

# QR Code Sentiment – Key Data Points



MobileIron surveyed over 4,408 consumers across the U.S., U.K., Germany, Netherlands and France and Spain in September 2020

## QR code sentiment:

- 46% of respondents have scanned a QR code in the past week; 72% have scanned a QR code in the past month; and 86% have scanned a QR code in the past year.
- Over half of respondents (54%) have noticed an increase in QR codes since the pandemic began.
- Two-thirds of respondents (67%) believe that QR codes make life easier in a touchless world (and only 8% of respondents disagree with that statement).
- Over half (58%) of respondents want to see QR codes used more broadly in the future; only 11% of respondents do not want to see QR codes used more broadly.

## QR code usage:

### Security:

- Almost half (48%) of respondents have concerns about using QR codes but use them anyway; while a third (34%) of respondents have no concerns; and only 18% are concerned enough not to use QR codes at all.
- 69% of respondents believe they can distinguish a malicious URL, however only 37% believe they can distinguish a malicious QR code.
- 63% of respondents admit they cannot distinguish a malicious QR code.
- Almost two-thirds (61%) of respondents know that QR codes can open a URL and almost half (49%) 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 (22%), or start a phone call (21%).
- 25% 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 restaurants/bars (46%) and retailers (38%); they are least comfortable scanning QR codes at the gym (18%).

- The main concerns around using QR codes are privacy concerns (58%), financial concerns (51%), or device harm (42%).
- 60% of respondents believe that hackers can target them using a QR code, but 40% are unsure or don't believe that they can be hacked using a QR code.
- Slightly over half of respondents (53%) have security software installed on their mobile device; while nearly a third (30%) don't have security software; and another 17% aren't sure if they do.

### Payments:

- Fewer than one-third (31%) of respondents know that a QR code can make a payment
- Only 35% of total respondents have used a QR code to make a payment; but 53% of respondents believe they will do so in the near future.

### Voting:

- Fewer than one-third (31%) of respondents know that a QR code can make a payment
- Only 35% of total respondents have used a QR code to make a payment; but 53% of respondents believe they will do so in the near future.