

Who exactly is scanning QR Codes, anyway?

Written by [Kristen Read](#) Thursday, August 18, 2011

In June, 14 million Americans (or 6.2 percent of the total mobile audience) scanned a QR code on their mobile device, according to [ComScore](#). The company measures analytics of the digital world. "QR codes demonstrate just one of the ways in which mobile marketing can effectively be integrated into existing media and marketing campaigns to help reach desired consumer segments," said Mark Donovan, ComScore senior VP of mobile. "For marketers, understanding which consumer segments scan QR codes, the source and location of these scans, and the resulting information delivered, is crucial in developing and deploying campaigns that successfully utilize QR codes to further brand engagement."



Here are some of the report's key findings:

- users are most likely to scan codes found in newspapers/magazines or product packaging
- QR Code users are most likely to scan while at home or at the store
- A QR Code user is most likely to:
 - be male, representing 60.5 percent of the code scanning audience
 - be between the ages of 25-34
 - have a household income of over \$100k

Check out the rest of the data below:

Demographic Profile QR Code* Scanning Audience June 2011 Total Mobile Audience U.S. Age 13+ Source: comScore MobiLens			
	QR Code Audience (000)	% of QR Code Audience	Index**
Total Audience: 13+ yrs old	14,452	100.0%	100
Gender:			
Male	8,743	60.5%	125
Female	5,709	39.5%	76
Age:			
Age: 13-17	1,076	7.4%	108
Age: 18-24	2,402	16.6%	136
Age: 25-34	5,317	36.8%	211
Age: 35-44	2,827	19.6%	117
Age: 45-54	1,798	12.4%	68
Age: 55-64	594	4.1%	28
Age: 65+	437	3.0%	22
Income:			
Income: <\$25k	1,193	8.3%	54
Income: \$25k to <\$50k	2,597	18.0%	79
Income: \$50k to <\$75k	2,756	19.1%	96
Income: \$75k to <\$100k	2,689	18.6%	125
Income: \$100k+	5,217	36.1%	13

Source of Scanned QR Code* June 2011 Total Mobile Audience U.S. Age 13+ Source: comScore MobiLens		
	QR Code Audience (000)	% of QR Code Audience**
Total Audience: Scanned QR code with mobile phone	14,452	100.0%
Printed magazine or newspaper	7,138	49.4%
Product packaging	5,101	35.3%
Website on PC	3,957	27.4%
Poster or flyer or kiosk	3,393	23.5%
Business card or brochure	1,940	13.4%
Storefront	1,850	12.8%
TV	1,693	11.7%