

# Design Indaba 2016

This week, our 'Biz Online Insights' section explores the South African online population's views on [Design Indaba](#) 2016.

The survey was carried out by Panel Services Africa on their premium online research panel, TellUsAboutIt, comprising 40,000 registered online users.

Who better to ask then, to glean insights into the local online population?

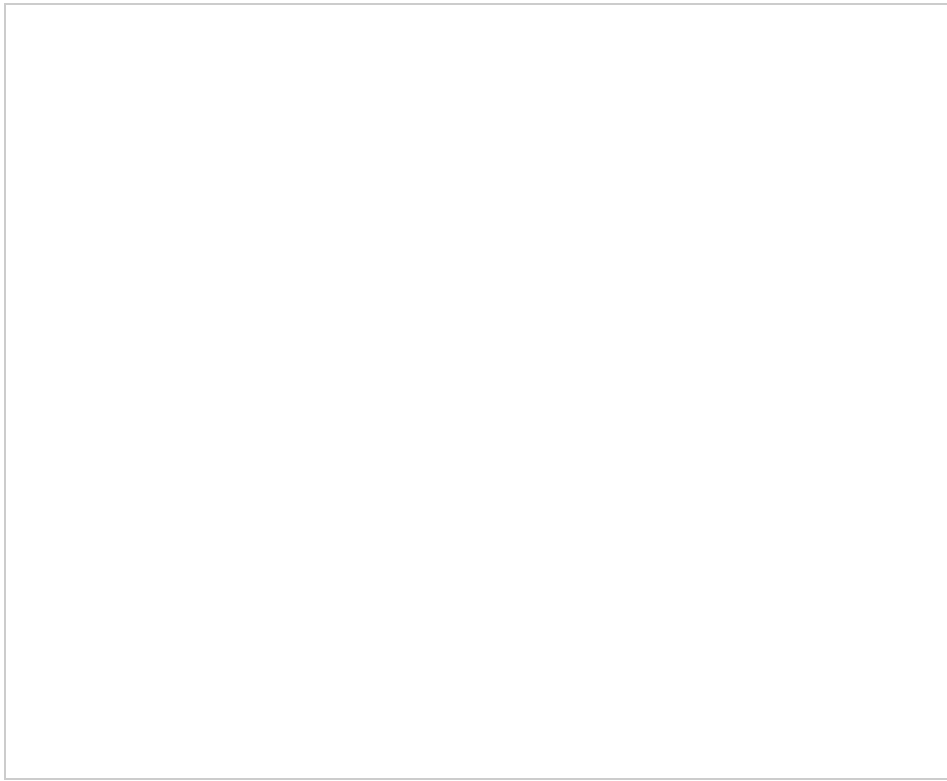


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With Design Indaba 2016 dominating social media, we wanted to find out the average South African's views on this celebration of design thinking intended to better the world.

Overall, respondents were interested in [Design Indaba](#), and while only a select few attended the conference - surprisingly the majority were not from the Western Cape, where the conference was held - the bulk still followed Design Indaba coverage online and felt more inspired as a result.

You can browse the results in the following SlideShare, which shows the 300 targeted responses, with additional quota control of sample according to age group, gender and province summary, in order to be nationally representative of the general South African adult online population:



**[Biz Online Insights: Design Indaba](#)** from **[Bizcommunity](#)**

Did you attend this year, or follow the online coverage? Do you feel more inspired as a result? Share your thoughts in the comments section below and browse through our [Design Indaba special section](#) if you missed all the fun.

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