The game of Heroes of Pymoli seems to be most popular with individuals with ages 20-24, with ages 15-19 being the second most age group to play the game. Males in particular are more attracted to the game, also contributing to spend more on the game as well. However, the 20-24 age group seems to be willing to spend more money on the game, as a whole, contributing over $1,000.00 in in-game purchases.