## PLAYSTATION 4 VS XBOX ONE

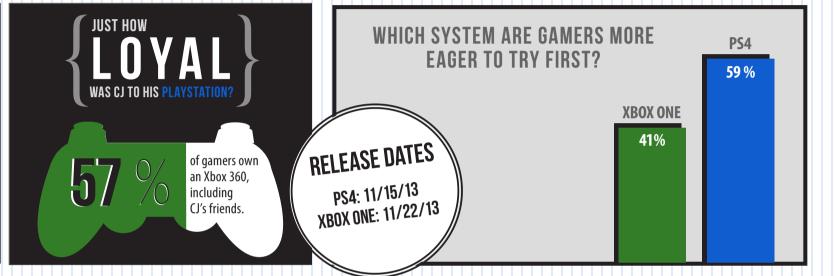
**★ The BATTLE for GAMER LOYALTY ★** 



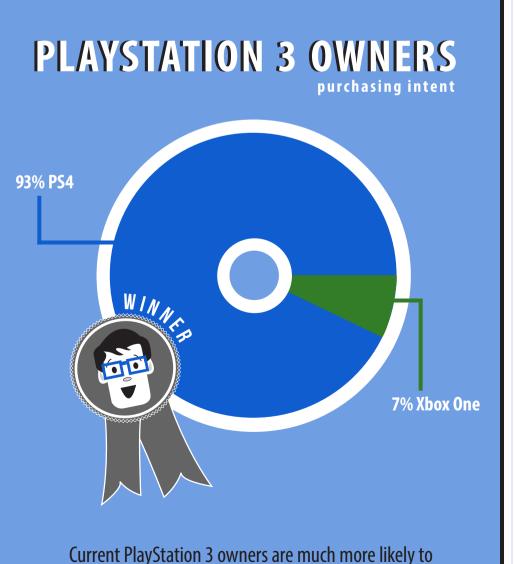
Meet Carl 'CJ" Johnson. CJ became a serious gamer in 2000, just in time to join the fight between PlayStation 2 and Xbox. Since then, CJ has been a part of the ongoing battle between Xbox and PlayStation for the loyalty of gamers across the world.

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.

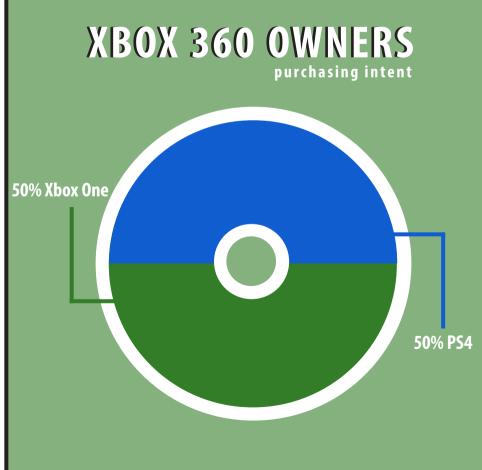




## WHO WILL WIN THE BATTLE FOR GAMER LOYALTY?



stick with their brand and purchase the PlayStation 4.



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