

## Google search trends in South Africa

Google has released the most searched topics on the search engine over the past 15 years.



Source: [www.unsplash.com](http://www.unsplash.com)

A look at the list reveals that, among other things, South Africans use the internet to find the answer to pressing questions, stay informed on topical issues, connect to government services, keep up with their favourite public figures and look for work, food, entertainment and health-related information.

As Google celebrates the 15th anniversary of Google Trends, here is a look at some of the top Google searches in South Africa over the past 15 years:

### Top searched questions

Where to stay?  
How to make money fast?  
How to make love?  
What is love?  
What is my IP?  
How to make pancakes?  
How to download from Youtube?  
How to kiss?  
How to lose weight?  
How to lose belly fat?

### Top searched sports and tournaments

La Liga  
Champions League  
English Premier League  
PSL standings  
Rugby World Cup

Serie A  
FA Cup  
England Championship  
Europa League  
Nedbank Cup

### **Top searched South Africans**

Cassper Nyovest  
Cyril Ramaphosa  
Julius Malema  
Jacob Zuma  
Bonang Matheba  
Zodwa Wabantu  
Black Coffee  
Babes Wodumo  
Senzo Meyiwa  
Pearl Thusi

### **Top current affairs searches**

Load shedding  
Coronavirus South Africa  
National treasury  
Election Results  
Heritage Day  
Boko Haram  
Hoërskool Driehoek  
Curfew South Africa  
Ramaphosa's Wife  
Chesterville Durban

### **Top job searches**

DPSA vacancies  
Career Junction  
Job mail  
Gumtree jobs  
Eskom vacancies  
Government vacancies  
Transnet vacancies  
Jobs in Pretoria  
Best jobs  
DPSA circular

### **Top searched government services**

Home affairs

Department of labour  
Department of Education  
E-filing  
Department of Home Affairs  
Post office  
City of Johannesburg  
City of Tshwane  
City Power  
Department of Justice

### **Top searched educational services**

My Unisa  
Google Scholar  
UP portal  
Puff and pass  
University of Pretoria  
Google Classroom  
Department of Education  
UJ Ulink  
TUT ITS  
Rosebank College

### **Top searched international celebrities**

Kim Kardashian  
Chris Brown  
Justin Bieber  
Lil Wayne  
Christiano Ronaldo  
Donald Trump  
Ariana Grande  
Taylor Swift  
Lady Gaga  
One Direction

### **Top searched “lyrics”**

*All of me* lyrics  
*Hallelujah* lyrics  
*Hello* by Adele lyrics  
*Despacito* lyrics  
*Thinking out loud* lyrics  
*Amazing grace* lyrics  
*Panda* lyrics  
*Drunk in love* lyrics  
*Say something* lyrics  
*WAP* lyrics

## **Top food-related searches**

Romans Pizza  
KFC menu  
Nandos menu  
Debonairs pizza  
Ocean basket  
Chicken licken menu  
Food lovers market  
Pizza perfect  
Uber Eats  
Burger King menu

## **Top health-related searches**

Banting diet  
Pregnancy signs  
Apple cider vinegar  
NHLS login  
Symptoms of coronavirus  
Chicken pox  
Cystic Fibrosis  
Lower back pain  
Citro soda  
Blood in urine

Search trends information is gleaned from data collated by Google based on what South Africans have been searching for. Google processes more than 40,000 search queries every second. This translates to more than a billion searches per day and 1.2tn searches per year worldwide. 'Top searches' indicate searches that topped Google's charts while 'most searched' queries are the most popular terms for the past 15 years, ranked in order by volume of searches. Live Google search trends data is available [here](#).

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