



## **WHAT'S IN A NAME? NEW PARENTS PREFER TO KEEP IT IN THE FAMILY**

04/08/11

Harper Seven is the latest child to be born into the Beckham clan, following Brooklyn, Romeo and Cruz into one of the most famous families in the world. But for the average parents, it appears naming a new child is often more of a family affair.

A survey of over 900 parents by the UK's largest childcare voucher provider, Computershare Voucher Services (CVS), has found that of the parents questioned, most are shunning made up and celebrity names, preferring instead to stick with tradition by naming their child after a member of the family.

Over a quarter of parents (27%) questioned say they named their child after a family member, in contrast to just 6% of parents who opted for a made up name.

And it appears most parents remain uninspired by the cult of celebrity, with only 4% saying they named their child after a celebrity or famous sporting figure.

A fifth of parents (20%) sought inspiration from baby books to help them find the perfect moniker, and a further 4% followed in the Beckham's footsteps to name their child after a city.

More unusual decisions include naming a child after a music track, taking the name of a famous painter of cats, and for a pair of teachers - avoiding the name of any child they had taught in the past!

Julian Foster, managing director of CVS, said: "Parents can agonise for weeks about choosing the perfect name for their new child. However, unlike many celebrity parents, we've found that most prefer to take inspiration from the names of grandparents and other family members. This may go some way to explain why names like Jack and Sophie continue to be amongst the most popular year after year.

"As the largest dedicated childcare voucher provider in the UK we work with thousands of parents and their children, we've definitely seen a shift towards more unusual names in recent years. So who knows, maybe we'll see a Prime Minister Cruz or Queen Sparrow one day."

Julian added: "My wife and I debated for ages before settling on Gabriel for our baby boy. No family links or famous namesakes, we wanted a traditional and memorable name and it was simply the first one that both of us liked!"

### **The register - celebrity baby names hitting the headlines**

- American actress Natalie Portman recently named her new son Aleph after the first letter of the Hebrew alphabet
- Kate Hudson announced the arrival of Bingham Hawn Bellamy on July 9
- Pop star Pink has opted to name her daughter Willow Sage
- Singer Mariah Carey recently revealed the names of her new born twins as Monroe and Morocco
- Gwen Stefani's children are Kingston and Zuma
- Nicole Ritchie's two are called Sparrow James Midnight and Harlow Winter Kate
- The best of British, Jamie Oliver and wife Jules, have stayed with nature for their four children, Daisy Boo, Poppy Honey, Petal Blossom Rainbow and Buddy Bear.
- Gwyneth Paltrow and Chris Martin chose Apple for their eldest child

And who's next? We'll have to wait and see what Mel B and Lily Allen take as their inspiration.

Computershare Voucher Services is the largest dedicated childcare voucher provider, handling childcare vouchers for over 100,000 working parents every month, via 12,000 organisations.

ENDS

**For any further information please contact:**

Amy Henson  
T: 07857 145 257

**Editor's Notes:**

**Survey results: CVS questioned 939 parents and asked them 'how did you pick your children's names?'**

- 27% said family member's name
- 23% said they just liked the name
- 20% said they used baby book
- 6% said they made it up
- 4% named them after a celeb or sports star
- 4% named them after a city or location

**About Computershare Voucher Services**

Computershare Voucher Services acquired Busy Bees Childcare Vouchers in September 2008. We are responsible for the administration, management and development of childcare vouchers, an employee benefit available to all eligible working parents. Once an employer is registered with childcare vouchers, parents are entitled to exchange a part of their salary for vouchers. This part of their salary is exempt from tax and National Insurance contributions. Childcare vouchers are National Insurance exempt for employers.

Computershare Voucher Services is currently working with other voucher providers across the industry, including Accor, Grassroots and Sodexo, to establish an industry code of practice to ensure that employers, employees and carers can all benefit from registered childcare voucher schemes.

For more information visit: [www.computersharevoucherservices.com](http://www.computersharevoucherservices.com)

**About Computershare Limited (CPU)**

Computershare (ASX:CPU) is a global market leader in transfer agency and share registration, employee equity plans, proxy solicitation and stakeholder communications. We also specialise in

corporate trust services, tax voucher solutions, bankruptcy administration and a range of other diversified financial and governance services.

Founded in 1978, Computershare is renowned for its expertise in data management, high volume transaction processing, payments and stakeholder engagement. Many of the world's leading organisations use these core competencies to help maximise the value of relationships with their investors, employees, creditors, members and customers.

Computershare is represented in all major financial markets and has over 10,000 employees worldwide.

For more information, visit [www.computershare.com](http://www.computershare.com)