2011-2012 BSA Global Software Piracy Study
Cloud Computing Topline Data

Online and in-person surveys of 14,702 PC users in 33 countries, February–March 2012

CLOUD COMPUTING

C1.   Do you use online services that let you create, manage, and store documents, spreadsheets, photos or other digital content so that you can access them from any computer by logging on through the Internet?

	Global	Mature	Developing
Yes	45%	33%	50%
No	51%	62%	47%
Don't know	4%	5%	3%

C2.   How familiar are you with "cloud computing?"

	Global	Mature	Developing
Never heard of it	40%	34%	42%
Have only heard the name	19%	25%	16%
Know a little	17%	20%	16%
Quite/ somewhat familiar	15%	15%	15%
Very familiar	9%	6%	10%
(DK/NS)	1%	--	1%

[SHOW TO ALL]
Cloud computing is when you connect to the internet or a network to access an application that is not physically installed on your computer. Cloud computing can be defined as a system were everything – from computing power to computing infrastructure, applications, business processes to personal collaboration – is delivered as a service via the Internet, wherever and whenever you need it.

C3.   Do you ever access applications through cloud computing?

	Global	Mature	Developing
Yes	34%	21%	39%
No	57%	67%	54%
Don't know	9%	13%	7%

[IF YES TO C1 OR C3, ASK C4-C10]
C4. What type of online cloud computing services have you used?

	Global	Mature	Developing
Online word processing (like Google Docs or Microsoft Office 365)	45%	35%	48%
Photo storage and sharing (like Flickr)	40%	39%	40%
Email service (like Gmail, Yahoo, or Hotmail)	78%	77%	79%
Online file storage (like Dropbox)	29%	33%	28%
Online only games	38%	28%	41%
Other (SPECIFY)	10%	12%	9%

C5. Do you use these online cloud computing services for personal or business use?

	Global	Mature	Developing
Personal	88%	85%	88%
Business	33%	28%	34%
[DK/NS]	7%	10%	6%

[IF PERSONAL IN C5, ASK C6]
C6. What proportion of the personal online cloud computing services you use are free and what proportion do you pay for?

	Global	Mature	Developing
All are free	61%	70%	58%
Most are free	27%	21%	29%
Split about 50/50 free and paid	9%	7%	9%
Most are services I pay for	2%	2%	2%
All are services I pay for	1%	1%	1%
(DK/NS)	1%	--	*

[IF PAY-FOR IN C6 (PUNCHES 3, 4, or 5), ASK C7-C8]
C7. When it comes to the personal online cloud computing services you have paid for, have you ever shared your personal login credentials with other people?

	Global	Mature	Developing
Yes	30%	15%	34%
No	69%	85%	66%
(DK/NS)	1%	--	1%

C8. Do you think it is OK to share the login credentials for the paid online cloud computing service with other people?

	Global	Mature	Developing
Yes	28%	23%	29%
No	70%	77%	68%
(DK/NS)	2%	--	2%

[IF BUSINESS IN C4, ASK C9]
C9. What proportion of the online cloud computing services you use at work does your company pay for?

	Global	Mature	Developing
All are free	38%	46%	36%
Most are free	27%	19%	29%
Split about 50/50 free and paid	16%	17%	16%
Most are services I pay for	10%	8%	11%
All are services I pay for	7%	10%	7%
(DK/NS)	2%	--	2%

[IF YES IN C9, ASK C10-C11]
C10. Have you ever shared the login credentials for your employer provided online cloud computing services with other people…?

	Global	Mature	Developing
Within your company/organization	42%	30%	45%
Outside your company/organization	8%	6%	8%
None of the above	54%	67%	51%

C11. Do you think it is OK to share your employer provided login credentials for the service with other people…? [SELECT ALL THAT APPLY]

	Global	Mature	Developing
Within your company/organization	45%	42%	45%
Outside your company/organization	8%	6%	9%
None of the above	50%	55%	49%