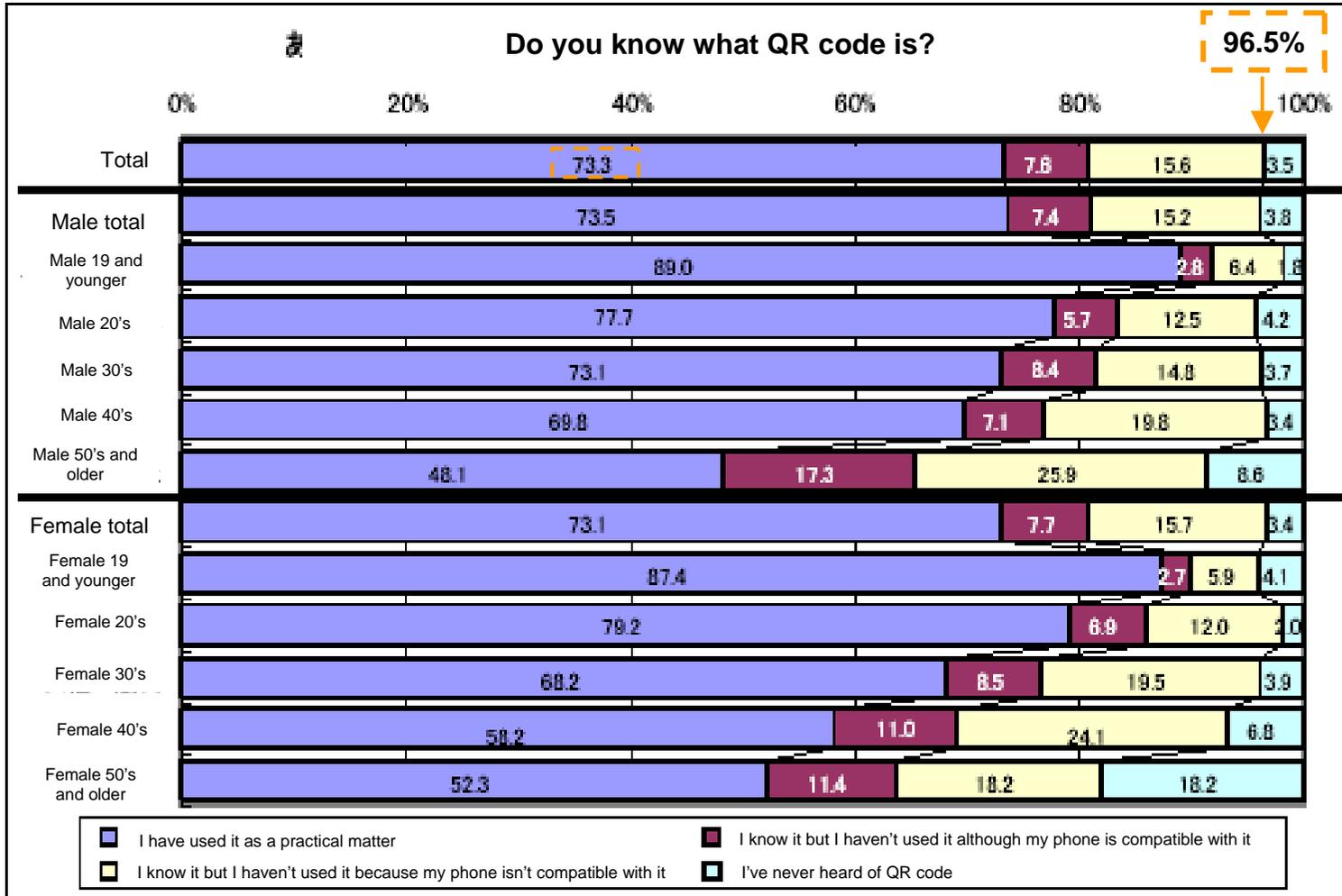


# Questionnaire about Barcode Reader Usage Trend

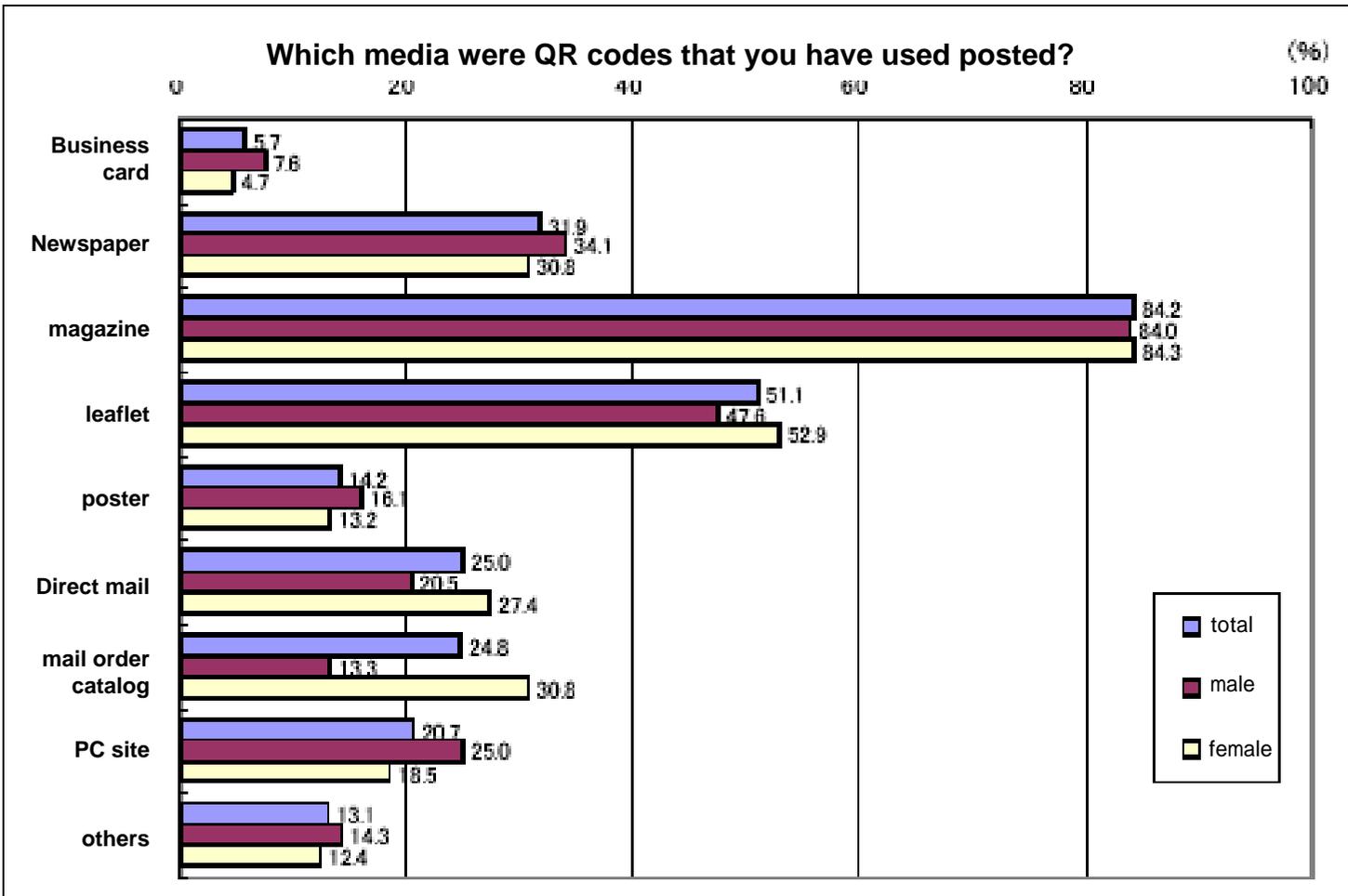
[ Respondents of 7,660 i-mode users, researched by INFO PLANT CO.,LTD. In Aug. 2005]

Perception rating for QR code is 96.5%. Proportion of respondents who have used QR code is 73.3% of the total. Nearly 90% of respondents at age 19 years and younger have used QR code before this survey.  
(Perception rating was 91.4% and usage experience was 53.8% in the survey conducted in Feb. 2005.)



[ 5613 Respondents who have used QR code out of 7660 I-mode users. researched by INFO PLANT CO.,LTD. In Aug. 2005]

“Magazines” won a great many responses and more than 80% of both genders use the QR code posted on magazines. By gender, while the number of males who answered “ PC sites” surpassed the one of females, the number of females who answered “catalogs of mail order” is larger than the one of males.



# Media for the use of QR code reader (by age brackets and gender)

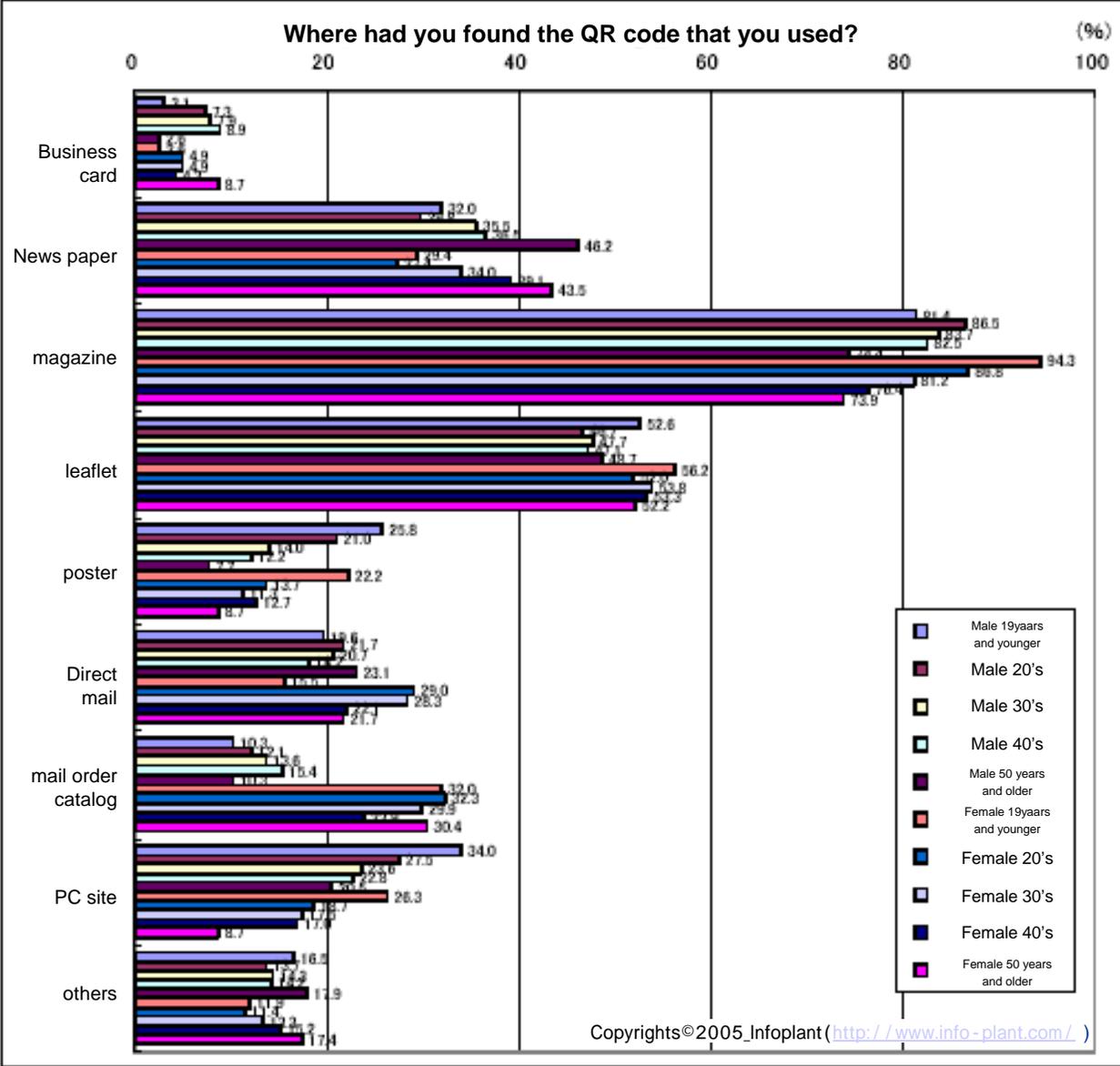
(survey result on "QR code" researched by INFO PLANT CO.,LTD. In Aug. 2005)



[ 5613 Respondents who have used QR code out of 7660 i-mode users. researched by INFO PLANT CO.,LTD. In Aug. 2005]

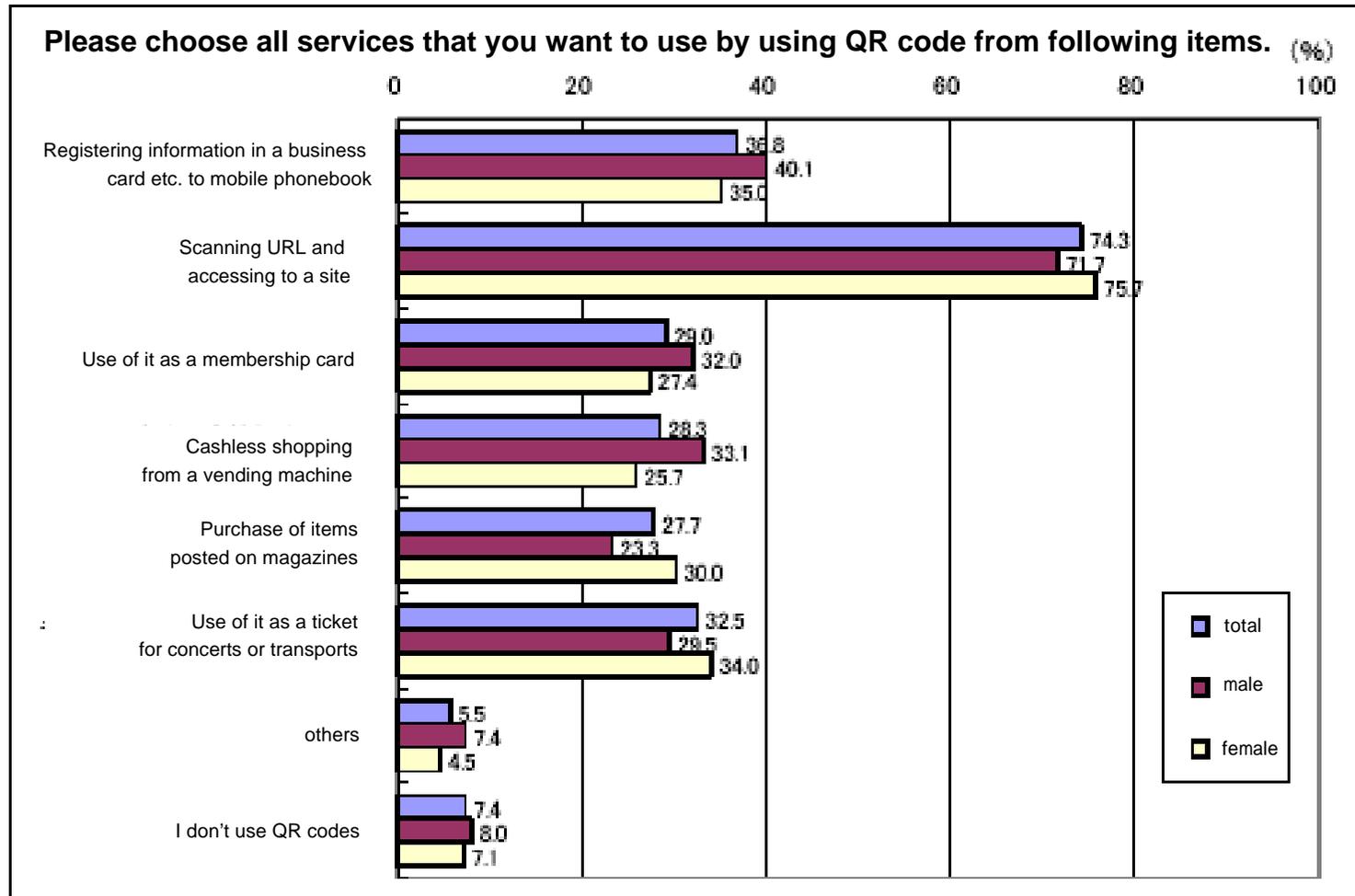
"Magazine" captured more than 80% in all age groups other than "male 50years and older", "female 40's" and "female 50 years and older".

"PC site" is used by younger groups in both genders



[ Respondents of 7,660 i-mode users, researched by INFO PLANT CO.,LTD. In Aug. 2005 ]

“Scanning URLs and accessing to sites” is the most popular answer in both genders. Meanwhile, respondents intend to use various services, such as “ use of QR code as a ticket or membership card, and for a mobile shopping.



# Usage Intention of QR code- based services (by age brackets and gender)

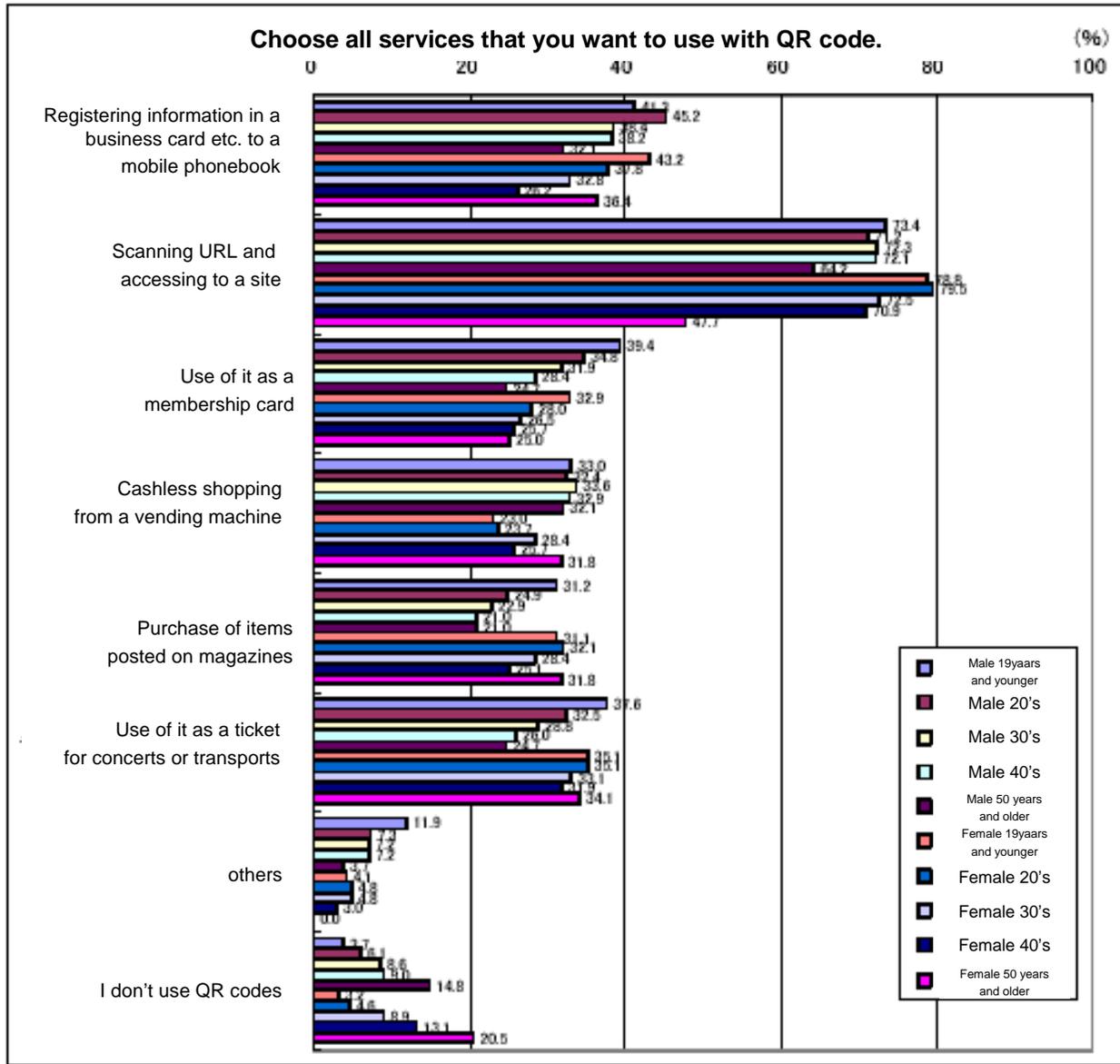
(survey result on "QR code" researched by INFO PLANT CO.,LTD. In Aug. 2005)



[ Respondents of 7,660 i-mode users,  
researched by INFO PLANT CO.,LTD. In Aug. 2005]

"Scanning URL and accessing to a site" captured more than 70% in all age groups other than "male 50 years and older" and "female 50 years and older".

Strong intention to use "Registering information in business cards etc. to a mobile phonebook" is appeared in the group of "male 20 years and younger" and female 19 years and younger".



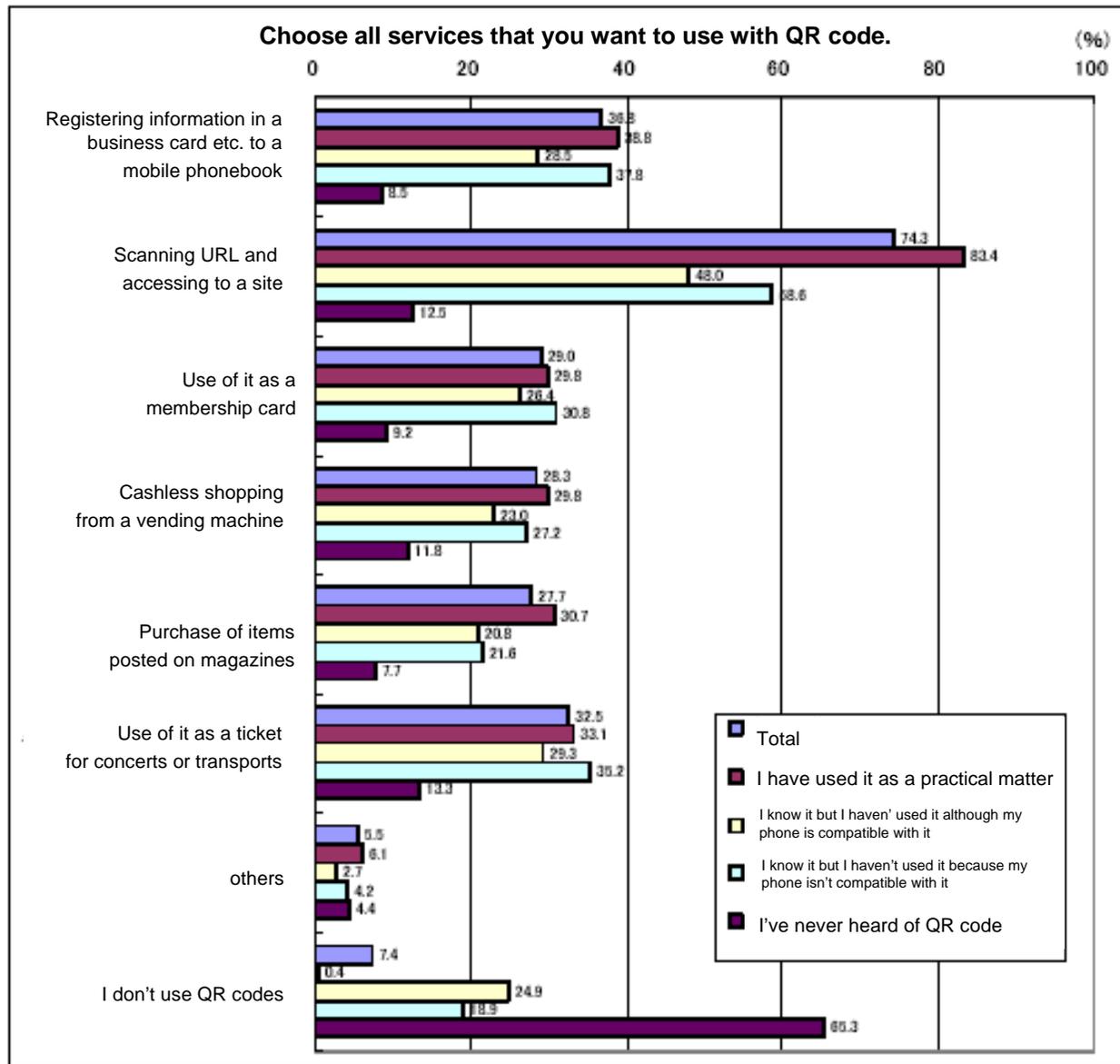
# Usage intention of QR code- based services( By situations that users who recognize QR code use it)

(survey result on "QR code" researched by INFO PLANT CO.,LTD. In Aug. 2005)



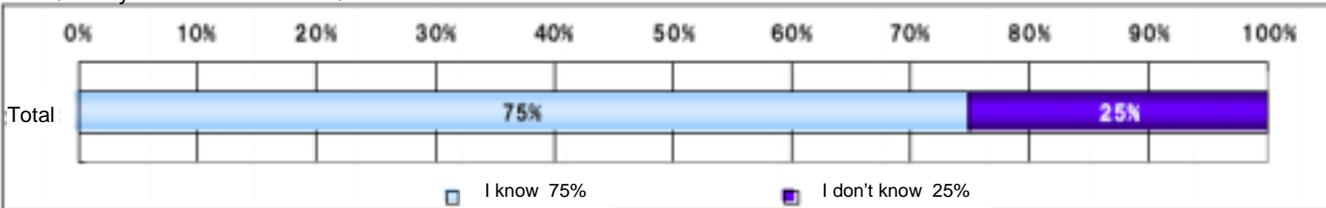
[ Respondents of 7,660 i-mode users, researched by INFO PLANT CO.,LTD. In Aug. 2005]

“Scanning URL and accessing to a site” was chose far more by respondents who recognize or use the QR code.  
Also, it was chosen by more than 80% of respondents in the group of “ I have used in a practical matter”.



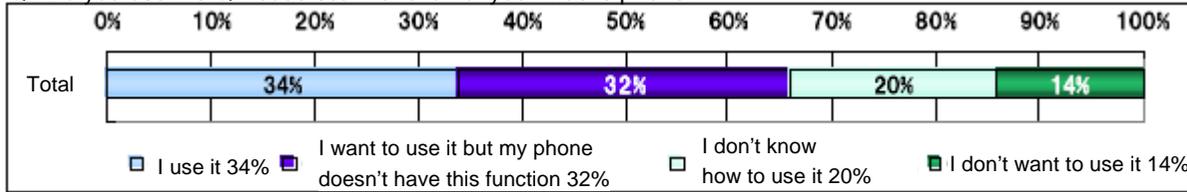
[ 5,552 registered users of official mobile sites (three carriers), researched by Nepro Japan Co.,Ltd. In Feb. 2005.]

Q1.Do you know what the QR code is?



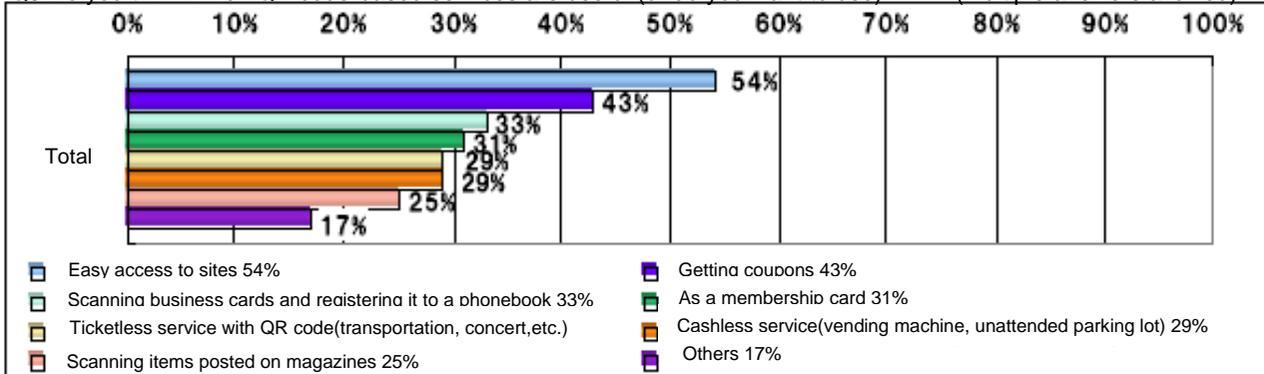
Perception rating of QR code is 75%.  
(The percentage of “I don't know it at all” was 71% in the similar survey in 2003.)

Q2.Do you use the QR code scan function of your mobile phone?



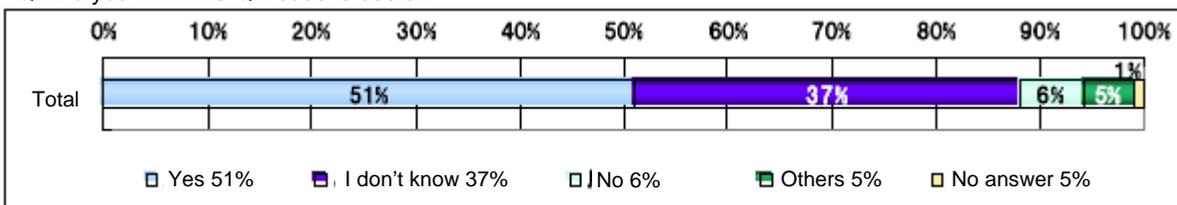
Together with 34% of “I use it” and 32% of “I want to use it but my phone doesn't have this function”, more than 60% of users indicate a willingness to use it.

Q3.Do you think which QR code-based services are useful (or do you want to use)? (multiple answers allowed)



54% of users said “Easy access to sites” and 43% of them said “Getting coupons” as an answer. This shows easy-to-image services, such as facilitation of search or easy access to the site, which users feel cumbersome catch the attention from them. The perception rating of new services is still low.

Q4.Do you think the QR code is useful?



As showed in the answer of “Yes 51%”, more than half of users think that the QR code is useful.

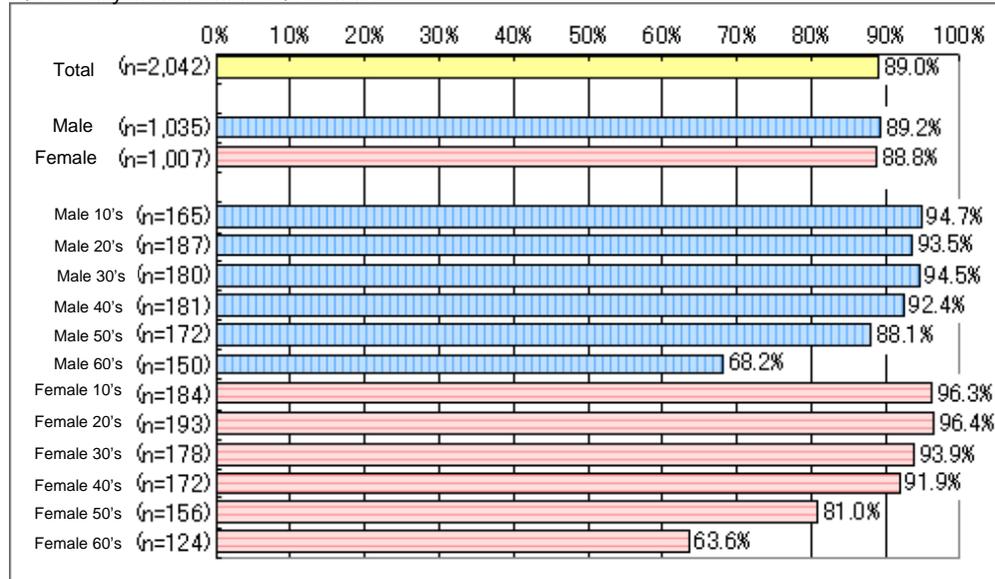
# Perception rating for the QR code / Media that lead users to recognize QR code

(The result of 14<sup>th</sup> survey of “users of contents/ services for mobile phones”, researched by Rakuten research in Jan. 2005.)



[ 2,053 mobile phone users (3 carriers), researched by Rakuten research in Jan. 2005.]

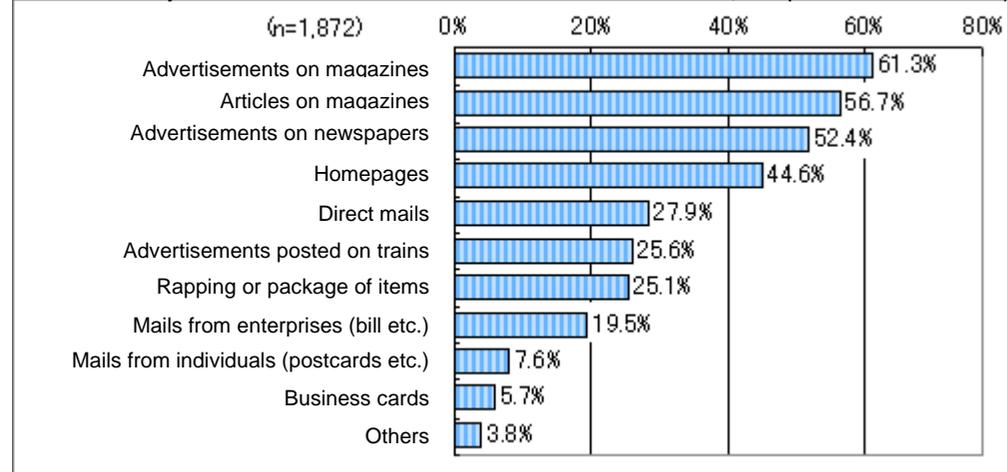
## Q1. Have you ever seen QR code?



Advertisements on magazines

## Q2. Where did you see QR code?

(Multiple answers allowed)



89% of mobile phone users recognize QR code.

There are no major difference between the genders or ages. Although the perception rating is somewhat low in the group of “60s”, 60-70% of them recognize the QR code.

Many users answered “in advertisements on newspapers” or “in homepages”, besides “in articles on magazines” as a location where they saw 2D barcode. In the meantime, the answer of “in mails or business cards from individuals” is still fewer. It is considered that most of users recognize the QR code as a promotion tool.

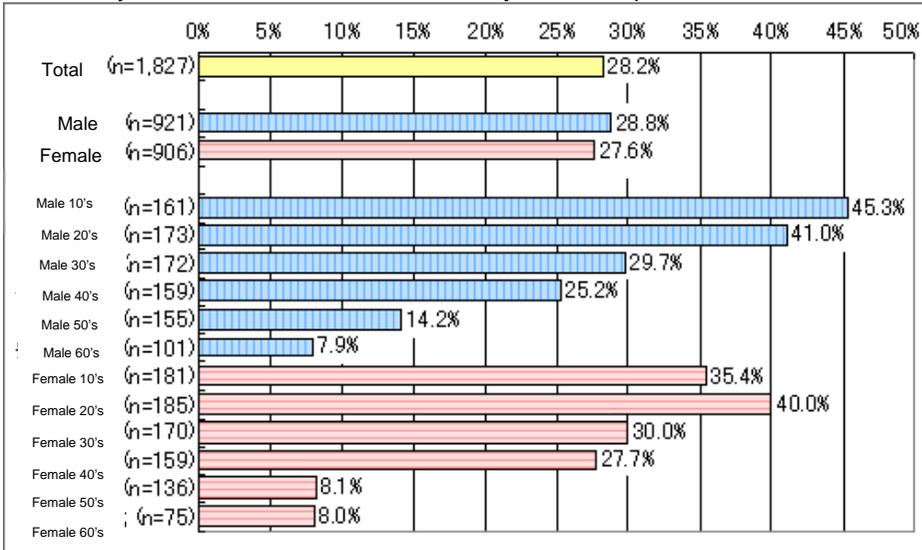
# Usage experience of the QR code reader

(The result of 14<sup>th</sup> survey of “ users of contents/ services for mobile phones”, researched by Rakuten research in Jan. 2005.)



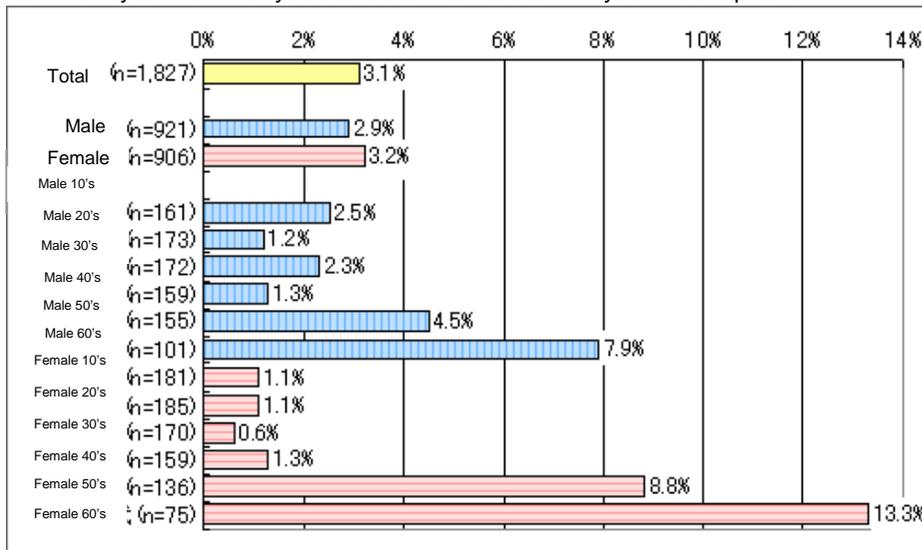
[ 2,053 mobile phone users (3 carriers), researched by Rakuten research in Jan. 2005.]

## Q3. Have you ever scanned the QR code with your mobile phone?



The percentage of users who have scanned QR code is about 30% of the total respondents. This result is lower than the perception rating. The gap between the genders is small but the one among age groups is wide, especially the rating stays at approximately 10% in the groups of 50's and older . This is attributed to the fact that many respondents use handsets that don't have the function of barcode scan because the frequency of handset replacement by older users is comparatively low.

## Q4. Didn't you know that you could scan QR codes with your mobile phone?



The percentage of respondents who didn't know the fact that they could scan QR code is 3% as a overall rating. Even the percentage of the group of “Female 60's”, which is the greatest numbers for this question stays at 13.3%, it is considered that the barcode scan of 2D barcode with mobile phones has already come to public attention.

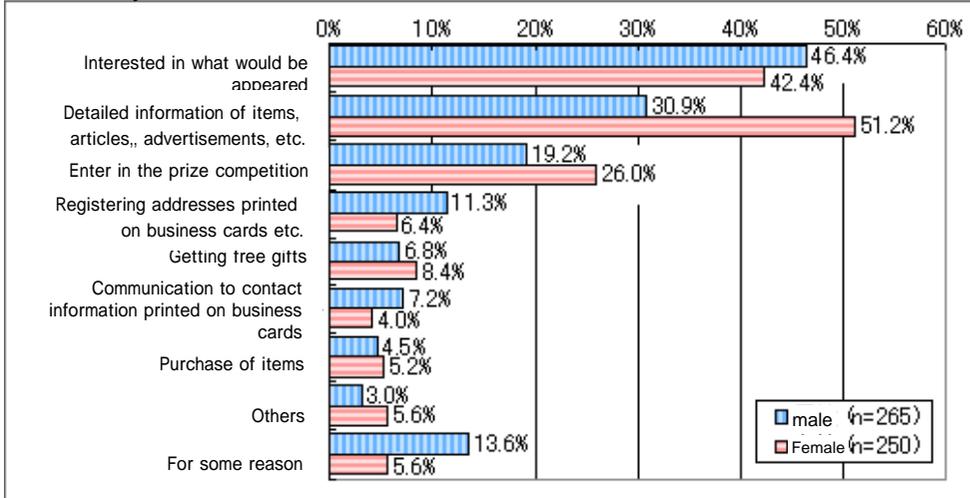
# Usage motive of the QR code reader/Usage intention of services

(The result of 14<sup>th</sup> survey of “ users of contents/ services for mobile phones”, researched by Rakuten research in Jan. 2005. )



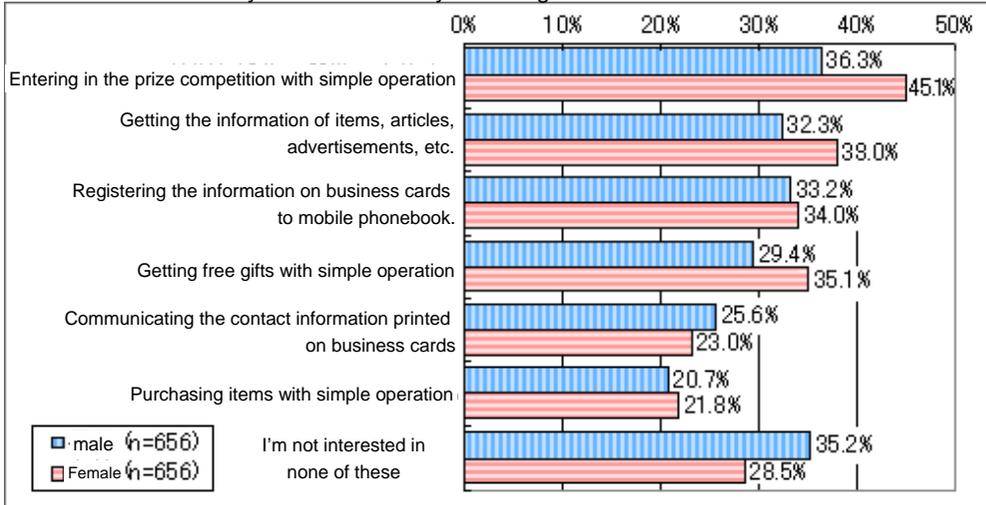
[2,053 mobile phone users (3 carriers), researched by Rakuten research in Jan. 2005.]

## Q5. What's your motive for the scan of QR code?



There are many answers “ Just out of interest” totally as the motive for the scan of 2D barcode. Also, there are many answers that indicate clear purposes, such as “ Getting the detailed information of items, articles, advertisements, etc.” or “Entering in the prize competition” by females mainly. It shows that the function of 2D barcode is getting users to come across by bits.

## Q6. Which services do you want to use by scanning QR code?



Even groups that haven't scanned 2D barcode or didn't know they could scan it strongly intend to use the service from now on. About 30 to 40% of respondents, intend to use the service, mainly “ Entering in the prize competition” or “Getting the information of items, articles, advertisements, etc.”. Also, usage intention by females surpassed the one by males. It shows females are active in using the function of 2D barcode scanning.

# Usage experience of QR code generating tools/ Usage intention

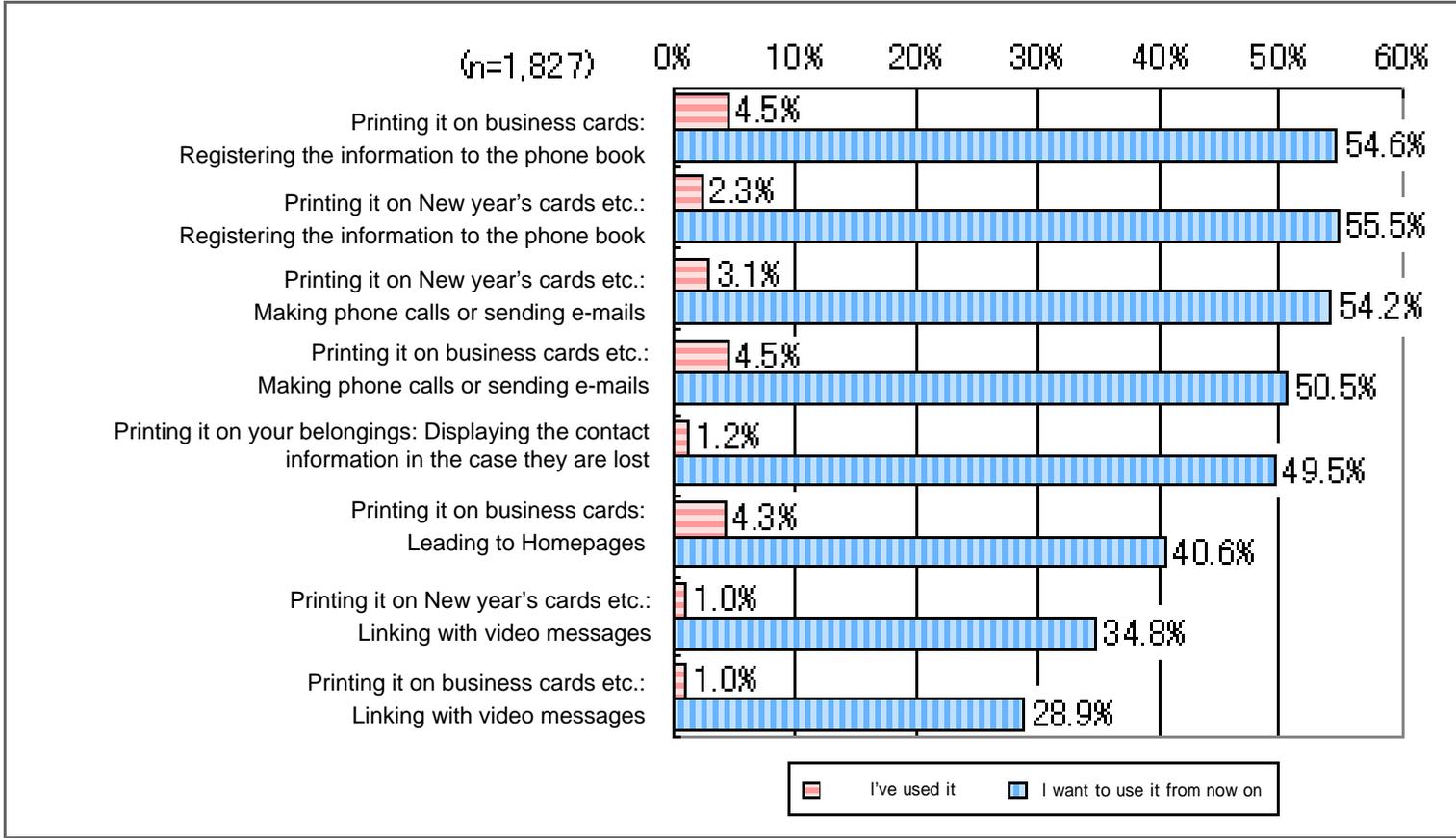
(The result of 14<sup>th</sup> survey of “ users of contents/ services for mobile phones”, researched by Rakuten research in Jan. 2005. )



[2,053 mobile phone users (3 carriers), researched by Rakuten research in Jan. 2005.]

Usage intention for the personal use is also very strong. Especially, many users support the purposes, such as “ Simple registering phone numbers or addresses to the phonebook by printing 2D barcode on business cards or new year’s cards” or “ Making phone calls or sending e-mails” with a simple operation.

Q7. For which purpose have you generated QR code? Or do you want to generate it?



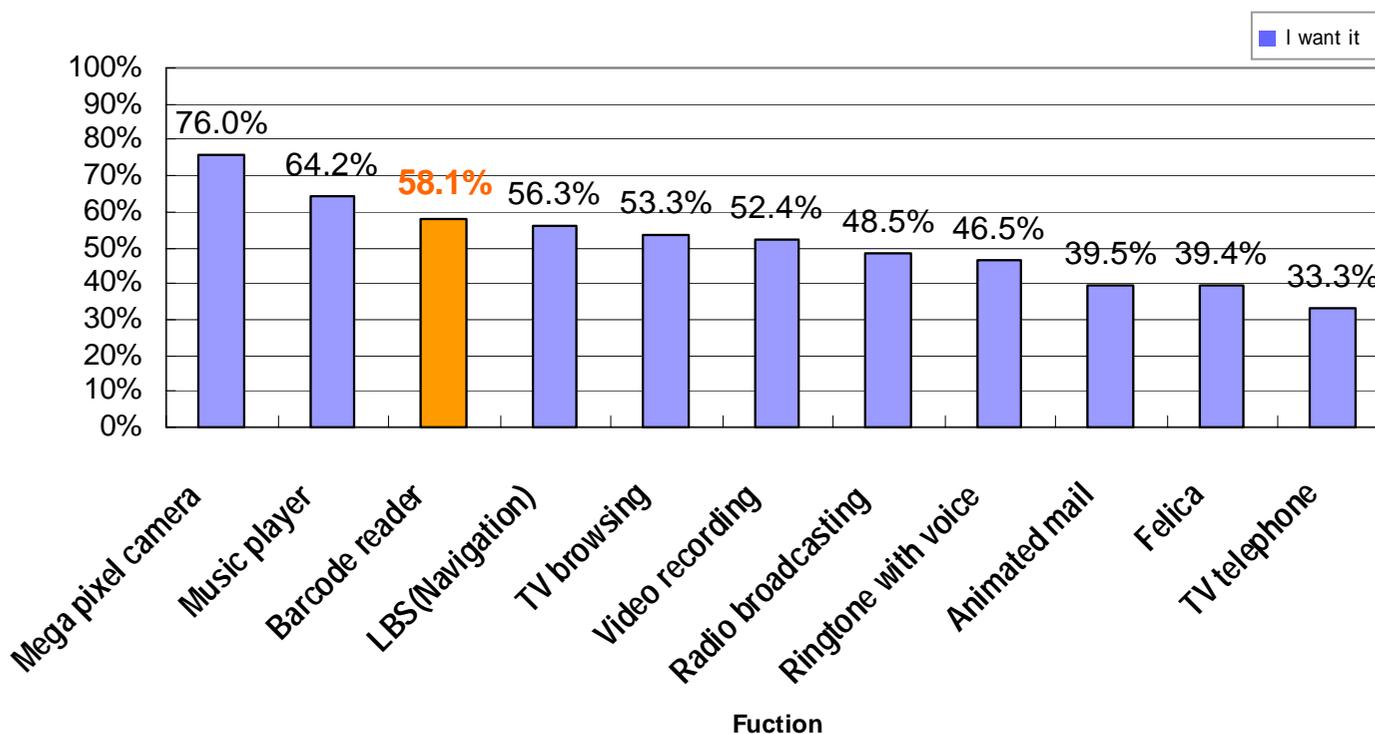
# Usage intention of the QR code reader 1

(17th survey on needs of mobile phone replacement, researched by Anchor research with goo on 8th of July 2005.)



[ 1,000 internet users, researched by Anchor research with goo in June 2005.]

The percentage of users who want the barcode reader function next time they replace their mobile phones is 58.1% of the total. It placed third behind the camera function and music player.



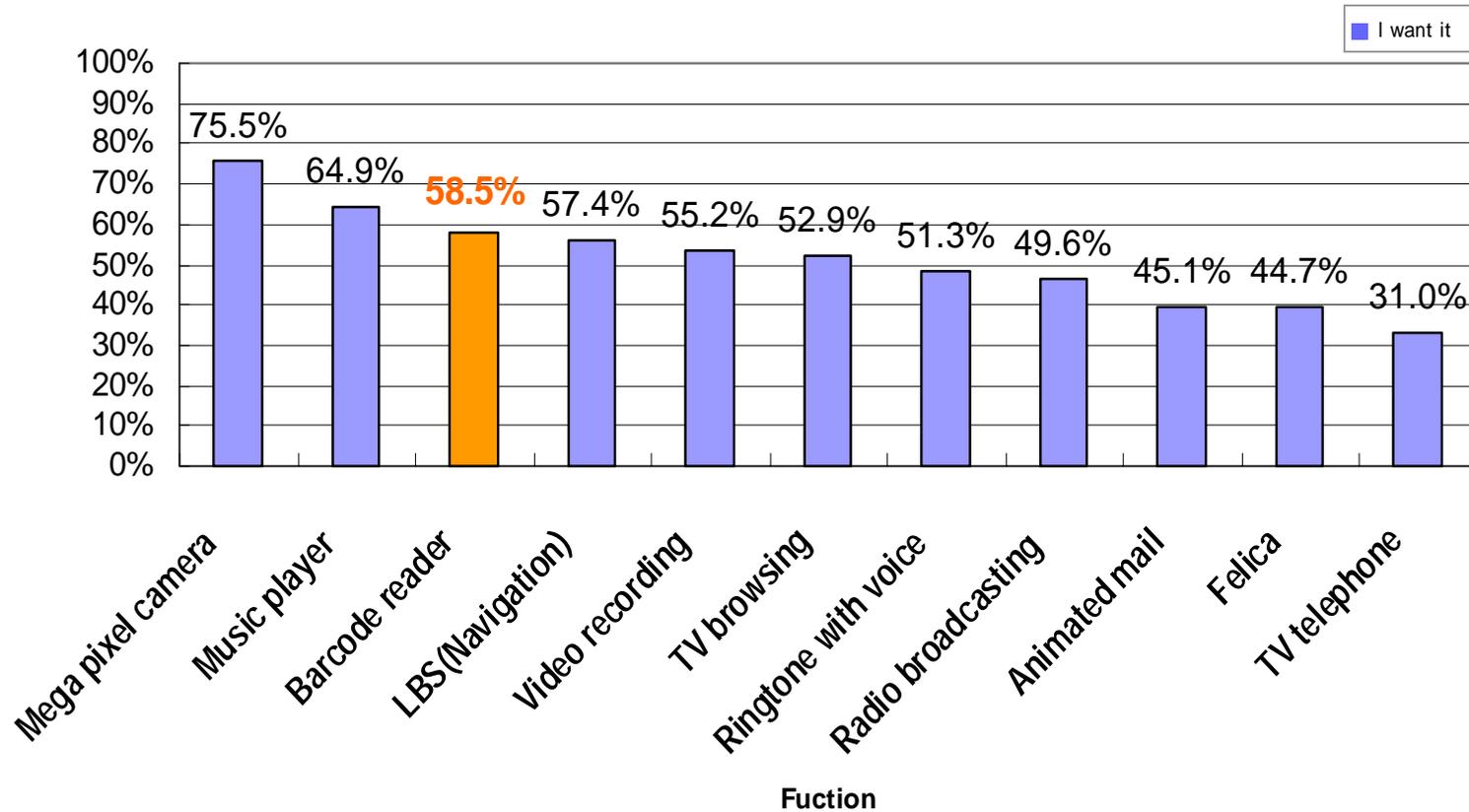
# Usage intention of the QR code reader 2

(17th survey on needs of mobile phone replacement, researched by Anchor research with goo on 8<sup>th</sup> of July 2005.)



[ 1,000 internet users, researched by Anchor research with goo in June 2005.]

User who want the function of barcode reader next time they replace their mobile phone is 58.5% of total, which shows 5% of increase from the previous survey conducted just on two month ago. It placed third behind the camera function and music player same as previous time.

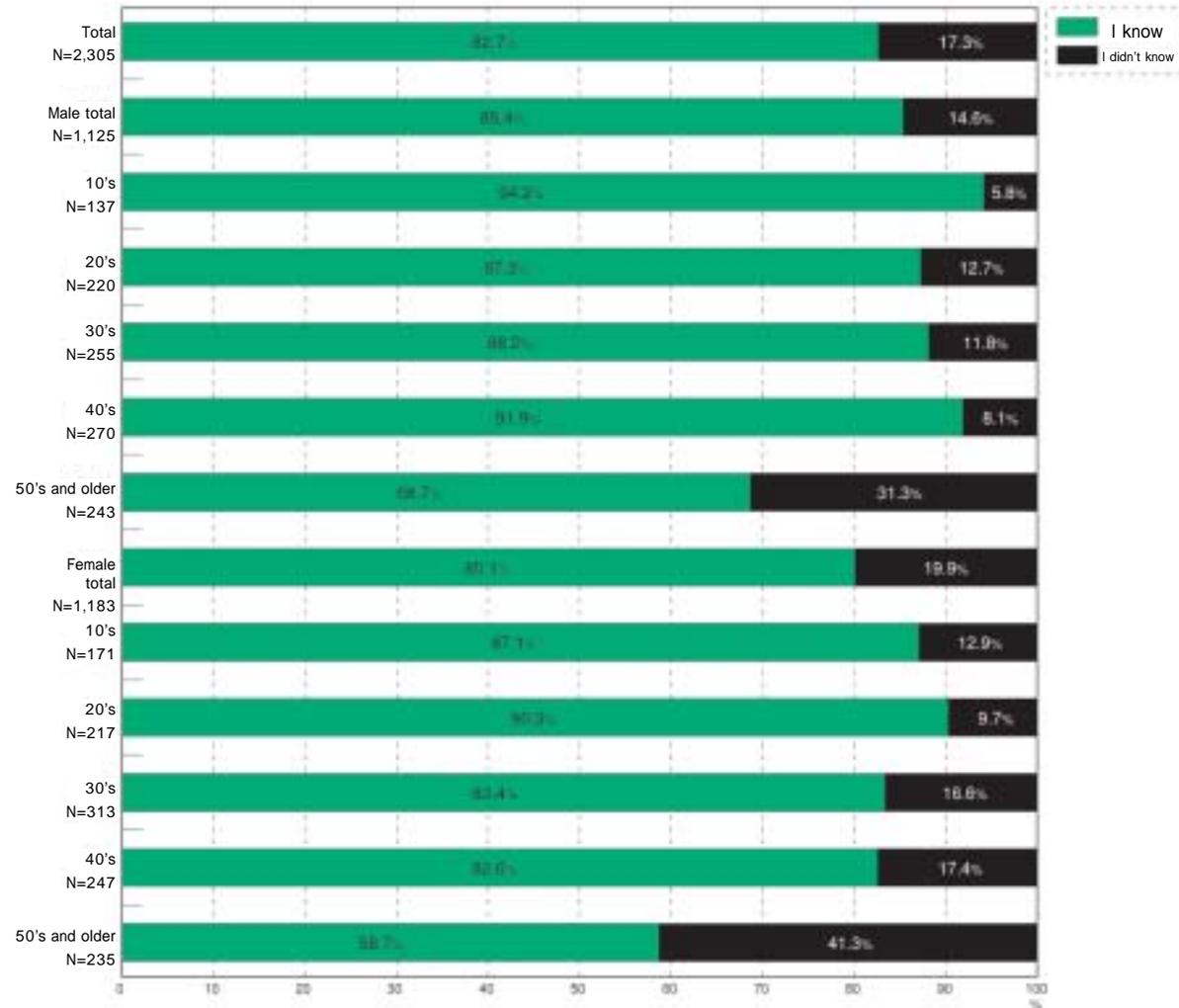


[ 2308 mobile phone users (of three carriers) researched at Mobile contents forum “ Ke-tai Hakusyo 2005” in Oct. 2004.]

Reference 1-5-25 Perception rating for QR code [ by age brackets and by gender]

The percentage of users who answered “ I know” is 82.7% in total, which is very high. The breakdown of ages shows that perception rating by males is higher than the one by females, except for the group of “20’s”.

The perception rating of groups of “50’s and older” is 68.7% for males and 58.7% for males, which means more than half of them recognize the QR code.

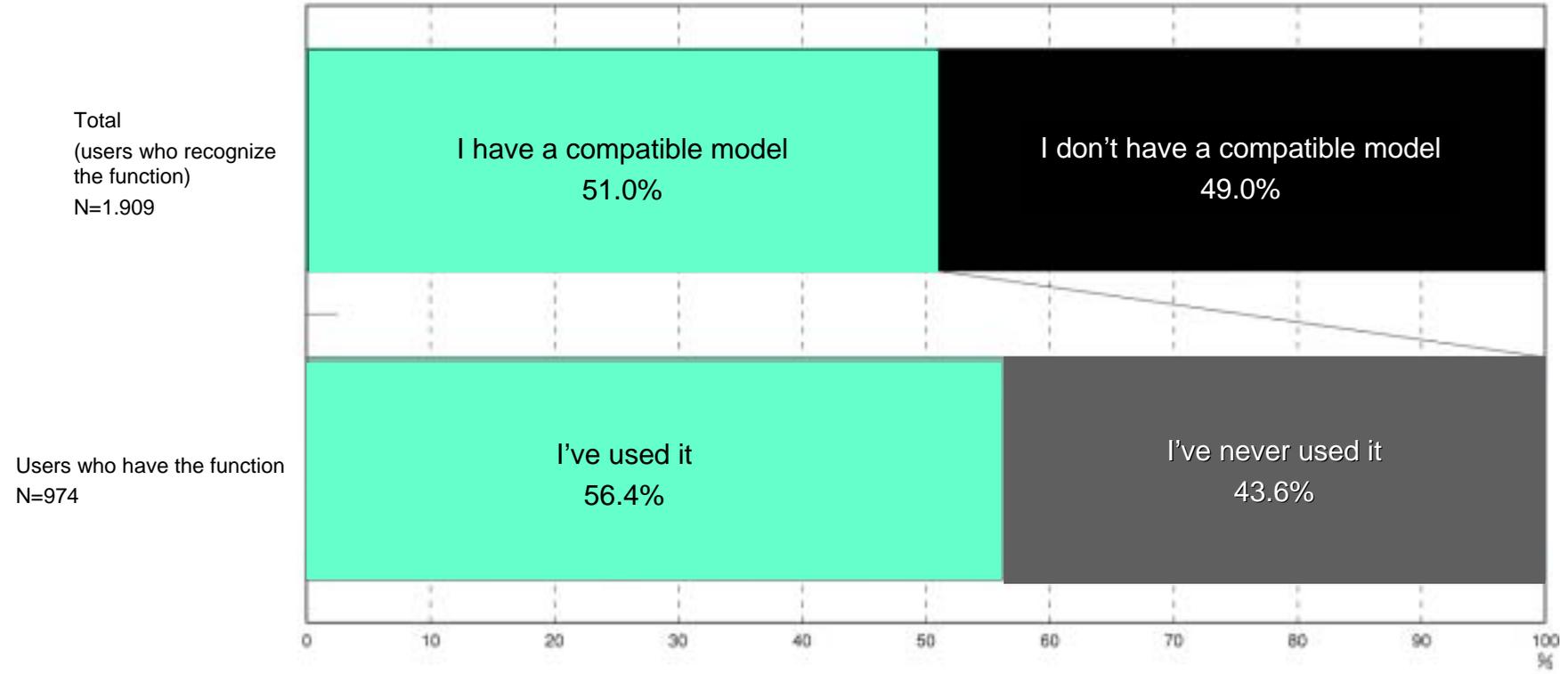




[ 2308 mobile phone users (of three carriers) researched at Mobile contents forum “ Ke-tai Hakusyo 2005” in Oct.2004.]

51.0% of users who recognize QR code answered that they own mobile phones having the function of QR code reader, which means more than half of them have used the function.

Reference 1-5-26 Ownership and utilization of the QR code reader



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# Ownership and utilization ratio of the QR code reader (by age brackets and gender)

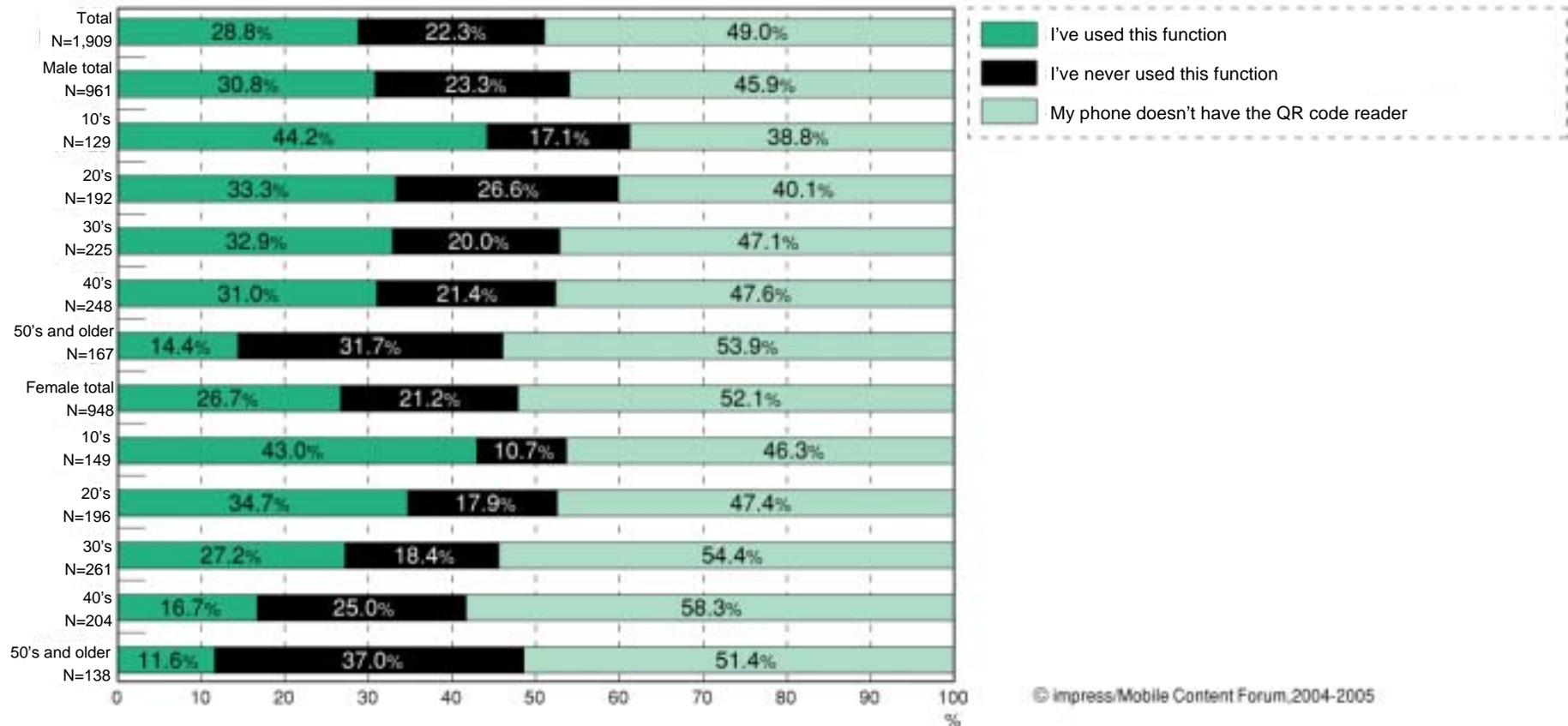
(Mobile contents forum "Ke-tai Hakusyo 2005" in Oct. 2004)



[ 2308 mobile phone users (of three carriers) researched at Mobile contents forum "Ke-tai Hakusyo 2005" in Oct. 2004.]

By age brackets and gender, the rate of QR code utilization of 10's males is 44.2%, and of females is 43.0%, which are comparatively high. The older users are, the lower the rate of utilization.

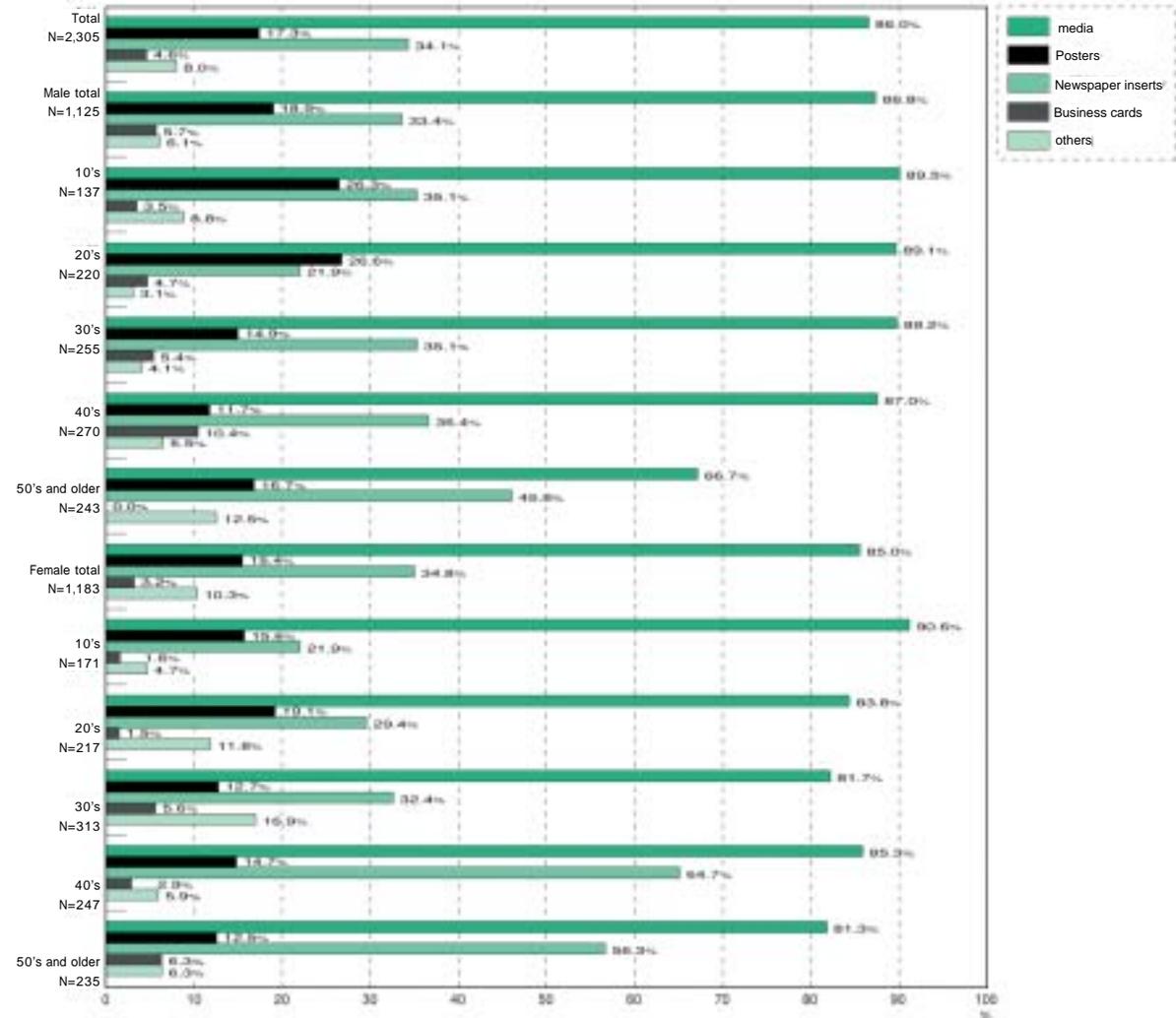
## Reference 1-5-27 Ownership and utilization ratio of the QR code reader[ by age brackets and gender]



[ 2308 mobile phone users (of three carriers) researched at Mobile contents forum “ Ke-tai Hakusyo 2005” in Oct. 2004.]

As to media for the use of QR code, “Magazines” captured 86.0% and ranks as the number-one choice across the board. By age brackets and gender, more than 80% of users who are in all groups use it on “Magazines”. 64.7% of “40’s female” chose “ newspaper inserts”, which is higher than other groups and “40’s males” chose “ Business cards” more than other groups.

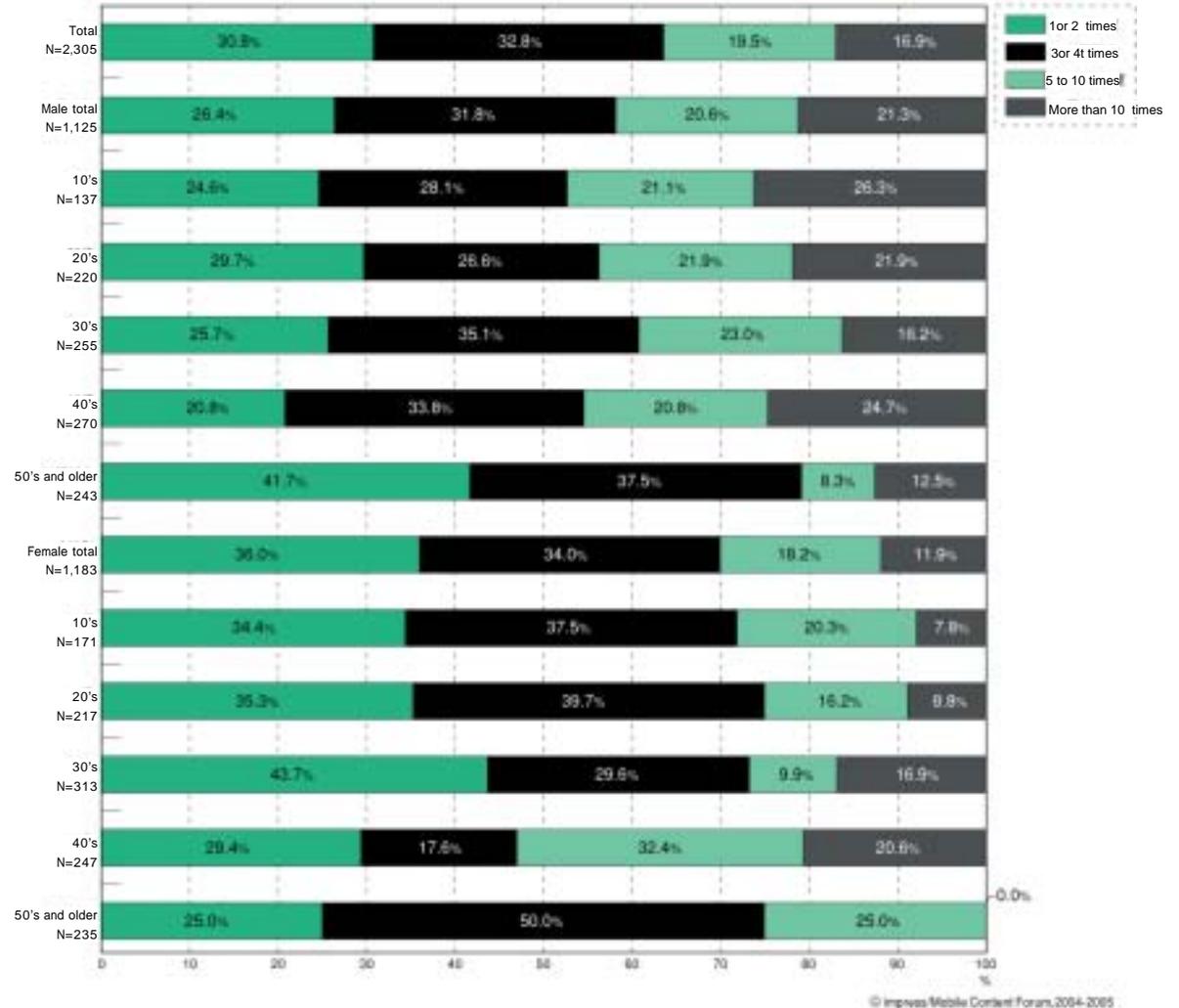
Reference 1-5-28 Media for the use of QR code (Multiple answers allowed) [by age brackets and gender]



[ 2308 mobile phone users (of three carriers) researched at Mobile contents forum “ Ke-tai Hakusyo 2005” in Oct. 2004.]

As to the frequency of QR code use, “ 3 or 4 times” is 32.8% and “1 or 2 times” is 30.8% in general, which is comparatively low.  
 By age brackets and gender, “more than 10 times” by “ males 10's” is 26.3%, which is comparatively high.

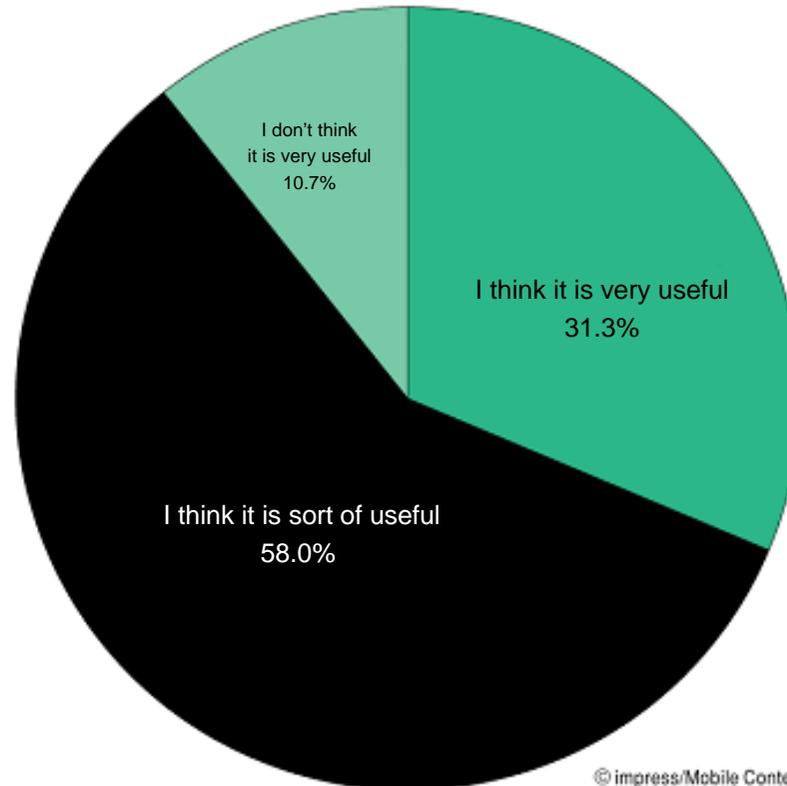
Reference 1-5-29 Frequency of the QR code use [By age brackets and gender]



[ 2308 mobile phone users (of three carriers) researched at Mobile contents forum “ Ke-tai Hakusyo 2005” in Oct. 2004.]

The percentage of “ I think it is very useful” is 31.3% and “ I think it is sort of useful” is 58.0%, which means more than 90% of QR code users recognize its effectiveness.

## Reference 1-5-30 Evaluation by QR code users N=549

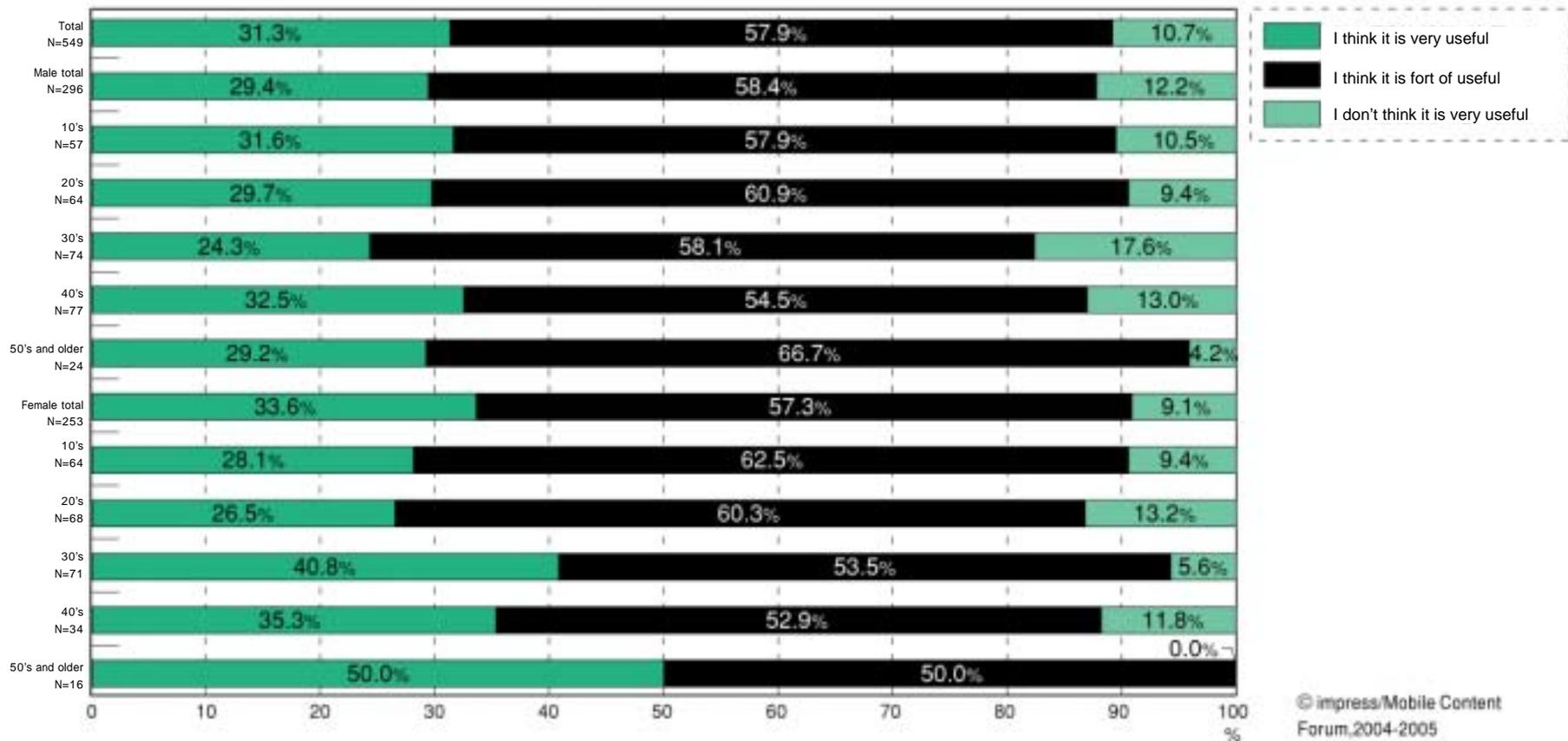


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[ 2308 mobile phone users (of three carriers) researched at Mobile contents forum “ Ke-tai Hakusyo 2005” in Oct. 2004.]

As to the evaluation of QR code by age brackets and gender, the percentage of “ I think it’s very useful” by “ females 30’s”, “ females 40’s” and “ females 50’s and older” is a bit higher. Also the percentage of “ I don’t think it is useful” by “ males 30’s” is very high.

Reference 1 - 5 - 31 Evaluation by QR code users [by age brackets and gender]

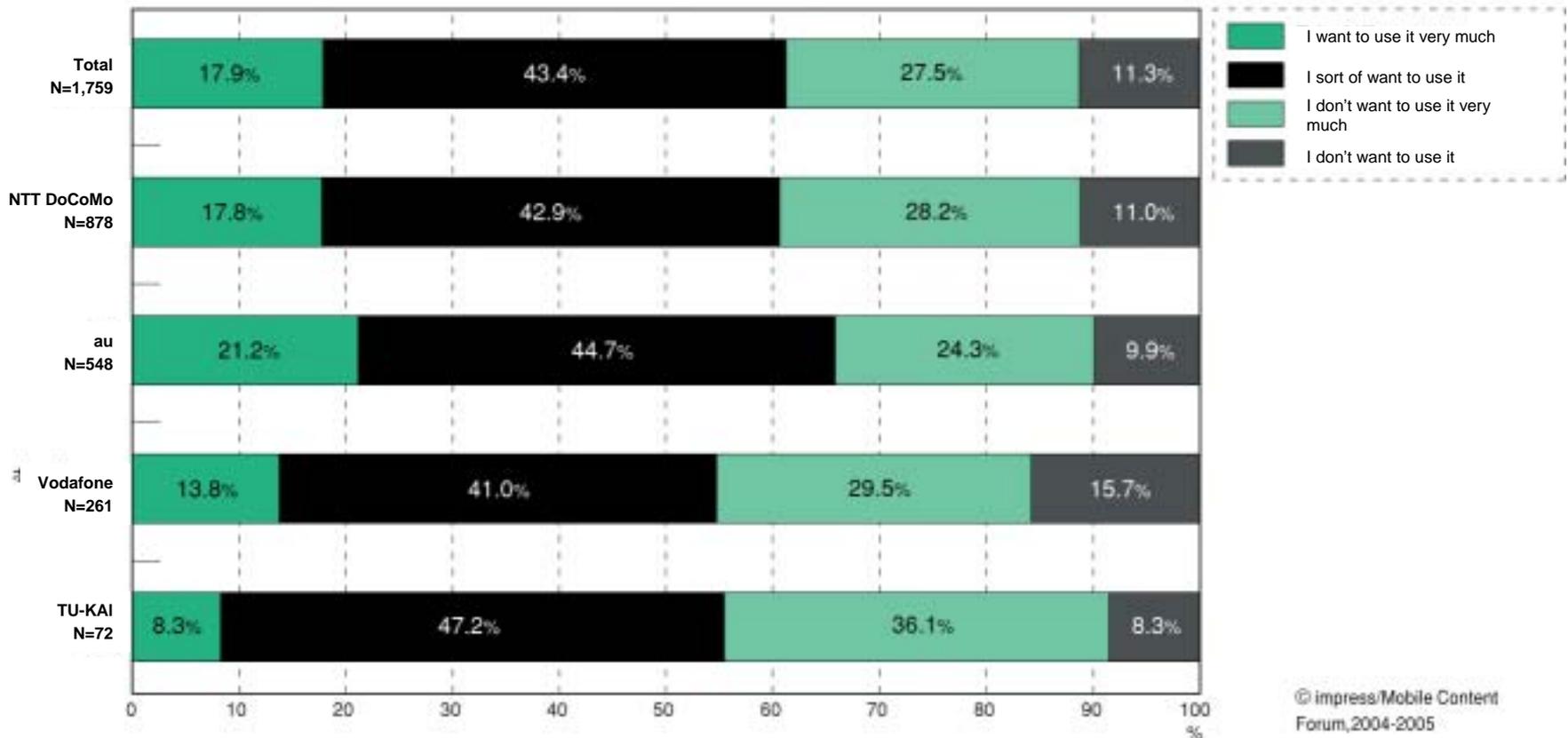


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[ 2308 mobile phone users (of three carriers) researched at Mobile contents forum “ Ke-tai Hakusyo 2005” in Oct. 2004.]

The answer that indicates the usage intention, which brackets are “ I want to use it very much” and “I sort of want to use it” is more than 60%. By carrier, “ I want to use it very much” by au users is high 21.2%. 15.7% of vodafone users answered “I don't want to use it”, which is also high.

Reference 1-5-32 Non-users' usage intention of the QR code [ total and by carrier]



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# Non-users' usage intention of the QR code (by age brackets and gender)

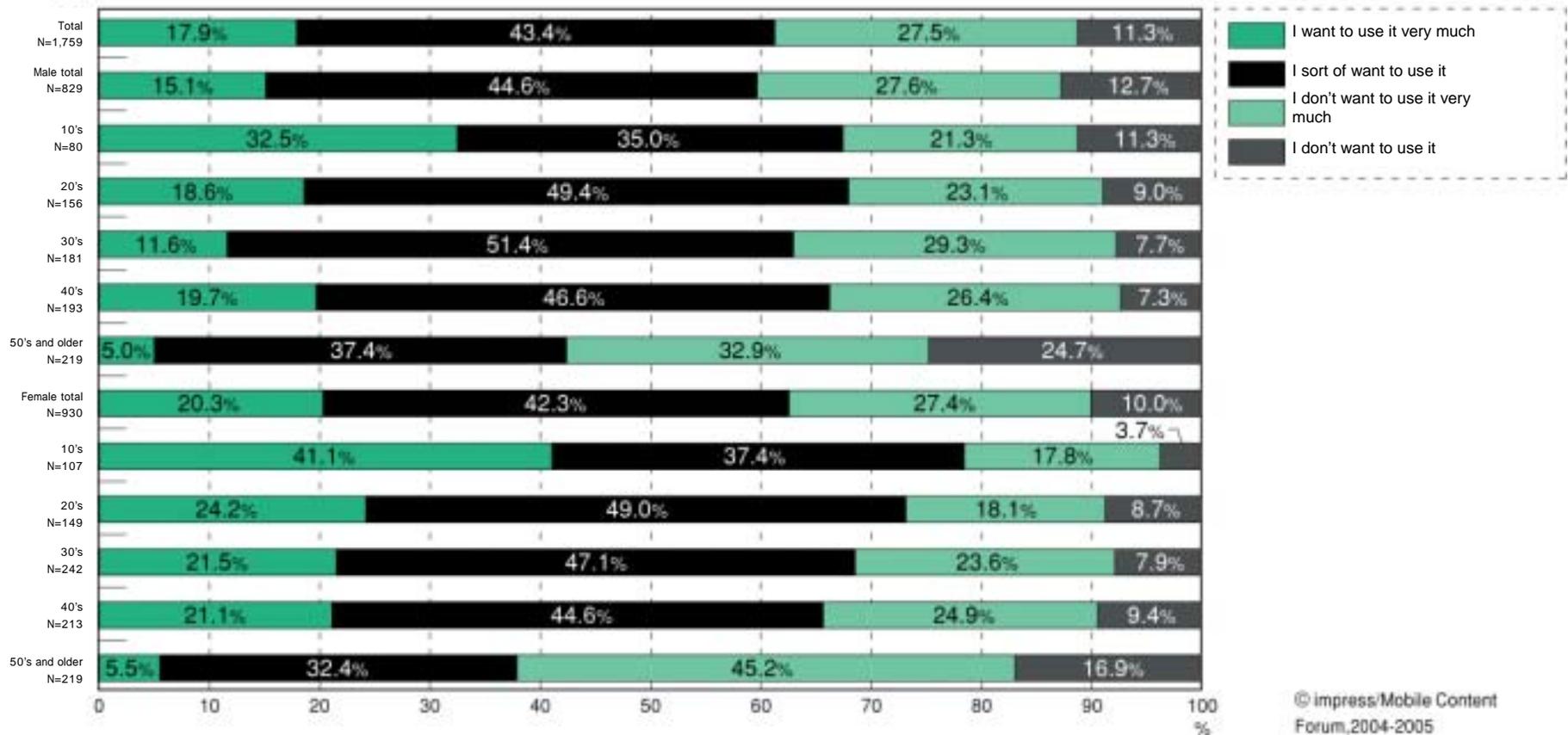
( Mobile contents forum " Ke-tai Hakusyo 2005" in Oct. 2004 )



[ 2308 mobile phone users (of three carriers) researched at Mobile contents forum " Ke-tai Hakusyo 2005" in Oct. 2004.]

As to non-users usage intention of the QR code by age brackets and gender, the females' intention is higher than males' one in general. Especially, 78.5% of "female 10's" shows the strongest intention, which brackets are 41.1% of " I want to use it very much" and 37.4% of " I sort of want to use it"

Reference 1-5-33 Non-users' usage intention of the QR code [by age brackets and gender]



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