

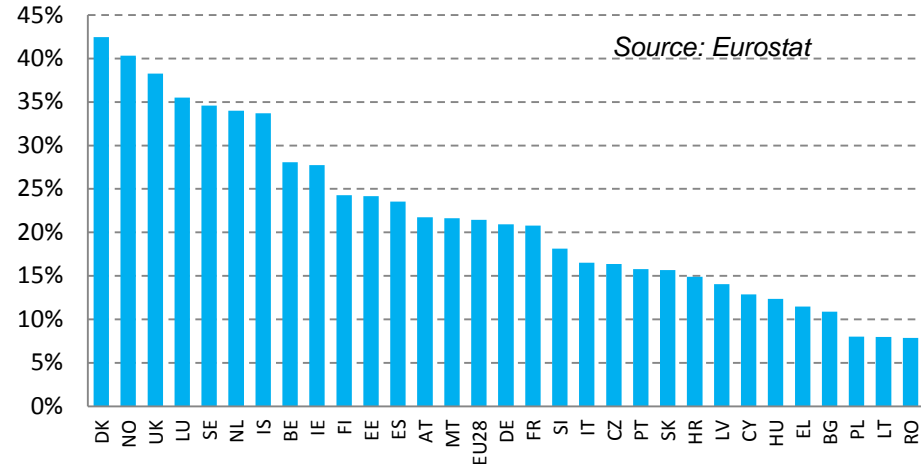
# Use of Cloud Services

**21%** of individuals in the EU make **use of cloud services** to store files, while **15%** do so for the purpose of sharing files.

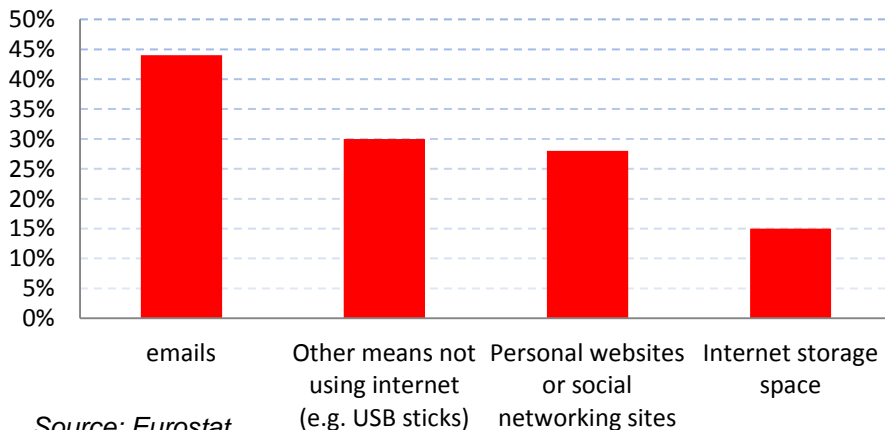
**Young people** are more than **three times likelier** to use cloud services than those aged 55 and above.

More than a fifth (21%) of EU citizens made use of cloud services for storing files (documents, pictures, music, videos etc.) in 2014. Highest rates of use for cloud storage are recorded for Denmark (42%), the United Kingdom (38%), Luxemburg and Sweden (35%) and the Netherlands (34%). Together with Estonia, they are also the countries with the highest rates of cloud service usage for the purpose of file sharing. By contrast, relatively low rates of use of cloud service (less than 10%) are recorded for Poland, Lithuania and Romania.

Use of cloud computing services by individuals in EU28 Member States, Iceland and Norway, 2014 (% individuals)



Use of the internet and other means for sharing files electronically, EU28, 2014 (% individuals)



**15%** of EU citizens also used cloud services for sharing files. However other means of sharing files are more popular. In particular, 44% use email, 30% USB sticks, DVDs and Bluetooth and 28% personal websites or social media.

As with internet use generally, **use of cloud services is strongly age dependant**. While only 10% of people aged 55 and over make use of cloud services for storing files and only 6% do so for sharing them, for young people (aged 16-24) the figures are 36% and 25%, respectively.

**82%** of cloud users save or share **photos** online, **54%** save or share **text documents, spreadsheets** or **electronic presentations**. Only **11%** of cloud users **pay for the service** they are using. The **main reason for using the cloud** was because of **ease of access to files** from several devices or locations.

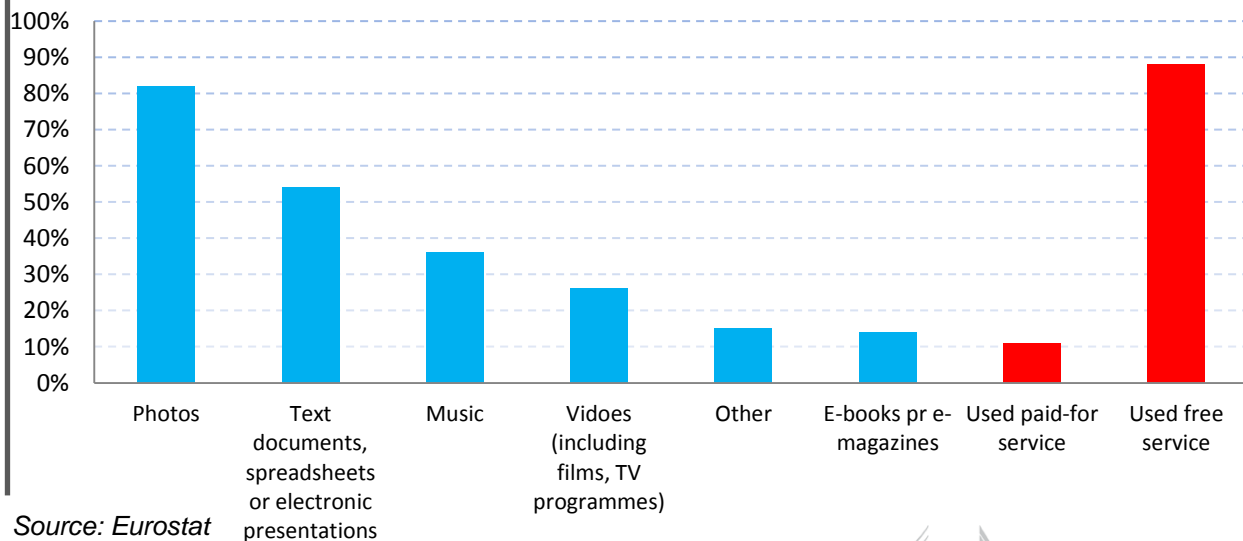
Cloud services are most popularly used for storing or sharing photos. 82% of people in the EU used cloud services for this reason in 2014. 54% saved or shared text document, spreadsheets or electronic presentations, 36% saved or shared music, 26% videos and 15% e-books.

Many cloud services are provided free of charge to citizens in the EU within certain storage limits. As such 88% of cloud users made use of such free services in 2014. Only 11% opted to use paid-for services.

The main reasons for cloud use are ease of access to files from multiple devices and locations (59%) as well as ease of sharing files with others (59%). Other popular reasons are for protection against data loss (55%) and availability of larger memory.

22% of individuals report access to large libraries of music or videos as a reason for cloud use.

**Types of files saved or shared by cloud users and use of paid-for services, EU28, 2014 (% individuals who used internet storage space for saving or sharing files)**

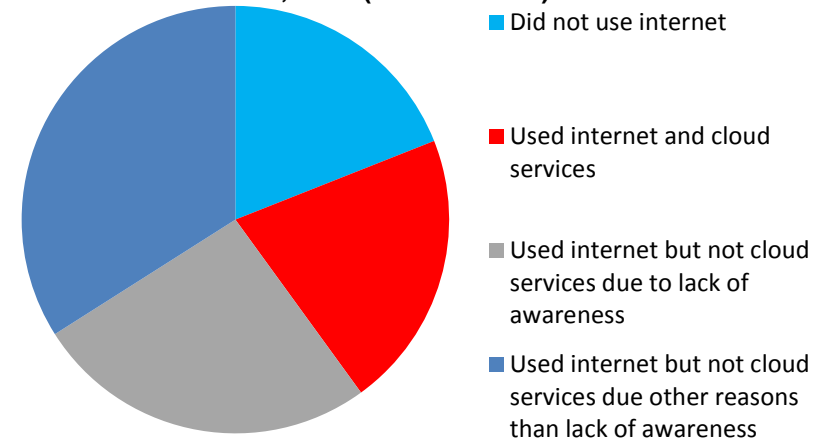


Source: Eurostat

**55%** of EU citizens use the internet but do not use cloud services. **26%** are unaware of such services. Privacy and security concerns are important reasons for not making use of cloud services.

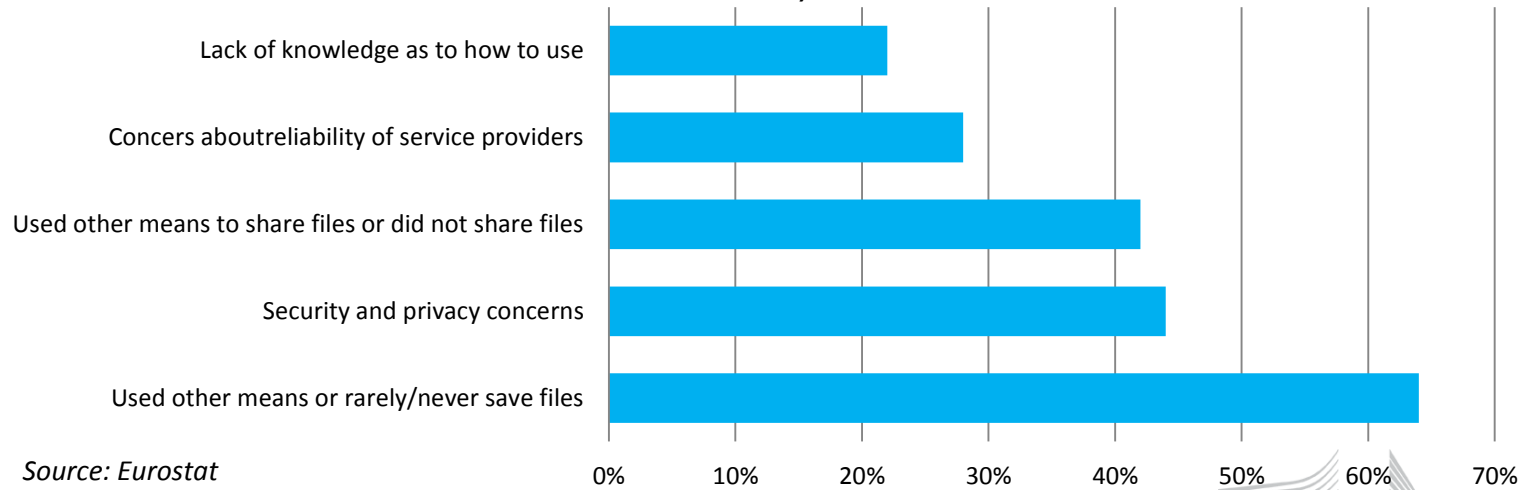
In 2014, over half of EU citizens (55%) used the internet but did not use cloud services. 26% used the internet but did not use cloud services because they were not aware of them. Of those who used the internet but did not use cloud services 64% report other means of saving files as the reason, 44% report security and privacy concerns, 42% used other means to share files or did not share files, 28% reported concerns about the reliability of service providers and 22% said they lacked the skills to use cloud services.

Users and non-users of internet and cloud services, EU28, 2014 (% individuals)



Source: Eurostat

Reasons for not using cloud services, EU28, 2014 (% internet users aware of but not using cloud services)

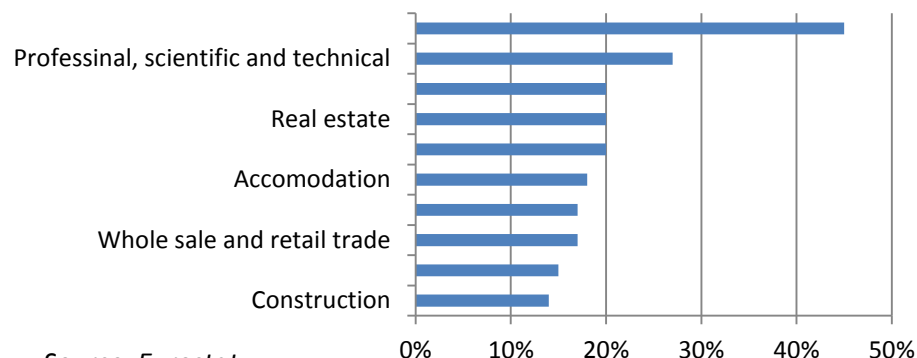


Source: Eurostat

**97% of enterprises in the EU had an internet connection in 2014, but only 19% made use of cloud services. The biggest uptake of cloud services by enterprises can be seen in the Nordic countries and Italy. The ICT sector itself is the biggest user of cloud services.**

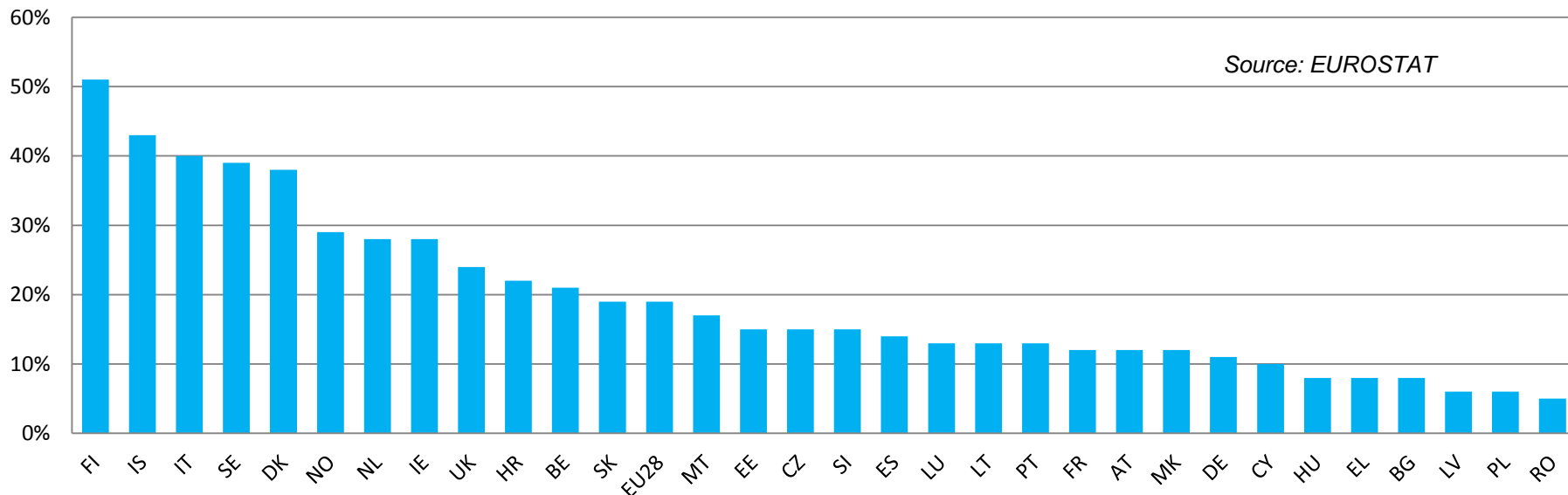
Most enterprises in the EU now use the internet; with 97% having an internet connection in 2014. 19% of enterprises also make use of cloud computing services. Across the Member States the rate varies from 5% in Romania and 6% in Poland and Latvia, to 51% in Finland, 40% in Italy, 39% in Sweden and 38% in Denmark. Firms in the ICT sector and the Professional, Scientific and Technical activities sectors are the biggest users of cloud services recording rates of cloud use of 45% and 27% of enterprises, respectively.

Use of cloud computing services by enterprises in the EU28, by economic activity, 2014 (% enterprises)



Source: Eurostat

Use of cloud computing services by enterprises in EU28 Member States, Iceland and Norway, 2014 (% enterprises)



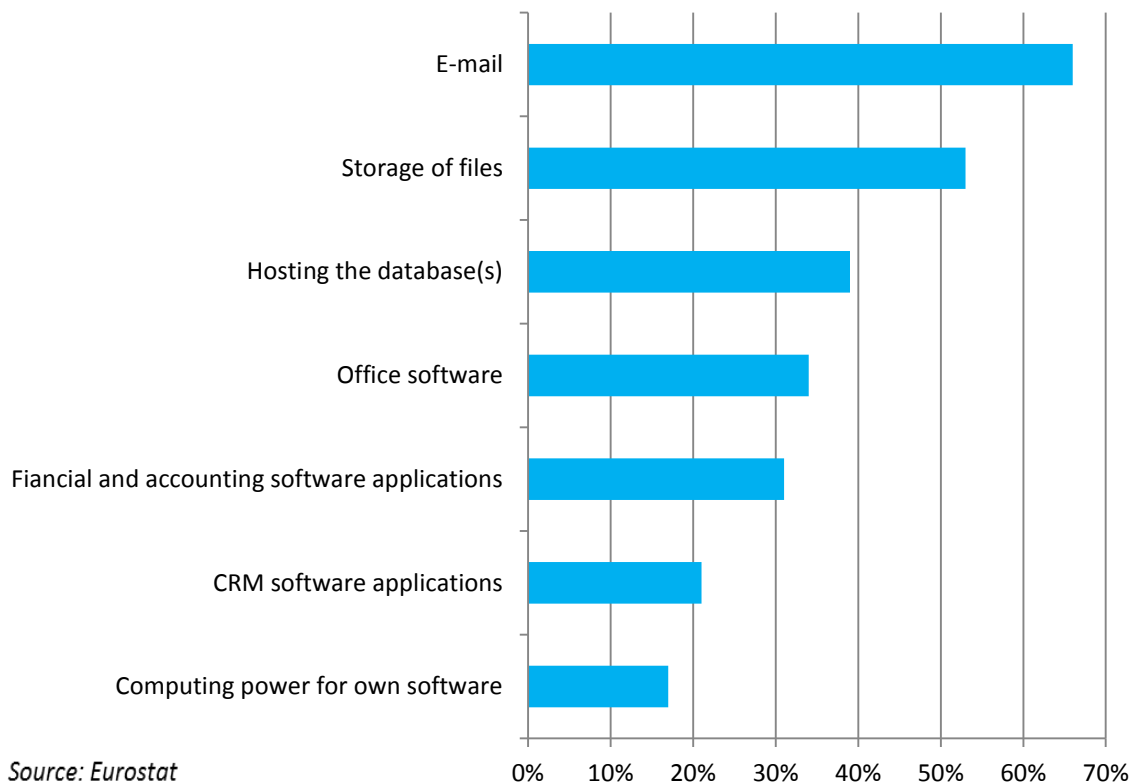
Source: EUROSTAT

**66%** of enterprises using the cloud do so for **email services**, for **53%** for **storage of files**.  
**39%** of enterprises using cloud services are **prevented from further use by security concerns**.

The most popular cloud services used by enterprises in the EU are email services and file storage services. While 66% of enterprises using the cloud made use of email services, 53% used it for storage of files. 39% used the cloud for hosting databases, 34% for office software, 31% for Financial or accounting software applications 21% for CRM\* software applications and 17% for computing power for own software.

**39%** of enterprises using the cloud are prevented from further use because of security concerns. Large enterprises (57%) report this more frequently than small ones (38%). Large enterprises also more frequently report uncertainty about the applicable law (46%) and uncertainty about the location of data (46%) as factors preventing further use of cloud services.

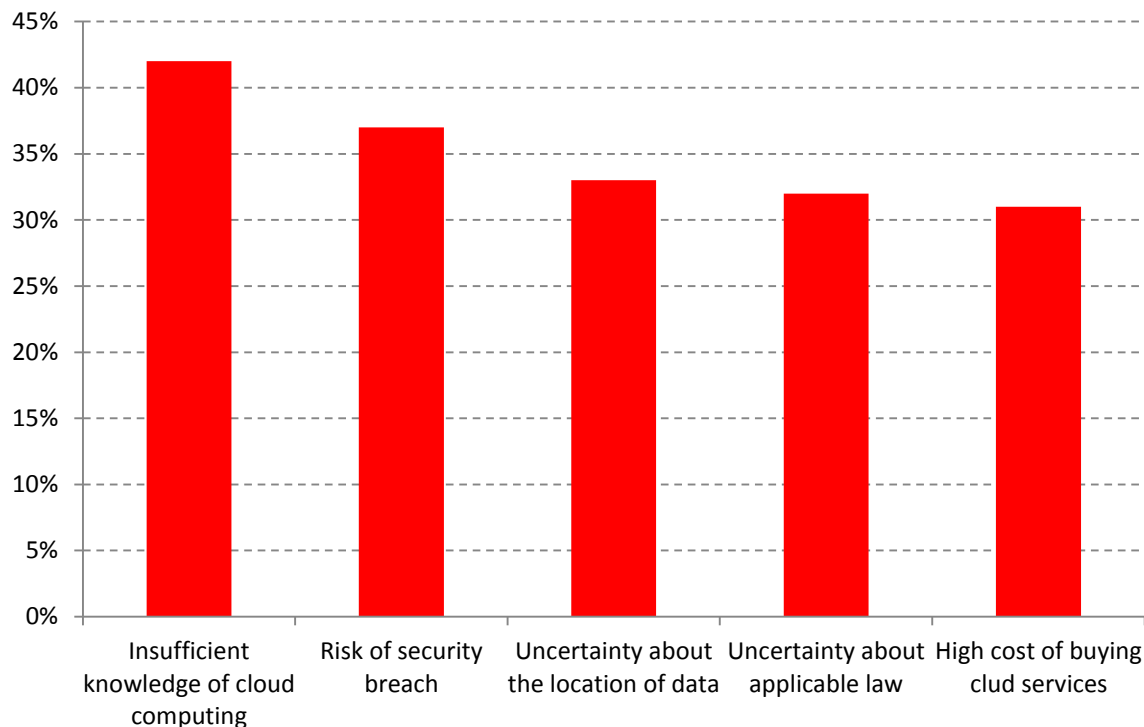
Uses of cloud computing services by enterprises, EU28, 2014 (% enterprises using the cloud)



**42%** of enterprises not using cloud services report lack of knowledge as the main factor for non-use. It is a **particular problem** for the **accommodation, construction and manufacturing sectors**.

The main factor preventing enterprises from using cloud services is insufficient knowledge of cloud computing. 42% of enterprises in the EU\* reported insufficient knowledge of cloud computing as a reason for not using such services in 2014. 37% reported the risk of a security breach, 33% reported uncertainty about the location of data, 32% reported uncertainty about the applicable law and 31% reported the high cost of buying cloud services as factors preventing them from using cloud computing services. **Insufficient knowledge** was a particularly important factor for the **accommodation (47%), construction (46%) and manufacturing (45%)** sectors. While **risk of a security breach** was particularly important for **professional, scientific and technical activities (46%), ICT (44%) and electricity, gas, steam and water supply (41%)**.

Factors preventing enterprises in the EU\* from using cloud computing services, 2014 (% enterprises not using the cloud)



\* EU28, excluding the Czech Republic, France, Malta and the United Kingdom. Optional survey question.

Source: Eurostat