Virtual Reality vs. Augmented Reality: The Future of Gaming Industry

Toluna asked 3000 members in Australia, Italy, Singapore, Spain and United Kingdom which technology, Virtual Reality (VR) or Augmented Reality (AR), will be the future of gaming industry. Here is what they think!

Virtual Reality is a predominant concept among all respondents

Virtual Reality is also a mutual preference among both genders

There is a stronger preference to VR among elderly and millennials

VR: 68%  AR: 32%
VR: 61%  AR: 39%

Australia: VR: 60%  AR: 40%
United Kingdom: VR: 63%  AR: 37%
Spain: VR: 70%  AR: 30%
Singapore: VR: 68%  AR: 32%
Italy: VR: 60%  AR: 40%

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