9 Things to Know About Consumer Behavior and QR Codes
The name “QR code” isn’t familiar to most people

Have you heard of “QR Codes?”

- No: 79%
- Yes: 21%

Base: All Respondents Q19: Have you ever heard of a Quick Response code or QR code?
But people know QR Codes when they see them

Have you seen one?

Yes 81%
No 19%

Base: All Respondents Q20: The following image is a Quick Response or QR code. Have you previously seen this image?
Half of Smartphone owners have scanned a QR code

Base: Respondents with smartphones Q22: Have you ever scanned a QR code (i.e. Quick Response Code)?
For nearly a fifth of those who scan, QR Codes were part of the purchase process.

What did you do with the information? (% selected)

- I did nothing: 57%
- I shared the information with someone: 21%
- I made a purchase: 18%
- Other: 7%

Base: Those who have scanned a QR code Q26: What did you do with the information you received after you scanned the QR code (i.e. Quick Response Code)? (% selected)
“I love the QR as it makes shopping fun. I am dying to try one in front of my daughter to show her I learned something on my phone she did not have to teach me.”

*Male, 65 to 69*
Most find QR codes easy to scan

Ease of scanning QR code

- 7% Difficult
- 23% Mixed
- 70% Easy

Base: Those who have scanned a QR code. Q23: How easy was it to scan the QR code (i.e. Quick Response Code)?
“I think it was very easy. As I recall I just scanned it and the website URL appeared, which took me to the site. The most difficult part was locating the app to scan it in the first place.”

Past User, male, 30 to 34
People have mixed feelings on the usefulness of info from QR codes

Usefulness of information from QR Code

- 18% Not Useful
- 42% Mixed
- 41% Useful

Base: Those who have scanned a QR code Q24: How useful did you find the information you received after scanning the QR code (i.e. Quick Response Code)?

Did you Know: Men found QR codes more useful than women. (44% of men vs. 36% of women).
Magazines and newspapers are top sources for those who’ve scanned a code

**QR Code source**

- A magazine/newspaper: 35%
- A package: 18%
- A website: 13%
- A direct mailing: 11%
- A billboard or sign: 11%
- An email: 4%
- Other: 7%

Base: Those who have scanned a QR code Q25: What was the source of the QR code (i.e. Quick Response Code)? In other words, where was the QR code you scanned?
Curiosity and information gathering are top reasons to scan

Reasons for scanning QR Code (% selected)

- Curious what it would do: 46%
- To get more information (i.e. about the company, product, deal, event, etc.): 41%
- To take advantage of a discount or coupon or free gift: 18%
- To gain access to exclusive content: 16%
- To buy something: 6%
- Other: 3%

Base: Those who have scanned a QR code Q27: Why did you scan the QR code (i.e. Quick Response Code)? (% selected)
“I've used it once and haven't been in a situation where I have felt the need to use it again. I don't think I will ever NEED it, but it makes getting information more convenient.”

Female, 30 to 34
Discounts and gifts pique interest in QR codes even among those who’ve never scanned.

**Strong interest in using a smartphone to scan**

- To gain access to discounts/coupons/free items: 43%
- To get more information about a product/service: 26%
- To gain access to exclusive content: 25%
- To make a purchase or buy something: 23%
- To get more information about an event: 22%
- To get more information about a brand/company: 18%

Base: All Respondents Q29: [%8-10 HIGHLY INTERESTED] How interested are you in using a smartphone to scan a QR code to get the following?
“I think it would be good if QR codes could be used for special events for stores when they are having a sale and only the people who use QR codes would know about it.”

Never Used, female, 25 to 29
Methodology

- **Independent Research**: Conducted through the CMB Consumer Pulse
- Data collected from 1,228 consumers, age 18+ in the United States through panel company, Research Now
- Data was collected through a 15 minute online questionnaire in October, 2011
- As part of this research, iModerate Research Technologies conducted 22 conversations to elaborate on and provide additional context on QR Codes. Respondents, were men and women age 18+. 