

PLAYSTATION 4 VS XBOX ONE

★ The BATTLE for GAMER LOYALTY ★



Meet Carl 'CJ' Johnson. CJ became a serious gamer in 2000, just in time to join the fight between PlayStation 2 and Xbox. Since then, CJ has been a part of the ongoing battle between Xbox and PlayStation for the loyalty of gamers across the world.

BluePromoCode surveyed 155 video game console owners and players. Out of all Xbox and PlayStation owning respondents, 47% owned Xbox 360, 36% owned PlayStation 3 and 17% owned both. The statistics presented in this infographic were collected as part of this survey.

ALONG WITH
50%

OF OTHER GAMERS,
CJ JOINED THE BATTLE
WITH
PLAYSTATION

JUST HOW
LOYAL
WAS CJ TO HIS PLAYSTATION?

57%

of gamers own
an Xbox 360,
including
CJ's friends.

RELEASE DATES

PS4: 11/15/13
XBOX ONE: 11/22/13

WHICH SYSTEM ARE GAMERS MORE
EAGER TO TRY FIRST?

XBOX ONE
41%

PS4
59%

WHO WILL WIN THE BATTLE FOR GAMER LOYALTY?

PLAYSTATION 3 OWNERS

purchasing intent

93% PS4

WINNER

7% Xbox One

Current PlayStation 3 owners are much more likely to stick with their brand and purchase the PlayStation 4.

XBOX 360 OWNERS

purchasing intent

50% Xbox One

50% PS4

Current Xbox 360 owners are equally as likely to purchase a PlayStation 4 as they are an Xbox One.