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GTA-VI, *a phenomenon* that goes beyond video games

Research report | November 2026



Background

To mark the release of the game GTA VI, scheduled for 19 November, OpinionWay offers **a 360° analysis of this phenomenon**, bringing together the perspectives of **its experts in Public Opinion, Qualitative Research, Media, Management and HR, Healthcare, Banking, Finance and Insurance, Housing, FMCG and Mystery Shopping**. This provides additional insights into the expected impact of this launch on the behaviour, choices and consumption patterns of the French public, as well as on brands and organisations.

This cross-disciplinary approach lies at the heart of OpinionWay's methodology : systematically combining its areas of expertise to provide clients with a comprehensive understanding of the issues at stake and to inform their decisions.

opinionway' experts involved



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Photo by Sami Abdullah on pexels.com



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Methodology

Methodology

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'OpinionWay survey'

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A sample of **1,120 people**, representative of the French population aged 18 and over, and **485 GTA players**.
The sample was selected using the quota method, based on criteria of gender, age, socio-professional category, type of urban area and region of residence.
Two qualitative interviews were conducted with prospective players.

The sample was surveyed using **a self-administered online questionnaire via a CAWI** (Computer-Assisted Web Interview) **system** .

The interviews were carried out **from 23 October to 3 November 2026.**
To thank them for their participation, panellists received incentives or made a donation to the suggested charity of their choice.

OpinionWay carried out this survey in accordance with the procedures and rules of the **ISO 20252 standard**

The results of this survey should be interpreted taking into account **the margins of uncertainty** : 1.4 to 3.1 points at most for a sample of 1,000 respondents.



Credits: Adobe Stock

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Profile of the sample

Sample profiles [1/2]

GP: French population aged 18 and over (1,120 people)

GTA: GTA VI players (485 people)
Source (GP): INSEE

Gender	GP	GTA
Men	48%	63%
Women	52%	37 per cent

Age	GP	GTA
18 to 24 years	10%	20%
25 to 34 years	15 per cent	27 per cent
35 to 49 years	24%	33%
50 to 64 years	25%	13 per cent
65 and over	26 per cent	7%

Region	GP	GTA
Île-de-France	19 per cent	23%
North-West	23%	22%
North-east	22%	20%
South-West	11%	7%
South-east	25%	28%

Employment status	GP	GTA
Higher socio-professional categories	**31%**	**43%**
Farmers / Artisans / Traders / Business owners	5%	4
Professionals / Managers	11%	17%
Middle-level professions	15 per cent	22%
Popular categories	**28%**	**35%**
Employees	16 per cent	21%
Manual workers	12%	14 per cent
Not in employment	**41 per cent**	**22%**
Pensioners	28%	5%
Other people not in work	13 per cent	17%

Size of urban area	GP	GTA
A rural municipality	21%	17%
Between 2,000 and 19,999 inhabitants	18%	15 per cent
20,000 to 99,999 inhabitants	14 per cent	13 per cent
100,000 inhabitants and over	30%	35%
Greater Paris	17%	20%

Sample profiles [2/2]

Sample: French population aged 18 and over (1,120 people)

GTA: GTA VI players (485 people)

Monthly household income	GP	GTA
Less than €2,000 per month	28%	28%
Between €2,000 and €3,500 per month	36 per cent	35%
More than €3,500 per month	27 per cent	31%

Marital status	GP	GTA
Single	42%	41 per cent
Couple without children	38%	23%
Couple with children	20%	36 per cent

Housing	GP	GTA
Owner	60%	52%
Tenant	34%	40%
Living rent-free	6%	8%
A detached house	63%	62%
A block of flats	37 per cent	38%

Occupation	GP	GTA
Assets	60%	79%
…of which employees	*39%*	*56%*
Not in employment	40%	21%

Managerial responsibility – *towards employees*	GP	GTA
Yes	35%	50%
No	65%	50%

Working from home – *for employees*	GP	GTA
Yes	55%	66%
…including at least once a week	*41 per cent*	*49%*
…of which less than once a week	*14 per cent*	*17%*
No	45%	34%

Video game players	GP	GTA
Yes	55%	94%
…including at least once a week	*34%*	*74 per cent*
…of which less than once a week	*21%*	*20%*
No	45%	6%



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Summary

The experts' view



Charlotte Cahuzac
Deputy Director, **Opinion** Division

GTA VI: ultimate freedom, on screen

A world where anything goes, for the duration of a game. The appeal of GTA-VI also lies in this promise: to offer an escape and open up a world of possibilities that real life does not allow. Far more than mere entertainment, video games provide a space for experimentation where anyone can change their identity, reverse roles, break free from conventions and push the boundaries of what is permitted and what is forbidden.

With GTA VI, this **freedom takes on a particular dimension: that of being able to transgress without facing the consequences of the real world.** Violence or disobedience become fictional experiences, which the player can explore whilst keeping their own values at arm's length. For taking pleasure in transgressing within a game does not necessarily mean condoning such behaviour in real life. It is precisely this disconnect that makes the video game experience unique: being able to experience the forbidden without having to take responsibility for it. By granting the power to virtually cross social and moral boundaries, **GTA perhaps reveals a deeper aspiration: that of freeing oneself, for the duration of a game, from the norms that structure life in society.**

Photo by Sami Abdullah on pexels.com

The experts' view



Guillaume Tessier
Deputy Director, **LIFE** division

GTA VI: phenomenal scale

The GTA-VI phenomenon reveals an interesting paradox for brands: **it is possible to contribute to a product's success without ever consuming it**. By turning its launch into an event, Rockstar engages audiences far beyond gamers, sparking curiosity, conversation and even recommendations from non-users.

But this power has a downside: through constant analysis, commentary and speculation, **communities end up constructing their own expectations of the product**, sometimes going beyond what the brand has actually announced. What the brand promises, what the public imagines, what the experience delivers: **it is in the gap between these three narratives that customer loyalty or disappointment is determined**. These discrepancies are not inevitable; they can be measured. Listening to what consumers imagine before the launch, then comparing it with what they actually experience afterwards, makes it possible **to adjust the messaging in good time** rather than realising the discrepancy only after the event.

Photo by Sami Abdullah on pexels.com

Insights from the experts



Alexandra Steffen
Consulting Director , **Business Market Transformation** Division , **Housing**

A barometer of change in the housing sector

Straddling the line between communal space and private retreat, **the living room** is the area where GTA VI players plan to invest first and foremost. Many players are considering **redesigning the space**, particularly couples with children, who feel the need to shield their children from scenes unsuitable for their age. This situation places **the coexistence of different uses at the heart of household discussions** and serves as a reminder that **homes must be able to adapt** to the lifestyles of their inhabitants.

Beyond the gameplay itself, GTA VI generates **consumer potential within the home furnishings sector** : exploring the in-game homes could inspire players to make changes to their own homes, and the majority of players would enjoy discovering a brand as part of a mission. This virtual world is becoming a **source of inspiration and a showcase** for potential **influence** in the fields of furniture and interior design.

Finally, gamers are even opening up **new possibilities for estate agents and property platforms** : for them, being able to explore a neighbourhood or a property in the game's highly realistic style would make the buying and renting processes simpler. Beyond gaming, a more concrete vision of a future home is taking shape, with **fluidity and immersion** remaining at the heart of expectations.

Photo by Sami Abdullah on pexels.com

The experts' view



Pierre-Etienne Bost
Head of the Business Unit **Management and HR**

How could the release of a blockbuster video game possibly be a work-related topic?

Given the level of fame, anticipation and resources involved, it's a topic relating to marketing, leisure, consumption and society – but certainly nothing to do with work!

Except that… **the vast majority of employees are gamers and aren't going to miss out on this** flagship **event** of the gaming year. And… it's bound to show: the many employees already eagerly awaiting the release of GTA VI are well **aware of the impact this will have on their relationship with work** : sleep deprivation, fatigue, lack of concentration, but also late arrivals, working outside normal hours, or even unauthorised absences – although some are also considering taking official leave for the occasion… Enough to send shivers down HR managers' spines?
At the same time, we must also recognise **certain positive effects on working life** that can be linked to this event and to playing video games: a means of socialising at work, as a friendly topic of conversation amongst colleagues, but perhaps also a way of relieving tension and escaping the constraints and pressures of the job…

Ultimately, this event is a further sign of **the ever-closer intertwining of personal and professional spheres**, and will **be received** by companies **in a way that reflects their working environment** – whether that is more or less clear, well-structured and therefore respected…

Photo by Sami Abdullah on pexels.com

The experts' view



Nadia Auzanneau
Head of BU **Healthcare**

Video games: it's not the screen that's the problem, it's what we sacrifice for it

Whilst the scientific debate on screen time remains open on certain points, there is consensus on two observations: time spent gaming **encroaches on sleep**, and prolonged gaming is accompanied by **very real physical symptoms**.

The first effect is undoubtedly the most underestimated. Designed to hold the player's attention, video games push back bedtime, and the excitement they generate delays the onset of sleep. However, **sleep debt is difficult to make up for** : a lie-in at the weekend does not compensate for the fatigue, nor for the effects on concentration or mood.

The second effect is more visible: eye strain, neck pain and headaches. These symptoms reflect **prolonged physical strain whilst maintaining fixed postures**, and can become chronic.

These consequences primarily affect younger people, particularly those aged 18–24 and young men – a group that rarely seeks medical advice. Rather than demonising a widely enjoyed pastime that fosters social connections, the aim should be to **promote a healthy approach** : setting a cut-off time before bed, taking regular breaks and maintaining good posture. These are public health messages that need to be getting across!

Photo by Sami Abdullah on pexels.com

The experts' view



Pascal Novais
Head of BU **Banking, Finance and Insurance**

GTA VI : the desire to play versus budget constraints

As the release of GTA VI approaches, the question is not simply who will want to buy the game, but rather **what players will be prepared to give up in order to afford it.**

Against a backdrop of economic gloom, where financial prospects are causing concern, this 'blockbuster' release offers a particularly interesting insight into the financial trade-offs gamers are prepared to make: **whilst the desire to treat themselves is clearly there, this purchase will come at the expense of other spending.**

Indeed, for the majority of prospective buyers, GTA VI represents **a significant expense,** or even a luxury. This observation holds true across different gamer profiles, whether male or female, young or older, and casual or frequent players.

Among the solutions considered, apart from having the game gifted to them, cutting back on other leisure activities, dipping into savings or postponing a purchase are the main options. **The desire to treat oneself does not, therefore, disappear under financial pressure; rather, it leads to a reorganisation of priorities.**

Photo by Sami Abdullah on pexels.com

Insights from the experts



Delphine Michaut
Head of the **FMCG** Business Unit

Meals are becoming an integral part of the gaming experience

The launch of GTA VI sheds light on the role of food in immersive leisure activities. In the game, eating serves several purposes: **it enhances enjoyment, maintains the flow of the game**, and helps players **stay focused** or **sustain their stamina**. These intentions challenge the cliché of the gamer who eats without a care for their diet.

Among female gamers, the greater interest in protein in particular echoes a promise that extends beyond the world of sport: that of nutrition supporting endurance.

For brands, the challenge lies in viewing video gaming as a consumption opportunity in its own right. They have an opportunity to capitalise on this by combining convenience, indulgence and nutritional benefits, with a view to **making the meal a true ally of the gaming experience.**

Photo by Sami Abdullah on pexels.com

Insights from the experts



Jean-Baptiste Leroux
Head of the **Media** Business Unit

Team Jason or Team Lucia?

GTA VI is shaking things up! Following the all-male trio in GTA V, it's now time for a mixed duo. And future players are perfectly split: **34 per cent prefer to play as Jason Duval, 33 per cent as Lucia Caminos, and 33 per cent have no preference.**

Good news: switching between characters remains at the heart of the gameplay, with a new romantic feature – a relationship meter. Not sure Michael, Franklin and Trevor would have appreciated that!

But gender makes a difference: men are more likely to choose Jason, whilst women prefer Lucia. Could the character also be a projection of the self, or even of one's idealised fantasy?

And what if this diversity were also to influence the fictional brands in GTA? After Burger Shot, Sprunk and E-Cola, might we see the arrival of Sophia's Secret, Kanel or Boreal?

Because whilst GTA rejects product placement, its universe is brimming with parody brands that sometimes inspire real-life brands' campaigns. **With Lucia, Vice City's marketing could well take on a whole new look!**

Photo by Sami Abdullah on pexels.com

The experts' view



Léa König & Truong Nguyen
Co-Directors, **Mystery Shopping** Unit

The shop: a place for exchanging information

Even in the world of video games – traditionally heavily influenced by social media and specialist websites – **the shop continues to play a role as a medium**.

The transaction is not the shop's only function, and we can see that customers may visit the shop even before a product's launch to **prepare for their purchase**.

Customers visit to **confirm details** they have learnt elsewhere (release date, price).
And they also come to ask more in-depth questions about the content (new features, the GTA universe) and the format (physical copy, download, compatible platforms: consoles, PC, multiplayer mode).

The key challenge for retailers is therefore to ensure that their sales staff **envision** and **deliver the right experience**.

Photo by Sami Abdullah on pexels.com



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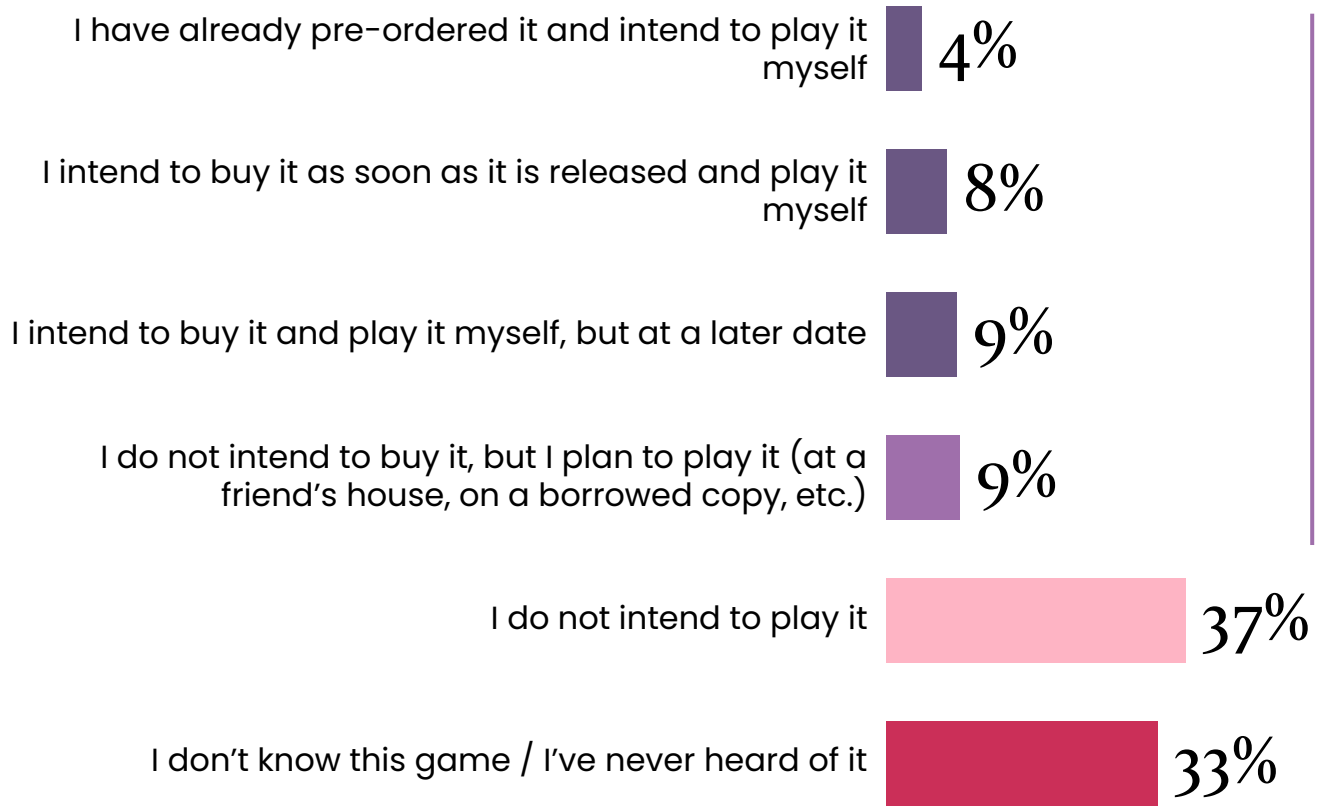
Credits: Adobe Stock

The results

Awareness of GTA VI & intentions to buy and play

1,120 people

Q. The video game Grand Theft Auto VI (GTA VI for short), the sixth instalment in the series, is due to be released on 19 November 2026. Which of the following statements best describes your personal situation?



21% Buyers

30% Players

67% Connoisseurs

Awareness of GTA VI & purchase intentions and to play

Q. The video game Grand Theft Auto VI (GTA VI for short), the sixth instalment in the series, is due to be released on 19 November 2026. Which of the following statements best describes your personal situation?

1,120 people

	% Total	GENDER		AGE				MONTHLY HOUSEHOLD INCOME		
		Male	Female	18–24 years	25–34 years	35–49 years	50 years and over	Less than €2,000	€2,000 to €3,499	€3,500 and over
Sub-total: Connoisseurs	**67%**	**76%**	**58 per cent**	**95%**	**90 per cent**	**80 per cent**	**47%**	**70%**	**61%**	**74 per cent**
Sub-total: Players	**30%**	**39%**	**21%**	**59%**	**54%**	**40%**	**11%**	**31%**	**27 per cent**	**35%**
Sub-total: Buyers	**21%**	**28%**	**14 per cent**	**38%**	**41 per cent**	**31%**	**6%**	**22%**	**20%**	**24%**
I've already pre-ordered it and plan to play it myself	***4***	*6%*	*3%*	*8%*	*13 per cent*	*5%*	*1%*	*6%*	*3%*	*5%*
I intend to buy it as soon as it's released and play it myself	***8%***	*9%*	*6%*	*9%*	*17%*	*12%*	*2 per cent*	*8%*	*8%*	*9%*
I intend to buy it and play it myself, but later	***9%***	*13 per cent*	*5%*	*21%*	*11%*	*14 per cent*	*3%*	*8%*	*9%*	*10%*
I don't intend to buy it, but I plan to play it (at a friend's house, etc.)	***9%***	*11%*	*7%*	*21%*	*13 per cent*	*9%*	*5%*	*9%*	*7%*	*11%*
I don't intend to play it	***37 per cent***	*37 per cent*	*37 per cent*	*36 per cent*	*36 per cent*	*40%*	*36 per cent*	*39%*	*34%*	*39%*
I don't know this game / I've never heard of it	**33%**	**24%**	**42%**	**5%**	**10%**	**20%**	**53%**	**30%**	**39%**	**26 per cent**

Awareness of GTA VI & purchase intentions and to play

Q. The video game Grand Theft Auto VI (GTA VI for short), the sixth instalment in the series, is due to be released on 19 November 2026. Which of the following statements best describes your personal situation?

1,120 people

	% Total	MARITAL STATUS			VIDEO GAME PLAYERS		
		Single	Couple without children	Couple with children	Every week	Less than once a week	Never
Sub-total Connoisseurs	**67%**	**69%**	**54%**	**85%**	**91%**	**81%**	**41 per cent**
Sub-total: Players	**30%**	**27 per cent**	**19 per cent**	**53%**	**64 per cent**	**28%**	**5%**
Sub-total: Buyers	**21%**	**18%**	**10%**	**43%**	**50%**	**13 per cent**	**2 per cent**
I've already pre-ordered it and plan to play it myself	***4***	*3%*	*2 per cent*	*11%*	*11%*	*3%*	*-*
I intend to buy it as soon as it's released and play it myself	***8%***	*7%*	*3%*	*17%*	*18%*	*4*	*1%*
I intend to buy it and play it myself, but later	***9%***	*8%*	*5%*	*15 per cent*	*21%*	*6%*	*1%*
I don't intend to buy it, but I plan to play it (at a friend's house, etc.)	***9%***	*9%*	*9%*	*10%*	*14 per cent*	*15 per cent*	*3%*
I don't intend to play it	***37 per cent***	*42%*	*35%*	*32 per cent*	*27 per cent*	*53%*	*36 per cent*
I don't know this game / I've never heard of it	**33%**	**31%**	**46%**	**15 per cent**	**9%**	**19 per cent**	**59%**

#1

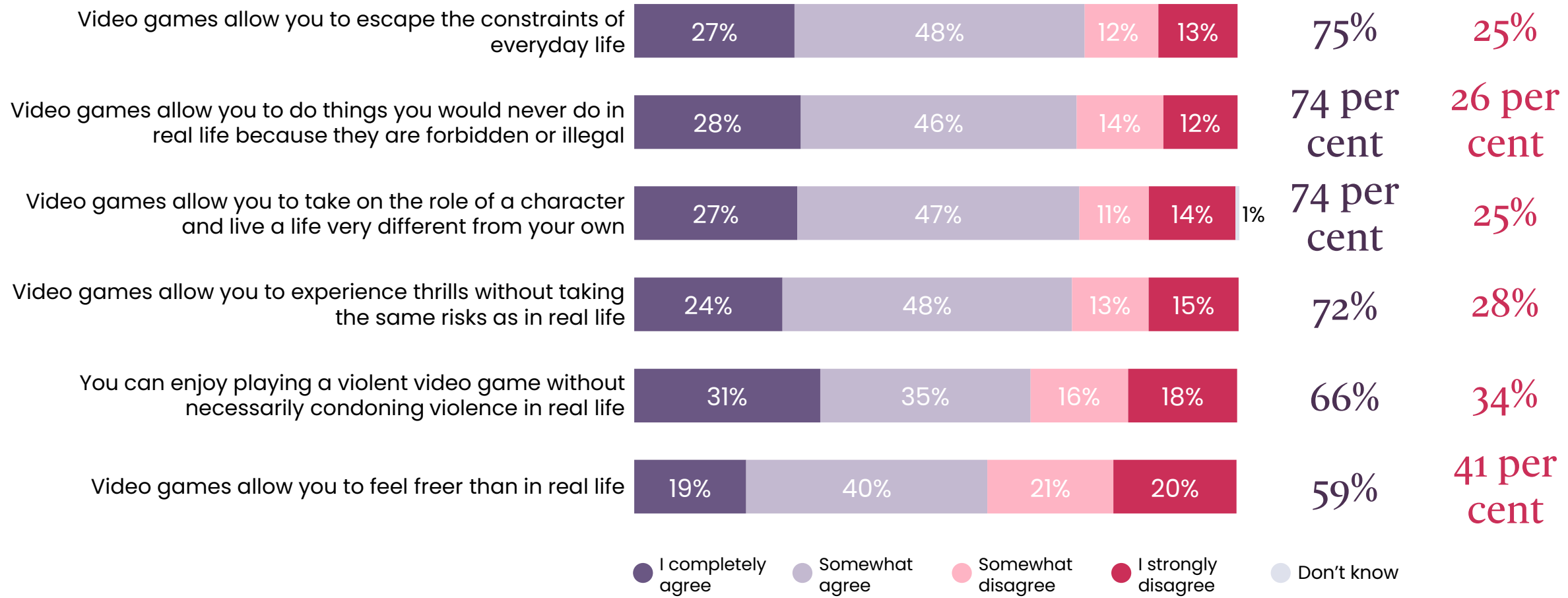


Video games: *escapism*, *enjoyment* and *health effects*

Video games as spaces for freedom, escapism and transgression

Q. To what extent do you agree with the following statements?

1,120 people



Video games as spaces for freedom, escapism and transgression

Q. To what extent do you agree with the following statements?

1,120 people

	% Agree	REGARDING GTA VI				
		Players	*...of whom are buyers*	*...of whom are players non-buyers*	Connoisseurs Non-players	Non-connoisseurs
Video games allow you to escape the stresses of everyday life	**75%**	88%	90 per cent	84%	78%	60%
Video games allow you to do things you would never do in real life because they are forbidden or illegal	**74 per cent**	90 per cent	91%	87%	75%	58 per cent
Video games allow you to take on the role of a character and experience a life very different from your own	**74 per cent**	90 per cent	92%	86%	77%	55%
Video games allow you to experience thrills without taking the same risks as in real life	**72%**	90 per cent	92%	86%	76%	53%
It is possible to enjoy playing a violent video game without necessarily condoning violence in real life	**66%**	90 per cent	92%	86%	68%	42%
Video games make you feel freer than in real life	**59%**	82%	86%	72%	61%	37 per cent

Video games as spaces for freedom, escapism and transgression

Q. To what extent do you agree with the following statements?

1,120 people

	% Agree	GENDER		AGE				MONTHLY HOUSEHOLD INCOME		
		Male	Female	18–24 years	25–34 years	35–49 years	50 years and over	Less than €2,000	€2,000 to €3,499	€3,500 and over
Video games offer an escape from the stresses of everyday life	**75%**	76%	73%	80 per cent	90 per cent	83 per cent	65%	75%	77%	72%
Video games allow you to do things you would never do in real life because they are forbidden or illegal	**74 per cent**	78%	70%	83 per cent	87%	79%	65%	69%	75%	74 per cent
Video games allow you to take on the role of a character and experience a life very different from your own	**74 per cent**	75%	72%	90 per cent	88%	81%	62%	74 per cent	75%	71%
Video games allow you to experience thrills without taking the same risks as in real life	**72%**	76%	70%	87%	87%	78%	63%	71%	74 per cent	73%
It is possible to enjoy playing a violent video game without necessarily condoning violence in real life	**66%**	73%	59%	86%	85%	75%	51%	65%	68%	66%
Video games make you feel freer than in real life	**59%**	61%	56%	67%	81%	71%	44%	60%	59%	58 per cent

Video games as spaces for freedom, escapism and transgression

Q. To what extent do you agree with the following statements?

1,120 people

	% Agree	MARITAL STATUS			VIDEO GAME PLAYERS		
		Single	Couple without children	Couple with children	Every week	Less than once a week	Never
Video games offer an escape from the stresses of everyday life	**75%**	76%	69%	82%	92%	83 per cent	57%
Video games allow you to do things you would never do in real life because they are forbidden or illegal	**74 per cent**	72%	69%	82%	87%	78%	61%
Video games allow you to take on the role of a character and experience a life very different from your own	**74 per cent**	75%	68%	82%	91%	82%	57%
Video games allow you to experience thrills without taking the same risks as in real life	**72%**	72%	68%	82%	89%	79%	58 per cent
It is possible to enjoy playing a violent video game without necessarily condoning violence in real life	**66%**	66%	59%	77%	87%	74 per cent	46%
Video games make you feel freer than in real life	**59%**	60%	50%	71%	80 per cent	63%	40%

Delaying bedtime following the release of highly anticipated video games

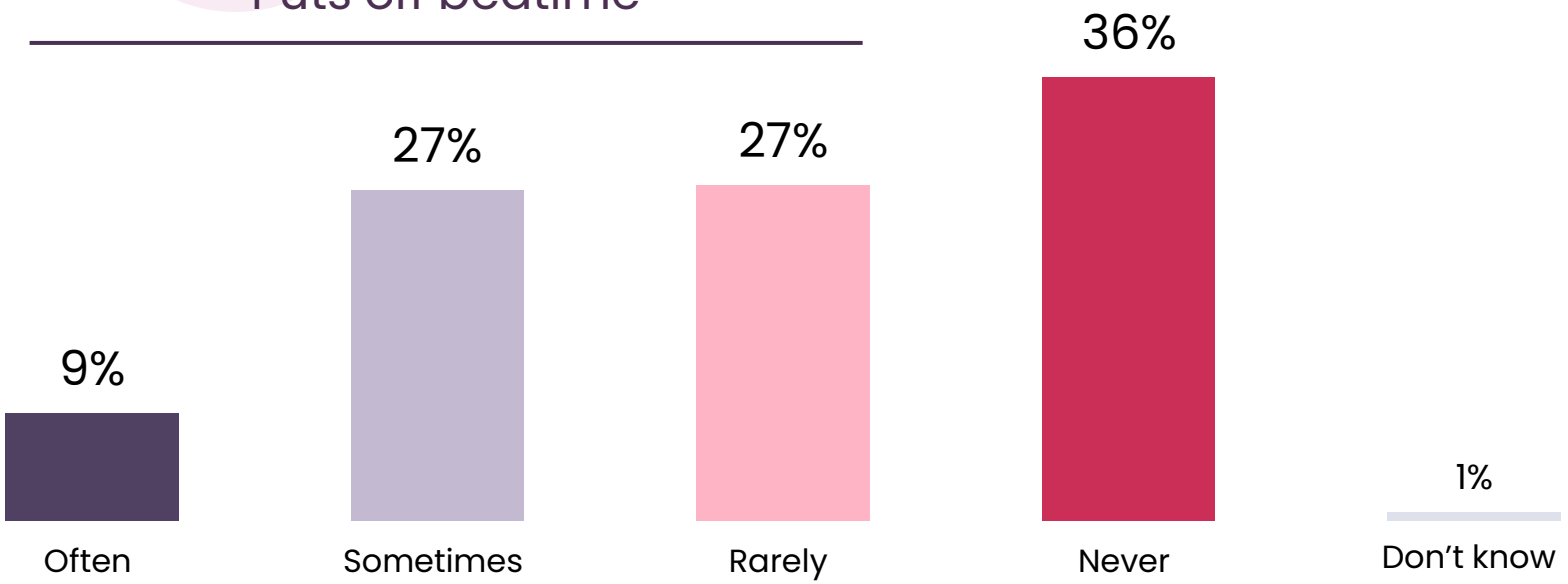
616 people

Q. Do you ever put off your usual bedtime to carry on playing when highly anticipated video games are released?

Question asked only of video game players, representing 55% of the sample



63%
Puts off bedtime



Putting off bedtime when of highly anticipated video games

Q. Do you ever delay your usual bedtime to carry on playing when highly anticipated video games are released?

616 people

Question asked only of video game players, representing 55% of the sample

	TOTAL	REGARDING GTA VI				
		Gamers	...of whom are buyers	...of whom are players non-buyers	Connoisseurs Non-players	Non-connoisseurs
Sub-total Yes	**63%**	**85%**	**91%**	**71%**	**41 per cent**	**42%**
Often	***9%***	*15 per cent*	*18%*	*9%*	*3%*	*4*
Sometimes	***27 per cent***	*44%*	*50%*	*29%*	*11%*	*9%*
Rarely	***27 per cent***	*26 per cent*	*23%*	*33%*	*27 per cent*	*29%*
Never	**36 per cent**	**14 per cent**	**9%**	**28%**	**58 per cent**	**58 per cent**

Delaying bedtime following the release of highly anticipated video games

Q. Do you ever put off your usual bedtime to carry on playing when highly anticipated video games are released?

616 people

Question asked only of video game players, representing 55% of the sample

	TOTAL	GENDER		AGE				MONTHLY HOUSEHOLD INCOME		
		Male	Female	18–24 years	25–34 years	35–49 years	50 years and over	Less than €2,000	€2,000 to €3,499	€3,500 and over
Sub-total Yes	**63%**	**67%**	**58 per cent**	**77%**	**67%**	**70%**	**48%**	**69%**	**58 per cent**	**62%**
Often	***9%***	*9%*	*8%*	*10%*	*11%*	*11%*	*5%*	*14 per cent*	*10%*	*4*
Sometimes	***27 per cent***	*29%*	*25%*	*35%*	*31%*	*32 per cent*	*16 per cent*	*25%*	*24%*	*34%*
Rarely	***27 per cent***	*29%*	*25%*	*32 per cent*	*25%*	*27 per cent*	*27 per cent*	*30%*	*24%*	*24%*
Never	**36 per cent**	**32 per cent**	**41 per cent**	**22%**	**31%**	**30%**	**52%**	**31%**	**42%**	**37 per cent**

Delaying bedtime following the release of highly anticipated video games

Q. Do you ever put off your usual bedtime to carry on playing when highly anticipated video games are released?



616 people

Question asked only of video game players, representing 55% of the sample

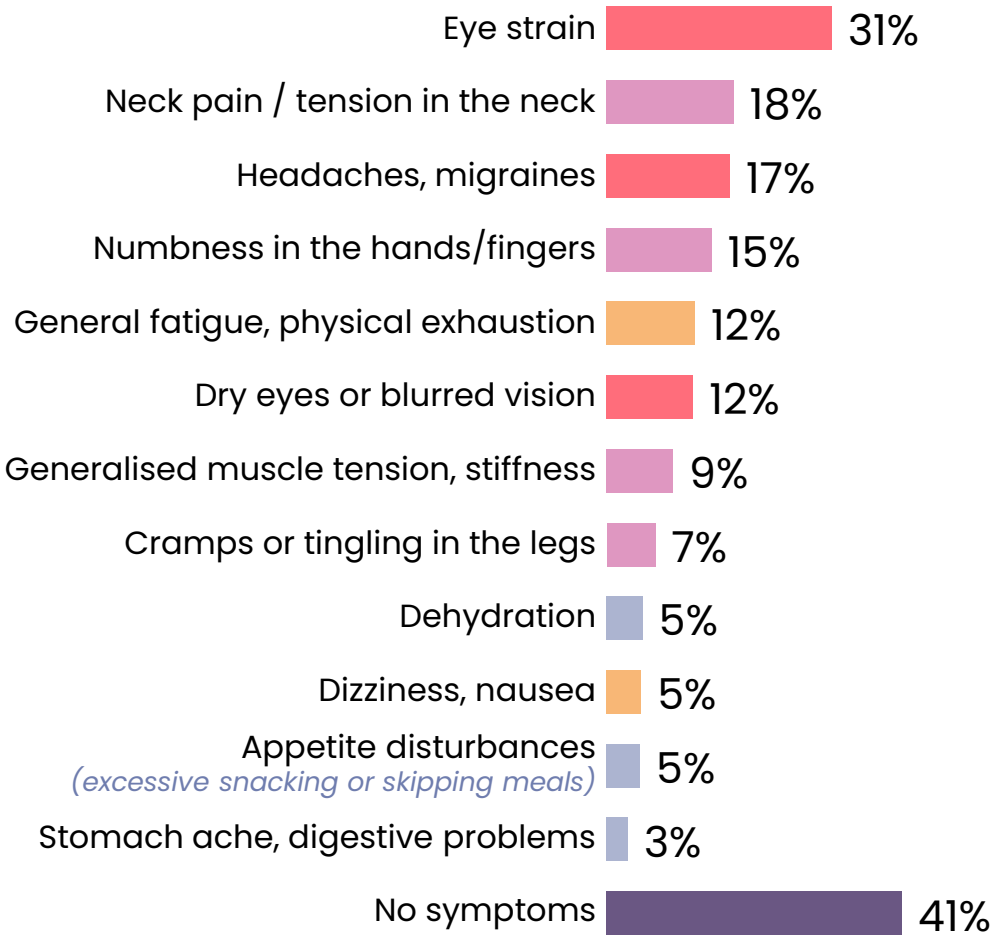
	TOTAL	MARITAL STATUS			VIDEO GAME PLAYERS	
		Single	Couple without children	Couple with children	Every week	Less than once a week
Sub-total Yes	**63%**	**63%**	**56%**	**73%**	**76%**	**44%**
Often	***9%***	*10%*	*6%*	*9%*	*14 per cent*	*1%*
Sometimes	***27 per cent***	*21%*	*23%*	*43%*	*37 per cent*	*12%*
Rarely	***27 per cent***	*32 per cent*	*27 per cent*	*21%*	*25%*	*31%*
Never	**36 per cent**	**37 per cent**	**43%**	**27 per cent**	**24%**	**55%**

Physical symptoms experienced during long gaming sessions

616 people

Q. When you play video games for long periods, do you ever experience any uncomfortable physical symptoms?

Question asked only of video game players, representing 55% of the sample / Multiple answers possible, total exceeds 100%



44% visual disturbances or headaches

33% Muscle pain and tension

59% At least one disorder

16 per cent fatigue and dizziness

11% Digestive and eating disorders

2.4 Average physical symptoms

Physical symptoms experienced during long gaming sessions



616 people

Q. When you play video games for long periods, do you ever experience any uncomfortable physical symptoms?

Question asked only of video game players, representing 55% of the sample / Multiple answers possible, total exceeds 100%

	TOTAL	REPORT ON GTA-VI				
		Players	*...of whom are buyers*	*...of whom are players non-buyers*	Connoisseurs Non-players	Non-connoisseurs
Sub-total At least one disorder	**59%**	**68%**	**69%**	**66%**	**50%**	**41 per cent**
Sub-total: Visual disturbances or headaches	**44%**	**49%**	**49%**	**49%**	**37 per cent**	**34%**
Eye strain	31%	33%	32 per cent	35%	29%	26 per cent
Headaches, migraines	17%	23%	22%	23%	14 per cent	6%
Dry eyes or blurred vision	12%	14 per cent	15 per cent	12%	9%	8%
Sub-total: Muscle pain and tension	**33%**	**38%**	**38%**	**41 per cent**	**25%**	**28%**
Neck pain / tension in the neck	18%	19 per cent	19 per cent	18%	13 per cent	19 per cent
Numbness in the hands/fingers	15 per cent	15 per cent	13 per cent	21%	12%	11%
Generalised muscle tension, stiffness	9%	12%	10%	16 per cent	6%	8%
Cramps or tingling in the legs	7%	10%	11%	8%	2 per cent	5%
Sub-total: Fatigue and dizziness	**16 per cent**	**20%**	**22%**	**16 per cent**	**14 per cent**	**8%**
General tiredness, physical exhaustion	12%	16 per cent	17%	14 per cent	10%	8%
Dizziness, nausea	5%	6%	7%	2 per cent	5%	1%
Sub-total Digestive and eating disorders	**11%**	**15 per cent**	**18%**	**8%**	**6%**	**9%**
Dehydration	5%	6%	6%	6%	4	4
Appetite disorders (excessive snacking, etc.)	5%	7%	9%	3%	2 per cent	5%
Stomach ache, digestive problems	3%	4	6%	1%	0%	-
No symptoms	**41 per cent**	**32 per cent**	**31%**	**34%**	**49%**	**59%**

Physical symptoms experienced during long gaming sessions

616 people

Q. When you play video games for long periods, do you ever experience any uncomfortable physical symptoms?

Question asked only of video game players, representing 55% of the sample / Multiple answers possible, total exceeds 100%

	TOTAL	GENDER		AGE				MONTHLY HOUSEHOLD INCOME		
		Male	Female	18–24 years	25–34 years	35–49 years	50 years and over	Less than €2,000	€2,000 to €3,499	€3,500 and over
Sub-total At least one disorder	**59%**	**60%**	**57%**	**76%**	**64 per cent**	**60%**	**46%**	**66%**	**55%**	**56%**
Sub-total: Visual disturbances or headaches	**44%**	**44%**	**43%**	**60%**	**45%**	**47%**	**32 per cent**	**52%**	**40%**	**42%**
Eye strain	31%	32 per cent	30%	39%	30%	35%	25%	33%	30%	33%
Headaches, migraines	17%	17%	17%	28%	24%	17%	7%	24%	15 per cent	13 per cent
Dry eyes or blurred vision	12%	11%	13 per cent	21%	8%	14 per cent	9%	14 per cent	11%	10%
Sub-total: Muscle pain and tension	**33%**	**34%**	**33%**	**43%**	**33%**	**30%**	**31%**	**37 per cent**	**29%**	**34%**
Neck pain / tension in the neck	18%	16 per cent	19 per cent	24%	15 per cent	16 per cent	17%	18%	17%	16 per cent
Numbness in the hands/fingers	15 per cent	13 per cent	16 per cent	18%	15 per cent	12%	14 per cent	15 per cent	12%	18%
Generalised muscle tension, stiffness	9%	10%	9%	8%	11%	8%	9%	9%	9%	10%
Cramps or tingling in the legs	7%	6%	8%	14 per cent	8%	4	5%	10%	7%	4
Sub-total: Fatigue and dizziness	**16 per cent**	**17%**	**15 per cent**	**19 per cent**	**16 per cent**	**19 per cent**	**12%**	**15 per cent**	**16 per cent**	**18%**
General tiredness, physical exhaustion	12%	13 per cent	11%	13 per cent	13 per cent	14 per cent	10%	12%	13 per cent	13 per cent
Dizziness, nausea	5%	5%	4	8%	5%	6%	2 per cent	5%	4	6%
Sub-total Digestive and eating disorders	**11%**	**12%**	**9%**	**14 per cent**	**12%**	**11%**	**9%**	**13 per cent**	**10%**	**10%**
Dehydration	5%	6%	4	6%	5%	5%	5%	6%	4	5%
Appetite disorders (excessive snacking, etc.)	5%	5%	4	4	7%	5%	4	6%	6%	2 per cent
Stomach ache, digestive problems	3%	4	2 per cent	4	2 per cent	3%	3%	2 per cent	3%	4
No symptoms	**41 per cent**	**39%**	**43%**	**24%**	**36 per cent**	**40%**	**53%**	**33%**	**45%**	**44%**

Physical symptoms experienced during long gaming sessions

616 people

Q. When you play video games for long periods, do you ever experience any uncomfortable physical symptoms?

Question asked only of video game players, representing 55% of the sample / Multiple answers possible, total exceeds 100%

	TOTAL	MARITAL STATUS			VIDEO GAME PLAYERS	
		Single	Couple without children	Couple with children	Every week	Less than once a week
Sub-total At least one disorder	**59%**	**62%**	**54%**	**59%**	**63%**	**52%**
Sub-total: Visual disturbances or headaches	**44%**	**49%**	**36 per cent**	**44%**	**48%**	**36 per cent**
Eye strain	31%	34%	26 per cent	31%	34%	27 per cent
Headaches, migraines	17%	20%	11%	20%	18%	15 per cent
Dry eyes or blurred vision	12%	15 per cent	10%	9%	13 per cent	10%
Sub-total: Muscle pain and tension	**33%**	**33%**	**36 per cent**	**30%**	**35%**	**30%**
Neck pain / tension in the neck	18%	17%	21%	14 per cent	19 per cent	16 per cent
Numbness in the hands/fingers	15 per cent	15 per cent	13 per cent	15 per cent	16 per cent	13 per cent
Generalised muscle tension, stiffness	9%	10%	10%	6%	9%	9%
Cramps or tingling in the legs	7%	8%	5%	6%	8%	5%
Sub-total: Fatigue and dizziness	**16 per cent**	**15 per cent**	**15 per cent**	**18%**	**19 per cent**	**12%**
General tiredness, physical exhaustion	12%	12%	11%	13 per cent	15 per cent	7%
Dizziness, nausea	5%	4	4	6%	5%	4
Sub-total Digestive and eating disorders	**11%**	**13 per cent**	**8%**	**11%**	**14 per cent**	**7%**
Dehydration	5%	7%	4	4	6%	4
Appetite disorders (excessive snacking, etc.)	5%	6%	2 per cent	6%	6%	2 per cent
Stomach ache, digestive problems	3%	2 per cent	3%	4	4	2 per cent
No symptoms	**41 per cent**	**37 per cent**	**46%**	**41 per cent**	**37 per cent**	**48%**

#2

GTA VI: from *expectations* to *the impact* of ‘ ’ on everyday life for gamers

The scale of the GTA VI phenomenon

Qualitative

GTA VI: when a product's reputation turns it into an event… even for those who'll never buy it!
A phenomenon whose **scale is becoming almost as significant as the product itself**

Key facts: GTA V was released in 2013, one of the best-selling games in history • several delays before the release of GTA VI, announced for 19 November 2026

A reputation that extends far beyond its target audience

Even without necessarily knowing the game, non-gamers are aware of **the scale of the anticipation**, the delays and the **unusual behaviour** it provokes: time off work, daily life organised around the release…

An event co-created by the community

Every announcement, image or rumour is commented on, reimagined and shared: fans become the **primary amplifiers of the launch**, far beyond the official line.

An experience that begins before the purchase

Following announcements, anticipating developments, discussing them and watching the initial reactions: you can **take part in the event without playing the game yourself** and still feel involved.

A media audience **far wider than the buyer market**

ZOOM · PLAYERS VS NON-PLAYERS

One event, two ways to experience it

The players: an inside look

Discover the game, share the experience with your community, **don't miss the event**.

Non-gamers: from the outside

A **curiosity about the phenomenon** rather than the game itself… which coexists with an **image still marked by violence**.

MARKETING LESSONS

Even if brand awareness does not necessarily equate to brand loyalty, a brand's strength is also measured by its ability to **spark conversations and create engagement beyond its customer base** , thereby **amplifying its impact**.

"I find it impressive how many people take a day off work for the game's release."
Non-player

"You can even talk about it with people who've never played GTA. It's a bit like talking about football – you don't need to play it."
Gamer

The scale of the GTA VI phenomenon

Qualitative

An extraordinary desire… which creates expectations that are just as extraordinary!
Three driving forces that reinforce one another :

A brand legacy	Scarcity	A promise of a breakthrough
A cult franchise, associated with **vivid memories** and a **promise of freedom**. Fans who haven' n't played GTA for years, but who are eagerly awaiting the new instalment.	More than ten years since GTA V, delays, information released in dribs and drabs: **the wait amplifies an already established desire**, capitalising on a viral dynamic amongst the 'happy few'.	Graphical realism is the visible sign of this, but above all, people are expecting a **freer, more immersive and more personalised** experience : technology appeals when it enhances the user experience.

The combination of these factors, amplified by the community's expectations, ultimately creates a **vision of the product that is potentially more ambitious than the product itself**.

THE MARKETING LESSON

The challenge, therefore, is no longer simply to deliver on what is promised, but also to manage **what consumers project onto the product**. For whilst marketing can create extraordinary expectations, **only the experience itself can sustainably justify them.**

FOCUS · PLAYERS VS NON-PLAYERS

Expectations of a different nature

Gamers: a promise of experience

A game that **pushes the boundaries of the genre**, offering greater freedom, interaction and possibilities.

Non-gamers: a brand effect

Whilst they may not share the same enthusiasm for the game, they are nonetheless very curious to see how its launch will pan out, **indirectly contributing to its anticipated success by acting as brand ambassadors.**

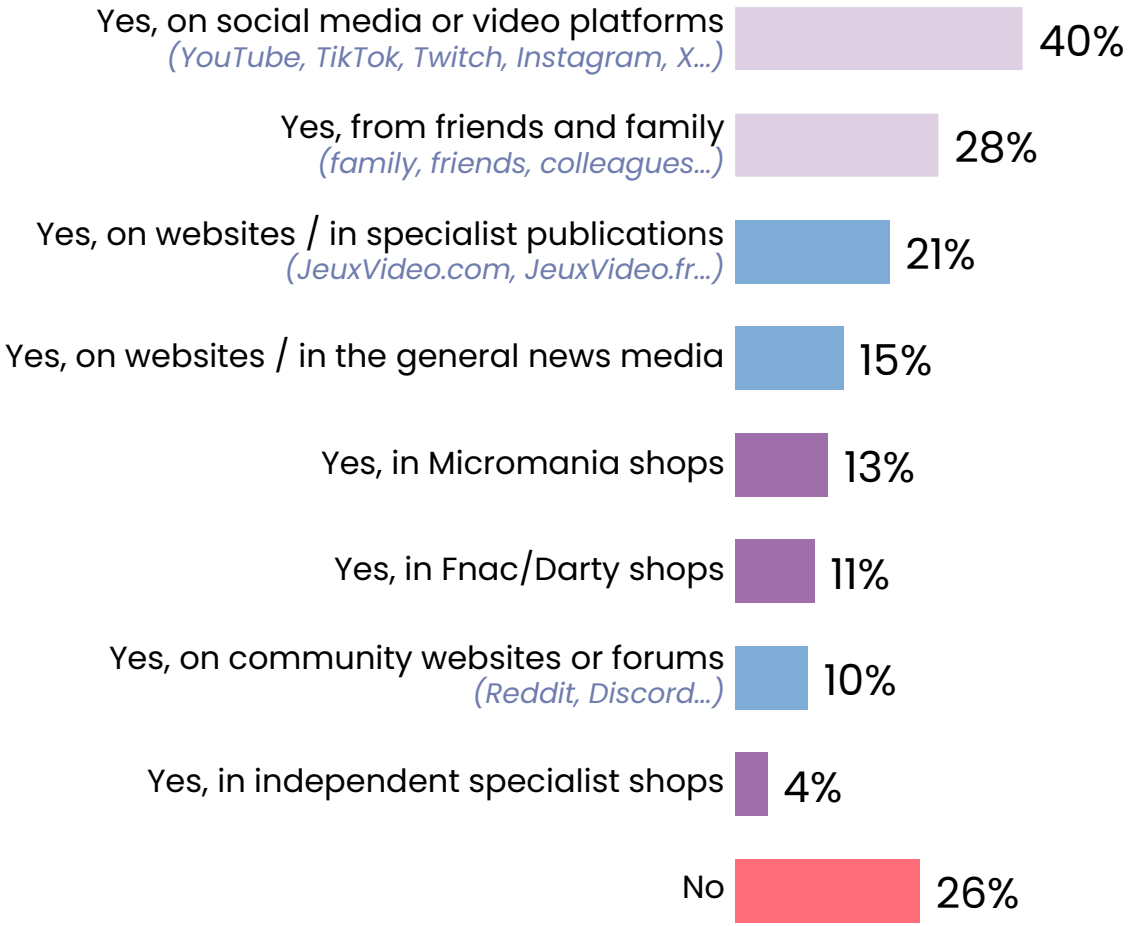
> *"The game is so eagerly anticipated […] I'm just waiting for the perfect game itself."*
> Gamer
>
> *"I don't play on a console myself, but for my nephew, based on what I've heard, I might recommend it to him, or even include it on his birthday wish list."*
> Non-gamer

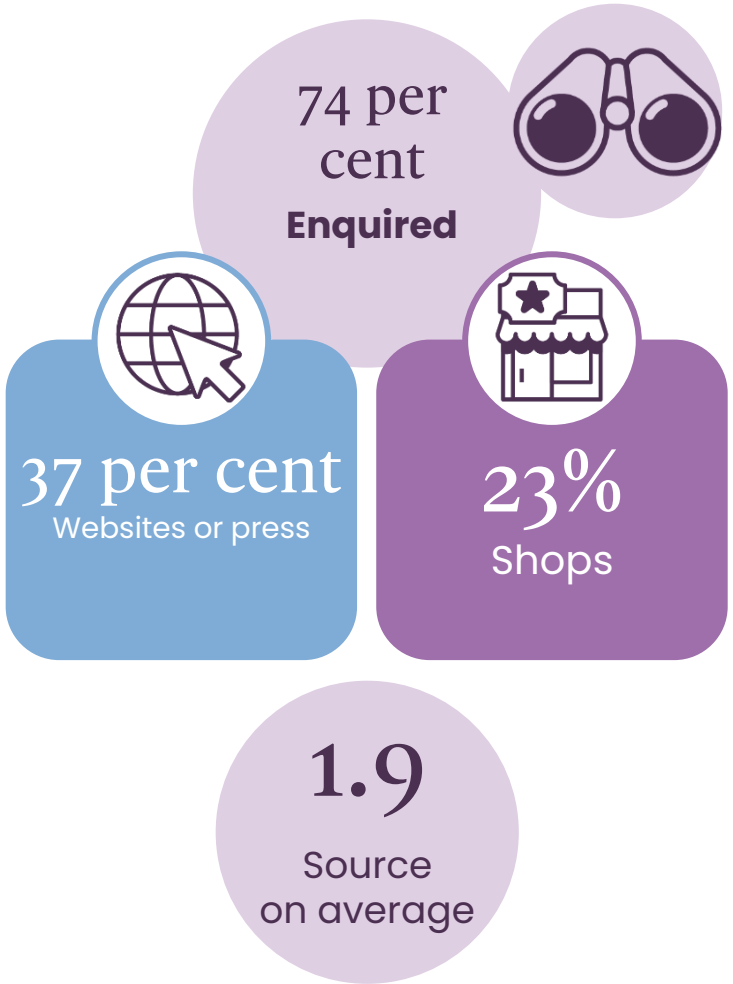
Sources of information consulted on GTA VI

485
GTA
in GTA

Q. Have you ever looked into the game GTA-VI?

Multiple answers possible; total may exceed 100%





Sources of information consulted regarding GTA VI



485
GTA
in GTA

Q. Have you ever looked into the game GTA VI?

Multiple answers possible; total may exceed 100%

	TOTAL	REGARDING GTA VI				MONTHLY HOUSEHOLD INCOME		
		Buyers	...of which at launch	...of whom later	Non-buying players	Less than €2,000	€2,000 to €3,499	€3,500 and over
Subtotal Enquiries made	**74 per cent**	**83 per cent**	**90 per cent**	**74 per cent**	**54%**	**79%**	**75%**	**72%**
Yes, on social media or video platforms	40%	46%	53%	37 per cent	25%	45%	38%	37 per cent
Yes, from people close to me *(family, friends, colleagues, etc.)*	28%	28%	30%	26 per cent	28%	30%	31%	26 per cent
Yes, on community websites or forums	10%	13 per cent	16 per cent	8%	4	12%	11%	9%
Sub-total: Websites or press	**37 per cent**	**44%**	**51%**	**35%**	**19 per cent**	**41 per cent**	**36 per cent**	**35%**
Yes, on websites / in the specialist press	21%	28%	32 per cent	23%	6%	21%	19 per cent	25%
Yes, on general news websites / in the press	15 per cent	16 per cent	18%	13 per cent	13 per cent	18%	16 per cent	11%
Sub-total: Shops	**23%**	**29%**	**42%**	**13 per cent**	**9%**	**24%**	**25%**	**23%**
Yes, in Micromania shops	13 per cent	17%	25%	6%	4	13 per cent	14 per cent	13 per cent
Yes, in Fnac/Darty shops	11%	14 per cent	18%	9%	4	12%	11%	11%
Yes, in an independent specialist shop	4	5%	9%	1%	2 per cent	4	6%	3%
No	**26 per cent**	**17%**	**10%**	**26 per cent**	**45%**	**21%**	**25%**	**27 per cent**

Sources of information consulted on GTA VI



485
GTA
in GTA

Q. Have you ever looked into the game GTA VI?

Multiple answers possible; total may exceed 100%

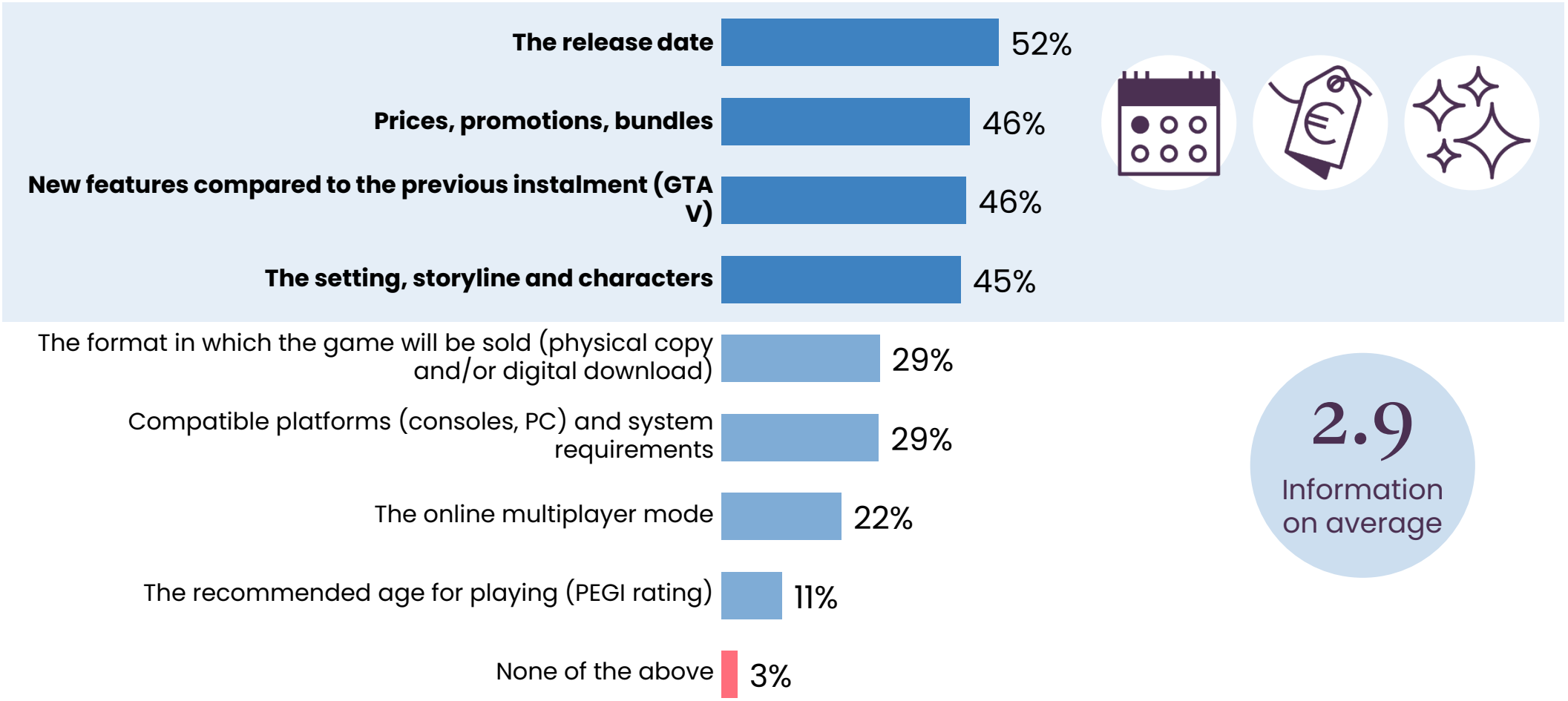
	TOTAL	GENDER		AGE				MARITAL STATUS		
		Male	Female	Under 35 years	*...of which 18–24*	*...of whom 25–34 years*	35 years and over	Single	Couple without children	Couple with children
Sub-total Enquired	**74 per cent**	**77%**	**70%**	**83 per cent**	**85%**	**81%**	**67%**	**73%**	**70%**	**79%**
Yes, on social media or video platforms	40%	42%	36 per cent	54%	61%	49%	27 per cent	40%	36 per cent	41 per cent
Yes, from people close to me *(family, friends, colleagues, etc.)*	28%	25%	33%	34%	44%	27 per cent	22%	30%	31%	24%
Yes, on community websites or forums	10%	12%	6%	12%	15 per cent	9%	9%	15 per cent	4	9%
Sub-total: Websites or press	**37 per cent**	**42%**	**27 per cent**	**39%**	**35%**	**41 per cent**	**35%**	**38%**	**26 per cent**	**42%**
Yes, on websites / in the specialist press	21%	25%	16 per cent	21%	19 per cent	23%	21%	18%	16 per cent	28%
Yes, on general news websites / in the press	15 per cent	18%	10%	16 per cent	14 per cent	17%	14 per cent	16 per cent	9%	17%
Sub-total: Shops	**23%**	**25%**	**19 per cent**	**20%**	**13 per cent**	**26 per cent**	**25%**	**17%**	**21%**	**31%**
Yes, in Micromania shops	13 per cent	14 per cent	10%	10%	7%	11%	16 per cent	10%	10%	18%
Yes, in Fnac/Darty shops	11%	11%	10%	11%	9%	13 per cent	11%	8%	11%	15 per cent
Yes, in an independent specialist shop	4	5%	4	5%	1%	8%	4	2 per cent	5%	6%
No	**26 per cent**	**23%**	**30%**	**17%**	**15 per cent**	**18%**	**33%**	**27 per cent**	**30%**	**21%**

Information viewed on GTA VI

365
GTA
in GTA

Q. Which of the following pieces of information about the game GTA VI did you look for?

Question asked only of those who had searched for information on GTA VI, i.e. 74% of players
Multiple answers possible; total exceeds 100%



TOP 3

2.9
Information on average

Information viewed on GTA VI



365
GTA
in GTA

Q. Which of the following pieces of information about the game GTA-VI did you search for?

Question asked only of those who searched for information on GTA VI, i.e. 74% of players
Multiple answers possible; total exceeds 100%

	TOTAL	REGARDING GTA VI				MONTHLY HOUSEHOLD INCOME		
		Buyers	*...including at launch*	*...of whom later*	Non-buying players	Less than €2,000	€2,000 to €3,499	€3,500 and over
Release date	**52%**	51%	60%	38%	53%	49%	55%	51%
Prices, special offers, bundles	**46%**	46%	47%	45%	47%	53%	47%	39%
New features compared to the previous instalment (GTA V)	**46%**	50%	55%	41 per cent	31%	46%	44%	47%
The setting, plot and characters	**45%**	44%	41 per cent	48%	47%	40%	54%	35%
The format in which the game will be sold (physical copy and/or download)	**29%**	33%	32 per cent	33%	18%	28%	35%	23%
Compatible platforms (consoles, PCs) and system requirements	**29%**	31%	33%	27 per cent	24%	33%	27 per cent	27 per cent
Online multiplayer mode	**22%**	24%	30%	16 per cent	15 per cent	18%	30%	18%
Recommended age for playing (PEGI rating)	**11%**	12%	15 per cent	8%	9%	14 per cent	6%	15 per cent
None of the above	**3%**	3%	2 per cent	5%	2 per cent	2 per cent	3%	5%

Information viewed on GTA VI



365
GTA
in GTA

Q. Which of the following pieces of information about the game GTA-VI did you search for?

Question asked only of those who searched for information on GTA VI, i.e. 74% of players
Multiple answers possible; total exceeds 100%

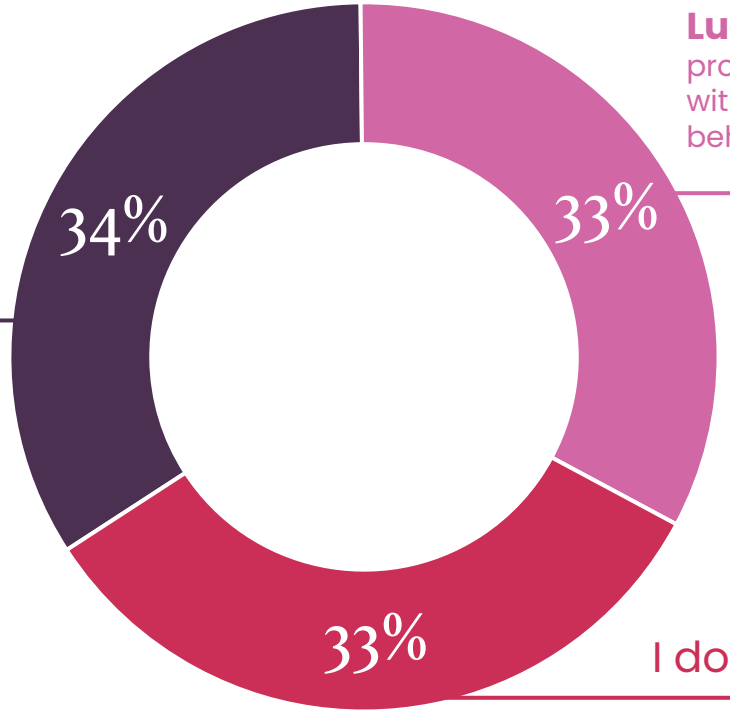
	TOTAL	GENDER		AGE				MARITAL STATUS		
		Male	Female	Under 35 years	*...of which 18–24*	*...of whom 25–34 years*	35 years and over	Single	Couple without children	Couple with children
Release date	**52%**	54%	48%	54%	59%	51%	49%	53%	55%	49%
Prices, special offers, bundles	**46%**	48%	44%	50%	55%	45%	43%	55%	50%	35%
New features compared to the previous instalment (GTA V)	**46%**	49%	40%	51%	50%	52%	40%	42%	49%	47%
The setting, plot and characters	**45%**	46%	42%	47%	57%	39%	42%	50%	40%	42%
The format in which the game will be sold (physical copy and/or download)	**29%**	30%	28%	34%	36 per cent	32 per cent	25%	33%	27 per cent	27 per cent
Compatible platforms (consoles, PCs) and system requirements	**29%**	30%	28%	37 per cent	37 per cent	37 per cent	20%	35%	29%	24%
Online multiplayer mode	**22%**	25%	17%	26 per cent	27 per cent	25%	18%	24%	16 per cent	24%
Recommended age for playing (PEGI rating)	**11%**	12%	9%	8%	10%	7%	15 per cent	11%	7%	14 per cent
None of the above	**3%**	2 per cent	5%	3%	1%	4	3%	1%	2 per cent	6%

Preference for the main characters in GTA VI

485
GTA
in GTA

Q. Which of the two main characters in GTA VI would you most like to play as?

Jason Duval : a former soldier in his late thirties, with a weary look in his eyes and a laid-back Florida vibe. He's the pragmatic half of the modern-day Bonnie & Clyde duo he forms with Lucia.



Lucia Caminos : the first female lead protagonist in the history of the GTA series, with a criminal past. She is the driving force behind the duo she forms with Jason.

I don't have a preference

Preferences among the main characters in GTA VI

485
GTA
in GTA

Q. Which of the two main characters in the game GTA VI would you most like to play as?

	TOTAL	GTA VI REPORT				MONTHLY HOUSEHOLD INCOME		
		Buyers	*...of which at launch*	*...of whom later*	Non-buying players	Less than €2,000	€2,000 to €3,499	€3,500 and over
Jason Duval : a former soldier in his late thirties, with a weary look in his eyes and a laid-back Florida vibe. He's the pragmatic half of the modern-day Bonnie & Clyde duo he forms with Lucia.	**34%**	39%	45%	31%	23%	33%	32 per cent	41 per cent
Lucia Caminos : the first female lead protagonist in the history of the GTA series, with a criminal past. She is the driving force behind the duo she forms with Jason.	**33%**	33%	36 per cent	30%	32 per cent	38%	33%	27 per cent
I have no preference	**33%**	28%	19 per cent	39%	45%	29%	35%	32 per cent

Preference for the main characters in GTA VI

485
GTA
in GTA

Q. Which of the two main characters in GTA VI would you most like to play as?

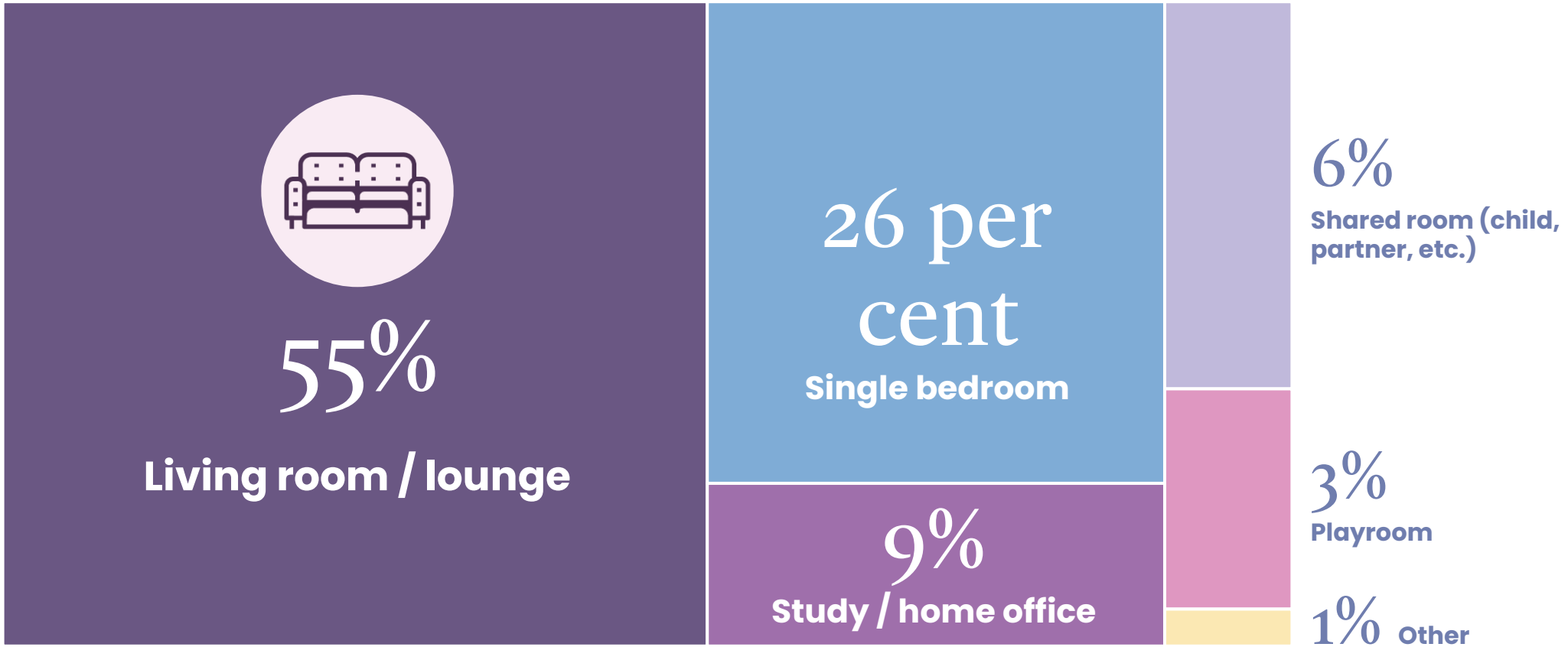
	TOTAL	GENDER		AGE				MARITAL STATUS		
		Male	Female	Under 35 years	*...of which 18–24*	*...of whom 25–34 years*	35 years and over	Single	Couple without children	Couple with children
Jason Duval : a former soldier in his late thirties, with a weary look in his eyes and a laid-back Florida vibe. He's the pragmatic half of the modern-day Bonnie & Clyde duo he forms with Lucia.	**34%**	41 per cent	22%	33%	32 per cent	33%	35%	31%	38%	34%
Lucia Caminos : the first female lead protagonist in the history of the GTA series, with a criminal past. She is the driving force behind the duo she forms with Jason.	**33%**	25%	47%	42%	44%	41 per cent	25%	33%	27 per cent	37 per cent
I have no preference	**33%**	34%	31%	25%	24%	26 per cent	40%	36 per cent	35%	29%

The rooms in the home most favoured for playing GTA VI

343
GTA
in GTA

Q. In which room of your home do you intend to play GTA VI mainly, when the time comes? If you live in a studio flat, please tick 'living room'

Question asked only of GTA VI purchasers, i.e. 71 per cent of players



The rooms in the home most favoured for playing GTA VI



343
GTA
in GTA

Q. In which room of your home do you intend to play GTA VI mainly, when the time comes? If you live in a studio flat, please tick 'living room'

Question asked only of GTA VI purchasers, i.e. 71 per cent of players

	TOTAL	GTA VI REPORT		MONTHLY HOUSEHOLD INCOME		
		Buyers at launch	Buyers later	Less than €2,000	€2,000 to €3,499	€3,500 and over
Living room / lounge	**55%**	56%	54%	50%	60%	57%
Single bedroom	**26 per cent**	27 per cent	26 per cent	31%	24%	22%
Study / home office	**9%**	7%	11%	11%	6%	11%
Shared room (child, partner, etc.)	**6%**	7%	4	5%	5%	7%
Playroom	**3%**	3%	4	3%	3%	3%
Other	**1%**	0%	1%	-	2 per cent	-

The rooms in the home most favoured for gaming GTA VI



343
GTA
in GTA

Q. In which room of your home do you intend to play GTA VI mainly, when the time comes? If you live in a studio flat, please tick 'living room'

Question asked only of GTA VI purchasers, i.e. 71 per cent of players

	TOTAL	GENDER		AGE				MARITAL STATUS		
		Male	Female	Under 35 years	*...of which 18–24*	*...of whom 25–34 years*	35 years and over	Single	Couple without children	Couple with children
Living room / lounge	**55%**	58 per cent	47%	52%	51%	53%	57%	50%	57%	58 per cent
Single bedroom	**26 per cent**	23%	33%	33%	35%	32 per cent	20%	33%	23%	21%
Study / home office	**9%**	10%	8%	5%	4	6%	13 per cent	8%	16 per cent	7%
Shared room (child, partner, etc.)	**6%**	6%	6%	6%	4	6%	6%	4	3%	9%
Games room	**3%**	3%	4	4	6%	3%	3%	4	-	4
Other	**1%**	-	2 per cent	-	-	-	1%	1%	-	1%

The rooms in the home most favoured for gaming GTA VI



343
GTA
in GTA

Q. In which room of your home do you intend to play GTA VI mainly, when the time comes? If you live in a studio flat, please tick 'living room'

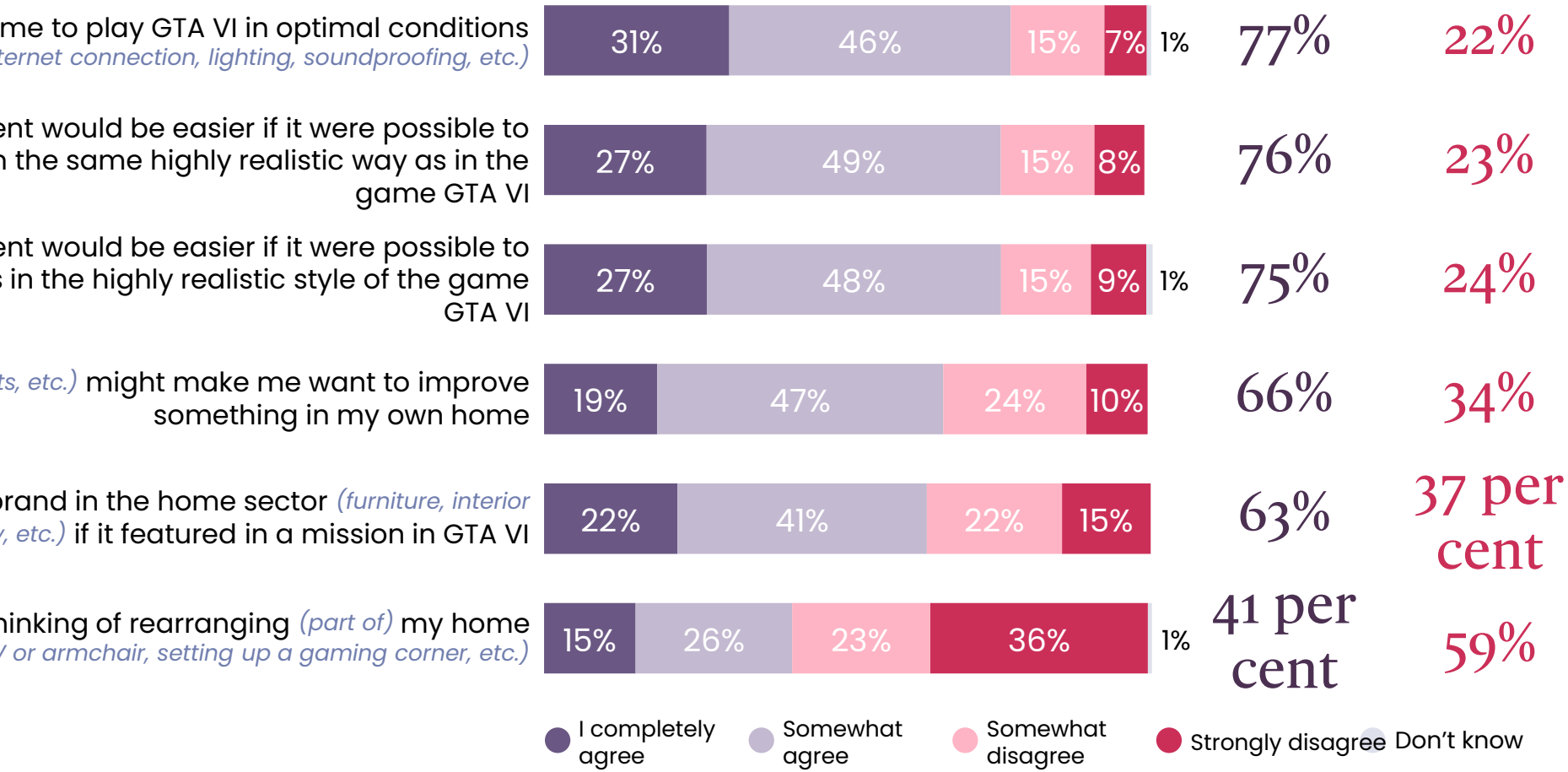
Question asked only of GTA VI purchasers, i.e. 71 per cent of players

	TOTAL	HOUSING SITUATION			
		Homeowner	Tenant	Detached house	Block of flats
Living room / lounge	**55%**	56%	56%	54%	54%
Single bedroom	**26 per cent**	24%	27 per cent	27 per cent	26 per cent
Study / home office	**9%**	11%	6%	9%	9%
Shared room (child, partner, etc.)	**6%**	6%	7%	6%	6%
Playroom	**3%**	2 per cent	4	3%	5%
Other	**1%**	1%	-	1%	-

Perceptions of the links between GTA VI, housing and housing planning

Q. Do you agree or disagree with each of the following statements?

485 GTA in GTA



Perceptions of the links between GTA VI, housing and housing planning

Q. Do you agree or disagree with each of the following statements?

485 GTA in GTA

	% Agree	RELATION TO GTA VI				MONTHLY HOUSEHOLD INCOME		
		Buyers	...of which at release	...of which later	Non-buying players	Less than €2,000	€2,000 to €3,499	€3,500 and over
My current home will allow me to play GTA VI in optimal conditions *(furnishings, internet connection, lighting, soundproofing, etc.)*	**77%**	84%	85%	83 per cent	59%	74 per cent	81%	78%
Searching for a property to buy or rent would be easier if it were possible to take a virtual tour of the properties in the highly realistic style of the game GTA VI	**76%**	77%	80 per cent	74 per cent	71%	73%	78%	75%
Looking for a property to buy or rent would be easier if it were possible to take a virtual tour of neighbourhoods in the highly realistic style of the game GTA VI	**75%**	79%	86%	71%	66%	78%	80 per cent	69%
Exploring homes in GTA VI *(villas, flats, etc.)* might make me want to improve something in my own home	**66%**	71%	75%	66%	53%	66%	69%	63%
I'd love to learn more about a brand in the home sector *(furniture, interior design, space planning, property, etc.)* if it featured in a mission in GTA VI	**63%**	67%	72%	59%	55%	62%	65%	64 per cent
To mark the release of GTA VI, I'm thinking of rearranging *(part of)* my home *(moving furniture around, buying a new TV or armchair, setting up a gaming corner, etc.)*	**41 per cent**	47%	56%	36 per cent	25%	46%	40%	41 per cent

Perceptions of the links between GTA VI, housing and housing planning

Q. Do you agree or disagree with each of the following statements?

485
GTA
in GTA

	% Agree	GENDER		AGE				MARITAL STATUS		
		Male	Female	Under 35 years	...of which 18–24	...of whom 25–34 years	35 years and over	Single	Couple without children	Couple with children
My current home will allow me to play GTA VI in optimal conditions *(furnishings, internet connection, lighting, soundproofing, etc.)*	**77%**	77%	77%	80 per cent	78%	81%	74 per cent	79%	64 per cent	83 per cent
Searching for a property to buy or rent would be easier if it were possible to take a virtual tour of the properties in the highly realistic style of the game GTA VI	**76%**	75%	77%	76%	80 per cent	73%	75%	75%	71%	78%
Searching for a property to buy or rent would be easier if it were possible to take a virtual tour of neighbourhoods in the highly realistic style of the game GTA VI	**75%**	75%	76%	78%	74 per cent	81%	73%	76%	69%	78%
Exploring homes in GTA VI *(villas, flats, etc.)* might make me want to improve something in my own home	**66%**	62%	72%	66%	60%	70%	66%	64 per cent	61%	70%
I'd be keen to find out more about a brand in the home sector *(furniture, interior design, space planning, property, etc.)* if it were part of a mission in GTA VI	**63%**	61%	68%	65%	66%	64 per cent	61%	59%	61%	69%
To mark the release of GTA VI, I'm thinking of rearranging *(part of)* my home *(moving furniture around, buying a new TV or armchair, setting up a gaming corner, etc.)*	**41 per cent**	41 per cent	41 per cent	42%	31%	50%	40%	34%	34%	53%

Perceptions of the links between GTA VI, housing and housing provision

Q. Do you agree or disagree with each of the following statements?

485
GTA
in GTA

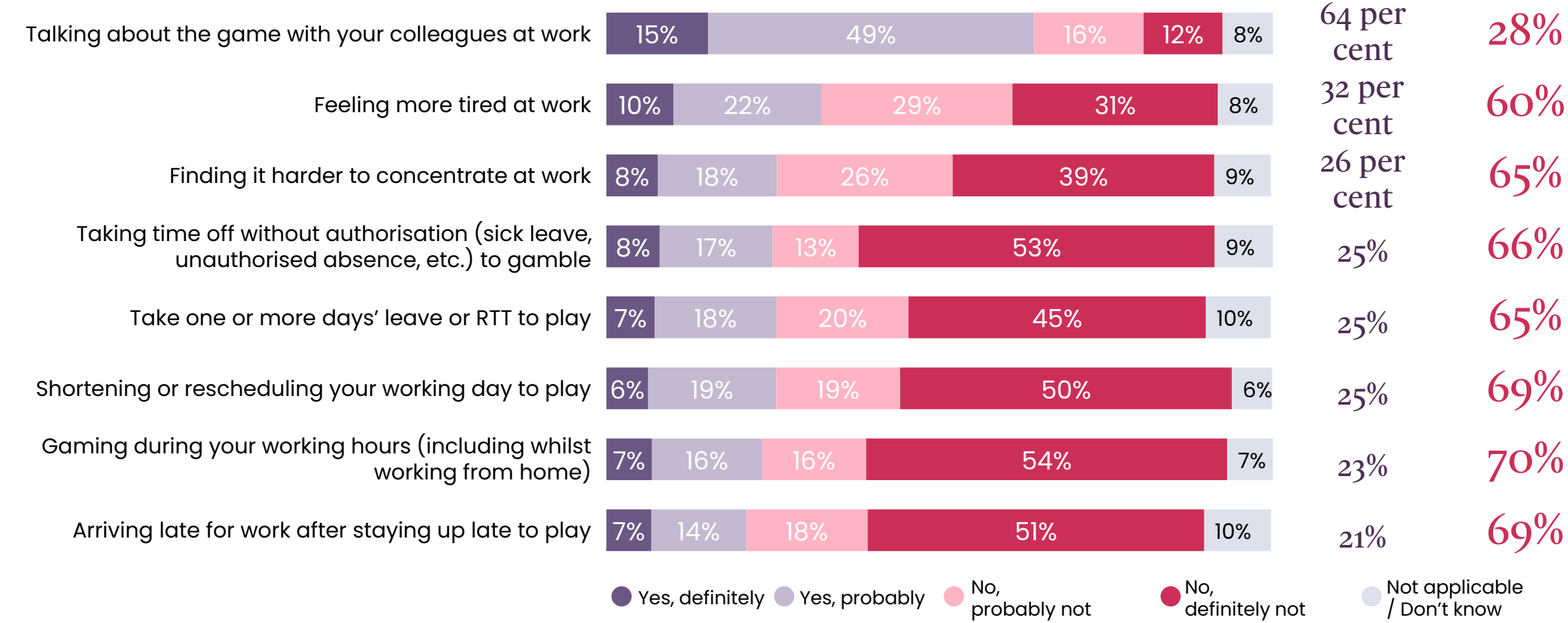
	% Agree	HOUSING			
		Homeowner	Tenant	Detached house	Block of flats
My current home will allow me to play GTA VI in the best possible conditions *(furnishings, internet connection, lighting, soundproofing, etc.)*	**77%**	80 per cent	74 per cent	81%	71%
Searching for a property to buy or rent would be easier if it were possible to take a virtual tour of the properties in the highly realistic style of the game GTA VI	**76%**	77%	74 per cent	77%	72%
Looking for a property to buy or rent would be easier if it were possible to take a virtual tour of neighbourhoods in the highly realistic style of the game GTA VI	**75%**	73%	78%	74 per cent	77%
Exploring homes in GTA VI *(villas, flats, etc.)* might make me want to improve something in my own home	**66%**	66%	64 per cent	67%	64 per cent
I'd be keen to find out more about a brand in the home sector *(furniture, interior design, space planning, property, etc.)* if it were part of a mission in GTA VI	**63%**	65%	60%	67%	58 per cent
To mark the release of GTA VI, I'm thinking of rearranging *(part of)* my home *(moving furniture around, buying a new TV or armchair, setting up a gaming corner, etc.)*	**41 per cent**	47%	36 per cent	44%	36 per cent

The anticipated impact of GTA VI on working life

256
GTA
in GTA

Q. In the weeks following the release of GTA VI, do you think you might... ?

Question asked only of employed GTA players, i.e. 56 per cent of players



The anticipated impact of GTA VI on working life



256
GTA
in GTA

Q. In the weeks following the release of GTA VI, do you think you might find yourself…?

Question asked only of employed GTA players, i.e. 56 per cent of players

	% Yes	IN RELATION TO GTA VI				MONTHLY HOUSEHOLD INCOME		
		Buyers	…of whom release	…of which later	Non-paying players	Less than €2,000*	€2,000 to €3,499	€3,500 and over
Talking about the game with your colleagues at work	**64 per cent**	67%	80 per cent	50%	56%	70%	69%	59%
Feeling more tired at work	**32 per cent**	38%	47%	27 per cent	15 per cent	38%	36 per cent	26 per cent
Being less focused at work	**26 per cent**	32 per cent	44%	17%	6%	23%	35%	20%
Are you taking time off without authorisation (sick leave, unauthorised absence, etc.) to gamble?	**25%**	30%	40%	18%	10%	26 per cent	29%	23%
Take one or more days' leave or RTT to play	**25%**	31%	40%	18%	9%	29%	30%	22%
Shorten or reschedule your working day to play	**25%**	30%	38%	19 per cent	11%	26 per cent	30%	22%
Gaming during working hours (including whilst working from home)	**23%**	26 per cent	37 per cent	13 per cent	14 per cent	23%	25%	25%
Arriving late for work after staying up late playing	**21%**	26 per cent	36 per cent	13 per cent	6%	15 per cent	25%	23%

*Due to the small number of interviews, the results should be interpreted with caution

The anticipated impact of GTA VI on working life



256
GTA
in GTA

Q. In the weeks following the release of GTA VI, do you think you might... ?

Question asked only of employed GTA players, i.e. 56 per cent of players

	% Yes	GENDER		AGE		MARITAL STATUS		
		Male	Female	Under 35 years	35 years and over	Single	Couple without children	Couple with children
Talking about the game with your colleagues at work	**64 per cent**	63%	66%	66%	63%	59%	62%	69%
Feeling more tired at work	**32 per cent**	31%	35%	34%	31%	29%	31%	36 per cent
Being less focused at work	**26 per cent**	26 per cent	24%	28%	24%	21%	28%	28%
Taking time off without authorisation (sick leave, unauthorised absence, etc.) to gamble	**25%**	24%	27 per cent	27 per cent	24%	23%	18%	31%
Take one or more days' leave or RTT to play	**25%**	25%	28%	30%	22%	20%	20%	33%
Shorten or reschedule your working day to play	**25%**	22%	31%	27 per cent	24%	20%	16 per cent	34%
Gaming during working hours (including whilst working from home)	**23%**	23%	25%	25%	22%	18%	20%	28%
Arriving late for work after staying up late playing	**21%**	21%	21%	22%	20%	10%	18%	30%

The anticipated impact of GTA VI on working life



256
GTA
in GTA

Q. In the weeks following the release of GTA VI, do you think you might… ?

Question asked only of employed GTA players, i.e. 56 per cent of players

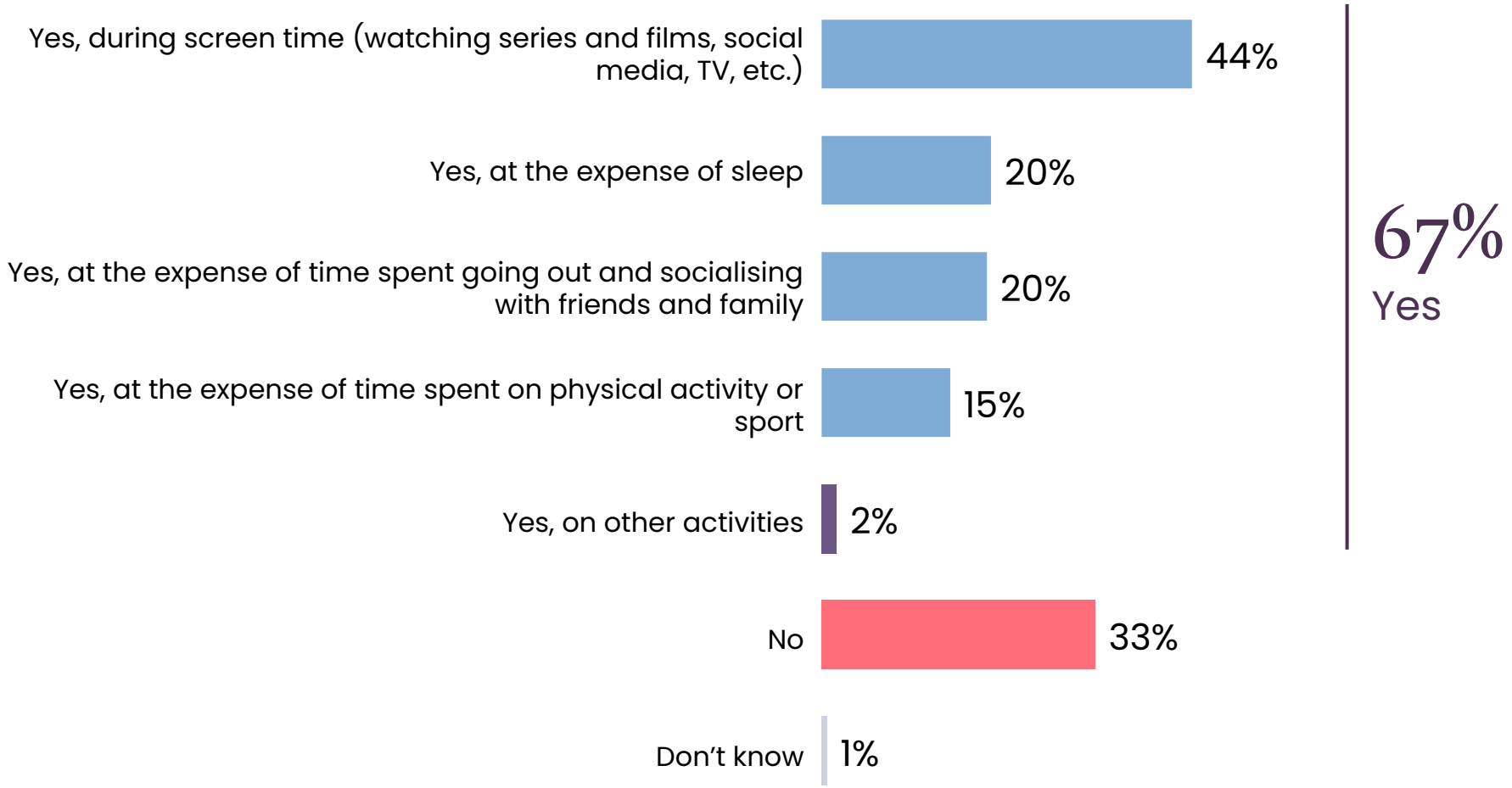
	% Yes	JOB TITLE		WORKING FROM HOME		
		Manager	No managerial role	Yes	*…including at least once a week*	No
Talking about the game with your colleagues at work	**64 per cent**	71%	58 per cent	64 per cent	63%	65%
Feeling more tired at work	**32 per cent**	37 per cent	28%	33%	31%	30%
Being less focused at work	**26 per cent**	29%	21%	29%	32 per cent	19 per cent
Taking time off without authorisation (sick leave, unauthorised absence, etc.) to gamble	**25%**	31%	19 per cent	32 per cent	34%	11%
Take one or more days' leave or RTT to play	**25%**	33%	18%	28%	28%	21%
Shorten or reschedule your working day to play	**25%**	37 per cent	15 per cent	31%	33%	15 per cent
Gaming during working hours (including whilst working from home)	**23%**	30%	16 per cent	30%	31%	11%
Arriving late for work after staying up late to play	**21%**	28%	14 per cent	27 per cent	29%	10%

Personal activities likely to be neglected in favour of GTA VI

485 GTA players

Q. Do you think you'll be playing GTA VI at times you would normally spend on other personal activities?

Multiple answers possible; total may exceed 100%



Personal activities likely to be neglected in favour of GTA VI



485
GTA
in GTA

Q. Do you think you will play GTA VI at times when you would normally be doing other personal activities?

Multiple answers possible; total may exceed 100%

	TOTAL	IN RELATION TO GTA VI				MONTHLY HOUSEHOLD INCOME		
		Buyers	*...of which at release*	*...of which later*	Non-paying players	Less than €2,000	€2,000 to €3,499	€3,500 and over
Sub-total Yes	**67%**	**73%**	**77%**	**69%**	**51%**	**71%**	**68%**	**63%**
Yes, during screen time (watching series and films, social media, TV, etc.)	**44%**	49%	52%	45%	34%	41 per cent	48%	43%
Yes, at the expense of sleep	**20%**	26 per cent	29%	22%	7%	26 per cent	23%	14 per cent
Yes, at the expense of time spent going out and socialising with friends and family	**20%**	22%	26 per cent	16 per cent	15 per cent	27 per cent	17%	18%
Yes, during physical or sporting activity	**15 per cent**	20%	24%	14 per cent	5%	16 per cent	15 per cent	15 per cent
Yes, on other activities	**2 per cent**	1%	-	2 per cent	4	1%	2 per cent	1%
No	**33%**	**26 per cent**	**23%**	**31%**	**48%**	**29%**	**31%**	**37 per cent**

Personal activities likely to be neglected in favour of GTA VI

Q. Do you think you'll be playing GTA VI at times you'd normally spend on other personal activities?

485 GTA in GTA

Multiple answers possible; total may exceed 100%

	TOTAL	GENDER		AGE				MARITAL STATUS		
		Male	Female	Under 35 years	...of which 18–24	...of whom 25–34 years	35 years and over	Single	Couple without children	Couple with children
Sub-total Yes	**67%**	**65%**	**69%**	**72%**	**73%**	**71%**	**62%**	**66%**	**70%**	**65%**
Yes, during screen time (watching series and films, social media, TV, etc.)	**44%**	45%	43%	55%	55%	55%	35%	44%	43%	46%
Yes, at the expense of sleep	**20%**	21%	19 per cent	20%	19 per cent	21%	20%	21%	20%	19 per cent
Yes, at the expense of time spent going out and socialising with friends and family	**20%**	19 per cent	21%	20%	17%	22%	20%	21%	19 per cent	19 per cent
Yes, during physical activity or sport	**15 per cent**	15 per cent	15 per cent	17%	17%	18%	14 per cent	15 per cent	16 per cent	15 per cent
Yes, in other areas	**2 per cent**	1%	2 per cent	1%	-	2 per cent	3%	2 per cent	2 per cent	1%
No	**33%**	**34%**	**30%**	**27 per cent**	**26 per cent**	**28%**	**38%**	**33%**	**30%**	**35%**

Personal activities likely to be neglected in favour of GTA VI

Q. Do you think you will play GTA VI at times when you would normally be doing other personal activities?

485 GTA in GTA

Multiple answers possible; total may exceed 100%

	TOTAL	JOB TITLE			WORKING FROM HOME		
		Employees	...of whom are managers	...of whom do not hold a managerial role	Yes	*...including at least once a week*	No
Sub-total Yes	**67%**	**65%**	**71%**	**60%**	**69%**	**68%**	**59%**
Yes, during screen time (watching series and films, social media, TV, etc.)	**44%**	45%	46%	43%	47%	49%	39%
Yes, at the expense of sleep	**20%**	22%	25%	18%	21%	22%	23%
Yes, at the expense of time spent going out and socialising with friends and family	**20%**	20%	27 per cent	14 per cent	22%	24%	17%
Yes, during physical activity or sport	**15 per cent**	17%	16 per cent	17%	18%	18%	15 per cent
Yes, in other areas	**2 per cent**	2 per cent	2 per cent	2 per cent	3%	2 per cent	-
No	**33%**	**34%**	**28%**	**40%**	**31%**	**32 per cent**	**41 per cent**

Perception of the purchase price of GTA VI

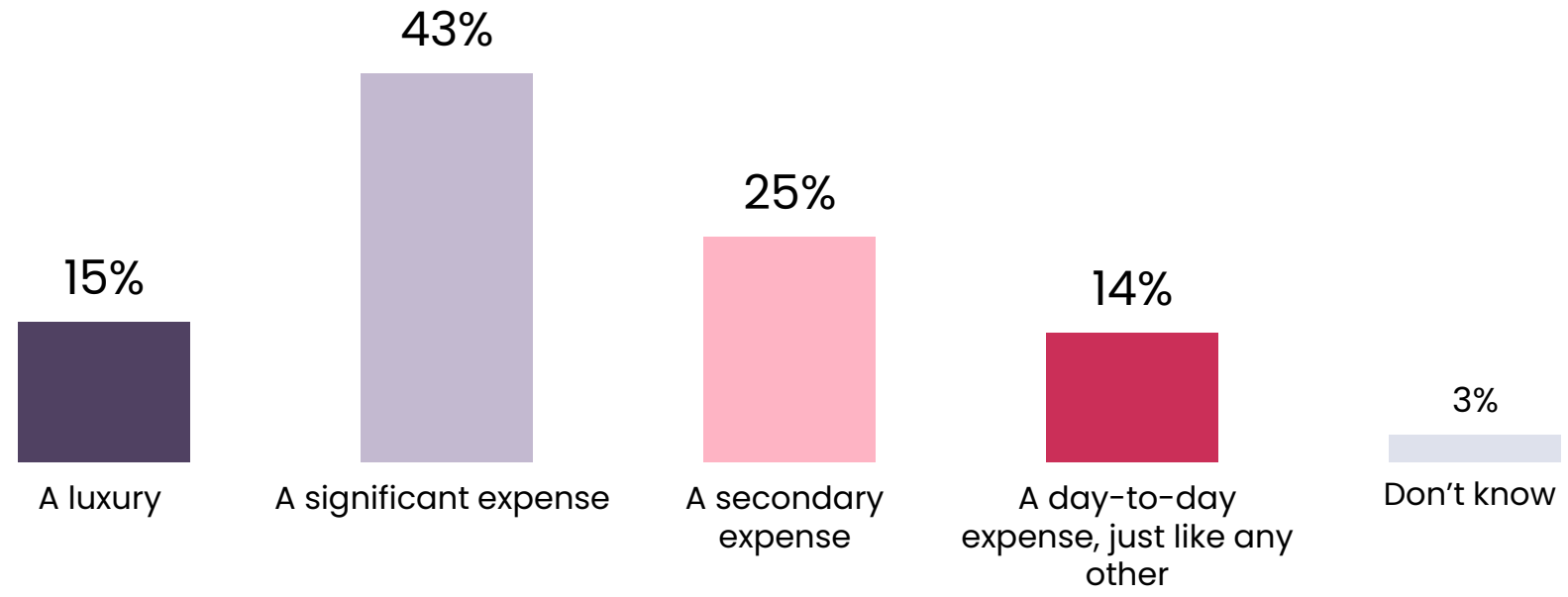
343
GTA
in GTA

Q. For you, buying a video game like GTA VI is primarily about…?

Question asked only of GTA VI buyers, i.e. 71 per cent of players

58 per cent
Luxury spending or significant

39%
Secondary or routine



Perceptions of the purchase price of GTA VI



343
GTA
in GTA

Q. For you, buying a video game like GTA VI is primarily about…?

Question asked only of GTA-VI buyers, i.e. 71 per cent of players

	TOTAL	REGARDING GTA VI		MONTHLY HOUSEHOLD INCOME		
		Buyers at launch	Buyers later	Less than €2,000	€2,000 to €3,499	€3,500 and over
Sub-total Significant expense or luxury	**58 per cent**	**62%**	**54%**	**65%**	**58 per cent**	**54%**
A luxury	***15 per cent***	*14 per cent*	*17%*	*19 per cent*	*11%*	*17%*
A significant expense	***43%***	*48%*	*37 per cent*	*46%*	*47%*	*37 per cent*
Sub-total: Secondary or current expenditure	**39%**	**34%**	**44%**	**30%**	**39%**	**44%**
From a secondary expense	***25%***	*21%*	*29%*	*16 per cent*	*27 per cent*	*28%*
Just another everyday expense	***14 per cent***	*13 per cent*	*15 per cent*	*14 per cent*	*12%*	*16 per cent*

Perceived purchase price of GTA VI

343
GTA
in GTA

Q. For you, buying a video game such as GTA VI is primarily about…?

Question asked only of GTA-VI buyers, i.e. 71% of players

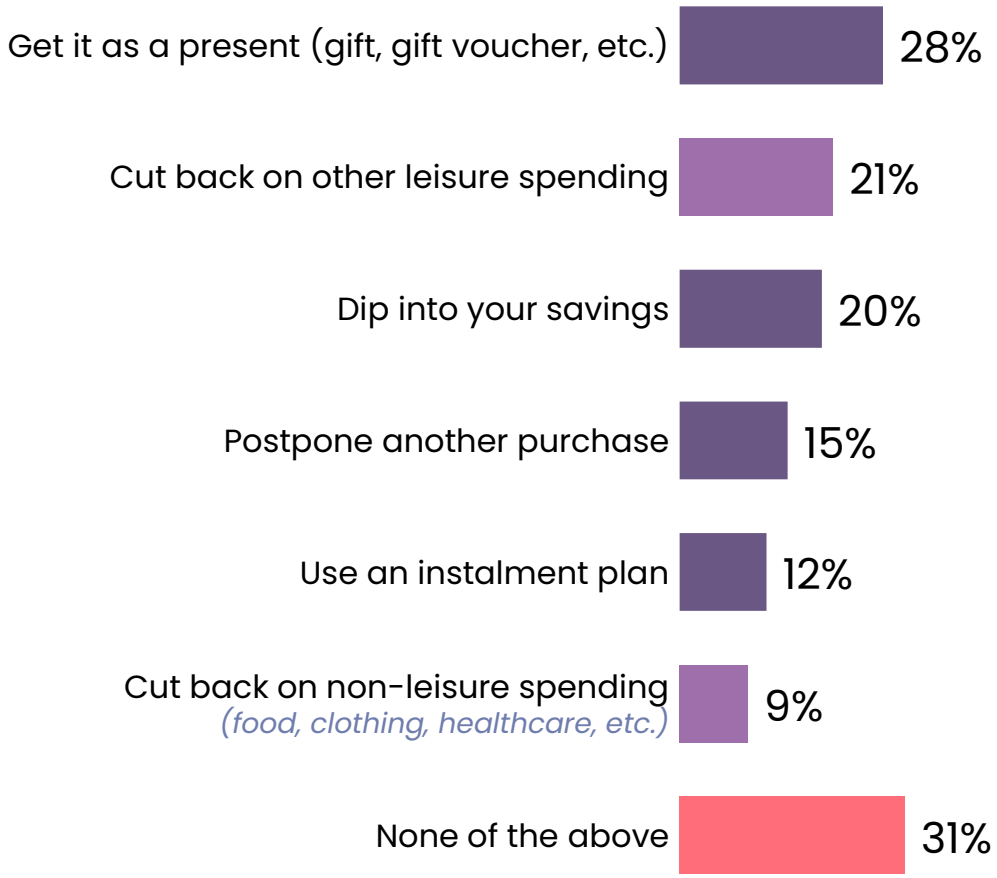
	TOTAL	GENDER		AGE				MARITAL STATUS		
		Male	Female	Under 35 years	…of which 18–24	…of whom 25–34 years	35 years and over	Single	Couple without children	Couple with children
Sub-total Major expenditure or luxury items	**58 per cent**	**57%**	**60%**	**56%**	**48%**	**61%**	**60%**	**56%**	**63%**	**58 per cent**
A luxury	***15 per cent***	*15 per cent*	*15 per cent*	*14 per cent*	*8%*	*18%*	*17%*	*14 per cent*	*13 per cent*	*18%*
A significant expense	***43%***	*42%*	*45%*	*42%*	*40%*	*43%*	*43%*	*42%*	*50%*	*40%*
Sub-total: Secondary or current expenditure	**39%**	**39%**	**38%**	**42%**	**50%**	**37 per cent**	**36 per cent**	**41 per cent**	**31%**	**40%**
From a non-essential expense	***25%***	*24%*	*25%*	*29%*	*39%*	*22%*	*21%*	*27 per cent*	*17%*	*26 per cent*
Just another day-to-day expense	***14 per cent***	*15 per cent*	*13 per cent*	*13 per cent*	*11%*	*15 per cent*	*15 per cent*	*14 per cent*	*14 per cent*	*14 per cent*

Financial trade-offs being considered to buy GTA VI

343
GTA
in GTA

Q. To fund the purchase of GTA VI, will you (or have you already had to)...?

Question asked only of GTA-VI buyers, i.e. 71 per cent of players
Multiple answers possible; total exceeds 100%



28%
Reducing expenditure

1.5
Funding method on average

The financial trade-offs being considered to purchase GTA VI



343
GTA
in GTA

Q. To fund the purchase of GTA VI, will you (or have you already had to)...?

Question asked only of GTA-VI buyers, i.e. 71% of players
Multiple answers possible; total exceeds 100%

	TOTAL	REGARDING GTA VI		MONTHLY HOUSEHOLD INCOME		
		Buyers at launch	Buyers later	Less than €2,000	€2,000 to €3,499	€3,500 and over
Sub-total Reduce expenditure	**28%**	**34%**	**20%**	**28%**	**29%**	**28%**
Cut back on other leisure spending	***21%***	*24%*	*17%*	*25%*	*20%*	*20%*
Cut back on non-leisure spending (food, clothing, healthcare, etc.)	***9%***	*15 per cent*	*3%*	*7%*	*10%*	*11%*
Have it gifted to you (gift, gift card, etc.)	**28%**	33%	22%	36 per cent	27 per cent	24%
Drawing on your savings	**20%**	21%	17%	18%	25%	18%
Postpone another purchase	**15 per cent**	18%	12%	23%	10%	13 per cent
Use instalment payments	**12%**	16 per cent	7%	14 per cent	12%	12%
None of the above	**31%**	**23%**	**41 per cent**	**23%**	**29%**	**38%**

Financial trade-offs considered in order to buy GTA VI



343
GTA
in GTA

Q. To fund the purchase of GTA VI, will you (or have you already had to)...?

Question asked only of GTA-VI buyers, i.e. 71 per cent of players
Multiple answers possible; total exceeds 100%

	TOTAL	GENDER		AGE				MARITAL STATUS		
		Male	Female	Under 35 years	...of which 18–24	...of whom 25–34 years	35 years and over	Single	Couple without children	Couple with children
Sub-total Cut back on spending	**28%**	**27 per cent**	**29%**	**33%**	**28%**	**36 per cent**	**23%**	**27 per cent**	**33%**	**26 per cent**
Cut back on other leisure spending	***21%***	*20%*	*23%*	*28%*	*27 per cent*	*29%*	*15 per cent*	*23%*	*13 per cent*	*23%*
Cut back on non-leisure expenditure (food, clothing, healthcare, etc.)	***9%***	*9%*	*10%*	*9%*	*5%*	*12%*	*9%*	*7%*	*20%*	*8%*
Have it gifted to you (present, gift voucher, etc.)	**28%**	28%	29%	28%	25%	30%	28%	23%	25%	35%
Drawing on your savings	**20%**	20%	20%	19 per cent	20%	19 per cent	20%	20%	25%	17%
Postpone another purchase	**15 per cent**	14 per cent	17%	18%	16 per cent	18%	12%	18%	12%	13 per cent
Use instalment payments	**12%**	10%	15 per cent	11%	12%	10%	13 per cent	12%	9%	13 per cent
None of the above	**31%**	**34%**	**27 per cent**	**29%**	**28%**	**29%**	**34%**	**35%**	**29%**	**28%**

Intentions to buy a new console to play GTA VI

Q. To play GTA VI, have you bought or do you intend to buy a new console?

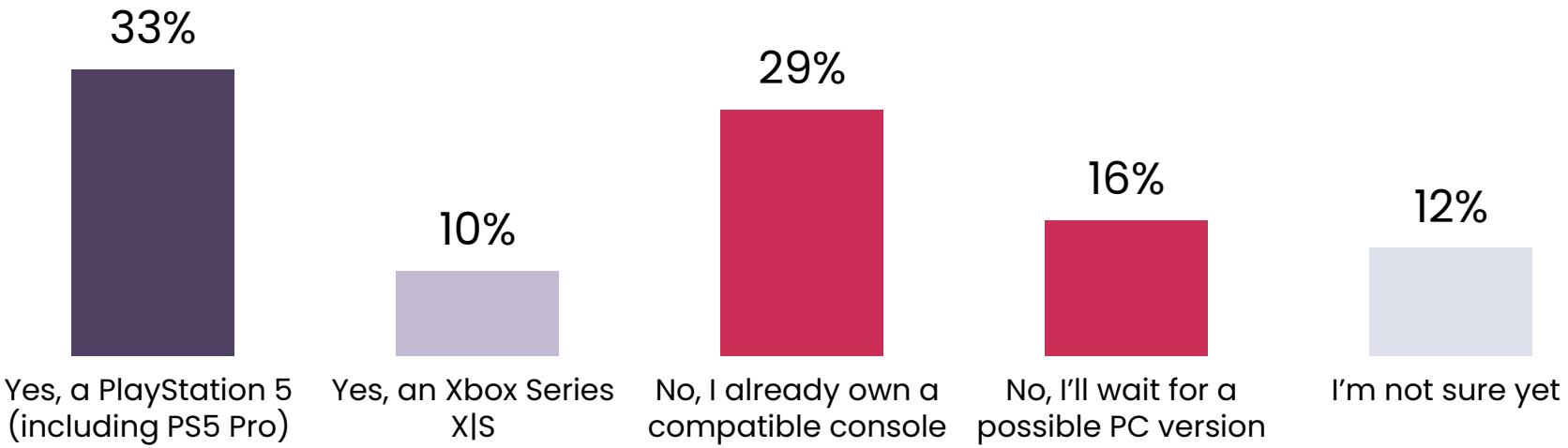
Question asked only of GTA VI buyers, i.e. 71% of players

343
GTA
in GTA



43%
Yes

45%
No



Intentions to buy a new console to play GTA VI

Q. To play GTA VI, have you bought or do you intend to buy a new console?

Question asked only of GTA VI buyers, i.e. 71% of players



343
GTA
in GTA

	TOTAL	GTA VI REPORT		MONTHLY HOUSEHOLD INCOME		
		Buyers at launch	Buyers later	Less than €2,000	€2,000 to €3,499	€3,500 and over
Sub-total Yes	**43%**	**50%**	**35%**	**40%**	**46%**	**42%**
Yes, a PlayStation 5 (including PS5 Pro)	***33%***	*38%*	*28%*	*25%*	*41 per cent*	*33%*
Yes, an Xbox Series X|S	***10%***	*12%*	*7%*	*15 per cent*	*5%*	*9%*
Sub-total No	**45%**	**42%**	**47%**	**39%**	**44%**	**51%**
No, I already have a compatible console	***29%***	*34%*	*22%*	*26 per cent*	*30%*	*30%*
No, I'll wait for a possible PC version	***16 per cent***	*8%*	*25%*	*13 per cent*	*14 per cent*	*21%*
I don't know yet	**12%**	**8%**	**18%**	**21%**	**9%**	**7%**

Intentions to buy a new console to play GTA VI

Q. To play GTA VI, have you bought or do you intend to buy a new console?

Question asked only of GTA VI buyers, i.e. 71 per cent of players



343
GTA
in GTA

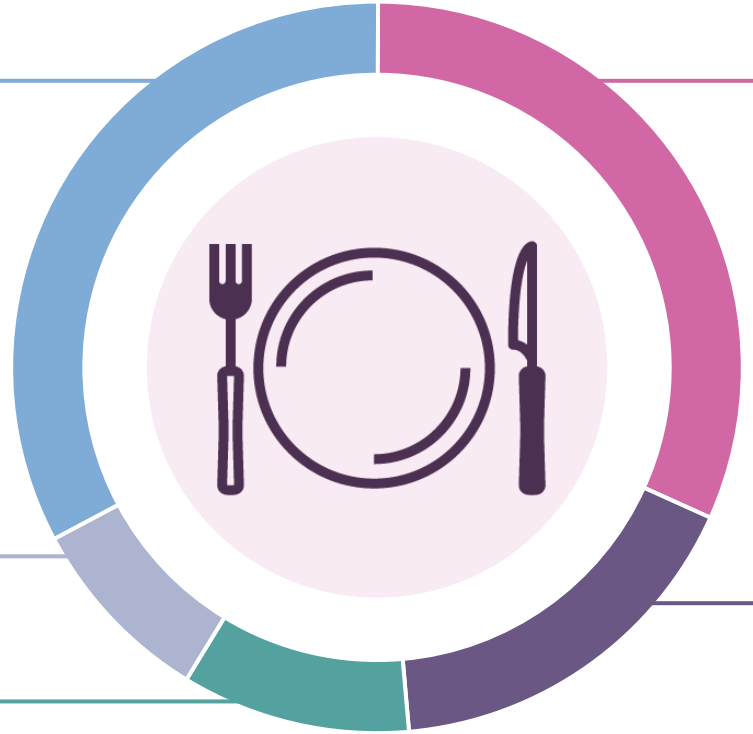
	TOTAL	GENDER		AGE				MARITAL STATUS		
		Male	Female	Under 35 years	...of which 18–24	...of whom 25–34 years	35 years and over	Single	Couple without children	Couple with children
Sub-total Yes	**43%**	**47%**	**37 per cent**	**45%**	**45%**	**43%**	**42%**	**37 per cent**	**39%**	**50%**
Yes, a PlayStation 5 (including PS5 Pro)	***33%***	*38%*	*25%*	*35%*	*33%*	*35%*	*32 per cent*	*29%*	*30%*	*38%*
Yes, an Xbox Series X|S	***10%***	*9%*	*12%*	*10%*	*12%*	*8%*	*10%*	*8%*	*9%*	*12%*
Sub-total No	**45%**	**42%**	**48%**	**42%**	**35%**	**48%**	**46%**	**47%**	**51%**	**39%**
No, I already own a compatible console	***29%***	*25%*	*34%*	*31%*	*22%*	*37 per cent*	*26 per cent*	*30%*	*30%*	*27 per cent*
No, I'll wait for a possible PC version	***16 per cent***	*17%*	*14 per cent*	*11%*	*13 per cent*	*11%*	*20%*	*17%*	*21%*	*12%*
I don't know yet	**12%**	**11%**	**15 per cent**	**13 per cent**	**20%**	**9%**	**12%**	**16 per cent**	**9%**	**11%**

The meal planned for the first GTA VI gaming session

343
GTA
in GTA

Q. In your opinion, which of the following scenarios is most likely to describe your first meal on the day you start playing GTA VI?

Question asked only of GTA VI buyers, i.e. 71% of players



33%
A balanced meal : the key to optimal concentration

32 per cent
A burger, a taco or a pizza to treat yourself right to the end

8% **NSP**

17%
A quick snack on the go so as not to waste a minute

10% **A protein-packed meal** to keep you going until the end of the night

The meal planned for the first gaming session on GTA VI



343
GTA
in GTA

Q. In your opinion, which of the following scenarios is most likely to describe your first meal on the day you start playing GTA VI?

Question asked only of GTA VI buyers, i.e. 71 per cent of players

	TOTAL	IN RELATION TO GTA VI		MONTHLY HOUSEHOLD INCOME		
		Buyers at launch	Buyers later	Less than €2,000	€2,000 to €3,499	€3,500 and over
A balanced meal : the key to optimal concentration	**33%**	32 per cent	34%	27 per cent	31%	41 per cent
A burger, a taco or a pizza to treat yourself right to the end	**32 per cent**	31%	32 per cent	37 per cent	32 per cent	27 per cent
A quick snack on the go so as not to waste a minute	**17%**	16 per cent	18%	11%	22%	15 per cent
A protein-packed meal to keep you going until the end of the night	**10%**	14 per cent	5%	15 per cent	8%	8%
Don't know	**8%**	7%	11%	10%	7%	9%

The meal planned for the first GTA VI gaming session



343
GTA
in GTA

Q. In your opinion, which of the following scenarios is most likely to describe your first meal on the day you start playing GTA VI?

Question asked only of GTA VI buyers, i.e. 71 per cent of players

	TOTAL	GENDER		AGE				MARITAL STATUS		
		Male	Female	Under 35 years	*...of which 18–24*	*...of which 25–34 years*	35 years and over	Single	Couple without children	Couple with children
A balanced meal : the key to optimal concentration	**33%**	39%	20%	29%	36 per cent	24%	37 per cent	34%	30%	33%
A burger, a taco or a pizza to treat yourself right to the end	**32 per cent**	31%	34%	37 per cent	32 per cent	40%	27 per cent	30%	32 per cent	33%
A quick snack on the go so you don't waste a minute	**17%**	16 per cent	18%	16 per cent	17%	16 per cent	17%	17%	22%	14 per cent
A protein-packed meal to keep you going until the end of the night	**10%**	8%	14 per cent	10%	6%	13 per cent	10%	9%	4	14 per cent
Don't know	**8%**	6%	14 per cent	8%	9%	7%	9%	10%	12%	6%

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Founded in 2000 on the basis of an idea that was radically innovative for its time, OpinionWay has been a pioneer in transforming practices within the marketing and opinion research sector.

Having enjoyed continuous growth since its inception, the company has constantly sought to broaden its horizons to better address all marketing and societal issues, by integrating social media intelligence, the use of smart data, creative co-creation dynamics, community-based approaches and storytelling into its methodologies.

Today, OpinionWay is continuing its growth momentum by establishing a geographical presence in high-potential regions such as Eastern Europe and Africa.

Enable *today*, shape *tomorrow*

This is the mission that drives OpinionWay's staff and underpins the relationships they build with their clients.

The satisfaction they derive from providing answers to the questions they ask themselves, reducing uncertainty about the decisions to make, tracking relevant insights and co-creating solutions for the future, fuels every project they work on.

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