

FROM BARKING TO HOUNDSLOW: LONDON POSTCODES PINPOINTED BY PUPPY PREFERENCE

- ***New doggy data shows puppy preference varies according to London postcode, with affluent West loving royally-associated Maltese and edgy East choosing unusual Japanese breed***
- ***Popular pup names also vary across the city with loveable Luna dominating London***
- ***French Bulldogs remain capital's favourite pooch while diminutive Dachshunds and playful Pomeranians climb the ranks***

A regal Maltese called Lottie in wealthy west London, a diminutive Dachshund called Scooby for city life in east London and fun-loving Cocker Spaniel, Loki, for families in south west London – the breed and name of your dog could be a good indicator of where in London you live, according to the Kennel Club.

Statistics released ahead of the Kennel Club's Discover Dogs event taking place at ExCeL London on 12-13th October, show that there are distinct differences in the dog breeds and names favoured by people living in different parts of London. The statistics show:

- Affluent west London, including Kensington and Chelsea and Hammersmith –regal breeds such as the Cavalier King Charles Spaniel and the Maltese, favourite of Queen Victoria, make the top ten, unlike anywhere else in the capital. Lottie, after the royal princess, is the third most popular pup name in west London, while Willow, the name of the final Corgi bred by the Queen, makes the cut at number ten. However, neither name features in the capital's overall top ten.
- Compact east London, including the Docklands and Canary Wharf – small breeds do well, with the tiny Miniature Smooth Dachshund ranking higher than in any other London region. East Londoners are also favouring some more unusual breeds, including the exotic Japanese Shiba Inu making the area's top ten favourite breeds this year. This exotic breed only makes up around 0.1 per cent of the overall dog population in the UK and doesn't appear in any other London region's top ten. Residents of east London are similarly edgy

with their choice in dog names, and are the only ones throughout the city with Debbie, Nico, Scooby and Noah in their top ten.

- North west London, including Hampstead, Regents Park and Primrose Hill – large dog breeds do well, with the Golden Retriever placing at number three and proving more popular here than any other London area. The elegant Hungarian Vizsla also makes it into the top ten solely in north west London. Residents here appear to prefer typical dog names, like Bella, Lola and Buddy, with adventurous Skye the only unique name making the area's top ten.
- Steady north London, including Islington and Camden – old favourites like the Staffordshire Bull Terrier and the Whippet remain popular, while the more unusual American Cocker Spaniel and the Boston Terrier, both of which originate from across the pond, are climbing the top ten only in this area of the capital. North Londoners favoured names for their four-legged friend are Alfie, Lola and Leo.
- Leafy and green south west London, including Wandsworth and Wimbledon – are the only Londoners to keep the firm family favourite, the Cocker Spaniel, in the top three. Contrastingly, preferred names in this area are shifting away from the typical to the unusual, including Loki and Otto, neither of which are popular in any other London region.

However, regardless of region, it seems that some firm favourites now dominate every corner of the capital, with the French Bulldog reigning as top dog across all areas in the city, while the Labrador Retriever – the UK's most popular dog breed – is now trailing behind. Similarly, Londoners think Luna, Bella and Lola are the pawfect name for their new pup, and are the top trio of names in the city overall, mirroring the rest of the UK.

The Discover Dogs statistics when compared to the previous year's registrations in the capital show:

- The French Bulldog – which only made it into London's top ten in 2011 – is now the capital's most popular breed overall, reaching number one in every region of the capital.

- Some of the other breeds with the biggest surges in popularity are the Miniature Smooth Haired Dachshund, which climbed up London's top ten breeds from seventh most popular in 2017 to fourth top dog in 2019, and the Pomeranian, which has entered London's top ten for the first time this year as the capital's seventh favourite pooch, beating the celebrity darling, the Chihuahua.

Bill Lambert, spokesperson for the Kennel Club which runs the Discover Dogs event, said: "Londoners' puppy preferences reveal a lot about their lifestyle and where they live. If you live in a flat and work in the city, with less access to open space you would perhaps own a Miniature Dachshund or a small dog requiring less exercise, whereas somebody who lives in the leafy areas of South West London and has access to lots of green space like Battersea Park or Clapham Common might opt for a Labrador Retriever or Cocker Spaniel, requiring plenty of exercise and space.

"Sometimes though, people choose a dog breed because they feel it reflects their style or because it's fashionable like the French Bulldog, a breed which actually can suffer from some serious health problems, and although famous on Instagram and popular with celebrities, is not a breed that would suit everyone. We urge people to make sure they understand the breed and its characteristics before they make a decision to buy or rescue a dog, and to spend time researching the wide variety of breeds, to ensure they get the right one for them and their lifestyle. People can meet and greet over 200 breeds of all shapes and sizes under one roof at Discover Dogs to find their perfect match, whether it's Poppy the Pomeranian or Coco the Cocker Spaniel!"

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Notes to Editors

	East	North	West	South East	South West	North West	London overall
1	Oscar	Alfie	Lola	Lola	Luna	Luna	Luna
2	Milo	Lola	Bertie	Teddy	Teddy	Bella	Bella
3	Buddy	Leo	Lottie	Juno	Lola	Alfie	Lola
4	Luna	Ruby	Bella	Gus	Loki	Skye	Teddy
5	Teddy	Minnie	Coco	Molly	Buddy	Daisy	Coco
6	Bailey	Lulu	Monty	Coco	Baxter	Poppy	Milo
7	Debbie	Bella	Max	Bella	Otto	Lola	Poppy
8	Nico	Coco	Rolo	Winston	Coco	Ruby	Monty
9	Scooby	Pepper	Hugo	Ralph	Charlie	Buddy	Buddy
10	Noah	Freddie	Willow	Poppy	Alfie	Bailey	Ruby

Top dog names according to Agria Pet Insurance data based on 190,399 dogs in July 2019:

Top ten breeds according to KC registrations June 2019:

	East	North	West	South East	South West	North West	London overall
1	French Bulldog	French Bulldog	French Bulldog	French Bulldog	French Bulldog	French Bulldog	French Bulldog
2	Dachshund (Miniature Smooth Haired)	Retriever (Labrador)	Retriever (Labrador)	Retriever (Labrador)	Retriever (Labrador)	Retriever (Labrador)	Retriever (Labrador)
3	Pomeranian	Dachshund (Miniature Smooth Haired)	Chihuahua (Smooth Coat)	Pug	Spaniel (Cocker)	Retriever (Golden)	Spaniel (Cocker)
4	Bulldog	Spaniel (Cocker)	Pug	Bulldog	Dachshund (Miniature Smooth Haired)	Pomeranian	Dachshund (Miniature Smooth Haired)
5	Retriever (Labrador)	Miniature Schnauzer	Dachshund (Miniature Smooth Haired)	German Shepherd Dog	Pomeranian	Miniature Schnauzer	Miniature Schnauzer
6	Miniature Schnauzer	Staffordshire Bull Terrier	Spaniel (Cocker)	Spaniel (Cocker)	Staffordshire Bull Terrier	Dachshund (Miniature Smooth Haired)	Pug

7	Japanese Shiba Inu	Bulldog	Bulldog	Bull Terrier	German Shepherd Dog	Spaniel (Cocker)	Pomeranian
8	Pug	Whippet	Miniature Schnauzer	Miniature Schnauzer	Miniature Schnauzer	Pug	Bulldog
9	Spaniel (Cocker)	Spaniel (American Cocker)	Cavalier King Charles Spaniel	Retriever (Golden)	Pug	Hungarian Vizsla	German Shepherd Dog
10	German Shepherd Dog	Boston Terrier	Maltese	Chihuahua (Smooth Coat)	Retriever (Golden)	Miniature Pinscher	Retriever (Golden)

Discover Dogs

Discover Dogs takes place on 12th and 13th October at ExCeL London. It is the biggest dog event in the capital and enables people to meet and pet over 200 different dog breeds. There are fun dog displays, competitions and trade stands selling goods for dogs and dog lovers. Tickets (including fees) are from £12 to £15, under 8s go free. For more information and to buy tickets, visit www.discoverdogs.org.uk.

The Kennel Club

The Kennel Club is the largest organisation in the UK devoted to dog health, welfare and training. Its objective is to ensure that dogs live healthy, happy lives with responsible owners.

It runs the country's largest registration database for both pedigree and crossbreed dogs and the Petlog database, which is one of the UK's biggest reunification service for microchipped animals. The Kennel Club is accredited by UKAS to certify members of its Assured Breeder Scheme, which is the only scheme in the UK that monitors breeders in order to protect the welfare of puppies and breeding bitches. It also runs the UK's largest dog training programme, the Good Citizen Dog Training Scheme and accredits dog trainers and behaviourists through the Kennel Club Accredited Instructors Scheme.

It licenses shows and clubs across a wide range of activities, which help dog owners to bond and enjoy life with their dogs. The Kennel Club runs the world's greatest dog show, Crufts, and the Discover Dogs event at ExCeL London, which is a fun family day out that educates people about how to buy responsibly and care for their dog.

The Kennel Club invests in welfare campaigns, dog training and education programmes and the Kennel Club Charitable Trust, which supports research into dog diseases and dog welfare charities, including Kennel Club Breed Rescue organisations that re-home dogs throughout the UK. The Kennel Club jointly runs health screening schemes with the British Veterinary Association and, through the Charitable Trust, funds the Kennel Club Genetics Centre at the Animal Health Trust, which is at the forefront of pioneering research into dog health. The Kennel Club Cancer Centre at the Animal Health Trust (AHT) contributes to the AHT's well-established cancer research programme, helping to further improve dog health.