Demographics research

Ages 13 – 22 encapsulate roughly 1/4 – 1/3 of game players, and the gender differences are fairly even, at 56% male and 44% female (2014).

As the game is a puzzle/ sidescroller type genre, it would appeal to females due to its puzzle aspect and to males for much the same reason (puzzle games were cited as the one of the most played genres) it could appeal to males for much the same reason, and the art style is centred more towards the male demographic (desaturated with certain aspects highlighted with colour)

<http://www.theesa.com/wp-content/uploads/2015/04/ESA-Essential-Facts-2015.pdf>

<https://www.theguardian.com/technology/2014/sep/17/women-video-games-iab>

http://www.bigfishgames.com/blog/2015-global-video-game-stats-whos-playing-what-and-why/