

# QR Code Sentiment – Key Data Points



MobileIron surveyed over 2100 consumers in the US and UK between September 1-3, 2020.

## QR code sentiment:

- 40% of respondents have scanned a QR code in the past week; 67% have scanned a QR code in the past month; and 86% have scanned a QR code in the past year.
- Nearly half of respondents (47%) have noticed an increase in QR codes since the pandemic began.
- Nearly two-thirds of respondents (64%) believe that QR codes make life easier in a touchless world (and only 7% of respondents disagree with that statement).
- Over half (53%) of respondents want to see QR codes used more broadly in the future; only 10% of respondents do not want to see QR codes used more broadly.

## QR code usage:

### Security:

- Over half (51%) of respondents have concerns about using QR codes but use them anyway; while a third (34%) of respondents have no concerns; and only 15% are concerned enough not to use QR codes at all.
- 67% of respondents believe they can distinguish a malicious URL, however only 29% believe they can distinguish a malicious QR code.
- 71% of respondents admit they cannot distinguish a malicious QR code.
- Two-thirds (67%) of respondents know that QR codes can open a URL and just over half (54%) know that a QR code can download an application; however fewer than one-third (31%) know that a QR code can make a payment, cause a user to follow someone on social media (27%), or start a phone call (20%).
- 17% of respondents admit scanning a QR code that did something they didn't expect it to do (like go to a suspicious website), and 16% of respondents weren't sure if a QR code did what it was intended to do.
- Respondents feel most secure using QR codes at retail (45%) and restaurants/bars (43%); they are least comfortable scanning QR codes at the gym (19%), or while traveling (21%).
- The main concerns around using QR codes are privacy concerns (64%), financial concerns (56%), or device harm (51%).
- 61% of respondents believe that hackers can target them using a QR code, but nearly 40% are unsure or don't believe that they can be hacked using a QR code.
- Nearly half of respondents (49%) have security software installed on their mobile device; while nearly a third (31%) don't have security software; and another 20% aren't sure if they do.

### Payments:

- Fewer than one-third (31%) of respondents know that a QR code can make a payment
- Only 28% of total respondents have used a QR code to make a payment; but 43% of respondents believe they will do so in the near future.

### Voting:

- 52% of respondents believe that voting would be more secure if unique QR codes were utilized.
- 40% of respondents would vote in-person using a QR code for identification, and 40% would also vote using a QR code for a mail-in ballot.

### iPhone user-specific data:

- Fewer than a third (31%) of Apple iPhone users have used a QR code as payment, but nearly half (48%) think they will use a QR code to make a payment in the near future.
- Over two-thirds (68%) of iPhone users believe QR codes make life easier in a touchless world.
- More than half (55%) of iPhone users have concerns about using QR codes but use them anyway.
- 58% of iPhone users believe a hacker can target them using a QR code, while another 38% of iPhone users aren't sure if they can be targeted, and 4% who believe they can't be hacked with a QR code.
- Only 41% of iPhone users have security software installed on their devices, lower than the average across all device users (49%).