



## 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.