1. Men make up the majority of the gender demographic of the game, but females tend to spend larger amounts on average.
2. 20-24 year olds comprise the majority of the player base by far
3. Though the average purchase price, and average total purchase price is fairly similar across all age groups, the total purchase amount is dominated by the 20-24 age group. This can possibly be explained due to the fact that 20-24 year olds take up almost 50% of the player base, and therefor would have more opportunities for purchases.