**Our games potential target demographic/ audience**

Potential target demographic:

Male and female gamers between the ages of 15 years and 30 years who like dogs and/or cats and like to play casual/ social based games on their smartphones/ tablets.

Why this demographic/ audience:

I have chosen the above to be our target demographic/ audience due to an study taken by Flurry saying that and total of 49% of male and female players spend money on freemium games for themselves or others are 25 to 34 years of age. Also male and female gamers aged 13-17 years of age play freemium games and only 5% buy extras so if we merge these two groups together we can get the longest duration of gameplay from our game and make the most money.

I have also chosen our gam to be an more casual and/or social game because and survery taken by BigFish found out that 46% of mobile gamers preferred this type of gameplay over the rest and their closest rival genre is puzzle and board game styled games at 31%. We may implement some mini games in or game so we can try to draw these gamers in as well.

I have also chosen that our game should be towards cats and dogs over any other animal due to main countries around the world prefer them over the rest, for example:

**Russian males and females prefer cats with 57% of overall ownership**

**US males and females prefer dogs with 50% of the overall ownership**

**Southern American countries such as Brazil, Argentina and Mexico highly prefer dogs over any other with 188% of a possible 300%.**

**French males and females prefer cats with 41% of overall ownership.**

This information was found out with a worldwide study done by an survey company called Gfk.