

## PRESS RELEASE

### TOP OF THE PUPS: NATION'S FAVOURITE PET NAMES OF 2020 REVEALED

- *Pet insurer MORE THAN reveals the top 100 puppy and kitten names, as 2020 sees 20% rise in insurance quotes for new dogs and cats<sup>1</sup>*
- *Luna eclipses most common names for new dogs and cats, while Milo surges up the list*
- *MORE THAN reminds Brits that pets are not just for Christmas, urging new pet owners to 'have their pets' backs' next year*

**London, XX December:** Luna has been revealed as the most pup-ular name for puppies and kittens this year, according to pet insurer MORE THAN, as the moon-inspired name continues to eclipse the top 100 lists.

MORE THAN insurance reports that the number of new quotes for puppies named Luna have rocketed by 28% in the last year, while quotes for kittens named Luna shot up by 31%. Milo follows as the second most popular name, climbing up the top 10 lists for new puppies and kittens over the last year, from fourth and seventh place respectively.

However, it seems that Brits have fallen out of love with the name Snoopy for a dog, as MORE THAN's list shows a dramatic fall for the name from #6 to #347 over the last year. Meanwhile, Winnie, Mabel and Otis have been amongst the highest climbers in the top 100 list for puppy names, while Bonnie, Kiki and Pepper have been amongst the highest climbers for kittens.

Graham Nicholls, Head of Pet Insurance at MORE THAN, comments: *"The more traditional names of past years such as Luna, Lola and Bella still dominate when it comes to new pets, but we are seeing a phenomenal rise in the number of Milos on our books. The meaning of the name is said to be 'merciful' or 'soldier' which, when considering how difficult it's been this year, is perhaps why it's proving to be so popular."*

Pet ownership has boomed during 2020, with nearly half of all Brits who currently own a pet getting at least one new furry friend during the first lockdown<sup>2</sup>. The level of care which is now being afforded to these furry companions also continues to rise, with MORE THAN insurance reporting a 20% increase in new pet insurance quotes for puppies and kittens this year, compared to 2019<sup>1</sup>.

The lists also reveal that puppies named Boris have MORE THAN doubled over the last year (+108%), rising from #128 to #74 in the list of most pup-ular names, and have almost tripled since 2018 (+197%)<sup>3</sup>. Meanwhile, kittens called Boris have risen +131% since December 2019, jumping up from #123 to #48 – reaching the top 50 feline names for the first time. Labrador Retrievers, Cocker Spaniels and Pugs were found to be the most popular breeds amongst puppies named Boris.

MORE THAN's Graham Nicholls continues: *"Dogs and cats have provided solace to millions of Brits during this difficult year, and for many new pet owners, it's provided that much-needed company and boost for our mood. For those who already have a pet, spending more time at home has meant we've become closer to them."*

The insurer also reports that the number of puppies named Stormzy has tripled (+235%) since 2018<sup>3</sup>, citing the artist’s headline performance at Glastonbury last year being a major factor behind the trend.

Graham Nicholls says: *“With everything our pets do for us, we should return the favour by keeping them happy and healthy. Make sure you think about the long-term commitment you’ll be making when you get a new pet – will you have enough time to play with them, exercise them, and can you afford to look after them? Getting a new pet is a big decision that requires a lot of thought, but a new furry companion can bring real benefits to your life if you’re ready for the commitment.”*

If you’d like a more unique name for your pet to avoid seven dogs running up to you in the park at once, check out our favourite MORE THAN pet insurance customers imaginative (and sometimes hilarious) pet names: [www.morethan.com/news/popular-pet-names-2020/](http://www.morethan.com/news/popular-pet-names-2020/)

<b><u>Top 100 dog names</u></b>	<b><u>Top 100 cat names</u></b>
1. Luna	1. Luna
2. Milo	2. Milo
3. Bella	3. Nala
4. Teddy	4. Simba
5. Buddy	5. Loki
6. Lola	6. Bella
7. Coco	7. Coco
8. Bailey	8. Willow
9. Poppy	9. Leo
10. Willow	10. Oreo
11. Daisy	11. Lola
12. Max	12. Teddy
13. Reggie	13. Charlie
14. Nala	14. Daisy
15. Ruby	15. Cat
16. Hugo	16. Oscar
17. Bear	17. Monty
18. Charlie	18. Tilly
19. Cooper	19. Jasper
20. Alfie	20. Ziggy
21. Rosie	21. Rosie
22. Bonnie	22. Blue
23. Molly	23. Shadow
24. Ralph	24. Poppy
25. Archie	25. Gizmo
26. Bertie	26. Max
27. Winnie	27. Cleo
28. Mabel	28. Pepper
29. Dexter	29. Smudge
30. Barney	30. Molly
31. Loki	31. Misty
32. Monty	32. Cookie
33. Millie	33. George
34. Frank	34. Lily
35. Bruno	35. Alfie

36. Oscar  
37. Frankie  
38. Chester  
39. Tilly  
40. Freddie  
41. Rocco  
42. Roxy  
43. Marley  
44. Murphy  
45. Toby  
46. Stanley  
47. Benji  
48. Rocky  
49. Dog  
50. Winston  
51. Blue  
52. Bruce  
53. Skye  
54. Maggie  
55. Woody  
56. Ted  
57. Arlo  
58. Jasper  
59. Otis  
60. Harley  
61. Rolo  
62. Ronnie  
63. Beau  
64. Rex  
65. Lottie  
66. Honey  
67. Leo  
68. Bobby  
69. Belle  
70. George  
71. Penny  
72. Ziggy  
73. Ollie  
74. Bob  
75. Betty  
76. Dolly  
77. Dave  
78. Lexi  
79. Buster  
80. Henry  
81. Boris  
82. Pepper  
83. Nellie  
84. Pippa

36. Bob  
37. Belle  
38. Mia  
39. Millie  
40. Buddy  
41. Merlin  
42. Bear  
43. Reggie  
44. Tigger  
45. Mabel  
46. Bertie  
47. Freddie  
48. Toby  
49. Dexter  
50. Kitty  
51. Boris  
52. Archie  
53. Chester  
54. Arlo  
55. Kiki  
56. Hugo  
57. Tiger  
58. Bobby  
59. Mittens  
60. Ruby  
61. Ralph  
62. Bonnie  
63. Boo  
64. Winnie  
65. Minnie  
66. Rocky  
67. Winston  
68. Smokey  
69. Olive  
70. Binx  
71. Marley  
72. Fluffy  
73. Dave  
74. Storm  
75. Phoebe  
76. Harry  
77. Maggie  
78. Pablo  
79. Ollie  
80. Ozzy  
81. Theo  
82. Casper  
83. Salem  
84. Socks

85. Simba	85. Billy
86. Pablo	86. Fred
87. Lily	87. Skye
88. Zeus	88. Pixie
89. Maisie	89. Frankie
90. Olive	90. Ronnie
91. Finn	91. Otis
92. Ozzy	92. Peanut
93. Kobe	93. Cosmo
94. Minnie	94. Maisie
95. Peggy	95. Pumpkin
96. Cookie	96. Percy
97. Louie	97. Frank
98. Kip	98. Oliver
99. Betsy	99. Zeus
100. Rufus	100. Biscuit

**-ENDS-**

**Notes for editors**

<sup>1</sup> Figure based on the volume of insurance quotes received for puppies and kittens in 2020, compared to 2019

<sup>2</sup> <https://www.petbusinessworld.co.uk/news/feed/pet-ownership-soars-in-covid-britain>

<sup>3</sup> Figure based on the volume of insurance quotes received for puppies and kittens in 2020, compared to 2018

**About MORE TH>N**

MORE TH>N is the direct financial services brand of RSA. Established in 2001, the company offers car, home, pet, business and travel insurance.

**Press Contact**

Ashley Daly  
Account Manager, Grayling  
[morethanpr@grayling.com](mailto:morethanpr@grayling.com)  
+44 (0)7864 181772