Three observable trends:

1. The users in the game are overwhelmingly male, 484 to 81 females.
2. Although males make up most of the users, females spend more money on average in the game, $3.20 to $3.01.
3. Users age 20-25 make up the largest group of users. The game has little appeal to users under the age of 15 or over the age of 40.