The majority of players in this game are males at 84%, with the largest age group in the 20-24 range at 44.79%. Although more males than females played and purchased, females purchased more per person than males on average at $4.47 average per female versus $4.07 per male. There does not appear to be a correlation between items of lower prices and popularity of purchases, as the majority of the top 5 most popular items were above the average price of all items.