

## Internet usage by individuals in 2014

# One out of every five individuals in the EU28 used the cloud to save files

## Free-of-charge services prevail

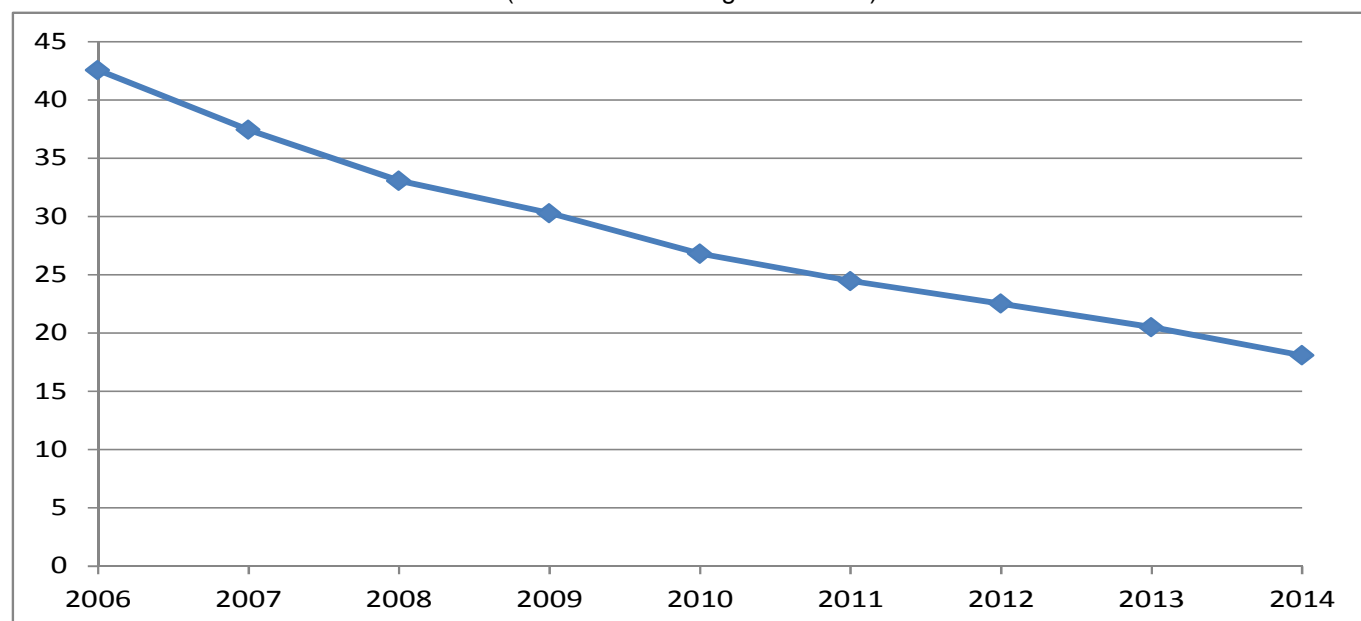
Internet usage has become very widespread amongst the EU population, and not only are more and more people using the internet, but they also use it more and more often, with almost two-thirds (65%) of individuals aged 16 to 74 in the **EU28** using the internet daily in 2014, compared with less than a third (31%) in 2006. During the same period, the percentage of individuals in the **EU28** that have never used the internet dropped from 43% in 2006 to 18% in 2014.

A relatively new form of web service has developed in recent years: cloud services. Services using cloud technology offer opportunities for storing and sharing large files or using software on a server run over the internet. In 2014, one in five (21%) individuals aged 16 to 74 in the **EU28** used internet storage space for saving files (e.g. photos, documents, music or videos). Not surprisingly, the largest proportion of individuals in the **EU28** using the cloud in 2014 was found amongst young people (35% of people aged 16 to 24 saved files on internet storage space).

Only a minority of the users of cloud services (11%) in the **EU28** used paid-for services. Using files from several devices or locations, easily sharing files with other persons and getting protection against data loss were the main reasons for using cloud services in 2014.

These data come from a [publication](#)<sup>1</sup> issued by **Eurostat, the statistical office of the European Union**, and represent only a small part of the results of a survey<sup>2</sup> in 2014 on ICT (Information and Communication Technologies) usage in households and by individuals. The findings are used for monitoring several EU policies, in particular the Digital Agenda for Europe<sup>3</sup>.

**Non-users of internet in the EU28, 2006-2014**  
(% of individuals aged 16 to 74)



EU28 without Croatia for 2006

## One in three people have never used the internet in Romania, Bulgaria and Greece

In 2014, the share of the population that had no experience of internet use (whether at home, at work or elsewhere) was highest in **Romania** (39%), **Bulgaria** (37%), **Greece** (33%), **Italy** (32%) and **Portugal** (30%). At the opposite end of the scale, less than 10% of the population had never used the internet in **Denmark** (3%), **Luxembourg** (4%), the **Netherlands** (5%), **Finland**, **Sweden** and the **United Kingdom** (all 6%).

The share of daily users among the population ranged in 2014 from 32% in **Romania** to 85% or more in **Denmark** (85%) and **Luxembourg** (87%). Compared with 2006, the share of daily internet users has considerably increased in 2014, rising by at least 20 percentage points in all Member States.

### Internet use and frequency of use by individuals, 2006 and 2014

	Non-users of internet		Daily users of internet	
	% of individuals who never used internet		% of individuals using internet on average every day or almost everyday	
	2006	2014	2006	2014
<b>EU28*</b>	<b>43</b>	<b>18</b>	<b>31</b>	<b>65</b>
<b>Belgium</b>	34	13	45	71
<b>Bulgaria</b>	71	37	14	46
<b>Czech Republic</b>	49	16	18	60
<b>Denmark</b>	10	3	65	85
<b>Germany</b>	26	11	40	72
<b>Estonia</b>	34	12	40	73
<b>Ireland</b>	42	16	25	65
<b>Greece</b>	65	33	13	49
<b>Spain</b>	48	21	24	60
<b>France</b>	46	12	26	68
<b>Croatia</b>	:	28	:	56
<b>Italy</b>	59	32	29	58
<b>Cyprus</b>	62	28	19	56
<b>Latvia</b>	45	21	31	61
<b>Lithuania</b>	54	25	23	57
<b>Luxembourg</b>	27	4	47	87
<b>Hungary</b>	52	22	29	66
<b>Malta</b>	58	25	26	63
<b>Netherlands</b>	16	5	61	84
<b>Austria</b>	34	15	39	64
<b>Poland</b>	52	28	22	51
<b>Portugal</b>	60	30	22	51
<b>Romania**</b>	(74)	39	(9)	32
<b>Slovenia</b>	43	24	36	58
<b>Slovakia</b>	41	15	26	62
<b>Finland</b>	18	6	56	81
<b>Sweden</b>	10	6	61	83
<b>United Kingdom</b>	29	6	39	81
<b>Iceland</b>	9	1	71	94
<b>Norway</b>	17	3	59	89
<b>Switzerland</b>	:	8	:	76

: Data not available

\* EU28 without Croatia for 2006

\*\* Romania: 2006 data shown in brackets should be interpreted with caution due to a break in series in 2014.

## Cloud services mostly used in Denmark and the United Kingdom

In the **EU28**, 21% of the population aged 16 to 74 has used internet storage space to save files. Cloud services were particularly popular for file saving in **Denmark** (42% of individuals), the **United Kingdom** (38%), **Luxembourg** and **Sweden** (both 35%) and the **Netherlands** (34%), while this share was less than 10% in **Lithuania**, **Poland** and **Romania** (all 8%).

### Use of cloud services by individuals, 2014

	Saved files on internet storage space				Used paid-for services
	% of individuals				% of cloud users
	Total	16-24 years	25-54 years	55-74 years	
<b>EU28*</b>	<b>21</b>	<b>35</b>	<b>25</b>	<b>10</b>	<b>11</b>
<b>Belgium</b>	28	47	31	13	10
<b>Bulgaria</b>	11	27	13	2	11
<b>Czech Republic</b>	16	33	20	4	12
<b>Denmark</b>	42	63	49	22	19
<b>Germany</b>	21	33	24	10	9
<b>Estonia</b>	24	46	29	6	11
<b>Ireland</b>	28	40	33	9	12
<b>Greece</b>	11	21	14	3	8
<b>Spain</b>	24	44	27	7	6
<b>France</b>	21	29	23	13	8
<b>Croatia</b>	15	27	19	2	13
<b>Italy</b>	17	28	20	6	7
<b>Cyprus</b>	13	19	16	3	3
<b>Latvia</b>	14	31	17	4	10
<b>Lithuania</b>	8	18	9	1	11
<b>Luxembourg</b>	35	50	38	22	14
<b>Hungary</b>	12	21	15	4	14
<b>Malta</b>	22	50	23	6	13
<b>Netherlands</b>	34	51	37	20	10
<b>Austria</b>	22	45	22	10	8
<b>Poland</b>	8	20	9	1	14
<b>Portugal</b>	16	39	17	3	7
<b>Romania</b>	8	20	8	2	:
<b>Slovenia</b>	18	48	19	5	4
<b>Slovakia</b>	16	30	17	4	13
<b>Finland</b>	24	40	31	7	11
<b>Sweden</b>	35	48	42	15	19
<b>United Kingdom</b>	38	49	43	22	16
<b>Iceland</b>	34	41	42	13	20
<b>Norway</b>	40	58	47	18	22
<b>Switzerland</b>	31	50	35	13	11

: Data not available

\* EU28 without Romania for use of paid-for services.

## Use of free-of-charge cloud services most common in all Member States

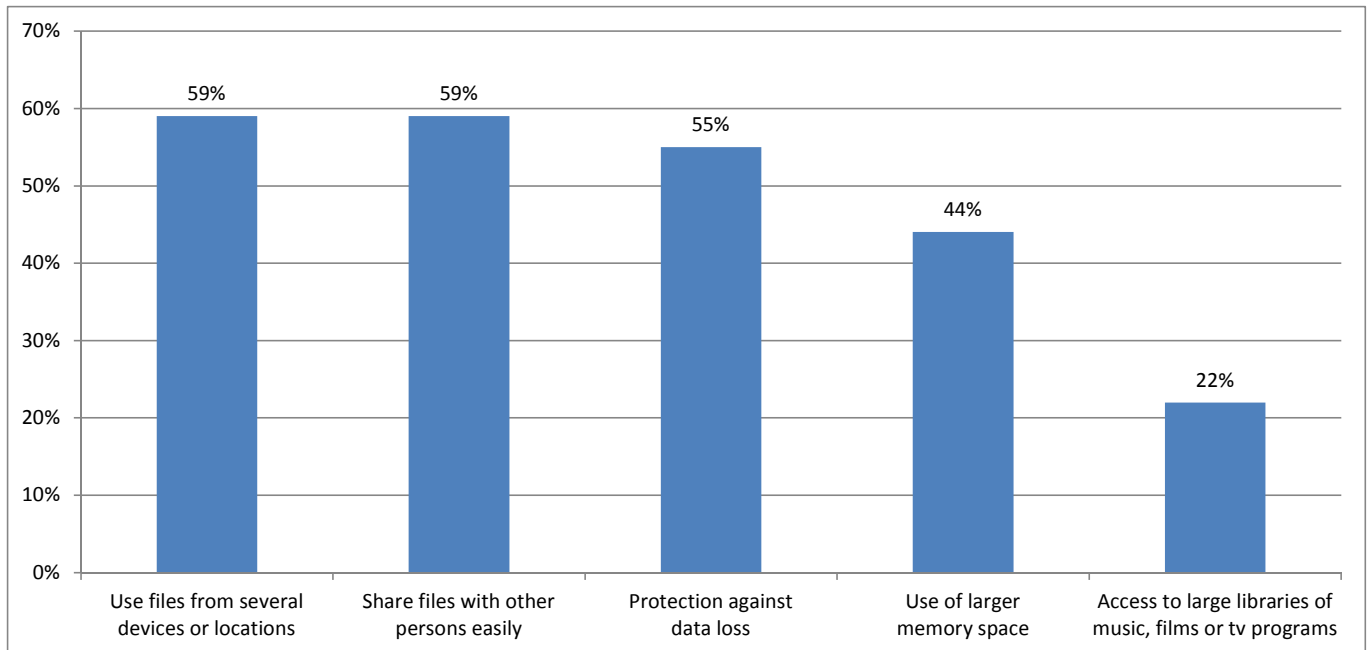
Looking at age groups, in all Member States the use of cloud services was most common in 2014 among the youth population, with more than half or half of individuals aged 16 to 24 saving files on internet storage space in **Denmark** (63%), the **Netherlands** (51%), **Luxembourg** and **Malta** (both 50%). On the other hand, the use of cloud services for storing files was least common for individuals aged 55 to 74 in every Member State, with shares ranging from 1% in **Lithuania** and **Poland** to 22% in **Denmark**, **Luxembourg** and the **United Kingdom**.

A large majority of **EU28** cloud users used free-of charge services in 2014. Only 11% of users paid for internet storage space. Among Member States for which data are available, the share of cloud users paying for this service varied from below 5% in **Cyprus** and **Slovenia** to nearly 20% in both **Denmark** and **Sweden**.

## Use largely motivated by the ease of sharing and accessing files from several devices

The possibilities to use files from several devices or locations and the ease of sharing files with other persons (both 59%) were the most common reasons reported by individuals for using cloud services in the **EU28** in 2014. Protection against data loss (55%) was also mentioned by more than half of cloud users, while the use of a larger memory space (44%) and access to large libraries of music, films or TV programmes (22%) ranked fourth and fifth among the main reasons for using the internet cloud in the **EU28** in 2014.

**Reasons for using cloud services in the EU28, 2014**  
(% of individuals aged 16-74 who used internet storage space for file saving or sharing)



1. **Eurostat**, Statistics explained article "**Internet and cloud services - Statistics on the use by individuals**". Available on the Eurostat website:  
[http://ec.europa.eu/eurostat/statistics-explained/index.php/Internet and cloud services - statistics on the use by individuals](http://ec.europa.eu/eurostat/statistics-explained/index.php/Internet_and_cloud_services_-_statistics_on_the_use_by_individuals)  
The full set of data can be found in the dedicated section: <http://ec.europa.eu/eurostat/ict> under "Data".
2. The survey covered individuals aged 16-74. In most countries it was conducted in the second quarter of 2014. Individuals were asked about frequency of internet use and about activities they had carried out on the internet in the last three months prior to the survey, at home or at any other location.
3. The 2014 survey questionnaire on "ICT usage in households and by individuals" comprised a set of questions specific to the use of cloud services by individuals. These statistics are requested in the 2011-2015 Benchmarking Digital Europe framework for use in the Digital Agenda Scoreboard:  
[http://ec.europa.eu/information\\_society/digital-agenda/index\\_en.htm](http://ec.europa.eu/information_society/digital-agenda/index_en.htm)

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