International Study about the opinion and use of cloud services by employees

IFOP for Net App

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Sample

Methodology

France : The study was conducted among a sample of 600 people, representative of employees working in private companies of more than 10 employees in France. The representativeness of the sample was ensured by quota sampling (sex, age, profession, and size of the company).

Germany : The study was conducted among a sample of 602 people, representative of employees working in private companies of more than 10 employees in Germany. The representativeness of the sample was ensured by quota sampling (sex, age, profession, and size of the company).

United Kingdom : The study was conducted among a sample of 602 people, representative of employees working in private companies of more than 10 employees in the United Kingdom. The representativeness of the sample was ensured by quota sampling (sex, age, profession, and size of the company).

Administration

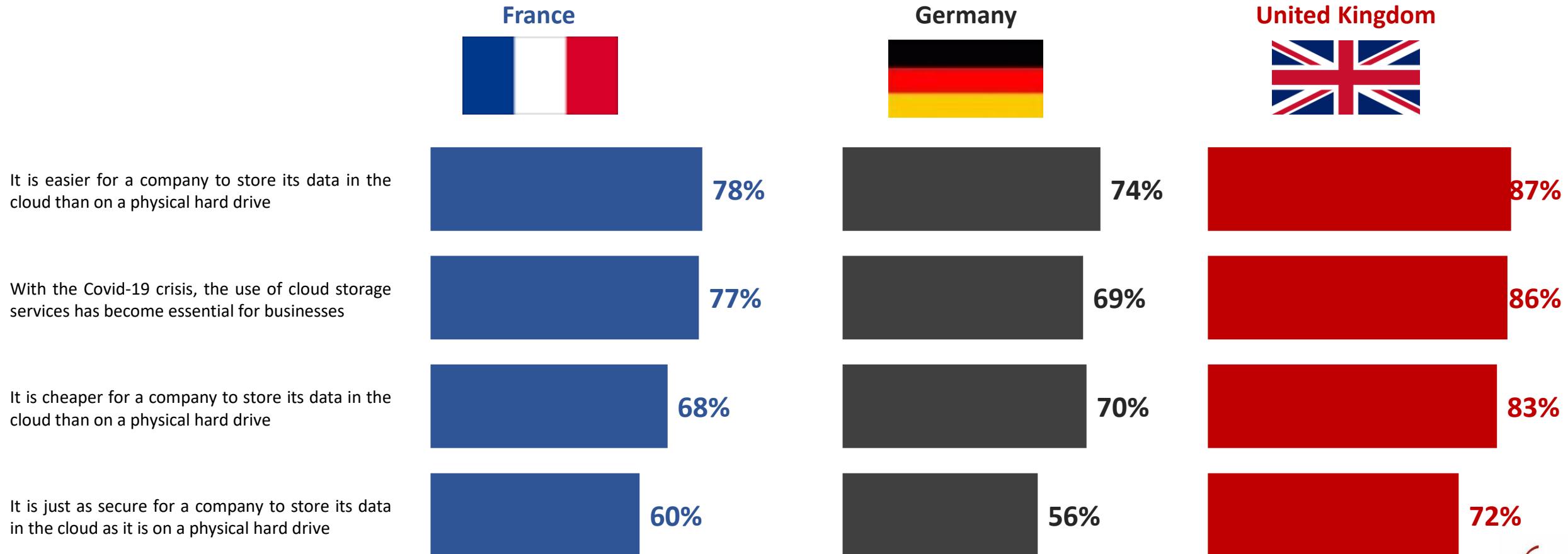The survey was self-administered online between May 11th and 20th.

02

Results

Adherence to different statements about the cloud
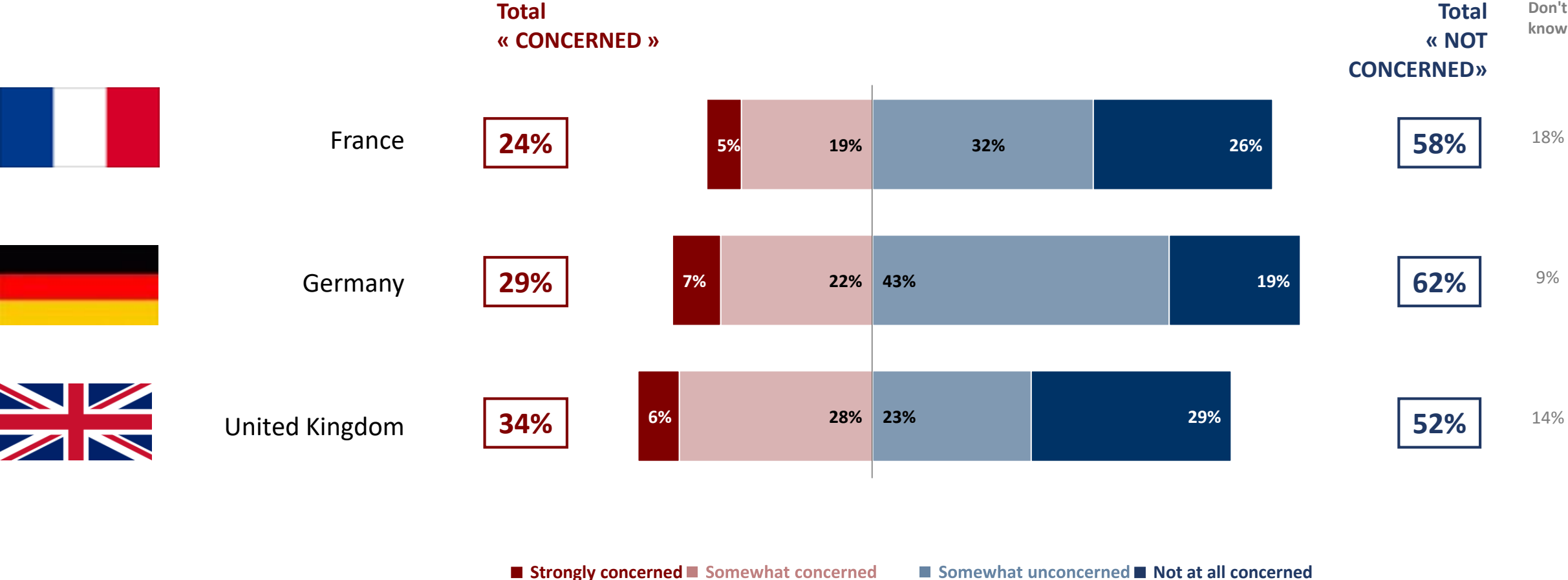
Summary : TOTAL "Agree"

Question : Here are some different statements about the cloud. For each of these, please indicate whether you agree or disagree?

Cloud or cloud computing refers to a set of remote online storage systems. Users can store information (text, photos, videos, etc.) remotely without the need for a hard disk (and more generally a physical infrastructure). Dropbox, Microsoft OneDrive and Google Drive are cloud services. The cloud can be used by companies and individuals.

	France	**Germany**	**United Kingdom**
It is easier for a company to store its data in the cloud than on a physical hard drive	**78%**	**74%**	**87%**
With the Covid-19 crisis, the use of cloud storage services has become essential for businesses	**77%**	**69%**	**86%**
It is cheaper for a company to store its data in the cloud than on a physical hard drive	**68%**	**70%**	**83%**
It is just as secure for a company to store its data in the cloud as it is on a physical hard drive	**60%**	**56%**	**72%**

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Level of concern regarding the storage of company's data in the cloud

Question : And regarding your company's data, are you concerned about your company storing its data in the cloud?

Total « CONCERNED »

Total « NOT CONCERNED»

Don't know

		Total « CONCERNED »	Strongly concerned	Somewhat concerned	Somewhat unconcerned	Not at all concerned	Total « NOT CONCERNED»	Don't know
France		**24%**	5%	19%	32%	26%	**58%**	18%
Germany		**29%**	7%	22%	43%	19%	**62%**	9%
United Kingdom		**34%**	6%	28%	23%	29%	**52%**	14%

■ Strongly concerned ■ Somewhat concerned ■ Somewhat unconcerned ■ Not at all concerned
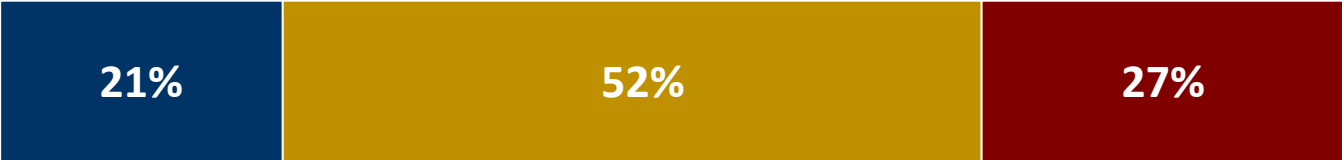
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Judgment about the security of data's storage in the cloud compared to physical servers

Question : And would you say that it is just as safe for your company to store its data in the cloud as on physical servers?
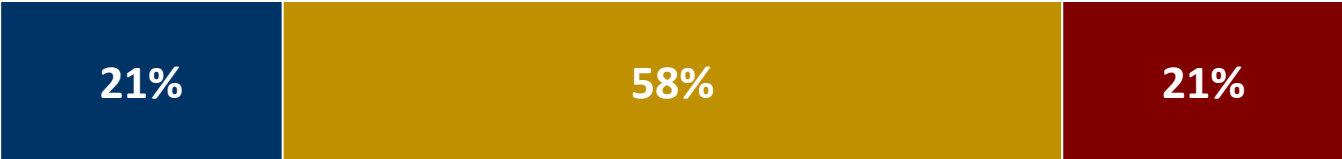
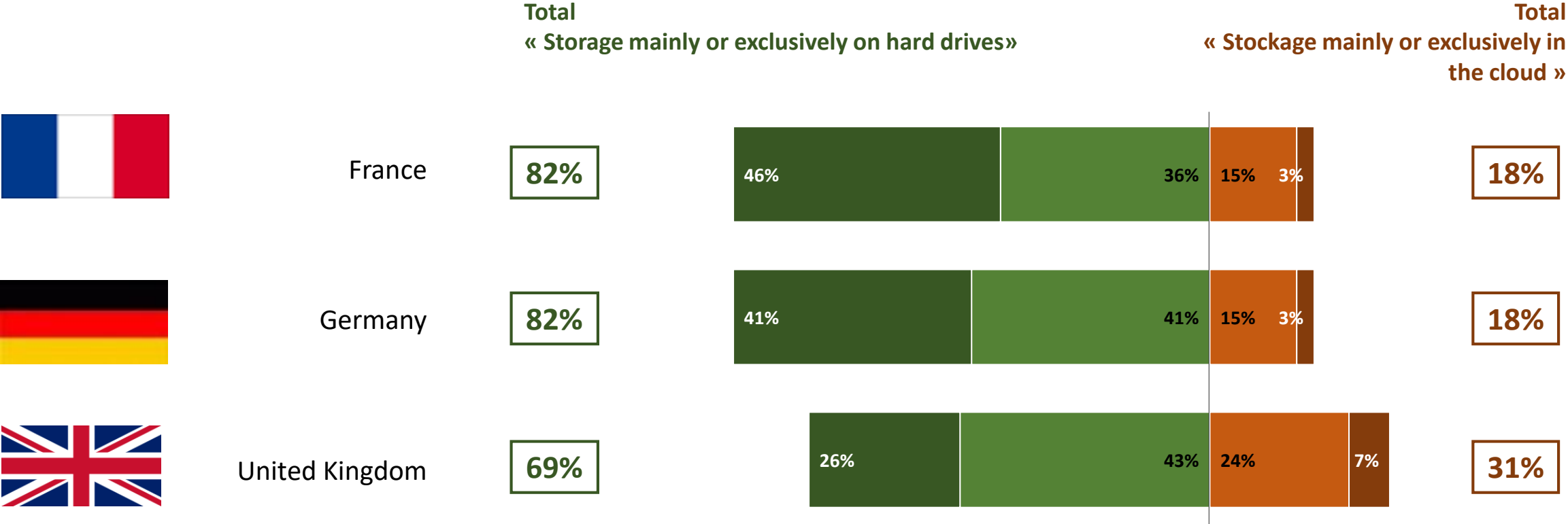| Country	More secure	Just as secure	Less secure
France	21%	52%	27%
Germany	15%	50%	35%
United Kingdom	21%	58%	21%

■ It is more secure for your company to store its data in the cloud than on physical servers (hard drives)

■ It is just as secure for your company to store its data in the cloud as on physical servers (hard drives)

■ It is less secure for your company to store its data in the cloud than on physical servers (hard drives)

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Storage of personal data

Question : How do you store your personal data (photo, video, email)?

Total
« Storage mainly or exclusively on hard drives»

Total
« Stockage mainly or exclusively in the cloud »

🇫🇷	France	**82%**	

46% 36% 15% 3% **18%**

🇩🇪	Germany	**82%**	

41% 41% 15% 3% **18%**

🇬🇧	United Kingdom	**69%**	

26% 43% 24% 7% **31%**

■ You store it exclusively on the hard drives of your devices (computer, smartphone, etc.)
■ You store it mainly on the hard drive of your devices (computer, smartphone, etc.), but you also store it in the cloud
■ You store it mainly on the cloud, but you also store it on the hard drive of your devices (computer, smartphone, etc.)
■ You store it exclusively in the cloud

Level of concern regarding personal data's storage

Summary: TOTAL Concerned

Question : **In your personal life, are you worried or not worried about storage...?**

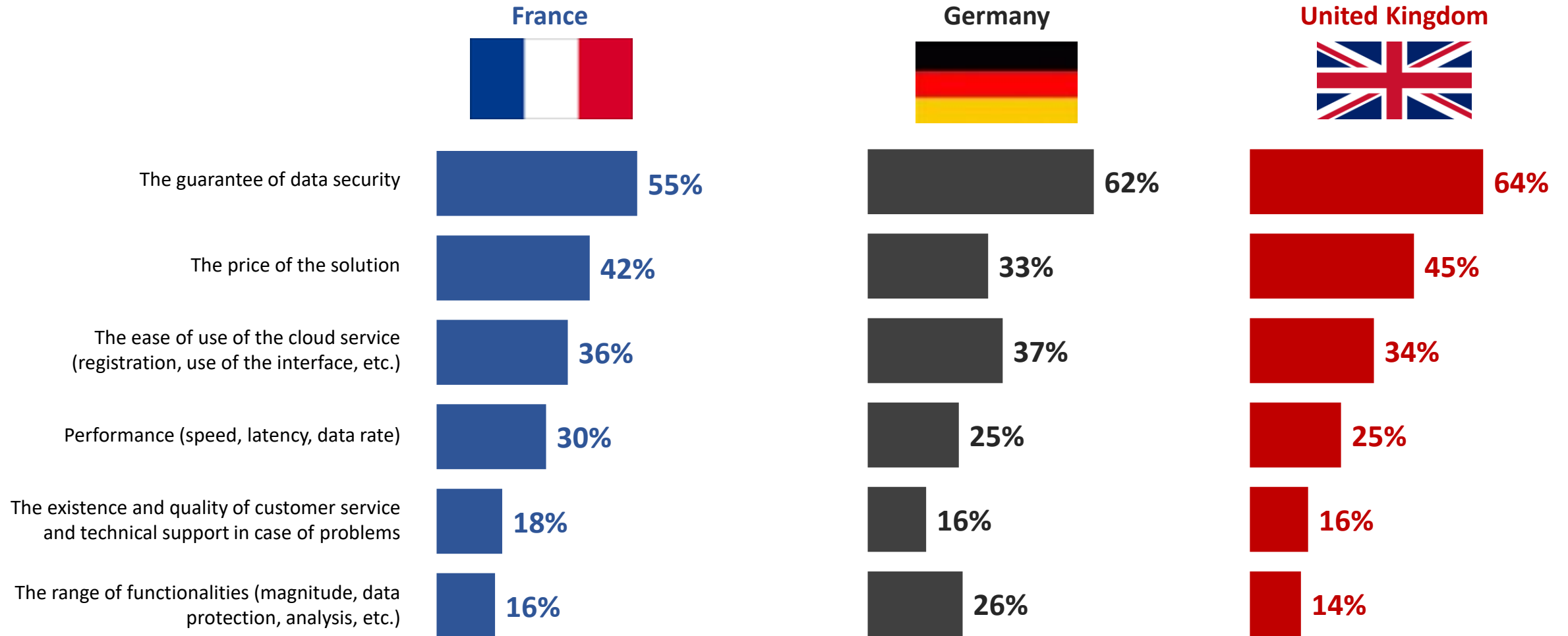|	**France**	**Germany**	**United Kingdom**
Of your data in the cloud	**44%**	**37%**	**47%**
Of your data on the hard drive of your devices	**35%**	**21%**	**38%**

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Relevant criteria for the choice of storage's solution
Summary: Whole quotes

Question : Which of the following criteria do you consider most important when choosing a solution for storing your personal or business data via a cloud service?

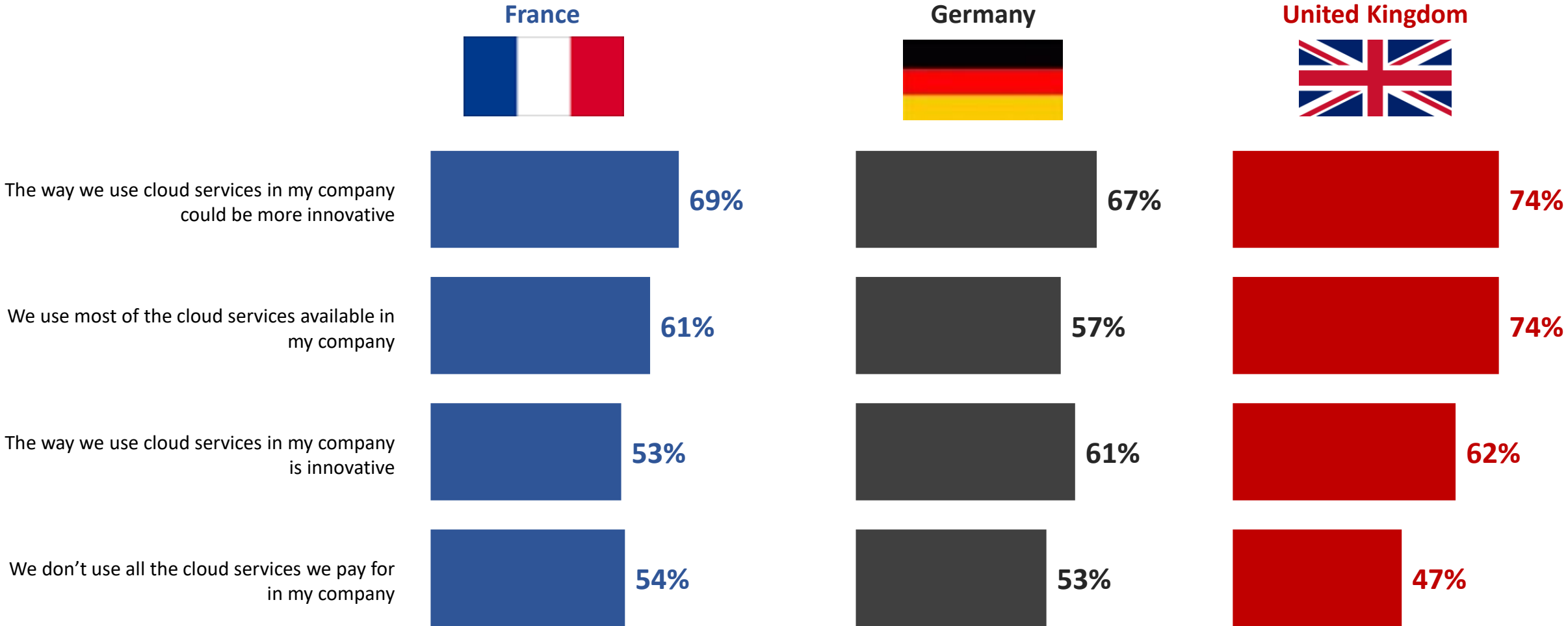|	France	Germany	United Kingdom
The guarantee of data security	55%	62%	64%
The price of the solution	42%	33%	45%
The ease of use of the cloud service (registration, use of the interface, etc.)	36%	37%	34%
Performance (speed, latency, data rate)	30%	25%	25%
The existence and quality of customer service and technical support in case of problems	18%	16%	16%
The range of functionalities (magnitude, data protection, analysis, etc.)	16%	26%	14%

(*) Total superior to 100, as the respondents could mention several items

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Adherence to different statements about the use of cloud in company's strategy

Summary: TOTAL "Agree"

Question : Do you agree or disagree with each of the following statements regarding your company's strategy?

	France	Germany	United Kingdom
The way we use cloud services in my company could be more innovative	69%	67%	74%
We use most of the cloud services available in my company	61%	57%	74%
The way we use cloud services in my company is innovative	53%	61%	62%
We don't use all the cloud services we pay for in my company	54%	53%	47%

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Judgment about the role of public authorities in the regulation of cloud services

Question : **Cloud services are currently mainly managed by private Chinese and American companies. Which of the following do you feel closest to (or at least, the least distant from)?**

	France	Germany	United Kingdom
Your country's public authorities should set up a public cloud service	24%	17%	33%
Public authorities should encourage the development of European private companies that offer cloud services	40%	43%	41%
Public authorities should not develop public services or encourage the development of European companies, but should regulate the activity of foreign companies offering cloud services	25%	18%	16%
Public authorities should not develop alternatives and should not regulate the activities of American and Chinese private companies	11%	22%	10%

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