Who are graphic communication, website and information designers designing for and communicating with?

This is a freely reusable and copyright free infographic that accompanies the article called *Information on people for graphic communication, website and information designers*, published on www.UsabilityGeek.com, February 2018.

▼ Age

Children, 4–12 years old

9% (534 million people) 1 in 11 people worldwide are children aged 5–9 years old (World Health Organisation, 2001)

100%
0%

Teenagers, 13–19 years old

8% (596 million people) 1 in 13 people worldwide are aged between 15–19 years old (United Nations, 2017)

100%
0%

General people, 20–45 years old

37% (2.7 billion people) 1 in 3 people worldwide are aged between 25–44 years old (United Nations, 2017)

100%
0%

Middle aged adults, 45–59 years old

17% (1.2 billion people) 1 in 6 people worldwide are aged between 45–59 years old (United Nations, 2017)

100%
0%

Older adults, 60+ years old

13% (962 million people) 1 in 8 people worldwide are aged 60+ years old (United Nations, 2017)

100%
0%

▼ Conditions

Dyslexia

DYSLEXIA
ABC 123

10% (528 million people) 1 in 10 people worldwide show some signs of dyslexia (Pennington, 1991)

100%
0%

Aphasia

APHASIA
ABC 123

0.06% (5.7 million) people worldwide can have aphasia. 38% of stroke survivors get aphasia. (Australian Aphasia Rehabilitation Pathway, 2020).

100%
0%

Vision impairment

3% (253 million people) 1 in 33 people worldwide have a vision impairment (World Health Organization, 2017)

100%
0%

Colour blindness

8% (1 in 12 men) and 0.5% (1 in 200 women) worldwide have colour blindness (Colour Blind Awareness, 2016)

Male
Female
100%
0%

Arthritis

25% (1 in 4 adults) of people in the USA and Europe, have some form of arthritis (Barbour, 2017; EULAR, 2017)

100%
0%

▼ Literacy

Text and numerical illiteracy

ABC 123

15% of people who are aged 15+ worldwide are illiterate (UNESCO, 2015)

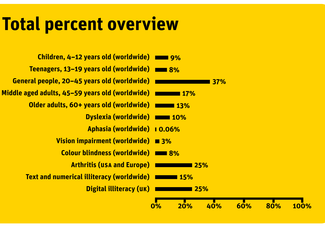
100%
0%

Digital illiteracy

25% (12 million adults) 1 in 4 people in the UK, cannot complete 5 basic online tasks (Arnett, 2015)

100%
0%

Total percent overview



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