1. Nearly half (49.5%) of the active player base (576 out of 1163) has made a purchase, though the average purchase is only $4.13. This is unusual for a game with microtransactions where a small percentage of the player base tends to spend a large amount of money.
2. The great majority of the player base is male (84%), though females tended to spend slightly more on average ($4.47 total purchases per female vs $4.07 for males).
3. There is not an increase in average purchases in older age groups compared to younger, despite presumedly greater purchasing power.