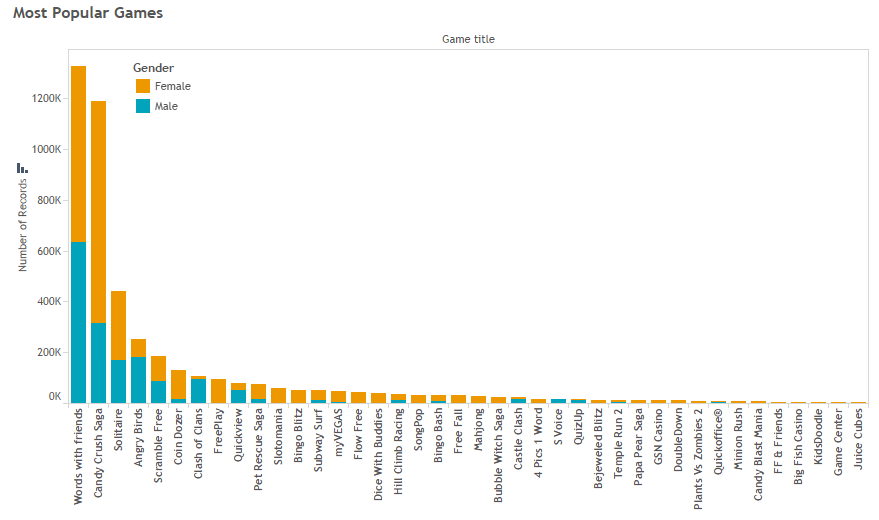
# The demographics of our game

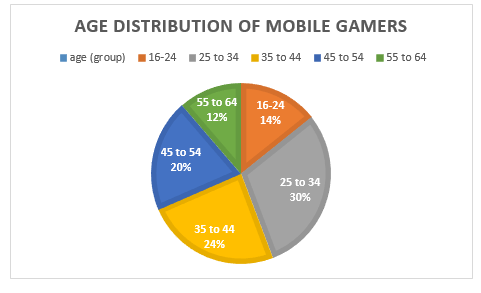
### Potential target demographic:

Male and female gamers between the ages of 15 years and 34 years who play games on their smartphones/ tablets.

### Why this demographic/ audience:

The reason I have chosen this demographic is because between the age range of 16-24 and 25 to 34, there is a 44% of total age distribution of mobile games, meaning we would have the largest target audience possible, while still having a reasonable age range for our theme of “submarines”. What this allows is for us to get as many players into our player base which will overall help our player retention and increase the longevity of our game in the long run. As mobile gaming is just as popular among females as it is males, we feel that targeting a specific gender would only be bottlenecking the amount of people who play our game.





**References towards the demographics our game**

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