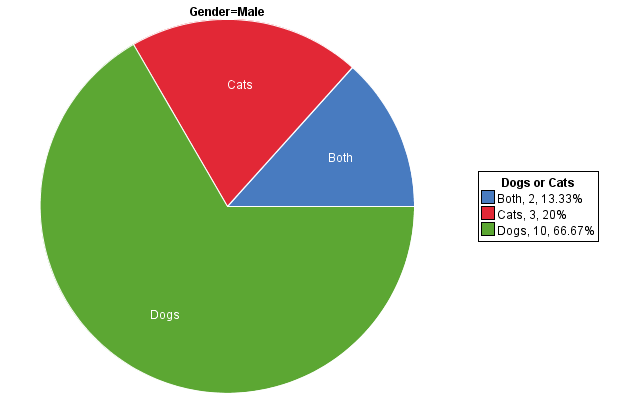
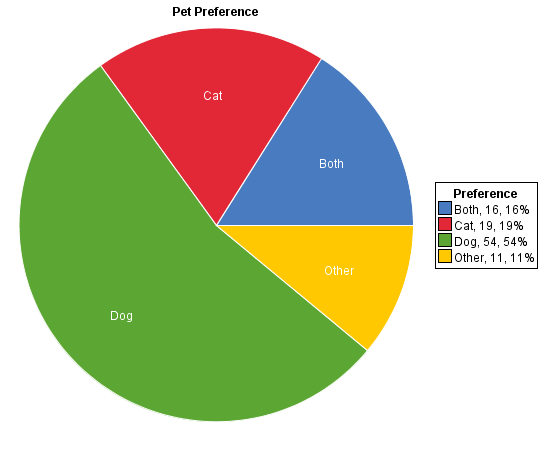
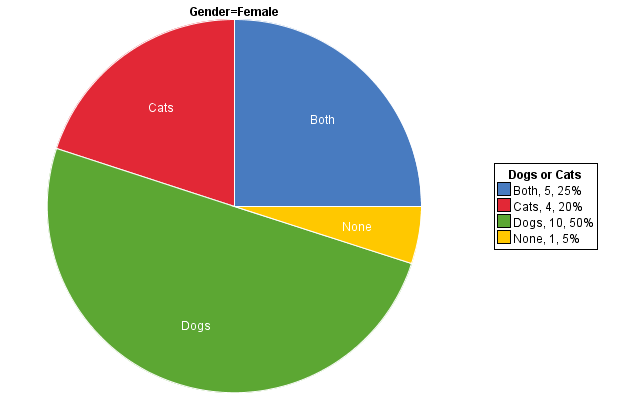
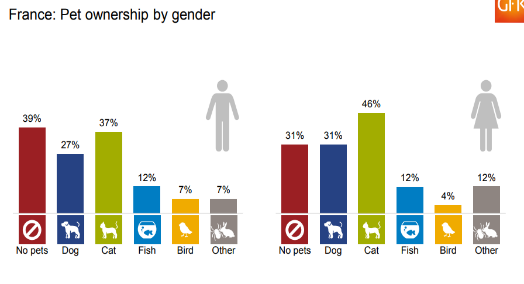
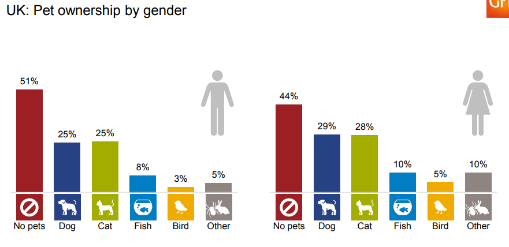
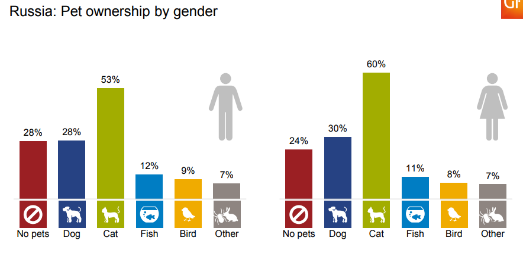
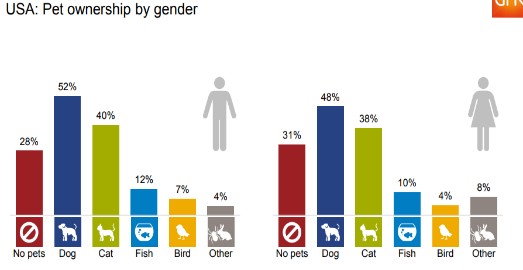
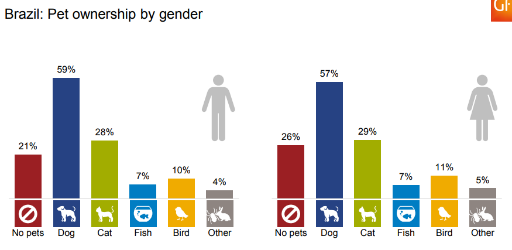
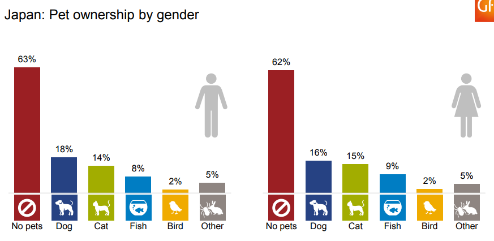
**Caring/ Nurturing Game Demographics**

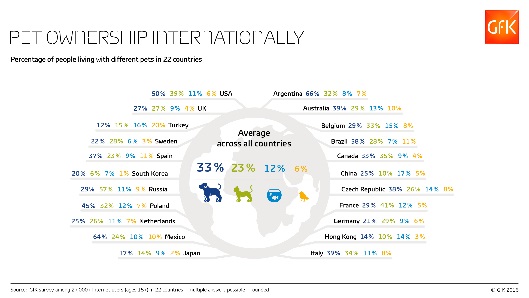
**Gender Mood board**

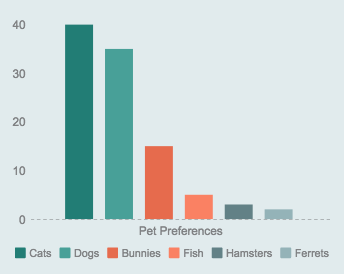
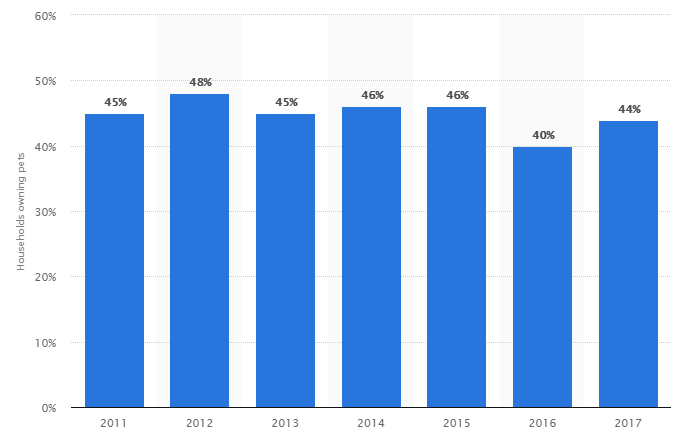
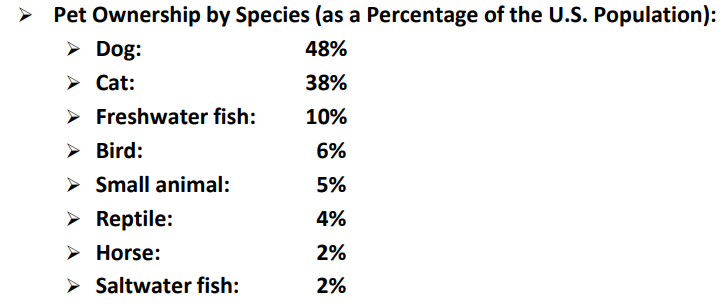
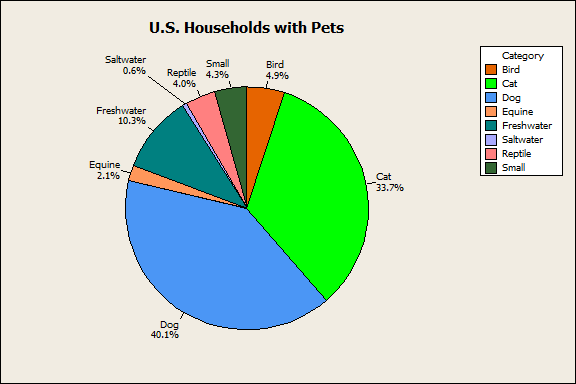
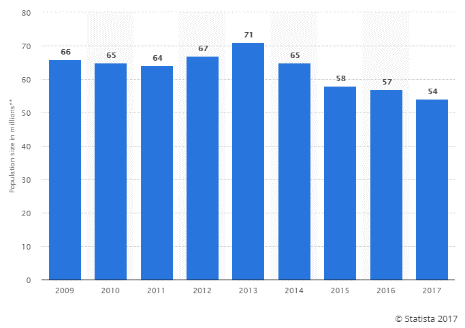






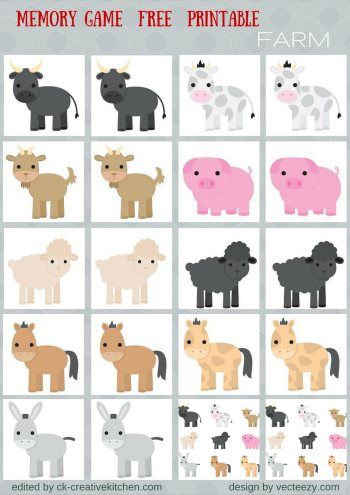
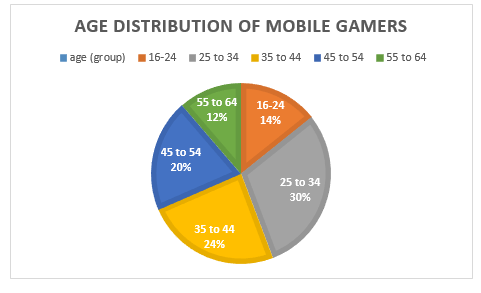


**Pet ownership in households Mood board**



**Animal Nurturing Games and age range.**





**Interesting facts**

* 60% of Women say dogs are more affectionate than men. 70% say they are more easy going then men, 63% say dogs are more loyal than men and 75% say dogs are more reliable
* 56% of 27,000 people in 22 countries have at least one pet
* 40% of registered pets in the uk are registered to women and 21.5% to men.
* The average cost to own a puppy for one year is $2950 for both male and female compared to $1900 for kittens.
* Men prefer cats as pets where women prefer dogs over cats.