Logo

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**QR Code Sentiment – Key Data Points**

April 2021

Ivanti polled 4,157 consumers across the U.S., U.K., France, Germany, China, and Japan in February 2021.

**Global QR Code Sentiment:**

* 43% of respondents have scanned a QR code in the past week; 66% have scanned a QR code in the past month; and 83% in the past year.
* 57% have noticed an increase in QR codes since the pandemic began.
* Nearly half of respondents (39%) have no concerns with using QR codes.
* 61% think that QR codes make life easier in a touchless world, while 54% want to see QR codes used more broadly in the future.

**Global QR Code Usage:**

Payment and other Financial Transactions:

* 87% of respondents feel secure using a QR code to complete a financial transaction.
* 65% reported noticing an increase in places where QR codes can be used for payments.
* 83% of respondents have used a QR code, for the first time ever, to make a payment in the last year with more than half (54%) in the past three months alone.
* Restaurants, bars and cafes were the most popular place to use a QR code to process a payment (37%) followed by supermarkets, malls and electronics stores (36%), and banks/ATMs (28%).

Security:

* 40% of respondents have concerns about scanning QR codes but still use them anyway.
* While 69% of respondents claim they could distinguish a malicious URL to a website, only 39% claim that they can distinguish a malicious QR code.
* Most respondents did not know what a QR code is capable of doing including:
  + Open a URL (53%)
  + Download an application (63%)
  + Make a payment (76%)
  + Give away physical location (78%)
  + Cause a user to follow someone on social media (82%)
* 31% of respondents claimed that they had scanned a QR code that did something they were not expecting or were taken to a suspicious website.
* Just over half (51%) have security software installed on their mobile device.

**Key Regional Findings:**

China:

* China is embracing QR codes for all activities, whereas QR codes are primarily scanned in restaurants, bars, cafes in other countries
  + 40% of respondents in China said they have scanned a QR code in the past 6 months for financial reasons (bank, credit card statement, ATM).
    - By comparison, only 7% of U.S. respondents said they used QR codes for financial transactions.
  + 40% of respondents in China said they have scanned a QR code in the past 6 months for recreation
    - By comparison, only 8% of U.S. respondents said they used QR codes for financial transactions.
  + 86% of respondents in China said they have used a QR code to make a payment or complete a financial transaction
    - By comparison, only 22% of U.S. respondents said they used QR codes for financial transactions.

UK:

* QR code adoption is picking up steam in the UK
  + 91% of UK respondents said they had ever scanned a QR code (the highest amongst all respondents)
  + 81% of UK respondents said that QR codes make life easier in a touchless world (the highest amongst all respondents)
  + 71% of UK respondents want to see QR codes used more broadly in the future

U.S.:

* However, QR code usage appears to be waning in the U.S.
  + 30% of respondents had scanned a QR code in the past week, down from 39% six months ago
  + 56% of respondents had scanned a QR code in the past month, down from 66% six months ago
  + 44% of respondents want to see QR codes used more broadly in the future, down from 51% six months ago

Japan:

* The QR code was invented in Japan. However, Japan has been slower to adopt QR codes compared to other countries:
  + 61% of respondents in Japan said they have ever scanned a QR code, the lowest amongst all countries we surveyed
  + Only 41% of respondents in Japan agreed or strongly agreed that QR codes make life easier in a touchless world, the lowest amongst all countries we surveyed)
  + 78% of respondents in Japan said they feel secure using a QR code for financial transactions, the lowest amongst all countries surveyed)

France:

* 14% of French respondents said they had scanned a QR code in the past day, up from 10% six months ago
* 14% of French respondents said they had scanned a QR code at a financial location or for a financial reason (bank, credit card statement, ATM), up from 7% six months ago
* 42% of French respondents said they had used a QR code to make a payment or complete a financial transaction, up from 35% six months ago

Germany:

* 17% of German respondents said they had scanned a QR code in the past day, up from 6% since the last survey six month ago
* 51% of German respondents claimed they can distinguish a malicious QR code.
* However, 36% of German respondents also said they have scanned a QR code that did something they didn’t expect it to, or it took them to a suspicious website.