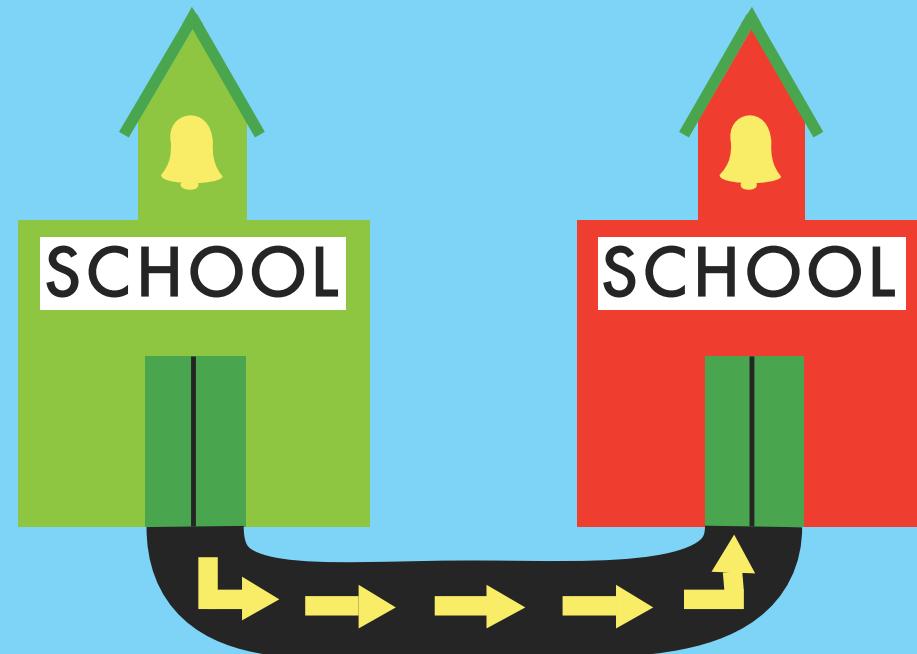


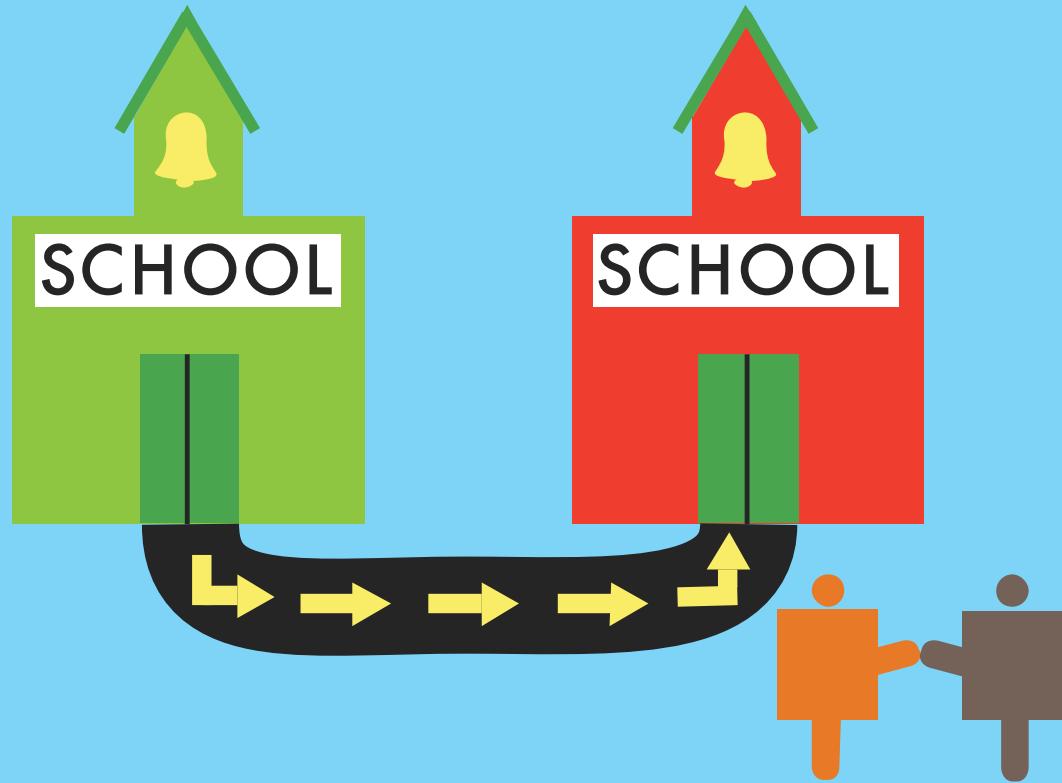
Lauren Johnston
NMDE 112



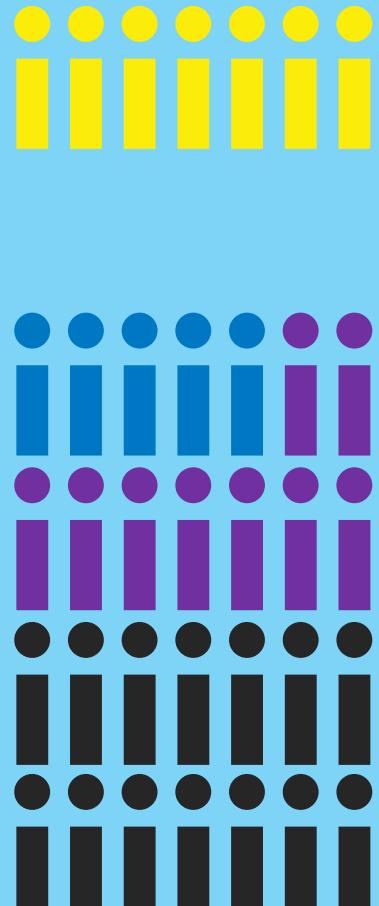
Bath Academy of Art
1973-1976



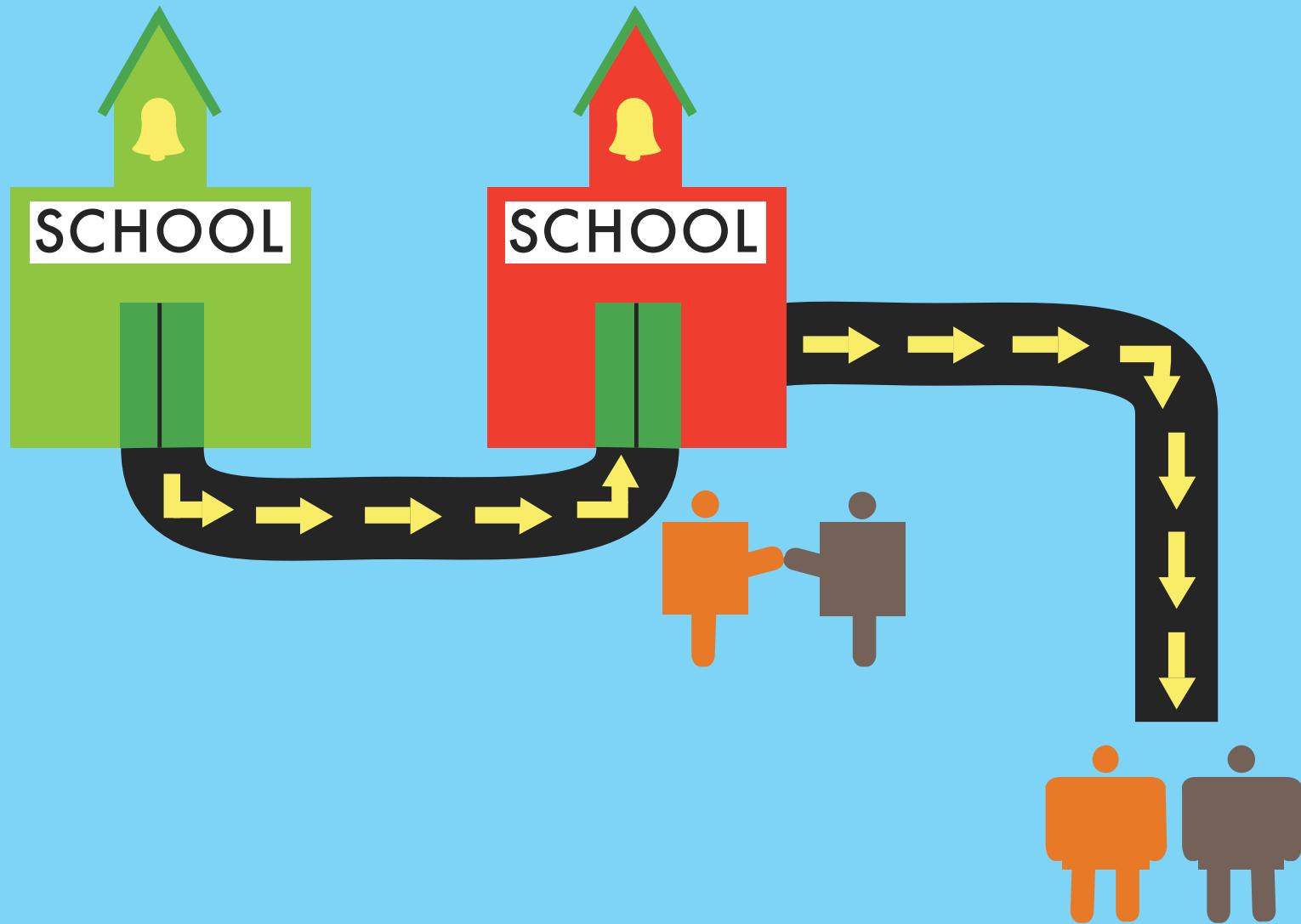
Royal College of Art
1976-1980



Tilly Northedge



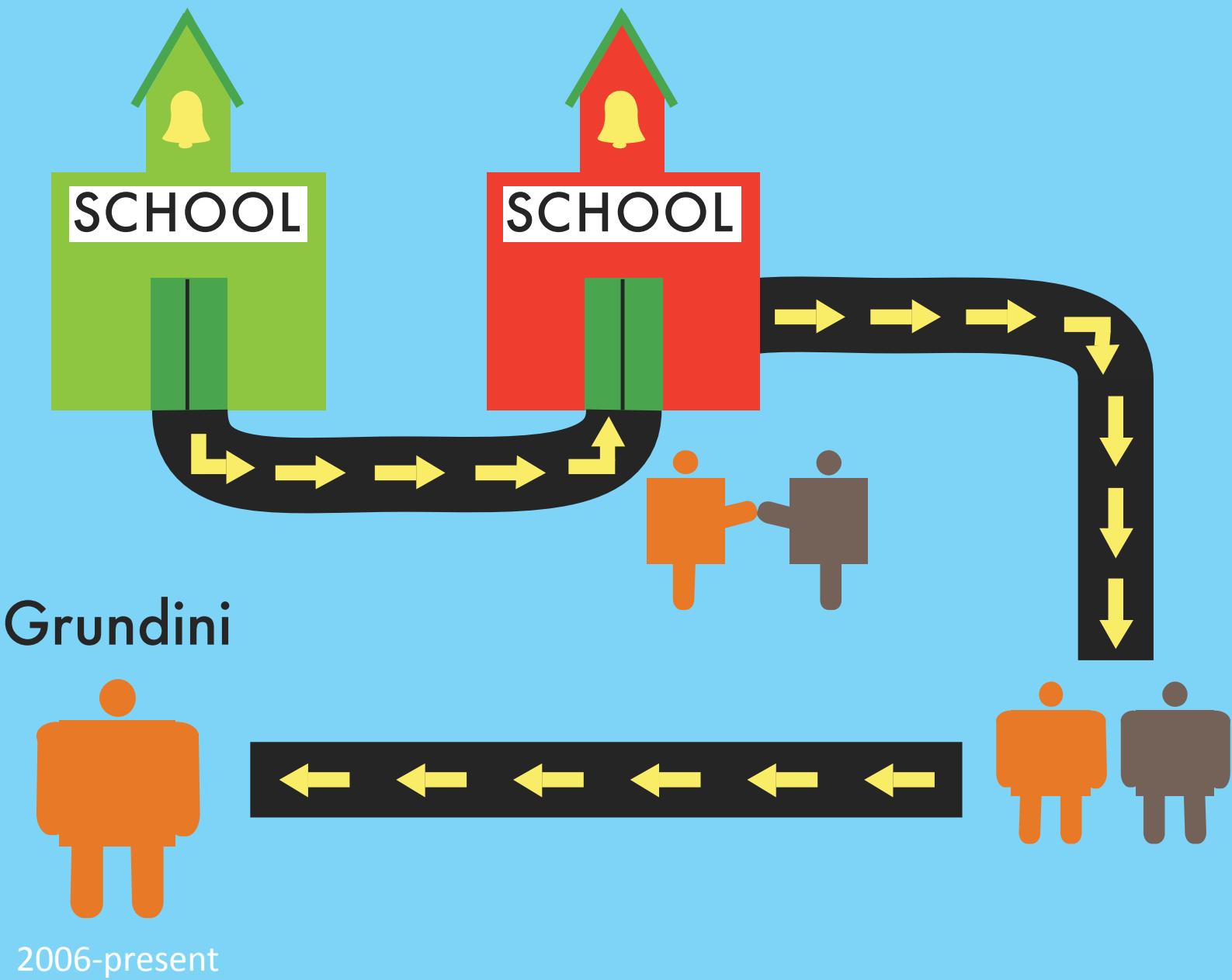
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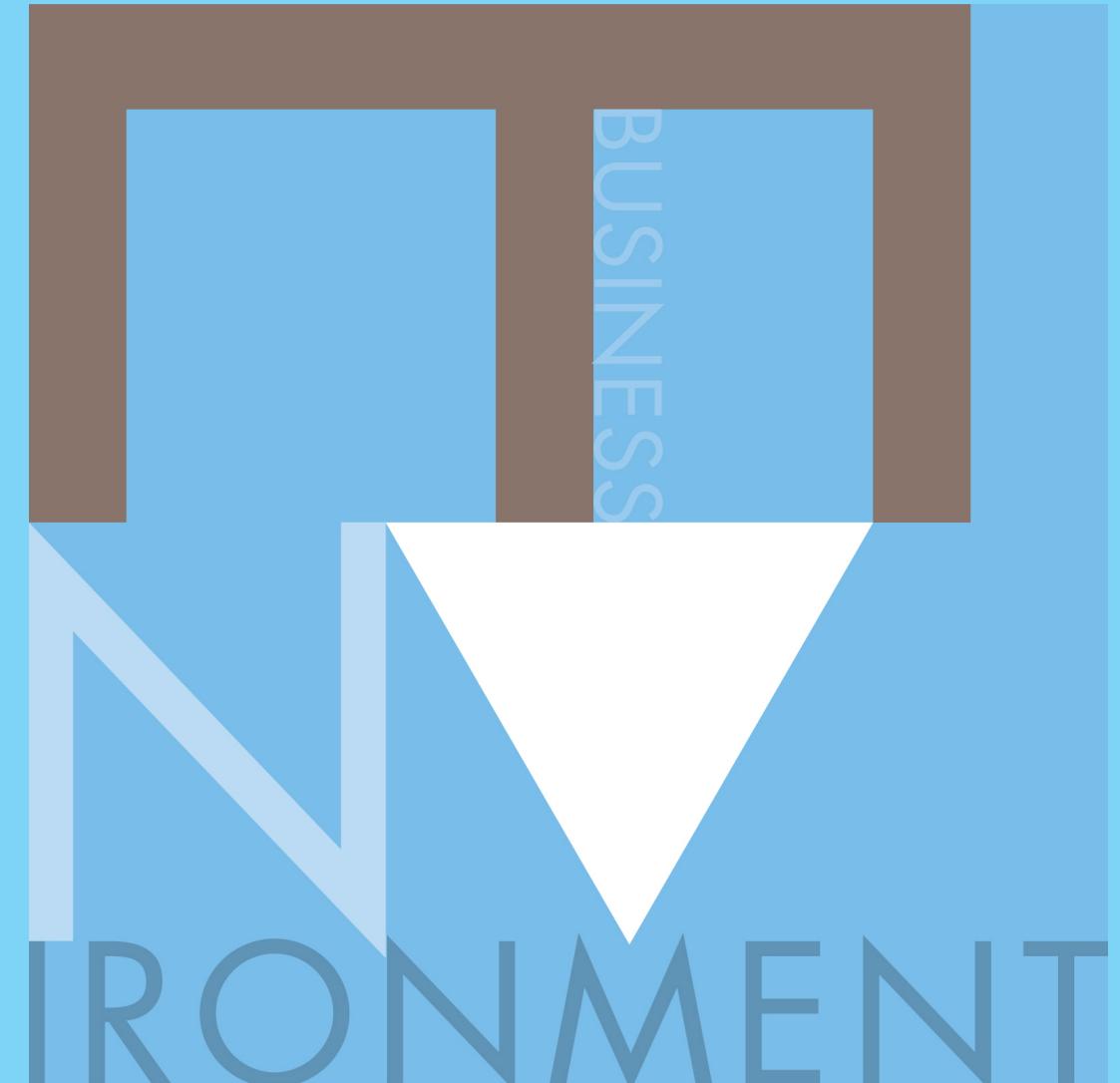


Grundy & Northedge



**in a bland
field**





The g2 graphic

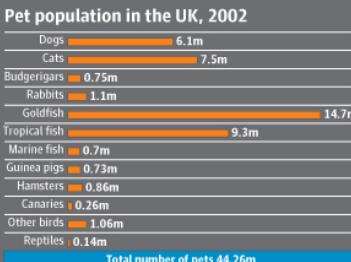
Each week the Guardian's Leo Hickman and award-winning information design agency Grundy Northedge collaborate on a unique in-depth graphic providing an instant briefing on one of the issues of the week

Pets

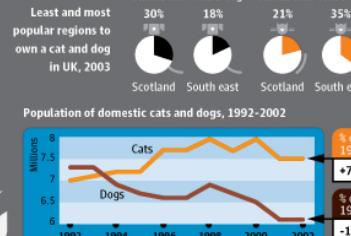
The 103rd Crufts show gets under way on Thursday – probably Britain's biggest pet love-in of the year. But just how many dogs, cats, guinea pigs and goldfish do we keep? And how much do they really cost?

1 | What kind of pets do we keep?

- In 2003, 52.7% of UK households owned a pet – of these households, 24.4% owned a cat, 20.9% owned a dog and 8.6% owned goldfish



Cats and dogs



2 | How much do we spend on pets?

Pedigree pets

Percentage of dogs and cats that are non-pedigree



Average lifetime costs for dogs and cats, RSPCA estimate, 2004



- On average, each pet-owning household spent £2.90 a week on pets in 2002/03

Most popular breeds of pedigree cats and dogs in UK, 2002

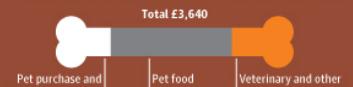


Other costs (such as cattery)



3 | What do we buy our pets?

Total household spending on pets in 2003



- The total market for dog and cat food was valued at an estimated £1.55bn in 2003

- In 2005, 34% of dogs and 21% of cats were insured. The pet insurance market was worth £265m in 2005 – a 157% increase since 1996

4 | How many pets are poorly treated?

- In 2004, the RSPCA removed 157,482 animals from danger or abuse. It rehomed 69,787 animals, mostly through its network of 175 branches



Number of reptiles that passed through the animal reception centre at Heathrow Airport



- In 2003, the average initial vet consultation fee in London was £18.72. In Scotland, it was £11.92
- In 1999, "single-serve" foods accounted for 16% of the cat food market. In 2005, they accounted for 54%

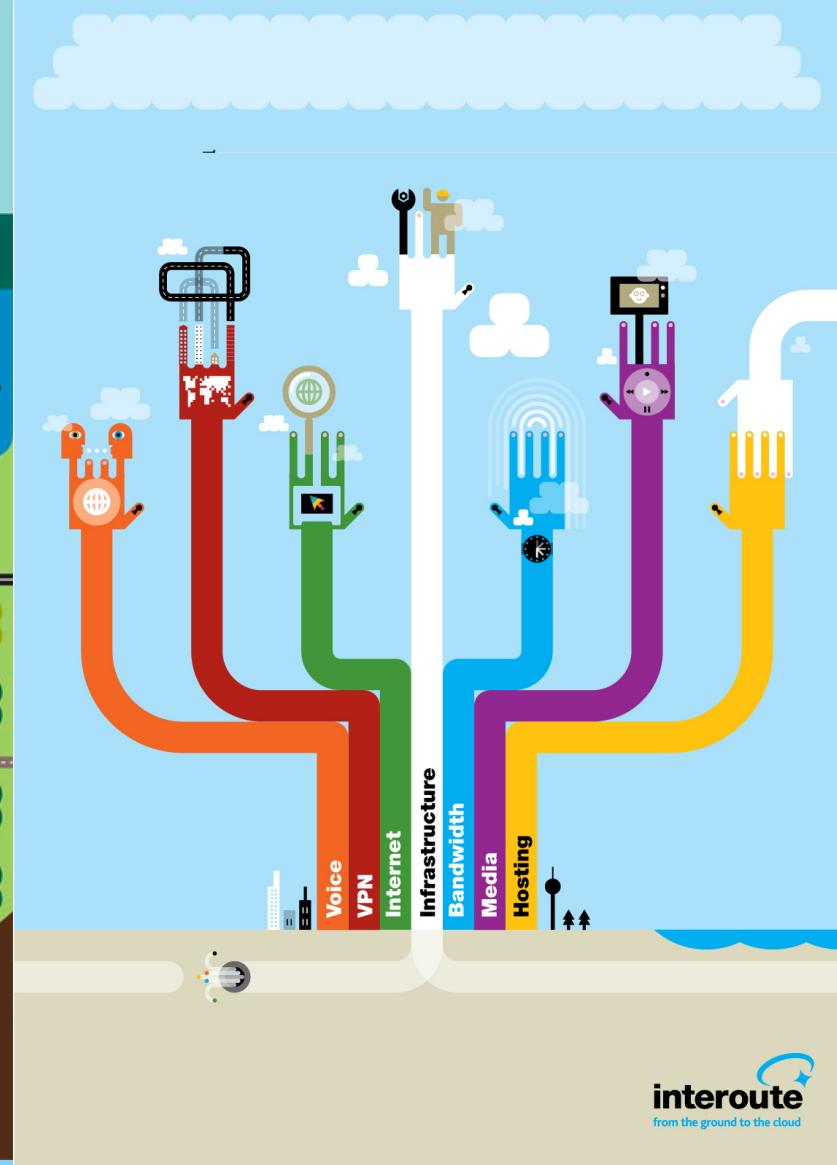
- In 2003, Masterfoods (includes Cesar, Sheba and Whiskas) and Nestle Purina (includes Bakers Complete, Winalot, Arthur's and Felix) between them controlled 79% of the cat food market and 24% of the dog food market

- The largest ever litter of puppies is 24, born to "Tia", a Neopolitan mastiff, in Cambridgeshire in 2004

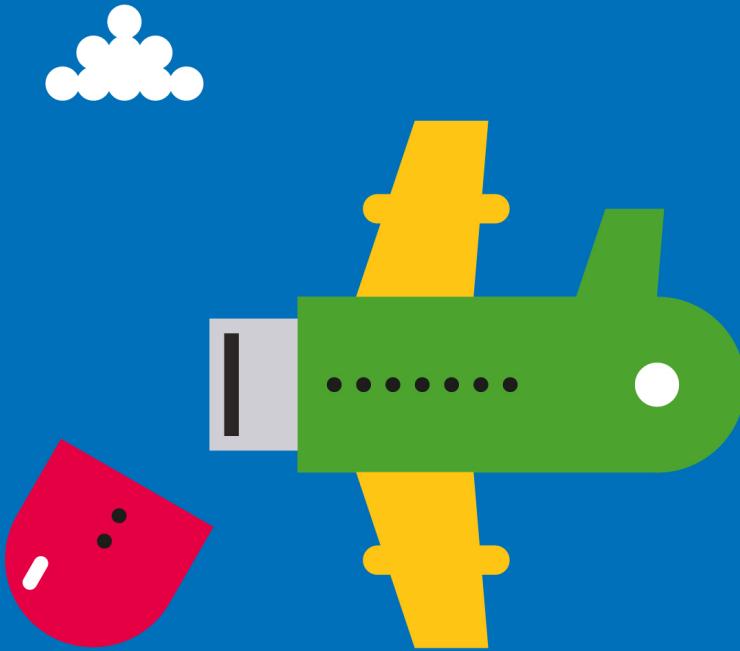
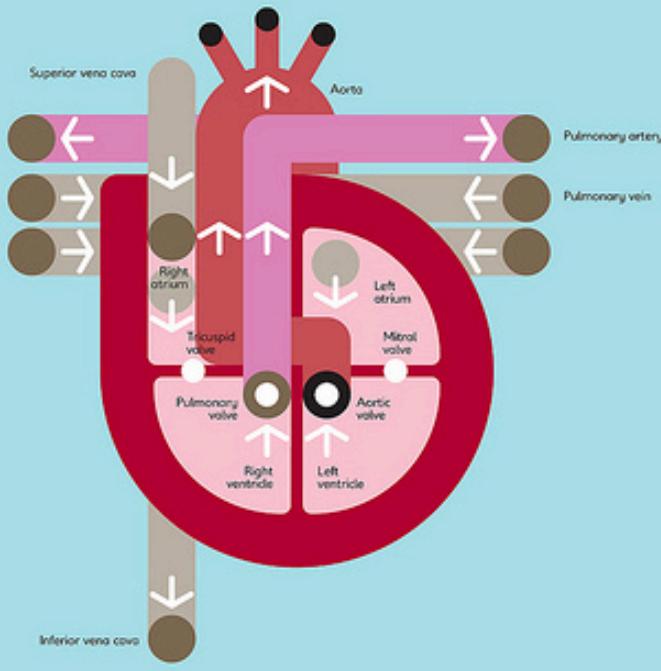
Discover
that there is
life outside
London.

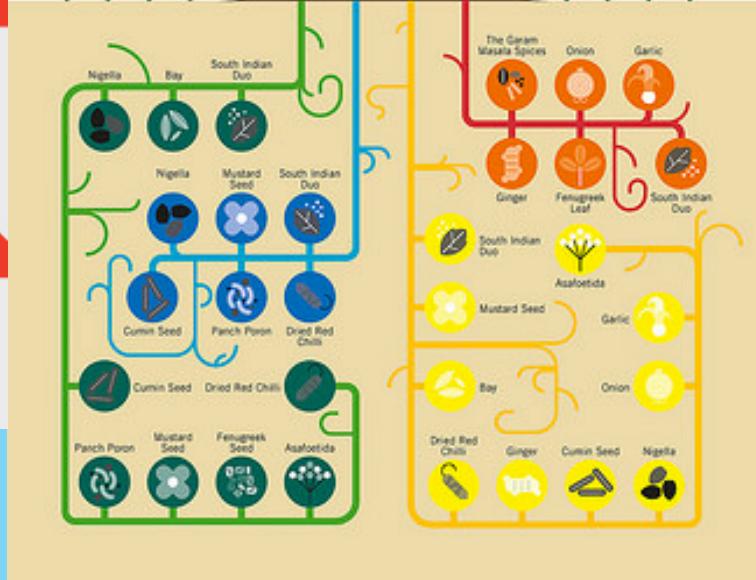
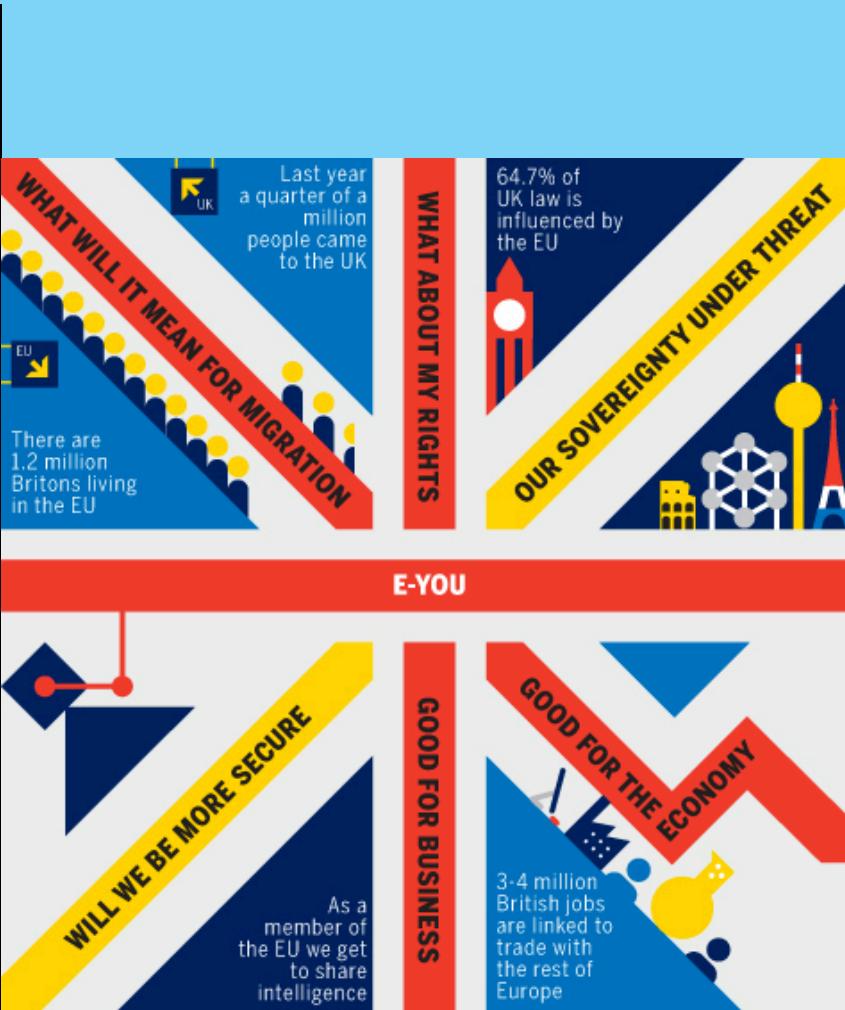
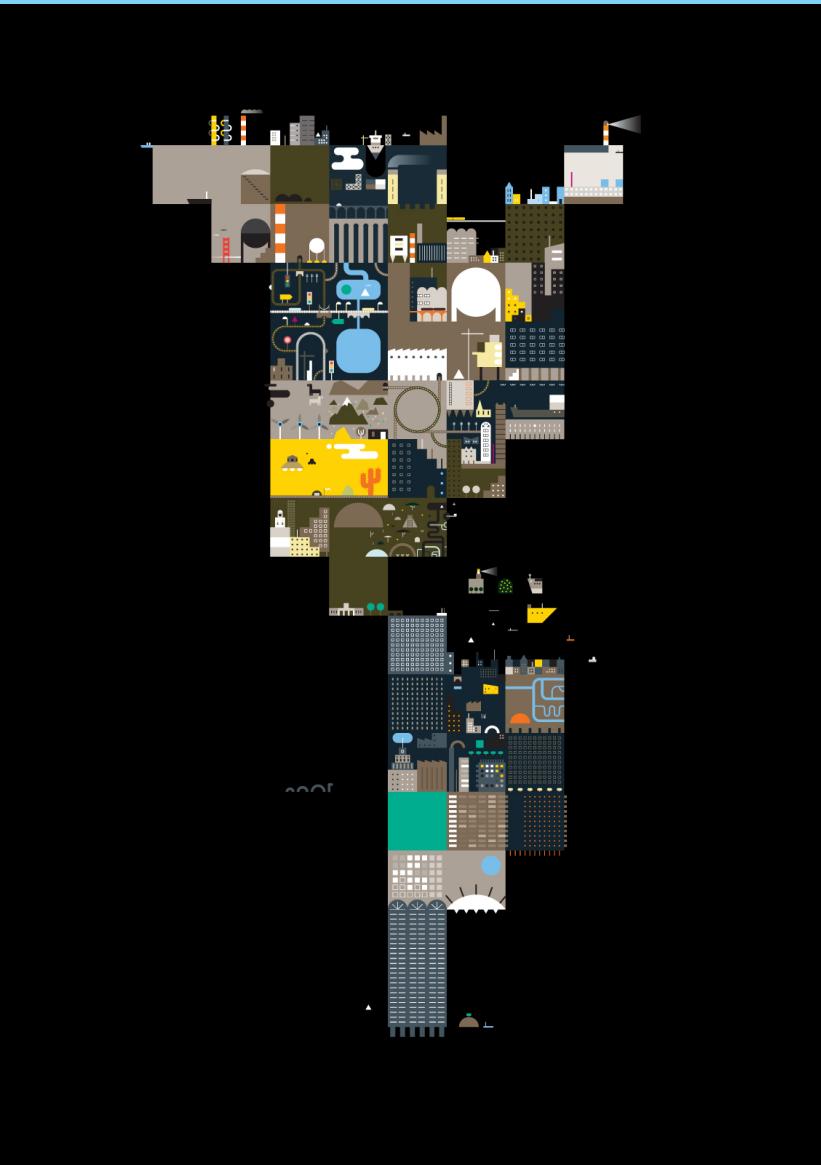


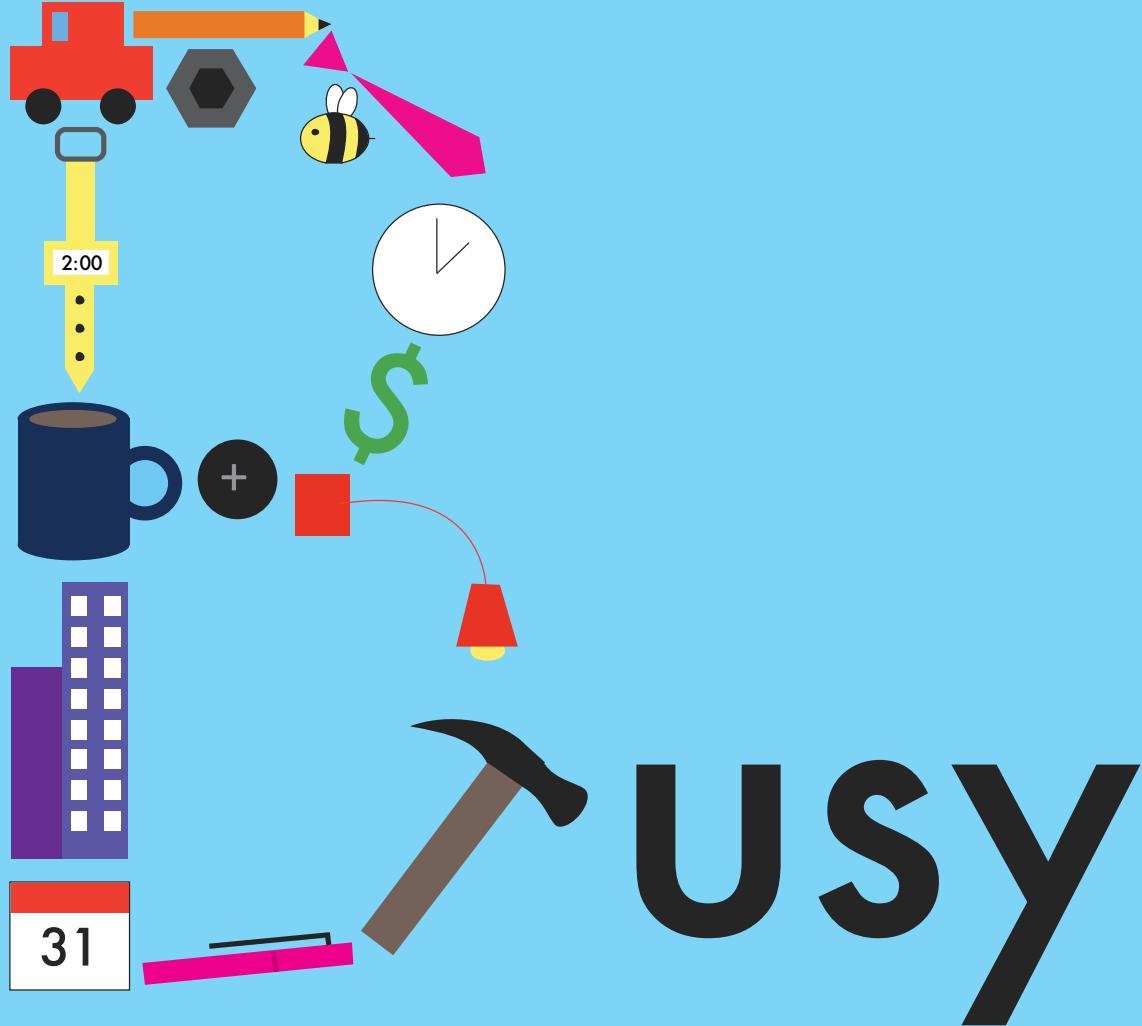
SOUTH WEST TRAINS



interoute
from the ground to the cloud







usy

yet simple

changed **the** **TON**E **of**

Informational Graphics

References

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<http://www.grundini.com>

Short Bio of Grundy

<http://www.idnworld.com/creators/Grundini>

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