



QR Codes: The Data Speaks

SECTION 2: DEMOGRAPHICS OF THOSE SCANNING QR CODES

Who's scanning these codes? The demographic splits are vary somewhat from company to company, but overall, they are fairly consistent. The biggest difference is in gender.

For example, according to the February 2011 consumer survey of smartphone users conducted by MGH, QR code users . . .

- Are fairly even between men and women—49% women and 51% men.
- Are predominantly between 35-54 years old (48%)
- Have university+ educations (63%)
- Have household incomes \$50,000 or more (71%)

According to Mobio, however, QR code users are . . .

- Overwhelmingly female (68%).
- Are fairly evenly split between 25-34 years old, 35-44 years old, and 45-55 years old.

According to ScanLife, 1d and 2d barcode scanners . . .

- Primarily male (57%)
- Are primarily 25-44 years old (with the splits of 25-43 years old and 35-44 years old nearly identical at 31% and 32%, respectively)

Both Mobio and ScanLife data differs from the MGH data in that it is not from a consumer survey but is raw data from these companies' servers. It is also global data, and while the U.S. has by far the largest number of mobile barcode scans, it will be impacted by the data from around the world.

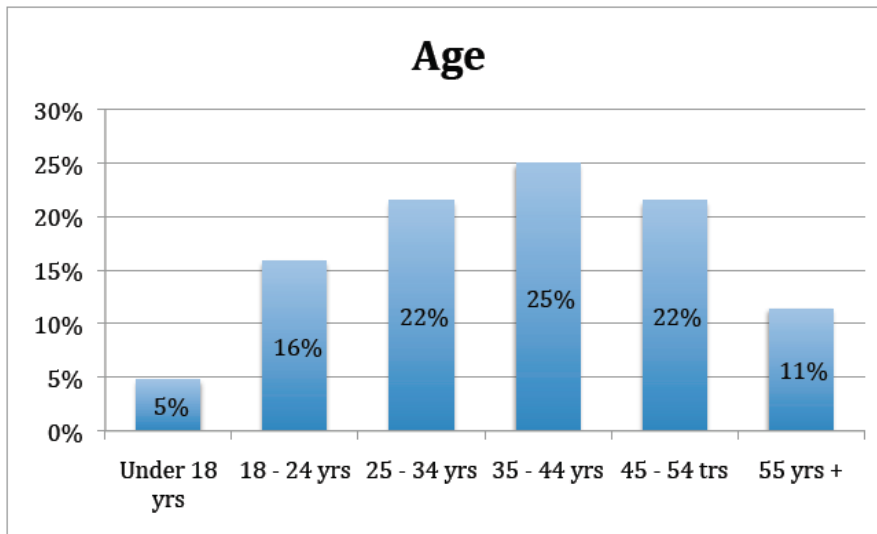
Age demographics

The demographic data for barcode scanners, whether 1d or 2d, are the most consistent when it comes to age.

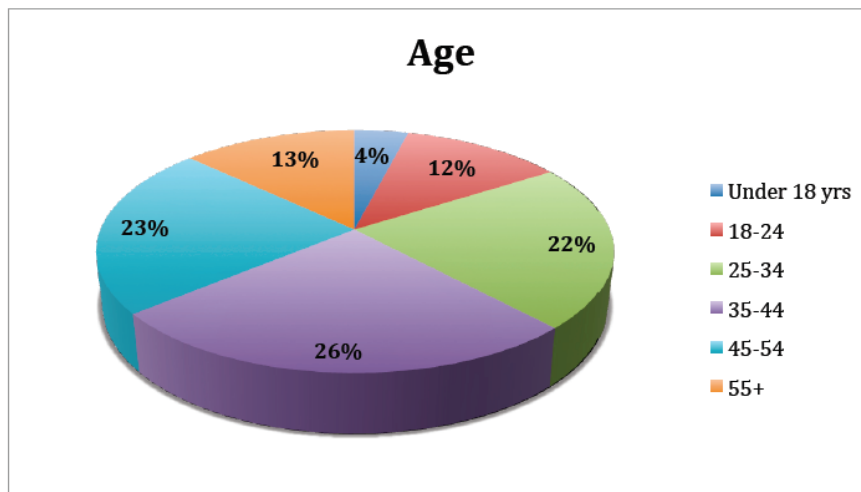
In Mobio's 2H 2010 data, QR code usage was highest in the 35-54-age bracket — 47%. But while usage was highest here, steady adoption is being seen among all age groups from 18 years old to 55+.



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Source: Mobio: "The Naked Facts: QR Barcode Scanning in 2H-2010"



Source: Mobio: "The Naked Facts: Whiplash Edition" Q1 2011

When comparing Mobio's 2H 2010 and Q1 2011 data, we see some changes but not significantly. In light of other companies' demographic data, what jumps out is the rise among 55+ consumers. It is up from 11% of the total to 13%.

The growth in the use of mobile barcode scanning among 55+ consumers seems to be a consistent trend regardless of which company provides the data or whether the scans are 1d or 2d.