



BABY NAMES

A U S T R A L I A 2 0 1 8

TRENDS & INSIGHTS

Around one in ten of Australia's 300,000 babies born in the last year were given one of the top ten baby names. There were 2,063 boys named **Oliver** and 1,687 girls named **Charlotte** last year.

BOYS		GIRLS	
1	Oliver	1	Charlotte
2	William	2	Olivia
3	Jack	3	Ava
4	Noah	4	Amelia
5	Thomas	5	Mia
6	James	6	Isla
7	Lucas	7	Grace
8	Henry	8	Ella
9	Ethan	9	Chloe
10	Mason	10	Harper

Oliver most popular everywhere, except the top end (NT)

Maintaining the top spot since 2014, **Oliver** is the top baby boy name in Australia for 2017, having overtaken **Jack** and **William** which were first in 2012 and 2011 respectively.

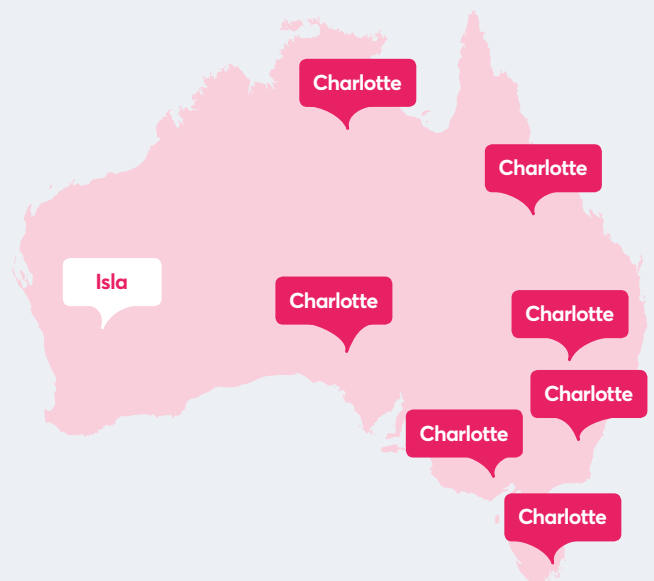
Oliver was the top boys' name in all states and territories, except in the Northern Territory where **Jack** ranked number one.



Charlotte maintains her reign as top girl baby name

Charlotte, with 1,687 occurrences, has been crowned the top baby girl name in Australia for the third year in a row, exceeding **Olivia** – who held the top rank in 2014.

Charlotte took out the top baby girl name in every state and territory except Western Australia, where **Charlotte** was ranked number three, beaten by **Mia** at number two and **Isla** at number one.



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Australia – State verses State

Oliver topped the list in all states except the Northern Territory, with **Jack** coming out on top.

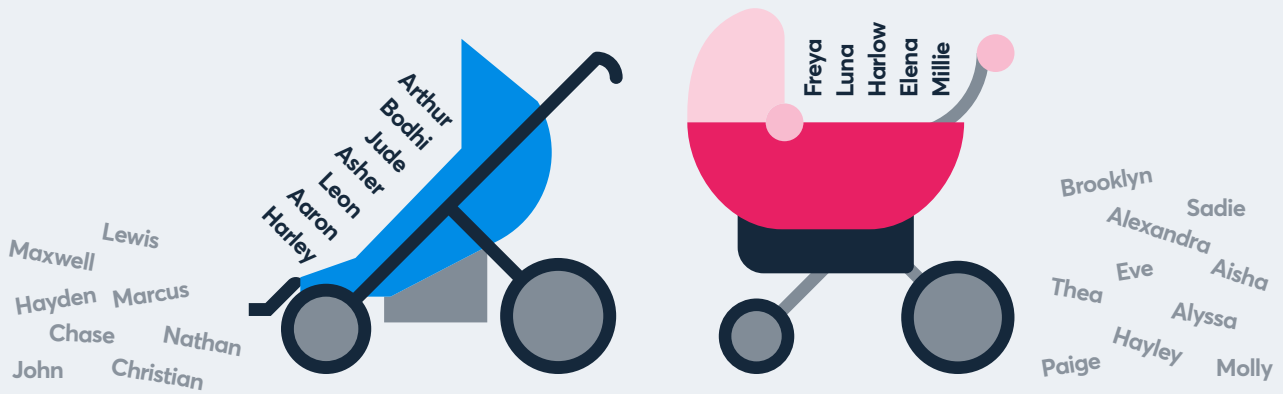
Jack was placed second in WA and TAS with **William** taking over the second spot in NSW, VIC, QLD, SA and ACT. Within most of the states and territories **Oliver, William, Jack** and **Noah** feature in the top five names, with **Oliver** and **Jack** being the only names to feature in the top five across all states and territories.

Rank	NSW	VIC	QLD	SA	WA	TAS	NT	ACT
1	Oliver	Oliver	Oliver	Oliver	Oliver	Oliver	Jack	Oliver
2	William	William	William	William	Jack	Jack	Mason	William
3	Noah	Jack	Noah	Jack	William	Henry	Oliver	Henry
4	Jack	Noah	Jack	Noah	Noah	William	Noah	James
5	Henry	Thomas	Harrison	Henry	James	Noah	James	Jack

1	Charlotte	Charlotte	Charlotte	Charlotte	Isla	Charlotte	Charlotte	Charlotte
2	Olivia	Olivia	Olivia	Ava	Mia	Evie	Olivia	Olivia
3	Ava	Amelia	Ava	Isla	Charlotte	Ava	Ava	Chloe
4	Amelia	Ava	Amelia	Harper	Olivia	Isla	Isabella	Sophie
5	Mia	Mia	Mia	Amelia	Amelia	Mia	Grace	Amelia

TRENDS & INSIGHTS

Seven new boys' and five new girls' names enter the Top 100



For boys, **Arthur** (83rd) makes a first ever entrance in the modern era into the Top 100 along with **Bodhi** (93rd), **Jude** (94th), **Asher** (97th) and **Leon** (100th). **Aaron** (98th) made a comeback into the Top 100 after exiting the list in 2016 and **Harley** (99th) has only just continued his position in the Top 100 this year, coming in at 99th position.

These names enter at the expense of **Chase, Nathan, Christian, John, Lewis, Maxwell, Marcus** and **Hayden**.

For girls, names making the Top 100 for the first time include **Freya** (66th), **Luna** (83rd), **Harlow** (85th), **Elena** (94th) and **Millie** (96th). These names enter at the expense of **Paige, Alyssa, Hayley, Thea, Molly, Eve, Aisha, Alexandra, Brooklyn** and **Sadie**.

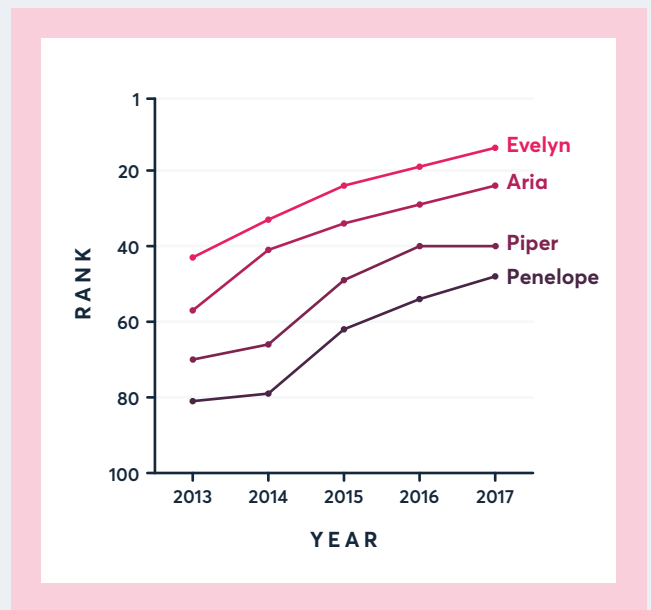
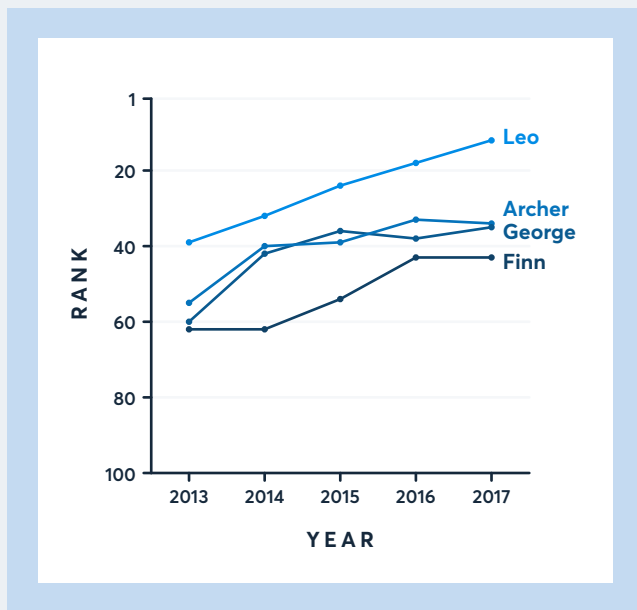
Freya made a grand entrance in the Top 100 for the first time in over six years, debuting at 66th position. **Luna** also made an entrance in the Top 100, at 83rd position for the first time in over six years. **Luna** entered not long after the birth of musician, John Legend and model, Chrissy Teigen's daughter in April 2016.

The name **Thea** (85th) and **Brooklyn** (99th) entered the Top 100 in 2016, failed to gain any significant traction and dropped off the Top 100 in 2017. However, **Paige, Alyssa, Hayley, Molly, Eve** and **Sadie** have hovered towards the bottom of the list for the last six years, and in 2017 no longer feature in the Top 100.

TRENDS & INSIGHTS

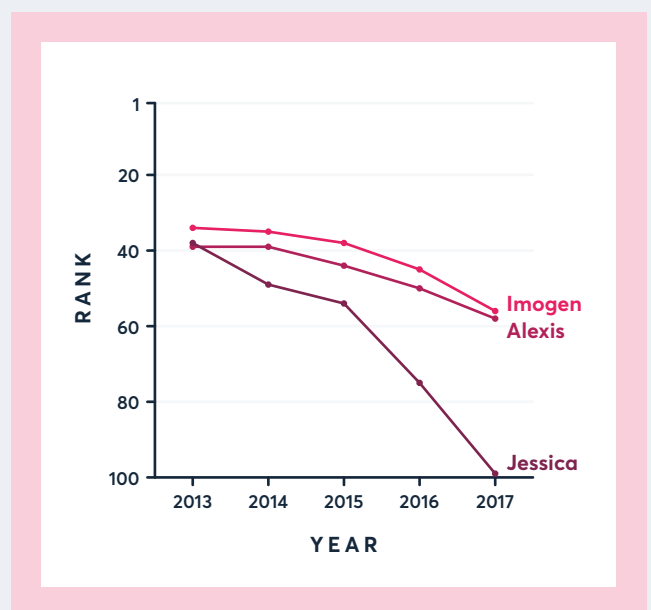
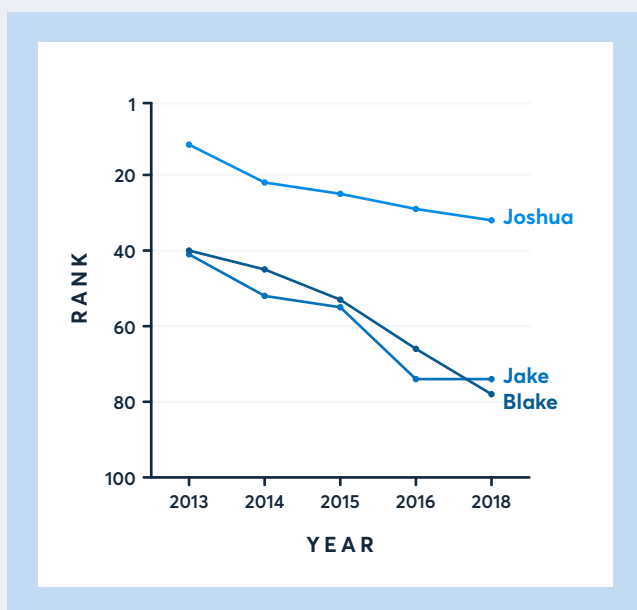
Five years of change

Some names have volatile popularity, with their rankings rising and falling quite quickly or unpredictably. Others however show a consistent trend, which gives a predictable indicator as to their future popularity. The following show the top four boys and girls names with the most consistent trend of rising popularity.



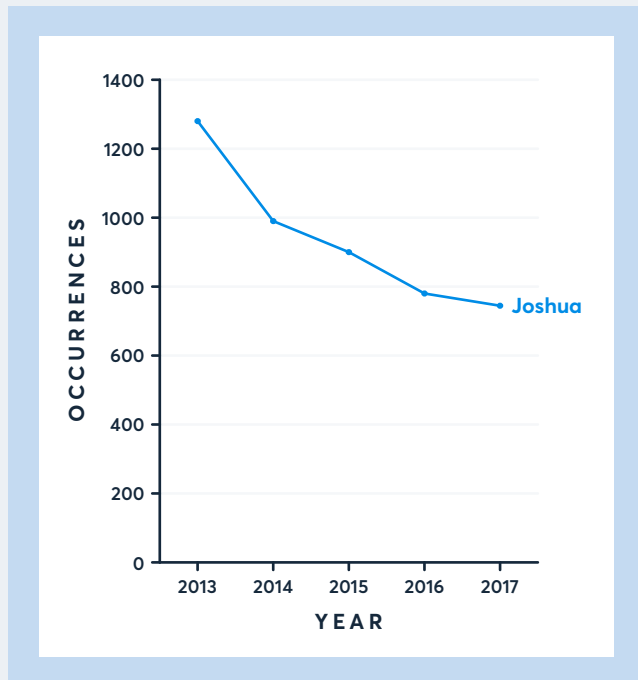
Most declining names

The following three boys and girls names show the clearest trend of declining popularity in Australia over the last half decade.



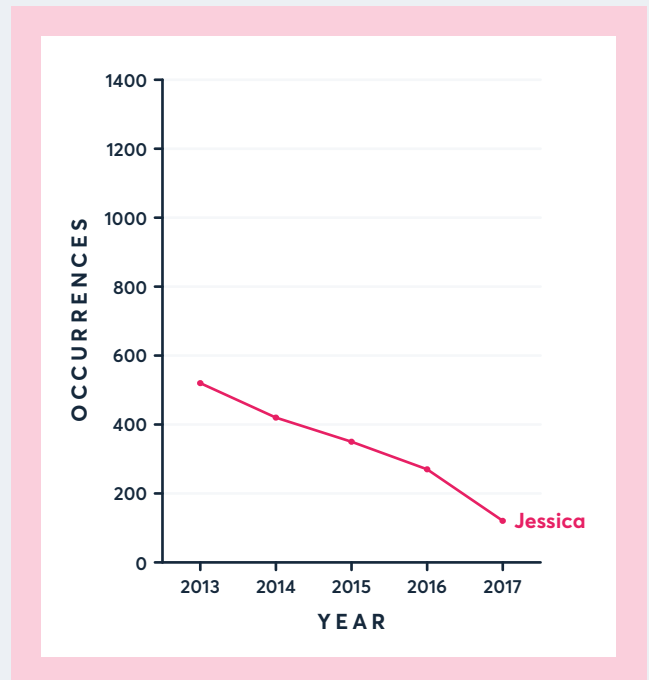
TRENDS & INSIGHTS

Top names in previous decades



Joshua was the most popular boys' name in Australia for almost a decade from the mid 1990's until 2003. Its reign at the top of the list is a feat unequaled even by **Jack** which replaced it as the top name in 2004 but only held an uninterrupted run for five years. Not since the dominance of **David** in the 1960's or **Michael** in the 1970's has a boys' name had such a run. However, the decline in popularity of **Joshua** has been consistent since then, falling 20 places to 32nd just in the last five years.

Christopher is another name that has seen more popular times. It was in the Top 10 boys' names nationally throughout the 1970's and 1980's and was the number one name three decades ago in 1985 and 1986. However, it has not been in the Top 100 since 2012 (when it was at 93rd).



Jessica was Australia's most popular girls' name for an unprecedented 16 years out of the 18 years from 1984 to 2001 inclusive. By the mid 1990's, approximately one in every 30 girls born in Australia was named **Jessica** compared to just one in 87 today named **Charlotte** - the current top girls' name. In just over a decade, **Jessica** dropped from first to 29th. In the five years since 2013, **Jessica** has dropped another 70 places to 99th. Based on the current trends, **Jessica** will be out of the Top 100 next year, less than 20 years after it was in top spot.

In most years of the 1980s and 1990s, **Amy** was a top 10 girls' name while today the name falls well outside the Top 100.

TRENDS & INSIGHTS



On both lists

Charlie is the only name in both the Boys' (11th) and Girls' Top 100 (98th) in unchanged form.

Botanic themes

Girls' names are strongly influenced by all things botanical with examples being **Ivy** (18th), **Lily** (19th), **Willow** (20th), **Violet** (37th), **Poppy** (43rd), **Jasmine** (51st), **Rose** (69th), **Daisy** (72nd) and **Olive** (100th). In contrast, no Top 100 boys' names have botanic influences.

Quirky

There is **Adam** (79th) but no **Eve**.

There is a **Bonnie** (88th) but no **Clyde**.

Michael (56th) **Jackson** (41st), **Alice** (38th) **Cooper** (28th), **George** (35th) **Lucas** (7th), **Ruby** (16th) **Rose** (69th) and **Hamish** (72nd) **Blake** (78th) are just some of the celebrities to manage both names on the list.

Hamish Blake manages not only both of his names but also has his wife (**Zoe** – 11th) and child (**Sonny** – 86th) in the Top 100.

Levi (20th) and **Zara** (30th) are some of the famous brands who made the list.

Muhammad (81st) is more popular than **Christian**, which didn't even make the Top 100.

Shorter names win

Jack (3rd) beats out **Jackson** (41st). **Archie** (33rd) beats **Archer** (34th) and **Max** (22nd) is more popular than **Maxwell** (didn't make the Top 100). Even for girls, currently **Lily** (19th) is more popular than **Lillian** (didn't make the Top 100) and **Ella** (8th) outranks **Isabella** (15th) and **Isabelle** (32nd).

Beginnings and endings

Softer-sounding names for girls and firmer-sounding names for boys is an ongoing trend in Australian baby names. Not only do the girls' names have more syllables on average than the top boys' names, but they also are more likely to start and end with vowels compared to the boys where consonants dominate.

85% (17) of the Top 20 girls' names end in a vowel or 'y', with the three exceptions being **Harper**, **Evelyn** and **Willow**. On the contrary, just four names in the Top 20 boys' names ends in a vowel or 'y' (**Henry**, **Charlie**, **Leo** and **Levi**).

Half of the Top 20 girls' names also begins with a vowel (**Olivia**, **Ava**, **Amelia**, **Isla**, **Ella**, **Evie**, **Evelyn**, **Isabella**, **Emily** and **Ivy**), compared to just three of the Top 20 boys names (**Oliver**, **Ethan** and **Alexander**).

From Christian names to given names

First names were traditionally called Christian names and for good reason – many given names had a Christian or Biblical reference. First names are now referred to as given names, because parents are influenced by many factors these days when it comes to baby names. Even though Christianity is still the dominant Australian religion, its cultural influence has waned. Two decades ago, all five of the top five boys' names were Bible characters (**Joshua**, **Daniel**, **Matthew**, **James** and **Thomas**), and twelve of the top twenty were from the Bible (which included **Benjamin**, **Luke**, **Nathan**, **Andrew**, **Alexander**, **Jacob** and **Samuel**). Today, just six of the top twenty boys' names can be found in the Bible (**Noah**, **James**, **Thomas**, **Ethan**, **Alexander** and **Samuel**).

Over this same period of time, the proportion of the Top 20 girls' names that come from the Bible has similarly declined from three (**Sarah**, **Rebecca** and **Hannah**) twenty years ago to just one today (**Chloe**).

TRENDS & INSIGHTS

Celebrity Influences

Actors, actresses, sports and music stars continue to significantly influence the popularity of baby names within Australia

Harper (10th, up from 18th in 2016 and 24th in 2014) – the name of world famous couple, Victoria and David Beckham's youngest daughter (born 2011). This name has been on the rise over the past six years, finally debuting in the Top 10 for 2017.

Luna (debuting at 83rd) – the name of musician, John Legend and model, Chrissy Teigen's daughter (born 2016).

Penelope (rising from 54th to 48th) – the name of reality TV star Kourtney Kardashian's daughter (born 2012).

Evie (13th) – the name of Australian TV & Radio Presenter, Carrie Bickmore's daughter (born 2015).

Billie (57th, up from 67th in 2016 and 82nd in 2015) – the name of famous AFL player, Chris Judd and Wife, Rebecca Judd's daughter (born 2014).

Hunter (16th, up from 20th in 2016) – the son of famous Australian businesswoman, Roxy Jacenko (born 2015).

Willow (20th, up from 27th in 2016) – the name of pop musician, Pink's daughter (born 2011) and also actor, Will Smith's daughter (born 2000).

Place Names

Place names are still a source of inspiration for many Australian parents. While Australian places are rising in the ranks, many (such as **Bronte**, **Avalon**, **Brighton** and **Arcadia**) are yet to enter the Top 100, and others like Adelaide are now out of the Top 100.

Indeed **Maddison** (50th) outranks **Victoria** (92nd) and **Georgia** (25th) and **Eden** (75th) are ahead of **Indiana** (84th).

For boy's, overseas locations still dominate with **Austin** (58th) and **Jordan** (53rd) outranking Australian locations (except for **Hunter**, 16th).



A Royal Influence

The original category of celebrities – the royals – have not only captured the loyalty and affections of modern Australians but continue to significantly influence their choice in baby names.

The younger generation of the Royal Family have resonated with their contemporary Generation Y's in Australia (aged between 24 and 38) who are now also in their family forming life-stage. The births of Prince **George** (born 2013) and Princess **Charlotte** (born 2015) have contributed to the popularity of these names. Like **George's** rank, which increased from 71st in 2012 to 35th in 2017, in 2015 we saw the name **Charlotte** overtake **Olivia** as the nation's most popular baby girl name, where she has since maintained her reign as number one.

After the birth of Prince **Louis** in 2018, sibling of Prince **George** and Princess **Charlotte**, it will be no surprise if the 2018 Baby Names shows **Louis** has stepped up the ranks from his current position at 73rd.

As Prince **Harry** (formally known as Prince **Henry**) has recently captured the hearts of many Aussies due to increased exposure around the Royal Wedding which took place in May 2018, it is no surprise to see that **Henry** has entered the Top 10 for the first time in over six years, after steadily increasing year by year (32nd in 2011 to 8th in 2017).

Following the recent Royal Wedding, it will be interesting to see whether Meghan Markle, the now Duchess of Sussex, will have an impact on the popularity of the name **Meghan**, which has not featured in the Top 100 for over six years.

In addition to **George**, **Charlotte**, **Louis** and **Henry**, other well-known royal names that feature in the Top 100 include **William**, **Edward**, **Charles**, **Elizabeth**, **Zara** and **Victoria**.

TOP 100 BOYS' NAMES

↙ Occurrences

1	Oliver	2063	27	Isaac	781	53	Jordan	476	79	Adam	283
2	William	1740	28	Cooper	767	54	Flynn	474	80	Beau	266
3	Jack	1595	29	Logan	762	55	Kai	464	81	Muhammad	265
4	Noah	1520	30	Jacob	759	56	Michael	457	82	Gabriel	263
5	Thomas	1242	31	Benjamin	755	57	Zachary	442	83	Arthur	262
6	James	1196	32	Joshua	745	58	Austin	435	84	Nicholas	230
7	Lucas	1171	33	Archie	730	59	Matthew	424	85	Ali	230
8	Henry	1157	34	Archer	705	60	Darcy	417	86	Sonny	225
9	Ethan	1028	35	George	686	61	Ashton	414	87	Spencer	216
10	Mason	999	36	Ryan	683	62	Jayden	409	88	Ryder	200
11	Charlie	983	37	Sebastian	662	63	Joseph	402	89	Parker	199
12	Leo	982	38	Theodore	637	64	Aiden	396	90	Felix	193
13	Harrison	977	39	Lincoln	606	65	Nate	391	91	Fletcher	190
14	Liam	973	40	Arlo	606	66	Jasper	383	92	Vincent	187
15	Alexander	923	41	Jackson	594	67	Caleb	375	93	Bodhi	187
16	Hunter	916	42	Eli	582	68	Dylan	373	94	Jude	182
17	Lachlan	902	43	Finn	575	69	Carter	345	95	Nathaniel	181
18	Samuel	890	44	Riley	572	70	Luke	343	96	Dominic	179
19	Hudson	864	45	Patrick	565	71	Angus	342	97	Asher	176
20	Levi	851	46	Daniel	555	72	Hamish	341	98	Aaron	175
21	Harry	839	47	Hugo	533	73	Louis	340	99	Harley	173
22	Max	832	48	Connor	528	74	Jake	323	100	Leon	155
23	Oscar	819	49	Jaxon	524	75	Charles	322			
24	Harvey	805	50	Luca	512	76	Owen	296			
25	Elijah	802	51	Edward	500	77	Toby	295			
26	Xavier	791	52	Tyler	476	78	Blake	295			

TOP 100 GIRLS' NAMES

↓ Occurrences

1	Charlotte	1687	27	Scarlett	683	53	Stella	348	79	Lola	243
2	Olivia	1477	28	Hannah	655	54	Phoebe	345	80	Bella	230
3	Ava	1349	29	Emma	651	55	Aurora	332	81	Ariana	225
4	Amelia	1344	30	Zara	648	56	Imogen	327	82	Lara	220
5	Mia	1265	31	Abigail	566	57	Billie	327	83	Luna	217
6	Isla	1241	32	Isabelle	565	58	Alexis	321	84	Indiana	212
7	Grace	1068	33	Audrey	565	59	Summer	318	85	Harlow	205
8	Ella	1027	34	Layla	561	60	Addison	303	86	Madeleine	200
9	Chloe	1011	35	Mila	559	61	Harriet	302	87	Chelsea	174
10	Harper	991	36	Eva	548	62	Ayla	302	88	Bonnie	171
11	Zoe	959	37	Violet	477	63	Eleanor	301	89	Quinn	164
12	Sophie	956	38	Alice	469	64	Eloise	298	90	Aaliyah	161
13	Evie	955	39	Hazel	421	65	Madison	292	91	Heidi	156
14	Evelyn	896	40	Piper	412	66	Freya	292	92	Victoria	153
15	Isabella	893	41	Ellie	402	67	Elsie	291	93	Isabel	153
16	Ruby	891	42	Mackenzie	390	68	Claire	284	94	Elena	150
17	Emily	884	43	Poppy	386	69	Rose	281	95	Peyton	143
18	Ivy	858	44	Annabelle	384	70	Emilia	280	96	Millie	134
19	Lily	812	45	Sofia	371	71	Florence	273	97	Madeline	132
20	Willow	797	46	Maya	371	72	Daisy	272	98	Charlie	128
21	Matilda	773	47	Savannah	369	73	Lilly	269	99	Jessica	120
22	Lucy	758	48	Penelope	368	74	Sarah	261	100	Olive	107
23	Sophia	712	49	Frankie	367	75	Eden	254			
24	Aria	712	50	Maddison	361	76	Anna	252			
25	Georgia	711	51	Jasmine	352	77	Eliza	247			
26	Sienna	685	52	Elizabeth	351	78	Holly	245			