

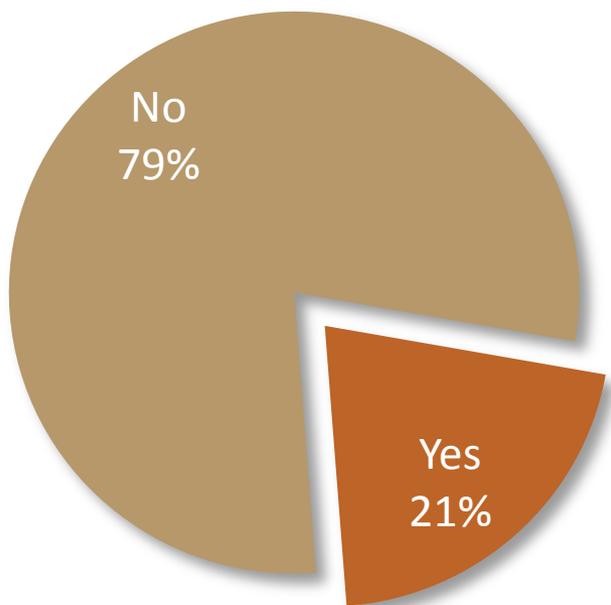
9
Things to
Know
About

Consumer
Behavior and
QR Codes



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

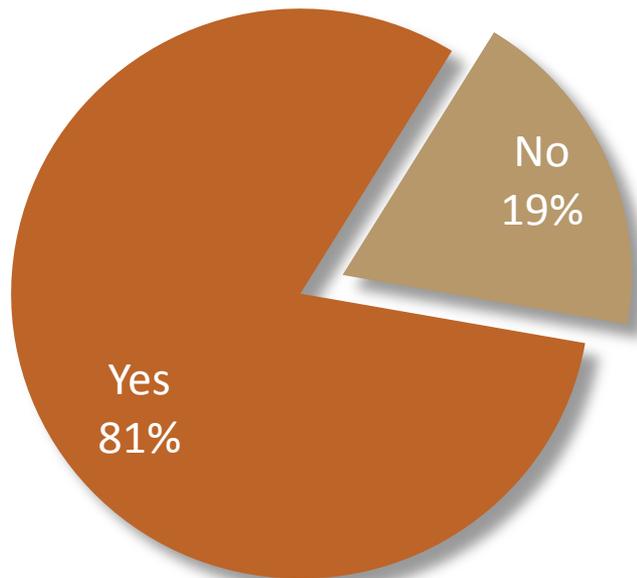
Have you heard of “QR Codes?”



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%



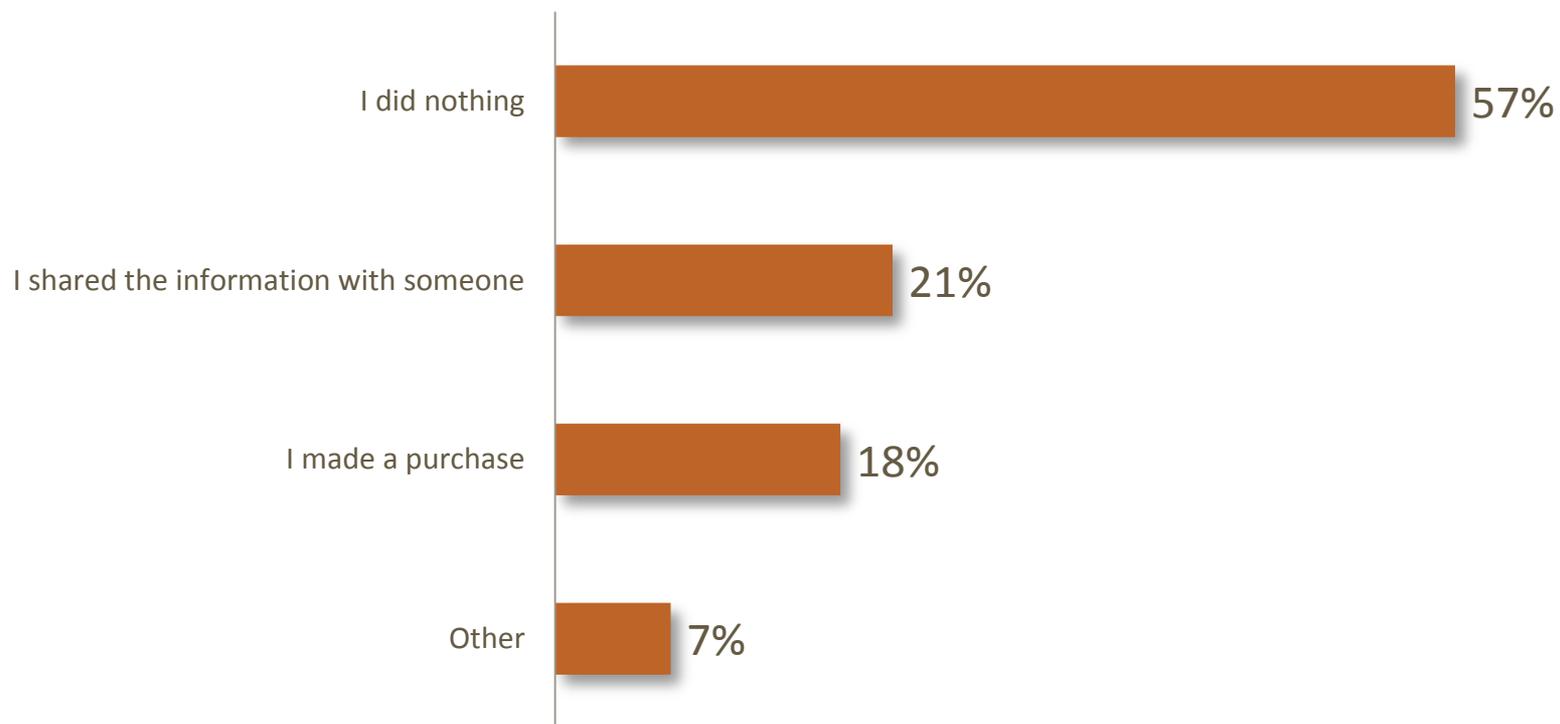
NO
50%





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

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



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)

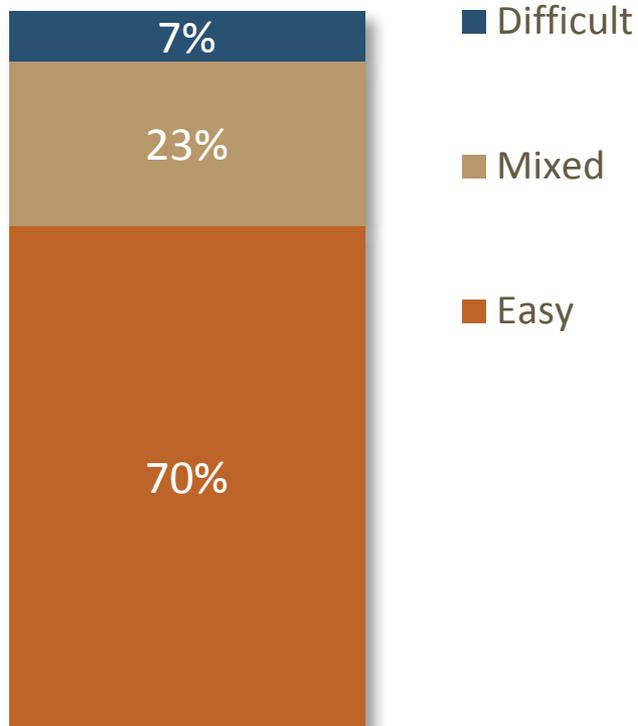
“I love the QR as it makes shopping fun. I am dying to try one in front of my daughter to show her I learned something on my phone she did not have to teach me.”

Male, 65 to 69



Most find QR codes easy to scan

Ease of scanning QR code



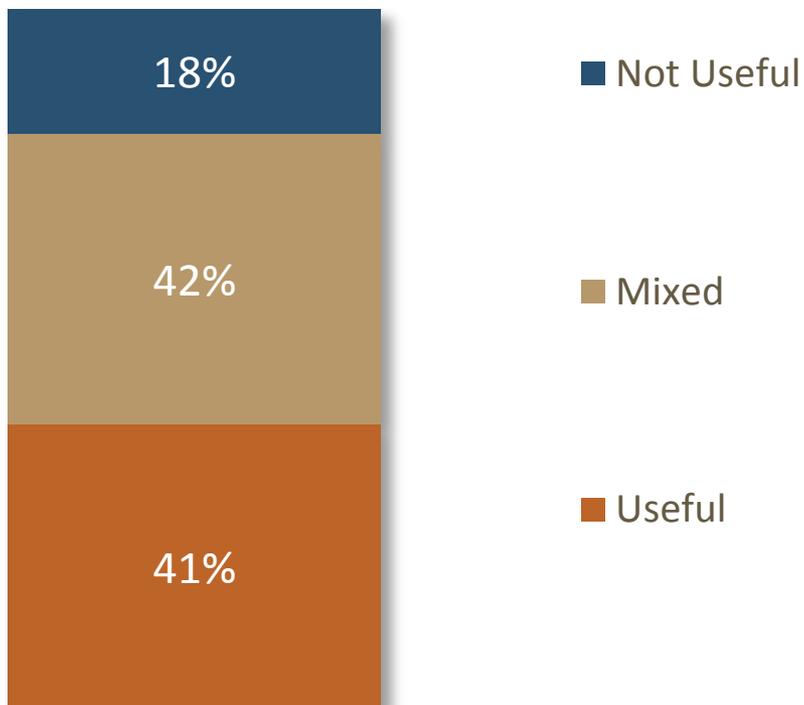
A hand is holding a black smartphone. The screen of the phone displays a large QR code. The background is a blurred newspaper page with some text and a green box. A large green circle with a white border is overlaid on the right side of the image, containing white text.

“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).

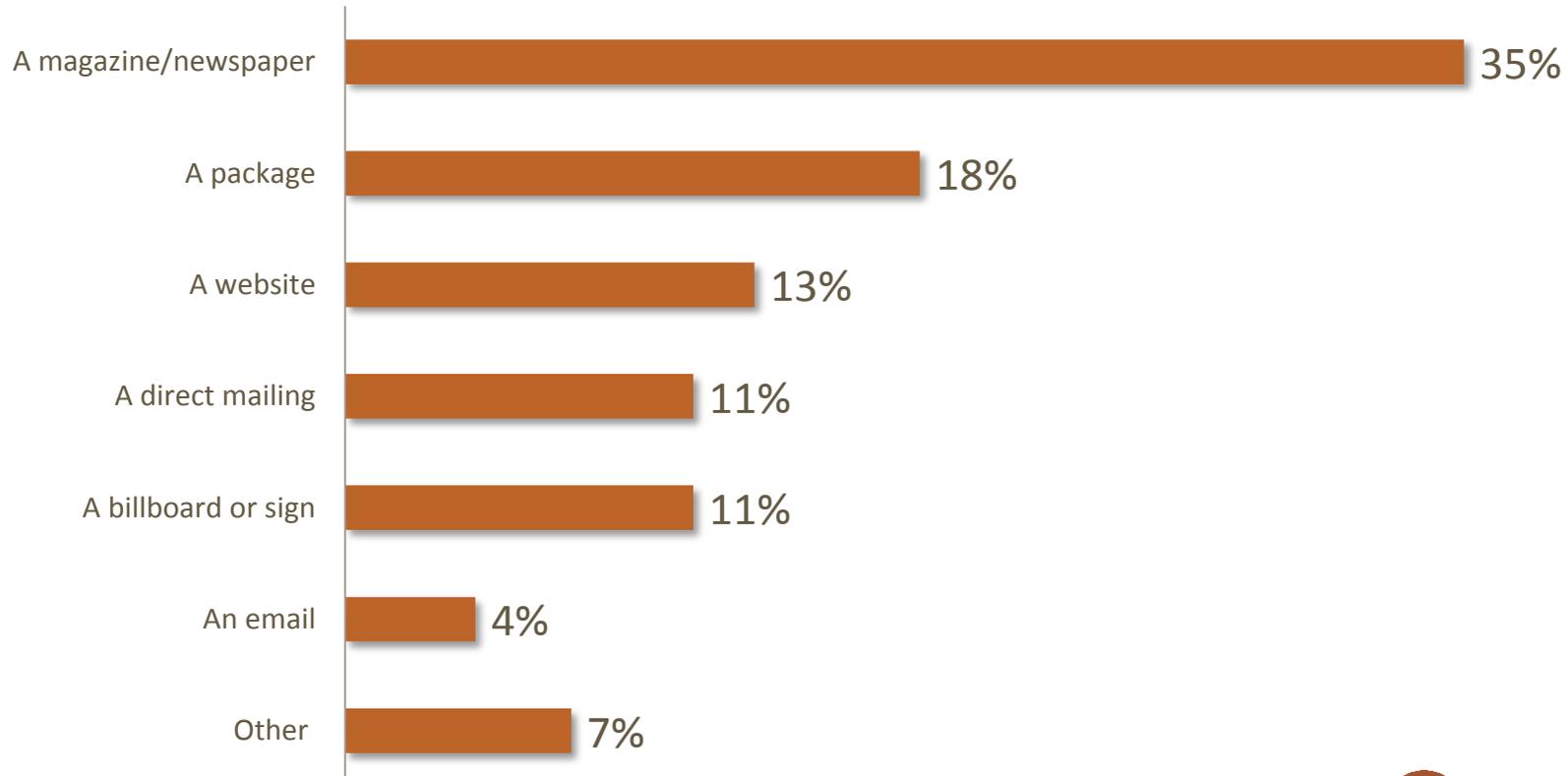


Base: Those who have scanned a QR code Q24: How useful did you find the information you received after scanning the QR code (i.e. Quick Response Code)?



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

QR Code source

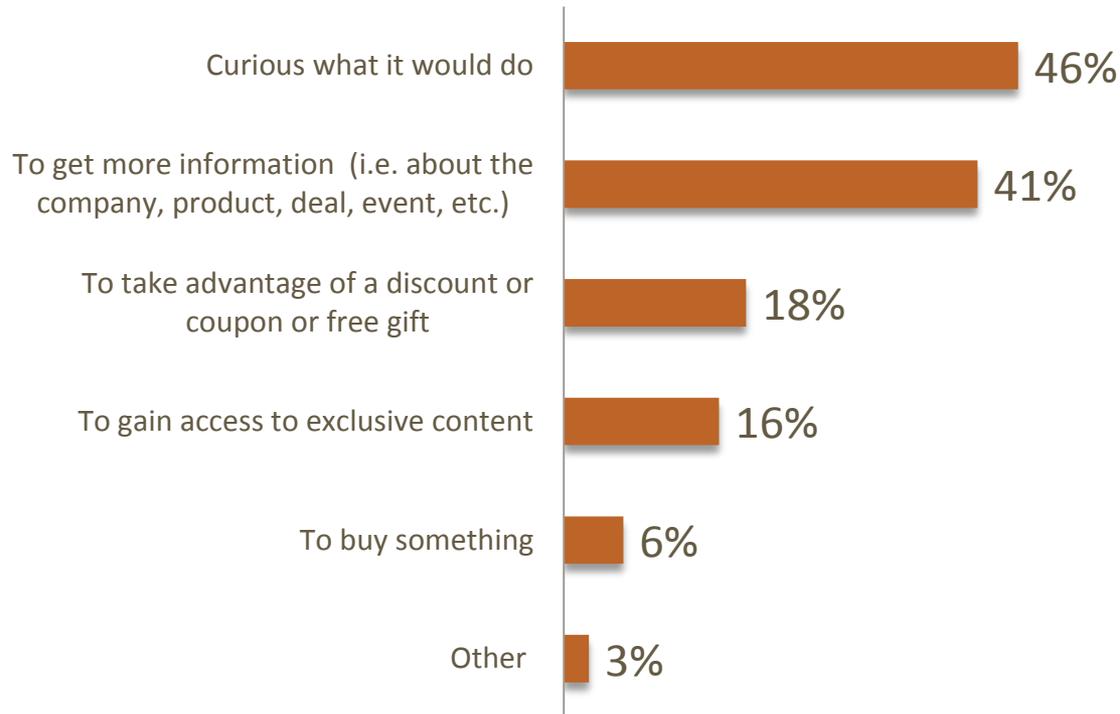


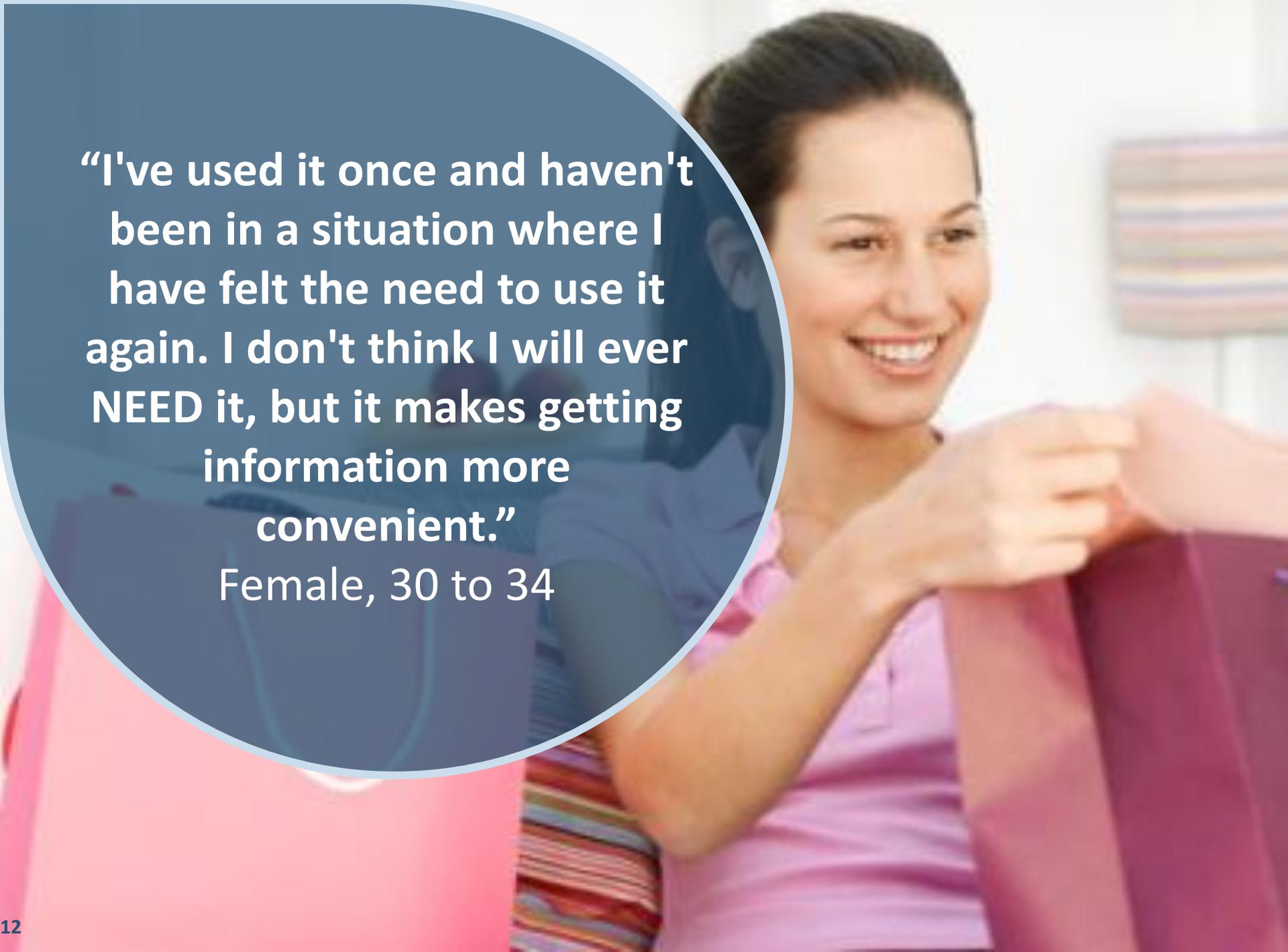
Base: Those who have scanned a QR code Q25: What was the source of the QR code (i.e. Quick Response Code)?

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)



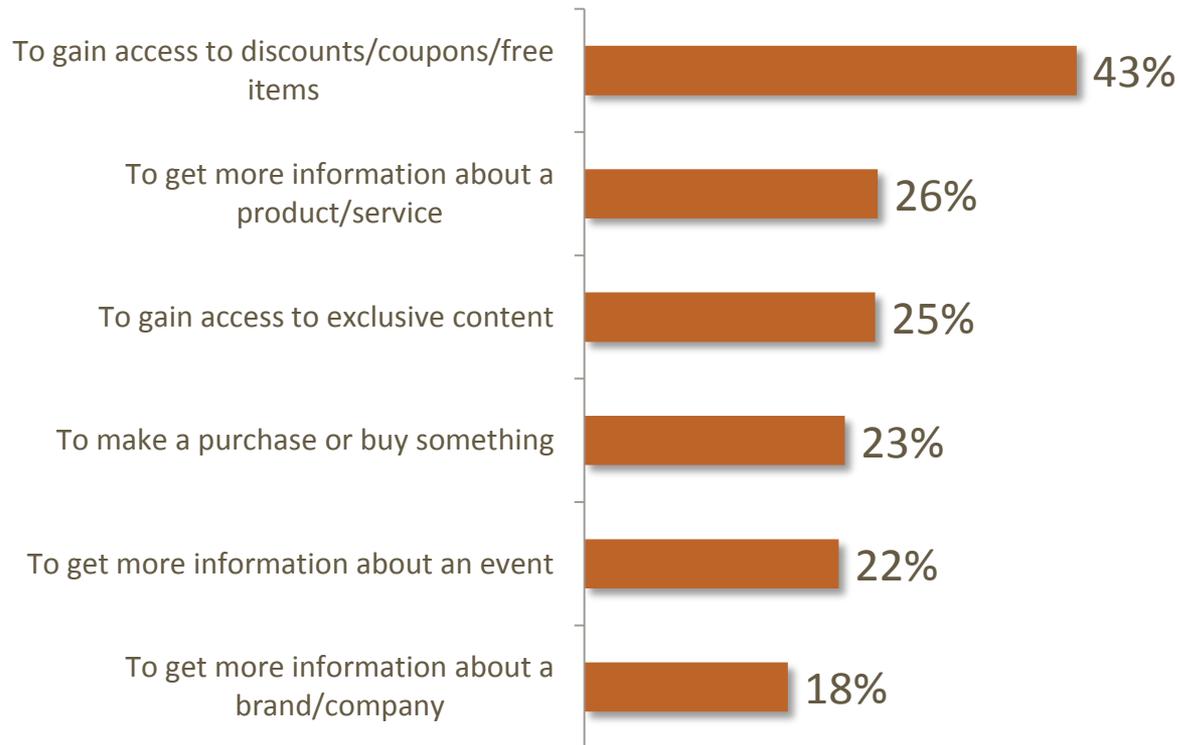
A smiling woman with dark hair pulled back, wearing a pink polo shirt, is holding a maroon garment. She is looking towards the camera with a pleasant expression. The background is slightly blurred, showing a window with horizontal blinds. A large, semi-transparent blue circle is overlaid on the left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