

***Sunday Times* Generation Next youth survey reveals the 'coolest' brands, celebs**

The results of the thirteenth *Sunday Times* Generation Next youth survey were announced at the Awards held at Sandton Convention Centre on Thursday, 11 May. Nike was once again awarded as the 'Overall Coolest Brand', after claiming top spot in three of the 75 categories surveyed: 'Coolest Clothing Brand', 'Coolest Brand Slogan', and 'Coolest Footwear Brand'.

The annual survey, commissioned by the *Sunday Times* and conducted by HDI Youth Marketeers is the leading barometer of youth sentiment towards brands and celebrities in South Africa. Nearly 12,000 youths aged between 8-23 years, across urban and peri-urban parts of South Africa, were polled.

Reardon Sanderson, GM Commercial at Times Media says, “the *Sunday Times* Generation Next survey continues to deliver very relevant data on the perceptions and motivations behind the brand choices of SA’s youth. We believe the insights delivered are essential to marketers and advertisers, and we’re very proud to make it available to the industry.”

“Education and spirituality are the big themes in this year’s study,” says Catherine Bothma, MD of HDI Youth Marketeers. “Without a doubt, young people view self-enrichment as very important. Only nine years ago youth couldn’t live without their cellphones and money, whereas this year, those have fallen to fourth and fifth place, making space for family, religion and education.”



Brands that have maintained top spot in their respective categories since 2016 include: FNB, Samsung, Mr Price, SAA, Colgate, Protea Hotels, Sandton City, Identity, Vodacom, KOO, Engen, Sunday Times, Trace, Google Play Store, MetroFM, Top Gear magazine, McDonald’s, Spur, Red Bull Energy Drink, Doritos, Coca-Cola, Jelly Tots, Mugg & Bean, Orbit chewing gum, Always, Avon, WhatsApp, Tom & Jerry, FIFA, Daily Sun and Dark & Lovely.

New categories awarded in 2017 include: 'Coolest Footwear/Shoe Store' (Totalsports); 'Coolest Stationery Store' (CNA); 'Coolest Ice Cream' (Magnum); 'Coolest Local Screen/TV Star' (Trevor Noah); 'Coolest University' (University of Cape Town); 'Coolest Stationery' (Bic); 'Coolest Pet Food' (Whiskas); 'Coolest Spread/Sauce' (Nutella); 'Coolest College' (Rosebank College); 'Coolest Yoghurt' (Parmalat); and 'Coolest Method of Transport' (Gautrain).

In the celebrity and entertainment categories, MetroFM was once again awarded as the 'Coolest Radio Station', and SABC drama Uzalo as 'Coolest TV Soap'. AB de Villers remains 'Coolest Local Sportsperson'.

Perennial favourites Black Coffee ('Coolest Local DJ') and AKA ('Coolest Local Music Star') came out tops again. In a new category, 'Coolest Local Male Celebrity', Trevor Noah continued to be a hit with young fans. Babes Wodumo, who performed at the Awards ceremony, was named 'Coolest Local Female Celebrity'.

Bothma says, "Youth are becoming increasingly aware of their surroundings and every year they become more open in their consumption habits. Now, more than ever, youth want to associate with brands that invest in their communities, brands that do good, that make them feel special, and are accessible and affordable of course. When it comes to celebrities, the youth are all about the celebs who have an international impact, representing South Africa in a positive way."

Headline partners for the 2017 Sunday Times Generation Next include Nedbank and Brand South Africa (an official custodian of the South African Nation Brand), Proudly South African and Kotex. Other partners include Adidas, Bounce South Africa, Maybelline New York, Vodacom NXT LVL, Avon, KidZania Johannesburg, Sandton City, Shell South Africa and CliffCentral.

The polling results and analyses across all 75 categories in which youths were polled will be published in a supplement accompanying the *Sunday Times* edition on 14 May 2017. The lifestyle results will be available at HDI.

View the gallery [here](#).

	Q1 Coolest Banks 2017	2016
1	FNB	FNB
2	Capitec Bank	Standard Bank
3	Standard Bank	ABSA
4	ABSA	Capitec Bank
5	Nedbank	Nedbank
6	African Bank	African Bank
7	Bidvest Bank	Investec Bank
8	Rand Merchant Bank	Bidvest Bank
9	al Baraka Bank	Rand Merchant Bank
10	Other	Other
	Q2 Coolest Cellphones 2017	2016
1	Samsung	Samsung
2	Apple iPhone	Apple iPhone
3	Huawei	Sony
4	Sony	Huawei
5	Nokia	Blackberry
6	Hisense	Nokia
7	Blackberry	Windows Phone
8	LG	LG

9	Mobicel	Alcatel
10	Other	Other
	Q3 Coolest Clothing Stores 2017	2016
1	Mr Price	Mr Price
2	Sportscene	Woolworths
3	Edgars	Sportscene
4	Markham	Cotton On
5	TotalSPORTS	Edgars
6	Woolworths	Markham
7	Identity	Totalsports
8	Truworths	Identity
9	Cotton On	Truworths
10	H&M	LEGiT
	Q4 Coolest Domestic Airlines 2017	2016
1	SAA (South African Airways)	SAA (South African Airways)
2	Mango	Mango
3	BA (British Airways)	BA (British Airways)
4	kulula.com	kulula.com
5	Safair	Safair
6	Other	Other
	Q5 Coolest Toothpaste 2017	2016
1	Colgate	Colgate
2	Aquafresh	Aquafresh
3	Sensodyne	Sensodyne
4	Oral-B	Oral-B
5	Closeup	Close-Up
6	Pepsodent	Pepsodent
7	Mentadent P	Mentadent P
8	Other	Other
	Q6 Coolest Clothing Brands 2017	2016
1	Nike	Nike
2	adidas	adidas
3	Redbat	Guess
4	Jordan	Mr Price Brands (RT, Red, etc.)
5	Guess	Puma
6	Puma	Cotton On
7	Uzzi	Uzzi
8	Gucci	Converse
9	Identity	Lacoste
10	Lacoste	Polo
	Q7 Coolest Dairy Drinks 2017	2016
1	Nestlé Hot Chocolate	MILO
2	UltraMel Custard	Tropika
3	MILO	UltraMel Custard
4	Tropika	Nestlé Hot Chocolate
5	Yogi Sip	Steri Stumpie
6	Steri Stumpie	Yogi Sip
7	Super M	Super M
8	Mayo	Clover Vanilla Mmmilk
9	Nesquik	Nesquik
10	CLOVER Mmmilk Vanilla	Inkomazi
	Q8 Coolest Hotel Groups 2017	2016

1	Protea Hotels	Protea Hotels
2	Sun International	Sun International
3	Hilton Hotels & Resorts	Hilton Hotels and Resorts
4	City Lodge/Town Lodge/Road Lodge	Tsogo Sun (Ex-Southern Sun)
5	Tsogo Sun	City Lodge/Town Lodge/Road Lodge
6	Radisson Blu	Three Cities
7	Orion	Holiday Inn
8	Other	Other
Q9 Coolest Brand Slogans 2017		2016
1	Just do it (Nike)	Just do it (Nike)
2	I'm lovin' it (McDonald's)	I'm lovin' it (McDonald's)
3	All in (adidas)	A taste for life (Spur)
4	A taste for life (Spur)	All in (adidas)
5	So good (KFC)	So good (KFC)
6	Have a break, have a Kit Kat (Kit Kat)	Flame-Grilled, It just Tastes Better (Steers)
7	The power is in your hands (Cell C)	Try something amazing (Debonairs)
8	Enjoy every moment (Wimpy)	Today, Tomorrow, Together (ABSA)
9	Forever Faster (Puma)	Moving Forward (Standard Bank)
10	make.believe (Sony)	Forever Faster (Puma)
Q10 Coolest Shopping Malls 2017		2016
1	Sandton City	Sandton City
2	Mall of Africa	Gateway Theatre of Shopping
3	Gateway Theatre of Shopping	V&A Waterfront
4	V5 Waterfront	Canal Walk
5	Rosebank Mall	Rosebank Mall
6	Canal Walk	The Pavilion
7	The Pavilion	Maponya Mall
8	Mall of the South	Menlyn Park Shopping Centre
9	Maponya Mall	Mall of The South
10	N1 City Mall	Southgate Shopping Centre
Q11 Coolest Footwear/shoe store 2017		New category in 2017
1	TotalSPORTS	
2	Sportscene	
3	Spitz	
4	Studio 88	
5	Edgars	
6	Tekkie Town	
7	Shoe City	
8	Rage	
9	Foot Gear	
10	Other	
Q12 Coolest Companies 2017		2016
1	DStv	BMW
2	BMW	Apple
3	Apple	Nike
4	Samsung	DStv
5	Nike	Samsung
6	Google	Google
7	Woolworths	adidas
8	Coca-Cola	KFC
9	Microsoft	Woolworths
10	KFC	Sony

	Q13 Coolest South African Fashion Brands 2017	2016
1	Identity	Identity
2	Uzzi	Uzzi
3	LEGiT	LEGiT
4	LTD	Cashtime
5	Black Coffee	LTD
6	Ackermans	GALXBOY
7	Jet	Aca Joe
8	Red	Urban
9	Cashtime	Red
10	David Tlale	Ginger Mary
	Q14 Coolest Telecomms Providers 2017	2016
1	Vodacom	Vodacom
2	Cell C	Cell C
3	MTN	MTN
4	Telkom/Telkom Mobile (8ta)	Telkom/Telkom Mobile
5	Virgin Mobile	Virgin Mobile
6	Other	Neotel
7		Other
	Q15 Coolest Tinned Food 2017	2016
1	KOO	KOO
2	All Gold	Lucky Star
3	Lucky Star	All Gold
4	Bull Brand	Bull Brand
5	Rhodes	Rhodes
6	John West	Spekenam
7	Saldanha	Glenryck
8	Other	
	Q16 Coolest Ultra Luxury Motor Vehicles 2017	2016
1	Lamborghini	Lamborghini
2	Ferrari	Ferrari
3	Bugatti	Bugatti
4	Rolls-Royce	Rolls-Royce
5	Porsche	Porsche
6	Aston Martin	Aston Martin
7	Bentley	Bentley
8	Pagani Zonda	Maybach
9	Other	Other
	Q17 Coolest Motor Vehicles 2017	2016
1	Mercedes-Benz	BMW
2	BMW	Mercedes-Benz
3	Audi	Audi
4	Range Rover	Range Rover
5	Jaguar	Jeep
6	Volkswagen	Volkswagen (VW)
7	Jeep	Mini Cooper
8	Mini Cooper	Land Rover
9	Toyota	Toyota
10	Land Rover	Ford
	Q18 Coolest Stationery Store 2017	New category in 2017
1	C N A	
2	Game	

3	Waltons	
4	Pick n Pay	
5	Checkers	
6	PNA	
7	Pep	
8	Other	
	Q19 Coolest Petrol Stations 2017	2016
1	Engen	Engen
2	Caltex	Shell
3	Shell	Total
4	Total	Caltex
5	BP	Sasol
6	Sasol	BP
7	Other	Other
	Q20 Coolest Local Entertainment Places 2017*	2016
1	Sun City	Gold Reef City
2	Gold Reef City	Sun City
3	uShaka Marine World	uShaka Marine World
4	Carnival City	Carnival City
5	The National Zoo	GrandWest Casino
6	Montecasino	Wild Waters
7	Gateway Theatre of Shopping	Ratanga Junction
8	GrandWest Casino	Gateway Theatre of Shopping
9	Ratanga Junction Theme Park	Montecasino
10	Suncoast Casino	Sibaya Casino
	Q21 Coolest Console/Computer Games 2017	2016
1	FIFA	FIFA
2	Grand Theft Auto (GTA)	Grand Theft Auto (GTA)
3	Subway Surfers	Subway Surfers
4	Need for Speed	Need for Speed
5	Candy Crush Saga	Candy Crush Saga
6	Call of Duty	Call of Duty
7	WWE	The Sims
8	The Sims	Minecraft
9	Pac-Man	Plants vs. Zombies
10	Minecraft	Pac-Man
	Q22 Coolest Hi-Tech Gadgets 2017	2016
1	Xbox	iPhone
2	Apple iPhone	Xbox
3	Playstation	Playstation
4	Samsung Galaxy Tab	iPad
5	Apple iPad	Samsung Galaxy tablet
6	Hoverboard	Laptop/Computer
7	Cellphone	Cellphone
8	Computer	Selfie stick
9	PSP	Tablet
10	Apple iPod	Apple watch
	Q23 Coolest Computer Brands 2017	2016
1	Samsung	Samsung
2	Apple Mac	Apple Mac
3	Sony	Sony
4	Microsoft	LG

5	Lenovo	HP
6	LG	Lenovo
7	HP	Acer
8	Hisense	Dell
9	Acer	Toshiba
10	Dell	Alienware
	Q24 Coolest Weekly Newspapers 2017	2016
1	Sunday Times	Sunday Times
2	City Press	City Press
3	Sunday Sun	Sunday Sun
4	Soccer Laduma	Soccer Laduma
5	Sunday World	Sunday World
6	Rapport	Cape Argus
7	Sondag	Rapport
8	Sunday Tribune	Sunday Tribune
9	Other	Sondag
	Q25 Coolest Ice-Creams 2017	New category in 2017
1	Magnum	
2	Oreo	
3	Nestle Bar-One	
4	Cornetto	
5	Nestle King Cone	
6	Nestle Country Fresh	
7	Ola Paddle Pop	
8	Nestle Farmhouse	
9	Polar	
10	Other	
	Q26 Coolest Daily Newspapers 2017	2016
1	Daily Sun	Daily Sun
2	Daily News	Daily News
3	The Times	The Times
4	The Voice	The Voice
5	The Star	The Star
6	Sowetan	New Age
7	The Citizen	Sowetan
8	New Age	The Citizen
9	Die Burger	The Mercury
10	The Mercury	Die Burger
	Q27 Coolest TV Channels 2017	2016
1	Trace (DStv 325)	TRACE Urban (DStv 325)
2	Cartoon Network (DStv 301)	Cartoon Network (DStv 301)
3	Disney Channel (DStv 303)	Disney XD (DStv 304)
4	Mzansi Magic (DStv 161)	Disney Channel (DStv 303)
5	SuperSport (DStv 200-221)	M-Net (DStv 101)
6	MTV Base (DStv 322)	SuperSport Channel (DStv 200 - 221)
7	Disney XD (DStv 304)	MTV Base (DStv 322)
8	M-Net (DStv 101)	Comedy Central (DStv 122)
9	Nickelodeon (DStv 305)	Channel O (DStv 320)
10	Vuzu (DStv 116)	M-Net Movies Action (DStv 110)
	Q28 Coolest TV Music Channels 2017	2016
1	TRACE Urban (DStv 325)	TRACE Urban (DStv 325)

2	Channel O (DStv 320)	MTV Base (DStv 322)
3	MTV Base (DStv 322)	Channel O (DStv 320)
4	MTV (DStv 130)	MTV (DStv 130)
5	TRACE Africa (DStv 326)	Mzansi Magic Music (DStv 321)
6	Mzansi Magic Music (DStv 321)	VH1 Classic (DStv 323)
7	One Gospel (DStv 331)	Kiss on Top TV
8	VH1 Classic (DStv 323)	kykNET NOU! (DStv 146)
9	Other	Other
	Q29 Coolest TV Programmes/series 2017*	2016
1	Ridiculousness	Uzalo
2	K.C. Undercover	Ridiculousness
3	The Vampire Diaries	Skeem Saam
4	The Big Bang Theory	Empire
5	The Flash	IsiBaya
6	Pretty Little Liars	The Big Bang Theory
7	Game of Thrones	K.C. Undercover
8	Teen Wolf	Lab Rats
9	NCIS	The Flash
10	Supergirl	Muvhango
	Q30 Coolest Community Programmes 2017	2016
1	Save the Rhino	Add Hope (KFC)
2	Add Hope (KFC)	Soul Buddyz
3	Soul City	Save the Rhino
4	Khumbul'ekhaya	Khumbul'ekhaya
5	Soul Buddyz	Soul City
6	loveLife	Pick n Pay School Club
7	100% Youth	CANSA
8	Gift of the Givers Foundation	Gift of the Givers Foundation
9	Brothers for Life	Takalani Sesame
10	Feed the Needy Foundation	100 Percent Youth
	Q31 Coolest Cartoon Shows 2017	2016
1	Tom and Jerry	Tom and Jerry
2	The Regular Show	Dragon Ball Z
3	Dragon Ball Z	Phineas & Ferb
4	Sofia the First	The Regular Show
5	Teen Titans	Sophia the First
6	The Simpsons	Supa Strikas
7	Spongebob Squarepants	The Simpsons
8	Naruto	SpongeBob SquarePants
9	Mr. Bean (animation)	Teen Titans
10	Phineas & Ferb	Naruto
	Q32 Coolest TV Soaps 2017	2016
1	Uzalo	Uzalo
2	Empire	7de Laan
3	Skeem Saam	Skeem Saam
4	7de Laan	IsiBaya
5	IsiBaya	Generations - The Legacy
6	Generations - The Legacy	Muvhango
7	The Queen	Scandal!
8	Isidingo	The Bold and the Beautiful
9	Muvhango	Isidingo
10	The Bold & the Beautiful	Rhythm City

	Q33 Coolest Kids TV Channels/Blocks 2017	2016
1	Cartoon Network (DStv 301)	Disney (DStv 303)
2	Disney (DStv 303)	Disney XD (DStv 304)
3	Disney XD (DStv 304)	Cartoon Network (DStv 301)
4	Nickelodeon (DStv 305)	Nickelodeon (DStv 305)
5	Boomerang (DStv 302)	Boomerang (DStv 302)
6	Disney Junior (DStv 309)	Disney Junior (DStv 309)
7	NickTOONS (DStv 308)	NickTOONS (DStv 308)
8	YoTV (SABC 1)	Craz-e (eTV)
9	Craz-e (eTV)	JimJam (DStv 310)
10	JimJam (DStv 310)	Nick Jr (DStv 307)
	Q34 Coolest Reality TV Shows 2017	2016
1	Idols SA	Wipeout
2	Cake Boss	Idols
3	Wipeout	SA's Got Talent
4	SA's Got Talent	Cake Boss
5	Our Perfect Wedding	Big Brother
6	Big Brother	The X Factor
7	Keeping up with the Kardashians	Keeping Up with the Kardashians
8	Fear Factor	MasterChef
9	Survivor	Geordie Shore
10	Zaziwa	Rich Kids of Bevelry Hills
	Q35 Coolest Music Retailers Online/Physical Stores 2017	2016
1	Google Play Store	Google Play Store
2	iTunes/ Apple music	iTunes
3	Musica	Youtube2mp3
4	Youtube2mp3	Game
5	Tubidy	Musica
6	Game	Tubidy.com
7	Mp3 Skull	mp3skull
8	MP3 Juices	ToxicWap
9	Waptrick	Zamob.com
10	Zamob	SoundCloud
	Q36 Coolest Radio Stations 2017	2016
1	Metro FM	Metro FM
2	5FM	5FM
3	Umhlobo Wenene FM	Ukhozi FM
4	Ukhozi FM	East Coast Radio
5	East Coast Radio	94,7
6	Lesedi FM	Jacaranda FM
7	94.7 (Highveld)	Lesedi FM
8	Jacaranda	KFM
9	YFM	Good Hope FM
10	KFM	Gagasi FM
	Q37 Coolest Magazines 2017	2016
1	Top Gear	Top Gear
2	Car	YOU
3	Drum	Drum
4	YOU	Car
5	True Love	Move!
6	Drama	TeenZone
7	Move!	Speed & Sound

8	Speed & Sound	People
9	TeenZone	Glamour
10	People	National Geographic
	Q37 Coolest Female Magazines 2017	2016
1	Drum	YOU
2	YOU	Drum
3	True Love	TeenZone
4	Drama	Move!
5	TeenZone	Glamour
6	Move!	People
7	Top Gear	Teens Online
8	Home Choice	Cosmopolitan
9	People	Bona
10	Cosmopolitan	Top Gear
	Q37 Coolest Male Magazines 2017	2016
1	Top Gear	Top Gear
2	Car	Car
3	Speed & Sound	Speed & Sound
4	Drum	Drum
5	YOU	YOU
6	Men's Health	Men's Health
7	Drama	Move!
8	Move!	National Geographic
9	True Love	Bona
10	People	People
	Q38 Coolest Breakfast Cereals 2017	2016
1	Nestlé MILO	BarOne
2	Kellogg's Corn Flakes	Kellogg's Corn Flakes
3	Kellogg's Coco Pops	Jungle Oats
4	Jungle Oats	Nestlé Milo
5	Bar-One	Kellogg's Coco Pops
6	ProNutro	Kellogg's Rice Krispies
7	Bokomo Weet Bix	Kellogg's All-Bran Flakes
8	FutureLife	ProNutro
9	Kellogg's Rice Krispies	FutureLife
10	Kellogg's All Bran Flakes	Bokomo Weet-Bix
	Q39 Coolest International Celebrities 2017	2016
1	Cristiano Ronaldo	Chris Brown
2	Chris Brown	Cristiano Ronaldo
3	Lionel Messi	Lionel Messi
4	Rihanna	Nicki Minaj
5	Beyonce	Drake
6	Drake	Adele
7	Nicki Minaj	Beyonce
8	Kevin Hart	Justin Bieber
9	Will Smith	Taylor Swift
10	Adele	Eminem
	Q40 Coolest Local Screen/TV Star 2017	New category (merged female and male TV/screen Star into overall)
1	Trevor Noah	
2	Pearl Thusi	
3	Minnie Dlamini	

4	Jessica Nkosi	
5	Pearl Modiadie	
6	Somizi Mhlongo	
7	Amanda du-Pont	
8	Boity Thulo	
9	Nomzamo Mbatha	
10	Bonang Matheba	
	Q41 Coolest Grocery Stores 2017	2016
1	Pick n Pay	Woolworths Food
2	Woolworths Food	Pick n Pay
3	Checkers	Game
4	Spar	Spar
5	Shoprite	Checkers
6	Game	Shoprite
7	Makro	Makro
8	Food Lovers Market	Food Lovers Market
9	Fruit & Veg City	Fruit & Veg City
10	Kit Kat Cash & Carry	Cambridge Food
	Q42 Coolest Fast Food Places 2017	2016
1	McDonald's	McDonald's
2	KFC	Nando's
3	Debonairs	KFC
4	Nando's	Debonairs
5	Burger King	Burger King
6	Steers	Steers
7	Roman's Pizza	Roman's Pizza
8	Wimpy	Fish & Chips Co.
9	Chicken Licken	Domino's Pizza
10	Hungry Lion	Chicken Licken
	Q43 Coolest Eat Out Places 2017	2016
1	Spur	Spur
2	Nando's	Nando's
3	Wimpy	Wimpy
4	Mugg & Bean	Mugg & Bean
5	Ocean Basket	Ocean Basket
6	RocoMamas	Panarottis
7	Panarottis	John Dory's
8	John Dory's	RocoMamas
9	Primi Piatti	News Café
10	Dros	Primi Piatti
	Q44 Coolest Energy Products 2017	2016
1	Red Bull Energy Drink	Red Bull Energy Drink
2	Powerade	Monster Energy
3	Monster Energy	Powerade
4	Energade	Energade
5	Dragon Energy Drink	Play Energy Drink
6	Play Energy Drink	Dragon Energy Drink
7	Lucozade	Score Energy Drink
8	Score Energy Drink	Lucozade
9	Jungle Energy Bar	Jungle Energy Bar
10	Energizer Energy Drink	USN
	Q45 Coolest Snacks 2017	2016

1	Doritos	Doritos
2	Lay's	Oreo
3	Simba Chips	Lay's
4	Oreo	Simba Chips
5	Pringles	Fritos
6	Nik Naks	Pringles
7	Jumping Jack Popcorn	Astros
8	Fritos	Niknaks
9	Bakers Mini Cheddars	Mini Cheddars
10	Willards Cheese Curls	Bakers Biscuits
Q46 Coolest Cold Drinks 2017		2016
1	Coca-Cola	Coca-Cola
2	Appletiser	Appletiser
3	Fanta	Fanta
4	Sprite	Iron Brew
5	Iron Brew	Sprite
6	Twist (Lemon Twist)	Twist
7	Sparletta Creme Soda	Sparletta Cream Soda
8	Stoney Ginger Beer	Stoney Ginger Beer
9	Pepsi	Pepsi
10	Sparletta Sparberry	Coo-ee
Q47 Coolest Universities 2017		New category (split university and college)
1	University of Cape Town (UCT)	
2	University of Johannesburg (UJ)	
3	UNISA	
4	University of Witwatersrand (WITS)	
5	University of Pretoria (TUKS)	
6	University of KwaZulu-Natal (UKZN)	
7	Stellenbosch University (Maties)	
8	Durban University of Technology	
9	Nelson Mandela Metropolitan University	
10	University of Western Cape (UWC)	
Q48 Coolest Sweets 2017		2016
1	Jelly Tots	Jelly Tots
2	Pin Pop	Astros
3	Maynards Wine Gums	Pin Pop
4	Smarties	Smarties
5	Maynards Jelly Babies	Fizzer
6	Astros	Jelly Belly Jelly Beans
7	Yogueta	Smoothies
8	Fizzer	YoGueta
9	Smoothies	Mentos
10	Mentos	Chappies
Q49 Coolest Chocolates 2017		2016
1	Bar-One	Ferrero Rocher
2	Ferrero Rocher	Bar One
3	Kit Kat	Kit Kat
4	Lindt Lindor	Lindt Lindor
5	Aero	Aero
6	Lunch Bar	Lunch Bar
7	Cadbury Dairy milk	Cadbury Dairy milk
8	5 Star	Cadbury Bubbly

9	Cadbury Bubbly	PS
10	Milky Bar	Cadbury Marvellous Creations
	Q50 Coolest Coffee Shops 2017	2016
1	Mugg & Bean	Mugg & Bean
2	McDonald's McCafe	McDonald's McCafe
3	Wimpy	Wimpy
4	Spur	Spur
5	Cappuccino's	Cappuccino's
6	Starbucks	Milky Lane
7	Woolworths Cafe	Starbucks
8	News Cafe	Cafe Nescafe
9	Dunkin' Donuts	News Café
10	FEGO Caffè	Wild Bean Café
	Q51 Coolest Animated Brands or Entertainment Characters 2017	2016
1	Tom and Jerry	Tom and Jerry
2	Minions	Minions
3	SpongeBob SquarePants	Goku
4	Smurfs	Smurfs
5	Sofia the First	SpongeBob SquarePants
6	Rigby	Phineas and Ferb
7	Mr. Bean (animation)	Sofia the First
8	Mordecai	Naruto
9	Goku	Barbie
10	Spiderman	Scooby-Doo
	Q52 Coolest Chewing Gum 2017	2016
1	Orbit	Orbit
2	Stimorol	Stimorol
3	Infinity (Stimorol)	Infinity
4	Chappies	Chappies
5	Clorets	Clorets
6	Mentos	Airwaves
7	Airwaves	Dentyne
8	Dentyne	Big Time
9	Dubble Bubble	Five
10	Big Time	Beechies
	Q53 Coolest Stationery 2017*	New category in 2017
1	Bic	
2	Staedtler	
3	Pritt	
4	Marlin	
5	Penflex	
6	Pilot	
7	Parker	
8	Tipp-Ex	
9	Other	
	Q54 Coolest Male Deodorants 2017	2016
1	Playboy	Nivea
2	English Blazer	AXE
3	AXE	Playboy
4	adidas	English Blazer
5	Hugo Boss	Hugo Boss

6	Nivea	adidas
7	Old Spice	Shield
8	Shield	Old Spice
9	Brut	Dove
10	Dove	Brut
	Q55 Coolest Female Deodorants 2017	2016
1	Playgirl	Nivea
2	Avon	Dove
3	Pink Happiness	Playgirl
4	adidas	Avon
5	Nivea	adidas
6	Dove	Pink Happiness
7	Yardley	Shield
8	Hoity Toity	Red Door
9	Revlon	Yardley
10	Shield	Hoity Toity
	Q56 Coolest Pet Food 2017	New category in 2017
1	Whiskas	
2	Husky	
3	BOSS	
4	Bob Martin	
5	Pedigree	
6	Dogmor	
7	Bobtail	
8	Montego	
9	Epel	
10	Other	
	Q57 Coolest Feminine Hygiene Products 2017	2016
1	Always	Always
2	Kotex	Kotex
3	Stayfree	Stayfree
4	Lil-Lets	Lil-Lets
5	Lifestyle	Lifestyle
6	Libresse	Tampax
7	Tampax	Ava Secrets
8	GynaeGuard	Comfitex
9	Other	Other
	Q58 Coolest Specialist Health, Beauty, & Accessory Stores 2017*	2016
1	Clicks	Dis-Chem
2	Woolworths	Clicks
3	Avon	Woolworths
4	Dis-Chem	Edgars
5	American Swiss	Body Shop
6	Edgars (Red Square)	Red Square
7	Body Shop	Link Pharmacy
8	MAC store	Sorbet
9	Beauty Zone	
10	Lovisa	
	Q59 Coolest Make-Up Brands 2017	2016
1	Avon	Avon

2	Revlon	Revlon
3	MAC	MAC
4	L'Oreal	L'Oreal
5	Elizabeth Arden	Elizabeth Arden
6	Yardley	Chanel
7	Estee Lauder	Justine
8	Justine	Yardley
9	Bobbi Brown	Bobbi Brown
10	Maybelline	Estee Lauder
Q60 Coolest Social Media Platforms 2017		2016
1	WhatsApp	WhatsApp
2	Facebook	Facebook
3	Instagram	Instagram
4	YouTube	YouTube
5	Twitter	BBM
6	Google+	Google+
7	Snapchat	Skype
8	BBM	Twitter
9	Musical.ly	Snapchat
10	We Chat	Tumblr
Q61 Coolest Soap Bars 2017		2016
1	Dove	Protex
2	Lux	Dove
3	Protex	Dettol
4	Dettol	Lux
5	Nivea	Nivea
6	Lifebouy	Lifebuoy
7	Sunlight	Sunlight
8	Johnson's & Johnson's	Johnson & Johnson
9	Savlon	Savlon
10	Palmolive	Gentle Magic
Q62 Coolest Haircare Products 2017		2016
1	Dark & Lovely	Dark & Lovely
2	TRESemme	Dove
3	Head & Shoulders	Avon
4	Avon	Head & Shoulders
5	Dove	Easy Waves
6	Sofn'free	Tresseme
7	Amla Oil	Sofn'Free
8	L'Oreal	Revlon
9	Revlon	L'Oreal
10	Easy Waves	Sunsilk
Q63 Coolest Spread/Sauce 2017		New category in 2017
1	Nutella	
2	Nando's Sauces	
3	Steer's Sauces	
4	All Gold Tomato Sauce	
5	Melrose Cheese Spread	
6	Black Cat Peanut Butter	
7	Rama Margarine	
8	Stork Magarine	

9	Flora Margarine	
10	Marmite	
	Q64 Coolest Cellphone Applications 2017	2016
1	WhatsApp	WhatsApp
2	SHAREit	Instagram
3	Instagram	Facebook
4	Facebook	YouTube
5	YouTube	SHAREit
6	Google Play	Subway Surfers
7	Google	Google
8	Apple app store	Google Play Store
9	Snapchat	Clash of Clans
10	Candy Crush Saga	BlackBerry Messenger (BBM)
	Q65 Coolest Local Sportperson 2017	2016
1	AB de Villiers	AB de Villiers
2	Wayde Van Niekerk	Simphiwe Tshabalala
3	Simphiwe Tshabalala	Chad Le Clos
4	Chad Le Clos	Itumaleng Khune
5	Itumaleng Khune	Bryan Habana
6	Caster Semenya	Hashim Amla
7	Andile Jali	George Lebeso
8	Hashim Amla	Oscar Pistorius
9	Bryan Habana	Teko Modise
10	Oscar Pistorius	Portia Modise
	Q66 Coolest Local DJ (radio or club) 2017	2016
1	Black Coffee	Black Coffee
2	DJ Fresh	DJ Fresh
3	Heavy-K	DJ Zinhle
4	DJ Tira	DJ Dimplez
5	DJ Zinhle	Euphonik
6	DJ Bongz	DJ Cleo
7	Euphonik	DJ Kent
8	DJ Speedsta	DJ Sbu
9	DJ Kent	DJ Max
10	Darren Whackhead" Simpson"	DJ Mo Flava
	Q67 Coolest Local Male Celebrities 2017	New category (split coolest local celeb into male vs female)
1	Trevor Noah	
2	Nasty C	
3	Emtee	
4	AKA	
5	Cassper Nyovest	
6	Black Coffee	
7	Micasa	
8	A-Reece	
9	DJ Fresh	
10	Riky Rick	
	Q68 Coolest Local Female Celebrities 2017	New category (split coolest local celeb into male vs female)
1	Babes Wodumo	
2	Fifi Cooper	
3	Minnie Dlamini	
4	Pearl Thusi	

5	Lira	
6	Jessica Nkosi	
7	Boity Thulo	
8	DJ Zinhle	
9	Jeannie D	
10	Nomzamo Mbatha	
Q69 Coolest Local Music Stars (Band or Person) 2017		2016
1	AKA	AKA
2	Nasty C	Cassper Nyovest
3	Cassper Nyovest	Mi Casa
4	Black Coffee	K.O
5	Babe Wodumo	The Soil
6	Emtee	Black Coffee
7	Mi Casa	Riky Rick
8	The Soil	Kwesta
9	Black Motion	Goldfish
10	Riky Rick	Cashtime
Q70 Coolest Shoe/Footwear Brands 2017		2016
1	Nike	Nike
2	adidas	adidas
3	Jordan	Timberland
4	Carvela	Jordan
5	Converse	Converse
6	Puma	Carvela
7	Timberland	Vans
8	Lacoste	Puma
9	Vans	Lacoste
10	Guess	Tomy
Q71 Coolest Brand Overall 2017		2016
1	Nike	Nike
2	adidas	Samsung
3	Samsung	Apple
4	Apple	Coca-Cola
5	BMW	BMW
6	Mr Price	Mercedes-Benz
7	Jordan	adidas
8	Guess	Mr Price
9	Lacoste	McDonald's
10	Coca-Cola	Xbox
Q72 Coolest Skincare Products 2017		2016
1	Nivea	Dove
2	Dove	Nivea
3	Avon	Avon
4	POND'S	Lux
5	Vaseline	Vaseline
6	Lux	Dettol
7	Johnson & Johnson's	Johnson & Johnson
8	Revlon	Revlon
9	L'Oreal	Gentle Magic
10	Gentle Magic	Celltone
Q73 Coolest Colleges 2017		New category (split university and college)
1	Rosebank College	

2	Varsity College	
3	Boston City College	
4	Damelin College	
5	INTEC College	
6	False Bay College	
7	Northlink College	
8	Oval International College	
9	Elangeni College	
10	Other	
	Q74 Coolest Yoghurt 2017	New category in 2017
1	Parmalat	
2	Danone NutriDay	
3	Woolworths brand	
4	Clover Classic	
5	DairyBelle	
6	Danone Yo-Jelly	
7	Other	
	Q75 Coolest Methods of Transport 2017	New category in 2017
1	Gautrain	
2	Uber	
3	MyCiti Bus	
4	Rea Vaya bus	
5	Shosholoza Meyl	
6	HI-HO Transport	
7	Tshwane Rapid Transit bus	
8	Other	

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