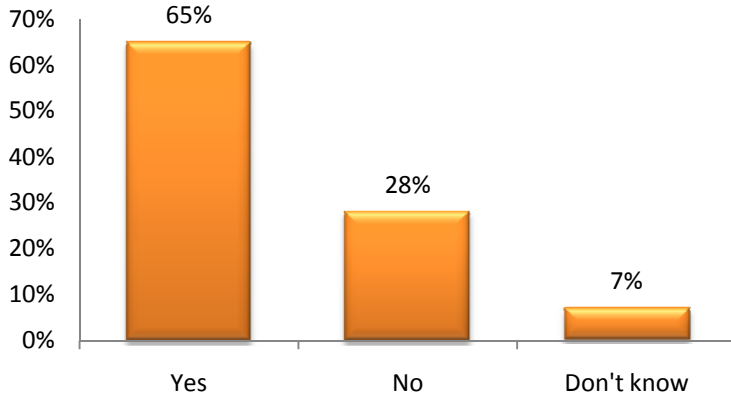




MGH's QR Code Usage and Interest Survey

February 2011

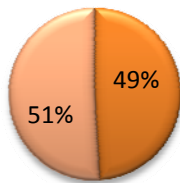
1. Have you seen a QR code?



A closer look at those who have seen a QR code:

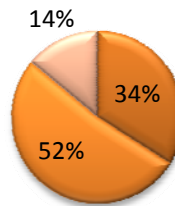
Gender

Men Women



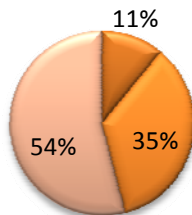
Age

18-34 35-54 55+



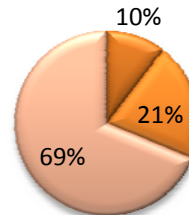
Education Level

<High School College/BA University+

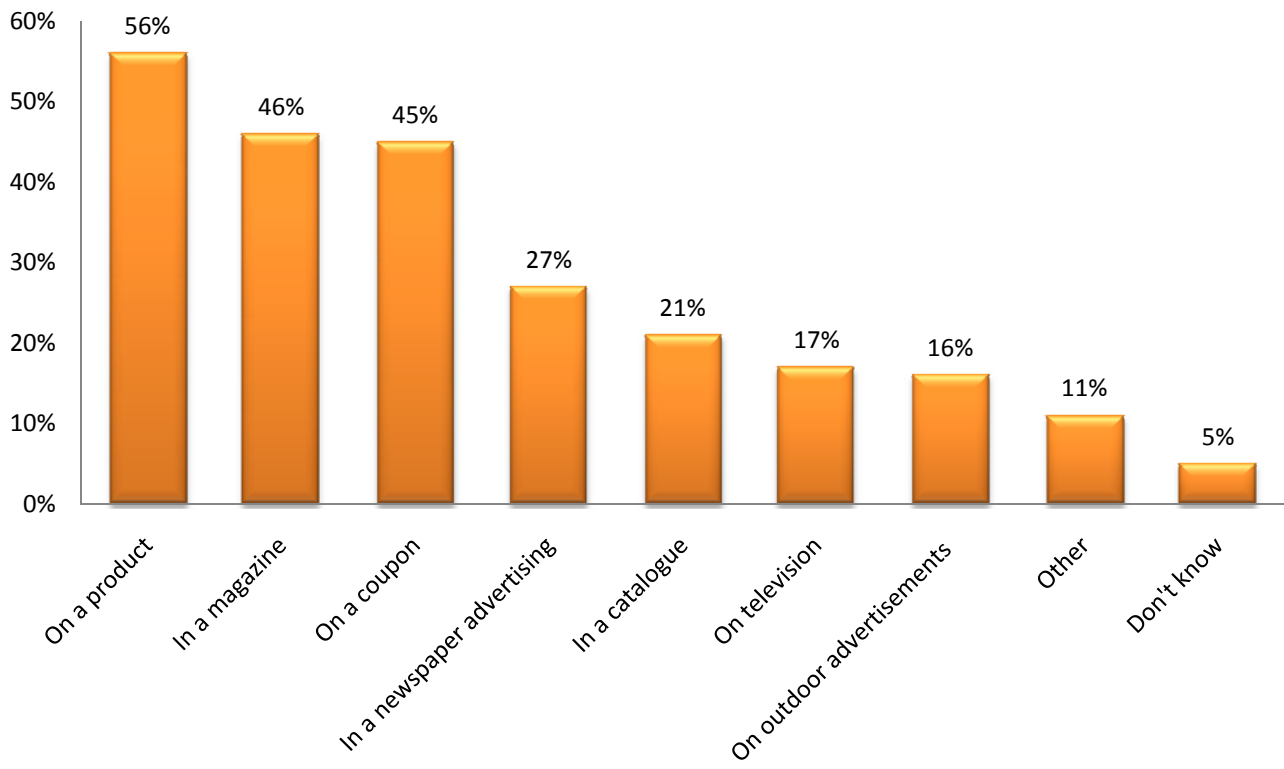


Household Income

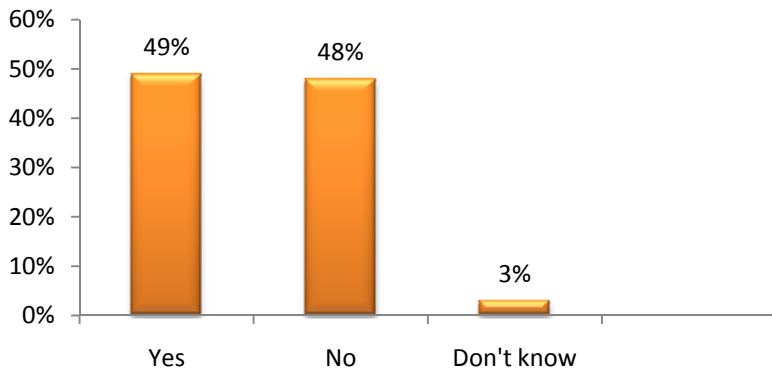
< \$25K \$25- <\$50K \$50K+



2. Where have you seen a QR code?



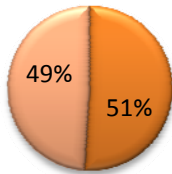
3. If you have seen a QR code, have you ever used one?



A closer look at those who have used a QR code:

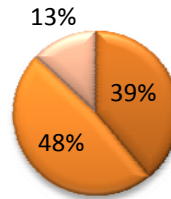
Gender

Men Women



Age

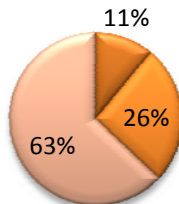
18-34 35-54 55+



Education Level

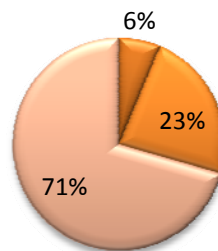
<=High School College/Associate

University+

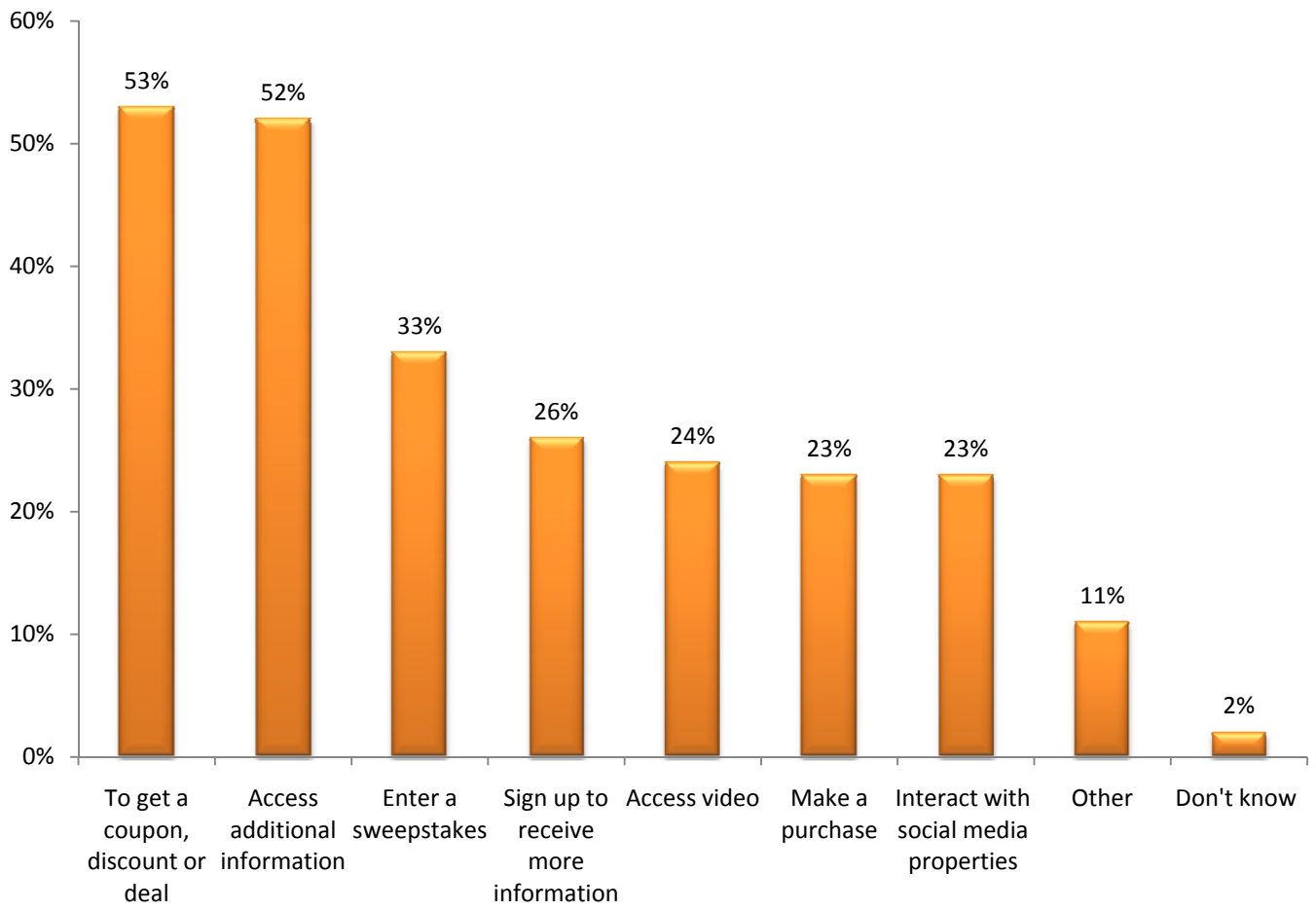


Household Income

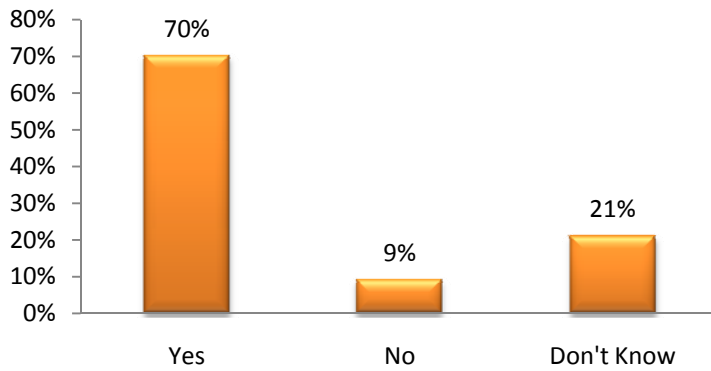
< \$25K \$25K- <\$50K \$50K+



4. What did you use a QR code for?



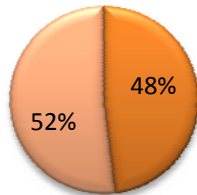
5. Would you be interested in using a QR code, either for the first time or again?



A closer look at those who would be interested in using a QR code:

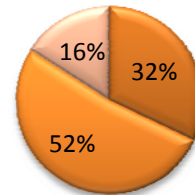
Gender

Men Women



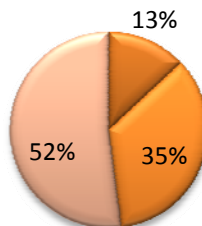
Age

18-34 35-54 55+



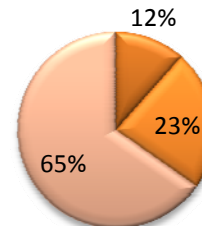
Education Level

<=High School College/Associate University +

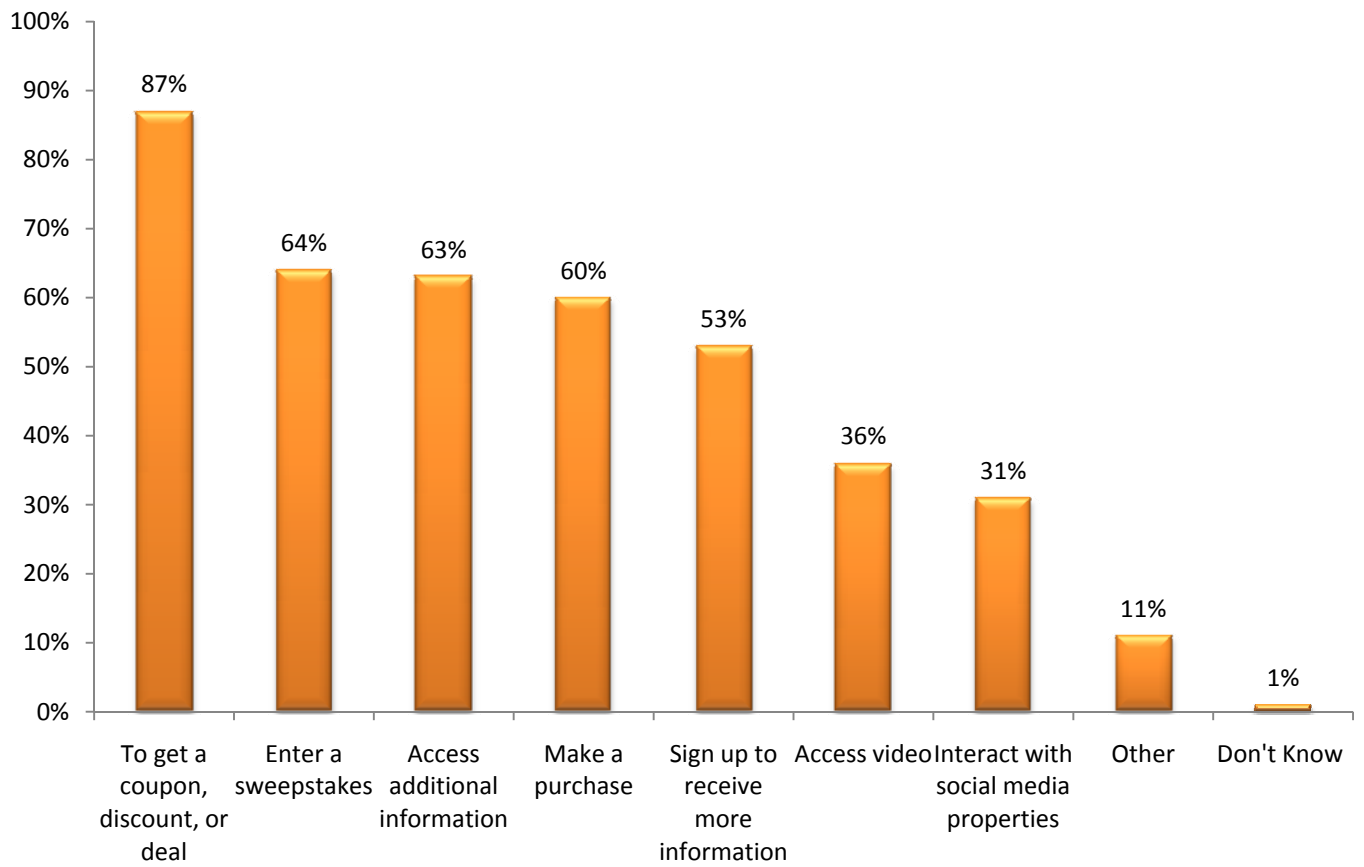


Household Income

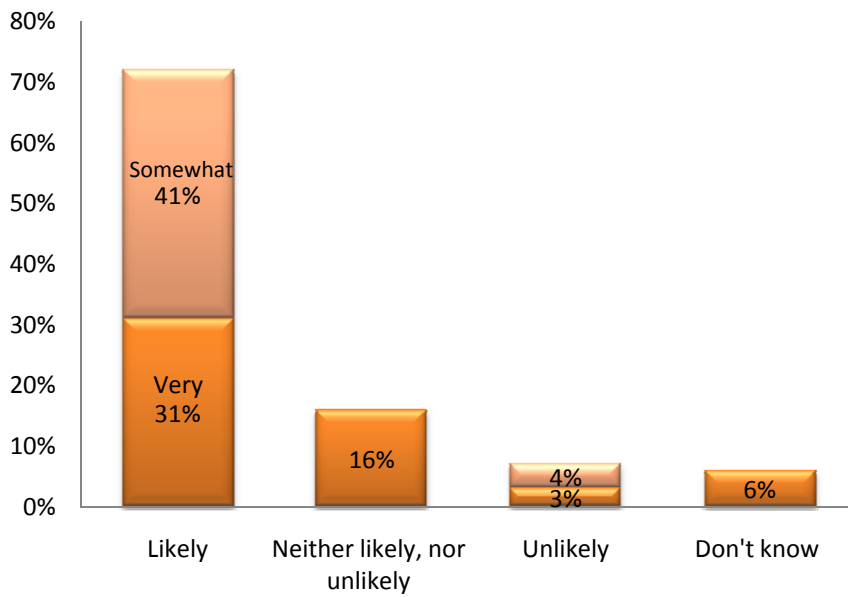
< \$25K \$25K- <\$50K \$50K+



6. Why would you be interested in using a QR code?

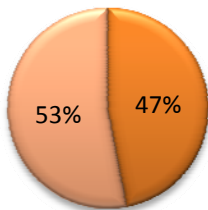


7. How likely would you be to remember an advertisement with a QR code?



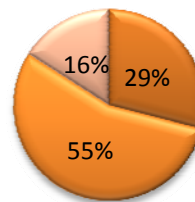
A closer look at those who would be likely to remember an ad with a QR code:

Gender



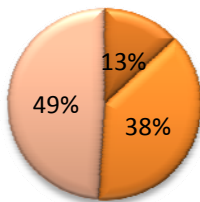
■ Male ■ Female

Age



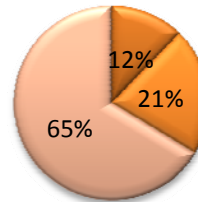
■ 18-34 ■ 35-54 ■ 55+

Education



■ <=High School ■ College/Associate ■ University+

Household Income



■ <\$25K ■ \$25K-\$50K ■ \$50K+

About the Survey

In February 2011, an online survey of 415 smartphone users was conducted on the Vision Critical Springboard America panel. The margin of error – which measures sampling variability – is +/- 4.8%. Discrepancies in or between totals are due to rounding.

About MGH

MGH is an integrated marketing and communications agency offering advertising, public relations, media planning/buying, creative design and production, interactive (design, development and marketing), market research, direct response, relationship marketing, social media and mobile marketing.

MGH maintains a diverse client base spanning multiple industries. Current clients include Marco's Pizza, Texas Instruments, Visit Baltimore, the National Aquarium, Baltimore International College, University of Maryland University College, Towson University, Nobel Learning Communities, Ocean City, Md., Department of Tourism, and Smyth Jewelers.

Based in Baltimore, MGH is one of Maryland's largest agencies, with more than \$65 million in annual billings. Visit <http://mghus.com> for more information on MGH and its services, or connect with MGH via: Facebook at <http://facebook.com/mghus> ; Twitter at <http://twitter.com/mghus> ; or YouTube at <http://youtube.com/mghtv> .