1. 44.79% of the players between the ages of 20-24. The next highest age groups are 15-19 and 25-29 and the percentages drop of significantly after those groups meaning that an overwhelming majority of players are between the age of 15-29 which are the general demographics for computer games.
2. As males are the majority of the players of the free game they also are the majority spenders of the free game buying 83% of a purchases in the game.
3. In terms of pricing it appears that items are generally priced very closely and really the average amount spent on the game per person is around $3.00. So it can be said that the creators should expect approximately $3.00 a user who plays to help predict future possible revenues.