Partly Cloudy – About Cloud Computing

Survey: Many Believe “The Cloud” Requires a Rain Coat

While “the cloud” may be the tech buzzword of the year, many Americans are hazy on what the cloud actually is. According to a new study by Wakefield Research for Citrix, there is a significant disconnect between what Americans know, and what they actually do, when it comes to cloud computing.

Hazy About The Cloud. First to mind when asked what “the cloud” is, a majority respond it’s either an actual cloud, the sky, or something related to weather (29%) – this was the number one response given. Only a few first think of a computer network to store, access, and share data from internet connected devices (16%).

Pack Your Umbrella. It’s not just the name that’s puzzling the masses, most Americans are also unsure about how the cloud works: 51% believe stormy weather would interfere with their cloud computing.

Does stormy weather interfere with cloud computing?

51% Yes
49% No

Source: Citrix cloud survey conducted by Wakefield Research

Storm of Confusion. It’s evident that some are in need of a crash course in cloud. Nearly 1 in 3 (32%) see the cloud as a thing of the future, and about 1 in 7 (15%) believe the cloud is intended for people who work in technology. Lesson 1: the cloud is a thing of today, and it’s intended for everyone.

Foggy About the Cloud. While Americans may be struggling to articulate cloud computing, it doesn’t mean they aren’t using the cloud. The majority of Americans (54%) claim to never use the cloud, however 95% of those who think they’re not using the cloud, actually are: 65% are banking online, 63% have shopped online, 58% report using social networking sites, 45% have played online games, 29% store photos online, 22% have stored music or videos online, and nearly 1 in 5 (19%) use online file-sharing services – all of these are cloud-based.
Casting a Vote for “The Cloud”

Ask a Republican or Democrat if the sky is blue, and the other party will most likely say it’s green. Although they rarely agree, the two sides are forgoing party lines and looking to the clouds for casting their election ballots: 42% of Republicans and 51% of Democrats wish that they could cast their election ballot through the cloud.

Cloud computing is a technology many are only just beginning to understand – but it’s not hard for either party to grasp the ease and simplicity it could provide come Election Day.

Fuzzy About “The Cloud” – and Faking It

1 in 5 Americans Have Their Head in the Clouds with Cloud Computing

While there are a few things you can fake, cloud computing doesn’t have to be one of them. According to a recent study by Wakefield Research for Citrix, 1 in 5 (22%) Americans admit that they’ve pretended to know what the cloud is or how the cloud works. If you don’t understand the cloud yourself, the jig is up: most say they feel others are also referring to the cloud in conversations when they really don’t know how it works (56%).

Economic Forecast: Cloudy and Bright. With so many Americans uncertain about how to define the cloud, it’s time to figure it out now, or be left behind – even in your professional life. In fact, 3 in 5 (59%) believe the “workplace of the future” will exist entirely in the cloud.

Cloud Imposters. Considering a third of those feigning an understanding of the cloud have done so at work (33%), employee training manuals may need a few updates to bring workers up to speed. The false claims don’t stop after work hours – nearly 1 in 5 (17%) have pretended to know what the cloud was during a first date, and 14% have pretended during a job interview. Maybe it’s easier for some Americans to just pretend they’re in-the-know.

The Silver Lining. Even if they don’t know what the cloud is, they know that it’s a good thing. Most Americans (68%), after being exposed to the meaning of the cloud, recognize its economic benefits. The most recognized benefits are that the cloud helps consumers by lowering costs (35%) and improves consumer engagement for businesses (35%), and nearly as many believe the cloud to be a catalyst for small business growth (32%).
SPOTLIGHT

Rain Dance From “The Cloud”

It’s official: classic is making a comeback. If they could access any one band or artist’s entire music collection via the cloud, Americans would most choose music legends like The Beatles, Led Zeppelin, Pink Floyd, and Michael Jackson.

That said, sensational modern artists like Eminem and Maroon 5 also made it towards the top of the list.

Perhaps there’s room for both modern and classic music in Americans’ hearts, and in their “clouds” as well.

No Cold Front in the Cloud. After being told what the cloud is, Americans were asked what they thought its advantages may be. Their answers may surprise you: 2 in 5 (40%) believe accessing work information at home in their “birthday suit” would be an advantage, and more than a third (35%) recognize that the cloud allows them to share information with people they’d rather not be interacting with in person.

Keeping Them Grounded. Despite its advantages, some Americans still have varying reasons why they are rarely using cloud services, or never using the cloud at all. Among those not using the cloud or not using it often, the top deterrents include the cost (34%), security concerns (32%) and privacy concerns (31%).

![Top Deterrents to Using “The Cloud”](image)

Source: Citrix cloud survey conducted by Wakefield Research.
Methodological Notes:

The Citrix Cloud Survey was conducted by Wakefield Research (www.wakefieldresearch.com) among 1,006 nationally representative American adults ages 18 and older, between August 2nd and August 7th, 2012, using an email invitation and an online survey. Quotas have been set to ensure reliable and accurate representation of the U.S. adult population 18 and older.

Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results. For the interviews conducted in this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 3.1 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.