1. While females only make up 14% of the players, they spend more on average than the males.
2. Players in their 20s make up the majority of the player base, which makes sense for games in general.
3. Spending when broken down by age is surprisingly consistent. One would have perhaps thought that older players would spend more, given that they have more disposable income.
4. There is a large variety of items to buy, with no one item being particularly dominant.