

Sunday Times

# GEN NEXT 2022



# ON-TREND AND INSPIRATIONAL

WHAT OUR YOUTH HAS TO SAY

## ADVERTISING MEDIUM

2022	2021
1 TikTok	TikTok
2 YouTube	Instagram
3 Instagram	YouTube
4 Facebook	Facebook
5 Social Media	Television
6 TV Channels/Television	Twitter
7 Google/Online	Radio
8 Cellphone/Smartphone	Internet/Websites
9 Twitter	Billboards/Electronic Billboard
10 Billboards/Electronic Billboard/Signs	

## ALCOHOL\*

2022	2021
1 Jägermeister	Savanna
2 Savanna	Brutal Fruit
3 Brutal Fruit	Belgravia
4 Hennessy Cognac	Hennessy Cognac
5 Heineken	Heineken
6 Amarula	Flying Fish
7 Bernini	Johnnie Walker
8 Flying Fish	Smirnoff Vodka/1818
9 Skyy Vodka	Carling Black Label
10 Belgravia Dry Lemon	Other

## BANKS

2022	2021
1 Capitec Bank	Capitec Bank
2 FNB	FNB
3 Nedbank	Standard Bank
4 Standard Bank	Nedbank
5 ABSA	Absa
6 TymeBank	TymeBank
7 Discovery Bank	Discovery Bank
8 African Bank	African Bank
9 Old Mutual	Old Mutual
10 Investec Bank	

## BRAND OVERALL

2022	2021
1 Nike	Nike
2 BMW	Apple
3 Adidas	Louis Vuitton/LV
4 Apple	BMW
5 Samsung	Gucci
6 Louis Vuitton	Samsung
7 Redbat	Adidas
8 Gucci	Puma
9 G-Star Raw	Redbat
10 Jordan	Vans

## BRAND THAT CARES ABOUT THE COMMUNITY

2022 (NEW)
1 KFC
2 Shoprite
3 Unilever
4 Woolworths
5 Coca-Cola
6 Vodacom
7 Masibambisane Foundation for Human Rights
8 Nike
9 Pick n Pay
10 Sasko

## BREAKFAST CEREALS

2022	2021
1 Jungle Oats	Kellogg's Corn Flakes
2 Kellogg's Coco Pops	Kellogg's Coco Pops
3 Weet-Bix	Jungle Oats
4 Future Life Cereal	Weet-Bix
5 Kellogg's Corn Flakes	Future Life
6 Milo Cereal/Nestle Milo	Milo
7 Bokomo	Kellogg's All Bran
8 ProNutro	Bar One
9 Nutrific	Kellogg's Rice Krispies
10 Morvite	Nutrific

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The votes have been audited and verified.

 yellowwood

# ON-TREND AND INSPIRATIONAL

WHAT OUR YOUTH HAS TO SAY

## CAMPAIGN TARGETED AT YOUTH

2022	2021
1 Lovelife	Nike
2 National Youth Development	Lovelife
3 Gender Based Violence	GBV/Gender Based Violence
4 Harambee Youth Development	Speak Out
5 Yes4Youth	Save the Rhino
6 Speak Out	Soul Buddy Campaign
7 Soul Buddyz	Spotify Youth Campaign
8 Soul City	NYDA/National Youth Develop
9 #Youthest	Harambee Youth Development
10 Generation NEXT	Let's Stop HIV

## CARTOON SHOWS

2022	2021
1 Mr. Bean	Regular Show
2 Tom & Jerry	Mr. Bean
3 Regular Show	Tom & Jerry
4 Dragon Ball Z (DBZ)	Dragonball Z (DBZ)
5 Spongebob Square Pants	Teen Titans
6 Teen Titans	Family Guy
7 The Simpsons	Spongebob Square Pants
8 Masha and the Bear	Power Rangers
9 Sofia The First	Sofia The First
10 Rick & Morty	Masha and the Bear

## CELLPHONES

2022	2021
1 Samsung	Samsung
2 iPhone	iPhone
3 Huawei	Huawei
4 Nokia	HiSense
5 Oppo	Nokia
6 Xiaomi	Sony
7 HiSense	Mobicel
8 Mobicel	LG
9 Vivo	Blackberry
10	Xiaomi

## FEMININE HYGIENE PRODUCTS

2022	2021
1 Kotex	Always
2 Always	Kotex
3 Stayfree	Stayfree
4 Avon Feminine	Lil-Lets
5 Lil-Lets	Avon Feminine
6 Gyna Guard	Gyna Guard
7 Garnier Wipes	Tampax
8 Femagene	LOLA Cleansing Wipes
9 Lactacyd	Libresse
10	Femagene

## FITNESS APP

2022	2021
1 Virgin Active App	Nike Running App
2 Samsung Health App	Apple Fitness App
3 Google Fit	Samsung Health
4 Nike Training Club NTC	Virgin Active App
5 My Fitness Pal	Huawei Fitness
6 Sweat App	Google Fit
7 FitOn	Workout for Women
8 Strava	My Fitness Pal
9	Fitbit
10	FitOn

## FOOD DELIVERY APP

2022	2021
1 Uber Eats	Uber Eats
2 Mr D Food	Mr. Delivery
3 Zomato Delivery App	Bolt Foods
4 Checkers Sixty60	Pick n Pay Delivery
5 Pick n Pay ASAP!	Checkers Sixty60
6 Bolt Foods	Eat 24
7 Eat 24	Scoot Delivery
8 DoorDash	Instacart
9 Jumia Food App	Zomato Delivery App
10 OrderIn	Doordash

## CHOCOLATES

2022	2021
1 Kit Kat	Lindt
2 Lindt	Cadbury Dairy Milk
3 Cadbury Dairy Milk	KitKat
4 Ferrero Rocher	Lunch Bar
5 Nestle Bar One	Ferrero Rocher
6 Cadbury Bubbly	Aero
7 Aero	Nestle Bar One
8 Cadbury 5 Star	PS
9 Cadbury PS	5 Star
10 Cadbury Lunch Bar	Cadbury Bubbly

## CLOTHING BRANDS

2022	2021
1 Nike	Nike
2 Adidas	Adidas
3 Mr Price/MRP	Gucci
4 Louis Vuitton	Louis Vuitton
5 Gucci	Redbat
6 Puma	Puma
7 Redbat	Zara
8 G-Star RAW	Relay
9 Zara	Vans
10 Jordan	Levi's

## CLOTHING STORES

2022	2021
1 Mr Price/MRP	Mr Price/MRP
2 Nike	Sportscene
3 Sportscene	Markham
4 Woolworths	H&M
5 Markham	Woolworths
6 TotalSports	TotalSports
7 Truworths/LTD	Cotton On
8 H&M	Truworths/LTD
9 Cotton On	Identity/ID
10 The Fix	The Fix

## SPECIALIST HEALTH STORES

2022	2021
1 Clicks	Clicks
2 Dis-Chem	Dis-Chem
3 Woolworths	Avon
4 Avon	Woolworths
5 Pick n Pay	Game
6 Edgars	Edgars
7 Shoprite	Foschini
8 H&M	The Body Shop
9 Foschini	Beauty Zone
10	Signature

## HOT BEVERAGE

2022	2021
1 Starbucks Coffee	Nestle Hot Chocolate
2 Rooibos Tea	Milo
3 Nescafé	Nescafé
4 Milo	McDonald's
5 Ricoffy	Jacobs
6 Jacobs Kroning Coffee	Starbucks
7 Nestle Hot Chocolate	Hug In A Mug
8 Nestle Cappuccino	Joko
9 Hug-In-A-Mug	Nespresso
10 KFC HOT BEVERAGES	Five Roses

## HOTELS

2022	2021
1 Sun City Hotel	Sun City Hotel
2 Protea Hotel	Protea Hotel
3 Tsogo Sun	Blue Waters Hotel
4 Sun International Hotel	Sun International
5 Hilton Hotel	City Lodge
6 City Lodge	Hilton Hotel
7 Blue Waters Hotel	Tsogo Sun
8 Garden Court	Southern Sun Hotel
9 Holiday Inn Hotel	
10 Southern Sun Hotel	

## COLD BEVERAGE

2022	2021
1 Coca-Cola	Coca-Cola
2 Liqui Fruit	Sprite
3 Appletiser	Fanta
4 Sprite	Oros
5 Tropika	Liqui Fruit
6 Cappy	Tropika
7 Fanta	Monster Energy Drink
8 Oros	Pepsi
9 Stoney	Twizza
10	Kingsley

## COLLEGES

2022	2021
1 TVET College	Boston City College
2 Boston City Campus	Cape College
3 Cape College	Port Elizabeth TVET College
4 Damelin College	IIE Rosebank College
5 IIE Rosebank College	Damelin College
6 City Varsity	South West Gauteng College
7 IIE Varsity College	IIE Varsity College
8 Port Elizabeth TVET College	Bloemfontein College
9 Tshwane College	Richfield College / PC Traini
10 North Link College	Tshwane College

## COMPANY TO WORK FOR

2022	2021
1 Google/Chrome	Mercedes-Benz
2 Apple	Apple
3 Transnet	BMW
4 Anglo American Platinum	Nike
5 Coca-Cola	Samsung
6 Microsoft	Department of Health/DOH
7 Vodacom	Google/Chrome
8 Shoprite	Transnet
9 Sasko	Coca-Cola
10 The Conran Shop	Telkom

## ICE-CREAM

2022	2021
1 Magnum	Magnum
2 Woolworths Tin Roof	McDonalds
3 Oreo	Woolworths Tin Roof
4 Nestle Bar One	Oreo
5 Woolworths Blueberry	KFC
6 Country Fresh	Milky Lane
7 Farmhouse	Nestle (Bar One/Rola/King Kona/Milky Bar)
8 Polar Ice Cream	Cadbury (Crunchie)
9 Ola Rich 'n Creamy	Dairymaid (Farmhouse/Country Fresh)
10 Cometto	Haagen-Dazs

## INSURANCE COMPANIES

2022	2021
1 Old Mutual	Outsurance
2 Clientèle	Discovery
3 Discovery	Old Mutual
4 OUTsurance	Clientèle
5 1st For Women	1st For Women
6 ILife	Budget
7 Avbob	Avbob
8 Assupol	MIWay
9 Hippo	Assupol
10 Sanlam	Hollard

## KIDS TV CHANNELS

2022	2021
1 Cartoon Network (301)	Cartoon Network (301)
2 Disney (303)	Nickelodeon (305)
3 Boomerang (302)	Disney (303)
4 Nickelodeon (305)	Boomerang (302)
5 Disney Jnr (309)	Disney Junior (309)
6 Disney XD (304)	Disney XD (304)
7 Nickelodeon Jnr (307)	NickToons (308)
8 NickToons (308)	eToonz (311)
9 eToonz (311)	JimJam (310)
10 Jim Jam (310)	CBeebies (306)

## CONSOLE/MOBILE GAMES

2022	2021
1 FIFA	FIFA
2 Grand Theft Auto/GTA	Grand Theft Auto/GTA
3 Candy Crush	Need for Speed
4 Need for Speed	Call of Duty/COD
5 My Talking Tom	Minecraft
6 Minecraft	Spider-Man
7 Call of Duty/COD	God of War
8 God of War	Fortnite
9 Fortnite	Pac-Man
10 Pac-Man	Assassin's Creed

## DAILY NEWSPAPER

2022 (NEW)	2021
1 Daily Sun	YouTube
2 Daily News	Zoom
3 Sowetan	Google Classroom
4 Isolezwe	WhatsApp
5 TheCitizen	Mindset (319)

## DIGITAL LEARNING PLATFORM

2022	2021
1 YouTube	YouTube
2 Zoom	Zoom
3 Google Classroom	Google Classroom
4 Mindset (319)	WhatsApp
5 Vodacom E-school	Mindset (319)
6 eLearn SA	Skype
7 Udemy	SABC 1 Learning
8 Blackboard	MasterClass
9 Siyavula	Woza Matric
10 MasterClass	E-school by Vodacom

## LOCAL CELEB

2022	2021
1 Trevor Noah	Casper Nyovest
2 Connie Ferguson	Big Zulu/Siyabonga Nene
3 Makhadzi	Connie Ferguson
4 DJ Kabza De Small/Kabza the Small	DJ Zinhle/Zintle
5 DJ Zinhle/Zintle	AKA/Kiernan Jarryd Forbes
6 Casper Nyovest	Nsikayesizwe David Ngcobobo
7 Nomzamo Mbatha	Makhadzi
8 DJ Maphorisa/Madumane	Somizi Mhlongo
9 Pearl Thusi	Bonang Matheba/Queen B
10 Somizi Mhlongo	Pearl Thusi

## LOCAL ENTERTAINMENT PLACES

2022	2021
1 Sun City	Sun City
2 Gold Reef City	Kruger National Park
3 Kruger National Park	Gold Reef City
4 uShaka Marine World	uShaka Marine World
5 Konka	Table Mountain
6 Table Mountain	Cinema/Movies
7 Drakensberg	The National Zoo
8 Robben Island	Robben Island
9 Carnival City	V&A Waterfront
10 V&A Waterfront	Sun Coast

## LOCAL RADIO DJ

2022	2021
1 DJ Fresh/Thato Sikwane	DJ Fresh/Thato Sikwane
2 Somizi Mhlongo	DJ Sbu/Sbusisi Leope/Mize
3 DJ Sbu/Sbusiso Leope	Dineo Ranaka
4 Lerato Kganyago/LKG	Anele Mdoda
5 Dineo Ranaka	DJ Mo Flava
6 DJ Mo Flava	Lerato Kganyago/LKG
7 Anele Mdoda	Ayanda MVP
8 DJ Madumane/Dumi Simelane-Madumane	Ankletap
9 Thando Thabethe	DJ Sgqemeza
10 Bonang Matheba/Queen B	DJ Thomas Msengana/Bad Boy

## ENERGY PRODUCTS

2022	2021
1 Red Bull	Red Bull
2 Powerade	Powerade
3 Energade	Monster
4 Monster	Energade
5 Dragon	Dragon
6 Power Play	Score
7 Switch	Reboost
8 Mofaya	Power Play
9 Score	Switch
10 Reboost	Mofaya

## FAST-FOOD PLACES

2022	2021
1 McDonald's	McDonald's
2 KFC	Debonairs Pizza
3 Debonairs Pizza	KFC
4 RoccoMammas	Spur
5 Spur	Steers
6 Steers	Nando's
7 Burger King	Burger King
8 Chicken Licken	Chicken Licken
9 Nando's	Wimpy
10 Romans Pizza	Hungry Lion

## FEMALE DEODORANTS

2022	2021
1 Nivea	Playgirl
2 Dove	Nivea
3 Playgirl	Dove
4 Avon	Shield
5 Yardley Lace	Avon
6 Shield	Yardley
7 Pink Happiness	Shower to Shower
8 Shower to Shower	Revlon
9 Mitchum	Adidas
10 Mum	Mum

## LOCAL TV PROGRAMMES/SERIES

2022	2021
1 The River	The Queen
2 Uzalo	Gomora
3 Gomora	Uzalo
4 House Of Zwide	The River
5 Skeem Saam	Durban Gen
6 The Wife	7de Laan
7 Blood & Water	Skeem Saam
8 The Queen	Scandal!
9 7de Laan	Generations
10 Idols SA	Isibaya

## LOCAL SPORTSPERSON

2022	2021
1 Siya Kolisi	Siya Kolisi
2 Percy Tau	Percy Tau
3 Thembinkosi Lorch	Thembinkosi Lorch
4 Siphwe Tshabalala	Siphwe Tshabalala
5 Itumeleng Khune	Doctor Khumalo
6 Mokgadi Caster Semenya	AB De Villiers
7 Teko Modise	Itumeleng Khune
8 Kagiso Rabada	Benni McCarthy
9 Benni McCarthy	Kagiso Rabada
10	Wayde van Niekerk

## LOYALTY PROGRAMME

2022	2021
1 Pick n Pay Smart Shopper	Pick n Pay Smart Shopper
2 Shoprite Xtra Savings	Shoprite Xtra Savings
3 Clicks ClubCard	Vodacom
4 FNB eBucks	Woolworths WRewards
5 MTN 1-4-1	Clicks ClubCard
6 Checkers Xtra Savings	MTN
7 Spar Rewards	Checkers Xtra Savings
8 Woolworths WRewards	FNB eBucks
9 Dis-Chem Loyalty	Starbucks
10	Discovery

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MAKE-UP BRANDS	
2022	2021
1 Avon	Avon
2 L'Oreal	Revlon
3 Revlon	M.A.C
4 Maybelline	Inuka
5 M.A.C	L'Oreal Base
6 Dior	Signature
7 Yardley London	Black Opal
8 Estée Lauder	Maybelline
9 Fenty Beauty	Yardley
10 Chanel	Fenty Beauty

MALE DEODORANTS	
2022	2021
1 Nivea	Nivea
2 Playboy	Playboy
3 English Blazer	English Blazer
4 Dove	Axe
5 Axe	Adidas
6 Shield	Shield
7 Mitchum	Dove
8 Adidas	Brut
9 Brut	Old Spice
10 Old Spice	Shower to Shower

MOTOR VEHICLES	
2022	2021
1 Mercedes Benz	Mercedes Benz
2 BMW	BMW
3 Lamborghini	Lamborghini
4 VW	Ferrari
5 Audi	Range Rover
6 Range Rover	Audi
7 Porsche	VW/Volkswagen
8 Toyota	Porsche
9 Jeep	Jeep
10 Ferrari	Toyota

SHOWER GEL	
2022	2021
1 Nivea	Nivea
2 Dove	Dove
3 Oh So Heavenly	Shower to Shower
4 Lux Body Wash	Sanex
5 Avon	Avon Products
6 Sanex Body wash	Oh So Heavenly
7 Shower to Shower Body Wash	Lux Body Wash
8 Radox	Head & Shoulders
9 Satisfin	Johnson & Johnson
10 Dettol	Radox

SKINCARE PRODUCTS	
2022	2021
1 Nivea	Nivea
2 Vaseline	Dove
3 Dove	Avon
4 Avon	Vaseline
5 Garnier	Gentle Magic
6 Portia M	Dawn
7 Johnson & Johnson	Garnier
8 Dawn	Ponds
9 Clere	Clere
10 Gentle Magic	Portia M

SNACKS	
2022	2021
1 Doritos	Doritos
2 Lay's	Lay's
3 Simba	Pringles
4 Pringles	Simba
5 Cadbury Chocolate	Oreos
6 Oreos	Nik Naks
7 Nik Naks	Go Slow
8 Maynards	Fritos
9 Fritos	Stylos
10 Bigga Naks	Bigga Naks

MUSIC STORE/WEBSITE/STREAMING	
2022	2021
1 Spotify	Spotify
2 YouTube Music	YouTube Music
3 Fakaza	Mp3 Juices
4 Mp3 Juices	Fakaza Music
5 Apple Music	Google Play Music
6 Apple iTunes	Apple iTunes/Apple Music
7 Tubidy	Joox
8 Joox	Tubidy
9 Deezer	Musica
10 SoundCloud	SoundCloud

ONLINE ACCOMMODATION BOOKING SITES	
2022 (NEW)	2021
1 Trivago	
2 Agoda	
3 Airbnb	
4 Booking24.com	
5 Computicket.com	
6 Hotels.com	
7 Hippo.com	
8 safari.com	
9 Travelstart	
10 Sho't Left	

ONLINE INFLUENCER	
2022	2021
1 Somizi Mhlongo/Somgaga	Casper Nyovest
2 Bonang Matheba/Queen B	Bonang Matheba/Queen B
3 Refiloe Maele Pholo/Casper Nyovest	Somizi Mhlongo/Somgaga
4 Thulasizwe Siphwe Dambuzza/Lasizwe	AKA/Kieran/Jarry Forbes
5 Boitumelo/Boity Thulo	Pearl Thusi
6 Minesshe Dlamini/Minnie Dlamini	James Charles
7 Mhlabi Ndamase/Amanda	Boitumelo/Boity Thulo
8 Faith Nketsi/Queen Twerk	Thulasizwe Siphwe Dambuzza (Lasizwe)
9 Nadia Jaffha	Xhosanetra Skills
10 Kay Ngonyama/Kay Yarms	Faith Nketsi/Twerk Queen

SOAP BARS	
2022	2021
1 Protex	Dove
2 Dove	Protex
3 Dettol	Lifebuoy
4 Lifebuoy	Dettol
5 Lux	Nivea
6 Sunlight	Lux
7 Johnson & Johnson	Sunlight
8 Nivea	Johnson & Johnson
9 Savlon	Gentle Magic
10	Securex

SOCIAL MEDIA APP	
2022	2021
1 TikTok	WhatsApp
2 WhatsApp	TikTok
3 Instagram	Instagram
4 Facebook	Facebook
5 YouTube	YouTube
6 Twitter	Snapchat
7 Snapchat	Twitter
8	Pinterest
9	Moya
10	Telegram

SPREADS	
2022	2021
1 Rama	Nutella
2 Nutella	Rama
3 Yum Yum Peanut Butter	Black Cat Peanut Butter
4 Black Cat Peanut Butter	Melrose
5 Melrose	Yum Yum Peanut Butter
6 Stork	Stork
7 Flora	Flora
8 Blossom	Sunshine D
9 D'Lite	Marmite
10 Rondo	Rondo

STATIONERY STORE	
2022	2021
1 CNA	CNA
2 Pick n Pay	Game
3 PNA	Makro
4 Checkers	Shoprite
5 Shoprite	PNA
6 Game Stores	Pick n Pay
7 Waitons	Checkers
8 Makro	Crazy Store
9 Crazy Store	Waitons
10 Pep Stores	Spar

SWEETS	
2022	2021
1 Maynards	Maynards
2 Cadbury Eclairs	Pinpop
3 Amajoya	Smarties
4 Yoguetta	Beacon Jelly Tots
5 Beacon Jelly Tots	Yoguetta
6 Smoothies	Big Bomb
7 Pinpop	Amajoya
8 Halls	Halls
9 Pengo	Smoothies
10 Stumbo	Pengo

TECHNOLOGY BRAND	
2022	2021
1 Apple	Samsung
2 Samsung	Apple
3 TikTok	Huawei
4 Facebook	Google
5 Huawei	Microsoft
6 Google	Hisense
7 Microsoft	LG
8 Lenovo	Sony
9 HP	Lenovo
10 Sony	HP

ONLINE STORE	
2022	2021
1 Takealot	Takealot
2 SHEIN	Mr Price/MRP
3 Mr Price/MRP	Amazon
4 Amazon	Superbalist
5 Superbalist	Zara
6 Wish	SHEIN
7 Zando	Wish
8 eBay	eBay
9	Gumtree
10	AllExpress

PETROL STATIONS	
2022	2021
1 Engen	Engen
2 Shell	Shell
3 Caltex	Caltex
4 Sasol	Sasol
5 Total	Total
6 BP	BP
7 Puma	Puma
8 Viva	Viva
9 Global	Global
10	Q4 Fuel

PUBLIC TRANSPORT BRAND	
2022	2021
1 Uber	Uber
2 Bolt	Bolt
3 Greyhound	Taxi
4 Gautrain/Gautrain Bus	Gautrain
5 City To City	City to City
6 InterCape	Greyhound
7 Metro Bus	Train
8 MyCiti	InterCape
9 Golden Arrow	Golden Arrow
10 Rea Vaya	Rea Vaya

TINNED FOOD	
2022	2021
1 Koo	Woolworths
2 Lucky Star Tin Fish/Lucky Star Pilschards	Koo
3 Woolworths Canned Products	Lucky Star
4 All Gold	All Gold
5 Rhodes	Pick n Pay/No Name
6 Bull Brand/Cornd Beef/Bully Beef	Shoprite/Ritebrand
7	Rhodes
8	Bull Brand
9	Heinz
10	Glenryk

TELECOMMS PROVIDERS	
2022	2021
1 Telkom	Telkom
2 Vodacom	MTN
3 MTN	Vodacom
4 Cell C	Rain
5 Rain	Cell C
6 Green Mobile	Mweb
7	Awesim
8	VOX
9	Huge
10	Liquid

TOY STORE	
2022	2021
1 Toys R Us	Toys R Us
2 Crazy Store	Game
3 ToyZone	Crazy Store
4 Makro	ToyZone
5 Game	Makro
6 Lego City	Toy Kingdom
7 Shoprite	Checkers
8 Checkers	Pick n Pay
9 Toy Kingdom	Shoprite
10 CNA	Baby Boom

RADIO STATIONS	
2022	2021
1 Metro FM 96.4	Metro FM
2 Ukhozi FM	Umlhobo Wenene
3 East Coast Radio 94.0/ECR	Ukhozi FM
4 Gagasi FM/Igagasi	5FM
5 Umlhobo Wenene FM	Jacaranda
6 5FM/Five FM	East Coast Radio/ECR
7 YFM 99.2	Lesedi FM
8 Lesedi FM 88.4	Radio 2000
9 Jacaranda 94.2	YFM
10 Radio 2000	Jozi FM

RESTAURANTS	
2022	2021
1 Spur Steak Ranch	McDonalds
2 McDonald's	RocoMamas
3 Mugg & Bean	Mugg & Bean
4 Nando's	Spur Steak Ranch
5 RocoMamas	Debonairs Pizza
6 KFC	Steers
7 Wimpy	Ocean Basket
8 Ocean Basket	Nando's
9 Debonairs Pizza	KFC
10 Steers	Wimpy

SAUCES	
2022	2021
1 Nando's Hot Sauce	Nando's
2 All Gold Tomato Sauce	Steers
3 Mrs Ball's	Spur
4 Wellington's Sweet Chili Sauce	All Gold
5 Tabasco	Chicken Licken/Soul Fire
6 Maggi	Mrs Ball's
7 Spur Blue Cheese Sauce	Tabasco
8 Taco Sauce	Jimmys
9 Crosse and Blackwell Mayonnaise	Wellington's
10 Rea Vaya	Rea Vaya

TV CHANNELS	
2022	2021
1 Moja Love	Nickelodeon (305)
2 Mzansi Magic	Cartoon Network/CN (301)
3 Channel O	Mzansi Magic (161)
4 Disney Channel	Channel O (320)
5 Cartoon Network	Disney Channel (303)
6 Nickelodeon	M-Net (101)
7 M-Net	Moja Love (157)
8 MTV Base	MTV Base (322)
9 TLC Entertainment	MTV (130)
10 SABC 1	TLC Entertainment (135)

TV STREAMING/CONTENT CHANNELS/PLATFORMS	
2022	2021
1 Netflix	Netflix
2 Showmax	YouTube
3 YouTube	TikTok
4 Dstv App	DStv
5 Amazon Prime Video	Showmax
6 Hulu	Facebook
7 Viu Stream	SABC
8 Apple TV	e.tv
9 eVOD	Google TV
10	Amazon Prime

UNIVERSITIES	
2022	2021
1 Univ. of Cape Town/UCT	Univ. of Cape Town/UCT
2 WITS	Univ. of Johannesburg
3 UNISA	WITS
4 Univ. of Johannesburg	UNISA
5 Univ. of KwaZulu-Natal	Univ. of Pretoria/UP
6 Univ. of Pretoria	Univ. of KwaZulu Natal
7 Harvard Univ.	Durban Univ. of Techno
8 Durban Univ. of Technology/DUT	Univ. of Western Cape
9 Nelson Mandela Metropolitan Univ./NMMU	Univ. of Stellenbosch
10 Tshwane Univ. of Technology/TUT	Tshwane Univ. of Technology

SAVINGS AND INVESTMENT PLATFORM	
2022 (NEW)	2021
1 Capitec	
2 African Bank	
3 FNB Investor Platform	
4 Old Mutual Invest	
5 EasyEquities	
6 Bitcoin	
7 Discovery	
8 Luno	
9 Forex Trading/Foreign Exchange Trading	
10 Stash	

SHOE/FOOTWEAR BRANDS	
2022	2021
1 Nike	Nike
2 Adidas	Adidas
3 Air Jordan	Jordan
4 Vans	
5 Puma	Puma
6 All Star	Lacoste
7 Drip	All Star
8 Carvela	Fila
9 Lacoste	Converse
10 New Balance	Ellesse

SHOPPING MALLS	
2022	2021
1 Mall of Africa	Mall of Africa
2 Sandton City	Sandton City Mall
3 Gateway Mall	Gateway Mall
4 Pavilion Mall	V&A Waterfront Mall
5 V&A Waterfront	Canal Walk
6 Mall of the North	Menlyn Mall
7 Menlyn Park	Pavillion Mall
8 Maponya Mall	Cape Gate Mall
9 Canal Walk	Maponya Mall
10 Eastgate Mall	Eastgate Mall

WEEKLY NEWSPAPERS	
2022	2021
1 Sunday Times	Sunday Times
2 City Press	Sunday Sun
3 Sunday Sun	Rising Sun
4 Mail & Guardian	City Press
5	Soccer Laduma
6	Mail & Guardian
7	George Herald
8	Rapport
9	Sunday Tribune
10	Witbank News

## #GENNEXT

From Sunday Times Generation Next study consisting of written questionnaires and online questionnaires administered in eight provinces. We focus on young people in the following age groups: Tweens (ages 8-12); Teens (ages 13-18); Young Adults (19-24) and Young Professionals (25-30). We poll over 5 900 young people across the country ensuring that the sample includes urban, peri-urban and rural youth. Data collection dates: April-June 2021. © 2021 Yellowwood Future Architects (Pty) Ltd. All rights reserved.

Sunday Times

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