

***Sunday Times* youth survey expands to include young professionals**

The *Sunday Times Generation Next* youth survey has revealed that it has added a new category that will focus on young professionals aged 25 to 30 years for its 16th edition. The survey is conducted by HDI Youth Consultancy and previously focused on South African youths aged between 8 and 23.

Head of advertising sales at Arena Holdings - which owns the *Sunday Times* - Eben Gewers, commented on the extension: "By extending the scope to include young professionals who are now active income earners, we're able to track how their brand preferences have evolved over the years now that they are spending their own money."

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