

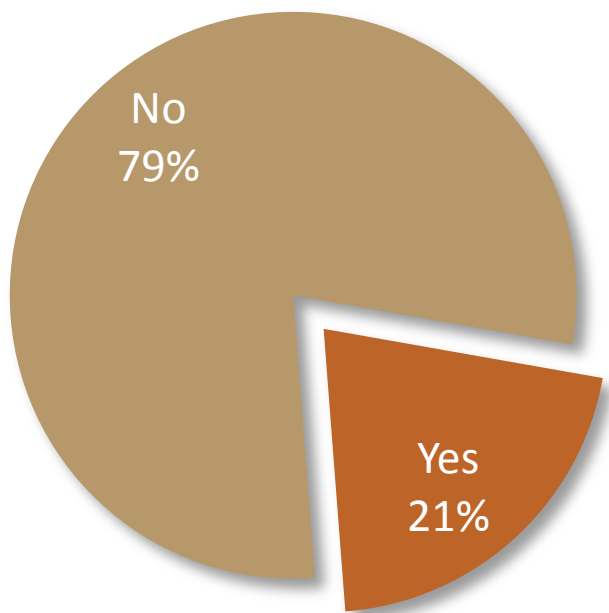
9  
Things to  
Know  
About

Consumer  
Behavior and  
QR Codes



# The name “QR code” isn’t familiar to most people

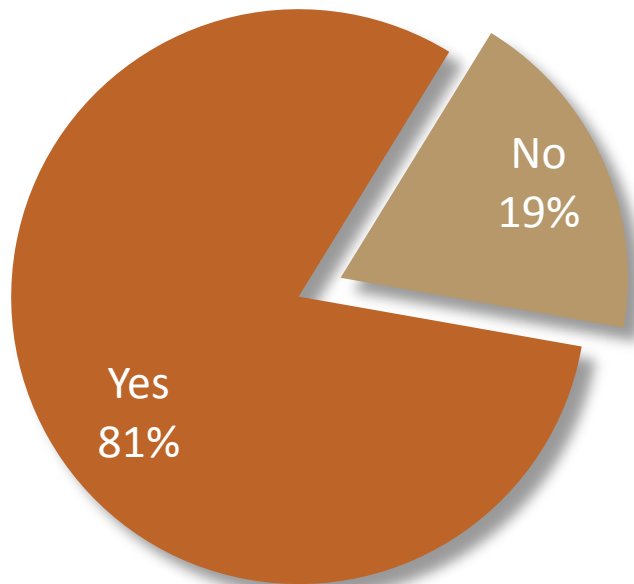
Have you heard of “QR Codes?”



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?



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

Have scanned QR Code



**YES**  
**50%**



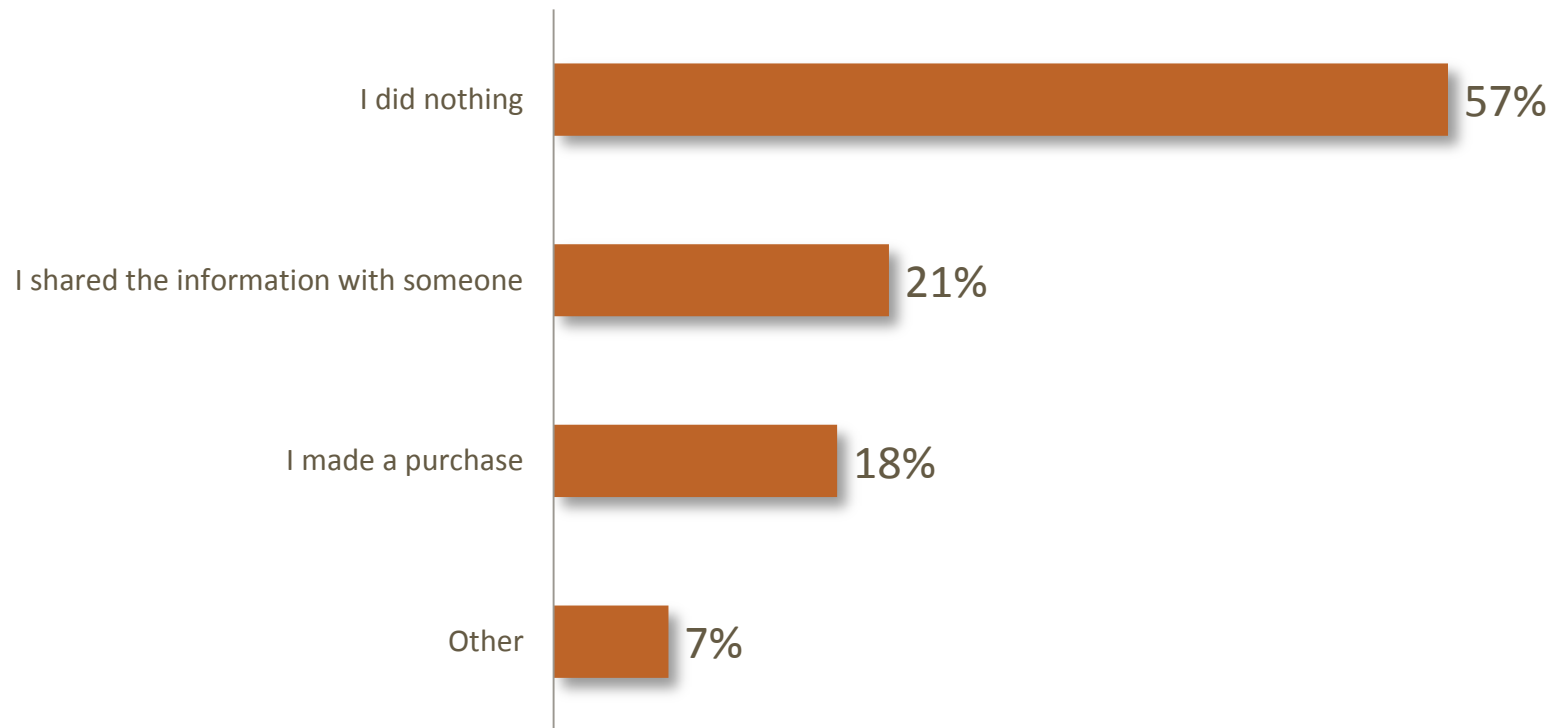
**NO**  
**50%**





# For nearly a fifth of those who scan, QR Codes were part of the purchase process

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



5 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)

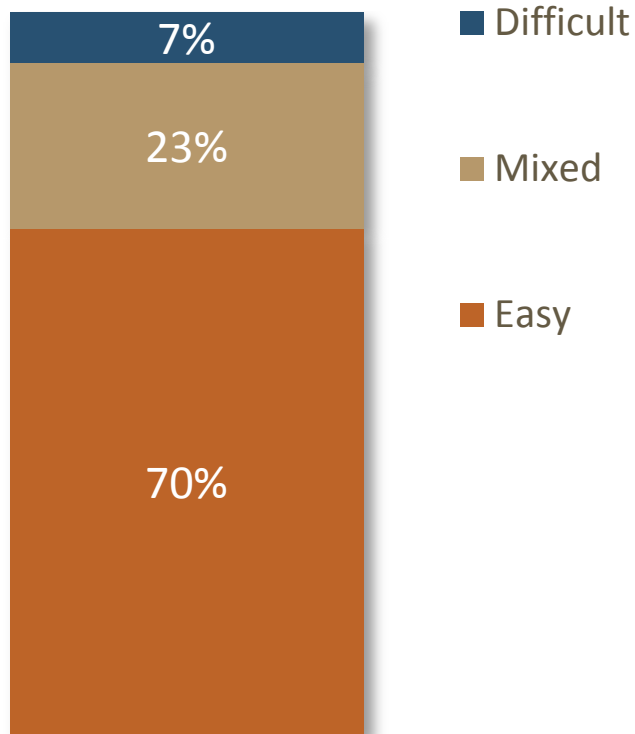
**“I love the QR as it makes shopping fun. I am dying to try one in front of my daughter to show her I learned something on my phone she did not have to teach me.”**


*Male, 65 to 69*



# Most find QR codes easy to scan

Ease of scanning QR code



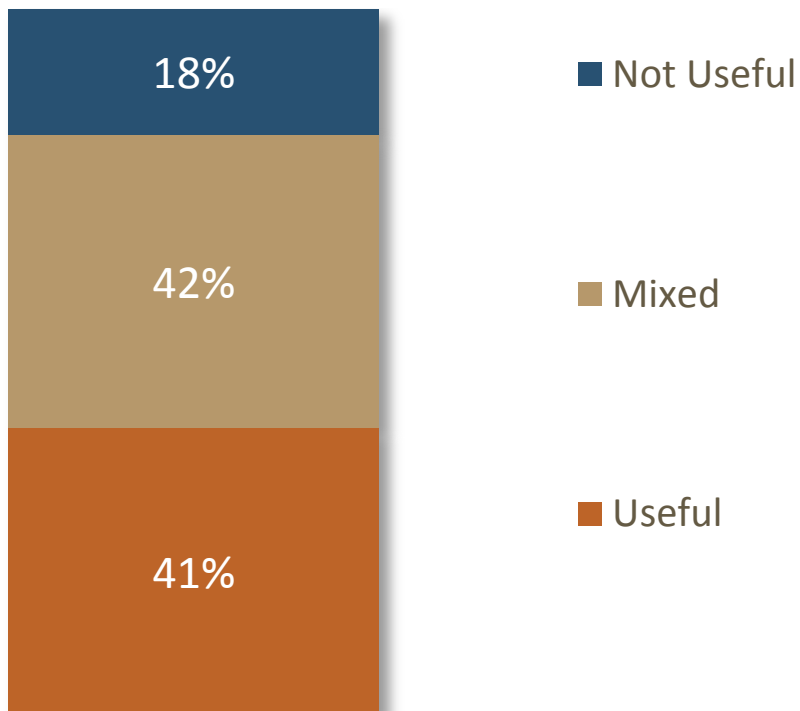
A hand is holding a black smartphone. The screen of the phone displays a large QR code. The background is a blurred newspaper page with some text and a green header. A large green circle with a white border is overlaid on the right side of the image, containing a testimonial in white text.

**“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



**Did you Know:**  
Men found QR codes more useful than women. (44% of men vs. 36% of women).

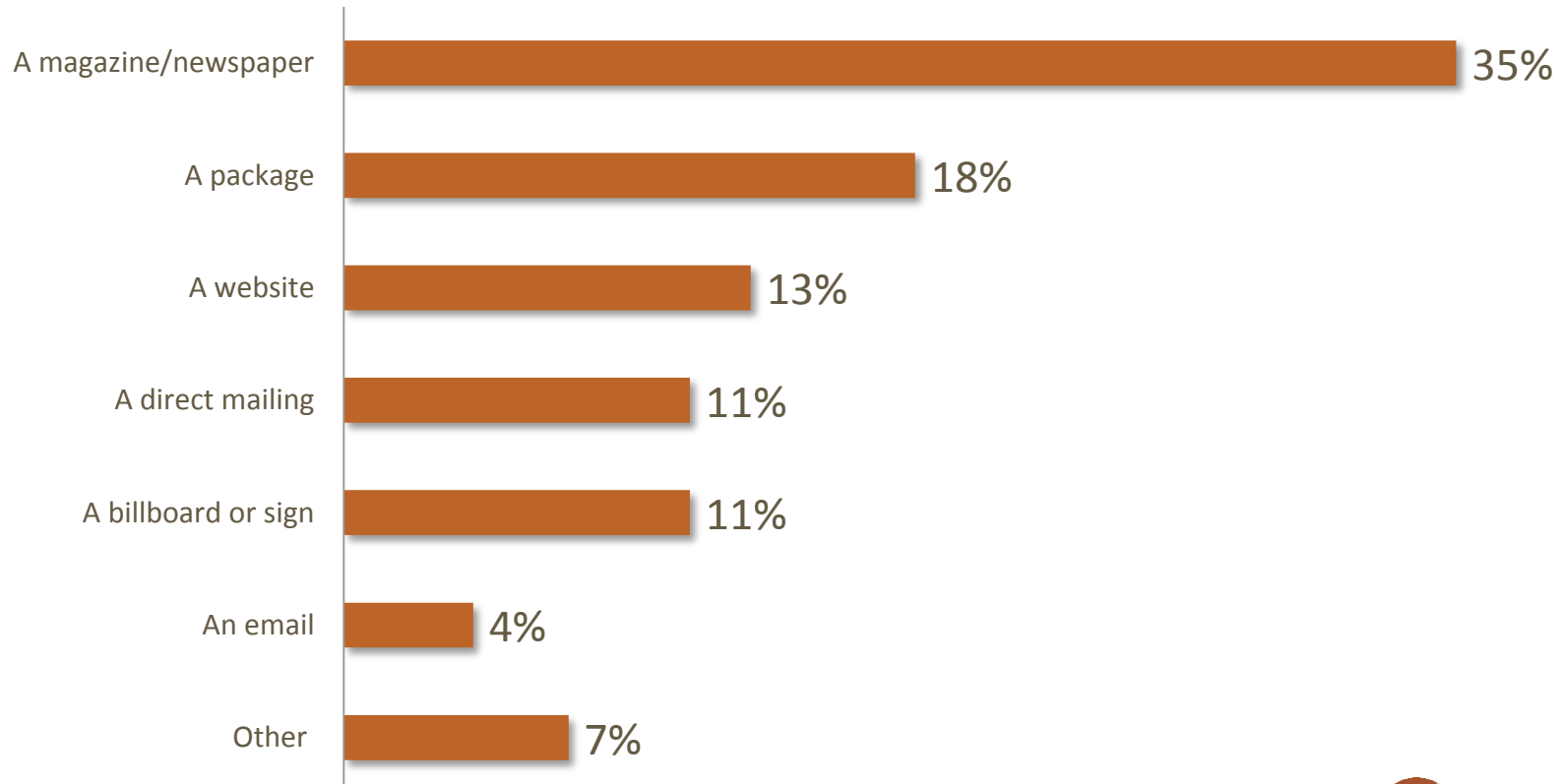


Base: Those who have scanned a QR code Q24: How useful did you find the information you received after scanning the QR code (i.e. Quick Response Code)?



# Magazines and newspapers are top sources for those who've scanned a code

QR Code source

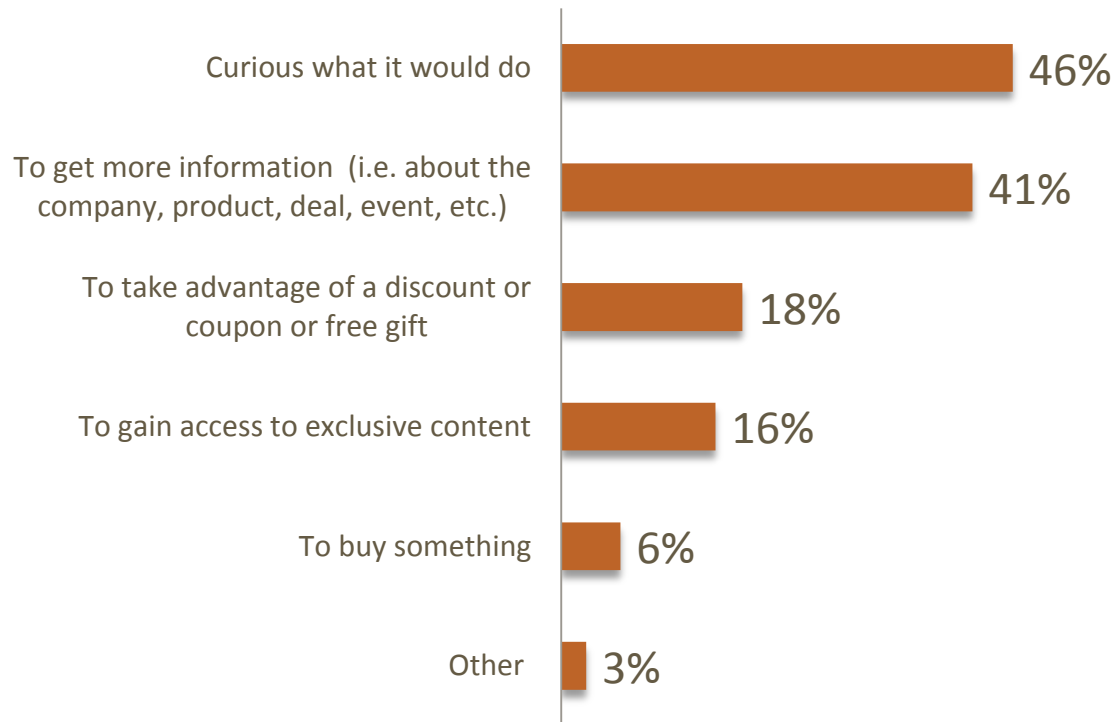



Base: Those who have scanned a QR code Q25: What was the source of the QR code (i.e. Quick Response Code)?

10 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)



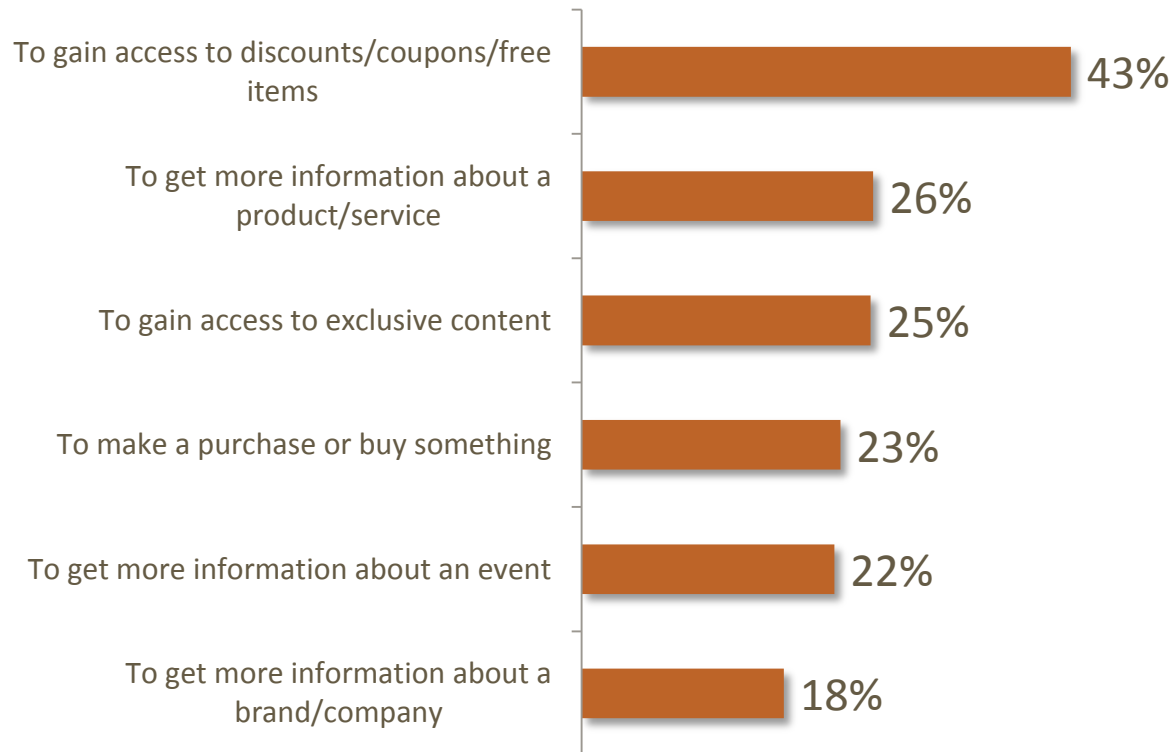
A smiling woman with dark hair pulled back, wearing a pink polo shirt, is holding a maroon-colored garment. She is looking towards the camera with a pleasant expression. The background is slightly blurred, showing a window with horizontal blinds. A large, semi-transparent blue circle is overlaid on the left side of the image, containing white text.

**“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



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?

A close-up photograph of a person's hand in a brown sweater pushing a shopping cart. The cart has a prominent orange handle. The background is a blurred, brightly lit store aisle with many other people, suggesting a busy retail environment. A large, semi-transparent yellow circle is overlaid on the left side of the image, containing white text.

**“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+.

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**iModerate**<sup>®</sup>  
Research Technologies

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