

# The Naked Facts: Whiplash Edition

## QR Barcode Scanning in Q1-2011

Smart. Simple. Secure



Mobio Identity Systems, Inc.  
[www.getmobio.com](http://www.getmobio.com)

## INTRODUCTION

The Naked Facts are back for Q1 2011. And we should warn you - hold on tight or you might get whiplash! The Year over Year results from Q1 2011 versus Q1 2010 (and 2H 2010) will keep you on the edge of your seat. QR barcode usage is showing up everywhere from social media, to print advertisements, to the physical world and even on TV. Consumers have been exposed to the magic of QR barcodes and are now using their Smartphones to collect information and make payments at a record pace. **QR scanning traffic has increased a dramatic 4549% since Q1 2010.** And this is just the start.

Here is what industry players are saying about the QR explosion:

*"Mobio's innovative [QR] approach to interactive marketing and advertising gives Shaw Media an added edge in our highly competitive sales environment," said Errol Da-Ré, Senior Vice President Sales, Shaw Media. "Together with Mobio, we will be able to deliver a uniquely personalized and valuable broadcast experience to all of our customers and clients [using QR]."*

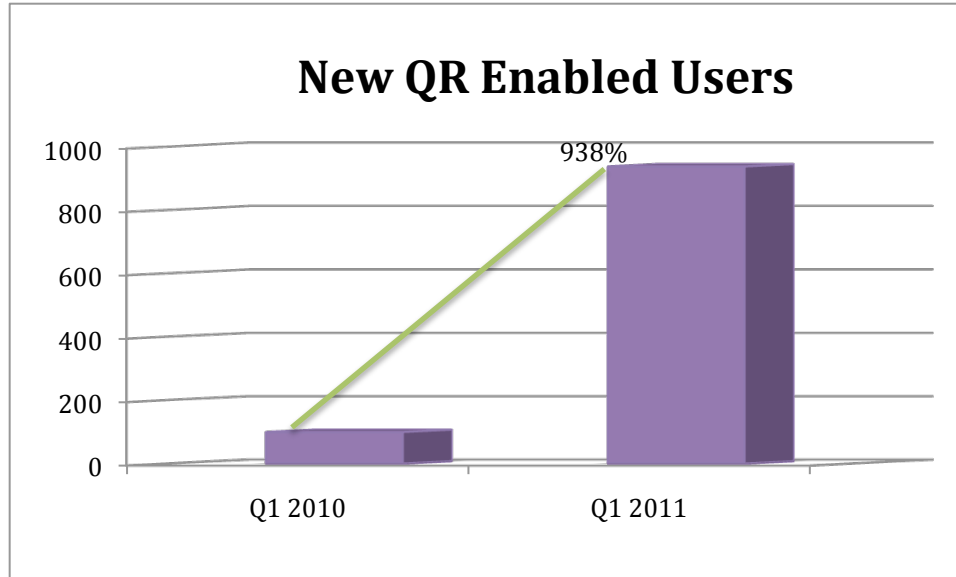
*"It was very successful and you will see QR codes continue to be integrated into our upcoming campaigns."*

*- Jennifer Crawford, VP of Corporate Communications, Calvin Klein, New York*

*"We intend to continue to help our business customers create measurable and fully managed brand experiences with mobile barcodes to better interact with their consumers – a trend we anticipate will grow this year."*

*- Chris Hill, VP of Advance Mobility Enterprise Solutions, AT&T Business Solutions*

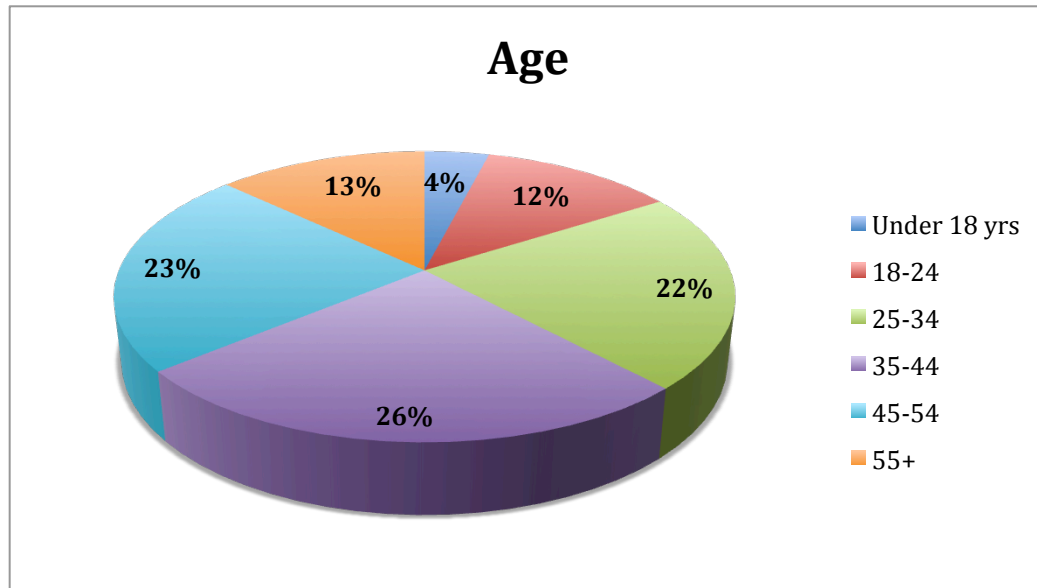
Mobio Identity Systems, Inc. has compiled this report in order to discuss and share the latest information collected on consumer trends related to QR code scanning in North America. These are still the naked facts. All data was collected directly from our servers and acts as a comparison between Q1 2010 and Q1 2011. We have not used any third party data. We do however believe this data is highly representative of the North American QR market as a whole. The results have a statistical significance of +/- 1%, 19 times out of 20 versus the overall market. The report includes mainly raw facts – only limited commentary is provided. Your own conclusions can be drawn; we do, however, believe the data speaks volumes for itself.

**FINDING #1: NEW QR SCANNING ENABLED USERS INCREASED BY 938%****New QR Enabled Users*****Key Takeaways:***

- Consumers who added QR scanning capabilities during Q1 2011 has increased almost 10 fold versus new users added in Q1 2010.
- Exposure and familiarity with QR barcodes (driven by big brand advertising) is the leading cause in user registration.

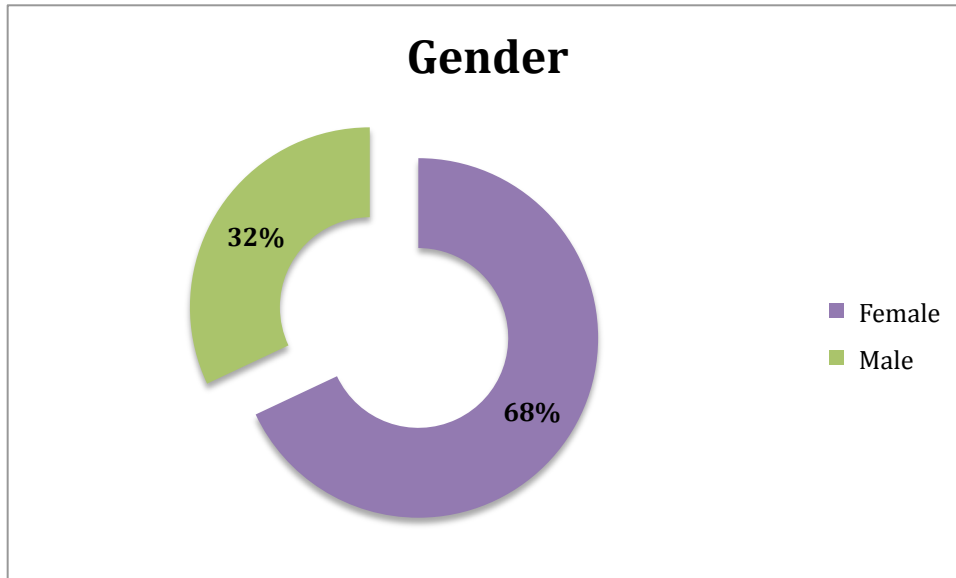
## FINDING #2: 35-44 YEAR OLD CONSUMERS CONTINUE TO LEAD IN QR CODE SCANNING

### User Demographics – Age



#### *Key Takeaways:*

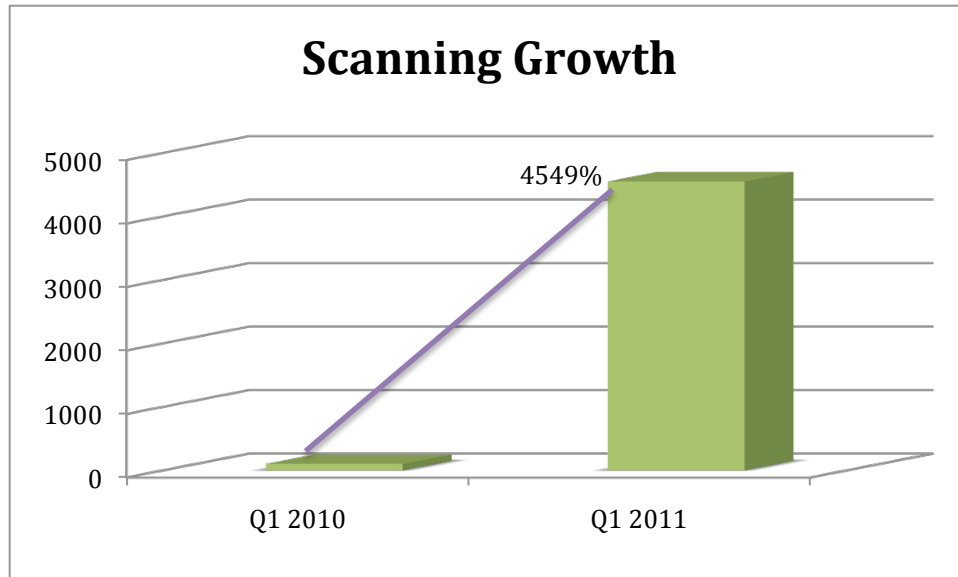
- The 35-44 years of age bracket continues to dominate QR scanning (26%).
- The 55+ age bracket is showing significant growth at 13% versus 11% in December 2010.

**FINDING #3: FEMALES CONTINUE TO DOMINATE QR CODE SCANNING****User Demographics – Gender*****Key Takeaways:***

- Females continue to dominate QR code scanning (68%), and have increased their dominance since 2H 2010 by 5%.
- Women are still showing a higher interest in the ease of collecting information on products and services, entering contests, and making purchases using their Smartphone.

**FINDING #4: THE GROWTH OF QR BARCODE SCANNING SKY ROCKETED BY  
~4500% IN THE FIRST QUARTER OF 2011**

**QR Scanning Growth (Q1 2010 vs Q1 2011)**

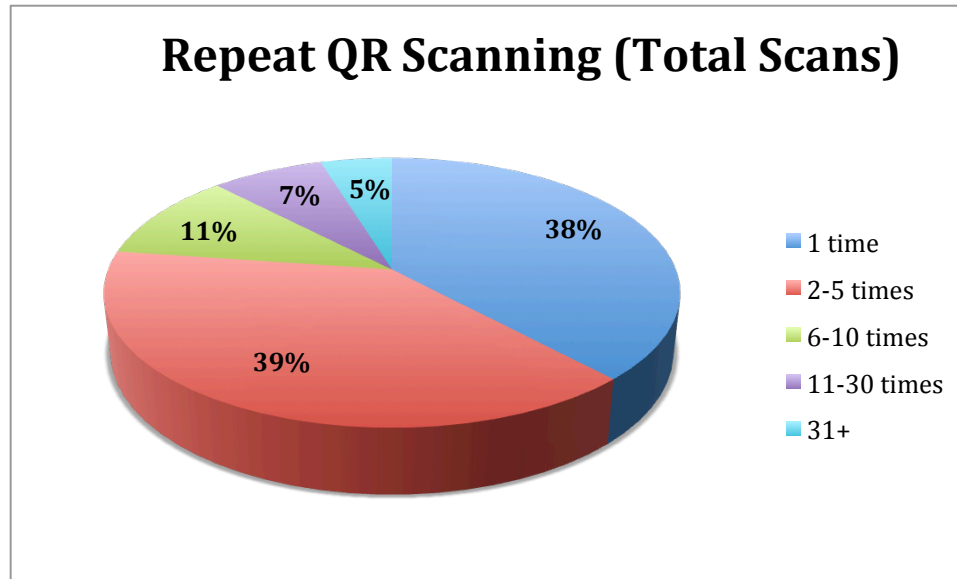


**Key Takeaways:**

- QR barcode scanning grew a remarkable 4549% within one year.
- The boost in QR campaigns (TV, web, print & the physical world) have been steady drivers for the increased knowledge and scanning of QR barcodes.

**FINDING #5: THE NUMBER OF USERS WHO HAVE SCANNED 6+ BARCODES HAS DOUBLED QUARTER OVER QUARTER**

**Repeat Scanning Stats (Q1 2011):**

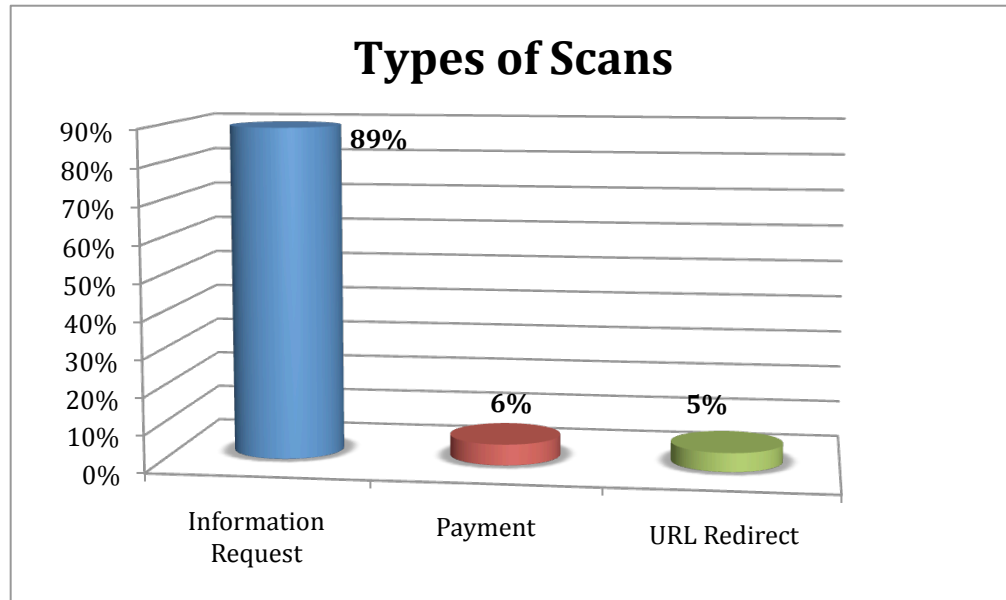


**Key Takeaways:**

- 62% of QR code scanners have scanned more than 1 barcode (in the first 3 months of 2011).
- The number of users scanning more than 5 barcodes has doubled within the first 3 months of 2011 (22% vs 10%).

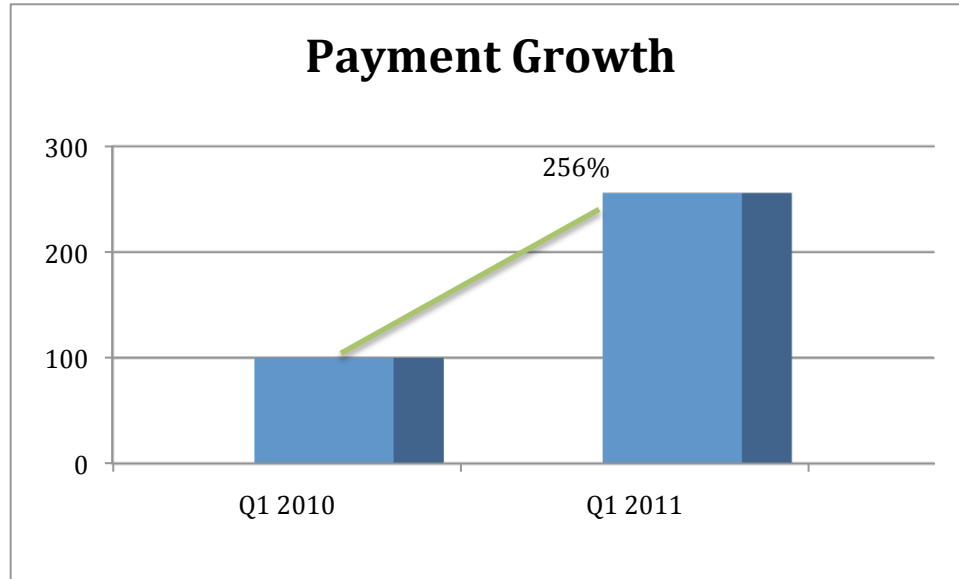
## FINDING #6: 89% OF QR BARCODE SCANNING DELIVERS A REQUEST FOR INFORMATION

### Types of Scans:



### *Key Takeaways:*

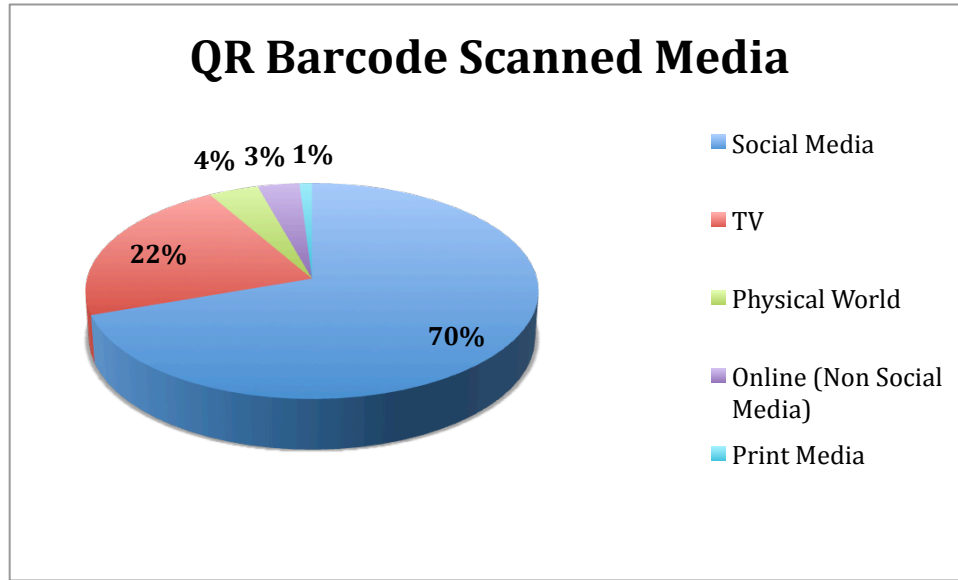
- QR scanning to receive information on a product or service is still the most popular type of scan.
- Although payment scans only represent 6%, they are increasing at a steady pace (see next finding).

**FINDING #7: MOBILE PAYMENTS GREW BY 256% IN Q1 2011****Mobile Payment Growth:*****Key Takeaways:***

- Mobile Payments grew 256% from Q1 2010 to Q1 2011.
- Due to growing experience with information request barcodes, users are becoming comfortable enough to venture into payments.

## FINDING #8: SOCIAL MEDIA AND TV DOMINATE QR CODE SCANNED MEDIA

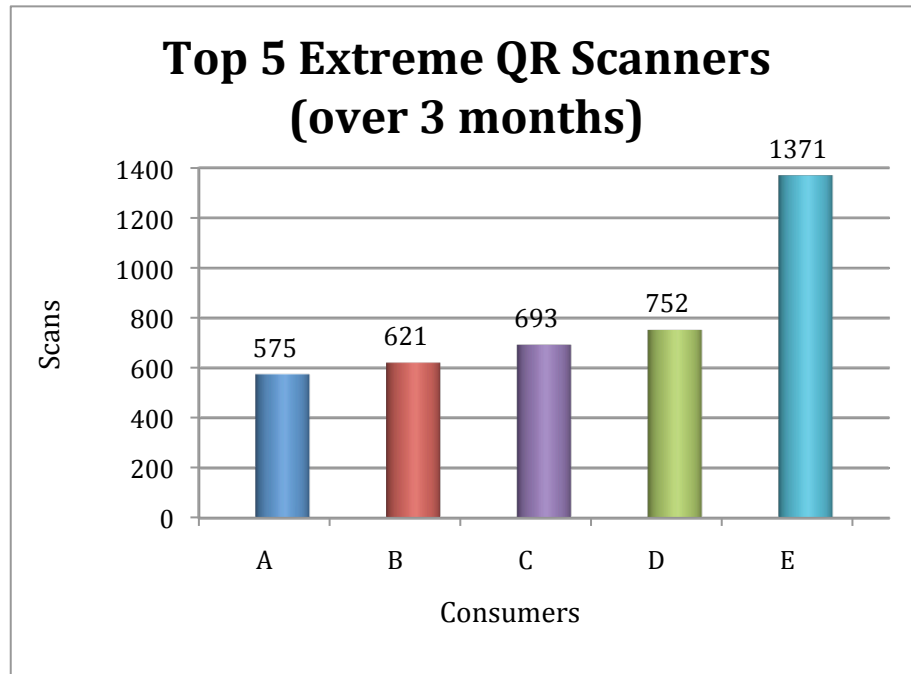
### Scanned Media:



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### *Key Takeaways:*

- The majority of QR scanning continues to occur digitally – online (including social media) and TV at 95%.
- Online scanning is still heavily dominated by social media – Facebook and Twitter
- TV is becoming increasingly popular with an increase of 46% from 2H 2010.

**FINDING #9: SOME CONSUMERS ARE RAMPANT (ALMOST CRAZY!) QR BARCODE SCANNERS****Extreme Scanners:*****Key Takeaways:***

- A selection of users took scanning to the extremes and scanned hundreds of times more than the average scanner.
- Contests, allowing one ballot per scan, appear to be the driving reason behind 'extreme scanning'.

## FINDING #10: THE IPHONE IS THE MOST POPULAR QR SCANNING DEVICE

### Most Popular Scanning Devices:

1. iPhone
2. iPod Touch
3. Droid
4. GT-1900
5. Samsung – SGH
6. PC 3610
7. X10
8. iPad
9. Blackberry Bold 9700

## FINDING #11: THE UNITED STATES IS THE HOME OF THE MOST QR BARCODE SCANS

### Top 3 Scanning Countries:

*1. United States*



*2. Canada*



*3. Australia*



### CONCLUSION

This data continues to be the naked facts. It is up to each reader to draw his/her own conclusions and predictions for the future of QR codes in the North American marketplace.

Interested in knowing more?

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