

EMAIL

Hi there,

Hope you're well. I thought you'd be interested in these data insights if writing about today's Grand Theft Auto audience.

The data, from Exponential Interactive, comes from the actual behaviour (i.e. NOT surveyed) of 2million+ Britons viewing GTA content online:

- The GTA audience are 33% more likely than the average internet user to have children; 2x more likely to be married
- They're 5x more likely to be interested in arts/literature than bars/clubs
- Compared to the video game genre as a whole there is a distinct spike in GTA interest among 55-64 year olds
- Films and TV with high correlation among GTA fans are Finding Nemo and The Big Bang Theory
- The GTA player is also much more likely to be shopping for suits and briefcases

Please source any data used to Exponential Interactive. More data is available in this [GTA infographic](#) and there may be extra data coming soon...

Thanks as always

Alex

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