MICHAEL

SUNITA

SARAVANAN

ZHANG

DAVID

ADIJAT

FANG

MARIA

8 OF 8 BILLION

Representative but fictional persons to help you design and innovate for all of us.

MICHAEL

⚡⚡ 🌐 📱

Age
38

Sex
Male

Religion
Christianity

Sexuality
Heterosexual

Region
North America

Household
Couple

Language
English

Living
Urban

Literacy
Literate

Education
Secondary school

Occupation
Retail sales

Annual wage (USD)
51,195

Health issues
Obesity

Happyness
Rather happy

Life expectancy
78

Cause of death
Heart disease

Fears
Helplessness

Worries
Inequality

Personality
Devoted caretaker who enjoys being helpful to others.

10 REDUCED INEQUALITIES

SUNITA

⚡⚡ 🌐 📱

Age
22

Sex
Female

Religion
Hinduism

Sexuality
Heterosexual

Country
India

Household
Extended family

Language
Hindi

Living
Urban (no shelter)

Literacy
Literate

Education
Primary school

Occupation
Not employed

Annual wage (USD)
0

Health issues
Diabetes, Anxiety

Happyness
Rather happy

Life expectancy
74

Cause of death
Cardiovascular disease

Fears
Disappointment

Worries
Religious/ethnic hatred

Personality
Likes to run the show and get things done in an orderly fashion.

2 ZERO
HUNGER

SARAVANAN

Age
39

Sex
Male

Religion
Islam

Sexuality
Heterosexual

Country
India

Household
Two-parent

Language
Tamil

Living
Rural

Literacy
Literate

Education
Secondary school

Occupation
Construction worker

Annual wage (USD)
2,551

Health issues
None

Happyness
Very happy

Life expectancy
64

Cause of death
Natural disaster

Fears
Complications

Worries
Religious/ethnic hatred

Personality
Hardworking and trustworthy with sound practical judgement.

3 GOOD HEALTH AND WELL BEING

ZHANG

⚡ 🌐 📱

Age
58

Sex
Male

Religion
Buddhism

Sexuality
Heterosexual

Country
China

Household
Two-parent

Language
Mandarin

Living
Urban

Literacy
Literate

Education
Secondary school

Occupation
Machine operator

Annual wage (USD)
11,804

Health issues
Obesity

Happyness
Very happy

Life expectancy
76

Cause of death
Malignant tumor

Fears
Criticism

Worries
Pollution/environment

Personality
Enjoys adventure, skilled at understanding how mechanical things work.

8 DECENT WORK AND ECONOMIC GROWTH

DAVID

⚡⚡ 🌐 📱

Age
42

Sex
Male

Religion
Christianity

Sexuality
Bisexual

Country
Spain

Household
Solo

Language
Spanish

Living
Urban

Literacy
Literate

Education
College

Occupation
Manager

Annual wage (USD)
48,082

Health issues
Obesity

Happyness
Not very happy

Life expectancy
83

Cause of death
Cardiovascular disease

Fears
Isolation

Worries
Pollution/environment

Personality
Seeks to be helpful and pleas others, enjoys being active and productive.

5 GENDER EQUALITY

ADIJAT

⚡ 🌐 📱

Age
19

Sex
Female

Religion
Islam

Sexuality
Heterosexual

Country
Nigeria

Household
Extended family

Language
English

Living
Rural

Literacy
Literate

Education
Secondary school

Occupation
Unemployed

Annual wage (USD)
0

Health issues
Diabetes

Happyness
Rather happy

Life expectancy
54

Cause of death
Heart disease

Fears
Stagnancy

Worries
Religious/ethnic hatred

Personality
Seeks to create a personal environment that
is both beautiful and practical.

15 LIFE ON LAND

FANG

✂ ⊕ ▯

Age
20

Sex
Female

Religion
None

Sexuality
Heterosexual

Country
China

Household
Extended family

Language
Mandarin (illiterate)

Living
Rural

Literacy
Illiterate

Education
None

Occupation
Farmer

Annual wage (USD)
3,579

Health issues
Addictive behaviour

Happyness
Rather happy

Life expectancy
71

Cause of death
Respiratory disease

Fears
Chaos

Worries
Pollution/environment

Personality
Strong common sense, enjoys helping people in tangible ways.

4 QUALITY
EDUCATION

MARIA

⚡⚡ 🌐 📱

Age
33

Sex
Female

Religion
Christianity

Sexuality
Heterosexual

Country
Brazil

Household
Two-parent

Language
Portuguese

Living
Urban

Literacy
Literate

Education
Secondary school

Occupation
Nurse

Annual wage (USD)
22,332

Health issues
Depression

Happyness
Not very happy

Life expectancy
75

Cause of death
Stroke

Fears
Conventions

Worries
Nuclear weapons

Personality
Enjoys new ideas and challenges, values inspiration.

11 SUSTAINABLE CITIES AND COMMUNITIES

Sources:
CIA World Factbook, International Labor
Organization, International Monetary Fund,
International Telecommunication Union, Ipsos,
Pew Research Center, UNESCO, UN Human
Settlements Programme, UN International
Labour Organization, UN Statistics Division,
UN Sustainable Development Goals,
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