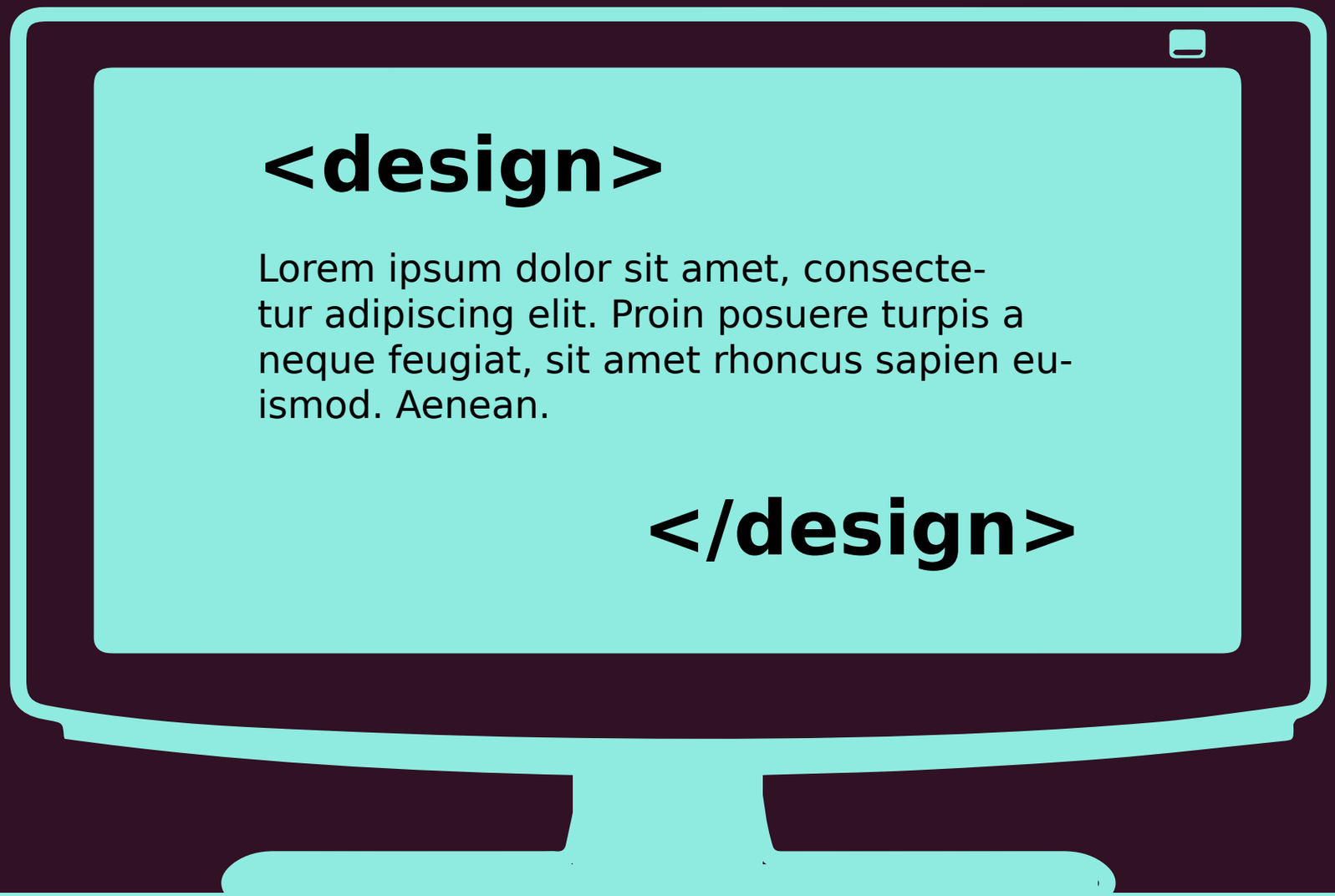
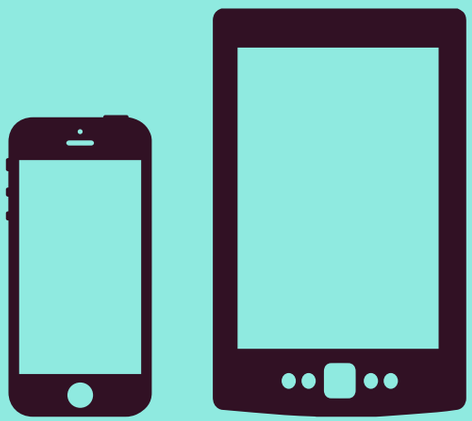


Employed graphic designers account for **.06%** of the US population. We can’t design *just for ourselves.*

Occupational Employment and Wages, May 2012: 27-1024 Graphic Designers
http://www.bls.gov/oes/current/oes271024.htm

children





75%

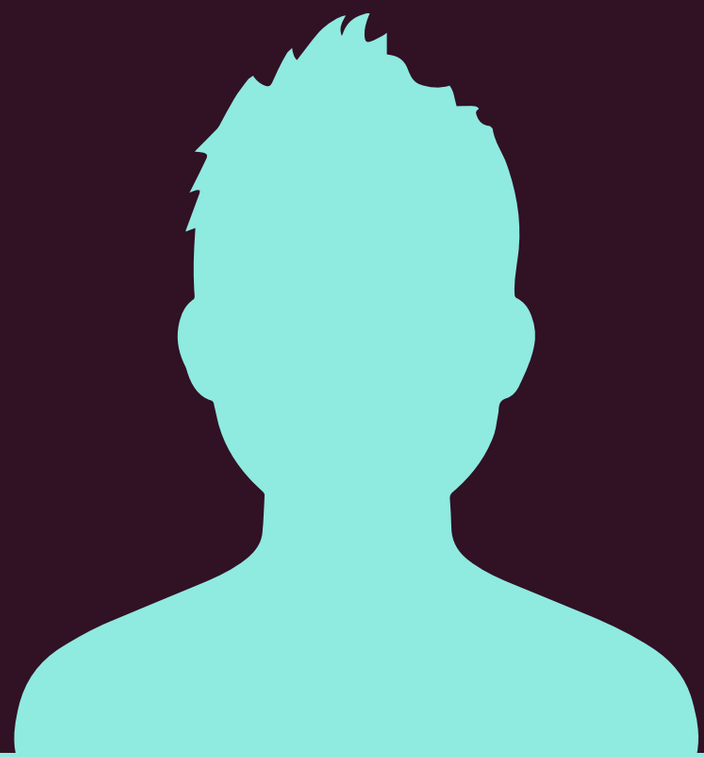


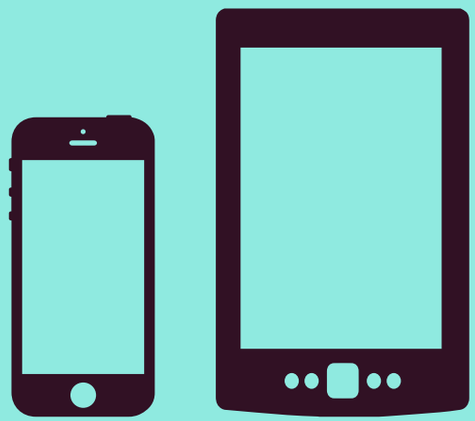
66%

Zero to Eight: Children's Media Use in America 2013
http://www.commonsensemedia.org/sites/default/files/research/zero-to-eight-2013.pdf

Always Connected: The New Digital Media Habits of Young Children
http://www.joanganzcooneycenter.org/wp-content/uploads/2011/03/jgcc_alwaysconnected.pdf

teens





74%



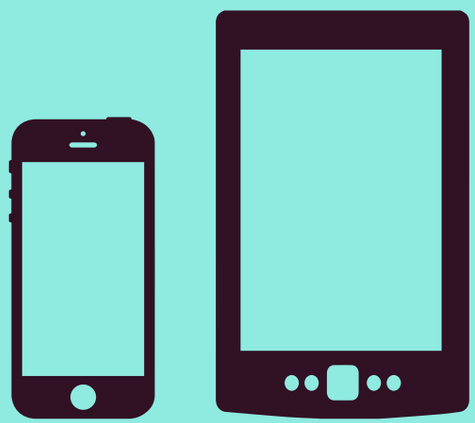
93%

Teens & Technology 2013
http://www.pewinternet.org/2013/03/13/teens-and-technology-2013/

millenials

ages 18-29





97%



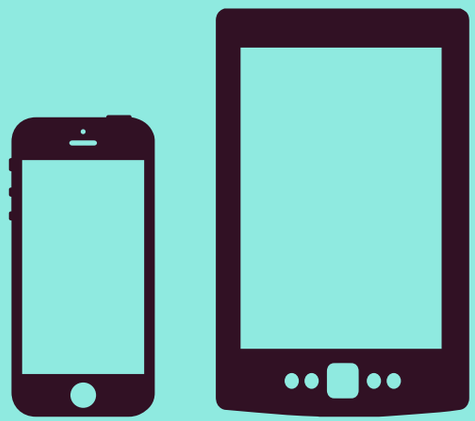
89%

The Web at 25 in the US
http://www.pewinternet.org/2014/02/27/the-web-at-25-in-the-u-s/

gen-X

ages 30-49





93%



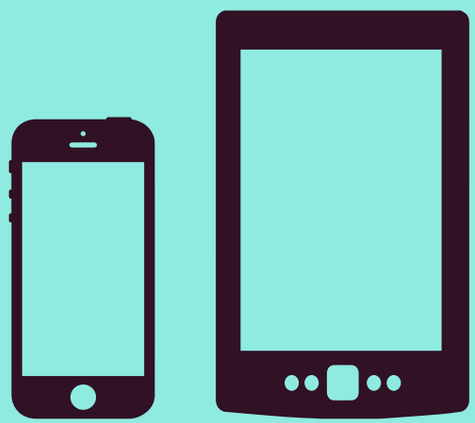
86%

The Web at 25 in the US
http://www.pewinternet.org/2014/02/27/the-web-at-25-in-the-u-s/

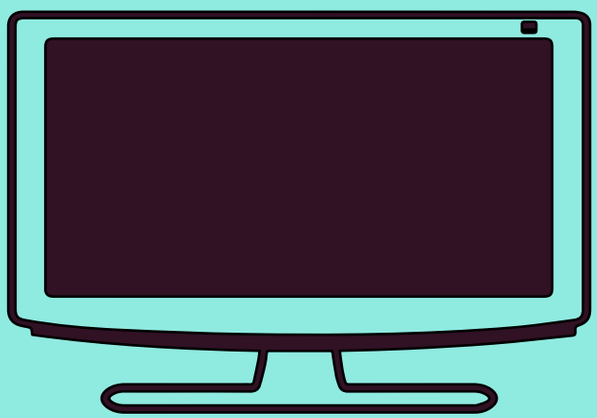
boomers

ages 50-65





88%



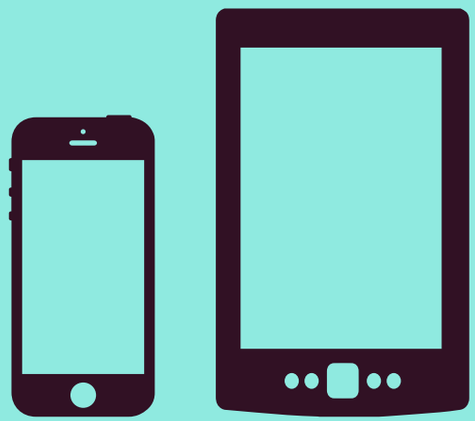
84%

The Web at 25 in the US
http://www.pewinternet.org/2014/02/27/the-web-at-25-in-the-u-s/

seniors

ages 65+





57%



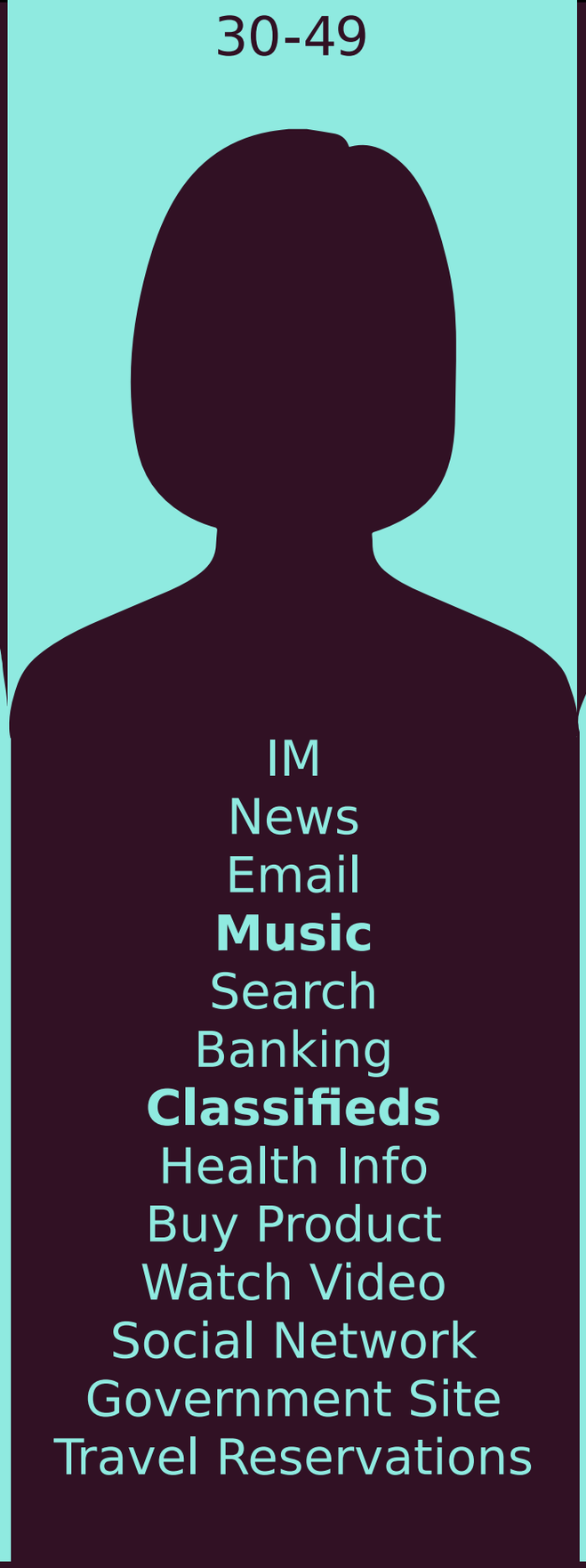
56%

The Web at 25 in the US
http://www.pewinternet.org/2014/02/27/the-web-at-25-in-the-u-s/



18-29

IM
News
Email
Music
Search
Gaming
Banking
Classifieds
Health Info
Buy Product
Watch Video
Social Network
Government Site
Travel Reservations



30-49

IM
News
Email
Music
Search
Banking
Classifieds
Health Info
Buy Product
Watch Video
Social Network
Government Site
Travel Reservations



50-65

News
Email
Search
Banking
Health Info
Buy Product
Watch Video
Social Network
Government Site
Travel Reservations



65+

News
Email
Search
Health Info
Buy Product
Government Site
Travel Reservations

Generations 2010: What Different Generations Do Online
http://www.pewinternet.org/2010/12/16/generations-2010-what-different-generations-do-online/