

## YouGov/Text 100 Survey Results

Sample Size: 530  
Fieldwork: 5th - 11th April 2012

Total	Gender		Age					Region							Company size	
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	North	Midlands	East	London	South	Wales	Scotland	Small (1 to 49)	Medium (50 to 249)

*Cloud services are remotely based software and data services accessed by end users through their laptop, PC, mobile devices via the internet. Exactly where the hardware and software is located and how it all works doesn't matter to the user — it's just somewhere up in the "cloud" that the Internet represents.*

Which, if any, of the following were the reasons/ would be the reasons for your organisation to implement cloud services?

	530	411	119	1	33	91	140	265	86	67	56	75	183	31	32	429	101
<b>ALL SME senior managers and above</b>																	
To drive business growth and be more competitive	18%	19%	13%	100%	21%	21%	21%	15%	15%	21%	25%	16%	17%	13%	19%	16%	28%
The ability to quickly offer new services	13%	15%	8%	100%	27%	14%	15%	10%	13%	18%	21%	15%	12%	3%	6%	12%	21%
To decrease hardware ownership/ management	28%	31%	15%	100%	33%	37%	25%	25%	15%	24%	38%	40%	27%	26%	28%	25%	40%
Cost efficiencies	33%	34%	29%	100%	52%	35%	34%	29%	24%	36%	38%	45%	31%	29%	25%	29%	50%
The ability to work in a more mobile/ flexible fashion	39%	40%	36%	-	55%	51%	46%	29%	26%	31%	48%	51%	41%	32%	41%	36%	51%
Other	5%	5%	5%	-	6%	5%	4%	5%	2%	7%	-	1%	7%	3%	13%	6%	1%
Don't know	35%	33%	43%	-	15%	29%	33%	42%	52%	30%	25%	24%	37%	45%	28%	38%	24%

In which, if any, of the following areas of your organisation have you seen/ would you anticipate seeing improvements in due to cloud services?  
(Please tick all that apply)

	530	411	119	1	33	91	140	265	86	67	56	75	183	31	32	429	101
<b>ALL SME senior managers and above</b>																	
Sales and marketing	17%	18%	11%	100%	27%	19%	13%	16%	15%	25%	21%	16%	14%	10%	19%	16%	21%
Management and administration	30%	31%	29%	100%	39%	38%	34%	25%	19%	19%	30%	41%	34%	26%	44%	27%	46%
Customer service	22%	24%	15%	-	12%	23%	19%	24%	16%	24%	38%	16%	20%	23%	28%	20%	31%
Employee work-life balance	16%	16%	14%	-	30%	20%	21%	10%	12%	6%	18%	28%	16%	6%	19%	14%	25%
Financial performance	15%	17%	8%	100%	33%	16%	14%	11%	8%	16%	20%	24%	13%	3%	19%	12%	24%
Other	3%	3%	3%	-	3%	3%	4%	3%	1%	3%	2%	5%	5%	-	-	4%	1%
Don't know	11%	12%	10%	-	6%	5%	11%	14%	9%	12%	7%	12%	14%	13%	3%	11%	14%
Not applicable – I don't think my organisation has seen/ would see any improvements by implementing cloud services	38%	36%	47%	-	21%	31%	39%	43%	52%	31%	36%	25%	39%	48%	41%	44%	17%

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Sample Size: 530  
Fieldwork: 5th - 11th April 2012

Total	Which ONE of the following industry sectors do you work in/ does the company or organisation that you work for operate in?						
Base	Manufacturing	Construction	Financial services/Accountancy	Retail	Hospitality and leisure	Legal	IT & telecoms

*Cloud services are remotely based software and data services accessed by end users through their laptop, PC, mobile devices via the internet. Exactly where the hardware and software is located and how it all works doesn't matter to the user — it's just somewhere up in the "cloud" that the Internet represents.*

Which, if any, of the following were the reasons/ would be the reasons for your organisation to implement cloud services?

ALL SME senior managers and above	530	66	63	69	65	33	11	55
To drive business growth and be more competitive	18%	17%	10%	19%	15%	21%	18%	25%
The ability to quickly offer new services	13%	9%	8%	16%	5%	9%	18%	33%
To decrease hardware ownership/ management	28%	18%	24%	32%	11%	27%	18%	49%
Cost efficiencies	33%	29%	22%	43%	14%	18%	27%	53%
The ability to work in a more mobile/ flexible fashion	39%	29%	29%	38%	17%	30%	64%	55%
Other	5%	-	6%	6%	5%	3%	-	11%
Don't know	35%	44%	51%	25%	54%	39%	18%	18%

In which, if any, of the following areas of your organisation have you seen/ would you anticipate seeing improvements in due to cloud services?  
(Please tick all that apply)

ALL SME senior managers and above	530	66	63	69	65	33	11	55
Sales and marketing	17%	20%	14%	17%	11%	21%	9%	25%
Management and administration	30%	21%	30%	38%	14%	24%	36%	40%
Customer service	22%	18%	24%	26%	15%	9%	45%	35%
Employee work-life balance	16%	9%	8%	16%	5%	9%	27%	20%
Financial performance	15%	11%	13%	20%	9%	12%	-	31%
Other	3%	-	-	6%	3%	-	-	9%
Don't know	11%	15%	11%	9%	15%	12%	-	2%
Not applicable – I don't think my organisation has seen/ would see any improvements by implementing cloud services	38%	38%	49%	35%	49%	42%	36%	36%

**YouGov/Text 100 Survey  
Results**

Sample Size: 530  
Fieldwork: 5th - 11th April 2012

Total	Which ONE of the following industry sectors do you work in/ does the company or organisation that you work for operate in (CONTINUED)?						Company Turnover			
Base	Media/ marketing/ advertising/ PR & sales	Medical & health services	Education	Transportation & distribution	Real estate	Other	First year of trading	Up to £999,999	£1 million to £9.99 million	£10 million +

*Cloud services are remotely based software and data services accessed by end users through their laptop, PC, mobile devices via the internet. Exactly where the hardware and software is located and how it all works doesn't matter to the user — it's just somewhere up in the "cloud" that the Internet represents.*

Which, if any, of the following were the reasons/ would be the reasons for your organisation to implement cloud services?

	530	53	27	15	16	17	40	13	295	122	36
<b>ALL SME senior managers and above</b>											
To drive business growth and be more competitive	18%	23%	15%	20%	19%	18%	18%	15%	16%	20%	36%
The ability to quickly offer new services	13%	11%	11%	33%	13%	6%	15%	15%	11%	14%	28%
To decrease hardware ownership/ management	28%	36%	30%	20%	25%	47%	25%	38%	21%	34%	47%
Cost efficiencies	33%	43%	33%	40%	25%	35%	40%	46%	26%	45%	53%
The ability to work in a more mobile/ flexible fashion	39%	64%	37%	60%	25%	53%	48%	62%	35%	42%	56%
Other	5%	4%	7%	-	-	6%	5%	-	7%	3%	-
Don't know	35%	19%	33%	20%	63%	24%	33%	15%	40%	30%	22%

In which, if any, of the following areas of your organisation have you seen/ would you anticipate seeing improvements in due to cloud services? (Please tick all that apply)

	530	53	27	15	16	17	40	13	295	122	36
<b>ALL SME senior managers and above</b>											
Sales and marketing	17%	17%	19%	7%	-	18%	18%	23%	15%	19%	22%
Management and administration	30%	36%	30%	33%	13%	41%	45%	46%	25%	39%	50%
Customer service	22%	21%	15%	40%	6%	18%	20%	23%	19%	23%	39%
Employee work-life balance	16%	28%	19%	27%	-	35%	28%	31%	14%	15%	28%
Financial performance	15%	13%	4%	13%	-	24%	18%	31%	10%	22%	19%
Other	3%	8%	-	7%	-	-	3%	-	3%	1%	3%
Don't know	11%	17%	7%	7%	31%	-	13%	15%	9%	11%	19%
Not applicable – I don't think my organisation has seen/ would see any improvements by implementing cloud services	38%	21%	48%	27%	56%	35%	28%	15%	47%	29%	11%

Total	Gender		Age					Region							Company size	
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	North	Midlands	East	London	South	Wales	Scotland	Small (1 to 49)	Medium (50 to 249)

When, if at all, do you anticipate cloud-based services will be deployed in your organisation? (If cloud based services are already deployed in your organisation please type the "Not applicable" option)

ALL SME senior managers and above	530	411	119	1	33	91	140	265	86	67	56	75	183	31	32	429	101
Never	33%	32%	39%	-	12%	27%	33%	38%	47%	24%	29%	15%	38%	42%	34%	38%	14%
Within the next month	1%	1%	1%	-	-	2%	4%	-	1%	-	5%	-	2%	-	-	1%	1%
More than a month up to 3 month	3%	3%	3%	-	12%	3%	2%	3%	3%	6%	4%	-	3%	-	6%	4%	2%
More than 3 months up to 6 months	4%	4%	3%	-	6%	3%	4%	3%	2%	3%	5%	8%	2%	6%	-	4%	3%
More than 6 months up to 12 months	9%	10%	7%	-	9%	9%	11%	9%	9%	6%	5%	5%	10%	19%	22%	9%	13%
More than 12 months up to 24 months	13%	12%	16%	-	6%	13%	13%	14%	13%	15%	9%	27%	12%	-	6%	13%	15%
More than 24 months	21%	21%	20%	100%	21%	18%	19%	23%	14%	31%	29%	23%	17%	23%	19%	20%	25%
Not applicable - cloud-based services are already deployed in my organisation	15%	16%	11%	-	33%	24%	16%	9%	10%	15%	14%	23%	16%	10%	13%	12%	28%

Which, if any, of the following are reasons why your organisation isn't currently deploying cloud services right now? (Please tick all that apply)

ALL SME Senior Decision makers whose organisation hasn't deployed cloud-based services	450	344	106	1	22	69	118	240	77	57	48	58	154	28	28	377	73
Cost (i.e. too expensive)	31%	31%	31%	100%	32%	30%	27%	32%	32%	42%	29%	28%	27%	39%	21%	31%	30%
Expertise (e.g. don't have the skills in-house)	30%	28%	37%	-	50%	28%	25%	32%	27%	30%	21%	41%	29%	57%	14%	30%	34%
Lack of time (e.g. no time to investigate)	38%	38%	40%	100%	64%	35%	31%	40%	34%	37%	35%	40%	37%	54%	43%	37%	42%
Security (e.g. worried about data and application security)	30%	31%	25%	100%	23%	25%	32%	30%	26%	23%	38%	26%	31%	39%	32%	28%	38%
Other	28%	29%	25%	-	18%	33%	31%	26%	34%	30%	29%	22%	27%	25%	29%	30%	19%

Total	Which ONE of the following industry sectors do you work in/ does the company or organisation that you work for operate in?						
Base	Manufacturing	Construction	Financial services/Accountancy	Retail	Hospitality and leisure	Legal	IT & telecoms

When, if at all, do you anticipate cloud-based services will be deployed in your organisation? (If cloud based services are already deployed in your organisation please type the "Not applicable" option)

ALL SME senior managers and above	530	66	63	69	65	33	11	55
Never	33%	33%	44%	28%	48%	36%	18%	35%
Within the next month	1%	-	2%	-	5%	3%	-	-
More than a month up to 3 month	3%	5%	5%	4%	3%	-	9%	5%
More than 3 months up to 6 months	4%	5%	5%	6%	-	3%	-	4%
More than 6 months up to 12 months	9%	8%	10%	6%	6%	12%	27%	9%
More than 12 months up to 24 months	13%	11%	8%	19%	15%	12%	9%	5%
More than 24 months	21%	35%	19%	17%	18%	15%	18%	11%
Not applicable - cloud-based services are already deployed in my organisation	15%	5%	8%	20%	5%	18%	18%	31%

Which, if any, of the following are reasons why your organisation isn't currently deploying cloud services right now? (Please tick all that apply)

ALL SME Senior Decision makers whose organisation hasn't deployed cloud-based services	450	63	58	55	62	27	9	38
Cost (i.e. too expensive)	31%	27%	22%	31%	35%	33%	33%	34%
Expertise (e.g. don't have the skills in-house)	30%	33%	31%	38%	27%	37%	11%	16%
Lack of time (e.g. no time to investigate)	38%	48%	34%	36%	32%	44%	44%	34%
Security (e.g. worried about data and application security)	30%	37%	28%	36%	24%	26%	44%	29%
Other	28%	22%	33%	22%	27%	30%	11%	39%

Total	Which ONE of the following industry sectors do you work in/ does the company or organisation that you work for operate in (CONTINUED)?						Company Turnover			
Base	Media/ marketing/ advertising/ PR & sales	Medical & health services	Education	Transportation & distribution	Real estate	Other	First year of trading	Up to £999,999	£1 million to £9.99 million	£10 million +

When, if at all, do you anticipate cloud-based services will be deployed in your organisation? (If cloud based services are already deployed in your organisation please type the "Not applicable" option)

ALL SME senior managers and above	530	53	27	15	16	17	40	13	295	122	36
Never	33%	19%	33%	20%	44%	29%	25%	8%	40%	25%	6%
Within the next month	1%	2%	-	-	-	6%	-	15%	1%	2%	-
More than a month up to 3 months	3%	-	-	7%	-	-	3%	8%	3%	2%	6%
More than 3 months up to 6 months	4%	6%	4%	-	-	-	5%	-	3%	5%	-
More than 6 months up to 12 months	9%	11%	15%	27%	-	6%	10%	8%	10%	10%	6%
More than 12 months up to 24 months	13%	25%	15%	7%	6%	18%	13%	8%	12%	17%	19%
More than 24 months	21%	13%	19%	27%	38%	29%	28%	15%	19%	25%	36%
Not applicable - cloud-based services are already deployed in my organisation	15%	25%	15%	13%	13%	12%	18%	38%	12%	15%	28%

Which, if any, of the following are reasons why your organisation isn't currently deploying cloud services right now? (Please tick all that apply)

ALL SME Senior Decision makers whose organisation hasn't deployed cloud-based services	450	40	23	13	14	15	33	8	259	104	26
Cost (i.e. too expensive)	31%	40%	30%	46%	21%	27%	24%	50%	29%	32%	15%
Expertise (e.g. don't have the skills in-house)	30%	40%	35%	23%	14%	20%	33%	38%	28%	39%	31%
Lack of time (e.g. no time to investigate)	38%	40%	35%	54%	29%	33%	36%	63%	36%	43%	27%
Security (e.g. worried about data and application security)	30%	25%	35%	23%	21%	20%	30%	13%	27%	38%	27%
Other	28%	18%	26%	15%	64%	33%	33%	-	31%	22%	35%