

Study: Women spend more virtual currency than men

By Agency Reporter

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According to a study by PlaySpan and VGMarket, women are spending twice as much as men online.

On average, apparently, women are blowing \$50 more in-game cash each year on virtual goodies, compared with just \$25 by the guys, and \$55 actual real proper cash compared with \$30.

Of the 2,221 people participating in the survey, 78 per cent were male, with 75 per cent between the ages of 13 and 64 saying they'd purchased virtual goods within the last year. This stuff included game content and items, social gaming currencies, MMOs, and online PC and console games, including add-ons and other DLC.