

Consumer law compliance review: cloud storage

Findings report

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1. Summary

- 1.1 The Competition and Markets Authority (**CMA**) is committed to looking at online markets and the digital economy. The CMA's Strategic Assessment¹ highlighted cloud computing as a specific area of interest. The cloud storage services sector is a dynamic and growing aspect of cloud computing. Consumers should be able to make informed choices about which cloud storage services to use. They should expect to be treated fairly by cloud storage providers.
- 1.2 There has been a significant increase in the amount of data that consumers are creating and sharing, including photos, music, videos, personal correspondence and important documents.² Cloud storage services allow consumers to store, manage, organise and retrieve their data via the internet.
- 1.3 A lot of consumer devices, such as mobile phones, laptops and tablets, allow consumers to upload and download data from personal cloud storage accounts. Many such devices rely on access to cloud storage, which reduces the need for internal memory on the device itself.
- 1.4 The cloud storage services sector is dynamic and evolving rapidly. The global sector is estimated to be growing by more than 20% a year. It could generate over \$100 billion of annual expenditure worldwide by 2017.³ It is estimated that the European cloud computing market alone could be worth €44.8 billion by 2020 (up from €9.5 billion in 2013).⁴
- 1.5 On 1 December 2015, the CMA launched a [review](#) of compliance with consumer law in the cloud storage sector.⁵ This followed reports that some consumers were experiencing difficulties and problems with cloud storage services.
- 1.6 The aim of the review was to answer the following questions:
 - (a) How widespread are any potential problems in the cloud storage services sector?

¹ [CMA Strategic Assessment \(CMA35\)](#), November 2014.

² In 2014, some estimates suggested that 1.8 billion photos a day were uploaded to the internet. See KPCB (May 2014), [Internet trends 2014 - code conference](#).

³ Estimates by analyst firm IDC from 2013. See Business Wire (September 2013), [IDC Forecasts Worldwide Public IT Cloud Services Spending to Reach Nearly \\$108 Billion by 2017 as Focus Shifts from Savings to Innovation](#).

⁴ See the European Commission's [Cloud computing](#) webpages.

⁵ The CMA has a general review function in section 5 of the Enterprise Act 2002. Information gathered can help the CMA to determine whether further action is warranted by the CMA or others, including whether further action is necessary in relation to consumer protection law compliance.

(b) Are these problems the result of a breach of consumer protection law?

(c) How are these problems affecting consumers? What is the extent of any actual or potential consumer detriment?

1.7 We have engaged with a range of stakeholders including cloud storage service providers, industry experts and consumers as part of the review. We have carefully considered all information received in coming to our conclusions. This report sets out:

- our findings from the review;
- our views on the terms and practices we have seen in the cloud storage services sector; and
- our next steps.

Our findings

1.8 Cloud storage service providers (**providers**) are meeting consumers' growing data and digital demands. There is a range of providers and services available, offering consumer choice. Providers are innovating to offer consumers new ways to store, manage and organise their data. Services are evolving from simple file storage to collaborative file sharing and management.

1.9 The cloud storage services sector is capable of delivering huge benefits to consumers including:

- the ease of sharing files;
- the ability to access content from several devices or locations;
- protection against data loss; and
- access to a larger memory space and large libraries of music, films or TV programmes.⁶

1.10 The consumer survey we commissioned⁷ found that around three in ten adults living in Great Britain (**GB**) use cloud storage in a personal capacity. The

⁶ Eurostat (2014), [Internet and cloud services - statistics on the use by individuals](#).

⁷ Omnibus survey conducted by Ipsos MORI on behalf of the CMA, 7–29 January 2016.

majority currently benefit from free services that come with their devices or other services.

- 1.11 From consumer research and commentary, we have identified that consumers primarily use cloud storage services to keep copies of their data. Consumers value the ability to access their data from a range of devices and (in some cases) across multiple operating systems.
- 1.12 Our survey revealed that nearly nine in ten consumers that had used cloud storage services had not experienced any problems.⁸ However, separately, we identified some terms and practices that have caused problems and harmed consumers. If left unchecked, we are concerned these terms and practices have the potential to cause further harm to consumers in the future.
- 1.13 In particular, we have concerns about the following types of contract term:
- **Unilateral variation** – terms that allow providers too much discretion to unilaterally vary the price, service or contract and without giving consumers adequate notice or an opportunity to cancel the contract without penalty.
 - **Termination/suspension** – terms that allow providers too much discretion to terminate or suspend services, particularly where they can do so without notice.
 - **Automatic renewal** – terms that allow providers to automatically renew a contract at the end of a fixed term without giving consumers reasonable notice or the opportunity to cancel after renewal.
 - **Limitation of liability** – terms that exclude or limit a provider’s liability under the contract, particularly where this would exclude or restrict a consumer’s statutory rights.
 - **Jurisdiction and choice of law** – terms that prevent consumers from bringing legal proceedings in their local courts and under their local law.
- 1.14 We also had concerns about the transparency of contract terms. Terms may be written or structured in a way that makes it difficult for consumers to understand their rights and obligations under the contract.

⁸ More information about consumers’ experiences can be found in chapter 4.

- 1.15 In our view, terms like these are potentially unfair under the Consumer Rights Act 2015 (**CRA**), as reflected by the CMA's unfair terms guidance.⁹
- 1.16 In chapter 5 we set out in detail:
- the consumer protection legislation which is generally most relevant to this sector;
 - the types of potentially unfair terms that we have seen; and
 - the steps providers in this sector should take to address the CMA's concerns and help ensure that their terms are fair.
- 1.17 The main focus of our review was compliance with unfair terms legislation. However, we identified some specific concerns about the adequacy and presentation of the information that some providers gave to consumers before they entered into a contract. It is important that consumers are provided with all the necessary information about the price, the product and the terms of service that accompany it.
- 1.18 During the course of the review, we also found some consumer confidence and trust issues with this sector. These were not obviously the result of non-compliance with consumer law. Consumer comments, complaints and responses to our survey suggest that consumers do not fully trust cloud storage. There is a perception among some consumers that stored data may not be secure. This means that consumers may not experience the full range of potential benefits that cloud storage services can offer.
- 1.19 Despite the concerns expressed by some consumers on data security and privacy, we saw little evidence of actual security or privacy problems. Providers emphasised that data security was one of their highest priorities.

Next steps

- 1.20 Our review shows that cloud storage services are valuable in helping consumers to store, back-up and access increasing amounts of information and files. Consumers are generally satisfied with their services.
- 1.21 However, we have seen some complaints in the sector and many businesses have contract terms that we consider could be unfair. Problems do exist and

⁹ The CMA has published detailed guidance on unfair terms; see [Unfair contract terms \(CMA37\)](#), 31 July 2015.

they have the potential to cause greater harm in future, especially as consumers continue to store more and more data.

- 1.22 We want to ensure that providers across the sector understand and meet their obligations under consumer law. We want to prevent poor practice becoming widespread as the market evolves, so that cloud storage continues to be a valuable service to consumers.
- 1.23 We have engaged, and are continuing to engage, with a wide range of businesses operating in the cloud storage services sector to improve terms and practices. The results of our engagement to date can be found on the [review case page](#).
- 1.24 This report sets out our views about what we consider businesses should do to address our concerns and help ensure that their terms and practices are fair.
- 1.25 We have published an '[open letter](#)' to the industry, urging providers to proactively review their terms and conditions and commercial practices in light of our findings. We encourage providers and the industry to consider what more they can do to increase consumer confidence and trust in cloud storage services in light of the findings from our review.
- 1.26 Consumers have individual rights under the CRA. In particular, a consumer can challenge the enforceability of a contract term which they consider to be unfair.¹⁰ To assist consumers' understanding and awareness of cloud storage services, we are publishing high level [advice](#) about consumer rights and factors to consider when signing up for and using cloud storage services.
- 1.27 We are sharing our findings from the review with the government, Which? and the European Commission to consider as part of their own work on terms and conditions.
- 1.28 We are also sharing our findings with enforcers in the Consumer Protection Cooperation (**CPC**) Network¹¹ and the International Consumer Protection and Enforcement Network (**ICPEN**).¹² This will enable other enforcers to consider whether there are similar issues within their own jurisdictions.

¹⁰ The [Citizens Advice consumer helpline](#) is a telephone, email and online service offering advice to consumers where they have a problem with goods and services in the UK. For a cross-border complaint, there is www.econsumer.gov. The [UK European Consumer Centre](#) provides advice if you have a dispute with a trader in another EU country.

¹¹ The [CPC](#) is a network of authorities responsible for enforcing EU consumer protection laws in EU/EEA countries.

¹² [ICPEN](#) is an organisation composed of consumer protection authorities from over 50 countries worldwide.

1.29 As part of this review, we have consulted with providers, trade associations, consumers, other regulators and government departments. We are grateful for all contributions and willingness to assist the CMA team in its work.

2. Introduction

- 2.1 Consumer cloud storage is a type of storage where the consumer's files (or copies of them) are stored remotely in data centres. These data centres house large numbers of servers. A company that owns a data centre may provide cloud storage services direct to consumers. Alternatively, it may sell server space to a cloud storage service provider, which then sells space to consumers.
- 2.2 Cloud storage services allow consumers to store, manage, organise and retrieve their digital content via the internet. Typically, consumers access their cloud storage via an internet browser, a mobile device application, or desktop software. Some services offer the option to use a variety of different means of access from different devices.
- 2.3 As part of our review, we found that around three in ten adults in GB use cloud storage services in a personal capacity.¹³ Other reports estimate that around 40% of UK adults use cloud storage.¹⁴
- 2.4 The cloud storage services sector is dynamic and growing. It is capable of delivering important benefits to consumers including:
- the ease of sharing files;
 - the ability to access content from several devices or locations;
 - protection against data loss; and
 - access to a larger memory space and large libraries of music, films or TV programmes.¹⁵

Background to the review

- 2.5 On 1 December 2015, the CMA launched a review of compliance with consumer law in the cloud storage services sector. This followed reports that some consumers were encountering problems with these services.

¹³ Finding from an omnibus survey conducted by Ipsos MORI on behalf of the CMA, 7–29 January 2016. See paragraph 4.28 below.

¹⁴ Office for National Statistics (2015), [Internet Access – Households and Individuals 2015 \(Statistical Bulletin\)](#). Between January and April 2015, 40% of adults aged 16+ in GB had used internet storage space in the last three months. YouGov reports that 36% of online adults use a cloud storage service. See YouGov (April 2015), [Attitudes Towards Technology 2015: TVs, Smartphones and Online Storage](#).

¹⁵ Eurostat (2014), [Internet and cloud services - statistics on the use by individuals](#).

- 2.6 Consumers detailed concerns about:
- unexpected price increases;
 - ‘unlimited’ storage capacity offers being changed or reduced significantly after contracts have been agreed; and
 - their data being lost, deleted or inaccessible.
- 2.7 Before launching the review, we looked at some of the terms and conditions used in the cloud storage services sector. We identified some potential consumer protection issues arising from use of the terms.
- 2.8 The aim of the review was to answer the following questions:
- (a) How widespread are any potential problems in the cloud storage services sector?
 - (b) Are these problems the result of a breach of consumer protection law?
 - (c) How are they affecting consumers? What is the extent of any actual or potential consumer detriment?

Scope

- 2.9 The review considered cloud storage services provided to consumers in the UK. It included providers based in and outside the UK. We have focused on cloud storage services whose primary purpose is to allow consumers to store, back-up, organise, manage and retrieve all of their digital content on the internet.
- 2.10 We did not look at services or applications that allow consumers to upload and share data as an incidental part of another service, for example, sharing photos on a social networking platform, or web-based email accounts.
- 2.11 The CMA invited consumers, providers, and other interested parties such as industry experts, commentators and academics to provide us with information.
- 2.12 There were a number of policy developments taking place alongside the Cloud Storage Review. The review did not duplicate this work. The policy developments were as follows:
- The European Commission announced its aim to create a ‘Digital Single Market’. It set out a strategy for tackling barriers faced by European

consumers when using online tools and services.¹⁶ One element of this was legislative proposals for simple and effective cross-border contract rules for consumers and businesses. The Digital Single Market strategy builds upon the previous European Cloud Computing Strategy, which was designed to speed up and increase the use of cloud computing across all economic sectors. It included work on developing 'safe and fair' terms and conditions.

- The government announced in its publication 'A better deal'¹⁷ that it had asked the consumer group Which? to work with leading consumer-facing businesses to review the way that they present their terms and conditions, in particular online.
- In March 2016, the Department for Business, Innovation & Skills (**BIS**) launched a call for evidence on terms and conditions and on proposals to introduce fining powers. It asked how terms and conditions can be made more accessible for consumers.¹⁸

CMA's mission and powers

2.13 The CMA's mission is to make markets work well for consumers. Markets work well when businesses are in open, fair and vigorous competition with each other for the consumer's custom. The CMA seeks to empower consumers to exercise informed choice, using both competition and consumer powers to help markets work well. The CMA pursues this goal in a number of ways including by:

- taking enforcement action under competition and consumer law;
- encouraging businesses to improve their trading practices by advising them about their duties under the law and encouraging self-regulation; and
- equipping consumers and businesses with information they need to protect against and avoid unlawful practices.

2.14 The CMA uses the full range of its consumer powers to tackle, in particular, market-wide consumer problems or issues, which affect consumers' ability to make choices, and where competition can be hampered.¹⁹

¹⁶ See the European Commission's [Digital Single Market](#) webpages.

¹⁷ HM Treasury (November 2015), [A better deal: boosting competition to bring down bills for families and firms](#).

¹⁸ BIS (2016), [Improving terms and conditions](#).

¹⁹ [Consumer protection - guidance on the CMA's approach to use of its consumer powers \(CMA7\)](#), March 2014.

- 2.15 The CMA is committed to looking at online markets and the digital economy. The CMA's Strategic Assessment²⁰ highlighted cloud computing as a specific area of interest.
- 2.16 Many of the consumer protection issues that we have identified in the cloud storage services sector relate to the potential use of unfair contract terms, for which the CMA plays the lead role in the UK consumer protection landscape. During 2015/16 we produced [new guidance](#) and materials to help businesses comply with laws on unfair contract terms.²¹

Who is this report aimed at?

- 2.17 This report is aimed at cloud storage providers, and their representatives and advisers. We hope that this report will also be of interest and use to:
- other businesses operating in other consumer-facing digital markets when assessing their terms and conditions and commercial business practices for compliance with consumer protection law;
 - users of cloud storage services;
 - policy makers; and
 - domestic and international consumer protection authorities.

What is the purpose of this report?

- 2.18 When we launched the review, we committed to publishing a summary of our findings. The purpose of this report is therefore to:
- (a) share our findings;
 - (b) raise awareness of consumer protection law in the cloud storage services sector; and
 - (c) contribute to improved compliance by setting out how providers in this sector can address the CMA's concerns and help ensure that their terms are fair.

²⁰ [CMA Strategic Assessment \(CMA35\)](#), November 2014.

²¹ CMA (March 2016), [Unfair terms explained for businesses: individual guides..](#)

- 2.19 This report sets out the CMA's views on the terms and practices we have seen in the cloud storage services sector. It sets out factors that could be relevant in considering whether terms and conditions may be unfair.
- 2.20 The CMA's views are not binding on the courts or other enforcers. Whether there has been a breach of consumer protection law by a particular company will depend upon the circumstances of the particular case. This report is not a substitute for independent legal advice. Ultimately, only a court can decide whether a particular term or practice is unfair.

3. The review

How we collected information

Information from cloud storage providers

3.1 We sent questionnaires directly to a number of providers and met with several of them as part of our review. We also published the [questionnaire](#) on our webpages and invited responses from any other providers. We asked providers about:

- their business models;
- the information provided to consumers before they sign up to services;
- the circumstances in which providers would change the price, service or terms;
- the circumstances in which consumers might lose access to their data, temporarily or permanently;
- the circumstances in which contracts are cancelled or terminated by consumers or providers;
- automatic renewal of subscriptions;
- the circumstances in which providers might limit their liability; and
- the circumstances in which a consumer can start legal proceedings in the event that it becomes necessary.

3.2 We received 13 responses to our provider questionnaire. We met with eight of the providers throughout December 2015 and January 2016. Since January, we have continued to engage with a number of providers.

Information from consumers

3.3 We commissioned Ipsos MORI to carry out a consumer survey.²² The survey was carried out between 7 and 29 January 2016. It asked consumers who used cloud storage in a personal/private capacity a range of questions about:

²² This survey was carried out by Ipsos MORI as part of its face-to-face omnibus survey, Capibus, which interviews 2,000 GB adults aged 15+ every week. The CMA placed questions on two waves of the survey.

- which providers' services they use;
 - whether they use free or paid-for services;
 - how they chose their provider(s);
 - why they use cloud storage services;
 - how they are using cloud storage services; and
 - whether they had experienced problems, and, if so, what they were.
- 3.4 We also invited comments from consumers through a [separate questionnaire](#) published on our webpages. We received six responses to our questionnaire.
- 3.5 We received nine responses when the issue was made 'topic of the week' on a forum hosted by MoneySavingExpert.com²³ where we asked about consumers' experiences of using cloud storage services.
- 3.6 We analysed consumer sentiment about cloud storage services by looking at online forum discussions, blogs and through monitoring social media. We reviewed relevant consumer complaints provided by Citizens Advice and looked for relevant complaints submitted to econsumer.gov.²⁴

Information from third parties

- 3.7 We sought comments from third parties including technical and industry experts, academics and technology commentators via a third party questionnaire on our webpages. We received five submissions.
- 3.8 We participated in a 'roundtable' discussion hosted by techUK to engage with the industry. The roundtable was attended by providers and other professionals with knowledge of the sector. We discussed the emerging findings from our consumer survey and sought views about developing industry best practice.

²³ MoneySavingExpert.com (December 2015), [Have you had problems using online 'cloud' storage?](#)

²⁴ [econsumer.gov](#) is a website where consumers can report cross-border complaints. The econsumer.gov project is partnership of 36 members of the International Consumer Protection and Enforcement Network who can access and analyse complaints submitted via the website.

4. Findings

Services on offer

- 4.1 Cloud storage providers are meeting consumers' growing data and digital needs. There is a range of providers and products available, offering consumer choice. There are different business models in the cloud storage services sector, offering a range of different functions meeting different needs.
- 4.2 Some providers sell only cloud storage services. Others offer this service as part of, or alongside, other services or hardware.
- 4.3 Cloud storage has moved beyond simple file storage to provide consumers with more innovative ways to store, manage and organise their data. For example, some services have features which enable people to share files with each other and work on them collaboratively.
- 4.4 Different cloud storage services do different things, and can provide one or more of these functions, including the following:
- **Cloud backup** (also known as 'online backup') – This allows users to keep a copy of all their files in the cloud. It automatically backs them up, either continuously or on a regular basis. It stores them for recovery in case of the user's computer or other device failing. These services typically collect, compress, encrypt, and transfer data to the servers of the cloud backup service. The services work by running incremental backups after an initial full backup. In some cases, versions may be retained so that users can restore previous versions of backed up files.
 - **Cloud synchronisation** – Files are stored in a designated folder or via an application on a computer, phone or tablet and automatically copied to the cloud. The service automatically synchronises any changes made to the files to the online server. Alterations are reflected in every synchronised copy of the file on each of your devices. In some cases, the original copy may not be stored on the consumer's device but in the cloud itself. It is not accessible when offline, but can be retrieved by any of the users' devices with an internet connection.
 - **File sharing** – Files can be shared with and accessed by other people. In some cases, collaborative working on documents is possible.
 - **Storage** – Files can be manually selected and stored in the cloud without any synchronisation or an original copy being kept on users' devices.

- 4.5 We were told in the responses to our questionnaires that most UK consumers are using free services at present. The consumer research that we commissioned also found that nearly 80% of consumers surveyed did not currently pay for their cloud storage account.²⁵ This is supported by other research which found that, in the EU, only one in ten cloud users chose to use paid-for internet storage space for saving or sharing files.²⁶
- 4.6 One reason for this is that many providers operate a 'freemium' model. A specified amount of storage (for example, 5GB) is free. Consumers are then able to choose whether to buy extra storage to meet their needs above the free allowance. Some consumers have not yet reached the point of requiring a greater level of storage.
- 4.7 In many cases, the free storage is an add-on to another product or service a consumer has bought or is using, such as purchasing a mobile phone or software package or signing up for an web-based email account. For this reason, consumers may not consider shopping around for their cloud storage needs. They are happy to settle with the free service that comes with their purchase.
- 4.8 Some providers offer services for which the consumer pays from the outset (or after a short trial period). We found, from discussions with providers, that those consumers who pay for services usually sign up to rolling monthly contracts or longer-term contracts that are automatically renewed. These are generally one-year contracts, but we also saw two-year and five-year contracts.
- 4.9 Generally, consumers sign up for cloud storage services online, but a small number of providers sell services through retail outlets. This is most often sold to customers who are buying hardware or software in store.
- 4.10 We asked providers, from their perspective as a business, what they considered to be the most important issues for consumers using their service. Many providers cited data security and reliability of service as top issues for consumers. They emphasised the importance of consumer trust to the development of the sector.

²⁵ See paragraph 4.30a below.

²⁶ Eurostat (2014), [Internet and cloud services - statistics on the use by individuals](#).

Providers' views and market developments

- 4.11 The industry representative techUK²⁷ told us it is estimated that 2.5 billion GB of data is being created in real time each day across multiple devices including smart watches, mobile phones, tablet, laptops and PCs. This is enough data to fill over 27,000 iPads per minute.²⁸ It is estimated that 90% of the world's data was created in the last two years alone.²⁹
- 4.12 We were told by techUK that over the next few years the amount of data generated and stored in the cloud would dramatically increase. They saw the development of the 'Internet of Things' and wearable technology as key drivers for this. It was highlighted that cloud infrastructure providers are likely to respond to this by increasing capacity faster which will reduce costs.
- 4.13 Most providers suggested that the cloud storage services sector was very competitive, with multiple small and large providers. These providers offer a range of innovative cloud services for UK consumers and small businesses to use and enjoy. No independent market share information is available.
- 4.14 Providers and industry sources told us they were continuing to invest significantly in technological research and development to ensure the cloud storage services being provided were responsive to consumer demands and needs. When asked whether free cloud storage services will be offered in the future, and whether this was sustainable, we were told by industry experts that they believed free services could and would be retained.
- 4.15 We have seen reports that suggest there have been some recent withdrawals from and consolidation in the consumer-facing cloud storage services sector. However, we heard some views from industry experts that the sector has not solidified and that there was still scope for new entrants.
- 4.16 We also heard from industry commentators that the sector may continue to evolve. The focus could move from pure data storage to analysis and management of data stored in the cloud. For example, third-party services may emerge that offer new user interfaces that allow consumers more flexibility to organise the information stored by their cloud storage provider in a way that suits them.
- 4.17 Some providers raised concerns with us about how easy it might be for consumers to switch providers in cases where providers pre-install their

²⁷ See the [techUK website](#) for more information.

²⁸ BIS (October 2013), [Seizing the data opportunity: A strategy for UK data capability](#).

²⁹ See IBM's [Bringing big data to the enterprise](#) webpages.

software on hardware. In effect, such providers operate in a closed ecosystem. This could mean that consumers may not be shopping around for cloud storage services and instead are being device- or operating system-led in their choice of provider.

- 4.18 While consumers do appear to be device-led in their choice of service, this does not necessarily mean that they are locked-in to that service provider. For many consumers, because they do not currently pay for cloud storage services, their incentives to shop around are likely to be low.
- 4.19 Technical limitations on moving large amounts of data may be, or may become, an issue. techUK highlighted a general issue of interoperability in the cloud ecosystem that it will be working on this year.³⁰ The new General Data Protection Regulation,³¹ which includes a right to data portability, will inevitably have implications for the cloud storage services sector.
- 4.20 We have not seen particular evidence that consumers are currently finding switching difficult from a technical perspective. Where consumers do find it difficult to switch for technical reasons (such as inter-operability), it is important that consumers know the nature of the service they are choosing, before entering into a contract.
- 4.21 We will be sharing our findings with techUK. It may consider as part of its work whether there are technical barriers to switching.
- 4.22 Providers told us that they were continually seeking to improve and upgrade services and it is important that they remain able to do so. However, it is particularly important that any variation to the service that the consumer has signed up to is minimised, if it would result in:
- an increase in price; or
 - reduction in service.
- 4.23 Such a change is likely to be more detrimental to consumers if they cannot, due to technical barriers, switch to a different provider.
- 4.24 Even if there are no technical barriers to switching, it is important that consumers' contracts with their service providers do not interfere with or hinder their ability to shop around and switch providers. This is especially the

³⁰ techUK's Cloud 2020 Vision paper highlights that it will work with its members to develop a set of cloud interoperability principles. See techUK press release (16 March 2016): [techUK vision for keeping the UK at the forefront of cloud adoption](#).

³¹ Regulation (EU) 2016/679 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data.

case if the nature of the service changes. It is also important that consumers have the right information upfront to choose the right service. If consumers can switch easily between providers, we would expect that consumers may be better placed to respond to changes in the market and switch providers if a service is available that better suits their needs.

- 4.25 Consumers can choose from a number of different cloud storage options, and personal storage such as external hard drives, to meet their storage needs. Our work on unfair terms in the sector has, among other things, focused on making sure that consumers are given adequate notice of changes to services. This will ensure that consumers have the chance to make alternative arrangements for storing their data if the changes are disadvantageous to them. We also expect companies to give adequate periods of notice of termination or cancellation so the consumer can download and move their data, if necessary.
- 4.26 In our invitation to comment, we said that a possible outcome of our review could be a market study. However, our review was focused on compliance with consumer protection law and we did not receive information that required us to look further into competition issues. We have concluded that there appear to be no grounds for the CMA to issue a market study notice based on the information we have received.
- 4.27 We are addressing the concerns we identified using current consumer protection legislation relevant to this sector. We are not therefore making recommendations for legislative change.

Consumers' experiences

Consumer survey

- 4.28 The CMA commissioned a survey of consumers to find out more about the demand side of the cloud storage services sector. We wanted to improve our understanding of consumers' use and experiences of using cloud storage services. The survey was carried out by Ipsos MORI, an independent market research company, as part of its face-to-face omnibus survey Capibus.
- 4.29 The survey was conducted in the field between 7 and 29 January 2016. From a representative base sample of 3,959 GB adults aged 16 and above, the

survey identified that 27% of adults in GB use cloud storage services in a personal capacity.³²

4.30 The survey revealed a number of themes:

- (a) The majority of consumers benefit from free services, storing data with providers that offer a free tier of services and staying within the free limit. However, consumers who pay for cloud storage services tend to make more frequent use of their cloud storage account:
- (i) We found that the majority of consumers use free cloud storage services – 80% told us that they did not currently pay for their cloud storage account, while 15% said they do. Of those consumers that pay already (or will do so at the end of an introductory/free trial period),³³ two in three told us that they pay or will pay less than £10 per month for their cloud storage account.
 - (ii) The majority of consumers appear to be aware of storage limitations on their cloud storage account – only a minority of consumers (8%) said they did not know whether there was a limit to the amount of data they could store with their provider. Among consumers who said they had a storage limit (75%), just over half of these consumers (54%) said they knew what the limit was, while 46% did not.
 - (iii) Further to this, three in ten consumers (30%)³⁴ that do not currently pay for their cloud storage service told us that they were aware that they would incur charges if they went over their storage limit.
 - (iv) The survey revealed that consumers who pay for cloud storage services tend to upload content more frequently to their cloud storage account than those who do not. For example, consumers who paid or will pay in the future for cloud storage services were twice as likely as those with a free service to upload data to their account at least once a day (44% compared with 20%).

³² It should be noted that respondents who use cloud storage services only in a business capacity were excluded from the survey. There could, therefore, be a higher incidence of cloud storage usage than our survey suggested.

³³ 178 respondents.

³⁴ 873 respondents.

- (b) Consumers primarily use cloud storage services to back up their data and devices. Many consumers state that there are certain types of data that they will not store in the cloud because of security/privacy concerns:
- (i) Consumers gave a wide range of reasons for using cloud storage services. However, two emerged as consumers' main reasons for using cloud storage services: to back up personal photos and home videos (mentioned by 22% of respondents), and to back up everything on their device(s) (mentioned by 20% of respondents). Cumulatively, over half of consumers (54%) referred in some way to 'backing up' as their main reason for using cloud storage services.
 - (ii) When asked what type of information they stored in the cloud, consumers most frequently told us they store photographs on the cloud (71%). Around three in ten used the cloud to store self-created personal documents (32%) and/or music (29%), while one in four (23%) used it to store personal documents that had been sent to them.
 - (iii) However, the survey suggested that some of these consumers perceive data stored in the cloud not to be completely secure. Two in three consumers (67%)³⁵ named at least one type of content they would not store with a provider, the majority of whom (86%) cited security concerns as the reason. Indeed, many expressed a specific concern that 'someone else might be able to see or access it' indicating some potential underlying consumer trust and confidence issues.
- (c) Most consumers have not experienced significant changes to the cloud storage services they are using, but when changes have been made the majority had been notified by the provider:
- (i) The survey investigated the extent to which providers had varied the services that they are offering to consumers. A minority of consumers (21%)³⁶ told us they had experienced a change to the terms and conditions or service features of their cloud storage service since they began using it. Among those reporting a change, over two in five (45%) told us there had been a change to their terms and conditions, while 16% said the change had been to a feature of the service, and 6% said there had been a change to both.

³⁵ 720 respondents.

³⁶ 229 respondents.

- (ii) Most consumers who had experienced a change said they had become aware of the change after the service provider sent them an email (61%) or via a notice or pop-up on the provider's website or app (22%). Cumulatively, nine in ten consumers who had experienced a change (89%) made some reference to the provider contacting them to flag it.
 - (iii) Overall, two in three consumers (65%) agreed that the service they get from their provider matches the promises it makes to customers in its marketing and promotional information. Only a minority of consumers (4%) disagreed that this was the case.³⁷
- (d) Consumers have not experienced problems with their cloud storage service in large numbers. The majority of consumers who have experienced problems did not take any action to resolve them:
- (i) The majority of consumers (87%) told us they had not experienced a problem or issue at any point with their cloud storage provider. Where problems or issues had been experienced, these most frequently related to upload/download and connectivity problems,³⁸ and problems with stored data (deletion or corruption of stored data or missing data).³⁹
 - (ii) Consumers who had experienced a problem with the service most often referred to time losses (23%) and/or an inability to use the service fully (15%) as the detriment they had suffered as a result of the problem. However, one in four (23%) told us that nothing had happened as a result of the problem.
 - (iii) We found that among consumers who had experienced a problem/issue with the service,⁴⁰ relatively few (16%) had made contact with the provider about it. Although we do not know why consumers are not seeking to resolve problems directly with their provider, some industry experts have suggested to us that it may be because consumers are unaware where the problem lies, for example whether it is with the cloud storage provider or with the internet service provider.

³⁷ 29% of consumers neither agreed nor disagreed that the service they got from their provider matches the promises made to them in marketing material, while 2% did not know.

³⁸ 46% of those experiencing a problem.

³⁹ 24% of those experiencing a problem.

⁴⁰ 130 respondents.

- (iv) The survey also revealed that most consumers who had experienced a problem/issue with their cloud storage provider felt there had not been any financial cost to them arising from that problem/issue (92%).
- (e) Consumers appear to be device-led in their choice of provider and most have not later tried to switch between providers:
 - (i) Most consumers are not shopping around for their cloud storage service. Instead they tend to select the cloud storage service that is offered as part of a linked purchase or that comes with their device. Cumulatively, over seven in ten consumers (72%) made reference to their choice of cloud storage provider being some kind of device-led choice.
 - (ii) In particular, 54% of consumers said they had decided to use a particular cloud storage service because it was already installed on their device(s). This finding follows what we have been told by some providers, in response to the invitation to comment, that they have partnerships with some mobile and laptop manufacturers to pre-install cloud storage apps on devices.
 - (iii) When asked which providers they used, the majority of consumers in the survey (68%) named only one provider. Most consumers (94%) also said that they had not tried to switch to a different provider.
- (f) Many survey respondents do not make use of cloud storage services. There is a perception among some non-users that stored data may not be secure:
 - (i) We also asked non-cloud storage users for the reasons why they did not make use of cloud storage services in a personal capacity. Of the seven in ten survey respondents⁴¹ that indicated they did not make use of cloud storage services in a personal capacity, the majority (88%) said they had no interest in doing so. However, a minority (10%) said they do not use it because of security concerns including worries about their data being lost, stolen or accessed by other people.

4.31 The survey represents only a high level snapshot. It suggests that many consumers make extensive use of cloud storage services and that where problems are occurring these are in small numbers.

⁴¹ 2,844 respondents.

4.32 It also revealed that there may be some inertia amongst consumers in this sector. Consumers appear not to be shopping around for different cloud storage services, using the service that comes with their device. As many consumers are using free services it is perhaps unsurprising to see little shopping around. But once in contract, most consumers are not taking action when they experience difficulties or actively considering a switch between providers.

4.33 The full data set from the survey can be found in Appendix A.

Consumer complaints

4.34 In addition to the survey, we researched consumer complaints sent to Citizens Advice and using social media monitoring tools and other online sources. We also looked for complaints on econsumer.gov.⁴² In the last three years, since 2013, we identified in the region of 400 complaints in relation to the cloud storage services sector.

4.35 The most common problems identified were:

- variation of price or service;
- termination of accounts;
- problems with data preservation;
- automatic renewal; and
- misleading advertising.

4.36 Based on our review of online complaints and discussions, we have seen that there may be some misunderstanding among consumers of the different services on offer.

4.37 Consumers may be choosing services that are not suitable for their needs due to a lack of understanding about product features or functionality. For example, some consumers appear to be inadvertently losing data because they do not understand that deleting a file on a 'syncing' service will delete it across all devices.

⁴² econsumer.gov is a website where consumers can report cross-border complaints. The econsumer.gov project is partnership of 36 members of the ICPEN network who are able to access and analyse complaints submitted by consumers via the website.

- 4.38 Other consumers may not have been fully informed about the services when they are sold a product. They may not have received sufficient information about the functionality of the cloud storage service. Complaints suggest that this may be particularly relevant where consumers have received the service as part of a bundle when purchasing hardware or software.
- 4.39 We would encourage consumers to think about the service that best meets their needs. We are publishing, alongside this report, high level [advice](#) about consumer rights and what to consider when signing up for and using cloud storage services. We hope that this will assist consumers' understanding and awareness of cloud storage services.
- 4.40 We identified some other consumer confidence and trust issues with this sector. These are not obviously the result of non-compliance with consumer law. There is a perception amongst some consumers that data stored may not be completely secure. We have seen this view expressed in consumer commentary and complaints. As highlighted above, our survey suggested that around two in three consumers will not store certain types of data in the cloud often because of security or privacy concerns.
- 4.41 Despite the concerns expressed by some consumers on data security or privacy, we saw little evidence to suggest that this was an issue, either in the contract terms or business practices. The providers we heard from emphasised the importance of consumer trust and their efforts to ensure that consumers' files were safely and securely held.
- 4.42 In addition to addressing our concerns, we encourage providers and the industry to consider what more they can do to increase consumer confidence and trust in cloud storage services in light of the findings from our review.

5. Compliance with consumer law

5.1 In this section of the report we:

- (a) set out some of the relevant consumer protection legislation that applies;⁴³
- (b) outline the terms that we have seen that may breach the unfair terms legislation and the potential impact on consumers; and
- (c) explain the steps providers in the sector should take to address the CMA's concerns and help ensure their terms are fair in accordance with the relevant consumer protection legislation.

Relevant legislation

Part 1 of the Consumer Rights Act 2015 (CRA)

5.2 Part 1 of the CRA sets out consumers' rights and remedies in relation to contracts for the supply of goods, digital content and services (or any combination of these),⁴⁴ in particular:

- a service must be performed with reasonable skill and care;
- anything said or written about the service by or on behalf of the trader and which is taken into account by the consumer, is to be treated as a term of the contract (subject to certain conditions);
- pre-contractual information provided under the Consumer Contracts (Information, Cancellation and Additional Charges) Regulations 2013 is to be treated as a term of the contract;
- if no price for the service has been agreed, a reasonable price only is payable; and
- if no time for performance has been agreed, the service must be performed within a reasonable time.

5.3 It should also be noted that Part 1 of the CRA 'blacklists' certain terms and notices. Blacklisted terms are automatically unenforceable and open to challenge, without the need to apply the 'fairness test' under Part 2 of the

⁴³ We set out the main consumer protection legislation which applies to this sector. As noted elsewhere in this report, the main focus of our review has been on compliance with unfair terms legislation.

⁴⁴ Including contracts where a service is provided for free.

CRA (see below). In general, blacklisting prevents terms being used to undermine the protections that Part 1 of the CRA gives.

- 5.4 A term of the contract is blacklisted to the extent that it would:
- exclude the business's liability for failing to carry out the service with reasonable skill and care, or for failing to act in compliance with information about the business or service which is binding under the CRA;
 - exclude or restrict any available remedy for breach of a consumer's statutory rights under Part 1 of the CRA, or make a remedy more difficult for the consumer to enforce; and/or
 - restrict the amount of compensation a trader can be required to pay for breach of any of the consumer's statutory rights to less than the price the consumer is required to pay under the contract.

Part 2 of the CRA

- 5.5 Part 2 of the CRA⁴⁵ aims to protect consumers against unfair contract terms and notices. It applies to both contract terms and consumer notices.⁴⁶ Part 2 of the CRA requires contract terms to be fair and, if written, transparent.
- 5.6 A term in a consumer contract or consumer notice is unfair if, contrary to the requirement of good faith, it causes a significant imbalance in the parties' rights and obligations under the contract, to the detriment of the consumer (the 'fairness test').
- 5.7 Generally, contract terms or notices are unfair if they put the consumer at an unfair disadvantage. The law applies a 'fairness test' that starts by asking whether the wording used tilts the rights and responsibilities between the consumer and business too much in favour of the business. The test is applied by looking at the words and how they could be used. It takes into consideration what is being sold, how a term relates to other terms in the contract and all the circumstances at the time the term was agreed.
- 5.8 Some terms may be exempt from the 'fairness test' – namely those describing the main subject matter and setting the price – provided that they are transparent and prominent. There is also an exemption for wording that

⁴⁵ As from 1 October 2015 Part 2 of the CRA supersedes the Unfair Terms in Consumer Contract Regulations 1999 (UTCCRs), and the Unfair Contract Terms Act 1977 (UCTA) so far as applicable to consumer contracts. Consumers entering into contracts with businesses on or after 1 October 2015 are protected by the CRA. Those who did so before that date remain protected by the UTCCRs and the UCTA in relation to those contracts.

⁴⁶ A consumer notice is wording that may not form part of a contract but which relates to the same kind of issues that would be dealt with in a contract – for instance the rights or obligations between a business and a consumer.

reflects mandatory legislative or regulatory provisions, for example, words that legally have to be used.

- 5.9 The CRA illustrates what ‘unfairness’ means by listing some types of terms that may be unfair in Schedule 2 to the CRA (known as the ‘Grey List’). Terms like those included in the Grey List are not necessarily unfair, but concerns about the fairness of a term are likely to arise where it has the same purpose, or can produce the same result, as the types of terms listed in the Grey List. The Grey List is not exhaustive, which means that terms that do not appear on it may still be unfair.
- 5.10 Part 2 of the CRA includes a specific requirement that all written terms have to be transparent. This means they must be expressed in plain, intelligible language and be legible.⁴⁷
- 5.11 Transparency is also relevant to the ‘fairness test’. The reference to good faith in the ‘fairness test’ relates to how contracts are drafted and presented and the way in which they are negotiated and carried out.
- 5.12 To achieve the openness required by good faith, terms should be expressed fully and clearly so consumers can make informed choices about whether or not to enter the contract. Terms that might disadvantage the consumer should be given appropriate prominence. Contracts should not contain concealed pitfalls or traps.
- 5.13 It should be noted that the requirements of fairness and transparency under Part 2 of the CRA apply to contracts and notices whether the service is ‘paid for’ or supplied free.

The Consumer Contracts (Information, Cancellation and Additional Charges) Regulations 2013 (CCRs)

- 5.14 The CCRs require traders, in contracts covered by the regulations,⁴⁸ to provide certain pre-contractual information to consumers, and to do so ‘in a clear and comprehensible manner’. This statutory pre-contractual information is to be treated as legally binding on the business in the same way as what is said in the contract itself.

⁴⁷ See [section 68](#) of the CRA.

⁴⁸ The CCRs apply to most contracts for goods, services or digital content that are concluded with consumers in a shop, on their doorstep or online. The CCRs only apply to contracts entered into after 13 June 2014 (other regulations apply to contracts entered into before that date).

- 5.15 This information includes, among other things:
- the main characteristics of the goods, service or digital content;
 - the identity of the trader;
 - the arrangements for carrying out the contract (for example performing the service or delivering the goods);
 - the total price; and
 - in the case of digital content, its functionality and compatibility.
- 5.16 The CCRs also provide consumers with statutory cancellation rights in certain circumstances.

The Consumer Protection from Unfair Trading Regulations 2008 (CPRs)

- 5.17 The CPRs provide consumers with protections against a range of unfair commercial practices which distort their decision making. They introduce a general duty not to trade unfairly, and ban certain specified practices in all circumstances. The CPRs apply to commercial practices that occur before, during and after a transaction (if there is one).
- 5.18 Regulation 3 of the CPRs contains a general prohibition of unfair commercial practices. A commercial practice is unfair if it is not professionally diligent and it materially distorts, or is likely to materially distort, the economic behaviour of the average consumer.
- 5.19 Regulations 5 to 7 of the CPRs prohibit commercial practices that are misleading (whether by action or omission) or aggressive, and that cause or are likely to cause the average consumer to take a transactional decision they would not otherwise have taken.
- 5.20 Schedule 1 of the CPRs lists 31 commercial practices that are unfair in all circumstances and are prohibited.

Issues of concern

- 5.21 As part of our review, we have examined a number of providers' terms and conditions. We have identified a number of terms that are used by many providers which we consider are likely to be unfair under Part 2 of the CRA.
- 5.22 The CMA is concerned about the potential for these terms to breach consumer law and cause detriment for consumers. We expect providers to

address these concerns and ensure that their terms are fair under the CRA. To help providers, we set out below the steps we think they should take. If businesses meet our expectations and address our concerns we are less likely to prioritise action against them.⁴⁹

- 5.23 The views set out in this document are not a substitute for legal advice, and should not be relied on as such. Ultimately, it is for the courts to interpret and apply the provisions in the CRA. The final decision on whether a term or notice is unfair rests with the court.

Unilateral variation

What is the issue?

- 5.24 We have seen examples of terms and conditions that allow providers significant freedom to unilaterally vary the terms of the contract or the characteristics of the service. This may lead to consumer detriment. These include terms that:

- allow the provider to change the terms or the service in any way for any reason and at any time;
- do not require providers to give consumers notice of changes; and
- do not allow consumers to cancel the contract, or obtain a refund for services not yet provided, if they decide to reject a change.

- 5.25 These terms are likely to fall within the scope of paragraphs 11 and 13 of the Grey List,⁵⁰ and we take the view that they may be unfair under the CRA.

- 5.26 We saw examples where consumers reported that their provider had unilaterally changed the agreement during the contract term to limit the size of the files the consumer could upload. Another such example was a provider that removed the ability to use the service with an external drive, unless the consumer purchased an upgrade. We also saw some complaints about providers unexpectedly reducing the storage space available to the consumer.

⁴⁹ The CMA may review its position if it receives evidence that these issues are causing consumer detriment or as a result of a change in wider industry practices or the law.

⁵⁰ Paragraph 11 of the Grey List states that the following may be unfair: 'A term which has the object or effect of enabling the trader to alter the terms of the contract unilaterally without a valid reason which is specified in the contract.' Paragraph 13 of the Grey List states that the following may be unfair: 'A term which has the object or effect of enabling the trader to alter unilaterally without a valid reason any characteristics of the goods, digital content or services to be provided.'

5.27 Complaints that we have seen also suggest that, in some cases, providers have made detrimental changes to the price of the service or the storage capacity available and consumers have received no notice, or limited notice. Consumers have subsequently faced difficulties in moving their data to a new provider before the increase in price or reduce in storage limit has taken effect.

What harm could arise?

5.28 Unilateral variation clauses have the potential to cause consumer harm in a number of ways. We consider that consumers can be harmed by such terms when they are locked into contracts and cannot cancel after the changes without penalty or loss.⁵¹

5.29 Consumers should have a genuine right to cancel when the contract is varied. They should be given notice of variation in good time so they can properly consider whether to accept a variation or cancel the contract. Where this option is not available, consumers can be forced to accept changes that are detrimental to them, such as reduced benefits or a service that is less valuable or suitable to their needs. Alternatively, they may have to pay for an additional service that meets their needs.

5.30 Where customers can cancel contracts and switch providers without costs, the harm may be more limited. Customers should be able to change to a service that is more suitable for them. However, this is likely to take time and cause inconvenience.

5.31 Consumer harm is more likely to arise where the contract does not clearly set out the circumstances in which the contract can be varied. If consumers are unable to anticipate when unilateral variations may take place, it may lead consumers to select a service less suited to their needs. This could occur because they did not understand the nature of the service they were selecting or because they were not making an accurate comparison between competing products. The harm to consumers will be greater where the features that have changed were important considerations in the consumer's original purchasing decision.

5.32 Particular concerns arise where consumers have entered into fixed term contracts. Consumers may legitimately expect that, where they are signing up to a contract, the service or contract terms will be largely unchanged for the

⁵¹ Costs of switching can either be contractual or due to a consumer being locked into a service because of issues such as inter-operability.

fixed period. In addition, it will often be difficult for consumers taking out longer term contracts to anticipate the circumstances in which the provider may need to vary the contract, especially where the product is complex or relatively new to the consumer.

What providers told us

5.33 Providers want to retain the ability to change the service in order to enhance the functions offered. We would not object to changes to the service that are beneficial to customers or that are necessary (for example, for security reasons or to ensure legal compliance) providing the underlying service is substantively the same. Similarly, changes required for minor technical adjustments are also unlikely to be of concern.

5.34 Many providers told us that they rarely make material changes to their terms and conditions. They said that any changes are communicated to consumers in advance of the change taking effect.

5.35 Changes may be communicated by notice or pop-up on the provider's website, through social media channels such as Twitter, or directly to the consumer by email. Some providers we spoke to told us that direct emails may not always be the best way to communicate; such emails can go into 'junk' folders and remain unread.

5.36 Although many providers told us that in practice they give notice, we have seen some examples of contract terms where:

- no or vague reasons are given for why changes may be made;
- providers are under no clear obligation (in the contract) to provide sufficient advance notice of changes or to give notice of any changes directly to the consumer; and
- consumers are not entitled to refunds if they cancel following a change.

The CMA's expectations

5.37 In order to address the CMA's concerns and help ensure that their terms are fair, providers should take the following actions:

- They should only be able to make changes to the terms or the service for valid reasons that are clearly set out in the contract, so that consumers understand how the changes might affect their rights and obligations under the contract. This is particularly important for fixed-term contracts where the scope to make changes should be limited.

- They should ensure that consumers receive adequate notice of changes, so that they can consider their position and decide whether to accept the changes.
- They should ensure that consumers who do not wish to accept changes can cancel the contract, obtain a refund for any services not yet provided (including, where relevant, any additional services they have purchased) and retrieve their data.

5.38 More information can be found in the CMA's unfair terms guide paragraphs 5.21.1 to 5.23.7 and the at-a-glance guide on 'Changing the terms of a contract'.⁵²

Suspension or termination of the service or contract

What is the issue?

5.39 We have seen some examples of terms and conditions that give providers a wide discretion to suspend or terminate the contract without an obligation to refund or compensate affected consumers, or where the exercise of the right may cause significant inconvenience to the consumer. These include terms that:

- allow providers to suspend or terminate the service or contract without notice at any time and for any reason;
- allow providers to suspend or terminate the contract with notice for any reason;
- do not require providers to give refunds, if the provider suspends or terminates the service or contract where the consumer is not at fault; and
- prevent consumers from accessing their data in the event that the service or contract is suspended or terminated.

5.40 These terms are likely to fall within the scope of paragraph 7 and/or 8 of the Grey List.⁵³ We take the view that they may be unfair under the CRA.

⁵² CMA (2016), [Changing the terms of a contract \(variation clauses\)](#).

⁵³ Paragraph 7 of the Grey List states that the following may be unfair: 'A term which has the object or effect of authorising the trader to dissolve the contract on a discretionary basis where the same facility is not granted to the consumer, or permitting the trader to retain the sums paid for services not yet supplied by the trader where it is the trader who dissolves the contract.' Paragraph 8 of the Grey List states that following may be unfair: 'A term which has the object or effect of enabling the trader to terminate a contract of indeterminate duration without reasonable notice except where there are serious grounds for doing so.'

- 5.41 We saw an example where a consumer was locked out of their account after receiving an email saying they were ‘using too many system resources’. The consumer was told they were exceeding their ‘fair usage’. The provider did not set out what ‘fair usage’ was and the consumer was given only seven days to rectify the problem.
- 5.42 We have seen some complaints that suggest that some providers have also terminated accounts without warning, where consumers were considered to have gone over storage allocation limits or were considered to be in breach of fair use policies.

What harm could arise?

- 5.43 In the event of suspension or termination, consumers may:
- face financial loss where they are required to make payment for a service that they do not receive, for example, because the provider retains payments already made; or
 - lose access to their data at a time when they need it, either temporarily or permanently. The degree of harm will depend on how readily a consumer can replace the data and what it is needed for.⁵⁴
- 5.44 Where a provider does not have a contractual obligation to provide advance notice before it cancels or suspends a contract, a consumer may not be able to take any necessary action, for example, to move their data prior to account termination.
- 5.45 In addition, the risk of unanticipated suspension or termination of the contract may lead consumers to select a service less suited to their needs. For example, if they do not understand the circumstances under which their account would be suspended they may not make an accurate comparison between competing products.

What providers told us

- 5.46 Many providers told us that in practice they would only terminate or suspend a consumer’s account without notice when asked to do so by a law enforcement

⁵⁴ We found the amount of time provided at the end of a contract varied considerably with some providers deleting data within 24 hours of account termination, while others were more generous. We also saw some examples where access to data was lost immediately on termination.

agency. This could occur, for example, where the account was being used to store illegal or inappropriate content.

- 5.47 Providers said that, typically, they would work with consumers to resolve any problems and would not restrict them from accessing their data. Some providers told us that they may prevent consumers from storing any further data in their account until this is reduced or the consumer moved to an increased storage plan.

The CMA's expectations

- 5.48 Consumers should be able to reasonably foresee the circumstances in which a provider may cancel or suspend their cloud storage account. In order to address the CMA's concerns and help ensure that their terms are fair, providers should:

- only terminate the service or contract without notice if there is a material breach of contract by the consumer or there is a real risk of harm or loss to the provider if the contract continues;
- clearly and narrowly define the circumstances in which the provider may suspend or terminate the contract or service with notice (this is particularly important for fixed-term contracts);
- ensure that consumers are given adequate notice of suspension or termination to enable them to minimise the impact on them (except where there are serious grounds for immediate suspension or termination without notice, see above);
- give consumers a reasonable opportunity to remedy minor or potential breaches of contract by them before the service or contract is terminated or suspended by the provider; and
- allow consumers to obtain a pro-rated refund of any prepayments if the service or contract is suspended or terminated by the provider and the consumer is not at fault.

- 5.49 More information can be found in the CMA's unfair terms guidance paragraphs 5.16.1 to 5.18.4 and the at-a-glance guide 'Cancelling a contract – when and how'.⁵⁵

⁵⁵ CMA (2016), [Cancelling a contract: when and how](#).

Automatic renewal

What is the issue?

- 5.50 We have seen examples of terms that automatically renew a consumer's fixed-term contract in circumstances that may cause consumer detriment. These include terms that:
- allow providers to automatically renew a fixed-term contract without notifying consumers (either before or after the renewal); and
 - prevent consumers from cancelling a contract that has been automatically renewed to a new fixed-term.
- 5.51 The effects of an automatic renewal clause may also be exacerbated where it gives the provider a wide discretion to unilaterally vary the price or service when the contract is renewed.
- 5.52 We saw an example where the consumer signed up to a cloud storage service which they did not then use. A year later, the consumer noticed a charge for the service on their credit card. There was no notice about renewal and the consumer could not find details to cancel the renewal.
- 5.53 For contracts that have been automatically renewed, we have seen some examples of providers that do not treat this as a 'new' contract but as a continuation of an existing contract. As such, consumers are not offered rights to cancel the contract.

What harm could arise?

- 5.54 Such terms can cause financial loss where consumers are required to make payment for a service that they no longer want or need, when they have not been asked for consent shortly before renewal. These terms may also discourage consumers from considering alternative options before entering into a new contract, leading to less competition between providers.

What providers told us

- 5.55 Some providers told us that they include automatic rollover terms in their contracts for consumers' ease so that they are able to benefit from a continuous service without loss of access to their data. Some providers also said that they send reminders to consumers, for instance by email or text, prior to the renewal. Several providers suggested that they offer functionality whereby consumers can select to opt out of or cancel automatic renewal from their cloud storage account.

5.56 Many providers also told us that, while they include automatic rollover terms in their contracts, in practice they permit consumers to cancel their contract and would offer a pro-rata refund.

The CMA's expectations

5.57 In order to address the CMA's concerns and help ensure that their terms are fair, providers should:

- ensure that consumers can opt-out of automatic renewal at any time;
- notify consumers about renewal a reasonable time before it occurs, and before payment is taken, so consumers have the chance to decide whether they want to accept the renewal (this is particularly important when consumers are renewed on to fixed or long-term contracts);
- ensure that notice of renewal includes details of any changes to the price or service; and
- allow consumers to exercise their statutory cancellation rights under the CCRs after a fixed-term contract has been renewed⁵⁶ (although this should not be seen as a substitute for reasonable notice or the ability to opt-out of automatic renewal at any time).

5.58 Further information can be found in the CMA's unfair terms guidance at paragraph 5.19.1 – 5.19.6 and the at-a-glance guide on 'Subscriptions and automatic rollover'.⁵⁷

⁵⁶ The CMA takes the view that, if a contract is being renewed for an additional fixed period, this should be treated as a new contract for the purposes of a consumer's cancellation rights. Under the CCRs, when consumers enter into contracts on their doorstep or online they have 14 calendar days to in which to change their minds and cancel the contract. If a consumer cancels the contract, both the consumer's and the trader's obligations under the contract are ended. The trader must reimburse any payments made by the consumer. The CCRs allow for service contracts to be started within the cancellation period, and for the trader to charge for the services provided during that period if the consumer subsequently cancels – but the consumer must have expressly requested that the service commences during the cancellation period using a durable medium.

⁵⁷ CMA (2016), [Subscriptions and automatic rollover](#).

Limitation of liability

What is the issue?

5.59 We have seen examples of terms that significantly exclude or limit a provider's liability under the contract. These include terms that:

- attempt to exclude or restrict a consumer's statutory rights and remedies under the CRA, for example, excluding liability where the provider has failed to use reasonable skill and care when providing the service;
- despite the potential for consumers to have large amounts of data saved or stored, place an unreasonably low cap on liability (outside of a consumer's statutory remedies);
- contain confusing or contradictory information, so that it is not possible for consumers to know what liability is or is not excluded in any particular situation; and
- include significant amounts of unnecessary 'legal jargon' (for example, 'mutatis mutandis', 'workmanlike effort' and 'implied warranties of merchantability'). Businesses should, of course, generally avoid using jargon at all in their terms. We had particular concerns about the amount and complexity of legal jargon in providers' liability terms.

5.60 These terms are likely to fall within the scope of paragraph 2 of the Grey List.⁵⁸ We take the view that they may be unfair under the CRA. In addition, and as noted above, most terms that exclude or limit liability for breaches of consumers' rights under the CRA are also blacklisted. Blacklisted terms are automatically unenforceable by a trader against a consumer.

What harm could arise?

5.61 We consider that consumers can, in particular, be harmed from such terms where they are discouraged from exercising their legal rights when problems occur. This means they may be discouraged from pursuing legitimate claims, or they may not receive adequate compensation when things go wrong.

⁵⁸ Paragraph 2 of the Grey List states that the following may be unfair: 'A term which has the object or effect of inappropriately excluding or limiting the legal rights of the consumer in relation to the trader or another party in the event of total or partial non-performance or inadequate performance by the trader of any contractual obligations, including the option of offsetting a debt owed to the trader against any claim which the consumer may have against the trader.'

5.62 In addition, this could also lead to consumers either selecting a service less suited to their needs, or failing to use additional services from other providers as well (for example, where consumers are seeking to guard against the risk of data loss).

What providers have told us

5.63 Some providers told us that such terms were included for commercial reasons, to mitigate against claims for unlimited levels of liability, particularly where they were offering a free service.

The CMA's expectations

5.64 In order to address the CMA's concerns and help ensure that their terms are fair, providers should take the following actions:

- They should not exclude or limit a consumer's statutory rights and remedies under the CRA. For example, terms should not seek to exclude or limit the provider's liability if it fails to provide the service with reasonable skill and care. They should not exclude or limit the provider's liability if the provider fails to provide the service in accordance with a statement or description given to the consumer by the provider. As noted above most terms that exclude or limit liability for breaches of consumers' rights under the CRA are also blacklisted.
- They should not otherwise unreasonably limit or exclude their liability for losses or harm to consumers, for example, where a provider's breach of contract is caused by events outside the provider's control. Concerns may arise, for example, where a contract places an unreasonably low cap on compensation which the consumer can claim.
- They should clearly set out the circumstances when liability will not be excluded as well as explaining any applicable limitations or restrictions.
- They should avoid unnecessary 'legal jargon'.

5.65 It should also be noted that terms that simply say that liability is excluded to the extent permitted by law are also potentially unfair. They are likely to be considered unclear and uncertain in effect. Disclaimers of this nature may make it impossible – without expert legal advice – to know what liability is or is not excluded in any particular situation.

5.66 Further information can be found in the CMA's unfair terms guidance, paragraphs 5.2.1 to 5.11.6 and the at-a-glance guide on 'Responsibility if things go wrong'.⁵⁹

Jurisdiction and choice of law terms

What is the issue?

5.67 We have seen examples of jurisdiction and choice of law terms that:

- require consumers to bring legal proceedings in countries other than where they live;
- specify that the contract is only subject to the law of other countries; and
- include legal jargon that is likely to confuse consumers about which courts have jurisdiction and which laws will apply (eg 'without prejudice to mandatory law provisions').

5.68 These terms are likely to fall within the scope of paragraph 20 of the Grey List.⁶⁰ We take the view that they may be unfair under the CRA.⁶¹

What harm could arise?

5.69 Consumers can be harmed from these terms where they increase the difficulty and/or the costs of consumers pursuing claims outside of their own country's jurisdiction. There is an additional risk that consumers may receive a less satisfactory outcome as a result of the claim, due to differences in consumer rights in different jurisdictions.

5.70 In addition, the increased costs in, and uncertainty of, pursuing a claim in another jurisdiction could result in consumers being deterred from bringing a claim in the first place.

⁵⁹ CMA (2016), [Responsibility if things go wrong \(limiting or excluding liability\)](#).

⁶⁰ Paragraph 20 of the Grey List states that following may be unfair: 'A term which has the object or effect of excluding or hindering the consumer's right to take legal action or exercise any other legal remedy, in particular (a) requiring the consumer to take disputes exclusively to arbitration not covered by legal provisions, (b) unduly restricting the evidence available to the consumer, or (c) imposing on the consumer a burden of proof which, according to the applicable law, should lie with another party to the contract.'

⁶¹ The CRA also makes provision to ensure that a consumer may not be deprived of the protection of the unfair terms provisions of Part 2 of the CRA, where the 'consumer contract has a close connection with the United Kingdom' but the contract states that the law of a non-European Economic Area state applies.

What providers told us

5.71 Many providers told us that they seek to resolve disputes without the need for legal proceedings. They told us that, because they operate globally, they have developed universal terms and conditions which specify the country or state within which the company is located as their default choice of law. Many also told us that they would not restrict UK consumers from making or defending claims in their home country.

The CMA's expectations

5.72 In order to address the CMA's concerns and help ensure that their terms are fair, providers should:

- ensure consumers are able to bring legal proceedings in their local courts;
- ensure the contract is subject to the consumer's local law; and
- clearly explain that the consumer's local courts will have jurisdiction and their local law will apply.

5.73 More information can be found in the CMA's [unfair contract terms guidance](#), paragraphs 5.29.1 -5.29.9.

Transparency

What is the issue?

5.74 We have seen examples of terms which we are concerned may not be transparent, including terms that:

- do not use plain and intelligible language;
- are structured in a manner that may make it difficult for the consumer to understand their rights and obligations under the contract;
- are not incorporated in the consumer's contract but in other documents.

5.75 As noted above, transparency is relevant to the 'fairness test'. It is also a requirement in its own right under the CRA.

What harm could arise?

5.76 Where terms lack transparency, for example, because they are not in plain and intelligible language, consumers may be unable to understand what the

service involves or to make an informed choice about whether or not to enter the contract. This may lead to consumers selecting a service less suited to their needs. Consumers may be deterred from making claims because they find it difficult to understand where they have a legitimate claim or the process for bringing a claim.

- 5.77 A lack of transparency may also discourage consumers from seeking to enforce their legal rights in the event that things go wrong.

What providers told us

- 5.78 Most providers told us that they thought that they provided information in an easily accessible and user-friendly way. Many providers said that they sought to avoid lengthy contract terms and the use of legal jargon. Some also said their contract terms cover multiple products that include cloud storage services and that key information was provided in other documents such as product guides.

The CMA's expectations

- 5.79 Consumers need to have a proper understanding of the contract so that they can make informed decisions about the acquisition and use of the product.

- 5.80 There are various ways in which a term may be made more transparent. In order to address the CMA's concerns and help ensure that their terms are transparent, providers should:

- ensure they clearly and comprehensibly set out the consumer's rights and obligations under the contract, for example by:
 - drafting terms in plain English, using, as far as possible, ordinary words in their normal sense;
 - minimising the need for consumers to cross-refer to different terms or documents; and
 - ensuring that terms do not just name or allude to regulatory or legal provisions, but instead put consumers in a position of being able to understand the effects of those provisions;
- ensure that consumers can see how their obligations relate to each other, for example, by:
 - organising terms in a clear and comprehensible way;

- using short sentences;
- breaking up the text of the contract with easily understood subheadings; and
- covering similar issues in the same section; and
- ensure that terms that could have a disadvantageous impact on the consumer are given appropriate prominence, for example by:
 - highlighting them to the consumer by comparison with the majority of terms; and
 - setting out clearly the obligations and the circumstances in which they arise.

5.81 Providers should also regularly review their terms to ensure they are easy to understand for consumers, particularly when they are updated.

5.82 More information can be found in the CMA's [unfair contract terms guidance](#), paragraphs 2.42-2.62.

6. Next steps

- 6.1 Our review shows that cloud storage services are valuable in helping consumers to store, back up and access increasing amounts of information and files. Consumers are generally satisfied with their services. However, we have seen some complaints in the sector and many businesses have contract terms which could be unfair.
- 6.2 To contribute to improved compliance, during the review we have engaged with a number of providers about their terms and practices.
- 6.3 A number of these providers have already made changes to their standard terms and conditions and/or commercial practices. We have reported on this.
- 6.4 We are continuing to engage with a number of other providers to review their terms and practices and expect them to make similar changes.

Wider industry compliance

- 6.5 Alongside this report we have published an ‘open letter’. This advises providers to review their terms and conditions, and commercial practices, in light of our findings. We recommend that they consider whether they need to make changes to ensure that their contracts are fair. We have published our [open letter](#) to the cloud storage services sector on our webpages.
- 6.6 The CMA has previously published [guidance for businesses](#) to help them understand what makes terms unfair, and the risks in using unfair terms. This guidance is intended to help business make sure their contract terms and notices are fair and clear to consumers. Businesses may wish to consult this guidance in reviewing their terms.

Consumers

- 6.7 To assist consumers’ understanding and awareness of cloud storage services we are also publishing high level advice about their consumer rights and what to consider when signing up for and using cloud storage services. Our key messages to consumers include:
 - highlighting that there are different types of cloud storage service and consumers should check which cloud storage service is appropriate for their needs before signing up;
 - suggesting that consumers look for important terms about the service in their contracts;

- highlighting that providers may give them important information during the contract and they should look out for these messages;
- highlighting what they may need to think about if they are planning to leave a provider; and
- reminding them about what they can do if things go wrong.

6.8 A copy of our consumer guide '[Cloud storage: what to look out for](#)' can be found on our webpages.

Wider policy initiatives

6.9 We are sharing our findings from the review with the government, Which? and the European Commission to consider as part of the wider policy initiatives that they are leading on terms and conditions. In addition to ongoing engagement with the CMA, we would encourage providers to engage more widely with the initiatives on the transparency of online terms being carried out by the government and Which?.⁶²

6.10 We are sharing our findings with enforcers in CPC and ICPEN. This will enable other enforcers to consider whether there are similar issues within their own jurisdictions.

6.11 Despite the concerns expressed by some consumers on data security and privacy, we saw little evidence of actual security or privacy problems. We plan to share these findings with the Information Commissioner's Office which has previously produced advice for businesses and consumers on using cloud storage.⁶³

6.12 We are also sharing our findings with techUK to consider as part of its work on interoperability in the cloud ecosystem.

⁶² HM Treasury (November 2015), [A better deal: boosting competition to bring down bills for families and firms](#).

⁶³ See the Information Commissioner's Office [Cloud computing](#) page.

**Appendix A: Ipsos MORI consumer omnibus
survey data tables**

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18 May 2016

Table 1
LU01 - To the best of your knowledge, do you make use of cloud storage services?
LU01 - To the best of your knowledge, do you make personal/private use of cloud storage services?
BASE: ALL ADULTS AGED 16+

	GENDER		AGE							SOCIAL GRADE				OCCUPATION					WEEK			
	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	FULL- TIME (n)	PART- TIME (o)	SELF- EMP- LOYED (p)	NOT WOR- KING (q)	WOR- KING (r)	EMP- LOYED (s)	01	02	
Unweighted Base	3959	2036	1923	68	491	582	573	600	624	1021	919	1219	821	1000	1236	405	210	2108	1851	1641	1998	1961
Weighted Base	3959	1938	2021	61*	504	662	626	686	555	865	1076	1072	849	963	1482	495	251	1731	2228	1977	2036	1923
Effective Base	3409	1729	1685	62	430	512	503	525	538	888	790	1053	711	901	1102	365	182	1888	1649	1467	1709	1702
Yes	1113	585	529	21	177	247	223	202	139	104	437	343	203	131	520	139	101	353	761	659	591	522
	28%	30% ^b	26%	35% ⁱ	35% ^{hi}	37% ^{ghi}	36% ^{gghi}	29% ⁱ	25% ^{ai}	12%	41% ^{klm}	32% ^{lm}	24% ^m	14%	35% ^{oqs}	28% ^q	40% ^{oq}	20%	34% ^{oq}	33% ^{oq}	29%	27%
No	2841	1350	1491	40	328	414	403	482	414	761	638	727	645	830	960	355	149	1377	1464	1315	1442	1399
	72%	70%	74% ^{ca}	65%	65%	62%	64%	70% ^{ef}	75% ^{cdef}	88% ^{cde}	59%	68% ^j	76% ^{jk}	86% ^{kl}	65%	72% ^{npr}	60%	80% ^{nop}	66%	66% ⁿ	71%	73%
Don't know	5	3	2	-	-	1	-	2	1	1	1	2	1	1	2	1	-	2	3	3	2	2
	*	*	*	-	-	*	-	*	*	*	*	*	*	*	*	*	-	*	*	*	*	*

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/op/q/r/s
 Overlap formulae used. * small base

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Table 2
LU01 - To the best of your knowledge, do you make use of cloud storage services?
LU01 - To the best of your knowledge, do you make personal/private use of cloud storage services?
 BASE: ALL ADULTS AGED 16+

	SERVICE PROVIDER		SERVICE PROVIDER USED IN INTERVIEW		CONTENT		ACCOUNT					T&CS OR SERVICE CHANGES						PROBLEMS		PROMISES MADE/SERVICE AGREED			
	GROUP 1 (a)	GROUP 2 (b)	GROUP 1 (c)	GROUP 2 (d)	WOULD STORE ALL (e)	WOULD NOT STORE ALL (f)	PAID NOW (g)	FREE NOW (h)	FREE FUTURE (i)	PAID FUTURE (j)	PAID EVER (k)	YES (l)	NO (m)	POSITIVE (n)	NEGATIVE (o)	POSITIVE ONLY (p)	NEGATIVE ONLY (q)	MIX (r)	YES (s)	NO (t)	AGREE (u)	DIS-AGREE (v)	
Unweighted Base	3959	1015	94	1015	52	331	723	147	874	848	32	179	229	768	36	21	35	20	1	129	923	704	40
Weighted Base	3959	1112	105*	1112	56*	367	789	174	945	917	32**	206	251	846	40*	22**	39**	21**	1**	133	1020	766	45*
Effective Base	3409	874	81	874	45	285	622	127	754	731	28	154	198	661	31	19	30	18	1	110	795	604	34
Yes	1113	1019	92	1019	43	341	718	168	860	833	31	199	235	768	36	20	35	19	1	116	936	721	42
	28%	92%	88%	92% ^d	77%	93%	91%	97% ^{hi}	91%	91%	97%	97% ^{hi}	94%	91%	90%	92%	90%	92%	100%	88%	92%	94%	93%
No	2841	93	13	93	13	26	71	6	86	85	1	7	16	78	4	2	4	2	-	17	84	46	3
	72%	8%	12%	8%	23% ^c	7%	9%	3%	9% ^{gk}	9% ^{gk}	3%	3%	6%	9%	10%	8%	10%	8%	-	12%	8%	6%	7%
Don't know	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k - l/m/n/o/p/q/r - s/t - u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 3
LU02A - Which of the following cloud storage services, if any, do you use?
BASE: ALL ADULTS AGED 16+

	GENDER		AGE							SOCIAL GRADE				OCCUPATION						WEEK		
	TOTAL	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	FULL-TIME (n)	PART-TIME (o)	SELF-EMPLOYED (p)	NOT WORKING (q)	WORKING (r)	EMPLOYED (s)	01	02
Unweighted Base	3959	2036	1923	68	491	582	573	600	624	1021	919	1219	821	1000	1236	405	210	2108	1851	1641	1998	1961
Weighted Base	3959	1938	2021	61*	504	662	626	686	555	865	1076	1072	849	963	1482	495	251	1731	2228	1977	2036	1923
Effective Base	3409	1729	1685	62	430	512	503	525	538	888	790	1053	711	901	1102	365	182	1888	1649	1467	1709	1702
Apple iCloud	681 17%	322 17%	359 18%	21 34%deg hi	101 20%hi	145 22%hi	151 24%ghi	127 18%hi	77 14%i	59 7%	285 27%klm	202 19%lm	114 13%lm	79 8%	299 20%q	98 20%q	69 28%noq rs	214 12%	466 21%qs	397 20%q	368 18%	312 16%
Box	8 *	5 *	3 *	-	2	2	-	1	2	1	6 1%lm	2	-	-	5	-	2 1%q	1	7	5	6	2
Copy	2 *	2 *	-	-	-	-	-	-	2	-	2	-	-	-	2	-	-	-	2	2	2	-
Dropbox	343 9%	200 10%b	143 7%	6 11%i	48 10%i	96 14%dfg hi	61 10%i	53 8%i	52 9%i	26 3%	153 14%klm	107 10%lm	48 6%lm	35 4%	154 10%q	37 7%	51 20%noqr s	101 6%	243 11%oqs	191 10%q	210 10%	133 7%
Flickr	28 1%	14 1%	15 1%	-	2	5	6	10	5	1	14 1%lm	11 1%lm	3	1	16 1%oq	-	6 2%oqrs	6	22 1%qs	16	18	10
IDrive	23 1%	13 1%	10	-	5	7	1	4	4	2	5	11	3	4	12	2	-	9	14	14	13	10
Knowhow Cloud	20 *	11 1%	9	1 2%ef	4 1%f	1	-	9	2	3	12 1%lm	3	4	1	10 1%	1	2 1%	6	14 1%	12 1%	10	10
Livedrive	5 *	2 *	3 *	-	-	-	4 1%i	1	-	-	1	3	1	-	5 *q	-	-	-	5	5	-	5
Mozy	3 *	1 *	2 *	-	-	-	2	1	-	-	1	2	-	-	3	-	-	-	3	3	1	2
OpenDrive	17 *	8 *	9	2 3%fhi	4 1%	4 1%	1	3	1	1	6 1%	7 1%	3	1	10 1%q	2	1	3	14 1%	13 1%q	4	13
SpiderOak	1 *	-	1 *	-	1	-	-	-	-	-	-	1	-	-	-	-	-	1	-	-	-	1
Virgin Media Cloud	25 1%	17 1%	8	-	5	2	2	6	5	4	15 1%klm	5	3	2	12	1	4 1%	8	17 1%	13 1%	20	5
Adrive	1 *	1 *	-	-	-	-	1	-	-	-	-	1	-	-	1	-	-	-	1	1	-	1

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s
 Overlap formulae used. * small base

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Table 3
LU02A - Which of the following cloud storage services, if any, do you use?
BASE: ALL ADULTS AGED 16+

	GENDER		AGE							SOCIAL GRADE				OCCUPATION					WEEK			
	TOTAL	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	FULL-TIME (n)	PART-TIME (o)	SELF-EMPLOYED (p)	NOT WORKING (q)	WORKING (r)	EMPLOYED (s)	01	02
Weighted Base	3959	1938	2021	61*	504	662	626	686	555	865	1076	1072	849	963	1482	495	251	1731	2228	1977	2036	1923
Amazon Cloud Drive	72 2%	30 2%	42 2%	-	13 3%i	9 1%	9 1%	18 3%i	14 2%i	9 1%	27 3%lm	25 2%lm	9 1%	10 1%	28 2%	9 2%	7 3%	29 2%	43 2%	37 2%	41 2%	31 2%
Bitcasa	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BT Cloud	45 1%	27 1%	18 1%	-	3 1%	6 1%	4 1%	12 2%	12 2%df	8 1%	15 1%	16 1%	10 1%	5 1%	25 2%q	4 1%	3 1%	13 1%	32 1%	29 1%	27 1%	19 1%
Cubby	1 *	1 *	-	-	-	-	1 *	-	-	-	-	-	-	1 *	-	-	-	1 *	-	-	1 *	-
Evernote	13 *	7 *	6 *	-	2 *	3 *	5 1%gi	-	3 1%i	-	5 *	6 1%m	2 *	-	5 *	2 *	3 1%q	3 *	10 *s	7 *	10 1%	2 *
Google Drive	257 6%	153 8%b	103 5%	6 10%hi	60 12%fghi	59 9%hi	47 7%hi	40 6%i	20 4%	25 3%	85 8%lm	101 9%lm	45 5%lm	26 3%	118 8%q	25 5%	21 9%	92 5%	165 7%q	143 7%q	142 7%	115 6%
JustCloud	7 *	2 *	6 *	-	-	1 *	1 *	2 *	1 *	2 *	3 *	2 *	1 *	1 *	3 *	-	-	4 *	3 *	3 *	6 *	1 *
Mega	6 *	6 *b	-	1 1%dfgh i	-	4 1%	-	-	-	1 *	3 *	-	1 *	2 *	3 *	-	-	3 *	3 *	3 *	3 *	2 *
Microsoft OneDrive	186 5%	117 6%b	69 3%	8 12%dghi	28 6%i	42 6%i	41 7%i	31 4%i	25 5%i	10 1%	75 7%lm	68 6%lm	24 3%	19 2%	91 6%oq	17 3%	19 8%oq	58 3%	127 6%oq	108 5%oq	115 6%	71 4%
SugarSync	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Group 1 (NET)	1102 28%	562 29%	540 27%	25 41%hi	178 35%ghi	246 37%ghi	217 35%hi	201 29%i	137 25%i	100 12%	438 41%klm	331 31%lm	197 23%lm	137 14%	497 34%q	145 29%q	108 43%noq rs	354 20%	749 34%oqs	641 32%q	607 30%	496 26%
Group 2 (NET)	105 3%	70 4%b	35 2%	1 1%	12 2%	21 3%	10 2%	21 3%	24 4%fi	16 2%	40 4%lm	33 3%lm	17 2%	15 2%	56 4%oqs	7 1%	8 3%	34 2%	71 3%oq	64 3%oq	69 3%	37 2%
One provider mentioned	792 20%	388 20%	404 20%	11 18%i	128 25%i	170 26%hi	146 23%i	143 21%i	112 20%i	82 9%	291 27%klm	227 21%lm	161 19%lm	114 12%	357 24%q	113 23%q	64 26%q	258 15%	534 24%q	470 24%q	430 21%	362 19%
Two providers mentioned	228 6%	130 7%b	98 5%	10 16%defg hi	39 8%hi	56 8%hi	47 8%hi	40 6%i	21 4%i	15 2%	98 9%lm	76 7%lm	33 4%	21 2%	100 7%q	23 5%	25 10%oq	79 5%	149 7%qs	123 6%q	125 6%	102 5%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s
 Overlap formulae used. * small base

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Table 3
LU02A - Which of the following cloud storage services, if any, do you use?
BASE: ALL ADULTS AGED 16+

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	TOTAL	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	FULL- TIME (n)	PART- TIME (o)	SELF- EMP- LOYED (p)	NOT WOR- KING (q)	WOR- KING (r)	EMP- LOYED (s)	01	02
Weighted Base	3959	1938	2021	61*	504	662	626	686	555	865	1076	1072	849	963	1482	495	251	1731	2228	1977	2036	1923
Three or more providers mentioned	139 4%	82 4%b	57 3%	4 7%i	21 4%i	30 5%i	28 4%i	26 4%i	19 3%i	11 1%	64 6%lm	51 5%lm	14 2%	10 1%	69 5%q	12 2%	21 8%noqr s	37 2%	102 5%oqs	81 4%q	89 4%	50 3%
None of these	2682 68%	1293 67%	1389 69%	35 57%	300 60%	397 60%	386 62%	452 66%de	386 70%cde f	726 84%cde fgh	594 55%	695 65%j	614 72%jk	778 81%jkl	926 62%p	328 66%p	135 54%	1294 75%nop rs	1388 62%p	1254 63%pr	1345 66%	1337 70%
Don't know	118 3%	45 2%	73 4%a	2 3%	16 3%e	9 1%	19 3%	25 4%e	16 3%	31 4%e	29 3%	23 2%	27 3%	39 4%k	30 2%	19 4%	6 2%	63 4%nrs	55 2%	49 2%n	47 2%	71 4%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/op/q/r/s
 Overlap formulae used. * small base

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**Table 4
LU02A - Which of the following cloud storage services, if any, do you use?
BASE: ALL ADULTS AGED 16+**

	SERVICE PROVIDER		SERVICE PROVIDER USED IN INTERVIEW		CONTENT		ACCOUNT					T&CS OR SERVICE CHANGES						PROBLEMS		PROMISES MADE/SERVICE AGREED			
	GROUP 1	GROUP 2	GROUP 1	GROUP 2	WOULD STORE ALL	WOULD NOT STORE ALL	PAID NOW	FREE NOW	FREE FUTURE	PAID FUTURE	PAID EVER	YES	NO	POSITIVE	NEGATIVE	POSITIVE ONLY	NEGATIVE ONLY	MIX	YES	NO	AGREE	DIS-AGREE	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	
Unweighted Base	3959	1015	94	1015	52	331	723	147	874	848	32	179	229	768	36	21	35	20	1	129	923	704	40
Weighted Base	3959	1112	105*	1112	56*	367	789	174	945	917	32**	206	251	846	40*	22**	39**	21**	1**	133	1020	766	45*
Effective Base	3409	874	81	874	45	285	622	127	754	731	28	154	198	661	31	19	30	18	1	110	795	604	34
Apple iCloud	681 17%	681 61%b	22 21%	681 61%d	-	195 53%	472 60%	122 70%hik	530 56%	512 41%	13 66%hi	136	161 64%m	476 56%	27 67%	11 49%	27 69%	11 52%	-	87 65%	578 57%	450 59%	36 81%u
Box	8 *	4 *	8 8%a	4 *	4 8%c	3 1%	5 1%	- -	8 1%	8 1%	- -	- -	5 2%m	4 *	- -	- -	- -	- -	- -	3 2%	5 1%	4 1%	- -
Copy	2 *	2 *	2 1%a	2 *	-	2 *	-	2 1%hi	-	-	-	2 1%hi	-	-	-	-	-	-	-	-	2 *	2 *	- -
Dropbox	343 9%	343 31%	28 26%	343 31%d	-	118 32%	220 28%	27 16%	298 32%gk	292 32%gk	7 23%	35 17%	92 36%m	221 26%	11 28%	7 34%	10 26%	6 31%	1 100%	54 41%t	283 28%	233 30%	9 20%
Flickr	28 1%	28 3%	5 5%	28 3%	-	11 3%	17 2%	2 1%	25 3%	25 3%	2 6%	4 2%	12 5%m	16 2%	-	1 4%	-	1 4%	-	1 1%	27 3%	13 2%	3 7%u
IDrive	23 1%	7 1%	23 22%a	7 1%	16 28%c	7 2%	16 2%	2 1%	19 2%	19 2%	2 6%	4 2%	6 2%	15 2%	1 2%	1 3%	1 2%	1 4%	-	2 2%	19 2%	12 2%	1 2%
Knowhow Cloud	20 *	20 2%	4 3%	20 2%	-	7 2%	12 1%	10 6%hi	9 1%	9 1%	3 9%	13 6%hi	1 *	16 2%	-	1 6%	-	1 6%	-	-	20 2%	12 2%	- -
Livedrive	5 *	5 *	-	5 *	-	2 1%	3 *	1 1%	4 *	4 *	-	1 *	1 *	4 *	-	-	-	-	-	1 1%	4 *	4 *	- -
Mozy	3 *	3 *	-	3 *	-	-	3 *	1 1%	2 *	2 *	-	1 1%	-	3 *	-	-	-	-	-	-	3 *	3 *	- -
OpenDrive	17 *	17 2%	-	17 2%	-	7 2%	10 1%	2 1%	14 2%i	11 1%	-	2 1%	3 1%	14 2%	1 3%	-	1 3%	-	-	5 4%	12 1%	10 1%	1 3%
SpiderOak	1 *	1 *	-	1 *	-	-	1 *	1 *	-	-	-	1 *	1 *	-	-	-	-	-	-	-	1 *	1 *	- -
Virgin Media Cloud	25 1%	12 1%	25 24%a	12 1%	13 23%c	8 2%	15 2%	5 3%	19 2%	19 2%	1 3%	6 3%	7 3%	16 2%	-	1 4%	-	1 5%	-	2 1%	23 2%	13 2%	1 2%
Adrive	1 *	1 *	1 1%a	1 *	-	-	1 *	-	1 *	1 *	-	-	-	1 *	-	-	-	-	-	-	-	-	1 3%u

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k - l/m/n/o/p/q/r - s/t - u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 4
LU02A - Which of the following cloud storage services, if any, do you use?
BASE: ALL ADULTS AGED 16+

	SERVICE PROVIDER		SERVICE PROVIDER USED IN INTERVIEW		CONTENT		ACCOUNT					T&CS OR SERVICE CHANGES						PROBLEMS		PROMISES MADE/SERVICE AGREED			
	GROUP 1	GROUP 2	GROUP 1	GROUP 2	WOULD STORE ALL	WOULD NOT STORE ALL	PAID NOW	FREE NOW	FREE FUTURE	PAID FUTURE	PAID EVER	YES	NO	POSITIVE	NEGATIVE	POSITIVE ONLY	NEGATIVE ONLY	MIX	YES	NO	AGREE	DIS-AGREE	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	
Weighted Base	3959	1112	105*	1112	56*	367	789	174	945	917	32**	206	251	846	40*	22**	39**	21**	1**	133	1020	766	45*
Amazon Cloud Drive	72	72	8	72	-	25	44	8	60	58	2	9	15	51	1	-	1	-	-	6	64	49	2
	2%	6%	7%	6%	-	7%	6%	4%	6%	6%	5%	4%	6%	6%	3%	-	3%	-	-	5%	6%	6%	4%
Bitcasa	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BT Cloud	45	20	45	20	25	15	29	7	33	33	2	9	5	36	1	1	1	1	-	4	42	26	1
	1%	2%	43%a	2%	44%c	4%	4%	4%	4%	4%	7%	4%	2%	4%	2%	4%	2%	4%	-	3%	4%	3%	1%
Cubby	1	1	1	1	-	-	1	-	1	1	-	-	1	-	-	-	-	-	-	-	1	1	-
	*	*	1%	*	-	-	*	-	*	*	-	-	*	-	-	-	-	-	-	-	*	*	-
Evernote	13	13	1	13	-	4	8	2	10	10	-	2	4	9	-	-	-	-	-	2	10	12	-
	*	1%	1%	1%	-	1%	1%	1%	1%	1%	-	1%	2%	1%	-	-	-	-	-	2%	1%	2%	-
Google Drive	257	257	15	257	-	91	163	21	223	217	11	32	73	164	9	2	8	1	1	34	219	179	7
	6%	23%	14%	23%d	-	25%	21%	12%	24%gk	24%gk	34%	15%g	29%m	19%	24%	8%	22%	3%	100%	26%	21%	23%	16%
JustCloud	7	7	-	7	-	5	2	-	7	7	-	-	-	7	-	-	-	-	-	-	7	1	-
	*	1%	-	1%	-	1%f	*	-	1%	1%	-	-	-	1%	-	-	-	-	-	-	1%	*	-
Mega	6	6	6	6	-	-	5	-	5	5	-	-	3	1	-	2	-	2	-	2	4	5	-
	*	1%	6%a	1%	-	-	1%	-	1%	1%	-	-	1%	*	-	9%	-	9%	-	1%	*	1%	-
Microsoft OneDrive	186	186	14	186	-	62	121	11	167	159	4	15	57	121	6	3	6	3	-	31	153	119	7
	5%	17%	13%	17%d	-	17%	15%	6%	18%gk	17%gk	11%	7%	23%m	14%	14%	14%	14%	15%	-	23%t	15%	15%	16%
SugarSync	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Group 1 (NET)	1102	1102	49	1102	-	346	735	157	894	867	31	188	239	788	34	20	33	19	1	126	954	728	41
	28%	99%b	46%	99%d	-	94%	93%	90%	95%	94%	97%	91%	95%n	93%	87%	92%	87%	91%	100%	95%	93%	95%	92%
Group 2 (NET)	105	49	105	49	56	32	71	15	82	82	5	21	24	72	2	5	2	5	-	11	91	60	3
	3%	4%	100%a	4%	100%c	9%	9%	9%	9%	9%	16%	10%	9%	8%	5%	21%	5%	22%	-	8%	9%	8%	8%
One provider mentioned	792	738	55	738	55	230	547	133	622	602	20	153	133	606	22	16	22	16	-	68	704	518	29
	20%	66%b	52%	66%	97%c	63%	69%	77%hi	66%	66%	62%	74%hj	53%	72%l	57%	73%	58%	77%	-	51%	69%ks	68%	64%
Two providers mentioned	228	226	23	226	2	91	133	22	193	189	10	32	64	148	10	4	9	3	1	37	190	145	5
	6%	20%	22%	20%d	3%	25%f	17%	13%	20%g	21%g	31%	15%g	25%m	18%	25%	18%	22%	14%	100%	28%t	19%	19%	11%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k - l/m/n/o/p/q/r - s/t - u/v
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Table 4
LU02A - Which of the following cloud storage services, if any, do you use?
BASE: ALL ADULTS AGED 16+

	SERVICE PROVIDER		SERVICE PROVIDER USED IN INTERVIEW		CONTENT		ACCOUNT					T&CS OR SERVICE CHANGES					PROBLEMS		PROMISES MADE/SERVICE AGREED				
	TOTAL	GROUP 1 (a)	GROUP 2 (b)	GROUP 1 (c)	GROUP 2 (d)	WOULD STORE ALL (e)	WOULD NOT STORE ALL (f)	PAID NOW (g)	FREE NOW (h)	FREE FUTURE (i)	PAID FUTURE (j)	PAID EVER (k)	YES (l)	NO (m)	POSITIVE (n)	NEGATIVE (o)	POSITIVE ONLY (p)	NEGATIVE ONLY (q)	MIX (r)	YES (s)	NO (t)	AGREE (u)	DIS-AGREE (v)
Weighted Base	3959	1112	105*	1112	56*	367	789	174	945	917	32**	206	251	846	40*	22**	39**	21**	1**	133	1020	766	45*
Three or more providers mentioned	139 4%	139 12%	27 26%a	139 12%d	-	43 12%	93 12%	13 7%	121 13%k	118 13%k	2 7%	15 7%	50 20%m	77 9%	4 11%	2 9%	4 11%	2 9%	-	27 20%t	110 11%	94 12%	9 20%
None of these	2682 68%	7 1%	-	7 1%	-	2 1%	13 2%	6 3%hi	6 1%	6 1%	-	6 3%hi	4 2%	11 1%	3 8%lm	-	3 9%	-	-	1 1%	14 1%	8 1%	1 3%
Don't know	118 3%	3 *	-	3 *	-	-	3 *	-	3 *	3 *	-	-	-	2 *	-	-	-	-	-	1 1%	3 *	1 *	1 2%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k - l/m/n/o/p/q/r - st - u/v
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Table 5
LU02C - Why do you not use cloud storage?
BASE: ALL CLOUD STORAGE NON-USERS 16+

	GENDER		AGE							SOCIAL GRADE				OCCUPATION					WEEK			
	TOTAL	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	FULL-TIME (n)	PART-TIME (o)	SELF-EMPLOYED (p)	NOT WORKING (q)	WORKING (r)	EMPLOYED (s)	01	02
Unweighted Base	2844	1445	1399	41	296	365	371	413	462	896	550	818	625	851	789	283	125	1647	1197	1072	1400	1444
Weighted Base	2740	1309	1431	36*	312	396	391	461	396	748	606	697	629	808	924	338	140	1338	1402	1262	1374	1366
Effective Base	2464	1228	1240	37	261	322	329	365	405	779	474	704	541	768	705	256	109	1478	1071	962	1204	1261
No interest/ not considered (NET)	2415	1148	1268	35	278	352	346	392	342	670	503	599	564	749	791	297	130	1197	1218	1088	1195	1220
	88%	88%	89%	96%	89%	89%	89%	85%	86%	90%g	83%	86%	90%jk	93%jk	86%	88%	93%n	90%nrs	87%	86%	87%	89%
I've never thought about it	498 18%	226 17%	273 19%	7 19%	78 25%fgh i	86 22%i	67 17%	83 18%	66 17%	111 15%	116 19%	113 16%	105 17%	164 20%k	190 21%	56 17%	22 15%	230 17%	268 19%	246 20%	244 18%	254 19%
I don't know what it is	595 22%	216 16%	380 27%a	7 20%	43 14%	81 20% d	66 17%	103 22% d	87 22% d	209 28% def gh	96 16%	114 16%	129 20%	257 32% jkl	139 15%	92 27% npr s	23 17%	341 26% npr s	254 18% n	231 18% n	290 21%	306 22%
I don't need it	1130 41%	594 45% b	537 37%	18 50%	148 47% gh	161 41%	166 42%	175 38%	154 39%	309 41%	265 44% m	290 42%	279 44% m	297 37%	402 44%	126 37%	62 44%	540 40%	590 42%	528 42%	544 40%	586 43%
I can't use it	132 5%	50 4%	82 6% a	1 3%	7 2%	13 3%	14 3%	23 5%	20 5%	53 7% def	23 4%	35 5%	30 5%	44 5%	35 4%	21 6%	4 3%	73 5%	59 4%	55 4%	67 5%	65 5%
I'm not interested in using it	383 14%	192 15%	190 13%	3 8%	31 10%	27 7%	54 14% e	68 15% e	63 16% de	137 18% de	86 14%	120 17% lm	80 13%	97 12%	107 12%	39 12%	30 21% nor s	207 15% nrs	176 13% s	146 12%	206 15%	177 13%
I've got enough storage space as it is	88 3%	52 4% b	36 3%	* 1%	11 3%	16 4%	21 5% gi	8 2%	12 3%	19 3%	28 5% m	26 4% m	18 3%	16 2%	36 4%	7 2%	9 7% oq	36 3%	52 4%	43 3%	41 3%	47 3%
Security concerns (NET)	278	143	135	4	30	38	47	54	49	56	105	81	53	38	131	32	10	105	173	163	158	120
	10%	11%	9%	12%	10%	10%	12%i	12%i	12%i	7%	17% klm	12% m	8% m	5%	14% pqr	10%	7%	8%	12% q	13% q	12%	9%
I'm worried about security in general	169 6%	89 7%	80 6%	3 9%	16 5%	25 6%	27 7%	31 7%	33 8% i	34 4%	65 11% lm	57 8% lm	31 5% m	16 2%	79 9% q	22 6%	8 6%	60 5%	108 8% q	101 8% q	94 7%	75 5%
I'm worried about my content being stolen	44 2%	23 2%	21 1%	- -	7 2%	9 2%	7 2%	4 1%	10 3% i	6 1%	17 3% m	9 1%	13 2% m	6 1%	24 3% q	5 1%	2 1%	13 1%	31 2% q	29 2% q	26 2%	18 1%
I'm worried about my content being lost	32 1%	17 1%	15 1%	- -	6 2% i	5 1%	4 1%	4 1%	8 2% i	4 1%	10 2% m	9 1% m	13 2% m	- -	18 2% q	4 1%	1 1%	9 1%	23 2% q	22 2% q	16 1%	16 1%
I'm worried about other people having access	56 2%	22 2%	34 2%	- -	6 2%	8 2%	9 2%	8 2%	14 4% i	11 1%	21 4% m	15 2% m	14 2% m	6 1%	24 3%	13 4% pq	- -	19 1%	36 3% q	36 3% q	30 2%	26 2%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/op/q/r/s
 Overlap formulae used. * small base

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Table 5
LU02C - Why do you not use cloud storage?
BASE: ALL CLOUD STORAGE NON-USERS 16+

	GENDER		AGE							SOCIAL GRADE				OCCUPATION					WEEK			
	TOTAL	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	FULL-TIME (n)	PART-TIME (o)	SELF-EMPLOYED (p)	NOT WORKING (q)	WORKING (r)	EMPLOYED (s)	01	02
Weighted Base	2740	1309	1431	36*	312	396	391	461	396	748	606	697	629	808	924	338	140	1338	1402	1262	1374	1366
I don't trust it	109 4%	56 4%	54 4%	1 3%	16 5%	14 4%	21 5%	20 4%	15 4%	22 3%	42 7%klm	22 3%	24 4%	21 3%	51 6%q	11 3%	4 3%	43 3%	66 5%	62 5%q	62 5%	47 3%
Cost (NET)	41	23	19	-	3	7	11	8	7	5	13	7	9	12	20	5	-	17	24	24	19	23
It's too expensive	32 1%	19 1%	13 1%	-	3 1%	5 1%	9 2%i	5 1%	5 1%	5 1%	13 2%k	5 1%	6 1%	8 1%	16 2%	3 1%	-	13 1%	19 1%	19 2%	14 1%	19 1%
I don't understand the fees	11 *	4 *	7 *	-	-	1 *	4 1%	3 1%	2 *	1 *	1 *	3 1%	3 *	3 *	4 *	3 1%	-	5 *	6 *	6 *	6 *	5 *
Difficulties (NET)	60	28	33	2	3	11	11	11	16	7	19	15	15	12	24	12	3	22	39	36	31	29
It seems like too much hassle to use	49 2%	26 2%	23 2%	2 5%i	3 1%	8 3%i	10 3%i	7 2%	12 3%i	6 1%	15 2%	12 2%	12 2%	10 1%	20 2%	9 3%	3 2%	17 1%	32 2%	29 2%	26 2%	23 2%
It seems like too much hassle to set up an account	10 *	4 *	6 *	-	-	2 *	1 *	3 1%	3 1%i	1 *	2 *	2 *	3 1%	3 *	4 *	3 1%q	1 1%	2 *	8 1%q	7 1%	4 *	6 *
I've tried to set up account but can't do so	4 *	1 *	3 *	-	-	1 *	1 *	2 *	-	-	2 *	2 *	1 *	-	1 *	-	-	3 *	1 *	1 *	2 *	2 *
I can't see the benefit	3 *	3 *	-	-	1 *	-	1 *	-	-	1 *	2 *	1 *	-	-	1 *	-	-	1 *	1 *	1 *	2 *	1 *
I don't use computers / don't have the internet	49 2%	22 2%	27 2%	-	-	4 1%	1 *	5 1%	11 3%df	27 4%defg	8 1%	8 1%	13 2%	21 3%k	10 1%	5 1%	1 1%	34 3%nrs	16 1%	15 1%	33 2%	16 1%
I don't understand it / don't know how to use it	14 1%	4 *	10 1%	-	1 *	* *	2 1%	3 1%	2 1%	5 1%	6 1%m	5 1%	2 *	1 *	4 *	3 1%	-	7 *	7 1%	7 1%	7 1%	6 *
I haven't got round to it / had the time to look into it	5 *	1 *	4 *	-	-	-	1 *	1 *	1 *	2 *	4 1%m	1 *	-	-	2 *	1 *	-	3 *	3 *	3 *	4 *	1 *
I intend to look into it / start using it soon	3 *	-	3 *	-	-	-	-	1 *	-	2 *	2 *	1 *	-	-	-	-	-	3 *	-	-	3 *	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/op/q/r/s
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Table 5
LU02C - Why do you not use cloud storage?
BASE: ALL CLOUD STORAGE NON-USERS 16+

	GENDER		AGE							SOCIAL GRADE				OCCUPATION						WEEK		
	TOTAL	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	FULL-TIME (n)	PART-TIME (o)	SELF-EMPLOYED (p)	NOT WORKING (q)	WORKING (r)	EMPLOYED (s)	01	02
Weighted Base	2740	1309	1431	36*	312	396	391	461	396	748	606	697	629	808	924	338	140	1338	1402	1262	1374	1366
I prefer to store data on the hard drive / via other methods	14 1%	10 1%	4 *	-	4 1%f	2 1%	-	3 1%	2 1%	3 *	7 1%lm	5 1%m	1 *	*	6 1%	-	1 1%	8 1%	7 *	6 *	6 *	8 1%
Other	14 1%	7 1%	6 *	-	1 *	2 *	4 1%	5 1%	1 *	2 *	4 1%	5 1%	3 *	1 *	8 1%q	3 1%q	-	2 *	12 1%q	12 1%q	9 1%	5 *
Don't know	51 2%	25 2%	27 2%	-	4 1%	5 1%	7 2%	12 3%	7 2%	16 2%	11 2%	15 2%	13 2%	13 2%	18 2%	8 2%	-	25 2%	26 2%	26 2%	23 2%	28 2%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s
 Overlap formulae used. * small base

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Table 6
LU02D - Which cloud storage service(s) do you use?
BASE: ALL CLOUD STORAGE USERS 16+ WHO DID NOT SELECT A NAMED PROVIDER

	GENDER		AGE							SOCIAL GRADE				OCCUPATION					WEEK			
	TOTAL	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	FULL- TIME (n)	PART- TIME (o)	SELF- EMP- LOYED (p)	NOT WOR- KING (q)	WOR- KING (r)	EMP- LOYED (s)	01	02
Unweighted Base	56	29	27	-	5	6	11	14	9	11	12	22	12	10	25	7	-	24	32	32	20	36
Weighted Base	60*	29**	31**	-.**	5**	9**	14**	16**	7**	9**	17**	21**	12**	10**	31**	9**	-.**	19**	41**	41**	18*	42*
Effective Base	46	24	22	-	5	5	9	12	8	10	10	17	11	8	22	5	-	21	28	28	18	29
Apple iCloud	5	-	5	-	1	2	1	1	-	-	3	2	-	-	3	1	-	1	5	5	2	3
	8%	-	16%	-	11%	21%	8%	9%	-	-	15%	11%	-	-	11%	12%	-	3%	11%	11%	9%	8%
Box	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Copy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dropbox	1	1	-	-	-	1	-	-	-	-	-	1	-	-	1	-	-	1	1	1	1	-
	2%	4%	-	-	-	13%	-	-	-	-	-	5%	-	-	4%	-	-	3%	3%	7%	-	-
Flickr	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
IDrive	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Knowhow Cloud	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Livedrive	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mozy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OpenDrive	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SpiderOak	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Virgin Media Cloud	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Adrive	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Amazon Cloud Drive	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 6
LU02D - Which cloud storage service(s) do you use?
BASE: ALL CLOUD STORAGE USERS 16+ WHO DID NOT SELECT A NAMED PROVIDER

	TOTAL	GENDER		AGE						SOCIAL GRADE				OCCUPATION					WEEK			
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	FULL-TIME (n)	PART-TIME (o)	SELF-EMPLOYED (p)	NOT WORKING (q)	WORKING (r)	EMPLOYED (s)	01	02
Weighted Base	60*	29**	31**	-**	5**	9**	14**	16**	7**	9**	17**	21**	12**	10**	31**	9**	-**	19**	41**	41**	18*	42*
Bitcasa	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BT Cloud	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cubby	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Evernote	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Google Drive	2 4%	1 4%	1 4%	-	1 11%	1 13%	1 4%	-	-	-	-	2 11%	-	2 6%	-	-	1 3%	2 4%	2 4%	2 13%	-	-
JustCloud	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mega	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Microsoft OneDrive	2 4%	1 4%	1 4%	-	1 25%	-	-	1 8%	-	-	1 7%	-	1 9%	-	2 7%	-	-	2 6%	2 6%	1 7%	1 3%	
SugarSync	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
EE My Cloud	2 3%	-	2 6%	-	-	-	-	1 5%	-	1 10%	-	1 4%	1 8%	-	1 3%	-	-	1 5%	1 2%	1 2%	2 10%	-
ownCloud	1 2%	1 4%	-	-	-	-	1 8%	-	-	-	-	-	1 9%	-	1 4%	-	-	1 3%	1 3%	1 6%	-	
Carbonite	1 2%	1 5%	-	-	-	-	-	-	1 20%	-	-	1 11%	-	1 4%	-	-	-	1 3%	1 3%	1 8%	-	
ASUS WebStorage	1 2%	1 4%	-	-	-	-	-	1 7%	-	-	-	1 9%	-	1 4%	-	-	-	1 3%	1 3%	1 -	1 3%	
Talk Talk	1 1%	1 2%	-	-	-	-	1 5%	-	-	-	-	-	1 8%	-	-	-	1 4%	-	-	-	1 2%	
Not a genuine cloud storage provider	9 15%	2 8%	7 22%	-	1 23%	1 14%	2 12%	2 13%	1 13%	2 23%	3 19%	3 16%	1 8%	2 17%	4 12%	-	-	5 28%	4 9%	4 9%	4 24%	5 12%

Proportions/Means; Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s
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BASE: ALL CLOUD STORAGE USERS 16+ WHO DID NOT SELECT A NAMED PROVIDER

	GENDER		AGE							SOCIAL GRADE				OCCUPATION					WEEK			
	TOTAL	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	FULL- TIME (n)	PART- TIME (o)	SELF- EMP- LOYED (p)	NOT WOR- KING (q)	WOR- KING (r)	EMP- LOYED (s)	01	02
Weighted Base	60*	29**	31**	-**	5**	9**	14**	16**	7**	9**	17**	21**	12**	10**	31**	9**	-**	19**	41**	41**	18*	42*
None of these	19	13	6	-	1	4	7	3	1	4	5	5	4	6	10	3	-	6	13	13	1	18
	32%	46%	20%	-	16%	41%	47%	19%	21%	39%	29%	22%	34%	58%	33%	28%	-	34%	32%	32%	7%	43%
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	19	7	12	-	1	1	3	7	3	4	6	8	2	2	7	6	-	6	12	12	4	14
	31%	23%	38%	-	25%	11%	20%	43%	47%	39%	38%	38%	19%	17%	22%	59%	-	32%	30%	30%	24%	34%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s
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Table 7
LU02D - Which cloud storage service(s) do you use?
BASE: ALL CLOUD STORAGE USERS 16+ WHO DID NOT SELECT A NAMED PROVIDER

	SERVICE PROVIDER		SERVICE PROVIDER USED IN INTERVIEW		CONTENT		ACCOUNT					T&CS OR SERVICE CHANGES						PROBLEMS		PROMISES MADE/SERVICE AGREED			
	GROUP 1	GROUP 2	GROUP 1	GROUP 2	WOULD STORE ALL	WOULD NOT STORE ALL	PAID NOW	FREE NOW	FREE FUTURE	PAID FUTURE	PAID EVER	YES	NO	POSITIVE	NEGATIVE	POSITIVE ONLY	NEGATIVE ONLY	MIX	YES	NO	AGREE	DIS-AGREE	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	
Unweighted Base	56	8	-	8	-	2	15	5	10	10	-	5	3	13	2	-	2	-	-	2	14	9	2
Weighted Base	60*	9**	..**	9**	..**	2**	16**	6**	9**	9**	..**	6**	4**	14**	3**	..**	3**	..**	..**	2**	17**	9**	2**
Effective Base	46	7	-	7	-	1	13	4	9	9	-	4	3	11	2	-	2	-	-	2	12	7	2
Apple iCloud	5	5	-	5	-	2	3	3	2	2	-	3	2	3	2	-	2	-	-	-	5	5	-
	8%	55%	-	55%	-	100%	16%	51%	21%	21%	-	51%	50%	23%	59%	-	59%	-	-	-	30%	55%	-
Box	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Copy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dropbox	1	1	-	1	-	-	1	-	1	1	-	-	-	1	-	-	-	-	-	-	1	-	-
	2%	13%	-	13%	-	-	7%	-	13%	13%	-	-	-	9%	-	-	-	-	-	-	7%	-	-
Flickr	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
IDrive	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Knowhow Cloud	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Livedrive	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mozy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OpenDrive	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SpiderOak	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Virgin Media Cloud	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Adrive	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k - l/m/n/o/p/q/r - s/t - u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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	SERVICE PROVIDER		SERVICE PROVIDER USED IN INTERVIEW		CONTENT		ACCOUNT					T&CS OR SERVICE CHANGES						PROBLEMS		PROMISES MADE/SERVICE AGREED			
	GROUP 1	GROUP 2	GROUP 1	GROUP 2	WOULD STORE ALL	WOULD NOT STORE ALL	PAID NOW	FREE NOW	FREE FUTURE	PAID FUTURE	PAID EVER	YES	NO	POSITIVE	NEGATIVE	POSITIVE ONLY	NEGATIVE ONLY	MIX	YES	NO	AGREE	DIS-AGREE	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	
Weighted Base	60*	9**	-**	9**	-**	2**	16**	6**	9**	9**	-**	6**	4**	14**	3**	-**	3**	-**	-**	2**	17**	9**	2**
Amazon Cloud Drive	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bitcasa	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BT Cloud	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cubby	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Evernote	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Google Drive	2	2	-	2	-	1	2	-	2	2	-	-	1	2	-	-	-	-	-	-	2	1	-
	4%	25%	-	25%	-	21%	11%	-	25%	25%	-	-	15%	12%	-	-	-	-	-	-	14%	12%	-
JustCloud	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mega	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Microsoft OneDrive	2	2	-	2	-	-	2	1	1	1	-	-	1	1	-	-	-	-	-	-	2	1	-
	4%	25%	-	25%	-	14%	20%	20%	12%	12%	-	20%	-	9%	-	-	-	-	-	-	14%	13%	-
SugarSync	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
EE My Cloud	2	-	-	-	-	-	2	-	1	1	-	-	-	2	-	-	-	-	-	1	1	1	-
	3%	-	-	-	-	11%	11%	-	9%	9%	-	-	-	13%	-	-	-	-	-	53%	6%	9%	-
ownCloud	1	-	-	-	-	1	-	-	1	1	-	-	-	1	-	-	-	-	-	-	1	-	-
	2%	-	-	-	-	7%	-	-	12%	12%	-	-	-	8%	-	-	-	-	-	-	7%	-	-
Carbonite	1	-	-	-	-	1	1	-	-	-	1	1	1	-	1	-	1	-	-	-	1	-	1
	2%	-	-	-	-	8%	22%	-	-	-	22%	35%	-	41%	-	41%	-	-	-	-	8%	-	65%
ASUS WebStorage	1	-	-	-	-	1	-	-	1	1	-	-	-	1	-	-	-	-	-	-	1	-	-
	2%	-	-	-	-	7%	-	-	13%	13%	-	-	-	8%	-	-	-	-	-	-	7%	12%	-
Talk Talk	1	-	-	-	-	1	-	-	1	1	-	-	-	1	-	-	-	-	-	1	-	-	1
	1%	-	-	-	-	4%	-	-	8%	8%	-	-	-	5%	-	-	-	-	-	47%	-	-	35%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k - l/m/n/o/p/q/r - s/t - u/v
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	SERVICE PROVIDER		SERVICE PROVIDER USED IN INTERVIEW		CONTENT		ACCOUNT					T&CS OR SERVICE CHANGES					PROBLEMS		PROMISES MADE/SERVICE AGREED				
	TOTAL	GROUP 1 (a)	GROUP 2 (b)	GROUP 1 (c)	GROUP 2 (d)	WOULD STORE ALL (e)	WOULD NOT STORE ALL (f)	PAID NOW (g)	FREE NOW (h)	FREE FUTURE (i)	PAID FUTURE (j)	PAID EVER (k)	YES (l)	NO (m)	POSITIVE (n)	NEGATIVE (o)	POSITIVE ONLY (p)	NEGATIVE ONLY (q)	MIX (r)	YES (s)	NO (t)	AGREE (u)	DIS-AGREE (v)
Weighted Base	60*	9**	-**	9**	-**	2**	16**	6**	9**	9**	-**	6**	4**	14**	3**	-**	3**	-**	-**	2**	17**	9**	2**
Not a genuine cloud storage provider	9 15%	1 16%	-	1 16%	-	-	3 20%	* 7%	2 21%	2 21%	-	* 7%	-	3 24%	-	-	-	-	-	-	3 17%	2 20%	-
None of these	19 32%	-	-	-	-	-	2 15%	-	-	-	-	-	-	2 18%	-	-	-	-	-	-	2 15%	-	-
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	19 31%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k - l/m/n/o/p/q/r - s/t - u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 8
LU02A/LU02D - Cloud storage providers usage
BASE: ALL ADULTS AGED 16+

	GENDER		AGE							SOCIAL GRADE				OCCUPATION					WEEK			
	TOTAL	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	FULL-TIME (n)	PART-TIME (o)	SELF-EMPLOYED (p)	NOT WORKING (q)	WORKING (r)	EMPLOYED (s)	01	02
Unweighted Base	3959	2036	1923	68	491	582	573	600	624	1021	919	1219	821	1000	1236	405	210	2108	1851	1641	1998	1961
Weighted Base	3959	1938	2021	61*	504	662	626	686	555	865	1076	1072	849	963	1482	495	251	1731	2228	1977	2036	1923
Effective Base	3409	1729	1685	62	430	512	503	525	538	888	790	1053	711	901	1102	365	182	1888	1649	1467	1709	1702
Apple iCloud	686 17%	322 17%	364 18%	21 34%deg hi	102 20%hi	147 22%hi	152 24%ghi	128 19%hi	77 14%i	59 7%	288 27%klm	205 19%lm	114 13%m	79 8%	302 20%q	99 20%q	69 28%noq rs	215 12%	471 21%qs	402 20%q	370 18%	316 16%
Box	8 *	5 *	3 *	-	2	2	-	1	2	1	6 1%lm	2	-	-	5	-	2 1%q	1	7	5	6	2
Copy	2 *	2 *	-	-	-	-	-	-	2	-	2	-	-	-	2	-	-	-	2	2	2	-
Dropbox	344 9%	202 10%b	143 7%	6 11%i	48 10%i	97 15%dfg hi	61 10%i	53 8%i	52 9%i	26 3%	153 14%klm	108 10%lm	48 6%m	35 4%	156 11%q	37 7%	51 20%noqr s	101 6%	244 11%oqs	192 10%q	212 10%	133 7%
Flickr	28 1%	14 1%	15 1%	-	2	5	6	10	5	1	14 1%lm	11 1%lm	3	1	16 1%oq	-	6 2%oqrs	6	22 1%qs	16	18	10
IDrive	23 1%	13 1%	10	-	5	7	1	4	4	2	5	11	3	4	12 1%	2	-	9	14	14	13	10
Knowhow Cloud	20 *	11 1%	9	1 2%ef	4 1%f	1	-	9	2	3	12 1%lm	3	4	1	10 1%	1	2 1%	6	14 1%	12 1%	10	10
Livedrive	5 *	2 *	3 *	-	-	-	4 1%i	1	-	-	1	3	1	-	5 *q	-	-	-	5	5	-	5
Mozy	3 *	1 *	2 *	-	-	-	2	1	-	-	1	2	-	-	3	-	-	-	3	3	1	2
OpenDrive	17 *	8 *	9	2 3%fhi	4 1%	4 1%	1	3	1	1	6 1%	7 1%	3	1	10 1%q	2	1	3	14 1%	13 1%q	4	13
SpiderOak	1 *	-	1 *	-	1	-	-	-	-	-	-	1	-	-	-	-	-	1	-	-	-	1
Virgin Media Cloud	25 1%	17 1%	8	-	5	2	2	6	5	4	15 1%klm	5	3	2	12 1%	1	4 1%	8	17 1%	13 1%	20 1%	5
Adrive	1 *	1 *	-	-	-	-	1	-	-	-	-	1	-	-	-	1	-	-	1	1	-	1

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/op/q/r/s
 Overlap formulae used. * small base

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Table 8
LU02A/LU02D - Cloud storage providers usage
BASE: ALL ADULTS AGED 16+

	GENDER		AGE							SOCIAL GRADE				OCCUPATION					WEEK			
	TOTAL	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	FULL-TIME (n)	PART-TIME (o)	SELF-EMPLOYED (p)	NOT WORKING (q)	WORKING (r)	EMPLOYED (s)	01	02
Weighted Base	3959	1938	2021	61*	504	662	626	686	555	865	1076	1072	849	963	1482	495	251	1731	2228	1977	2036	1923
Amazon Cloud Drive	72 2%	30 2%	42 2%	-	13 3%i	9 1%	9 1%	18 3%i	14 2%i	9 1%	27 3%lm	25 2%lm	9 1%	10 1%	28 2%	9 2%	7 3%	29 2%	43 2%	37 2%	41 2%	31 2%
Bitcasa	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BT Cloud	45 1%	27 1%	18 1%	-	3 1%	6 1%	4 1%	12 2%	12 2%df	8 1%	15 1%	16 1%	10 1%	5 1%	25 2%q	4 1%	3 1%	13 1%	32 1%	29 1%	27 1%	19 1%
Cubby	1 *	1 *	-	-	-	-	1 *	-	-	-	-	-	-	1 *	-	-	-	1 *	-	-	1 *	-
Evernote	13 *	7 *	6 *	-	2 *	3 *	5 1%gi	-	3 1%i	-	5 *	6 1%m	2 *	-	5 *	2 *	3 1%q	3 *	10 *s	7 *	10 1%	2 *
Google Drive	259 7%	154 8%b	105 5%	6 10%hi	60 12%fghi	60 9%ghi	47 8%hi	40 6%ci	20 4%	25 3%	85 8%lm	103 10%lm	45 5%lm	26 3%	120 8%q	25 5%	21 9%	92 5%	166 7%oq	145 7%q	144 7%	115 6%
JustCloud	7 *	2 *	6 *	-	-	1 *	1 *	2 *	1 *	2 *	3 *	2 *	1 *	1 *	3 *	-	-	4 *	3 *	3 *	6 *	1 *
Mega	6 *	6 *b	-	1 1%dfgh i	-	4 1%	-	-	-	1 *	3 *	-	1 *	2 *	3 *	-	-	3 *	3 *	3 *	3 *	2 *
Microsoft OneDrive	188 5%	118 6%b	70 3%	8 12%dghi	29 6%i	42 6%i	41 7%i	32 5%i	25 5%i	10 1%	76 7%lm	68 6%lm	25 3%	19 2%	94 6%oqs	17 3%	19 8%oq	58 3%	130 6%oq	111 6%oq	116 6%	72 4%
SugarSync	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
EE My Cloud	2 *	-	2 *	-	-	-	-	1 *	-	1 *	-	1 *	1 *	-	1 *	-	-	1 *	1 *	1 *	2 *	-
ownCloud	1 *	1 *	-	-	-	-	1 *	-	-	-	-	-	1 *	-	1 *	-	-	-	1 *	1 *	1 *	-
Carbonite	1 *	1 *	-	-	-	-	-	-	1 *	-	-	-	1 *	-	1 *	-	-	-	1 *	1 *	1 *	-
ASUS WebStorage	1 *	1 *	-	-	-	-	-	1 *	-	-	-	-	1 *	-	1 *	-	-	-	1 *	1 *	-	1 *
Talk Talk	1 *	1 *	-	-	-	-	-	1 *	-	-	-	-	1 *	-	-	-	-	1 *	-	-	-	1 *

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s
 Overlap formulae used. * small base

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Table 8
LU02A/LU02D - Cloud storage providers usage
BASE: ALL ADULTS AGED 16+

	TOTAL	GENDER		AGE						SOCIAL GRADE				OCCUPATION						WEEK		
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	FULL-TIME (n)	PART-TIME (o)	SELF-EMPLOYED (p)	NOT WORKING (q)	WORKING (r)	EMPLOYED (s)	01	02
Weighted Base	3959	1938	2021	61*	504	662	626	686	555	865	1076	1072	849	963	1482	495	251	1731	2228	1977	2036	1923
Not a genuine cloud storage provider	1	*	1	-	-	-	-	-	1	-	-	1	-	-	-	-	1	-	-	-	1	-
Group 1 (NET)	1112 28%	565 29%	547 27%	25 41%hi	180 36%hi	249 38%ghi	218 35%hi	204 30%i	137 25%i	100 12%	442 41%klm	335 31%lm	198 23%m	137 14%	504 34%q	146 29%q	108 43%noqrs	354 20%	758 34%oqs	650 33%qs	611 30%	500 26%
Group 2 (NET)	111 3%	75 4%b	36 2%	1 1%	12 2%	21 3%	11 2%	24 4%	26 5%fi	17 2%	40 4%m	34 3%m	22 3%	15 2%	61 4%oqrs	7 1%	8 3%	35 2%	76 3%oq	68 3%oq	73 4%	38 2%
Group 1 user ONLY (NET)	1063 27%	532 27%	531 26%	24 39%hi	177 35%ghi	238 36%ghi	213 34%ghi	190 28%i	128 23%i	92 11%	416 39%klm	325 30%lm	192 23%m	130 14%	477 32%q	142 29%q	103 41%noqrs	341 20%	722 32%qs	619 31%qs	580 29%	483 25%
Group 2 user ONLY (NET)	63 2%	42 2%b	21 1%	- -	10 2%	10 2%	6 1%	11 2%	17 3%fi	9 1%	15 1%	24 2%m	15 2%	9 1%	34 2%qr	3 1%	3 1%	22 1%	40 2%	38 2%o	42 2%	21 1%
One provider mentioned	800 20%	389 20%	411 20%	11 18%i	129 26%hi	172 26%hi	148 24%i	146 21%i	112 20%i	82 9%	294 27%klm	230 21%m	162 19%m	114 12%	363 25%q	114 23%q	64 26%q	258 15%	542 24%q	477 24%q	433 21%	367 19%
Two or more providers mentioned	368 9%	213 11%b	156 8%	14 23%defghi	60 12%hi	87 13%hi	75 12%hi	66 10%i	40 7%i	26 3%	162 15%lm	129 12%lm	47 6%m	31 3%	171 12%oqs	35 7%	46 18%noqrs	117 7%	252 11%oqs	206 10%oq	216 11%	152 8%
No provider named/ no verified provider named	46 1%	22 1%	24 1%	- -	3 1%	6 1%	11 2%	12 2%	5 1%	9 1%	14 1%	15 1%	8 1%	9 1%	21 1%	8 2%	- -	17 1%	29 1%	29 1%	9 *	37 2%
Cloud storage non-user	2740 69%	1309 68%	1431 71%a	36 59%	312 62%	396 60%	391 62%	461 67%e	396 71%def	748 86%cde	606 56%	697 65%j	629 74%jk	808 84%jkl	924 62%	338 68%nprs	140 56%	1338 77%noprs	1402 63%p	1262 64%npr	1374 67%	1366 71%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s
 Overlap formulae used. * small base

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**Table 9
LU02A/LU02D - Cloud storage providers usage
BASE: ALL ADULTS AGED 16+**

	SERVICE PROVIDER		SERVICE PROVIDER USED IN INTERVIEW		CONTENT		ACCOUNT					T&CS OR SERVICE CHANGES						PROBLEMS		PROMISES MADE/SERVICE AGREED			
	GROUP 1	GROUP 2	GROUP 1	GROUP 2	WOULD STORE ALL	WOULD NOT STORE ALL	PAID NOW	FREE NOW	FREE FUTURE	PAID FUTURE	PAID EVER	YES	NO	POSITIVE	NEGATIVE	POSITIVE ONLY	NEGATIVE ONLY	MIX	YES	NO	AGREE	DIS-AGREE	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	
Unweighted Base	3959	1015	94	1015	52	331	723	147	874	848	32	179	229	768	36	21	35	20	1	129	923	704	40
Weighted Base	3959	1112	105*	1112	56*	367	789	174	945	917	32**	206	251	846	40*	22**	39**	21**	1**	133	1020	766	45*
Effective Base	3409	874	81	874	45	285	622	127	754	731	28	154	198	661	31	19	30	18	1	110	795	604	34
Apple iCloud	686 17%	686 62% ^b	22 21%	686 62% ^d	- 54%	474 60%	125 72% ^{hik}	532 56%	514 56%	13 41%	139 67% ^{hi}	163 65% ^m	479 57%	29 72%	11 49%	29 74%	11 52%	-	-	87 65%	583 57%	455 59%	36 81% ^u
Box	8 *	4 *	8 8% ^a	4 *	4 8% ^c	3 1%	5 1%	- -	8 1%	8 1%	- -	- -	5 2% ^m	4 *	- -	- -	- -	- -	- -	3 2%	5 1%	4 1%	- -
Copy	2 *	2 *	2 1% ^a	2 *	- -	2 *	- -	2 1% ^{hi}	- -	- -	- -	2 1% ^{hi}	- -	- -	- -	- -	- -	- -	- -	- -	2 *	2 *	- -
Dropbox	344 9%	344 31%	28 26%	344 31% ^d	- 32%	222 28%	27 16%	299 32% ^{gk}	293 32% ^{gk}	7 23%	35 17%	92 36% ^m	222 26%	11 28%	7 34%	10 26%	6 31%	1 100%	-	54 41% ^t	284 28%	233 30%	9 20%
Flickr	28 1%	28 3%	5 5%	28 3%	- 3%	17 2%	2 1%	25 3%	25 3%	2 6%	4 2%	12 5% ^m	16 2%	- -	1 4%	- -	1 4%	- -	- -	1 1%	27 3%	13 2%	3 7% ^u
IDrive	23 1%	7 1%	23 22% ^a	7 1%	16 28% ^c	7 2%	16 2%	2 1%	19 2%	19 2%	2 6%	4 2%	6 2%	15 2%	1 2%	1 3%	1 2%	4 4%	- -	2 2%	19 2%	12 2%	1 2%
Knowhow Cloud	20 *	20 2%	4 3%	20 2%	- 2%	12 1%	10 6% ^{hi}	9 1%	9 1%	3 9%	13 6% ^{hi}	1 *	16 2%	- -	1 6%	- -	1 6%	- -	- -	- -	20 2%	12 2%	- -
Livedrive	5 *	5 *	- -	5 *	- 1%	3 *	1 1%	4 *	4 *	- -	1 *	1 *	4 *	- -	- -	- -	- -	- -	- -	1 1%	4 *	4 *	- -
Mozy	3 *	3 *	- -	3 *	- -	3 *	1 1%	2 *	2 *	- -	1 1%	- -	3 *	- -	- -	- -	- -	- -	- -	- -	3 *	3 *	- -
OpenDrive	17 *	17 2%	- -	17 2%	- 2%	10 1%	2 1%	14 2% ⁱ	11 1%	- -	2 1%	3 1%	14 2%	1 3%	- -	1 3%	- -	- -	- -	5 4%	12 1%	10 1%	1 3%
SpiderOak	1 *	1 *	- -	1 *	- -	1 *	1 *	- -	- -	- -	- -	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	1 *	1 *	- -
Virgin Media Cloud	25 1%	12 1%	25 24% ^a	12 1%	13 23% ^c	8 2%	15 2%	5 3%	19 2%	19 2%	1 3%	6 3%	7 3%	16 2%	- -	1 4%	- -	1 5%	- -	2 1%	23 2%	13 2%	1 2%
Adrive	1 *	1 *	1 1% ^a	1 *	- -	1 *	- -	1 *	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 3% ^u

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k - l/m/n/o/p/q/r - s/t - u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 9
LU02A/LU02D - Cloud storage providers usage
BASE: ALL ADULTS AGED 16+

	SERVICE PROVIDER		SERVICE PROVIDER USED IN INTERVIEW		CONTENT		ACCOUNT					T&CS OR SERVICE CHANGES						PROBLEMS		PROMISES MADE/SERVICE AGREED			
	GROUP 1	GROUP 2	GROUP 1	GROUP 2	WOULD STORE ALL	WOULD NOT STORE ALL	PAID NOW	FREE NOW	FREE FUTURE	PAID FUTURE	PAID EVER	YES	NO	POSITIVE	NEGATIVE	POSITIVE ONLY	NEGATIVE ONLY	MIX	YES	NO	AGREE	DIS-AGREE	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	
Weighted Base	3959	1112	105*	1112	56*	367	789	174	945	917	32**	206	251	846	40*	22**	39**	21**	1**	133	1020	766	45*
Amazon Cloud Drive	72 2%	72 6%	8 7%	72 6%	-	25 7%	44 6%	8 4%	60 6%	58 6%	2 5%	9 4%	15 6%	51 6%	1 3%	-	1 3%	-	-	6 5%	64 6%	49 6%	2 4%
Bitcasa	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BT Cloud	45 1%	20 2%	45 43%a	20 2%	25 44%c	15 4%	29 4%	7 4%	33 4%	33 4%	2 7%	9 4%	5 2%	36 4%	1 2%	1 4%	1 2%	1 4%	-	4 3%	42 4%	26 3%	1 1%
Cubby	1 *	1 *	1 1%	1 *	-	-	1 *	-	1 *	1 *	-	-	1 *	-	-	-	-	-	-	-	1 *	1 *	-
Evernote	13 *	13 1%	1 1%	13 1%	-	4 1%	8 1%	2 1%	10 1%	10 1%	-	2 1%	4 2%	9 1%	-	-	-	-	-	2 2%	10 1%	12 2%	-
Google Drive	259 7%	259 23%	15 14%	259 23%d	-	91 25%	165 21%	21 12%	225 24%gk	219 24%gk	11 34%	32 15%g	74 30%m	166 20%	9 24%	2 8%	8 22%	1 3%	1 100%	34 26%	221 22%	180 23%	7 16%
JustCloud	7 *	7 1%	-	7 1%	-	5 1%f	2 *	-	7 1%	7 1%	-	-	-	7 1%	-	-	-	-	-	-	7 1%	1 *	-
Mega	6 *	6 1%	6 6%a	6 1%	-	-	5 1%	-	5 1%	5 1%	-	-	3 1%	1 *	-	2 9%	-	2 9%	-	2 1%	4 *	5 1%	-
Microsoft OneDrive	188 5%	188 17%	14 13%	188 17%d	-	62 17%	124 16%	12 7%	168 18%gk	160 17%gk	4 11%	16 8%	57 23%m	123 14%	6 14%	3 14%	6 14%	3 15%	-	31 23%t	155 15%	120 16%	7 16%
SugarSync	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
EE My Cloud	2 *	-	-	-	-	-	2 *	-	1 *	1 *	-	-	-	2 *	-	-	-	-	-	1 1%	1 *	1 *	-
ownCloud	1 *	-	-	-	-	-	1 *	-	1 *	1 *	-	-	-	1 *	-	-	-	-	-	-	1 *	-	-
Carbonite	1 *	-	-	-	-	-	1 *	1 1%hi	-	-	-	1 1%hi	1 1%	-	1 3%m	-	1 4%	-	-	-	1 *	-	1 3%u
ASUS WebStorage	1 *	-	-	-	-	-	1 *	-	1 *	1 *	-	-	-	1 *	-	-	-	-	-	-	1 *	1 *	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k - l/m/n/o/p/q/r - s/t - u/v
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LU02A/LU02D - Cloud storage providers usage
BASE: ALL ADULTS AGED 16+**

	SERVICE PROVIDER		SERVICE PROVIDER USED IN INTERVIEW		CONTENT		ACCOUNT					T&CS OR SERVICE CHANGES					PROBLEMS		PROMISES MADE/SERVICE AGREED				
	GROUP 1	GROUP 2	GROUP 1	GROUP 2	WOULD STORE ALL	WOULD NOT STORE ALL	PAID NOW	FREE NOW	FREE FUTURE	PAID FUTURE	PAID EVER	YES	NO	POSITIVE	NEGATIVE	POSITIVE ONLY	NEGATIVE ONLY	MIX	YES	NO	AGREE	DIS-AGREE	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	
Weighted Base	3959	1112	105*	1112	56*	367	789	174	945	917	32**	206	251	846	40*	22**	39**	21**	1**	133	1020	766	45*
Talk Talk	1	-	-	-	-	1	-	1	1	-	-	-	-	1	-	-	-	-	-	1	-	-	1
	*	-	-	-	-	*	-	*	*	-	-	-	-	*	-	-	-	-	-	1%t	-	-	2%u
Not a genuine cloud storage provider	1	-	-	-	-	1	*	1	1	-	*	-	1	-	-	-	-	-	-	-	1	*	-
	*	-	-	-	-	*	-	*	*	-	*	-	*	-	-	-	-	-	-	-	*	*	-
Group 1 (NET)	1112	1112	49	1112	-	348	742	161	899	871	31	193	242	793	36	20	35	19	1	126	963	735	41
	28%	100%b	46%	100%d	-	95%	94%	93%	95%	95%	97%	94%	96%	94%	92%	92%	92%	91%	100%	95%	94%	96%	92%
Group 2 (NET)	111	49	105	49	56	32	77	17	86	86	5	22	25	76	3	5	3	5	-	12	96	62	5
	3%	4%	100%a	4%	100%c	9%	10%	10%	9%	9%	16%	11%	10%	9%	8%	21%	8%	22%	-	9%	9%	8%	12%
Group 1 user ONLY (NET)	1063	1063	-	1063	-	334	709	157	859	831	27	184	226	766	36	17	35	16	1	120	921	704	39
	27%	96%b	-	96%d	-	91%	90%	90%	91%	91%	84%	89%	90%	91%	92%	79%	92%	78%	100%	91%	90%	92%	88%
Group 2 user ONLY (NET)	63	-	56	-	56	19	44	12	46	46	1	13	9	49	3	2	3	2	-	6	55	31	4
	2%	-	54%a	-	100%c	5%	6%	7%	5%	5%	3%	6%	4%	6%	8%	8%	8%	9%	-	5%	5%	4%	8%
One provider mentioned	800	745	55	745	55	232	553	138	625	605	20	158	136	610	24	16	24	16	-	68	711	524	29
	20%	67%b	52%	67%	97%c	63%	70%e	79%hi	66%	66%	62%	77%hi	54%	72%l	61%	73%	63%	77%	-	51%	70%s	68%	64%
Two or more providers mentioned	368	367	50	367	2	134	227	34	316	308	12	47	114	227	14	6	13	5	1	63	302	240	14
	9%	33%	48%a	33%d	3%	37%f	29%	20%	33%gk	34%gk	38%	23%	45%m	27%	35%	27%	33%	23%	100%	48%t	30%	31%	31%
No provider named/ no verified provider named	46	1	-	1	-	-	5	-	1	1	-	-	-	5	-	-	-	-	-	-	5	1	-
	7%	*	-	*	-	-	1%	-	*	*	-	-	-	1%	-	-	-	-	-	-	*	*	-
Cloud storage non-user	2740	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	69%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k - l/m/n/o/p/q/r - s/t - u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 10
LUTEXTSUB1 - Cloud storage provider asked about
BASE: ALL CLOUD STORAGE USERS 16+

	GENDER		AGE							SOCIAL GRADE				OCCUPATION					WEEK			
	TOTAL	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	FULL-TIME (n)	PART-TIME (o)	SELF-EMPLOYED (p)	NOT WORKING (q)	WORKING (r)	EMPLOYED (s)	01	02
Unweighted Base	1073	568	505	27	192	213	194	178	154	115	360	384	189	140	432	116	85	440	633	548	587	486
Weighted Base	1174	606	568	25**	189	259	224	215	153	109	457	359	213	146	538	149	110*	376	798	688	653	521
Effective Base	925	491	435	25	166	188	169	154	130	102	312	338	165	128	385	105	74	393	563	490	502	424
Apple iCloud	548 47%	245 40%	303 53%a	12 49%	81 43%	115 44%	125 56%deh	104 48%	58 38%	53 48%	234 51%k	148 41%	101 48%	65 44%	245 45%	87 58%npq	46 42%	170 45%	378 47%	332 48%nr	293 45%	255 49%
Box	4	2	2	-	2	-	-	1	1	-	3	1	-	-	3	-	1	-	4	3	4	-
Copy	-	-	-	-	1%	-	-	1%	1%	-	1%	*	-	-	1%	-	1%	-	1%	*	1%	-
Dropbox	204 17%	117 19%	86 15%	3 13%	22 11%	65 25%dfg	31 14%	25 12%	40 26%dfg	17 16%	89 20%	63 18%	31 14%	21 14%	85 16%	26 18%	37 34%noq	55 15%	149 19%ns	111 16%	125 19%	79 15%
Flickr	9 1%	5 1%	4 1%	-	-	2 1%	2 1%	4 2%	1 1%	-	5 1%	3 1%	1 1%	1 1%	5 1%	-	2 2%	3 1%	7 1%	5 1%	5 1%	5 1%
IDrive	16 1%	8 1%	8 1%	-	3 1%	6 2%	1 1%	4 2%	3 2%	-	4 1%	9 2%	1 *	3 2%	9 2%	1 1%	-	6 2%	10 1%	10 1%	10 2%	6 1%
Knowhow Cloud	20 2%	11 2%	9 2%	1 4%	4 2%f	1 *	-	9 4%ef	2 1%	3 2%f	12 3%	3 1%	4 2%	1 1%	10 2%	1 1%	2 2%	6 2%	14 2%	12 2%	10 2%	10 2%
Livedrive	2 *	1 *	1 *	-	-	-	1 *	1 *	-	-	1 *	-	1 *	-	2 *	-	-	-	2 *	2 *	-	2 *
Mozy	4 *	1 *	3 1%	-	1 *	-	2 1%	1 1%	-	-	1 *	3 1%	-	-	4 1%	-	-	1 *	4 *	4 1%	2 *	2 *
OpenDrive	9 1%	5 1%	4 1%	2 6%	2 1%	3 1%	1 *	2 1%	-	-	3 1%	3 1%	2 1%	1 1%	6 1%	2 2%	-	1 *	8 1%	8 1%	2 *	7 1%
SpiderOak	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Virgin Media Cloud	11 1%	11 2%b	-	-	2 1%	2 1%	-	1 *	4 3%ef	2 2%	4 1%	3 1%	2 1%	2 1%	6 1%	-	1 1%	4 1%	7 1%	6 1%	8 1%	3 1%
Adrive	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s
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Table 10
LUTEXTSUB1 - Cloud storage provider asked about
BASE: ALL CLOUD STORAGE USERS 16+

	GENDER		AGE							SOCIAL GRADE				OCCUPATION					WEEK			
	TOTAL	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	FULL-TIME (n)	PART-TIME (o)	SELF-EMPLOYED (p)	NOT WORKING (q)	WORKING (r)	EMPLOYED (s)	01	02
Weighted Base	1174	606	568	25**	189	259	224	215	153	109	457	359	213	146	538	149	110*	376	798	688	653	521
Amazon Cloud Drive	44 4%	18 3%	26 5%	-	9 5%	4 1%	7 3%	12 6%e	8 5%e	5 4%	11 2%	20 5%j	6 3%	8 6%	19 4%	3 2%	4 4%	18 5%	26 3%	22 3%	23 4%	21 4%
Bitcasa	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BT Cloud	25 2%	16 3%	9 2%	-	3 2%	2 1%	3 1%	2 1%	8 5%eg	7 6%defg	4 1%	10 3%	7 4%j	3 2%	12 2%	3 2%	-	10 3%	15 2%	15 2%	15 2%	10 2%
Cubby	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Evernote	6 1%	4 1%	2 *	-	1 *	1 *	3 1%	-	1 1%	-	4 1%	1 *	1 *	-	3 *	2 1%	1 1%	1 *	5 1%	5 1%	5 1%	1 *
Google Drive	152 13%	88 14%	64 11%	3 10%	43 23%efg h	32 12%	19 9%	26 12%	11 7%	19 17%fh	48 10%	51 14%	32 15%	22 15%	70 13%	14 10%	6 5%	62 17%pr	90 11%	84 12%	83 13%	69 13%
JustCloud	5 *	2 *	4 1%	-	-	1 *	1 1%	2 1%	1 *	-	1 *	2 1%	1 *	1 *	3 1%	-	-	2 *	3 *	3 *	4 1%	1 *
Mega	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Microsoft OneDrive	108 9%	67 11%b	41 7%	4 17%	18 9%	25 10%	25 11%i	17 8%	15 10%	4 4%	34 7%	38 11%	19 9%	18 12%	53 10%	9 6%	10 9%	36 10%	72 9%	62 9%	59 9%	49 9%
SugarSync	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
EE My Cloud	2 *	-	2 *	-	-	-	-	1 *	-	1 1%	-	1 *	1 *	-	1 *	-	-	1 *	1 *	1 *	2 *	-
ownCloud	1 *	1 *	-	-	-	-	1 1%	-	-	-	-	-	1 1%	-	1 *	-	-	-	1 *	1 *	1 *	-
Carbonite	1 *	1 *	-	-	-	-	-	-	1 1%	-	-	-	1 1%	-	1 *	-	-	-	1 *	1 *	1 *	-
ASUS WebStorage	1 *	1 *	-	-	-	-	-	1 1%	-	-	-	-	1 1%	-	1 *	-	-	-	1 *	1 *	-	1 *
Talk Talk	1 *	1 *	-	-	-	-	-	1 *	-	-	-	-	1 *	-	-	-	-	1 *	-	-	-	1 *

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	GENDER		AGE							SOCIAL GRADE				OCCUPATION					WEEK			
	TOTAL	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	FULL- TIME (n)	PART- TIME (o)	SELF- EMP- LOYED (p)	NOT WOR- KING (q)	WOR- KING (r)	EMP- LOYED (s)	01	02
Weighted Base	1174	606	568	25**	189	259	224	215	153	109	457	359	213	146	538	149	110*	376	798	688	653	521
Group 1 (NET)	1112	565	547	25	180	249	218	204	137	100	442	335	198	137	504	146	108	354	758	650	611	500
	95%	93%	96%a	100%	95%	96%h	97%hi	95%	89%	91%	97%k	93%	93%	94%	94%	98%	98%	94%	95%n	95%	94%	96%
Group 2 (NET)	62	41	21	-	10	10	6	10	17	9	15	24	15	8	34	3	3	22	40	38	42	20
	5%	7%b	4%	-	5%	4%	3%	5%	11%efg	9%f	3%	7%j	7%	6%	6%r	2%	2%	6%	5%	5%	6%	4%

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Table 11
LUTEXTSUB1 - Cloud storage provider asked about
BASE: ALL CLOUD STORAGE USERS 16+

	SERVICE PROVIDER		SERVICE PROVIDER USED IN INTERVIEW		CONTENT		ACCOUNT					T&CS OR SERVICE CHANGES						PROBLEMS		PROMISES MADE/SERVICE AGREED			
	GROUP 1	GROUP 2	GROUP 1	GROUP 2	WOULD STORE ALL	WOULD NOT STORE ALL	PAID NOW	FREE NOW	FREE FUTURE	PAID FUTURE	PAID EVER	YES	NO	POSITIVE	NEGATIVE	POSITIVE ONLY	NEGATIVE ONLY	MIX	YES	NO	AGREE	DIS-AGREE	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	
Unweighted Base	1073	1015	94	1015	52	331	720	146	873	847	32	178	229	765	36	21	35	20	1	129	921	703	40
Weighted Base	1174	1112	105*	1112	56*	367	786	173	945	917	32**	206	251	842	40*	22**	39**	21**	1**	133	1017	766	45*
Effective Base	925	874	81	874	45	285	620	127	754	730	28	154	198	660	31	19	30	18	1	110	794	603	34
Apple iCloud	548	548	16	548	-	152	387	116	415	403	11	127	126	391	23	10	23	10	-	65	470	362	27
	47%	49% ^b	15%	49% ^d	-	41%	49% ^e	67% ^{hik}	44%	44%	34%	62% ^{hi}	50%	46%	59%	45%	61%	47%	-	49%	46%	47%	61%
Box	4	-	4	-	4	2	2	-	4	4	-	-	2	2	-	-	-	-	-	2	2	1	-
	*	-	4% ^a	-	8% ^c	1%	*	-	*	*	-	-	1%	*	-	-	-	-	-	1%	*	*	-
Copy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dropbox	204	204	15	204	-	71	129	11	179	176	6	17	41	143	5	6	5	6	-	25	174	140	5
	17%	18%	14%	18% ^d	-	19%	16%	7%	19% ^{gk}	19% ^{gk}	19%	8% ^g	16%	17%	14%	30%	14%	31%	-	19%	17%	18%	11%
Flickr	9	9	2	9	-	6	4	-	9	9	1	1	3	6	-	1	-	1	-	-	9	4	1
	1%	1%	2%	1%	-	2%	*	-	1%	1%	3%	*	1%	1%	-	4%	-	4%	-	-	1%	1%	2%
IDrive	16	-	16	-	16	4	12	2	12	12	-	2	3	11	1	-	1	-	-	2	13	6	-
	1%	-	15% ^a	-	28% ^c	1%	2%	1%	1%	1%	-	1%	1%	1%	2%	-	2%	-	-	1%	1%	1%	-
Knowhow Cloud	20	20	4	20	-	7	12	10	9	9	3	13	1	16	-	1	-	1	-	-	20	12	-
	2%	2%	3%	2%	-	2%	2%	6% ^{hi}	1%	1%	9%	6% ^{hi}	*	2%	-	6%	-	6%	-	-	2%	2%	-
Livedrive	2	2	-	2	-	1	1	1	1	1	-	1	-	2	-	-	-	-	-	1	1	1	-
	*	*	-	*	-	*	*	1%	*	*	-	*	-	*	-	-	-	-	-	1%	*	*	-
Mozy	4	4	-	4	-	1	4	1	3	3	-	1	1	3	-	-	-	-	-	-	4	4	-
	*	*	-	*	-	*	*	1%	*	*	-	1%	*	*	-	-	-	-	-	-	*	1%	-
OpenDrive	9	9	-	9	-	4	5	-	9	6	-	-	-	9	-	-	-	-	-	1	7	4	-
	1%	1%	-	1%	-	1%	1%	-	1% ⁱ	1%	-	-	-	1%	-	-	-	-	-	1%	1%	1%	-
SpiderOak	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Virgin Media Cloud	11	-	11	-	11	4	8	4	8	8	1	5	1	10	-	1	-	1	-	-	11	7	1
	1%	-	11% ^a	-	20% ^c	1%	1%	2%	1%	1%	3%	2%	*	1%	-	4%	-	5%	-	-	1%	1%	2%
Adrive	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k - l/m/n/o/p/q/r - s/t - u/v
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Table 11
LUTEXTSUB1 - Cloud storage provider asked about
BASE: ALL CLOUD STORAGE USERS 16+

	SERVICE PROVIDER		SERVICE PROVIDER USED IN INTERVIEW		CONTENT		ACCOUNT					T&CS OR SERVICE CHANGES						PROBLEMS		PROMISES MADE/SERVICE AGREED			
	GROUP 1	GROUP 2	GROUP 1	GROUP 2	WOULD STORE ALL	WOULD NOT STORE ALL	PAID NOW	FREE NOW	FREE FUTURE	PAID FUTURE	PAID EVER	YES	NO	POSITIVE	NEGATIVE	POSITIVE ONLY	NEGATIVE ONLY	MIX	YES	NO	AGREE	DIS-AGREE	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	
Weighted Base	1174	1112	105*	1112	56*	367	786	173	945	917	32**	206	251	842	40*	22**	39**	21**	1**	133	1017	766	45*
Amazon Cloud Drive	44	44	2	44	-	17	25	6	36	35	2	7	3	36	-	-	-	-	-	1	42	28	2
	4%	4%	2%	4%	-	5%	3%	3%	4%	4%	5%	4%	1%	4% ^l	-	-	-	-	-	1%	4%	4%	4%
Bitcasa	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BT Cloud	25	-	25	-	25	9	16	5	18	17	-	5	2	20	1	1	1	1	-	1	24	14	1
	2%	-	24% ^a	-	44% ^c	3%	2%	3%	2%	2%	-	2%	1%	2%	2%	4%	2%	4%	-	1%	2%	2%	1%
Cubby	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Evernote	6	6	1	6	-	4	1	-	6	6	-	-	1	5	-	-	-	-	-	1	5	6	-
	1%	1%	1%	1%	-	1% ^f	*	-	1%	1%	-	-	*	1%	-	-	-	-	-	1%	1%	1%	-
Google Drive	152	152	8	152	-	50	100	9	132	129	5	15	35	105	4	2	3	1	1	16	136	105	3
	13%	14%	8%	14% ^d	-	14%	13%	5%	14% ^{gk}	14% ^{gk}	17%	7% ^g	14%	12%	10%	8%	8%	3%	100%	12%	13%	14%	7%
JustCloud	5	5	-	5	-	3	2	-	5	5	-	-	-	5	-	-	-	-	-	-	5	1	-
	*	*	-	*	-	1%	*	-	1%	1%	-	-	-	1%	-	-	-	-	-	-	*	*	-
Mega	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Microsoft OneDrive	108	108	1	108	-	34	72	7	95	91	4	10	31	72	4	-	4	-	-	16	90	68	3
	9%	10% ^b	1%	10% ^d	-	9%	9%	4%	10% ^{gk}	10% ^g	11%	5%	13%	9%	9%	-	9%	-	-	12%	9%	9%	7%
SugarSync	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
EE My Cloud	2	-	-	-	-	-	2	-	1	1	-	-	-	2	-	-	-	-	-	1	1	1	-
	*	-	-	-	-	-	*	-	*	*	-	-	-	*	-	-	-	-	-	1%	*	*	-
ownCloud	1	-	-	-	-	-	1	-	1	1	-	-	-	1	-	-	-	-	-	-	1	-	-
	*	-	-	-	-	-	*	-	*	*	-	-	-	*	-	-	-	-	-	-	*	-	-
Carbonite	1	-	-	-	-	-	1	1	-	-	-	1	1	-	1	-	1	-	-	-	1	-	1
	*	-	-	-	-	-	*	1% ^{hi}	-	-	-	1% ^{hi}	1%	-	3% ^m	-	4%	-	-	-	*	-	3% ^u
ASUS WebStorage	1	-	-	-	-	-	1	-	1	1	-	-	-	1	-	-	-	-	-	-	1	1	-
	*	-	-	-	-	-	*	-	*	*	-	-	-	*	-	-	-	-	-	-	*	*	-

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LUTEXTSUB1 - Cloud storage provider asked about
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	SERVICE PROVIDER		SERVICE PROVIDER USED IN INTERVIEW		CONTENT		ACCOUNT					T&CS OR SERVICE CHANGES					PROBLEMS		PROMISES MADE/SERVICE AGREED				
	TOTAL	GROUP 1 (a)	GROUP 2 (b)	GROUP 1 (c)	GROUP 2 (d)	WOULD STORE ALL (e)	WOULD NOT STORE ALL (f)	PAID NOW (g)	FREE NOW (h)	FREE FUTURE (i)	PAID FUTURE (j)	PAID EVER (k)	YES (l)	NO (m)	POSITIVE (n)	NEGATIVE (o)	POSITIVE ONLY (p)	NEGATIVE ONLY (q)	MIX (r)	YES (s)	NO (t)	AGREE (u)	DIS-AGREE (v)
Weighted Base	1174	1112	105*	1112	56*	367	786	173	945	917	32**	206	251	842	40*	22**	39**	21**	1**	133	1017	766	45*
Talk Talk	1	-	-	-	-	-	1	-	1	1	-	-	-	1	-	-	-	-	-	1	-	-	1
	*	-	-	-	-	-	*	-	*	*	-	-	-	*	-	-	-	-	-	1% ^t	-	-	2% ^u
Group 1 (NET)	1112	1112	49	1112	-	348	742	161	899	871	31	193	242	793	36	20	35	19	1	126	963	735	41
	95%	100% ^b	46%	100% ^d	-	95%	94%	93%	95%	95%	97%	94%	96%	94%	92%	92%	92%	91%	100%	95%	95%	96%	92%
Group 2 (NET)	62	-	56	-	56	19	43	12	45	45	1	13	9	48	3	2	3	2	-	6	55	31	3
	5%	-	54% ^a	-	100% ^c	5%	6%	7%	5%	5%	3%	6%	4%	6%	8%	8%	8%	9%	-	4%	5%	4%	6%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k - l/m/n/o/p/q/r - s/t - u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 12
LUTEXTSUB1 - Cloud storage provider asked about
BASE: ALL CLOUD STORAGE USERS 16+

	TOTAL	SELECTED PROVIDER MAIN PROVIDER?		
		YES (a)	NO (b)	NO MAIN PROVIDER (c)
Unweighted Base	1073	844	165	62
Weighted Base	1174	926	183	64*
Effective Base	925	730	141	53
Apple iCloud	548 47%	497 54%bc	33 18%	16 26%
Box	4 *	4	-	-
Copy	-	-	-	-
Dropbox	204 17%	131 14%	56 31%a	17 26%a
Flickr	9 1%	2 *	6 3%a	1 2%a
IDrive	16 1%	15 2%	-	1 2%
Knowhow Cloud	20 2%	16 2%	3 2%	1 2%
Livedrive	2 *	1 *	1 1%	-
Mozy	4 *	2 *	-	2 3%ab
OpenDrive	9 1%	5 1%	4 2%a	-
SpiderOak	-	-	-	-
Virgin Media Cloud	11 1%	11 1%	-	-
Adrive	-	-	-	-
Amazon Cloud Drive	44 4%	34 4%	6 3%	5 8%
Bitcasa	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c
 Overlap formulae used. * small base

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Table 12
LUTEXTSUB1 - Cloud storage provider asked about
BASE: ALL CLOUD STORAGE USERS 16+

	TOTAL	SELECTED PROVIDER MAIN PROVIDER?		
		YES (a)	NO (b)	NO MAIN PROVIDER (c)
Weighted Base	1174	926	183	64*
BT Cloud	25 2%	24 3%	1	* 1%
Cubby	-	-	-	-
Evernote	6 1%	-	5 3%a	1 1%a
Google Drive	152 13%	107 12%	38 21%a	8 12%
JustCloud	5 *	4 *	-	1 2%
Mega	-	-	-	-
Microsoft OneDrive	108 9%	69 7%	30 16%a	9 15%
SugarSync	-	-	-	-
EE My Cloud	2 *	2 *	-	-
ownCloud	1 *	1 *	-	-
Carbonite	1 *	1 *	-	-
ASUS WebStorage	1 *	1 *	-	-
Talk Talk	1 *	1 *	-	-
Group 1 (NET)	1112 95%	866 94%	182 100%a	62 97%
Group 2 (NET)	62 5%	59 6%b	1 *	2 3%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c
 Overlap formulae used. * small base

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Table 13
LU03 - Can I just check, would you consider <<cloud storage provider>> to be your main cloud storage service?
BASE: ALL CLOUD STORAGE USERS 16+

	GENDER		AGE							SOCIAL GRADE				OCCUPATION					WEEK			
	TOTAL	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	FULL-TIME (n)	PART-TIME (o)	SELF-EMPLOYED (p)	NOT WORKING (q)	WORKING (r)	EMPLOYED (s)	01	02
Unweighted Base	1073	568	505	27	192	213	194	178	154	115	360	384	189	140	432	116	85	440	633	548	587	486
Weighted Base	1174	606	568	25**	189	259	224	215	153	109	457	359	213	146	538	149	110*	376	798	688	653	521
Effective Base	925	491	435	25	166	188	169	154	130	102	312	338	165	128	385	105	74	393	563	490	502	424
Yes, <<cloud storage provider>> is my main cloud storage service	926 79%	459 76%	467 82%a	15 62%	148 78%	200 77%	171 76%	171 80%	128 84%	92 85%	357 78%	272 76%	180 85%k	116 80%	423 79%	122 82%	81 74%	299 80%	626 79%	545 79%	508 78%	418 80%
No, there is another service I use more often	183 16%	113 19%b	70 12%	6 24%	27 14%	48 19%i	41 18%i	31 14%	23 15%i	7 7%	81 18%	60 17%	26 12%	17 11%	94 17%	20 13%	20 18%	49 13%	134 17%	114 17%	112 17%	71 14%
No, I do not have a main cloud storage service	64 5%	33 6%	30 5%	3 14%	15 8%h	10 4%	12 5%h	13 6%h	1 1%	8 8%h	18 4%	28 8%j	6 3%	12 8%l	21 4%	8 5%	9 8%	26 7%	38 5%	29 4%	32 5%	32 6%
No (NET)	247 21%	147 24%b	100 18%	9 38%	42 22%	58 23%	53 24%	44 20%	25 16%	16 14%	99 22%	87 24%l	32 15%	28 20%	115 21%	27 18%	29 26%	75 20%	172 21%	143 21%	143 22%	103 20%
Don't know	2 *	1 *	1 *	-	-	1 *	-	-	-	1 1%	-	-	1 *	1 1%	-	-	-	2 1%	-	-	2 *	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 14
LU03 - Can I just check, would you consider <<cloud storage provider>> to be your main cloud storage service?
BASE: ALL CLOUD STORAGE USERS 16+

	SERVICE PROVIDER		SERVICE PROVIDER USED IN INTERVIEW		CONTENT		ACCOUNT					T&CS OR SERVICE CHANGES						PROBLEMS		PROMISES MADE/SERVICE AGREED			
	GROUP 1	GROUP 2	GROUP 1	GROUP 2	WOULD STORE ALL	WOULD NOT STORE ALL	PAID NOW	FREE NOW	FREE FUTURE	PAID FUTURE	PAID EVER	YES	NO	POSITIVE	NEGATIVE	POSITIVE ONLY	NEGATIVE ONLY	MIX	YES	NO	AGREE	DIS-AGREE	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	
Unweighted Base	1073	1015	94	1015	52	331	720	146	873	847	32	178	229	765	36	21	35	20	1	129	921	703	40
Weighted Base	1174	1112	105*	1112	56*	367	786	173	945	917	32**	206	251	842	40*	22**	39**	21**	1**	133	1017	766	45*
Effective Base	925	874	81	874	45	285	620	127	754	730	28	154	198	660	31	19	30	18	1	110	794	603	34
Yes, <<cloud storage provider>> is my main cloud storage service	926	866	82	866	54	279	635	163	725	702	21	184	191	680	34	16	34	16	-	95	812	620	38
	79%	78%	78%	78%	95% ^c	76%	81%	94% ^{hik}	77%	77%	65%	89% ^{hi}	76%	81%	85%	75%	87%	79%	-	72%	80%	81%	86%
No, there is another service I use more often	183	182	17	182	1	67	113	5	170	164	10	15	47	122	4	5	3	4	1	26	155	110	5
	16%	16%	16%	16% ^d	2%	18%	14%	3%	18% ^{gk}	18% ^{gk}	31%	7% ^g	19%	15%	10%	25%	7%	21%	100%	20%	15%	14%	10%
No, I do not have a main cloud storage service	64	62	6	62	2	21	36	5	48	48	1	7	13	38	2	-	2	-	-	11	48	36	2
	5%	6%	6%	6%	3%	6%	5%	3%	5%	5%	4%	3%	5%	5%	6%	-	6%	-	-	8%	5%	5%	4%
No (NET)	247	244	23	244	3	88	150	10	218	213	11	22	60	161	6	5	5	4	1	37	204	146	6
	21%	22%	22%	22% ^d	5%	24%	19%	6%	23% ^{gk}	23% ^{gk}	35%	11% ^g	24%	19%	15%	25%	13%	21%	100%	28%	20%	19%	14%
Don't know	2	2	-	2	-	-	1	-	2	2	-	-	-	2	-	-	-	-	-	-	2	-	-
	*	*	-	*	-	-	*	-	*	*	-	-	-	*	-	-	-	-	-	-	*	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k - l/m/n/o/p/q/r - s/t - u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 15
LU04A - Why do you use cloud storage?
BASE: ALL CLOUD STORAGE USERS 16+

	TOTAL	GENDER		AGE						SOCIAL GRADE				OCCUPATION					WEEK			
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	FULL-TIME (n)	PART-TIME (o)	SELF-EMPLOYED (p)	NOT WORKING (q)	WORKING (r)	EMPLOYED (s)	01	02
Unweighted Base	1073	568	505	27	192	213	194	178	154	115	360	384	189	140	432	116	85	440	633	548	587	486
Weighted Base	1174	606	568	25**	189	259	224	215	153	109	457	359	213	146	538	149	110*	376	798	688	653	521
Effective Base	925	491	435	25	166	188	169	154	130	102	312	338	165	128	385	105	74	393	563	490	502	424
To back-up (NET)	796	423	372	18	141	178	155	144	100	59	283	243	164	106	382	99	71	244	551	481	439	356
	68%	70%	66%	75%	75% ⁱ	69% ⁱ	69% ⁱ	67% ⁱ	65%	54%	62%	68%	77% ^{jk}	73% ^j	71%	66%	64%	65%	69%	70%	67%	68%
...everything on my desktop/laptop computer, tablet or smartphone (online backup)	346	192	155	9	70	77	61	55	47	29	130	101	78	37	167	41	25	113	233	208	194	152
	29%	32%	27%	35%	37% ^g	30%	27%	25%	30%	26%	28%	28%	37% ^{km}	26%	31%	27%	23%	30%	29%	30%	30%	29%
...personal documents I have created myself	210	122	88	6	45	49	28	45	24	12	69	60	55	27	100	25	26	59	151	125	131	79
	18%	20%	15%	23%	24% ^{fi}	19%	13%	21% ^{fi}	16%	11%	15%	17%	26% ^{jk}	19%	19%	17%	24%	16%	19%	18%	20%	15%
...personal documents that I have been sent	102	60	42	-	18	28	22	19	10	6	33	32	25	13	47	9	14	32	70	56	55	47
	9%	10%	7%	-	10%	11%	10%	9%	6%	5%	7%	9%	12%	9%	9%	6%	13%	9%	9%	8%	8%	9%
...my personal photos or home videos	394	181	213	4	58	87	84	80	47	33	147	107	74	65	194	52	30	118	276	246	223	171
	34%	30%	37% ^a	18%	31%	34%	38%	37%	31%	30%	32%	30%	35%	45% ^{jk}	36%	35%	27%	31%	35%	36%	34%	33%
...my films, TV programmes, games or music	91	48	43	-	16	22	18	19	14	3	36	26	19	10	47	13	5	27	64	59	45	46
	8%	8%	8%	-	8% ⁱ	8% ⁱ	8%	9% ⁱ	9% ⁱ	2%	8%	7%	9%	7%	9%	8%	4%	7%	8%	9%	7%	9%
...my work documents/files	93	48	45	4	20	18	15	33	2	-	32	44	9	8	51	5	13	23	70	57	53	40
	8%	8%	8%	16%	11% ^{hi}	7% ^{hi}	7% ^{hi}	15% ^{efhi}	1%	-	7%	12% ^{ilm}	4%	5%	10%	4%	12% ^o	6%	9% ^o	8% ^o	8%	8%
To back up in general	4	4	-	-	-	-	1	1	1	-	1	2	-	-	1	3	-	-	4	4	1	3
	*	1%	-	-	-	-	1%	*	1%	-	*	1%	-	-	*	2% ^{nq}	-	-	*	1% ⁿ	*	1%
Access (NET)	213	120	93	4	48	47	47	35	17	16	93	60	42	18	104	28	22	60	153	131	122	91
	18%	20%	16%	16%	25% ^{hi}	18%	21% ^h	17%	11%	14%	20% ^m	17%	20%	12%	19%	18%	20%	16%	19%	19%	19%	18%
...my content from anywhere	149	85	64	2	37	27	33	24	14	13	70	39	28	12	71	15	18	45	104	86	83	66
	13%	14%	11%	6%	20% ^{egh}	10%	15%	11%	9%	11%	15%	11%	13%	8%	13%	10%	16%	12%	13%	13%	13%	13%
...my content using any device	102	58	44	2	22	25	19	21	7	7	42	30	23	7	49	15	6	33	69	63	58	44
	9%	10%	8%	10%	11% ^h	9%	9%	10%	4%	6%	9%	8%	11%	5%	9%	10%	5%	9%	9%	9%	9%	8%
Sharing (NET)	156	97	59	2	24	41	27	30	25	6	77	44	24	10	88	13	23	32	124	101	92	64
	13%	16% ^b	10%	10%	13%	16% ⁱ	12%	14% ⁱ	16% ⁱ	5%	17% ^m	12%	11%	7%	16% ^q	9%	21% ^{oq}	8%	16% ^{oq}	15% ^q	14%	12%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s
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Table 15
LU04A - Why do you use cloud storage?
BASE: ALL CLOUD STORAGE USERS 16+

	GENDER		AGE							SOCIAL GRADE				OCCUPATION					WEEK			
	TOTAL	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	FULL-TIME (n)	PART-TIME (o)	SELF-EMPLOYED (p)	NOT WORKING (q)	WORKING (r)	EMPLOYED (s)	01	02
Weighted Base	1174	606	568	25**	189	259	224	215	153	109	457	359	213	146	538	149	110*	376	798	688	653	521
To share my content easily	156 13%	97 16%b	59 10%	2 10%	24 13%	41 16%i	27 12%	30 14%i	25 16%i	6 5%	77 17% m	44 12%	24 11%	10 7%	88 16% q	13 9%	23 21% oq	32 8%	124 16% oq	101 15% q	92 14%	64 12%
To store (NET)	357	186	171	3	54	83	60	66	57	34	153	94	71	39	162	48	35	113	244	209	201	156
...everything on my desktop/laptop computer, tablet or smartphone (online backup)	30% 112 10%	31% 56 9%	30% 56 10%	13% - -	28% 24 12%	32% 28 11%	27% 17 8%	31% 14 6%	37% 21 14%	31% 8 7%	34% k 48 11%	26% 28 8%	33% 25 12%	27% 11 7%	30% 49 9%	32% 11 8%	31% 15 13%	30% 37 10%	31% 75 9%	30% 60 9%	31% 54 8%	30% 58 11%
...my personal documents	114 10%	65 11%	49 9%	1 3%	25 13% f	31 12%	15 7%	17 8%	16 11%	8 8%	44 10%	29 8%	26 12%	15 10%	58 11%	14 9%	8 7%	33 9%	80 10%	72 11%	70 11%	44 8%
...my personal photos or home videos	203 17%	89 15%	114 20% a	2 6%	28 15%	47 18%	34 15%	40 19%	28 18%	24 22%	73 16%	64 18%	38 18%	28 19%	88 16%	30 20%	17 15%	68 18%	134 17%	118 17%	110 17%	92 18%
...my films, TV programmes, games or music	61 5%	38 6%	22 4%	2 7%	8 4%	15 6%	9 4%	14 7%	11 7% i	2 1%	31 7%	14 4%	9 4%	6 4%	33 6%	7 4%	4 4%	17 4%	44 6%	40 6%	31 5%	30 6%
...my work documents/files	67 6%	37 6%	30 5%	- -	18 9% h	12 5%	14 6%	13 6%	4 3%	5 5%	30 7%	15 4%	16 8%	6 4%	32 6%	8 5%	8 7%	19 5%	48 6%	40 6%	39 6%	28 5%
To store books	4 *	2 *	2 *	- -	1 *	- -	- -	2 1%	1 *	1 1%	2 *	1 *	2 1%	- -	- -	- -	4 1% nrs	- -	- -	- -	3 *	1 *
Storage (NET)	305	156	149	4	57	46	73	47	45	34	124	90	62	30	136	34	28	107	198	169	164	141
Content is stored automatically	26% 170 15%	26% 86 14%	26% 84 15%	16% -	30% e 34 18% g	18% 29 11%	32% eg 40 18% g	22% 21 10%	29% e 32 10%	31% ee 14 11%	27% 67 15%	25% 45 12%	29% 40 19%	21% 18 13%	25% 74 14%	23% 22 15%	26% 19 17%	29% 55 15%	25% 115 14%	25% 96 14%	25% 89 14%	27% 81 16%
Content is stored securely	109 9%	55 9%	54 10%	2 7%	21 11% e	14 5%	23 10%	22 10%	16 11%	12 11%	50 11%	28 8%	22 10%	9 7%	49 9%	11 7%	9 8%	40 11%	69 9%	60 9%	61 9%	48 9%
Content cannot be lost/damaged/corrupted	52 4%	24 4%	28 5%	1 2%	8 4%	10 4%	7 3%	10 5%	9 6%	7 6%	21 5%	15 4%	10 5%	5 4%	19 3%	9 6%	5 5%	19 5%	33 4%	28 4%	31 5%	21 4%
Large amount of content can be stored/unlimited storage	57 5%	31 5%	25 4%	- -	8 4%	5 2%	20 9% e	10 5%	9 6%	6 5%	24 5%	21 6% l	4 2%	8 5%	30 6%	6 4%	3 3%	16 4%	40 5%	37 5%	26 4%	31 6%

Proportions/Means; Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s
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Table 15
LU04A - Why do you use cloud storage?
BASE: ALL CLOUD STORAGE USERS 16+

	GENDER		AGE							SOCIAL GRADE				OCCUPATION						WEEK		
	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	FULL-TIME (n)	PART-TIME (o)	SELF-EMPLOYED (p)	NOT WORKING (q)	WORKING (r)	EMPLOYED (s)	01	02	
Weighted Base	1174	606	568	25**	189	259	224	215	153	109	457	359	213	146	538	149	110*	376	798	688	653	521
To free up space on my device(s)	78	31	47	2	19	11	8	16	10	11	32	24	11	11	27	6	6	38	40	33	40	38
	7%	5%	8%	7%	10%ef	4%	4%	8%	7%	10%ef	7%	7%	5%	8%	5%	4%	6%	10%ns	5%	5%	6%	7%
Didn't realise they were using (NET)	138	69	69	-	14	29	21	32	22	21	64	40	22	13	65	13	15	45	93	78	74	64
	12%	11%	12%	-	7%	11%	9%	15% d	14%	19% def	14%	11%	10%	9%	12%	9%	14%	12%	12%	11%	11%	12%
It happens automatically through my email	30	19	11	-	3	8	6	5	5	3	11	11	7	2	22	1	2	5	25	23	19	11
	3%	3%	2%	-	2%	3%	3%	2%	3%	3%	2%	3%	3%	1%	4% q	1%	2%	1%	3%	3%	3%	2%
It happens automatically through my phone, tablet, PC or Laptop	100	51	49	-	12	22	14	24	17	12	48	29	15	8	50	7	12	32	69	57	50	50
	9%	8%	9%	-	6%	8%	6%	11%	11%	11%	11%	8%	7%	5%	9%	5%	10%	8%	9%	8%	8%	10%
I don't know how I use it	28	11	17	-	2	6	3	4	4	8	10	8	5	5	8	6	3	12	16	14	16	13
	2%	2%	3%	-	1%	2%	1%	2%	3%	8% defg	2%	2%	2%	3%	1%	4%	2%	3%	2%	2%	2%	2%
Cheap/convenient (NET)	13	5	8	1	1	2	3	4	2	1	5	6	-	2	5	4	-	4	9	9	9	4
	1%	1%	1%	4%	*	1%	1%	2%	1%	1%	1%	2%	-	2%	1%	2%	-	1%	1%	1%	1%	1%
It's cheap / free	6	3	3	-	-	2	1	2	1	1	2	3	-	1	3	2	-	1	6	6	5	2
	1%	1%	1%	-	-	1%	*	1%	*	1%	1%	1%	-	1%	1%	2%	-	*	1%	1%	1%	*
It's convenient / easy	8	2	6	1	1	1	1	3	1	-	4	3	-	1	3	2	-	3	5	5	5	3
	1%	*	1%	4%	*	*	1%	1%	1%	-	1%	1%	-	1%	1%	2%	-	1%	1%	1%	1%	1%
It's quick / fast	1	-	1	-	-	-	1	1	-	-	-	1	-	-	1	-	-	1	1	1	1	-
	*	-	*	-	-	-	*	*	-	-	-	*	-	-	*	-	-	*	*	*	*	-
Software is already installed on my computer / device	2	1	2	-	-	1	-	-	1	1	1	-	-	1	-	-	-	2	-	-	-	2
	*	*	*	-	-	*	-	-	*	*	*	-	-	1%	-	-	-	1% r	-	-	-	*
Other	14	8	6	1	-	2	2	3	3	2	6	5	1	2	3	2	5	4	10	5	8	5
	1%	1%	1%	4%	-	1%	1%	2%	2%	2%	1%	1%	*	2%	1%	1%	4% ns	1%	1% ns	1%	1%	1%
None of these	1	1	*	-	-	-	-	-	1	-	1	*	-	-	1	-	-	*	1	1	1	*
	*	*	*	-	-	-	-	-	1%	-	*	*	-	-	*	-	-	*	*	*	*	*
Don't know	4	3	2	-	1	-	3	-	-	1	-	3	1	1	3	-	-	2	3	3	4	-
	*	*	*	-	*	-	1%	-	-	1%	-	1%	*	1%	*	-	-	*	*	*	1%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/op/q/r/s
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 16
LU04A - Why do you use cloud storage?
BASE: ALL CLOUD STORAGE USERS 16+

	SERVICE PROVIDER		SERVICE PROVIDER USED IN INTERVIEW		CONTENT		ACCOUNT					T&CS OR SERVICE CHANGES						PROBLEMS		PROMISES MADE/SERVICE AGREED			
	GROUP 1	GROUP 2	GROUP 1	GROUP 2	WOULD STORE ALL	WOULD NOT STORE ALL	PAID NOW	FREE NOW	FREE FUTURE	PAID FUTURE	PAID EVER	YES	NO	POSITIVE	NEGATIVE	POSITIVE ONLY	NEGATIVE ONLY	MIX	YES	NO	AGREE	DIS-AGREE	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	
Unweighted Base	1073	1015	94	1015	52	331	720	146	873	847	32	178	229	765	36	21	35	20	1	129	921	703	40
Weighted Base	1174	1112	105*	1112	56*	367	786	173	945	917	32**	206	251	842	40*	22**	39**	21**	1**	133	1017	766	45*
Effective Base	925	874	81	874	45	285	620	127	754	730	28	154	198	660	31	19	30	18	1	110	794	603	34
To back-up (NET)	796	750	78	750	40	278	508	124	640	619	29	153	168	581	27	14	27	14	-	88	696	551	31
	68%	67%	74%	67%	71%	76%^f	65%	72%	68%	67%	89%	74%	67%	69%	69%	66%	70%	70%	-	66%	68%	72%	70%
...everything on my desktop/laptop computer, tablet or smartphone (online backup)	346	327	38	327	17	150	193	69	265	259	12	81	75	252	14	6	14	6	-	33	308	250	10
	29%	29%	37%	29%	29%	41%^f	25%	40%^{hi}	28%	28%	37%	40%^{hi}	30%	30%	36%	30%	37%	31%	-	25%	30%	33%	23%
...personal documents I have created myself	210	186	35	186	21	85	120	28	170	165	10	39	51	145	5	4	5	4	-	25	179	157	8
	18%	17%	34%^a	17%	38%^c	23%^f	15%	16%	18%	18%	31%	19%	20%	17%	13%	18%	13%	18%	-	19%	18%	21%	18%
...personal documents that I have been sent	102	96	14	96	5	38	64	18	81	77	6	24	28	72	3	3	3	3	-	10	89	81	3
	9%	9%	13%	9%	8%	10%	8%	11%	9%	8%	18%	12%	11%	9%	7%	15%	7%	16%	-	8%	9%	11%	8%
...my personal photos or home videos	394	372	40	372	17	121	267	57	319	309	15	72	79	292	14	6	14	6	-	40	347	264	18
	34%	33%	38%	33%	31%	33%	34%	33%	34%	34%	47%	35%	31%	35%	36%	26%	37%	27%	-	31%	34%	35%	40%
...my films, TV programmes, games or music	91	87	10	87	4	26	66	8	76	73	3	11	14	72	1	2	1	2	-	16	75	67	2
	8%	8%	10%	8%	8%	7%	8%	5%	8%	8%	9%	5%	6%	9%	2%	7%	3%	8%	-	12%	7%	9%	4%
...my work documents/files	93	90	9	90	3	38	53	17	71	65	4	21	22	61	3	1	3	1	-	17	75	69	4
	8%	8%	8%	8%	5%	10%	7%	10%	7%ⁱ	7%	13%	10%	9%	7%	8%	3%	8%	3%	-	13%^t	7%	9%	8%
To back up in general	4	4	1	4	-	-	4	-	4	4	-	-	1	3	-	-	-	-	-	-	2	2	1
	*	*	1%	*	-	-	*	-	*	*	-	-	*	*	-	-	-	-	-	-	*	*	3%^u
Access (NET)	213	207	20	207	6	75	135	29	178	173	1	30	60	135	7	5	6	4	1	31	179	163	7
	18%	19%	19%	19%	10%	20%	17%	17%	19%	19%	2%	14%	24%^m	16%	18%	21%	16%	17%	100%	24%	18%	21%	16%
...my content from anywhere	149	145	17	145	4	57	91	22	127	122	1	22	38	97	5	5	4	4	1	20	127	110	7
	13%	13%	16%	13%	8%	16%	12%	12%	13%	13%	2%	11%	15%	11%	12%	21%	9%	17%	100%	15%	12%	14%	16%
...my content using any device	102	101	7	101	1	40	60	17	80	78	-	17	33	65	2	1	2	1	-	19	83	81	1
	9%	9%	6%	9%	2%	11%	8%	10%	9%	9%	-	8%	13%^m	8%	6%	3%	6%	3%	-	14%^t	8%	11%	2%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k - l/m/n/o/p/q/r - s/t - u/v
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Table 16
LU04A - Why do you use cloud storage?
 BASE: ALL CLOUD STORAGE USERS 16+

	SERVICE PROVIDER		SERVICE PROVIDER USED IN INTERVIEW		CONTENT		ACCOUNT					T&CS OR SERVICE CHANGES						PROBLEMS		PROMISES MADE/SERVICE AGREED			
	GROUP 1	GROUP 2	GROUP 1	GROUP 2	WOULD STORE ALL	WOULD NOT STORE ALL	PAID NOW	FREE NOW	FREE FUTURE	PAID FUTURE	PAID EVER	YES	NO	POSITIVE	NEGATIVE	POSITIVE ONLY	NEGATIVE ONLY	MIX	YES	NO	AGREE	DIS-AGREE	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	
Weighted Base	1174	1112	105*	1112	56*	367	786	173	945	917	32**	206	251	842	40*	22**	39**	21**	1**	133	1017	766	45*
Sharing (NET)	156	152	14	152	4	45	109	15	132	129	1	15	52	94	8	6	7	5	1	26	127	116	1
	13%	14%	13%	14%	7%	12%	14%	8%	14%k	14%k	3%	8%	21%m	11%	20%	27%	18%	23%	100%	20%t	12%	15%	3%
To share my content easily	156	152	14	152	4	45	109	15	132	129	1	15	52	94	8	6	7	5	1	26	127	116	1
	13%	14%	13%	14%	7%	12%	14%	8%	14%k	14%k	3%	8%	21%m	11%	20%	27%	18%	23%	100%	20%t	12%	15%	3%
To store (NET)	357	334	39	334	22	121	231	53	285	281	5	58	66	266	6	5	6	5	-	44	310	240	12
	30%	30%	37%	30%	39%	33%	29%	30%	30%	31%	16%	28%	26%	32%	16%	22%	16%	23%	-	33%	31%	31%	27%
...everything on my desktop/laptop computer, tablet or smartphone (online backup)	112	105	15	105	7	50	61	25	79	78	-	25	20	82	1	2	1	2	-	10	101	80	3
	10%	9%	14%	9%	13%	14%f	8%	14%hi	8%	9%	-	12%	8%	10%	4%	10%	4%	10%	-	7%	10%	10%	7%
...my personal documents	114	105	16	105	8	56	54	14	96	94	2	16	25	83	-	2	-	2	-	14	98	82	4
	10%	9%	15%	9%	15%	15%f	7%	8%	10%	10%	6%	8%	10%	10%	-	11%	-	12%	-	11%	10%	11%	8%
...my personal photos or home videos	203	187	29	187	16	66	133	26	164	164	4	30	35	152	5	3	5	3	-	24	178	132	6
	17%	17%	27%a	17%	28%	18%	17%	15%	17%	18%h	13%	15%	14%	18%	12%	12%	13%	13%	-	18%	18%	17%	12%
...my films, TV programmes, games or music	61	57	6	57	3	16	45	9	45	45	-	9	10	46	1	-	1	-	-	13	46	46	2
	5%	5%	6%	5%	5%	4%	6%	5%	5%	5%	-	4%	4%	5%	3%	-	3%	-	-	10%t	5%	6%	5%
...my work documents/files	67	64	7	64	3	26	38	14	52	50	1	15	14	48	1	-	1	-	-	10	56	48	2
	6%	6%	7%	6%	5%	7%	5%	8%	6%	6%	3%	7%	6%	6%	2%	-	2%	-	-	7%	5%	6%	5%
To store books	4	4	-	4	-	-	4	-	4	4	-	-	-	4	-	-	-	-	-	1	3	3	-
	*	*	-	*	-	-	*	-	*	*	-	-	-	*	-	-	-	-	-	1%	*	*	-
Storage (NET)	305	296	27	296	8	101	200	46	245	243	6	52	63	228	12	4	12	4	-	31	271	209	12
	26%	27%	26%	27%	14%	27%	25%	27%	26%	27%h	19%	26%	25%	27%	31%	20%	32%	20%	-	24%	27%	27%	27%
Content is stored automatically	170	165	15	165	3	57	114	25	137	137	4	30	32	130	8	2	8	2	-	19	150	117	8
	15%	15%	15%	15%	6%	15%	14%	15%	14%	15%	14%	14%	13%	15%	20%	10%	21%	11%	-	14%	15%	15%	18%
Content is stored securely	109	104	17	104	4	46	62	23	80	79	2	25	24	78	5	2	5	2	-	14	93	69	5
	9%	9%	16%a	9%	7%	13%f	8%	13%	8%	9%	5%	12%	10%	9%	13%	9%	14%	9%	-	11%	9%	9%	11%
Content cannot be lost/damaged/ corrupted	52	49	6	49	2	16	33	13	37	37	-	13	19	32	3	1	3	1	-	11	41	34	4
	4%	4%	5%	4%	3%	4%	4%	8%	4%	4%	-	6%	7%m	4%	7%	5%	7%	6%	-	8%	4%	4%	10%

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BASE: ALL CLOUD STORAGE USERS 16+

	SERVICE PROVIDER		SERVICE PROVIDER USED IN INTERVIEW		CONTENT		ACCOUNT					T&CS OR SERVICE CHANGES						PROBLEMS		PROMISES MADE/SERVICE AGREED			
	GROUP 1	GROUP 2	GROUP 1	GROUP 2	WOULD STORE ALL	WOULD NOT STORE ALL	PAID NOW	FREE NOW	FREE FUTURE	PAID FUTURE	PAID EVER	YES	NO	POSITIVE	NEGATIVE	POSITIVE ONLY	NEGATIVE ONLY	MIX	YES	NO	AGREE	DIS-AGREE	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	
Weighted Base	1174	1112	105*	1112	56*	367	786	173	945	917	32**	206	251	842	40*	22**	39**	21**	1**	133	1017	766	45*
Large amount of content can be stored/unlimited storage	57 5%	57 5%	6 6%	57 5%	-	16 4%	40 5%	9 5%	47 5%	46 5%	-	9 4%	18 7%	39 5%	-	2 11%	-	2 12%	-	3 2%	54 5%	41 5%	1 2%
To free up space on my device(s)	78 7%	78 7%	9 8%	78 7%	-	23 6%	52 7%	14 8%	60 6%	60 7%	-	14 7%	16 6%	60 7%	1 3%	1 5%	1 3%	1 6%	-	6 4%	70 7%	56 7%	2 4%
Didn't realise they were using (NET)	138	129	15	129	10	33	98	25	98	93	2	27	20	100	4	3	4	3	-	15	121	72	2
	12%	12%	15%	12%	17%	9%	12%	15%	10%	10%	5%	13%	8%	12%	9%	13%	9%	14%	-	11%	12%	9%	4%
It happens automatically through my email	30 3%	26 2%	6 6%a	26 2%	4 7%c	14 4%	16 2%	9 5%	22 2%	22 2%	1 2%	9 4%	6 2%	24 3%	1 2%	3 13%	1 2%	3 14%	-	3 2%	27 3%	21 3%	-
It happens automatically through my phone, tablet, PC or Laptop	100 9%	93 8%	12 11%	93 8%	7 13%	24 7%	74 9%	20 11%	74 8%	69 8%	1 3%	21 10%	14 6%	74 9%	2 4%	1 6%	2 5%	1 6%	-	8 6%	92 9%	56 7%	-
I don't know how I use it	28 2%	26 2%	2 2%	26 2%	2 4%	3 1%	21 3%	4 2%	15 2%	15 2%	-	4 2%	4 1%	17 2%	2 5%	-	2 5%	-	-	5 4%	21 2%	6 1%	2 4%
Cheap/convenient (NET)	13	13	-	13	-	6	7	4	10	10	-	4	5	6	1	-	1	-	-	3	9	8	1
	1%	1%	-	1%	-	2%	1%	2%	1%	1%	-	2%	2%	1%	3%	-	3%	-	-	2%	1%	1%	2%
It's cheap / free	6 1%	6 1%	-	6 1%	-	4 1%	4 1%	2 1%	5 *	5 1%	-	2 1%	3 1%	2 *	-	-	-	-	-	1 1%	5 *	4 1%	1 2%
It's convenient / easy	8 1%	8 1%	-	8 1%	-	3 1%	5 1%	3 2%	5 1%	5 1%	-	3 1%	4 1%	5 1%	1 3%	-	1 3%	-	-	1 1%	6 1%	6 1%	-
It's quick / fast	1 *	1 *	-	1 *	-	1 *	1 *	1 *	1 *	1 *	-	1 *	1 *	1 *	-	-	-	-	-	1 1%t	-	1 *	-
Software is already installed on my computer / device	2 *	2 *	-	2 *	-	-	2 *	-	2 *	2 *	-	-	-	2 *	-	-	-	-	-	-	2 *	1 *	-
Other	14 1%	13 1%	-	13 1%	-	3 1%	9 1%	3 2%	10 1%	10 1%	-	3 1%	1 *	12 1%	-	-	-	-	-	4 3%	9 1%	11 1%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k - l/m/n/o/p/q/r - st - u/v
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Table 16
LU04A - Why do you use cloud storage?
BASE: ALL CLOUD STORAGE USERS 16+

	SERVICE PROVIDER		SERVICE PROVIDER USED IN INTERVIEW		CONTENT		ACCOUNT					T&CS OR SERVICE CHANGES					PROBLEMS		PROMISES MADE/SERVICE AGREED				
	GROUP 1 (a)	GROUP 2 (b)	GROUP 1 (c)	GROUP 2 (d)	WOULD STORE ALL (e)	WOULD NOT STORE ALL (f)	PAID NOW (g)	FREE NOW (h)	FREE FUTURE (i)	PAID FUTURE (j)	PAID EVER (k)	YES (l)	NO (m)	POSITIVE (n)	NEGATIVE (o)	POSITIVE ONLY (p)	NEGATIVE ONLY (q)	MIX (r)	YES (s)	NO (t)	AGREE (u)	DIS-AGREE (v)	
Weighted Base	1174	1112	105*	1112	56*	367	786	173	945	917	32**	206	251	842	40*	22**	39**	21**	1**	133	1017	766	45*
None of these	1	*	1	*	1	-	1	-	1	-	-	-	-	1	-	-	-	-	-	1	-	-	-
	*	*	1%a	*	2%c	-	*	-	*	-	-	-	-	*	-	-	-	-	-	*	-	-	-
Don't know	4	3	1	3	1	-	3	-	2	2	-	-	-	4	-	-	-	-	1	4	-	-	
	*	*	1%	*	2%c	-	*	-	*	*	-	-	-	*	-	-	-	-	1%	*	-	-	

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k - l/m/n/o/p/q/r - s/t - u/v
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Table 17
LU04B - And which, if any, of the following reasons you mentioned would you say is your main reason for using cloud storage?
BASE: ALL CLOUD STORAGE USERS 16+ WHO SAY WHY THEY USE CLOUD STORAGE

	TOTAL	GENDER		AGE						SOCIAL GRADE				OCCUPATION					WEEK			
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	FULL-TIME (n)	PART-TIME (o)	SELF-EMPLOYED (p)	NOT WORKING (q)	WORKING (r)	EMPLOYED (s)	01	02
Unweighted Base	1067	565	502	27	191	213	192	178	152	114	359	381	188	139	429	116	85	437	630	545	582	485
Weighted Base	1168	603	566	25**	189	259	221	215	152	108	456	356	212	145	535	149	110*	374	794	684	648	521
Effective Base	920	488	433	25	165	188	167	154	128	101	311	335	164	127	382	105	74	390	561	487	498	423
To back-up (NET)	634	331	303	16	120	144	120	113	73	47	224	200	127	83	300	82	56	196	438	382	346	288
	54%	55%	54%	65%	64%ghi	56%	54%	53%	48%	44%	49%	56%	60%j	57%	56%	55%	51%	52%	55%	56%	53%	55%
...everything on my desktop/laptop computer, tablet or smartphone (online backup)	237	137	99	5	51	54	40	38	30	18	93	69	53	22	112	30	19	75	161	142	124	113
	20%	23%b	18%	22%	27%fg	21%	18%	18%	20%	17%	20%	19%	25%am	15%	21%	20%	17%	20%	20%	21%	19%	22%
...personal documents I have created myself	65	40	25	3	19	17	5	9	8	4	16	26	16	7	25	7	10	23	42	32	43	22
	6%	7%	4%	13%	10%f	7%f	2%	4%	5%	4%	3%	7%j	8%j	5%	5%	5%	9%	6%	5%	5%	7%	4%
...personal documents that I have been sent	16	9	8	-	-	6	7	-	1	2	7	5	3	1	5	2	2	8	8	7	9	8
	1%	1%	1%	-	-	2%	3%dg	-	1%	2%	2%	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%
...my personal photos or home videos	252	107	144	4	30	61	58	51	24	23	83	75	50	44	126	36	21	68	183	163	141	111
	22%	18%	26%a	18%	16%	23%	26%dh	24%	16%	22%	18%	21%	24%	30%jk	24%	24%	19%	18%	23%	24%	22%	21%
...my films, TV programmes, games or music	24	10	14	-	8	2	5	3	6	-	9	8	4	4	11	2	1	10	14	13	12	13
	2%	2%	2%	-	4%ei	1%	2%	1%	4%ei	-	2%	2%	2%	2%	2%	1%	1%	3%	2%	2%	2%	2%
...my work documents/files	38	24	13	3	12	4	5	11	2	-	15	15	1	6	21	2	3	11	26	23	19	19
	3%	4%	2%	12%	6%ehi	1%	2%	5%ei	1%	-	3%	4%l	*	4%l	4%	1%	3%	3%	3%	3%	3%	4%
To back up in general	3	3	-	-	-	-	1	-	1	-	1	1	-	-	-	3	-	-	3	3	-	3
	*	*	-	-	-	-	1%	-	1%	-	*	*	-	-	-	2%hqs	-	-	*	*	-	1%
Access (NET)	107	56	52	3	18	28	20	18	10	11	46	34	17	10	51	14	12	31	77	65	61	47
	9%	9%	9%	10%	10%	11%	9%	8%	7%	10%	10%	10%	8%	7%	10%	9%	11%	8%	10%	9%	9%	9%
...my content from anywhere	71	35	35	1	13	17	14	9	9	7	30	23	10	7	35	6	10	19	51	41	40	31
	6%	6%	6%	3%	7%	7%	6%	4%	6%	7%	7%	6%	5%	5%	6%	4%	9%	5%	6%	6%	6%	6%
...my content using any device	37	20	17	2	5	11	6	9	1	4	16	11	7	2	17	7	2	11	26	24	21	16
	3%	3%	3%	7%	3%	4%	3%	4%	*	3%	4%	3%	3%	2%	3%	5%	2%	3%	3%	3%	3%	3%
Sharing (NET)	69	40	29	-	10	13	15	17	13	2	43	18	6	1	35	8	14	12	56	42	48	21
	6%	7%	5%	-	5%	5%	7%	8%i	9%i	2%	9%klm	5%m	3%	1%	6%q	5%	13%qs	3%	7%qs	6%	7%	4%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s
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Table 17
LU04B - And which, if any, of the following reasons you mentioned would you say is your main reason for using cloud storage?
BASE: ALL CLOUD STORAGE USERS 16+ WHO SAY WHY THEY USE CLOUD STORAGE

	GENDER		AGE							SOCIAL GRADE				OCCUPATION					WEEK			
	TOTAL	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	FULL-TIME (n)	PART-TIME (o)	SELF-EMPLOYED (p)	NOT WORKING (q)	WORKING (r)	EMPLOYED (s)	01	02
Weighted Base	1168	603	566	25**	189	259	221	215	152	108	456	356	212	145	535	149	110*	374	794	684	648	521
To share my content easily	69 6%	40 7%	29 5%	-	10 5%	13 5%	15 7%	17 8%i	13 9%i	2 2%	43 9%klm	18 5%lm	6 3%	1 1%	35 6%q	8 5%	14 13%qs	12 3%	56 7%qs	42 6%	48 7%	21 4%
To store (NET)	160	79	81	3	17	39	26	30	27	19	65	43	28	24	72	21	10	58	103	93	86	74
...everything on my desktop/laptop computer, tablet or smartphone (online backup)	14% 29 3%	13% 14 2%	14% 15 3%	13% -	9% 1	15% 12	12% 7	14% -	18% 7	18% 2	14% 15	12% 5	13% 8	17% 1	13% 15	14% 5	9% 2	15% 8	13% 21	14% 19	13% 11	14% 19
...my personal documents	17 1%	12 2%	5 1%	1 3%	6 3%g	3 1%	3 1%	- -	2 1%	2 2%	8 2%	4 1%	1 *	4 3%	8 2%	- -	2 1%	7 2%	10 1%	8 1%	12 2%	5 1%
...my personal photos or home videos	84 7%	31 5%	53 9%a	2 6%	7 4%	20 8%	12 5%	20 9%	12 8%	12 11% d	28 6%	25 7%	14 7%	17 12%	34 6%	14 10%	4 4%	32 8%	52 7%	48 7%	44 7%	39 8%
...my films, TV programmes, games or music	18 2%	15 2% b	3 1%	1 4%	1 *	4 1%	1 *	6 3%	5 3% f	1 1%	9 2%	5 2%	3 1%	2 1%	10 2%	2 1%	1 1%	5 1%	13 2%	11 2%	10 2%	8 2%
...my work documents/files	8 1%	4 1%	4 1%	- -	1 1%	- -	3 2%	2 1%	- -	1 1%	4 1%	3 1%	1 1%	- -	5 1%	- -	1 1%	2 *	7 1%	5 1%	5 1%	3 1%
To store books	4 *	2 *	2 *	- -	1 *	- -	- -	1 1%	1 *	1 1%	2 *	1 *	2 1%	- -	- -	- -	- -	4 1% nrs	- -	- -	3 *	1 *
Storage (NET)	105	52	53	2	19	12	34	14	11	12	38	36	19	12	41	12	9	42	62	53	51	54
Content is stored automatically	9% 49 4%	9% 22 4%	9% 27 5%	7% -	10% 8 4%	5% 7 3%	15% 18 8% e	7% 7 3%	7% 5 3%	11% 3 3%	8% 18 4%	10% 17 5%	9% 9 4%	8% 5 4%	8% 21 4%	8% 8 5%	8% 6 6%	11% 14 4%	8% 35 4%	8% 29 4%	8% 28 4%	10% 21 4%
Content is stored securely	10 1%	4 1%	6 1%	- -	2 1%	- -	3 1%	2 1%	1 1%	3 2% e	4 1%	3 1%	3 1%	- -	2 *	1 1%	1 1%	6 2%	4 *	3 *	4 1%	6 1%
Content cannot be lost/damaged/corrupted	9 1%	5 1%	4 1%	- -	2 1%	1 *	2 1%	- -	3 2%	2 2%	2 *	4 1%	2 1%	1 1%	2 *	1 1%	- -	5 1%	3 *	3 1%	8 1%	1 *
Large amount of content can be stored/unlimited storage	13 1%	10 2%	3 1%	- -	2 1%	- -	9 4% eg	- -	1 1%	1 1%	6 1%	6 2%	1 *	- -	11 2% q	- -	- -	1 *	11 1%	11 2%	2 *	11 2%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s
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BASE: ALL CLOUD STORAGE USERS 16+ WHO SAY WHY THEY USE CLOUD STORAGE

	GENDER		AGE							SOCIAL GRADE				OCCUPATION					WEEK			
	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	FULL-TIME (n)	PART-TIME (o)	SELF-EMPLOYED (p)	NOT WORKING (q)	WORKING (r)	EMPLOYED (s)	01	02	
Weighted Base	1168	603	566	25**	189	259	221	215	152	108	456	356	212	145	535	149	110*	374	794	684	648	521
To free up space on my device(s)	24 2%	11 2%	14 2%	2 7%	6 3%	4 2%	2 1%	5 3%	1 1%	3 3%	7 2%	7 2%	5 2%	5 4%	5 1%	2 1%	2 1%	16 4% nrs	8 1%	7 1%	9 1%	15 3%
Didn't realise they were using (NET)	80	39	40	-	5	17	7	20	15	16	36	19	14	11	33	10	7	30	50	43	48	32
	7%	7%	7%	-	2%	7%	3%	9% df	10% df	15% def	8%	5%	7%	8%	6%	7%	6%	8%	6%	6%	7%	6%
It happens automatically through my email	6 *	6 1% b	-	-	2 1%	-	1 1%	2 2%	-	-	1 *	2 1%	1 1%	1 1%	4 1%	-	-	2 *	4 *	4 1%	4 1%	1 *
It happens automatically through my phone, tablet, PC or Laptop	51 4%	26 4%	25 4%	-	3 2%	11 4%	4 2%	14 7% df	10 7% df	8 7% df	26 6%	10 3%	9 4%	6 4%	25 5%	4 3%	4 4%	17 5%	34 4%	29 4%	31 5%	20 4%
I don't know how I use it	23 2%	8 1%	15 3%	-	2 1%	4 2%	3 1%	4 2%	2 1%	8 7% defg h	8 2%	7 2%	4 2%	4 3%	4 1%	6 4% nrs	3 2%	11 3% n	12 2% n	10 1% n	12 2%	11 2%
Cheap/convenient (NET)	8	3	5	1	-	2	-	3	1	1	3	3	-	2	3	2	-	3	6	6	6	2
It's cheap / free	5 *	2 *	3 1%	-	-	2 1%	-	2 1%	-	1 1%	2 *	2 *	-	1 1%	2 *	2 2%	-	1 *	4 1%	4 1%	5 1%	-
It's convenient / easy	6 1%	2 *	4 1%	1 4%	-	1 *	-	3 1%	1 1%	-	3 1%	2 1%	-	1 1%	3 1%	1 1%	-	2 1%	4 1%	4 1%	4 1%	2 *
It's quick / fast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Software is already installed on my computer / device	2 *	1 *	2 *	-	-	1 *	-	-	1 *	1 *	1 *	-	-	1 1%	-	-	-	2 1% r	-	-	-	2 *
Other	10 1%	5 1%	5 1%	-	-	2 1%	2 1%	3 2%	2 1%	1 *	3 1%	5 1%	1 *	1 1%	3 1%	1 *	5 4% nqrs	2 *	8 1% s	4 1%	6 1%	4 1%
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1 *	-	1 *	-	-	1 1%	-	-	-	-	1 *	-	-	-	1 *	-	-	-	1 *	1 *	-	1 *

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BASE: ALL CLOUD STORAGE USERS 16+ WHO SAY WHY THEY USE CLOUD STORAGE

	SERVICE PROVIDER		SERVICE PROVIDER USED IN INTERVIEW		CONTENT		ACCOUNT					T&CS OR SERVICE CHANGES						PROBLEMS		PROMISES MADE/SERVICE AGREED			
	GROUP 1	GROUP 2	GROUP 1	GROUP 2	WOULD STORE ALL	WOULD NOT STORE ALL	PAID NOW	FREE NOW	FREE FUTURE	PAID FUTURE	PAID EVER	YES	NO	POSITIVE	NEGATIVE	POSITIVE ONLY	NEGATIVE ONLY	MIX	YES	NO	AGREE	DIS-AGREE	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	
Unweighted Base	1067	1011	92	1011	50	331	716	146	869	843	32	178	229	760	36	21	35	20	1	128	916	703	40
Weighted Base	1168	1108	103*	1108	54*	367	782	173	941	913	32**	206	251	837	40*	22**	39**	21**	1**	132	1012	766	45*
Effective Base	920	871	79	871	43	285	617	127	750	727	28	154	198	656	31	19	30	18	1	109	789	603	34
To back-up (NET)	634	602	59	602	29	221	404	98	509	492	26	124	134	466	22	10	22	10	-	71	552	431	25
	54%	54%	57%	54%	53%	60% ^f	52%	57%	54%	54%	80%	60%	53%	56%	54%	48%	56%	50%	-	54%	55%	56%	56%
...everything on my desktop/laptop computer, tablet or smartphone (online backup)	237	227	20	227	8	99	134	49	180	175	8	58	51	174	6	3	6	3	-	25	207	169	5
	20%	20%	20%	20%	16%	27% ^f	17%	28% ^{hi}	19%	19%	26%	28% ^{hi}	20%	21%	16%	12%	16%	12%	-	19%	20%	22%	11%
...personal documents I have created myself	65	58	8	58	7	27	38	4	60	60	1	5	19	45	1	2	1	2	-	13	52	47	4
	6%	5%	8%	5%	13% ^c	7%	5%	2%	6% ^k	7% ^k	2%	2%	8%	5%	2%	7%	3%	8%	-	10% ^t	5%	6%	9%
...personal documents that I have been sent	16	16	3	16	-	7	9	-	16	15	2	2	5	12	-	1	-	1	-	1	14	12	1
	1%	1%	2%	1%	-	2%	1%	-	2%	2%	7%	1%	2%	1%	-	5%	-	6%	-	1%	1%	2%	2%
...my personal photos or home videos	252	238	22	238	11	69	180	35	203	195	13	48	46	189	12	5	12	5	-	20	227	156	13
	22%	21%	21%	21%	21%	19%	23%	20%	22%	21%	41%	23% ^g	18%	23%	30%	21%	31%	22%	-	15%	22%	20%	29%
...my films, TV programmes, games or music	24	23	3	23	1	5	19	3	20	19	1	3	4	18	-	-	-	-	-	6	18	16	1
	2%	2%	3%	2%	1%	1%	2%	1%	2%	2%	2%	2%	2%	2%	-	-	-	-	-	4%	2%	2%	3%
...my work documents/files	38	37	2	37	1	16	21	8	28	24	1	9	8	25	2	1	2	1	-	5	33	30	-
	3%	3%	2%	3%	2%	4%	3%	5%	3% ⁱ	3%	2%	4%	3%	3%	6%	3%	6%	3%	-	3%	3%	4%	-
To back up in general	3	3	1	3	-	-	3	-	3	3	-	-	-	3	-	-	-	-	-	-	1	1	1
	*	*	1%	*	-	-	*	-	*	*	-	-	-	*	-	-	-	-	-	-	*	*	3% ^u
Access (NET)	107	104	8	104	4	34	72	17	88	84	1	18	30	63	3	3	2	2	1	19	87	79	4
	9%	9%	8%	9%	7%	9%	9%	10%	9%	9%	2%	9%	12% ^m	8%	7%	12%	5%	8%	100%	14%	9%	10%	10%
...my content from anywhere	71	67	8	67	4	24	46	12	59	55	1	13	18	41	2	2	1	1	1	9	60	49	4
	6%	6%	8%	6%	7%	7%	6%	7%	6%	6%	2%	6%	7%	5%	5%	9%	2%	4%	100%	7%	6%	6%	10%
...my content using any device	37	37	-	37	-	10	27	6	29	29	-	6	12	22	1	1	1	1	-	10	27	30	-
	3%	3%	-	3%	-	3%	3%	3%	3%	3%	-	3%	5%	3%	2%	3%	2%	3%	-	8% ^t	3%	4%	-

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	SERVICE PROVIDER		SERVICE PROVIDER USED IN INTERVIEW		CONTENT		ACCOUNT					T&CS OR SERVICE CHANGES						PROBLEMS		PROMISES MADE/SERVICE AGREED			
	GROUP 1	GROUP 2	GROUP 1	GROUP 2	WOULD STORE ALL	WOULD NOT STORE ALL	PAID NOW	FREE NOW	FREE FUTURE	PAID FUTURE	PAID EVER	YES	NO	POSITIVE	NEGATIVE	POSITIVE ONLY	NEGATIVE ONLY	MIX	YES	NO	AGREE	DIS-AGREE	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	
Weighted Base	1168	1108	103*	1108	54*	367	782	173	941	913	32**	206	251	837	40*	22**	39**	21**	1**	132	1012	766	45*
Sharing (NET)	69	67	9	67	2	14	53	6	58	58	-	6	28	37	5	4	5	4	-	12	53	43	-
	6%	6%	9%	6%	4%	4%	7%	3%	6%	6%	-	3%	11%^m	4%	12%	18%	12%	19%	-	9%	5%	6%	-
To share my content easily	69	67	9	67	2	14	53	6	58	58	-	6	28	37	5	4	5	4	-	12	53	43	-
	6%	6%	9%	6%	4%	4%	7%	3%	6%	6%	-	3%	11% ^m	4%	12%	18%	12%	19%	-	9%	5%	6%	-
To store (NET)	160	147	18	147	12	48	111	22	132	131	3	25	24	127	2	3	2	3	-	13	146	101	6
	14%	13%	18%	13%	23%	13%	14%	13%	14%	14%	9%	12%	9%	15%^l	6%	14%	6%	15%	-	10%	14%	13%	14%
...everything on my desktop/laptop computer, tablet or smartphone (online backup)	29	26	4	26	3	10	20	7	21	21	-	7	5	23	-	1	-	1	-	-	29	19	-
	3%	2%	4%	2%	6%	3%	3%	4%	2%	2%	-	3%	2%	3%	-	4%	-	4%	-	-	3%	2%	-
...my personal documents	17	15	3	15	2	9	8	-	17	17	1	1	4	13	-	1	-	1	-	3	14	10	1
	1%	1%	3%	1%	3%	2%	1%	-	2%	2%	2%	*	1%	2%	-	6%	-	6%	-	2%	1%	1%	3%
...my personal photos or home videos	84	78	10	78	6	23	61	9	72	72	2	12	12	66	2	1	2	1	-	8	76	49	3
	7%	7%	9%	7%	11%	6%	8%	5%	8%	8%	7%	6%	5%	8%	6%	4%	6%	4%	-	6%	8%	6%	7%
...my films, TV programmes, games or music	18	16	1	16	1	4	14	4	11	11	-	4	1	15	-	-	-	-	-	1	16	13	2
	2%	1%	1%	1%	3%	1%	2%	3%	1%	1%	-	2%	1%	2%	-	-	-	-	-	1%	2%	2%	4%
...my work documents/files	8	8	-	8	-	3	5	1	7	6	-	1	2	6	-	-	-	-	-	-	8	7	-
	1%	1%	-	1%	-	1%	1%	1%	1%	1%	-	*	1%	1%	-	-	-	-	-	-	1%	1%	-
To store books	4	4	-	4	-	-	4	-	4	4	-	-	-	4	-	-	-	-	-	1	3	3	-
	*	*	-	*	-	-	*	-	*	*	-	-	-	*	-	-	-	-	-	1%	*	*	-
Storage (NET)	105	103	1	103	-	31	72	14	88	87	2	16	29	74	7	2	7	2	-	8	95	67	7
	9%	9%^b	1%	9%^d	-	8%	9%	8%	9%	10%	5%	8%	11%	9%	17%	8%	17%	9%	-	6%	9%	9%	16%
Content is stored automatically	49	49	-	49	-	15	34	7	40	40	2	9	9	37	2	1	2	1	-	6	43	30	4
	4%	4%	-	4%	-	4%	4%	4%	4%	4%	5%	4%	4%	4%	5%	5%	5%	5%	-	4%	4%	4%	10%
Content is stored securely	10	10	-	10	-	4	6	3	7	7	-	3	5	5	2	1	2	1	-	-	9	7	-
	1%	1%	-	1%	-	1%	1%	2%	1%	1%	-	2%	2%	1%	5% ^m	3%	5%	4%	-	-	1%	1%	-
Content cannot be lost/damaged/ corrupted	9	7	-	7	-	3	5	2	7	7	-	2	3	5	3	-	3	-	-	1	8	3	3
	1%	1%	-	1%	-	1%	1%	1%	1%	1%	-	1%	1%	1%	7% ^{lm}	-	7%	-	-	1%	1%	*	6% ^u

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k - l/m/n/o/p/q/r - s/t - u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 18
LU04B - And which, if any, of the following reasons you mentioned would you say is your main reason for using cloud storage?
BASE: ALL CLOUD STORAGE USERS 16+ WHO SAY WHY THEY USE CLOUD STORAGE

	SERVICE PROVIDER		SERVICE PROVIDER USED IN INTERVIEW		CONTENT		ACCOUNT					T&CS OR SERVICE CHANGES						PROBLEMS		PROMISES MADE/SERVICE AGREED			
	GROUP 1	GROUP 2	GROUP 1	GROUP 2	WOULD STORE ALL	WOULD NOT STORE ALL	PAID NOW	FREE NOW	FREE FUTURE	PAID FUTURE	PAID EVER	YES	NO	POSITIVE	NEGATIVE	POSITIVE ONLY	NEGATIVE ONLY	MIX	YES	NO	AGREE	DIS-AGREE	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	
Weighted Base	1168	1108	103*	1108	54*	367	782	173	941	913	32**	206	251	837	40*	22**	39**	21**	1**	132	1012	766	45*
Large amount of content can be stored/unlimited storage	13 1%	13 1%	-	13 1%	-	2 1%	11 1%	-	13 1%	11 1%	-	-	6 2%	7 1%	-	-	-	-	-	1 *	12 1%	10 1%	-
To free up space on my device(s)	24 2%	1 1%	24 2%	-	7 2%	16 2%	1 1%	23 2%	23 2%	-	1 1%	5 2%	19 2%	-	-	-	-	-	-	1 1%	22 2%	17 2%	-
Didn't realise they were using (NET)	80 7%	72 7%	9 8%	72 7%	7 14%	12 3%	61 8%e	16 9%	51 5% <i>i</i>	47 5%	1 3%	17 8%	10 4%	56 7%	2 5%	-	2 5%	-	7 5%	71 7%	39 5%	2 4%	
It happens automatically through my email	6 *	5 *	1 1%	5 *	1 2%	2 1%	3 *	1 1%	4 *	4 *	-	1 1%	-	6 1%	-	-	-	-	-	-	6 1%	4 *	-
It happens automatically through my phone, tablet, PC or Laptop	51 4%	47 4%	6 5%	47 4%	4 8%	8 2%	42 5%e	12 7%	35 4% <i>i</i>	31 3%	1 3%	13 6%	7 3%	37 4%	-	-	-	-	-	2 2%	49 5%	30 4%	-
I don't know how I use it	23 2%	21 2%	2 2%	21 2%	2 4%	2 1%	16 2%	2 1%	12 1%	12 1%	-	2 1%	3 1%	14 2%	2 5%	-	2 5%	-	-	4 3%	16 2%	5 1%	2 4% <i>u</i>
Cheap/convenient (NET)	8 1%	8 1%	-	8 1%	-	3 1%	5 1%	2 1%	6 1%	6 1%	-	2 1%	3 1%	4 *	1 3%	-	1 3%	-	-	-	7 1%	5 1%	-
It's cheap / free	5 *	5 *	-	5 *	-	1 *	4 1%	2 1%	3 *	3 *	-	2 1%	2 *	2 *	-	-	-	-	-	-	4 *	4 *	-
It's convenient / easy	6 1%	6 1%	-	6 1%	-	2 1%	4 1%	2 1%	4 *	4 *	-	2 1%	3 1%	3 *	1 3%	-	1 3%	-	-	-	5 1%	4 1%	-
It's quick / fast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Software is already installed on my computer / device	2 *	2 *	-	2 *	-	-	2 *	-	2 *	2 *	-	-	-	2 *	-	-	-	-	-	-	2 *	1 *	-
Other	10 1%	9 1%	-	9 1%	-	1 *	7 1%	2 1%	8 1%	8 1%	-	2 1%	1 *	9 1%	-	-	-	-	-	2 2%	6 1%	9 1%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k - l/m/n/o/p/q/r - st - u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 18
LU04B - And which, if any, of the following reasons you mentioned would you say is your main reason for using cloud storage?
BASE: ALL CLOUD STORAGE USERS 16+ WHO SAY WHY THEY USE CLOUD STORAGE

	SERVICE PROVIDER		SERVICE PROVIDER USED IN INTERVIEW		CONTENT		ACCOUNT					T&CS OR SERVICE CHANGES					PROBLEMS		PROMISES MADE/SERVICE AGREED				
	TOTAL	GROUP 1 (a)	GROUP 2 (b)	GROUP 1 (c)	GROUP 2 (d)	WOULD STORE ALL (e)	WOULD NOT STORE ALL (f)	PAID NOW (g)	FREE NOW (h)	FREE FUTURE (i)	PAID FUTURE (j)	PAID EVER (k)	YES (l)	NO (m)	POSITIVE (n)	NEGATIVE (o)	POSITIVE ONLY (p)	NEGATIVE ONLY (q)	MIX (r)	YES (s)	NO (t)	AGREE (u)	DIS-AGREE (v)
Weighted Base	1168	1108	103*	1108	54*	367	782	173	941	913	32**	206	251	837	40*	22**	39**	21**	1**	132	1012	766	45*
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1*	1*	-	1*	-	1*	-	-	1*	1*	-	-	-	1*	-	-	-	-	-	-	1*	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k - l/m/n/o/p/q/r - s/t - u/v
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Table 19
LU05 - Why did you decide to use <<cloud storage provider>> as a cloud storage provider?
BASE: ALL CLOUD STORAGE USERS 16+

	GENDER		AGE							SOCIAL GRADE				OCCUPATION					WEEK			
	TOTAL	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	FULL-TIME (n)	PART-TIME (o)	SELF-EMPLOYED (p)	NOT WORKING (q)	WORKING (r)	EMPLOYED (s)	01	02
Unweighted Base	1073	568	505	27	192	213	194	178	154	115	360	384	189	140	432	116	85	440	633	548	587	486
Weighted Base	1174	606	568	25**	189	259	224	215	153	109	457	359	213	146	538	149	110*	376	798	688	653	521
Effective Base	925	491	435	25	166	188	169	154	130	102	312	338	165	128	385	105	74	393	563	490	502	424
Device or software (NET)	847	420	427	19	144	181	166	157	103	77	310	250	166	120	380	119	66	282	565	499	457	390
	72%	69%	75%a	77%	76%	70%	74%	73%	67%	71%	68%	70%	78%j	83%jk	71%	80%pr	60%	75%p	71%p	73%pr	70%	75%
Already installed on my device(s)	630	302	328	16	109	143	122	110	73	56	225	181	131	93	280	95	44	210	419	375	331	298
	54%	50%	58%a	65%	58%	55%	54%	51%	47%	52%	49%	51%	61%jk	64%jk	52%	63%npr	40%	56%p	53%p	55%npr	51%	57%
It works with my operating system	172	93	79	1	34	29	40	26	24	19	60	52	31	30	80	20	11	62	111	100	94	78
	15%	15%	14%	4%	18%	11%	18%	12%	15%	17%	13%	14%	14%	21%j	15%	13%	10%	16%	14%	15%	14%	15%
It works with my device	172	84	88	1	19	31	38	45	14	23	75	38	37	23	81	24	16	51	121	105	99	74
	15%	14%	16%	4%	10%	12%	17%h	21%deh	9%	21%deh	16%k	10%	17%k	16%	15%	16%	14%	14%	15%	15%	15%	14%
Suggested by my existing computer software/internet/email/anti-virus provider	29	15	14	1	5	7	4	4	5	2	12	10	5	1	10	7	3	8	20	17	18	11
	2%	2%	2%	4%	2%	3%	2%	2%	3%	2%	3%	3%	3%	1%	2%	5%	3%	2%	3%	3%	3%	2%
Compatible across systems / devices	3	-	3	-	-	-	-	1	2	-	1	2	-	-	-	-	1	2	1	-	3	-
	*	-	1%	-	-	-	-	*	2%	-	*	*	-	-	-	-	1%^s	1%	*	-	*	-
User-friendly (NET)	127	79	48	3	24	31	23	23	11	11	52	35	25	14	67	7	16	38	89	73	61	66
	11%	13%b	8%	13%	13%	12%	10%	11%	7%	10%	11%	10%	12%	10%	12%os	4%	14%o	10%	11%o	11%o	9%	13%
Easiest to understand/least complicated to use	84	55	29	2	13	17	18	23	8	4	37	29	10	8	44	4	15	22	62	47	41	43
	7%	9%b	5%	6%	7%	6%	8%	11%i	5%	3%	8%	8%	5%	6%	8%os	2%	13%oq	6%	8%os	7%o	6%	8%
Faster data upload/retrieval times	13	7	6	1	3	4	1	-	-	3	6	-	3	3	7	-	1	5	8	7	10	3
	1%	1%	1%	6%	2%	2%	1%	-	-	2%g	1%k	-	1%k	2%k	1%	-	1%	1%	1%	1%	2%	*
Best range of functions or options	12	5	6	-	1	4	2	-	2	2	3	3	5	1	8	-	-	4	8	8	7	5
	1%	1%	1%	-	1%	2%	1%	-	2%	1%	1%	1%	2%	*	1%	-	-	1%	1%	1%	1%	1%
Best security	26	15	11	2	8	3	6	1	2	5	12	2	9	3	14	3	-	10	16	16	9	17
	2%	2%	2%	6%	4%g	1%	3%	*	2%	4%g	3%	1%	4%k	2%	3%	2%	-	3%	2%	2%	1%	3%
Best terms & conditions	3	3	-	-	1	2	-	-	-	-	-	2	1	-	3	-	-	-	3	3	-	3
	*	1%	-	-	1%	1%	-	-	-	-	-	1%	*	-	1%	-	-	-	*	*	-	1%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s
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Table 19
LU05 - Why did you decide to use <<cloud storage provider>> as a cloud storage provider?
BASE: ALL CLOUD STORAGE USERS 16+

	GENDER		AGE							SOCIAL GRADE				OCCUPATION						WEEK		
	TOTAL	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	FULL- TIME (n)	PART- TIME (o)	SELF- EMP- LOYED (p)	NOT WOR- KING (q)	WOR- KING (r)	EMP- LOYED (s)	01	02
Weighted Base	1174	606	568	25**	189	259	224	215	153	109	457	359	213	146	538	149	110*	376	798	688	653	521
Cost reasons (NET)	67	46	20	-	10	18	9	11	14	6	27	26	11	2	36	-	7	24	43	36	39	28
	6%	8%b	4%	-	5%	7%	4%	5%	9%	5%	6%	7% m	5%	2%	7% os	-	6% o	6% o	5% o	5% o	6%	5%
Best value for money	38	25	13	-	8	9	6	6	6	3	15	14	8	1	22	-	3	13	25	22	20	18
	3%	4%	2%	-	4%	3%	3%	3%	4%	3%	3%	4% m	4%	*	4% os	-	2%	3% o	3%	3%	3%	3%
Lowest price/cheapest option	21	16	5	-	1	6	1	5	6	1	9	9	3	-	10	-	3	7	13	10	14	7
	2%	3% b	1%	-	1%	2%	1%	2%	4% f	1%	2%	3%	1%	-	2%	-	3%	2%	2%	1%	2%	1%
It was free / no charge	8	4	5	-	1	2	1	2	1	1	3	3	1	2	3	-	3	3	6	3	5	3
	1%	1%	1%	-	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	3% nrs	1%	1% s	*	1%	1%
It was on offer / special offer on at the time	2	1	1	-	-	1	-	-	1	-	1	1	-	-	1	-	-	1	1	1	2	-
	*	*	*	-	-	*	-	-	*	-	*	*	-	-	*	-	-	*	*	*	*	-
Recommendation (NET)	187	96	90	4	28	41	26	34	36	19	78	61	34	15	86	22	27	51	136	108	108	78
	16%	16%	16%	14%	15%	16%	11%	16%	23% f	17%	17%	17%	16%	10%	16%	15%	25% q	14%	17% s	16%	17%	15%
Good reputation	74	44	30	3	12	17	12	14	10	7	24	24	22	4	38	5	6	25	49	43	39	35
	6%	7%	5%	10%	6%	6%	5%	7%	7%	6%	5%	7%	10% jm	3%	7%	3%	6%	7%	6%	6%	6%	7%
Good reviews	21	12	8	-	8	4	1	3	4	1	8	7	3	3	15	-	-	6	15	15	13	8
	2%	2%	1%	-	4% f	2%	1%	1%	2%	1%	2%	2%	2%	2%	3% r	-	-	1%	2%	2%	2%	2%
Word of mouth/was the provider recommended to me	108	55	52	1	12	26	11	19	25	14	53	33	13	9	45	17	21	25	83	62	63	45
	9%	9%	9%	4%	6%	10%	5%	9%	17% dfg	13% f	12%	9%	6%	6%	8%	11%	19% nqrs	7%	10% nqs	9%	10%	9%
It was recommended by Amazon	2	1	2	-	-	-	2	-	-	1	1	2	-	-	-	2	-	1	2	2	2	-
	*	*	*	-	-	-	1%	-	-	1%	*	*	-	-	-	1% n	-	*	*	*	*	-
Storage reasons (NET)	46	29	17	-	6	11	13	7	4	5	20	13	11	2	29	4	2	11	35	33	29	17
	4%	5%	3%	-	3%	4%	6%	3%	3%	5%	4%	4%	5%	1%	5%	3%	2%	3%	4%	5%	4%	3%
Offered the most storage	21	12	9	-	2	4	10	3	2	-	11	8	2	1	15	4	-	2	19	19	14	7
	2%	2%	2%	-	1%	1%	5% i	1%	1%	-	2%	2%	1%	1%	3% q	3%	-	1%	2% q	3% q	2%	1%
Offered more storage for less money	15	10	5	-	2	6	3	1	1	2	7	5	3	1	11	-	-	5	11	11	8	7
	1%	2%	1%	-	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	2%	-	-	1%	1%	2%	1%	1%
No storage limits	10	7	3	-	2	2	-	3	1	3	3	1	6	-	4	-	2	4	6	4	7	3
	1%	1%	*	-	1%	1%	-	1%	1%	2% f	1%	*	3% jk	-	1%	-	2%	1%	1%	1%	1%	1%

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Table 19
LU05 - Why did you decide to use <<cloud storage provider>> as a cloud storage provider?
BASE: ALL CLOUD STORAGE USERS 16+

	GENDER		AGE							SOCIAL GRADE				OCCUPATION						WEEK		
	TOTAL	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	FULL- TIME (n)	PART- TIME (o)	SELF- EMP- LOYED (p)	NOT WOR- KING (q)	WOR- KING (r)	EMP- LOYED (s)	01	02
Weighted Base	1174	606	568	25**	189	259	224	215	153	109	457	359	213	146	538	149	110*	376	798	688	653	521
Brand or provider (NET)	136	86	50	2	20	32	22	27	17	16	77	27	23	9	72	12	13	40	96	84	79	57
	12%	14%b	9%	10%	10%	12%	10%	13%	11%	14%	17%km	8%	11%	6%	13%	8%	11%	11%	12%	12%	12%	11%
I didn't know about any other providers	27	14	13	-	1	11	1	5	5	3	12	4	10	1	17	3	-	8	19	19	18	9
	2%	2%	2%	-	1%	4%df	*	2%	3%	3%	3%	1%	5%k	1%	3%	2%	-	2%	2%	3%	3%	2%
Trusted provider	55	39	16	2	8	7	11	10	9	8	29	12	10	4	28	6	2	20	36	34	33	22
	5%	7%b	3%	10%	4%	3%	5%	4%	6%	8%e	6%	3%	5%	3%	5%	4%	2%	5%	4%	5%	5%	4%
Was the provider I'd heard of/ household name	23	19	4	-	3	7	5	1	4	3	12	7	4	-	13	1	4	5	18	14	12	10
	2%	3%b	1%	-	1%	3%	2%	*	3%	3%	3%	2%	2%	-	2%	1%	3%	1%	2%	2%	2%	2%
Needed to share data with someone who was already using this provider	31	15	15	-	4	8	6	7	3	3	18	6	1	4	13	3	6	9	22	16	17	13
	3%	3%	3%	-	2%	3%	3%	3%	2%	3%	4%l	2%	1%	3%	2%	2%	5%	2%	3%	2%	3%	3%
I was already using this provider / already with them	15	8	7	-	6	1	-	6	2	1	11	2	2	-	10	-	2	3	12	10	6	8
	1%	1%	1%	-	3%ef	*	-	3%l	1%	1%	2%	1%	1%	-	2%	-	1%	1%	1%	1%	1%	2%
I was approached by them / they contacted me	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It was through work / a work requirement / insisted upon by my employer	9	4	4	-	1	-	2	4	-	1	4	5	-	-	5	-	1	3	6	5	5	3
	1%	1%	1%	-	1%	-	1%	2%	-	1%	1%	1%	-	-	1%	-	1%	1%	1%	1%	1%	1%
Other	14	7	7	1	3	3	2	2	-	3	5	4	1	4	3	1	2	8	6	4	8	6
	1%	1%	1%	4%	1%	1%	1%	1%	-	3%	1%	1%	*	3%	1%	*	1%	2%anrs	1%	1%	1%	1%
Don't know	9	5	4	-	3	1	3	-	1	1	2	5	1	1	4	1	1	4	6	5	4	5
	1%	1%	1%	-	2%	*	1%	-	*	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 20
LU05 - Why did you decide to use <<cloud storage provider>> as a cloud storage provider?
BASE: ALL CLOUD STORAGE USERS 16+

	SERVICE PROVIDER		SERVICE PROVIDER USED IN INTERVIEW		CONTENT		ACCOUNT					T&CS OR SERVICE CHANGES					PROBLEMS		PROMISES MADE/SERVICE AGREED				
	GROUP 1	GROUP 2	GROUP 1	GROUP 2	WOULD STORE ALL	WOULD NOT STORE ALL	PAID NOW	FREE NOW	FREE FUTURE	PAID FUTURE	PAID EVER	YES	NO	POSITIVE	NEGATIVE	POSITIVE ONLY	NEGATIVE ONLY	MIX	YES	NO	AGREE	DIS-AGREE	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	
Unweighted Base	1073	1015	94	1015	52	331	720	146	873	847	32	178	229	765	36	21	35	20	1	129	921	703	40
Weighted Base	1174	1112	105*	1112	56*	367	786	173	945	917	32**	206	251	842	40*	22**	39**	21**	1**	133	1017	766	45*
Effective Base	925	874	81	874	45	285	620	127	754	730	28	154	198	660	31	19	30	18	1	110	794	603	34
Device or software (NET)	847	801	68	801	43	271	563	128	689	670	27	155	169	633	25	12	25	12	-	97	734	542	30
	72%	72%	65%	72%	76%	74%	72%	74%	73%	73%	85%	76%	67%	75%l	64%	55%	66%	58%	-	73%	72%	71%	68%
Already installed on my device(s)	630	601	43	601	26	201	417	88	520	504	23	111	124	467	19	10	19	10	-	66	549	400	20
	54%	54%b	41%	54%	46%	55%	53%	51%	55%	55%	72%	54%	50%	55%	49%	46%	50%	48%	-	50%	54%	52%	44%
It works with my operating system	172	163	16	163	9	63	109	29	140	136	5	35	32	138	4	2	4	2	-	20	151	122	3
	15%	15%	15%	15%	15%	17%	14%	17%	15%	15%	16%	17%	13%	16%	11%	10%	11%	10%	-	15%	15%	16%	6%
It works with my device	172	168	12	168	4	50	122	34	133	131	4	38	32	131	3	1	3	1	-	15	155	106	10
	15%	15%	12%	15%	8%	14%	16%	20%	14%	14%	13%	19%	13%	16%	7%	7%	7%	7%	-	12%	15%	14%	23%
Suggested by my existing computer software/internet/email/anti-virus provider	29	23	6	23	5	15	14	5	23	23	1	5	11	18	1	-	1	-	-	5	24	21	-
	2%	2%	6%a	2%	10%c	4%f	2%	3%	2%	2%	2%	3%	4%	2%	2%	-	3%	-	-	4%	2%	3%	-
Compatible across systems / devices	3	3	1	3	-	1	2	1	2	2	-	1	-	3	-	-	-	-	-	2	1	2	-
	*	*	1%	*	-	*	*	1%	*	*	-	*	-	*	-	-	-	-	-	1%t	*	*	-
User-friendly (NET)	127	121	9	121	4	29	97	14	106	104	1	15	33	82	7	4	6	3	1	16	110	94	4
	11%	11%	9%	11%	8%	8%	12%e	8%	11%	11%	3%	7%	13%	10%	19%	17%	17%	13%	100%	12%	11%	12%	9%
Easiest to understand/least complicated to use	84	79	8	79	4	17	65	8	71	68	-	8	22	54	3	4	2	3	1	10	74	63	3
	7%	7%	7%	7%	8%	5%	8%e	5%	7%	7%	-	4%	9%	6%	7%	17%	5%	13%	100%	7%	7%	8%	6%
Faster data upload/retrieval times	13	13	1	13	-	3	9	1	10	10	-	1	3	9	1	-	1	-	-	2	11	9	-
	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	-	1%	1%	1%	2%	-	2%	-	-	1%	1%	1%	-
Best range of functions or options	12	10	-	10	-	3	9	2	9	9	-	2	4	5	2	-	2	-	-	1	11	8	1
	1%	1%	-	1%	-	1%	1%	1%	1%	1%	-	1%	2%	1%	6% ^m	-	6%	-	-	1%	1%	1%	3%
Best security	26	25	1	25	-	5	21	3	23	21	1	4	7	19	3	-	3	-	-	4	21	17	2
	2%	2%	1%	2%	-	1%	3%	2%	2%	2%	3%	2%	3%	2%	9% ^{lm}	-	9%	-	-	3%	2%	2%	5%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k - l/m/n/o/p/q/r - st - u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 20
LU05 - Why did you decide to use <<cloud storage provider>> as a cloud storage provider?
 BASE: ALL CLOUD STORAGE USERS 16+

	SERVICE PROVIDER		SERVICE PROVIDER USED IN INTERVIEW		CONTENT		ACCOUNT					T&CS OR SERVICE CHANGES						PROBLEMS		PROMISES MADE/SERVICE AGREED			
	GROUP 1	GROUP 2	GROUP 1	GROUP 2	WOULD STORE ALL	WOULD NOT STORE ALL	PAID NOW	FREE NOW	FREE FUTURE	PAID FUTURE	PAID EVER	YES	NO	POSITIVE	NEGATIVE	POSITIVE ONLY	NEGATIVE ONLY	MIX	YES	NO	AGREE	DIS-AGREE	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	
Weighted Base	1174	1112	105*	1112	56*	367	786	173	945	917	32**	206	251	842	40*	22**	39**	21**	1**	133	1017	766	45*
Best terms & conditions	3*	3*	-	3*	-	-	3*	-	3*	3*	-	-	-	3*	-	-	-	-	-	-	3*	3*	-
Cost reasons (NET)	67	60	10	60	5	21	44	7	59	57	2	9	24	41	2	4	2	4	-	11	56	51	2
	6%	5%	9%	5%	10%	6%	6%	4%	6%	6%	7%	5%	10% m	5%	6%	18%	6%	19%	-	8%	6%	7%	5%
Best value for money	38	33	4	33	4	11	26	7	30	28	-	7	17	20	2	3	2	3	-	7	31	27	2
	3%	3%	4%	3%	7%	3%	3%	4%	3%	3%	-	3%	7% m	2%	6%	15%	6%	16%	-	5%	3%	4%	5%
Lowest price/cheapest option	21	20	5	20	1	7	14	-	21	21	2	2	4	16	-	-	-	-	-	3	17	17	-
	2%	2%	5%	2%	1%	2%	2%	-	2%	2%	7%	1%	1%	2%	-	-	-	-	-	2%	2%	2%	-
It was free / no charge	8	8	3	8	1	3	5	-	8	8	2	2	3	6	-	-	-	-	-	-	8	6	-
	1%	1%	3% a	1%	2%	1%	1%	-	1%	1%	7%	1%	1%	1%	-	-	-	-	-	-	1%	1%	-
It was on offer / special offer on at the time	2*	2*	-	2*	-	1*	1*	-	2*	2*	-	-	1*	1*	-	1*	-	1*	-	1*	1*	1*	-
	*	*	-	*	-	*	*	-	*	*	-	-	*	*	-	3%	-	3%	-	1%	*	*	-
Recommendation (NET)	187	176	17	176	11	65	118	30	141	140	6	36	39	133	9	6	9	6	-	21	159	126	3
	16%	16%	17%	16%	19%	18%	15%	17%	15%	15%	19%	18%	16%	16%	23%	30%	24%	31%	-	16%	16%	16%	8%
Good reputation	74	68	8	68	6	28	46	19	52	52	3	22	10	61	4	-	4	-	-	6	67	58	-
	6%	6%	7%	6%	11%	8%	6%	11% hi	6%	6%	10%	11% hi	4%	7%	10%	-	10%	-	-	5%	7%	8%	-
Good reviews	21	19	2	19	2	8	11	3	18	18	3	5	4	16	-	-	-	-	-	3	16	13	-
	2%	2%	2%	2%	3%	2%	1%	1%	2%	2%	9%	3% g	2%	2%	-	-	-	-	-	3%	2%	2%	-
Word of mouth/was the provider recommended to me	108	105	10	105	3	34	71	13	83	82	2	15	29	68	5	6	5	6	-	12	93	71	2
	9%	9%	9%	9%	5%	9%	9%	7%	9%	9%	6%	7%	12%	8%	13%	30%	14%	31%	-	9%	9%	9%	4%
It was recommended by Amazon	2*	2*	-	2*	-	-	2*	-	2*	2*	-	-	-	2*	-	-	-	-	-	-	1*	1*	2*
	*	*	-	*	-	-	*	-	*	*	-	-	-	*	-	-	-	-	-	-	*	*	4% u
Storage reasons (NET)	46	44	5	44	2	13	31	4	42	40	2	6	13	30	3	3	2	2	1	11	35	28	-
	4%	4%	4%	4%	4%	4%	4%	2%	4%	4%	8%	3%	5%	4%	7%	16%	5%	12%	100%	8% t	3%	4%	-
Offered the most storage	21	20	2	20	1	9	12	1	20	19	-	1	8	12	3	1	2	-	1	4	17	13	-
	2%	2%	2%	2%	2%	2%	2%	1%	2%	2%	-	1%	3%	1%	7% m	5%	5%	-	100%	3%	2%	2%	-
Offered more storage for less money	15	14	3	14	1	4	10	2	13	11	1	4	5	9	-	2	-	2	-	6	10	11	-
	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	4%	2%	2%	1%	-	11%	-	12%	-	4% t	1%	1%	-

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Table 20
LU05 - Why did you decide to use <<cloud storage provider>> as a cloud storage provider?
BASE: ALL CLOUD STORAGE USERS 16+

	SERVICE PROVIDER		SERVICE PROVIDER USED IN INTERVIEW		CONTENT		ACCOUNT					T&CS OR SERVICE CHANGES						PROBLEMS		PROMISES MADE/SERVICE AGREED			
	GROUP 1 (a)	GROUP 2 (b)	GROUP 1 (c)	GROUP 2 (d)	WOULD STORE ALL (e)	WOULD NOT STORE ALL (f)	PAID NOW (g)	FREE NOW (h)	FREE FUTURE (i)	PAID FUTURE (j)	PAID EVER (k)	YES (l)	NO (m)	POSITIVE (n)	NEGATIVE (o)	POSITIVE ONLY (p)	NEGATIVE ONLY (q)	MIX (r)	YES (s)	NO (t)	AGREE (u)	DIS-AGREE (v)	
Weighted Base	1174	1112	105*	1112	56*	367	786	173	945	917	32**	206	251	842	40*	22**	39**	21**	1**	133	1017	766	45*
No storage limits	10 1%	10 1%	- -	10 1%	- -	1 *	9 1%	- -	10 1%	10 1%	1 3%	1 1%	1 *	8 1%	- -	- -	- -	- -	- -	2 1%	8 1%	5 1%	- -
Brand or provider (NET)	136	126	19	126	9	39	94	34	96	91	2	36	37	90	9	2	9	2	-	14	121	95	7
I didn't know about any other providers	12% 2%	11% 2%	18% 5%	11% 2%	15% 3%	11% 2%	12% 2%	19%hi 2%	10% 2%	10% 2%	8% 4%	18%hi 2%	15% 3%	11% 2%	22% 10%lm	11% 5%	22% 10%	12% 6%	- -	11% 2%	12% 2%	12% 2%	17% 3%
Trusted provider	5% 5%	4% 7%	7% 7%	4% 8%	8% 8%	4% 5%	4% 5%	10%hi 4%	4% 4%	4% 4%	3% 3%	9%hi 9%	7% 4%	4% 15%lm	- -	- 16%	- -	- -	- -	2% 2%	5% 5%	4% 5%	4% 9%
Was the provider I'd heard of/ household name	2% 2%	2% 4%	4% 4%	2% 2%	2% 2%	6% 2%	17% 2%	4% 2%	19% 2%	17% 2%	1% 2%	5% 2%	7% 3%	13% 2%	2% 6%	1% 6%	2% 6%	1% 6%	- -	4% 3%	19% 2%	20% 3%	- -
Needed to share data with someone who was already using this provider	3% 3%	3% 3%	3% 3%	3% 3%	2% 3%	8% 2%	19% 2%	5% 3%	23% 2%	22% 2%	- -	5% 2%	11% 4%	17% 2%	1% 3%	1% 6%	1% 3%	1% 6%	- -	6% 5%	24% 2%	19% 2%	1% 2%
I was already using this provider / already with them	1% 1%	1% 1%	1% 1%	1% 1%	1% 1%	4% 1%	11% 1%	8% 5%hi	5% 1%	5% 1%	- -	8% 4%hi	2% 1%	12% 1%	- -	- -	- -	- -	- -	2% 1%	13% 1%	11% 1%	3% 6%u
I was approached by them / they contacted me	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
It was through work / a work requirement / insisted upon by my employer	9% 1%	9% 1%	- -	9% 1%	- -	2% *	7% 1%	1% 1%	4% *	4% *	- -	1% *	2% 1%	4% *	- -	- -	- -	- -	- -	3% 2%ct	5% 1%	7% 1%	- -
Other	1% 1%	12% 1%	5% 4%a	12% 1%	1% 2%	2% 1%	10% 1%	2% 1%	9% 1%	9% 1%	- -	2% 1%	3% 1%	8% 1%	- -	- -	- -	- -	- -	1% 1%	11% 1%	8% 1%	1% 2%
Don't know	9% 1%	9% 1%	- -	9% 1%	- -	3% 1%	4% 1%	- -	8% 1%	8% 1%	- -	- -	2% 1%	6% 1%	- -	- -	- -	- -	- -	1% 1%	7% 1%	6% 1%	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k - l/m/n/o/p/q/r - st - uv
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Table 21
LU06 - Which of the following devices, if any, do you use to access the cloud storage services that you use?
BASE: ALL CLOUD STORAGE USERS 16+

	GENDER		AGE							SOCIAL GRADE				OCCUPATION						WEEK		
	TOTAL	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	FULL-TIME (n)	PART-TIME (o)	SELF-EMPLOYED (p)	NOT WORKING (q)	WORKING (r)	EMPLOYED (s)	01	02
Unweighted Base	1073	568	505	27	192	213	194	178	154	115	360	384	189	140	432	116	85	440	633	548	587	486
Weighted Base	1174	606	568	25**	189	259	224	215	153	109	457	359	213	146	538	149	110*	376	798	688	653	521
Effective Base	925	491	435	25	166	188	169	154	130	102	312	338	165	128	385	105	74	393	563	490	502	424
Desktop/laptop computer	741 63%	425 70%b	317 56%	14 57%	121 64%	148 57%	129 58%	145 67%e	115 75%def	70 64%	320 70%lm	233 65%m	121 57%	67 46%	330 61%	85 57%	88 80%noq rs	238 63%	503 63%s	415 60%	429 66%	313 60%
Games device (e.g. Playstation, Xbox)	34 3%	22 4%	12 2%	-	4 2%	12 5%i	7 3%	7 3%	4 2%	-	15 3%	13 4%	3 2%	3 2%	23 4%q	4 3%	1 1%	6 2%	28 3%	27 4%	20 3%	14 3%
Smartphone	796 68%	420 69%	376 66%	22 90%	144 76%ghi	204 79%ghi	172 77%ghi	139 65%hi	80 52%i	35 32%	288 63%	239 67%	155 73%j	114 79%jks	404 75%oqr s	93 62%	71 64%	228 61%	568 71%oq	497 72%oq	434 66%	363 70%
Tablet	519 44%	253 42%	265 47%	7 30%	46 24%	91 35%d	114 51%de	113 53%de	80 52%de	68 62%de	255 56%klm	144 40%m	81 38%m	38 26%	236 44%	71 48%	60 54%q	151 40%	368 46%	308 45%	297 46%	221 42%
Smart TV	59 5%	33 6%	26 5%	-	3 1%	14 5%	12 5%	15 7%d	10 6%d	5 5%	32 7% m	19 5%	6 3%	2 2%	35 6%q	6 4%	9 8%q	10 3%	49 6%q	41 6%q	46 7%	14 3%
Other	10 1%	1 *	9 2%a	-	1 *	-	2 1%	-	5 3%eg	3 3%eg	6 1%	3 1%	1 *	1 1%	6 1%	1 1%	-	3 1%	7 1%	7 1%	6 1%	4 1%
Don't know	5 *	3 *	2 *	-	-	-	3 1%	-	-	2 2%e	-	3 1%	-	2 1% j	1 *	1 1%	1 1%	2 1%	3 *	2 *	3 *	2 *

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s
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Table 22

LU06 - Which of the following devices, if any, do you use to access the cloud storage services that you use?
BASE: ALL CLOUD STORAGE USERS 16+

	SERVICE PROVIDER		SERVICE PROVIDER USED IN INTERVIEW		CONTENT		ACCOUNT					T&CS OR SERVICE CHANGES							PROBLEMS		PROMISES MADE/SERVICE AGREED		
	GROUP 1	GROUP 2	GROUP 1	GROUP 2	WOULD STORE ALL	WOULD NOT STORE ALL	PAID NOW	FREE NOW	FREE FUTURE	PAID FUTURE	PAID EVER	YES	NO	POSITIVE	NEGATIVE	POSITIVE ONLY	NEGATIVE ONLY	MIX	YES	NO	AGREE	DIS-AGREE	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	
Unweighted Base	1073	1015	94	1015	52	331	720	146	873	847	32	178	229	765	36	21	35	20	1	129	921	703	40
Weighted Base	1174	1112	105*	1112	56*	367	786	173	945	917	32**	206	251	842	40*	22**	39**	21**	1**	133	1017	766	45*
Effective Base	925	874	81	874	45	285	620	127	754	730	28	154	198	660	31	19	30	18	1	110	794	603	34
Desktop/laptop computer	741	696	86	696	42	260	472	104	600	583	20	125	178	512	27	13	26	12	1	80	651	505	26
	63%	63%	82% ^a	63%	75%	71% ^f	60%	60%	64%	64%	63%	61%	71% ^m	61%	68%	60%	67%	58%	100%	61%	64%	66%	58%
Games device (e.g. Playstation, Xbox)	34	33	7	33	1	8	26	3	30	28	1	4	15	18	3	1	3	1	-	1	33	23	2
	3%	3%	7%	3%	1%	2%	3%	2%	3%	3%	3%	2%	6% ^m	2%	7%	3%	7%	4%	-	1%	3%	3%	4%
Smartphone	796	765	55	765	27	247	537	127	643	627	21	147	180	568	30	16	29	15	1	97	688	552	27
	68%	69% ^b	53%	69% ^d	48%	67%	68%	73%	68%	68%	64%	72%	72%	67%	77%	73%	76%	72%	100%	74%	68%	72%	62%
Tablet	519	503	43	503	14	160	355	87	410	402	13	100	130	358	16	10	16	10	-	68	441	355	21
	44%	45%	41%	45% ^d	25%	44%	45%	50%	43%	44%	41%	49%	52% ^m	43%	41%	48%	42%	51%	-	51%	43%	46%	48%
Smart TV	59	57	11	57	2	19	38	9	46	44	3	12	23	31	5	3	5	3	-	5	52	39	6
	5%	5%	11% ^a	5%	4%	5%	5%	5%	5%	5%	9%	6%	9% ^m	4%	13% ^m	14%	14%	15%	-	4%	5%	5%	13%
Other	10	10	3	10	-	3	6	-	8	8	-	-	4	5	-	-	-	-	-	1	9	7	1
	1%	1%	3%	1%	-	1%	1%	-	1%	1%	-	-	2%	1%	-	-	-	-	-	1%	1%	1%	2%
Don't know	5	3	2	3	2	-	2	-	*	*	-	-	-	1	-	-	-	-	-	-	3	-	-
	*	*	2% ^a	*	3% ^c	-	*	-	*	*	-	-	-	*	-	-	-	-	-	-	*	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k - l/m/n/o/p/q/r - s/t - u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 23
LU07 - Thinking about <<cloud storage provider>>, which of the following, if any, do you store using this cloud storage service?
BASE: ALL CLOUD STORAGE USERS 16+

	TOTAL	GENDER		AGE						SOCIAL GRADE				OCCUPATION					WEEK			
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	FULL-TIME (n)	PART-TIME (o)	SELF-EMPLOYED (p)	NOT WORKING (q)	WORKING (r)	EMPLOYED (s)	01	02
Unweighted Base	1073	568	505	27	192	213	194	178	154	115	360	384	189	140	432	116	85	440	633	548	587	486
Weighted Base	1174	606	568	25**	189	259	224	215	153	109	457	359	213	146	538	149	110*	376	798	688	653	521
Effective Base	925	491	435	25	166	188	169	154	130	102	312	338	165	128	385	105	74	393	563	490	502	424
Personal documents you have created yourself	370 32%	218 36%b	152 27%	10 41%	71 37%e	71 27%	69 31%	59 28%	56 37%	34 31%	147 32%	107 30%	74 35%	42 29%	174 32%	41 27%	30 27%	125 33%	245 31%	215 31%	216 33%	154 30%
Personal documents that have been sent to you	267 23%	158 26%b	109 19%	3 10%	59 31%gi	59 23%	54 24%	40 19%	35 23%	17 15%	99 22%	72 20%	60 28%k	37 25%	131 24%	32 22%	27 24%	77 21%	189 24%	163 24%	148 23%	119 23%
Films	90 8%	49 8%	41 7%	3 13%	21 11%i	21 8%	12 6%	18 8%	12 8%	3 3%	32 7%	26 7%	15 7%	17 11%	35 7%	10 7%	8 8%	36 10%	54 7%	46 7%	45 7%	45 9%
TV programmes	52 4%	31 5%	21 4%	2 7%	7 4%	12 5%	9 4%	9 4%	8 5%	5 5%	23 5%	14 4%	9 4%	5 3%	27 5%	7 4%	4 3%	15 4%	37 5%	34 5%	27 4%	25 5%
Games	64 5%	38 6%	26 5%	3 10%	14 7%h	18 7%h	11 5%	13 6%	3 2%	3 3%	19 4%	18 5%	16 8%	11 7%	31 6%	10 7%	2 2%	21 6%	43 5%	41 6%	32 5%	32 6%
Music	335 29%	180 30%	155 27%	7 28%	63 34%i	78 30%i	66 30%i	66 31%i	40 26%i	15 14%	141 31%	88 24%	69 33%	37 25%	166 31%	43 29%	30 27%	96 26%	239 30%	209 30%	175 27%	160 31%
Photographs	836 71%	398 66%	437 77%a	15 61%	121 64%	191 73%d	169 76%cd	158 74%	108 70%	74 68%	332 73%	246 68%	150 70%	108 74%	395 73%	114 77%	71 64%	256 68%	580 73%	509 74%q	464 71%	372 71%
Home videos	159 14%	79 13%	80 14%	4 18%	32 17%i	41 16%i	38 17%i	26 12%i	15 9%	3 3%	60 13%	43 12%	30 14%	26 18%	80 15%	28 19%pq	8 7%	43 12%	116 15%p	108 16%r	89 14%	70 13%
Work documents/files	305 26%	177 29%b	128 22%	4 17%	68 36%efh	67 26%	51 23%	63 29%	30 20%	22 20%	130 28%	94 26%	50 23%	32 22%	132 25%	32 21%	55 50%noq	85 23%	219 27%ns	164 24%	160 25%	144 28%
Any personal documents (NET)	464 40%	262 43%b	202 36%	11 45%	89 47%eg	95 37%	87 39%	74 34%	68 44%	40 37%	182 40%	136 38%	91 43%	56 38%	219 41%	54 36%	42 38%	150 40%	315 39%	273 40%	268 41%	196 38%
Any multimedia content (NET)	925 79%	451 74%	473 83%a	17 69%	145 76%	210 81%	183 82%	169 79%	122 80%	79 72%	359 79%	281 78%	167 78%	117 80%	435 81%p	128 86%pq	76 69%	285 76%	640 80%p	563 82%pq	512 78%	412 79%
Any proprietary film/video content (NET)	109 9%	60 10%	49 9%	3 13%	23 12%i	24 9%	18 8%	20 9%	15 10%	5 5%	43 10%	30 8%	18 8%	17 12%	47 9%	12 8%	8 8%	41 11%	67 8%	59 9%	56 9%	52 10%
General back up	6 1%	4 1%	2 *	- -	1 *	3 1%	- -	1 1%	- -	1 1%	4 1%	1 *	1 1%	- -	4 1%	- -	- -	2 1%	4 *	4 1%	4 1%	2 *

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 23
LU07 - Thinking about <<cloud storage provider>>, which of the following, if any, do you store using this cloud storage service?
BASE: ALL CLOUD STORAGE USERS 16+

	GENDER		AGE							SOCIAL GRADE				OCCUPATION					WEEK			
	TOTAL	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	FULL-TIME (n)	PART-TIME (o)	SELF-EMPLOYED (p)	NOT WORKING (q)	WORKING (r)	EMPLOYED (s)	01	02
Weighted Base	1174	606	568	25**	189	259	224	215	153	109	457	359	213	146	538	149	110*	376	798	688	653	521
Emails	2	2	-	-	1	1	1	-	-	-	-	2	-	-	-	1	1	2	1	2	-	-
	*	*	-	-	*	*	*	-	-	-	-	1%	-	-	-	*	1%	*	*	*	*	*
eBooks	9	4	5	-	-	-	3	2	1	4	4	2	2	-	3	-	-	6	3	3	4	5
	1%	1%	1%	-	-	-	1%	1%	*	4%	1%	1%	1%	-	1%	-	-	2%	*	*	1%	1%
Other	9	5	5	-	1	3	2	2	1	-	2	5	-	2	4	2	1	2	7	6	7	2
	1%	1%	1%	-	1%	1%	1%	1%	*	-	*	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	*
None of these	43	21	22	-	6	6	3	7	10	11	21	12	8	2	13	4	7	17	25	18	16	26
	4%	3%	4%	-	3%	2%	1%	3%	7%	10%	5%	3%	4%	2%	3%	3%	6%	5%	3%	3%	3%	5%
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	7	3	4	-	-	2	2	1	-	1	-	2	1	4	1	3	1	2	5	4	5	2
	1%	1%	1%	-	-	1%	1%	1%	-	1%	-	1%	*	3%	*	2%	1%	1%	1%	1%	1%	*

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/op/q/r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 24
LU07 - Thinking about <<cloud storage provider>>, which of the following, if any, do you store using this cloud storage service?
BASE: ALL CLOUD STORAGE USERS 16+

	SERVICE PROVIDER		SERVICE PROVIDER USED IN INTERVIEW		CONTENT		ACCOUNT					T&CS OR SERVICE CHANGES						PROBLEMS		PROMISES MADE/SERVICE AGREED			
	GROUP 1	GROUP 2	GROUP 1	GROUP 2	WOULD STORE ALL	WOULD NOT STORE ALL	PAID NOW	FREE NOW	FREE FUTURE	PAID FUTURE	PAID EVER	YES	NO	POSITIVE	NEGATIVE	POSITIVE ONLY	NEGATIVE ONLY	MIX	YES	NO	AGREE	DIS-AGREE	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	
Unweighted Base	1073	1015	94	1015	52	331	720	146	873	847	32	178	229	765	36	21	35	20	1	129	921	703	40
Weighted Base	1174	1112	105*	1112	56*	367	786	173	945	917	32**	206	251	842	40*	22**	39**	21**	1**	133	1017	766	45*
Effective Base	925	874	81	874	45	285	620	127	754	730	28	154	198	660	31	19	30	18	1	110	794	603	34
Personal documents you have created yourself	370 32%	338 30%	47 44%a	338 30%	28 50%c	157 43%f	207 26%	54 31%	298 32%	290 32%	6 18%	60 29%	88 35%	254 30%	15 38%	9 43%	14 37%	8 40%	1 100%	42 32%	323 32%	279 36%	12 27%
Personal documents that have been sent to you	267 23%	249 22%	30 28%	249 22%	16 28%	127 35%f	135 17%	44 25%	214 23%	208 23%	6 19%	50 24%	67 27%	182 22%	11 28%	4 19%	11 29%	4 20%	-	29 22%	233 23%	200 26%v	3 8%
Films	90 8%	88 8%	7 7%	88 8%	1 2%	26 7%	63 8%	13 7%	72 8%	67 7%	2 6%	15 7%	24 9%	56 7%	6 15%	2 9%	6 15%	2 9%	-	11 8%	78 8%	74 10%	4 9%
TV programmes	52 4%	52 5%	4 4%	52 5%	-	18 5%	34 4%	8 4%	40 4%	39 4%	2 7%	10 5%	15 6%	31 4%	1 4%	2 9%	1 4%	2 9%	-	6 4%	45 4%	45 6%	-
Games	64 5%	63 6%	1 1%	63 6%	1 1%	27 7%	37 5%	10 6%	52 6%	49 5%	4 14%	15 7%	13 5%	45 5%	4 9%	1 6%	4 9%	1 6%	-	3 2%	60 6%	46 6%	3 8%
Music	335 29%	320 29%	28 27%	320 29%	13 23%	116 32%	217 28%	68 39%hi	255 27%	250 27%	7 23%	75 37%hi	86 34%n	229 27%	7 18%	9 41%	7 19%	9 43%	-	46 35%	282 28%	250 33%	13 30%
Photographs	836 71%	793 71%	72 68%	793 71%	37 65%	264 72%	562 71%	135 78%	662 70%	646 70%	25 79%	160 78%hi	195 78%m	578 69%	31 79%	15 71%	31 82%	15 75%	-	89 67%	731 72%	561 73%	32 71%
Home videos	159 14%	152 14%	11 10%	152 14%	6 10%	60 16%	98 12%	34 20%hi	118 13%	111 12%	2 8%	37 18%i	32 13%	113 13%	10 25%i	3 12%	10 25%	3 13%	-	12 9%	144 14%	128 17%	7 15%
Work documents/files	305 26%	294 26%	27 25%	294 26%	9 15%	116 32%f	184 23%	57 33%k	235 25%	227 25%	3 11%	61 29%	72 29%	210 25%	10 26%	4 20%	9 24%	3 16%	1 100%	45 34%t	255 25%	217 28%	11 24%
Any personal documents (NET)	464 40%	429 39%	57 54%a	429 39%	32 56%c	199 54%f	257 33%	65 38%	377 40%	368 40%	10 30%	75 36%	106 42%	325 39%	17 43%	9 43%	16 42%	8 40%	1 100%	52 39%	404 40%	337 44%	13 30%
Any multimedia content (NET)	925 79%	879 79%	79 75%	879 79%	39 70%	294 80%	621 79%	147 85%	736 78%	713 78%	29 91%	177 86%hi	214 85%m	646 77%	32 82%	18 84%	32 84%	18 89%	-	98 74%	809 80%	618 81%	36 82%
Any proprietary film/video content (NET)	109 9%	107 10%	9 9%	107 10%	2 2%	34 9%	74 9%	17 10%	84 9%	79 9%	3 10%	20 10%	26 11%	70 8%	6 15%	2 9%	6 15%	2 9%	-	11 8%	95 9%	89 12%	4 9%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k - l/m/n/o/p/q/r - s/t - u/v
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Table 24
LU07 - Thinking about <<cloud storage provider>>, which of the following, if any, do you store using this cloud storage service?
BASE: ALL CLOUD STORAGE USERS 16+

	SERVICE PROVIDER		SERVICE PROVIDER USED IN INTERVIEW		CONTENT		ACCOUNT					T&CS OR SERVICE CHANGES					PROBLEMS		PROMISES MADE/SERVICE AGREED				
	TOTAL	GROUP 1 (a)	GROUP 2 (b)	GROUP 1 (c)	GROUP 2 (d)	WOULD STORE ALL (e)	WOULD NOT STORE ALL (f)	PAID NOW (g)	FREE NOW (h)	FREE FUTURE (i)	PAID FUTURE (j)	PAID EVER (k)	YES (l)	NO (m)	POSITIVE (n)	NEGATIVE (o)	POSITIVE ONLY (p)	NEGATIVE ONLY (q)	MIX (r)	YES (s)	NO (t)	AGREE (u)	DIS-AGREE (v)
Weighted Base	1174	1112	105*	1112	56*	367	786	173	945	917	32**	206	251	842	40*	22**	39**	21**	1**	133	1017	766	45*
General back up	6 1%	6 1%	-	6 1%	-	4 1%	2 *	1 *	5 1%	4 *	-	1 *	-	5 1%	-	-	-	-	-	-	6 1%	5 1%	-
Emails	2 *	2 *	1 1%	2 *	-	2 *	1 *	1 *	1 *	1 *	-	1 *	1 *	1 *	-	-	-	-	-	1 1%	1 *	2 *	-
eBooks	9 1%	9 1%	-	9 1%	-	1 *	8 1%	-	8 1%	8 1%	-	-	-	9 1%	-	-	-	-	-	1 *	8 1%	7 1%	-
Other	9 1%	8 1%	1 1%	8 1%	1 1%	1 *	7 1%	1 1%	7 1%	7 1%	-	1 1%	2 1%	7 1%	* 1%	-	* 1%	-	-	2 1%	6 1%	5 1%	-
None of these	43 4%	37 3%	7 7%	37 3%	6 10% ^c	7 2%	33 4%	2 1%	36 4%	33 4%	-	2 1%	4 1%	33 4%	1 2%	-	1 2%	-	-	3 3%	38 4%	15 2%	3 6%
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	7 1%	6 1%	1 1%	6 1%	1 2%	-	4 *	-	2 *	2 *	-	-	1 *	2 *	-	-	-	-	-	1 1%	4 *	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k - l/m/n/o/p/q/r - s/t - u/v
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Table 25
LU08 - What, if anything, would you not be willing to store with a cloud storage service provider?
BASE: ALL CLOUD STORAGE USERS 16+

	GENDER		AGE							SOCIAL GRADE				OCCUPATION					WEEK			
	TOTAL	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	FULL-TIME (n)	PART-TIME (o)	SELF-EMPLOYED (p)	NOT WORKING (q)	WORKING (r)	EMPLOYED (s)	01	02
Unweighted Base	1073	568	505	27	192	213	194	178	154	115	360	384	189	140	432	116	85	440	633	548	587	486
Weighted Base	1174	606	568	25**	189	259	224	215	153	109	457	359	213	146	538	149	110*	376	798	688	653	521
Effective Base	925	491	435	25	166	188	169	154	130	102	312	338	165	128	385	105	74	393	563	490	502	424
Personal documents you have created yourself	340 29%	178 29%	162 28%	4 17%	38 20%	73 28%	64 29%	69 32% ^d	52 34% ^d	39 36% ^d	137 30%	102 28%	60 28%	40 28%	168 31%	48 32%	25 23%	98 26%	241 30%	216 31%	174 27%	166 32%
Personal documents that have been sent to you	520 44%	256 42%	263 46%	6 25%	69 36%	95 37%	98 44%	118 55% ^{def}	75 49% ^{de}	59 54% ^{de}	210 46% ^m	174 49% ^m	86 41%	49 34%	244 45%	63 42%	52 47%	160 42%	360 45%	307 45%	293 45%	227 43%
Films	78 7%	44 7%	33 6%	3 13%	10 5%	21 8%	18 8%	12 6%	9 6%	5 5%	18 4%	28 8% ^j	14 7%	17 12% ^j	42 8%	8 5%	7 7%	20 5%	57 7%	50 7%	42 6%	36 7%
TV programmes	65 6%	37 6%	28 5%	1 6%	10 5%	17 7%	18 8%	8 4%	5 3%	5 5%	12 3%	21 6% ^j	13 6%	19 13% ^{jk}	39 7% ^q	7 4%	4 4%	15 4%	50 6%	46 7%	29 4%	36 7%
Games	55 5%	31 5%	24 4%	1 6%	12 7% ^g	16 6%	10 5%	4 2%	6 4%	5 5%	9 2%	19 5% ^j	12 6% ^j	15 11% ^j	28 5%	7 4%	4 4%	17 4%	39 5%	34 5%	25 4%	30 6%
Music	48 4%	27 4%	21 4%	1 3%	8 4%	14 5%	8 3%	8 4%	5 3%	5 5%	10 2%	12 3%	11 5%	14 10% ^{jk}	26 5%	5 4%	2 2%	15 4%	33 4%	31 4%	24 4%	23 4%
Photographs	90 8%	57 9% ^b	33 6%	1 3%	21 11%	17 7%	19 9%	17 8%	8 5%	6 5%	30 7%	28 8%	20 9%	12 8%	49 9%	7 5%	4 4%	29 8%	61 8%	56 8%	46 7%	44 8%
Home videos	63 5%	38 6%	25 4%	1 3%	11 6%	18 7%	16 7%	9 4%	5 3%	4 3%	14 3%	21 6%	12 6%	16 11% ^j	35 7%	8 5%	4 3%	17 4%	47 6%	43 6%	32 5%	31 6%
Work documents/files	177 15%	85 14%	92 16%	-	20 10%	36 14%	40 18% ⁱ	40 19% ^{di}	32 21% ^{di}	10 9%	79 17%	48 13%	31 15%	19 13%	103 19% ^q	24 16%	11 10%	39 10%	139 17% ^q	127 19% ^q	93 14%	84 16%
Any personal documents (NET)	612 52%	314 52%	298 52%	8 32%	83 44%	123 47%	114 51%	131 61% ^{de}	86 56% ^d	68 62% ^{de}	248 54% ^m	200 56% ^m	102 48%	62 42%	287 53%	80 53%	62 57%	183 49%	429 54%	367 53%	333 51%	279 54%
Any multimedia content (NET)	184 16%	104 17%	79 14%	3 13%	37 20% ^{hi}	44 17%	45 20% ^{ghi}	26 12%	17 11%	11 10%	44 10%	62 17% ^j	42 20% ^j	36 25% ^j	97 18%	18 12%	13 11%	55 15%	128 16%	115 17%	94 14%	89 17%
Any proprietary film/video content (NET)	88 7%	51 8%	37 6%	3 13%	13 7%	23 9%	23 10%	12 6%	9 6%	5 5%	18 4%	30 8% ^j	18 8% ^j	21 15% ^{jk}	49 9%	8 5%	7 7%	23 6%	64 8%	57 8%	44 7%	44 8%
All who would not store at least one type of content (NET)	786 67%	416 69%	369 65%	10 41%	115 61%	165 64%	149 67%	155 72% ^d	112 73% ^d	79 73%	307 67%	244 68%	142 67%	93 64%	375 70% ^q	90 60%	84 76% ^{oq}	236 63%	549 69% ^o	466 68%	440 67%	346 66%

Proportions/Means; Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s
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Table 25
LU08 - What, if anything, would you not be willing to store with a cloud storage service provider?
BASE: ALL CLOUD STORAGE USERS 16+

	GENDER		AGE							SOCIAL GRADE				OCCUPATION					WEEK			
	TOTAL	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	FULL-TIME (n)	PART-TIME (o)	SELF-EMPLOYED (p)	NOT WORKING (q)	WORKING (r)	EMPLOYED (s)	01	02
Weighted Base	1174	606	568	25**	189	259	224	215	153	109	457	359	213	146	538	149	110*	376	798	688	653	521
I would be willing to store all types of content with a cloud storage service provider	367 31%	184 30%	184 32%	14 56%	72 38%ghi	89 34%	69 31%	56 26%	40 26%	27 24%	144 32%	110 31%	69 33%	44 30%	156 29%	57 38%pr	24 22%	130 35%p	237 30%	213 31%	200 31%	168 32%
Contact details	2 *	1 *	1 *	- -	1 1%	- -	- -	1 *	- -	- -	1 *	- -	1 *	- -	2 *	- -	- -	- -	2 *	2 *	2 *	- -
Passwords	14 1%	9 2%	5 1%	1 4%	4 2%f	2 1%	- -	1 *	2 2%	3 3%f	8 2%	2 1%	1 1%	3 2%	6 1%	3 2%	- -	4 1%	10 1%	10 1%	8 1%	6 1%
General personal / private information / documents	18 2%	7 1%	11 2%	- -	4 2%	4 2%	3 1%	- -	7 5%gi	- -	6 1%	3 1%	4 2%	4 3%	7 1%	- -	6 5%noqr s	5 1%	13 2% s	7 1%	15 2%	3 1%
Would not store any type of content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	9 1%	6 1%	3 *	- -	- -	1 1%	- -	4 2%	2 1%	1 1%	6 1%	2 *	- -	1 1%	- -	- -	4 4% nors	4 1% ns	4 1%	- -	5 1%	3 1%
Refused	1 *	- -	1 *	- -	- -	- -	- -	1 1%	- -	- -	1 *	- -	- -	- -	- -	- -	1 1% ns	- -	1 *	- -	- -	1 *
Don't know	23 2%	7 1%	16 3%	1 3%	1 1%	5 2%	6 3%	2 1%	3 2%	5 4%	5 1%	7 2%	2 1%	9 6% ijkl	7 1%	2 1%	4 4%	10 3%	13 2%	9 1%	16 2%	7 1%
None of these	10 1%	5 1%	5 1%	- -	1 *	1 *	1 1%	2 1%	3 2%	3 2%	4 1%	1 *	4 2%	- -	5 1%	- -	2 2%	3 1%	7 1%	5 1%	8 1%	2 *

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/op/q/r/s
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 26
LU08 - What, if anything, would you not be willing to store with a cloud storage service provider?
BASE: ALL CLOUD STORAGE USERS 16+

	SERVICE PROVIDER		SERVICE PROVIDER USED IN INTERVIEW		CONTENT		ACCOUNT					T&CS OR SERVICE CHANGES						PROBLEMS		PROMISES MADE/SERVICE AGREED			
	GROUP 1	GROUP 2	GROUP 1	GROUP 2	WOULD STORE ALL	WOULD NOT STORE ALL	PAID NOW	FREE NOW	FREE FUTURE	PAID FUTURE	PAID EVER	YES	NO	POSITIVE	NEGATIVE	POSITIVE ONLY	NEGATIVE ONLY	MIX	YES	NO	AGREE	DIS-AGREE	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	
Unweighted Base	1073	1015	94	1015	52	331	720	146	873	847	32	178	229	765	36	21	35	20	1	129	921	703	40
Weighted Base	1174	1112	105*	1112	56*	367	786	173	945	917	32**	206	251	842	40*	22**	39**	21**	1**	133	1017	766	45*
Effective Base	925	874	81	874	45	285	620	127	754	730	28	154	198	660	31	19	30	18	1	110	794	603	34
Personal documents you have created yourself	340 29%	324 29%	28 27%	324 29%	14 25%	-	340 43%e	47 27%	279 30%	272 30%	6 18%	53 26%	61 24%	258 31%	12 29%	5 24%	12 30%	5 26%	-	37 28%	296 29%	194 25%	23 51%u
Personal documents that have been sent to you	520 44%	497 45%	46 44%	497 45%	19 35%	-	520 66%e	66 38%	425 45%k	412 45%k	7 20%	73 35%	108 43%	372 44%	16 40%	12 57%	15 38%	11 55%	1 100%	65 49%	444 44%	324 42%	23 51%
Films	78 7%	72 6%	7 7%	72 6%	6 10%	-	78 10%e	5 3%	70 7%	70 8%g	4 14%	9 4%g	22 9%	50 6%	3 8%	3 15%	3 9%	3 16%	-	9 7%	66 7%	54 7%	1 2%
TV programmes	65 6%	61 6%	5 4%	61 6%	3 6%	-	65 8%e	2 1%	62 7%gk	61 7%gk	3 8%	5 2%g	17 7%	44 5%	4 11%	2 8%	4 11%	2 8%	-	7 6%	56 5%	40 5%	3 6%
Games	55 5%	51 5%	5 5%	51 5%	5 8%	-	55 7%e	2 1%	53 6%gk	53 6%gk	2 5%	4 2%	17 7%	35 4%	3 8%	4 17%	3 8%	4 18%	-	7 6%	47 5%	33 4%	1 3%
Music	48 4%	44 4%	6 6%	44 4%	3 6%	-	48 6%e	-	46 5%gk	46 5%gk	2 5%	2 1%	16 6%	29 3%	4 10% <i>m</i>	2 11%	4 11%	2 12%	-	5 4%	41 4%	30 4%	1 2%
Photographs	90 8%	85 8%	7 7%	85 8%	4 8%	-	90 11%e	9 5%	78 8%	75 8%	5 15%	14 7%	25 10%	58 7%	7 18% <i>m</i>	5 21%	7 18%	5 23%	-	21 16% <i>t</i>	67 7%	50 6%	5 11%
Home videos	63 5%	60 5%	4 4%	60 5%	3 5%	-	63 8%e	5 3%	57 6%	57 6%	2 6%	6 3%	22 9% <i>m</i>	34 4%	3 7%	4 19%	3 8%	4 20%	-	13 10% <i>t</i>	50 5%	36 5%	2 4%
Work documents/files	177 15%	167 15%	19 18%	167 15%	10 17%	-	177 23%e	24 14%	149 16%	146 16%	3 11%	27 13%	51 20% <i>m</i>	118 14%	6 16%	8 37%	6 16%	8 39%	-	23 17%	152 15%	106 14%	5 12%
Any personal documents (NET)	612 52%	583 52%	54 52%	583 52%	26 45%	-	612 78%e	87 50%	494 52%	481 52%	10 32%	97 47%	124 49%	446 53%	20 51%	12 57%	19 49%	11 55%	1 100%	77 58%	521 51%	376 49%	31 70% <i>u</i>
Any multimedia content (NET)	184 16%	174 16%	13 12%	174 16%	9 17%	-	184 23%e	17 10%	161 17% <i>g</i>	158 17% <i>g</i>	9 29%	27 13% <i>g</i>	52 21% <i>m</i>	118 14%	10 26%	9 40%	10 26%	9 42%	-	32 24% <i>t</i>	146 14%	108 14%	7 16%
Any proprietary film/video content (NET)	88 7%	82 7%	8 7%	82 7%	6 10%	-	88 11%e	5 3%	81 9% <i>g</i>	80 9% <i>g</i>	5 16%	10 5% <i>g</i>	24 10%	58 7%	4 11%	4 18%	4 11%	4 19%	-	11 8%	75 7%	58 8%	3 6%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k - l/m/n/o/p/q/r - s/t - u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 26
LU08 - What, if anything, would you not be willing to store with a cloud storage service provider?
BASE: ALL CLOUD STORAGE USERS 16+

	SERVICE PROVIDER		SERVICE PROVIDER USED IN INTERVIEW		CONTENT		ACCOUNT					T&CS OR SERVICE CHANGES					PROBLEMS		PROMISES MADE/SERVICE AGREED				
	TOTAL	GROUP 1 (a)	GROUP 2 (b)	GROUP 1 (c)	GROUP 2 (d)	WOULD STORE ALL (e)	WOULD NOT STORE ALL (f)	PAID NOW (g)	FREE NOW (h)	FREE FUTURE (i)	PAID FUTURE (j)	PAID EVER (k)	YES (l)	NO (m)	POSITIVE (n)	NEGATIVE (o)	POSITIVE ONLY (p)	NEGATIVE ONLY (q)	MIX (r)	YES (s)	NO (t)	AGREE (u)	DIS-AGREE (v)
Weighted Base	1174	1112	105*	1112	56*	367	786	173	945	917	32**	206	251	842	40*	22**	39**	21**	1**	133	1017	766	45*
All who would not store at least one type of content (NET)	786 67%	742 67%	71 67%	742 67%	38 67%	-	786 100%e	111 64%	642 68%	623 68%	19 57%	129 63%	179 71%	552 66%	30 77%	18 85%	29 76%	17 84%	1 100%	103 78%t	666 65%	493 64%	37 83%u
I would be willing to store all types of content with a cloud storage service provider	367 31%	349 31%	32 31%	349 31%	19 33%	367 100%f	1	62 36%	290 31%	283 31%	14 43%	76 37%	70 28%	280 33%	9 22%	3 15%	9 22%	3 16%	-	27 21%	337 33%g	265 35%v	8 17%
Contact details	2 *	2 *	-	2 *	-	-	2 *	-	2 *	2 *	-	-	2 1% m	-	2 5% lm	1 5%	1 3%	-	1 100%	1 1%	1 *	1 *	-
Passwords	14 1%	12 1%	1 1%	12 1%	-	-	14 2%e	5 3%	8 1%	8 1%	-	5 2%	6 2% m	6 1%	2 6% m	-	2 6%	-	-	3 2%	11 1%	10 1%	1 3%
General personal / private information / documents	18 2%	18 2%	-	18 2%	-	-	18 2%e	-	18 2%	17 2%	-	-	7 3% m	7 1%	-	-	-	-	-	2 1%	16 2%	11 1%	-
Would not store any type of content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	9 1%	9 1%	1 1%	9 1%	-	-	9 1%	3 2%	6 1%	6 1%	-	3 1%	3 1%	6 1%	* 1%	-	* 1%	-	-	-	9 7%	6 1%	-
Refused	1 *	1 *	1 1% a	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 *	-	-
Don't know	23 2%	23 2%	1 1%	23 2%	-	-	2 *	1 1%	15 2% i	12 1%	-	1 1%	4 1%	11 1%	1 2%	-	1 2%	-	-	2 2%	17 2%	9 1%	-
None of these	10 1%	7 1%	2 2%	7 1%	2 3%	-	10 1%	-	10 1%	10 1%	-	-	2 1%	8 1%	-	-	-	-	-	-	10 7%	4 1%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k - l/m/n/o/p/q/r - s/t - u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 27
LU09 - Why do you say you would not be willing to store these things with a cloud storage provider?
BASE: ALL CLOUD STORAGE USERS 16+ WHO WOULD NOT STORE AT LEAST ONE TYPE OF CONTENT

	GENDER		AGE							SOCIAL GRADE				OCCUPATION						WEEK		
	TOTAL	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	FULL-TIME (n)	PART-TIME (o)	SELF-EMPLOYED (p)	NOT WORKING (q)	WORKING (r)	EMPLOYED (s)	01	02
Unweighted Base	720	396	324	11	120	137	131	126	112	83	241	262	130	87	310	67	63	280	440	377	395	325
Weighted Base	786	416	369	10**	115	165	149	155	112*	79*	307	244	142	93*	375	90*	84*	236	549	466	440	346
Effective Base	620	345	277	10	104	123	115	108	93	73	207	232	115	79	276	61	55	249	391	337	338	283
Security concerns (NET)	676	346	331	9	94	137	125	143	98	70	279	208	121	68	322	81	67	206	471	404	374	303
	86%	83%	90%a	87%	82%	83%	84%	92%de	88%	89%	91%m	85%am	85%am	74%	86%	90%	80%	87%	86%	87%	85%	87%
Someone else might be able to see or access it	512 65%	262 63%	250 68%	7 70%	75 65%	97 59%	96 64%	114 74%e	70 62%	54 68%	212 69%	155 63%	92 65%	54 58%	238 63%	66 73%	54 65%	154 65%	359 65%	304 65%	274 62%	238 69%
It could be stolen	365 46%	179 43%	186 50%	2 23%	47 41%	62 38%	71 48%	82 53%e	57 51%	44 55%e	146 48%	119 49%	57 40%	43 46%	174 46%	38 42%	31 37%	122 52%p	243 44%	212 46%	213 48%	152 44%
Too important to entrust to a third-party	224 28%	114 27%	110 30%	3 28%	24 21%	40 24%	35 23%	48 31%	46 41%def	28 35%d	93 30%	73 30%	33 24%	24 26%	105 28%	27 30%	23 28%	68 29%	155 28%	132 28%	129 29%	94 27%
File size and cost concerns (NET)	88	57	31	1	22	26	23	8	7	-	18	26	20	25	51	6	9	23	65	57	47	41
	11%	14%b	8%	13%	19%ghi	16%ghi	15%ghi	5%	6%i	-	6%	10%	14%j	17%jkl	14%	6%	11%	10%	12%	12%	11%	12%
Takes up too much space	58 7%	35 9%	23 6%	1 5%	18 15%ghi	16 10%ghi	17 11%ghi	5 3%	3 2%	-	11 4%	15 6%	14 10%j	18 19%jk	31 8%	4 5%	6 8%	16 7%	42 8%	36 8%	33 8%	25 7%
It costs too much to store	35 4%	21 5%	15 4%	-	8 7%gi	13 8%gi	9 6%i	3 2%	3 2%	-	2 1%	11 5%j	8 6%j	14 15%jkl	23 6%	3 3%	2 3%	7 3%	28 5%	26 6%	13 3%	22 6%
Takes too much time to upload this type of content	18 2%	15 4%b	3 1%	1 13%	7 6%gi	4 3%	3 2%	1 1%	2 2%	-	6 2%	4 2%	5 3%	4 4%	11 3%	-	1 2%	6 3%	13 2%	11 2%	8 2%	11 3%
It's not important enough to store	30 4%	19 4%	11 3%	-	3 3%	6 4%	9 6%	4 3%	4 4%	2 3%	9 3%	9 4%	6 4%	6 6%	15 4%	2 2%	3 4%	9 4%	21 4%	17 4%	24 5%	6 2%
No need to store this type of content	6 1%	2 *	4 1%	-	1 1%	-	2 1%	2 1%	1 1%	-	2 1%	3 1%	1 1%	1 1%	5 1%	-	1 1%	1 *	6 1%	5 1%	5 1%	2 *
Prefer to store this type of content elsewhere	3 *	1 *	2 1%	-	-	-	2 1%	-	1 1%	-	2 1%	1 *	1 1%	-	2 1%	-	-	1 1%	2 *	2 *	2 *	1 *
General safety / security concerns	12 2%	8 2%	4 1%	-	3 3%	2 1%	2 2%	2 2%	1 1%	1 1%	4 1%	2 1%	3 2%	2 2%	5 1%	-	1 1%	6 3%	6 1%	5 1%	7 2%	5 2%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s
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Table 27
LU09 - Why do you say you would not be willing to store these things with a cloud storage provider?
BASE: ALL CLOUD STORAGE USERS 16+ WHO WOULD NOT STORE AT LEAST ONE TYPE OF CONTENT

	TOTAL	GENDER		AGE						SOCIAL GRADE				OCCUPATION					WEEK			
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	FULL-TIME (n)	PART-TIME (o)	SELF-EMPLOYED (p)	NOT WORKING (q)	WORKING (r)	EMPLOYED (s)	01	02
Weighted Base	786	416	369	10**	115	165	149	155	112*	79*	307	244	142	93*	375	90*	84*	236	549	466	440	346
Too complicated / don't understand it	2*	2 1%	-	-	-	-	-	-	1 1%	1 2%	2 1%	-	-	-	1 *	-	1 1%	-	2 *	1 *	-	2 1%
Other	14 2%	10 2%	4 1%	-	1 1%	5 3%	1 1%	3 2%	2 1%	3 4%	7 2%	6 3%	-	1 1%	8 2%	3 3%	1 1%	3 1%	11 2%	10 2%	9 2%	5 1%
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	7 1%	3 1%	4 1%	-	1 *	1 1%	-	2 1%	1 1%	2 3% ^f	1 *	3 1%	3 2%	-	2 1%	-	3 4% ^{ns}	2 1%	5 1% ^s	2 *	3 1%	4 1%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 28
LU09 - Why do you say you would not be willing to store these things with a cloud storage provider?
BASE: ALL CLOUD STORAGE USERS 16+ WHO WOULD NOT STORE AT LEAST ONE TYPE OF CONTENT

	SERVICE PROVIDER		SERVICE PROVIDER USED IN INTERVIEW		CONTENT		ACCOUNT					T&CS OR SERVICE CHANGES						PROBLEMS		PROMISES MADE/SERVICE AGREED			
	GROUP 1 (a)	GROUP 2 (b)	GROUP 1 (c)	GROUP 2 (d)	WOULD STORE ALL (e)	WOULD NOT STORE ALL (f)	PAID NOW (g)	FREE NOW (h)	FREE FUTURE (i)	PAID FUTURE (j)	PAID EVER (k)	YES (l)	NO (m)	POSITIVE (n)	NEGATIVE (o)	POSITIVE ONLY (p)	NEGATIVE ONLY (q)	MIX (r)	YES (s)	NO (t)	AGREE (u)	DIS-AGREE (v)	
Unweighted Base	720	675	66	675	39	-	720	95	593	575	19	114	164	503	28	18	27	17	1	98	606	458	32
Weighted Base	786	742	71*	742	38*	-**	786	111*	642	623	19**	129*	179	552	30**	18**	29**	17**	1**	103*	666	493	37**
Effective Base	620	580	56	580	36	-	620	81	514	498	17	97	141	435	24	16	23	15	1	84	521	393	27
Security concerns (NET)	676	639	59	639	31	-	676	100	545	528	14	114	149	481	26	13	26	13	-	90	571	424	31
	86%	86%	84%	86%	82%	-	86%	90%	85%	85%	78%	88%	83%	87%	86%	70%	89%	74%	-	88%	86%	86%	85%
Someone else might be able to see or access it	512	484	40	484	23	-	512	71	417	404	9	80	111	363	16	11	16	11	-	73	430	331	24
	65%	65%	56%	65%	60%	-	65%	64%	65%	65%	47%	62%	62%	66%	54%	61%	56%	65%	-	71%	65%	67%	65%
It could be stolen	365	344	33	344	18	-	365	59	288	278	6	66	78	258	12	4	12	4	-	50	305	240	16
	46%	46%	47%	46%	48%	-	46%	53%	45%	45%	34%	51%	44%	47%	41%	22%	42%	24%	-	49%	46%	49%	44%
Too important to entrust to a third-party	224	208	27	208	14	-	224	30	181	178	5	35	48	160	8	4	8	4	-	27	194	139	9
	28%	28%	38%	28%	37%	-	28%	27%	28%	29%	26%	27%	27%	29%	27%	20%	28%	21%	-	26%	29%	28%	25%
File size and cost concerns (NET)	88	83	10	83	5	-	88	6	81	80	4	10	23	61	3	4	3	4	-	12	75	57	3
	11%	11%	14%	11%	12%	-	11%	5%	13%g	13%g	22%	8%g	13%	11%	10%	20%	11%	21%	-	11%	11%	12%	8%
Takes up too much space	58	56	5	56	2	-	58	3	55	54	4	7	17	39	3	2	3	2	-	4	53	43	2
	7%	8%	8%	8%	5%	-	7%	3%	9%	9%	22%	6%g	10%	7%	10%	13%	11%	14%	-	4%	8%	9%	6%
It costs too much to store	35	33	2	33	2	-	35	2	33	33	-	2	6	28	1	1	1	1	-	5	29	15	1
	4%	5%	3%	5%	5%	-	4%	2%	5%	5%	-	1%	3%	5%	5%	7%	5%	7%	-	5%	4%	3%	4%
Takes too much time to upload this type of content	18	16	4	16	3	-	18	1	17	17	-	1	4	12	-	-	-	-	-	5	12	15	-
	2%	2%	5%	2%	8%c	-	2%	1%	3%	3%	-	1%	2%	2%	-	-	-	-	-	5%	2%	3%	-
It's not important enough to store	30	27	3	27	2	-	30	2	27	27	-	2	5	24	-	1	-	1	-	1	27	16	2
	4%	4%	5%	4%	5%	-	4%	2%	4%	4%	-	2%	3%	4%	-	4%	-	4%	-	1%	4%	3%	6%
No need to store this type of content	6	6	-	6	-	-	6	1	6	6	-	1	2	3	-	-	-	-	-	2	5	5	-
	1%	1%	-	1%	-	-	1%	1%	1%	1%	-	*	1%	1%	-	-	-	-	-	2%	1%	1%	-
Prefer to store this type of content elsewhere	3	3	-	3	-	-	3	1	2	2	-	1	1	2	-	1	-	1	-	-	3	1	-
	*	*	-	*	-	-	*	1%	*	*	-	1%	*	*	-	5%	-	5%	-	-	*	*	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k - l/m/n/o/p/q/r - st - u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 28
LU09 - Why do you say you would not be willing to store these things with a cloud storage provider?
BASE: ALL CLOUD STORAGE USERS 16+ WHO WOULD NOT STORE AT LEAST ONE TYPE OF CONTENT

	SERVICE PROVIDER		SERVICE PROVIDER USED IN INTERVIEW		CONTENT		ACCOUNT					T&CS OR SERVICE CHANGES					PROBLEMS		PROMISES MADE/SERVICE AGREED				
	GROUP 1	GROUP 2	GROUP 1	GROUP 2	WOULD STORE ALL	WOULD NOT STORE ALL	PAID NOW	FREE NOW	FREE FUTURE	PAID FUTURE	PAID EVER	YES	NO	POSITIVE	NEGATIVE	POSITIVE ONLY	NEGATIVE ONLY	MIX	YES	NO	AGREE	DIS-AGREE	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	
Weighted Base	786	742	71*	742	38*	-**	786	111*	642	623	19**	129*	179	552	30**	18**	29**	17**	1**	103*	666	493	37**
General safety / security concerns	12	12	-	12	-	-	12	2	10	9	-	2	2	9	1	1	-	-	1	4	9	8	1
	2%	2%	-	2%	-	-	2%	2%	2%	1%	-	2%	1%	2%	3%	6%	-	-	100%	3%	1%	2%	3%
Too complicated / don't understand it	2	2	-	2	-	-	2	-	2	1	-	-	1	1	-	-	-	-	-	-	2	1	-
	*	*	-	*	-	-	*	-	*j	*	-	-	*	*	-	-	-	-	-	-	*	*	-
Other	14	14	-	14	-	-	14	-	11	11	-	-	6	6	-	-	-	-	-	3	10	8	-
	2%	2%	-	2%	-	-	2%	-	2%	2%	-	-	3%	1%	-	-	-	-	-	3%	1%	2%	-
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	7	6	1	6	1	-	7	1	6	6	-	1	-	7	-	-	-	-	-	-	7	4	-
	1%	1%	1%	1%	2%	-	1%	1%	1%	1%	-	1%	-	1%	-	-	-	-	-	-	1%	1%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k - l/m/n/o/p/q/r - st - u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 29
LU10 - I'd now like to ask you a few questions about your account with <<cloud storage provider>>.
As far as you are aware, is there a limit to how much you can store with <<cloud storage provider>>?
BASE: ALL CLOUD STORAGE USERS 16+

	GENDER		AGE							SOCIAL GRADE				OCCUPATION					WEEK			
	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	FULL- TIME (n)	PART- TIME (o)	SELF- EMP- LOYED (p)	NOT WOR- KING (q)	WOR- KING (r)	EMP- LOYED (s)	01	02	
Unweighted Base	1073	568	505	27	192	213	194	178	154	115	360	384	189	140	432	116	85	440	633	548	587	486
Weighted Base	1174	606	568	25**	189	259	224	215	153	109	457	359	213	146	538	149	110*	376	798	688	653	521
Effective Base	925	491	435	25	166	188	169	154	130	102	312	338	165	128	385	105	74	393	563	490	502	424
Yes, there is definitely a limit	568 48%	328 54% ^b	241 42%	11 43%	90 47%	127 49%	119 53%	103 48%	69 45%	51 47%	261 57% ^{kl}	159 44%	79 37%	69 47%	291 54% ^{oqr}	62 42%	50 46%	164 44%	404 51% ^{oq}	354 51% ^{oq}	293 45%	275 53%
Yes, I think there is a limit	313 27%	173 29%	139 24%	5 19%	61 32%	77 30%	57 26%	50 23%	38 25%	25 23%	102 22%	113 31% ^j	64 30%	33 23%	135 25%	41 27%	34 31%	103 27%	210 26%	176 26%	179 27%	134 26%
Yes (NET)	881 75%	501 83% ^b	380 67%	15 63%	150 79%	204 79%	176 79%	152 71%	107 70%	76 70%	362 79% ^{lm}	272 76%	144 67%	103 70%	427 79% ^{oqr}	103 69%	84 76%	267 71%	614 77% ^{oq}	530 77% ^{oq}	472 72%	409 79%
No, there is not a limit	201 17%	85 14%	116 20% ^a	8 34%	28 15%	39 15%	32 14%	47 22%	25 17%	22 20%	72 16%	51 14%	52 24% ^{jk}	26 18%	78 14%	31 21%	17 15%	75 20% ⁿ	125 16%	108 16%	127 19%	73 14%
Don't know	93 8%	20 3%	72 13% ^a	1 4%	11 6%	17 6%	16 7%	15 7%	21 14% ^{de}	11 10%	23 5%	36 10% ^j	17 8%	17 12% ^j	34 6%	16 11%	9 8%	34 9%	59 7%	50 7%	54 8%	38 7%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 30
LU10 - I'd now like to ask you a few questions about your account with <<cloud storage provider>>.
As far as you are aware, is there a limit to how much you can store with <<cloud storage provider>>?
BASE: ALL CLOUD STORAGE USERS 16+

	SERVICE PROVIDER		SERVICE PROVIDER USED IN INTERVIEW		CONTENT		ACCOUNT					T&CS OR SERVICE CHANGES						PROBLEMS		PROMISES MADE/SERVICE AGREED			
	GROUP 1 (a)	GROUP 2 (b)	GROUP 1 (c)	GROUP 2 (d)	WOULD STORE ALL (e)	WOULD NOT STORE ALL (f)	PAID NOW (g)	FREE NOW (h)	FREE FUTURE (i)	PAID FUTURE (j)	PAID EVER (k)	YES (l)	NO (m)	POSITIVE (n)	NEGATIVE (o)	POSITIVE ONLY (p)	NEGATIVE ONLY (q)	MIX (r)	YES (s)	NO (t)	AGREE (u)	DIS-AGREE (v)	
Unweighted Base	1073	1015	94	1015	52	331	720	146	873	847	32	178	229	765	36	21	35	20	1	129	921	703	40
Weighted Base	1174	1112	105*	1112	56*	367	786	173	945	917	32**	206	251	842	40*	22**	39**	21**	1**	133	1017	766	45*
Effective Base	925	874	81	874	45	285	620	127	754	730	28	154	198	660	31	19	30	18	1	110	794	603	34
Yes, there is definitely a limit	568 48%	548 49%	42 40%	548 49%	20 35%	178 49%	385 49%	112 65%hi	449 48%	444 48%h	20 62%	132 64%hi	157 62%m	389 46%	22 56%	14 64%	21 55%	13 62%	1 100%	71 54%	488 48%	408 53%	20 46%
Yes, I think there is a limit	313 27%	296 27%	30 28%	296 27%	14 25%	103 28%	200 25%	31 18%	267 28%gk	260 28%gk	6 18%	37 18%	58 23%	234 28%	8 20%	7 33%	8 20%	7 35%	-	33 25%	274 27%	192 25%	15 34%
Yes (NET)	881 75%	844 76%	72 68%	844 76%d	34 60%	281 77%	586 75%	143 82%	715 76%	704 77%h	26 80%	168 82%	215 86%m	623 74%	30 76%	21 97%	29 75%	20 97%	1 100%	104 79%	763 75%	600 78%	36 80%
No, there is not a limit	201 17%	184 17%	25 24%	184 17%	15 27%	63 17%	135 17%	25 14%	163 17%	156 17%	5 16%	30 15%	29 11%	163 19%l	8 21%	1 3%	8 22%	1 3%	-	20 15%	176 17%	118 15%	6 15%
Don't know	93 8%	84 8%	8 8%	84 8%	7 13%	23 6%	65 8%	5 3%	66 7%l	57 6%	1 4%	7 3%	7 3%	57 7%l	1 3%	-	1 3%	-	-	9 7%	79 8%	47 6%	2 5%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k - l/m/n/o/p/q/r - st - u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 31
LU11A - Do you know, approximately, what your storage limit is with <<cloud storage provider>>?
Even if you do not know exactly, we would still like to know what you believe the approximate limit is.
BASE: ALL CLOUD STORAGE USERS 16+ WHO KNOW THEY HAVE A STORAGE LIMIT

	GENDER		AGE							SOCIAL GRADE				OCCUPATION					WEEK			
	TOTAL	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	FULL-TIME (n)	PART-TIME (o)	SELF-EMPLOYED (p)	NOT WORKING (q)	WORKING (r)	EMPLOYED (s)	01	02
Unweighted Base	794	464	330	18	151	163	148	129	105	80	278	291	125	100	337	80	67	310	484	417	422	372
Weighted Base	881	501	380	15**	150	204	176	152	107*	76*	362	272	144	103*	427	103*	84*	267	614	530	472	409
Effective Base	684	400	285	16	130	143	130	113	88	70	243	256	108	92	299	73	59	276	431	372	361	324
Yes, I know the approximate limit in Megabytes (MB)	53 6%	26 5%	26 7%	-	9 6%	14 7%	8 5%	9 6%	7 7%	6 8%	22 6%	17 6%	9 7%	4 4%	27 6%	10 10%	3 4%	12 4%	41 7%	38 7%	36 8%	17 4%
Yes, I know the approximate limit in Gigabytes (GB)	383 43%	258 51%b	125 33%	13 83%	68 45%h	96 47%h	86 49%h	62 41%	31 29%	26 35%	159 44%	117 43%	54 37%	53 52%l	190 45%	33 33%	36 43%	123 46%o	259 42%	223 42%	198 42%	185 45%
Yes, I know the approximate limit in Terabytes (TB)	36 4%	25 5%	11 3%	-	6 4%	6 3%	5 3%	9 6%	6 6%	3 4%	13 4%	14 5%	7 5%	2 2%	19 4%	1 1%	5 5%	11 4%	25 4%	20 4%	16 3%	20 5%
Yes (NET)	471 54%	309 62%b	162 43%	13 83%	83 55%h	116 57%h	99 56%h	80 52%	44 41%	36 47%	194 53%	148 55%	71 49%	59 58%	236 55%	45 44%	43 52%	147 55%	325 53%	281 53%	249 53%	222 54%
No, I do not know the approximate limit	405 46%	189 38%	216 57%a	3 17%	66 44%	86 42%	77 44%	71 47%	62 58%def	40 53%	169 47%	121 45%	72 50%	42 41%	190 44%	56 55%	41 48%	118 44%	287 47%	246 46%	222 47%	183 45%
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	4 1%	2 *	2 1%	-	1 1%	1 1%	-	2 1%	1 1%	-	-	3 1%	1 1%	1 1%	1 *	1 1%	-	2 1%	2 *	2 *	* *	4 1%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 32
LU11A - Do you know, approximately, what your storage limit is with <<cloud storage provider>>?
Even if you do not know exactly, we would still like to know what you believe the approximate limit is.
BASE: ALL CLOUD STORAGE USERS 16+ WHO KNOW THEY HAVE A STORAGE LIMIT

	SERVICE PROVIDER		SERVICE PROVIDER USED IN INTERVIEW		CONTENT		ACCOUNT					T&CS OR SERVICE CHANGES						PROBLEMS		PROMISES MADE/SERVICE AGREED			
	GROUP 1 (a)	GROUP 2 (b)	GROUP 1 (c)	GROUP 2 (d)	WOULD STORE ALL (e)	WOULD NOT STORE ALL (f)	PAID NOW (g)	FREE NOW (h)	FREE FUTURE (i)	PAID FUTURE (j)	PAID EVER (k)	YES (l)	NO (m)	POSITIVE (n)	NEGATIVE (o)	POSITIVE ONLY (p)	NEGATIVE ONLY (q)	MIX (r)	YES (s)	NO (t)	AGREE (u)	DIS-AGREE (v)	
Unweighted Base	794	759	65	759	32	248	532	121	654	643	26	147	193	557	26	20	25	19	1	103	677	542	34
Weighted Base	881	844	72*	844	34**	281	586	143	715	704	26**	168	215	623	30**	21**	29**	20**	1**	104*	763	600	36**
Effective Base	684	654	57	654	28	212	460	104	566	556	23	127	168	480	22	18	21	17	1	89	583	467	29
Yes, I know the approximate limit in Megabytes (MB)	53 6%	50 6%	3 4%	50 6%	1 4%	13 5%	39 7%	9 6%	43 6%	43 6%	2 9%	11 7%	16 7%	35 6%	1 5%	1 5%	1 6%	1 6%	-	5 5%	45 6%	33 5%	3 8%
Yes, I know the approximate limit in Gigabytes (GB)	383 43%	369 44%	31 44%	369 44%	11 33%	108 38%	272 46%e	75 52%	306 43%	305 43%h	12 46%	87 51%	123 57%m	246 40%	22 73%	15 72%	21 72%	14 71%	1 100%	57 55%t	320 42%	293 49%	15 42%
Yes, I know the approximate limit in Terabytes (TB)	36 4%	35 4%	3 4%	35 4%	1 3%	12 4%	24 4%	10 7%	26 4%	26 4%	1 3%	11 7%	10 5%	25 4%	2 7%	-	2 7%	-	-	3 3%	31 4%	30 5%	-
Yes (NET)	471 54%	455 54%	37 52%	455 54%	14 40%	133 47%	336 57%e	94 66%hi	375 52%	374 53%h	15 59%	109 65%hi	148 69%m	306 49%	25 85%	16 78%	24 84%	15 76%	1 100%	65 62%	397 52%	356 59%	18 50%
No, I do not know the approximate limit	405 46%	385 46%	33 47%	385 46%	20 60%	147 52%f	247 42%	48 34%	337 47%gik	326 46%gk	11 41%	59 35%	65 30%	315 51%l	4 14%	5 22%	4 14%	5 24%	-	40 38%	361 47%	244 41%	18 50%
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	4 1%	4 1%	1 2%	4 1%	-	1 *	3 *	* *	4 1%	4 1%	-	* *	2 1%	2 *	* 2%	-	* 2%	-	-	-	4 1%	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k - l/m/n/o/p/q/r - s/t - u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 33
LU11B - And what is the approximate limit? A rough figure is fine if you don't know the exact amount.
BASE: ALL CLOUD STORAGE USERS 16+ WHO KNOW WHAT THEIR STORAGE LIMIT IS

	GENDER		AGE							SOCIAL GRADE				OCCUPATION					WEEK			
	TOTAL	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	FULL-TIME (n)	PART-TIME (o)	SELF-EMPLOYED (p)	NOT WORKING (q)	WORKING (r)	EMPLOYED (s)	01	02
Unweighted Base	429	288	141	14	85	91	85	71	46	37	150	158	64	57	188	35	35	171	258	223	222	207
Weighted Base	471	309	162	13**	83*	116*	99*	80*	44*	36*	194	148	71*	59*	236	45*	43*	147	325	281	249	222
Effective Base	368	247	121	13	73	80	74	62	38	32	130	137	56	52	165	32	30	153	228	197	192	177
499 MB OR LESS	33	16	17	-	6	8	4	7	5	5	13	11	7	3	17	5	3	8	26	23	23	11
	7%	5%	11%	-	7%	6%	4%	8%	11%	14%	6%	7%	10%	5%	7%	12%	7%	5%	8%	8%	9%	5%
500 - 999 MB	6	4	2	-	2	2	1	1	1	-	3	1	1	-	3	2	-	1	5	5	4	2
	1%	1%	1%	-	-	2%	2%	1%	1%	-	1%	1%	2%	-	1%	4%	-	*	2%	2%	2%	1%
1 - 4 GB	67	54	13	1	13	20	14	9	4	6	24	20	14	8	33	7	5	21	45	40	35	31
	14%	17%b	8%	8%	16%	17%	14%	11%	9%	16%	12%	13%	20%	14%	14%	16%	12%	14%	14%	14%	14%	14%
5 - 9 GB	129	76	53	6	26	23	37	21	10	7	47	42	17	23	56	12	19	42	87	68	71	58
	27%	24%	33%	46%	31%	20%	37%e	26%	23%	19%	25%	28%	24%	39%j	24%	26%	44%nrs	29%	27% _s	24%	29%	26%
10 - 19 GB	58	42	17	2	10	20	14	8	3	*	25	17	8	9	30	5	5	18	40	35	22	37
	12%	13%	10%	19%	12%	17%i	14%	11%	7%	1%	13%	11%	11%	15%	13%	11%	12%	13%	12%	12%	9%	17%
20 - 49 GB	49	39	10	1	5	18	12	3	4	6	25	13	8	3	30	5	3	12	37	34	24	25
	10%	13%	6%	8%	6%	16%g	12%	4%	9%	16%g	13%	9%	11%	5%	13%	10%	6%	8%	11%	12%	10%	11%
50 - 99 GB	45	21	24	2	7	10	6	14	3	3	23	12	3	7	25	3	3	14	32	29	25	20
	10%	7%	15%a	13%	9%	9%	6%	18%f	6%	10%	12%	8%	5%	12%	11%	8%	7%	9%	10%	10%	10%	9%
100 - 499 GB	11	11	-	1	2	3	1	-	1	2	5	2	2	1	5	-	1	4	6	5	6	4
	2%	3%b	-	7%	3%	3%	1%	-	3%	5%	3%	2%	3%	2%	2%	-	2%	3%	2%	2%	2%	2%
500 - 999 GB	4	2	2	-	2	-	-	2	-	-	1	2	-	1	1	-	-	3	1	1	2	2
	1%	1%	1%	-	2%	-	-	3%	-	-	*	2%	-	1%	*	-	-	2%	*	*	1%	1%
1 Terabyte or more	30	22	8	-	2	6	5	9	5	2	11	13	6	-	17	1	5	7	23	18	13	17
	6%	7%	5%	-	3%	5%	5%	11%	12% _d	6%	6%	9% _m	8% _m	-	7%	3%	10%	5%	7%	7%	5%	8%
Mean in GB	166.07	174.13	150.24	22.81	78.90	122.27	168.69	366.01	166.54	94.45	155.96	246.36	151.16	21.91	187.06	84.59	390.63	81.18	202.59	170.95	104.97	232.25
Median in GB	5	7	5	6	5	9	5	8	9	5	9	5	5	4	9	4	5	5	5	5	5	9
Refused	2	2	-	-	-	-	-	1	-	1	1	1	-	-	1	-	-	1	1	1	-	2
*	*	1%	-	-	-	-	-	1%	-	3%	1%	1%	-	-	*	-	-	1%	*	*	-	1%
Don't know	37	21	16	-	10	7	5	4	7	4	16	13	4	4	17	5	-	16	22	22	25	13
	8%	7%	10%	-	12%	6%	5%	5%	17%f	11%	8%	9%	6%	6%	7%	10%	-	11%	7%	8%	10%	6%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 34
LU11B - And what is the approximate limit? A rough figure is fine if you don't know the exact amount.
BASE: ALL CLOUD STORAGE USERS 16+ WHO KNOW WHAT THEIR STORAGE LIMIT IS

	SERVICE PROVIDER		SERVICE PROVIDER USED IN INTERVIEW		CONTENT		ACCOUNT					T&CS OR SERVICE CHANGES							PROBLEMS		PROMISES MADE/SERVICE AGREED		
	GROUP 1	GROUP 2	GROUP 1	GROUP 2	WOULD STORE ALL	WOULD NOT STORE ALL	PAID NOW	FREE NOW	FREE FUTURE	PAID FUTURE	PAID EVER	YES	NO	POSITIVE	NEGATIVE	POSITIVE ONLY	NEGATIVE ONLY	MIX	YES	NO	AGREE	DIS-AGREE	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	
Unweighted Base	429	412	34	412	14	124	302	80	346	345	15	95	129	284	21	15	20	14	1	62	357	324	17
Weighted Base	471	455	37**	455	14**	133	336	94*	375	374	15**	109*	148	306	25**	16**	24**	15**	1**	65*	397	356	18**
Effective Base	368	353	30	353	13	105	260	68	298	297	13	81	111	244	18	13	17	12	1	53	306	278	14
499 MB OR LESS	33	33	1	33	-	9	24	7	26	26	2	9	11	22	1	1	1	1	-	5	27	22	3
	7%	7%	2%	7%	-	7%	7%	8%	7%	7%	13%	8%	7%	7%	5%	7%	6%	7%	-	8%	7%	6%	16%
500 - 999 MB	6	6	-	6	-	3	3	-	6	6	-	-	3	3	-	-	-	-	-	-	6	3	-
	1%	1%	-	1%	-	2%	1%	-	1%	1%	-	-	2%	1%	-	-	-	-	-	-	1%	1%	-
1 - 4 GB	67	62	8	62	4	20	47	9	57	57	2	11	22	43	5	2	5	2	-	10	57	54	4
	14%	14%	22%	14%	33%	15%	14%	9%	15%	15%	13%	10%	15%	14%	19%	11%	20%	12%	-	15%	14%	15%	23%
5 - 9 GB	129	127	8	127	1	39	89	9	120	119	1	10	37	85	3	2	3	2	-	20	105	94	7
	27%	28%	22%	28%	5%	29%	26%	9%	32%gk	32%gk	9%	9%	25%	28%	13%	11%	13%	11%	-	30%	27%	27%	37%
10 - 19 GB	58	56	4	56	2	13	45	9	49	49	1	10	21	36	4	2	3	1	1	10	49	43	2
	12%	12%	12%	12%	18%	10%	13%	10%	13%	13%	5%	9%	14%	12%	14%	11%	10%	5%	100%	15%	12%	12%	12%
20 - 49 GB	49	48	3	48	-	14	35	12	37	37	3	15	16	32	1	2	1	2	-	5	43	39	1
	10%	11%	7%	11%	-	11%	10%	13%	10%	10%	19%	14%	11%	11%	5%	10%	6%	10%	-	8%	11%	11%	7%
50 - 99 GB	45	44	2	44	2	11	34	25	20	20	3	28	18	27	8	5	8	5	-	4	41	38	-
	10%	10%	5%	10%	14%	8%	10%	27%hi	5%	5%	19%	26%hi	12%	9%	30%	29%	32%	30%	-	7%	10%	11%	-
100 - 499 GB	11	11	2	11	-	4	7	3	8	8	1	4	6	4	-	2	-	2	-	4	7	8	-
	2%	2%	5%	2%	-	3%	2%	3%	2%	2%	7%	4%	4%	1%	-	12%	-	13%	-	6%	2%	2%	-
500 - 999 GB	4	3	1	3	1	2	2	2	2	2	-	2	-	4	-	-	-	-	-	-	4	3	-
	1%	1%	2%	1%	6%	1%	1%	2%	1%	1%	-	2%	-	1%	-	-	-	-	-	-	1%	1%	-
1 Terabyte or more	30	30	2	30	-	11	19	7	22	22	1	8	9	21	1	-	1	-	-	3	26	25	-
	6%	7%	5%	7%	-	8%	6%	8%	6%	6%	6%	8%	6%	7%	4%	-	4%	-	-	4%	6%	7%	-
Mean in GB	166.07	170.00	99.63	170.00	53.02	193.74	155.74	310.86	132.15	132.50	90.23	279.78	154.51	178.73	67.13	55.40	69.58	58.49	15.00	67.76	172.68	199.26	5.44
Median in GB	5	5	5	5	5	5	5	19	5	5	22	19	7	5	12	29	12	37	15	5	5	7	3
Refused	2	1	1	1	-	2	-	-	2	2	-	-	1	1	1	-	1	-	-	1	1	1	-
	*	*	3%	*	8%	-	1%	-	1%	1%	-	-	1%	*	4%	-	5%	-	-	2%	*	*	-
Don't know	37	35	5	35	2	8	29	11	25	25	2	13	5	28	1	2	1	2	-	4	32	25	1
	8%	8%	14%	8%	17%	6%	9%	12%	7%	7%	10%	12%	3%	9%	4%	10%	4%	10%	-	6%	8%	7%	4%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k - l/m/n/o/p/q/r - s/t - u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

**J15063333-01-03 07-JAN - 29-JAN 2016
INTERNAL/CLIENT USE ONLY - FINAL
CLOUD STORAGE CONSUMER LAW COMPLIANCE REVIEW**

18 May 2016

Table 35
LU12A - Do you know, approximately, how much you have stored with <<cloud storage provider>> at the moment?
Even if you do not know exactly, we would still like to know approximately how much you think you have stored.
BASE: ALL CLOUD STORAGE USERS 16+

	GENDER		AGE							SOCIAL GRADE				OCCUPATION					WEEK			
	TOTAL	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	FULL- TIME (n)	PART- TIME (o)	SELF- EMP- LOYED (p)	NOT WOR- KING (q)	WOR- KING (r)	EMP- LOYED (s)	01	02
Unweighted Base	1073	568	505	27	192	213	194	178	154	115	360	384	189	140	432	116	85	440	633	548	587	486
Weighted Base	1174	606	568	25**	189	259	224	215	153	109	457	359	213	146	538	149	110*	376	798	688	653	521
Effective Base	925	491	435	25	166	188	169	154	130	102	312	338	165	128	385	105	74	393	563	490	502	424
Yes, I know the approximate amount I have stored in Megabytes (MB)	113 10%	73 12%b	39 7%	3 12%	21 11%	31 12%	22 10%	18 8%	10 7%	8 8%	33 7%	41 11%	28 13%j	11 7%	52 10%	17 11%	8 7%	36 10%	76 10%	68 10%	76 12%	36 7%
Yes, I know the approximate amount I have stored in Gigabytes (GB)	342 29%	233 38%b	109 19%	12 47%	62 33%hi	92 36%hi	72 32%hi	58 27%	29 19%	18 16%	141 31%	104 29%	56 26%	42 29%	173 32%os	31 21%	35 31%	104 28%	238 30%o	204 30%o	196 30%	146 28%
Yes, I know the approximate amount I have stored in Terabytes (TB)	10 1%	5 1%	5 1%	1 4%	- -	- -	2 1%	3 1%	2 1%	2 2%	3 1%	4 1%	3 1%	- -	6 1%	2 1%	- -	2 1%	7 1%	7 1%	4 1%	6 1%
Yes (NET)	465 40%	312 51%b	153 27%	15 63%	82 43%hi	123 48%ghi	96 43%hi	79 37%	41 27%	28 26%	177 39%	149 42%	86 40%	52 36%	230 43%	49 33%	43 39%	143 38%	322 40%	279 41%	277 42%	188 36%
No, I do not know the approximate amount I have stored	709 60%	295 49%	415 73%a	9 37%	107 57%	136 52%	127 57%	136 63%e	112 73%def	81 74%def	279 61%	210 58%	127 60%	93 64%	308 57%	100 67%	68 61%	234 62%	476 60%	408 59%	376 58%	333 64%
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 36
LU12A - Do you know, approximately, how much you have stored with <<cloud storage provider>> at the moment?
Even if you do not know exactly, we would still like to know approximately how much you think you have stored.
BASE: ALL CLOUD STORAGE USERS 16+

	SERVICE PROVIDER		SERVICE PROVIDER USED IN INTERVIEW		CONTENT		ACCOUNT					T&CS OR SERVICE CHANGES					PROBLEMS		PROMISES MADE/SERVICE AGREED				
	GROUP 1 (a)	GROUP 2 (b)	GROUP 1 (c)	GROUP 2 (d)	WOULD STORE ALL (e)	WOULD NOT STORE ALL (f)	PAID NOW (g)	FREE NOW (h)	FREE FUTURE (i)	PAID FUTURE (j)	PAID EVER (k)	YES (l)	NO (m)	POSITIVE (n)	NEGATIVE (o)	POSITIVE ONLY (p)	NEGATIVE ONLY (q)	MIX (r)	YES (s)	NO (t)	AGREE (u)	DIS-AGREE (v)	
Unweighted Base	1073	1015	94	1015	52	331	720	146	873	847	32	178	229	765	36	21	35	20	1	129	921	703	40
Weighted Base	1174	1112	105*	1112	56*	367	786	173	945	917	32**	206	251	842	40*	22**	39**	21**	1**	133	1017	766	45*
Effective Base	925	874	81	874	45	285	620	127	754	730	28	154	198	660	31	19	30	18	1	110	794	603	34
Yes, I know the approximate amount I have stored in Megabytes (MB)	113 10%	111 10%	7 6%	111 10%	1 1%	27 7%	83 11%	19 11%	90 9%	87 10%	1 3%	20 10%	32 13%	76 9%	4 11%	4 17%	4 11%	4 18%	-	17 13%	90 9%	72 9%	11 24% ^{uu}
Yes, I know the approximate amount I have stored in Gigabytes (GB)	342 29%	325 29%	31 29%	325 29%	14 24%	103 28%	238 30%	64 37%	275 29%	274 30% ^h	8 26%	72 35%	107 43% ^m	222 26%	21 53% ^m	11 50%	20 52%	10 48%	1 100%	55 41% ^t	277 27%	260 34% ^v	8 17%
Yes, I know the approximate amount I have stored in Terabytes (TB)	10 1%	9 1%	2 2%	9 1%	* 1%	4 1%	6 1%	4 2%	6 1%	6 1%	1 3%	5 2% ^{hi}	3 1%	6 1%	1 2%	-	1 3%	-	-	1 1%	8 1%	9 1%	-
Yes (NET)	465 40%	446 40%	39 37%	446 40%	15 26%	134 37%	326 41%	87 50% ^{hi}	370 39%	367 40% ^h	10 32%	97 47%	142 57% ^m	305 36%	26 67% ^m	15 67%	25 66%	14 66%	1 100%	73 55% ^t	376 37%	340 44%	18 41%
No, I do not know the approximate amount I have stored	709 60%	666 60%	66 63%	666 60%	42 74%	233 63%	460 59%	87 50%	575 61% ^{gi}	550 60% ^g	22 68%	109 53%	109 43%	538 64% ^{ln}	13 33%	7 33%	13 34%	7 34%	-	60 45%	641 63% ^s	426 56%	26 59%
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k - l/m/n/o/p/q/r - st - u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 37
LU12 - And how much content do you currently have stored with <<cloud storage provider>>? A rough figure is fine if you don't know the exact amount.
BASE: ALL CLOUD STORAGE USERS 16+ WHO KNOW HOW MUCH DATA THEY HAVE STORED WITH THEIR PROVIDER

	GENDER		AGE							SOCIAL GRADE				OCCUPATION						WEEK		
	TOTAL	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	FULL-TIME (n)	PART-TIME (o)	SELF-EMPLOYED (p)	NOT WORKING (q)	WORKING (r)	EMPLOYED (s)	01	02
Unweighted Base	432	295	137	18	86	97	84	72	43	32	140	163	80	49	187	38	36	171	261	225	252	180
Weighted Base	465	312	153	15**	82*	123*	96*	79*	41*	28**	177	149	86*	52*	230	49*	43*	143	322	279	277	188
Effective Base	372	257	116	17	77	85	73	62	38	28	121	141	72	45	166	34	31	156	231	200	216	156
499 MB OR LESS	76	50	26	1	11	20	16	16	6	6	21	32	18	5	36	14	8	18	58	50	51	25
	16%	16%	17%	8%	13%	16%	17%	20%	14%	21%	12%	21% _j	20%	10%	16%	28% _q	18%	13%	18%	18%	19%	13%
500 - 999 MB	21	17	5	1	4	6	7	1	1	2	6	8	5	3	8	2	1	10	11	10	13	8
	5%	5%	3%	5%	5%	5%	7%	1%	3%	5%	3%	5%	6%	5%	4%	4%	2%	7%	4%	4%	5%	4%
1 - 4 GB	126	94	32	6	21	27	31	25	13	3	53	44	13	16	61	6	15	44	82	67	70	56
	27%	30%	21%	42%	26%	22%	32%	31%	31%	9%	30% _l	29% _l	16%	31%	27%	11%	36% _o	31% _o	26% _o	24%	25%	30%
5 - 9 GB	68	43	25	3	5	24	18	12	4	3	31	15	14	8	39	8	8	13	55	47	44	24
	15%	14%	16%	17%	7%	20% _d	18% _d	15%	9%	11%	17%	10%	17%	14%	17% _q	16%	19%	9%	17% _q	17% _q	16%	13%
10 - 19 GB	55	36	20	2	12	15	11	8	4	4	24	14	11	7	27	9	3	16	39	36	31	24
	12%	11%	13%	11%	14%	12%	11%	10%	10%	15%	14%	9%	12%	13%	12%	17%	8%	11%	12%	13%	11%	13%
20 - 49 GB	29	18	10	-	3	9	4	4	5	3	14	10	3	2	14	1	3	11	18	15	18	10
	6%	6%	7%	-	4%	7%	4%	6%	13%	11%	8%	6%	4%	4%	6%	2%	8%	7%	6%	5%	7%	5%
50 - 99 GB	10	7	4	-	3	3	1	2	-	2	6	3	-	2	5	-	1	4	6	5	9	2
	2%	2%	2%	-	3%	3%	1%	3%	-	6%	3%	2%	-	3%	2%	-	2%	3%	2%	2%	3%	1%
100 - 499 GB	6	4	2	-	2	2	2	1	-	-	1	4	1	-	3	2	-	2	4	4	2	4
	1%	1%	2%	-	2%	1%	2%	1%	-	-	1%	3%	1%	-	1%	3%	-	1%	1%	2%	1%	2%
500 - 999 GB	5	4	1	-	2	1	-	1	-	1	3	1	1	-	4	-	-	1	4	4	2	3
	1%	1%	1%	-	2%	1%	-	1%	-	5%	2%	1%	1%	-	2%	-	-	1%	1%	1%	1%	1%
1 Terabyte or more	4	1	3	-	-	-	1	2	1	-	1	1	2	-	2	2	-	-	4	4	2	2
	1%	-	2%	-	-	-	1%	2%	3%	-	1%	-	2%	-	1%	3%	-	-	1%	1%	1%	1%
Mean in GB	50.03	32.83	86.77	4.03	29.64	16.20	20.16	171.80	40.57	43.00	26.06	71.75	91.28	6.87	45.82	202.69	6.51	17.79	63.68	73.13	46.78	55.00
Median in GB	3	2	4	2	3	4	2	2	3	5	4	2	2	3	3	4	2	2	3	3	3	3
Refused	5	3	2	-	-	1	2	1	-	-	-	3	-	1	5	-	-	-	5	5	3	2
	1%	1%	1%	-	-	1%	2%	1%	-	-	-	2%	-	3%	2%	-	-	-	1%	2%	1%	1%
Don't know	60	36	24	3	19	15	5	7	7	5	18	15	18	9	26	7	3	24	36	33	31	28
	13%	12%	16%	18%	23% _{fg}	12%	5%	8%	17% _f	16%	10%	10%	21% _{jk}	17%	11%	15%	7%	17%	11%	12%	11%	15%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 38
LU12 - And how much content do you currently have stored with <<cloud storage provider>>? A rough figure is fine if you don't know the exact amount.
BASE: ALL CLOUD STORAGE USERS 16+ WHO KNOW HOW MUCH DATA THEY HAVE STORED WITH THEIR PROVIDER

	SERVICE PROVIDER		SERVICE PROVIDER USED IN INTERVIEW		CONTENT		ACCOUNT					T&CS OR SERVICE CHANGES							PROBLEMS		PROMISES MADE/SERVICE AGREED		
	GROUP 1	GROUP 2	GROUP 1	GROUP 2	WOULD STORE ALL	WOULD NOT STORE ALL	PAID NOW	FREE NOW	FREE FUTURE	PAID FUTURE	PAID EVER	YES	NO	POSITIVE	NEGATIVE	POSITIVE ONLY	NEGATIVE ONLY	MIX	YES	NO	AGREE	DIS-AGREE	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	
Unweighted Base	432	413	36	413	15	125	302	77	347	343	10	87	126	285	22	13	21	12	1	68	349	319	17
Weighted Base	465	446	39*	446	15**	134	326	87*	370	367	10**	97*	142	305	26**	15**	25**	14**	1**	73*	376	340	18**
Effective Base	372	355	30	355	13	106	262	68	299	296	9	76	108	247	19	12	18	11	1	59	299	276	15
499 MB OR LESS	76	74	3	74	1	15	61	20	56	55	-	20	18	56	3	1	3	1	-	14	59	50	9
	16%	17%	7%	17%	6%	11%	19%	23%	15%	15%	-	20%	13%	18%	11%	8%	11%	8%	-	19%	16%	15%	47%
500 - 999 MB	21	21	1	21	-	5	14	2	17	16	-	2	7	14	1	-	1	-	-	3	17	17	1
	5%	5%	2%	5%	-	4%	4%	2%	5%	4%	-	2%	5%	4%	3%	-	3%	-	-	4%	5%	5%	4%
1 - 4 GB	126	120	12	120	3	33	90	10	115	114	2	12	43	76	5	3	5	3	-	13	111	101	3
	27%	27%	31%	27%	23%	25%	28%	12%	31%gk	31%gk	18%	13%	30%	25%	17%	20%	18%	21%	-	18%	29%	30%	17%
5 - 9 GB	68	67	3	67	1	25	43	9	60	60	-	9	19	47	4	3	3	2	1	14	52	52	3
	15%	15%	8%	15%	6%	19%	13%	10%	16%	16%	-	9%	13%	15%	17%	18%	13%	11%	100%	19%	14%	15%	14%
10 - 19 GB	55	53	6	53	3	15	40	17	38	38	1	18	20	35	5	-	5	-	-	10	43	47	-
	12%	12%	14%	12%	17%	11%	12%	20%hi	10%	10%	8%	19%hi	14%	11%	18%	-	19%	-	-	14%	11%	14%	-
20 - 49 GB	29	25	3	25	2	10	19	12	17	17	3	14	15	13	5	3	5	3	-	2	26	19	1
	6%	6%	7%	6%	14%	8%	6%	14%hi	5%	5%	26%	15%hi	10%am	4%	20%	24%	21%	25%	-	3%	7%	6%	7%
50 - 99 GB	10	10	2	10	-	5	6	4	7	7	-	4	4	7	-	2	-	2	-	3	8	6	1
	2%	2%	5%	2%	-	4%	2%	4%	2%	2%	-	4%	2%	2%	-	13%	-	14%	-	4%	2%	2%	4%
100 - 499 GB	6	5	1	5	1	2	4	3	3	3	-	3	2	3	-	-	-	-	-	-	6	6	-
	1%	1%	2%	1%	5%	2%	1%	4%hi	1%	1%	-	3%	1%	1%	-	-	-	-	-	-	2%	2%	-
500 - 999 GB	5	5	-	5	-	2	3	3	2	2	-	3	1	4	-	-	-	-	-	-	4	4	-
	1%	1%	-	1%	-	1%	1%	3%	1%	1%	-	3%	*	1%	-	-	-	-	-	-	1%	1%	-
1 Terabyte or more	4	4	1	4	-	1	3	-	3	3	1	1	2	2	1	-	1	-	-	1	2	3	-
	1%	1%	3%	1%	-	1%	1%	-	1%	1%	10%	1%	1%	1%	4%	-	4%	-	-	1%	1%	1%	-
Mean in GB	50.03	50.64	59.21	50.64	45.40	56.72	47.98	39.26	31.29	31.58	167.54	48.78	76.01	38.26	51.99	22.16	54.16	23.80	5.00	125.34	24.49	39.07	4.80
Median in GB	3	3	4	3	6	4	2	9	2	2	17	9	4	3	4	5	5	5	5	4	3	3	*
Refused	5	4	1	4	1	-	3	1	4	4	-	1	3	2	-	2	-	2	-	2	3	2	-
	1%	1%	3%	1%	7%	-	1%	1%	1%	1%	-	1%	2%	1%	-	11%	-	12%	-	2%	1%	1%	-
Don't know	60	57	7	57	3	20	40	6	49	49	4	10	10	46	3	1	3	1	-	12	44	33	1
	13%	13%	17%	13%	21%	15%	12%	7%	13%	13%	38%	11%g	7%	15%l	10%	7%	11%	8%	-	16%	12%	10%	7%

Proportions/Means; Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k - l/m/n/o/p/q/r - s/t - u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 39
LU11B/12 - Summary of capacity and usage
BASE: ALL CLOUD STORAGE USERS WHO KNOW WHAT THEIR LIMIT/USAGE IS

	Storage limit	Current usage
Unweighted Base	429	432
Weighted Base	471	465
Effective Base	368	372
499 MB OR LESS	33 7%	76 16%
500 - 999 MB	6 1%	21 5%
1 - 4 GB	67 14%	126 27%
5 - 9 GB	129 27%	68 15%
10 - 19 GB	58 12%	55 12%
20 - 49 GB	49 10%	29 6%
50 - 99 GB	45 10%	10 2%
100 - 499 GB	11 2%	6 1%
500 - 999 GB	4 1%	5 1%
1 Terabyte or more	30 6%	4 1%
Mean in GB	166.07	50.03
Median in GB	5	3
Refused	2 *	5 1%
Don't know	37 8%	60 13%

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Table 40
LU12A2 - And typically speaking, how often, if at all, do you upload content to <<cloud storage provider>>?
BASE: ALL CLOUD STORAGE USERS 16+

	GENDER		AGE							SOCIAL GRADE				OCCUPATION					WEEK			
	TOTAL	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	FULL-TIME (n)	PART-TIME (o)	SELF-EMPLOYED (p)	NOT WORKING (q)	WORKING (r)	EMPLOYED (s)	01	02
Unweighted Base	1073	568	505	27	192	213	194	178	154	115	360	384	189	140	432	116	85	440	633	548	587	486
Weighted Base	1174	606	568	25**	189	259	224	215	153	109	457	359	213	146	538	149	110*	376	798	688	653	521
Effective Base	925	491	435	25	166	188	169	154	130	102	312	338	165	128	385	105	74	393	563	490	502	424
More than once a day	126 11%	66 11%	60 11%	2 7%	26 14%	22 9%	29 13%	16 8%	23 15%	7 7%	53 12%	32 9%	29 13%	12 8%	54 10%	15 10%	17 16%	40 11%	86 11%	69 10%	68 10%	59 11%
Once a day	157 13%	85 14%	72 13%	2 7%	16 9%	35 13%	32 14%	35 16% ^d	20 13%	16 15%	76 17% ^m	47 13% ^m	28 13% ^m	6 4%	74 14%	20 13%	17 15%	46 12%	111 14%	94 14%	75 12%	82 16%
Several times a week	153 13%	75 12%	78 14%	5 19%	39 21% ^{gh}	35 13%	30 13%	17 8%	15 10%	13 12%	53 12%	39 11%	32 15%	28 19% ^{jk}	74 14%	21 14%	8 7%	50 13%	103 13%	95 14%	83 13%	70 13%
At least once a week	179 15%	98 16%	81 14%	5 18%	30 16% ⁱ	48 18% ⁱ	36 16% ⁱ	33 15%	20 13%	8 8%	59 13%	57 16%	31 14%	33 22% ^j	81 15%	22 15%	14 13%	61 16%	118 15%	104 15%	89 14%	90 17%
At least once a fortnight	77 7%	39 6%	39 7%	5 18%	12 7%	18 7%	15 7%	11 5%	7 5%	10 9%	33 7%	30 8%	8 4%	6 4%	33 6%	8 5%	9 8%	28 7%	50 6%	41 6%	44 7%	33 6%
At least once a month	184 16%	94 15%	90 16%	2 9%	32 17%	44 17%	36 16%	36 17%	18 12%	17 16%	61 13%	56 16%	43 20%	24 17%	95 18% ^{ors}	13 9%	13 12%	62 17% ^o	122 15% ^o	108 16% ^o	116 18%	68 13%
Less often than once a month	213 18%	119 20%	94 17%	5 20%	27 14%	48 18%	27 12%	47 22% ^f	38 25% ^{cd}	21 19%	77 17%	74 21%	35 16%	27 18%	95 18%	35 23%	18 17%	65 17%	148 19%	130 19%	134 21%	79 15%
Never	69 6%	26 4%	43 8% ^a	-	5 2%	6 2%	14 6%	18 8% ^{de}	10 7%	15 14% ^{def}	37 8% ⁱ	17 5%	7 3%	8 5%	22 4%	14 9% ⁿ	13 12% ^{nqrs}	19 5%	49 6% ^{ns}	36 5% ⁿ	36 5%	33 6%
At least daily (NET)	283 24%	151 25%	131 23%	3 14%	43 23%	57 22%	61 27%	52 24%	43 28%	23 21%	129 28% ^m	79 22% ^m	57 27% ^m	18 12%	128 24%	34 23%	34 31%	86 23%	197 25%	163 24%	143 22%	140 27%
At least weekly (NET)	615 52%	325 54%	290 51%	13 52%	112 59% ^{gi}	139 54% ⁱ	127 57% ⁱ	101 47%	78 51%	45 41%	241 53%	175 49%	120 56%	79 54%	284 53%	78 52%	56 51%	197 52%	418 52%	361 53%	315 48%	300 58%
At least monthly (NET)	876 75%	457 75%	419 74%	20 80%	156 83% ^{ghi}	201 77% ^{hi}	178 79% ^{ghi}	147 69%	103 67%	72 66%	335 73%	261 73%	171 80%	109 75%	412 77% ^{ors}	99 66%	78 71%	287 76% ^o	589 74%	511 74% ^o	475 73%	401 77%
Less than once a week (NET)	474 40%	251 41%	223 39%	12 48%	71 38%	109 42%	77 35%	94 44%	63 41%	48 44%	170 37%	160 45%	86 40%	57 39%	223 41%	56 37%	41 37%	155 41%	319 40%	279 41%	295 45%	179 34%
Less than once a day (NET)	806 69%	424 70%	382 67%	21 86%	141 74% ^{fh}	192 74% ^{fh}	143 64%	143 67%	97 63%	69 63%	282 62%	257 72% ^j	149 70%	118 81% ^{kl}	379 70% ^{pr}	99 66%	63 57%	266 71% ^p	540 68% ^p	478 69% ^{pr}	467 71%	340 65%
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 40
LU12A2 - And typically speaking, how often, if at all, do you upload content to <<cloud storage provider>>?
BASE: ALL CLOUD STORAGE USERS 16+

	GENDER		AGE							SOCIAL GRADE				OCCUPATION					WEEK			
	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	FULL- TIME (n)	PART- TIME (o)	SELF- EMP- LOYED (p)	NOT WOR- KING (q)	WOR- KING (r)	EMP- LOYED (s)	01	02	
Weighted Base	1174	606	568	25**	189	259	224	215	153	109	457	359	213	146	538	149	110*	376	798	688	653	521
Don't know	16	5	12	-	1	4	5	2	3	1	9	6	-	2	9	2	-	5	11	11	8	8
	1%	1%	2%	-	1%	2%	2%	1%	2%	1%	2%	2%	-	1%	2%	1%	-	1%	1%	2%	1%	2%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 41
LU12A2 - And typically speaking, how often, if at all, do you upload content to <<cloud storage provider>>?
BASE: ALL CLOUD STORAGE USERS 16+

	SERVICE PROVIDER		SERVICE PROVIDER USED IN INTERVIEW		CONTENT		ACCOUNT					T&CS OR SERVICE CHANGES						PROBLEMS		PROMISES MADE/SERVICE AGREED			
	GROUP 1	GROUP 2	GROUP 1	GROUP 2	WOULD STORE ALL	WOULD NOT STORE ALL	PAID NOW	FREE NOW	FREE FUTURE	PAID FUTURE	PAID EVER	YES	NO	POSITIVE	NEGATIVE	POSITIVE ONLY	NEGATIVE ONLY	MIX	YES	NO	AGREE	DIS-AGREE	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	
Unweighted Base	1073	1015	94	1015	52	331	720	146	873	847	32	178	229	765	36	21	35	20	1	129	921	703	40
Weighted Base	1174	1112	105*	1112	56*	367	786	173	945	917	32**	206	251	842	40*	22**	39**	21**	1**	133	1017	766	45*
Effective Base	925	874	81	874	45	285	620	127	754	730	28	154	198	660	31	19	30	18	1	110	794	603	34
More than once a day	126 11%	115 10%	11 11%	115 10%	10 17%	63 17% ^f	63 8%	45 26% ^{hi}	79 8%	75 8%	4 12%	49 24% ^{hi}	19 8%	99 12%	6 14%	2 9%	6 14%	2 9%	-	12 9%	113 11%	94 12%	3 7%
Once a day	157 13%	151 14%	11 11%	151 14%	4 7%	53 15%	103 13%	35 20% ^{hi}	117 12%	111 12%	6 18%	41 20% ^{hi}	36 14%	112 13%	7 16%	5 22%	7 17%	5 23%	-	22 17%	132 13%	118 15%	4 8%
Several times a week	153 13%	147 13%	11 11%	147 13%	5 9%	46 13%	103 13%	29 17%	116 12%	113 12%	2 7%	31 15%	47 19% ^m	96 11%	8 21%	3 14%	8 22%	3 15%	-	18 13%	127 13%	106 14%	6 13%
At least once a week	179 15%	171 15%	16 15%	171 15%	8 14%	60 16%	118 15%	20 11%	154 16%	153 17%	6 17%	25 12%	40 16%	134 16%	3 7%	3 12%	3 7%	3 13%	-	20 15%	156 15%	125 16%	7 16%
At least once a fortnight	77 7%	74 7%	11 10%	74 7%	3 6%	21 6%	55 7%	8 4%	64 7%	60 7%	2 6%	10 5%	21 8%	50 6%	2 5%	3 12%	2 5%	3 13%	-	8 6%	69 7%	47 6%	5 10%
At least once a month	184 16%	177 16%	13 12%	177 16%	7 13%	47 13%	135 17%	16 9%	164 17% ^g	162 18% ^g	9 27%	24 12% ^g	43 17%	134 16%	6 16%	7 31%	5 13%	6 28%	1	16 12%	167 16%	116 15%	9 20%
Less often than once a month	213 18%	201 18%	23 22%	201 18%	11 19%	62 17%	145 18%	10 6%	190 20% ^{gk}	186 20% ^{gk}	4 13%	14 7%	33 13%	160 19%	5 12%	-	5 12%	-	-	24 18%	184 18%	134 17%	7 15%
Never	69 6%	63 6%	8 7%	63 6%	6 11%	13 3%	48 6%	6 3%	51 5%	47 5%	-	6 3%	10 4%	48 6%	4 9%	-	4 10%	-	-	10 8%	56 6%	22 3%	5 11% ^u
At least daily (NET)	283 24%	266 24%	22 21%	266 24%	14 24%	116 32% ^f	166 21%	80 46% ^{hi}	197 21%	186 20%	10 31%	90 44% ^{hi}	55 22%	211 25%	12 31%	7 30%	12 31%	7 32%	-	34 26%	245 24%	213 28%	7 15%
At least weekly (NET)	615 52%	583 52%	49 47%	583 52%	27 47%	222 61% ^f	388 49%	128 74% ^{hi}	466 49%	452 49%	18 55%	146 71% ^{hi}	142 56%	441 52%	23 58%	12 57%	23 60%	12 60%	-	72 54%	528 52%	444 58%	20 44%
At least monthly (NET)	876 75%	834 75%	73 69%	834 75%	37 66%	290 79%	578 74%	152 88% ^{hi}	695 74%	674 74%	28 87%	180 88% ^{hi}	206 82% ^m	625 74%	31 78%	22 100%	30 78%	21 100%	1	97 73%	764 75%	607 79%	33 74%
Less than once a week (NET)	474 40%	451 41%	46 44%	451 41%	22 38%	130 36%	336 43% ^{ce}	34 19%	419 44% ^{gk}	408 45% ^{gk}	15 45%	48 23% ^g	97 39%	344 41%	13 32%	9 43%	12 30%	8 40%	1	49 37%	419 41%	297 39%	20 45%
Less than once a day (NET)	806 69%	769 69%	73 70%	769 69%	34 61%	237 65%	557 71%	82 47%	688 73% ^{gk}	674 74% ^{ghk}	22 69%	104 51%	183 73%	574 68%	24 60%	15 70%	23 59%	14 68%	1	87 65%	703 69%	529 69%	33 75%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k - l/m/n/o/p/q/r - s/t - u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 41
LU12A2 - And typically speaking, how often, if at all, do you upload content to <<cloud storage provider>>?
BASE: ALL CLOUD STORAGE USERS 16+

	SERVICE PROVIDER		SERVICE PROVIDER USED IN INTERVIEW		CONTENT		ACCOUNT					T&CS OR SERVICE CHANGES					PROBLEMS		PROMISES MADE/SERVICE AGREED				
	GROUP 1 (a)	GROUP 2 (b)	GROUP 1 (c)	GROUP 2 (d)	WOULD STORE ALL (e)	WOULD NOT STORE ALL (f)	PAID NOW (g)	FREE NOW (h)	FREE FUTURE (i)	PAID FUTURE (j)	PAID EVER (k)	YES (l)	NO (m)	POSITIVE (n)	NEGATIVE (o)	POSITIVE ONLY (p)	NEGATIVE ONLY (q)	MIX (r)	YES (s)	NO (t)	AGREE (u)	DIS-AGREE (v)	
Weighted Base	1174	1112	105*	1112	56*	367	786	173	945	917	32**	206	251	842	40*	22**	39**	21**	1**	133	1017	766	45*
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	16	14	2	14	2	1	14	6	9	9	-	6	2	9	-	-	-	-	-	1	14	3	-
	1%	1%	2%	1%	4%	*	2%	3%hi	1%	1%	-	3%	1%	1%	-	-	-	-	-	1%	1%	*	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k - l/m/n/o/p/q/r - s/t - u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 42
LU13 - Currently, which, if any, of the following applies to your account with <<cloud storage provider>>?
BASE: ALL CLOUD STORAGE USERS 16+

	GENDER		AGE							SOCIAL GRADE				OCCUPATION					WEEK			
	TOTAL	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	FULL-TIME (n)	PART-TIME (o)	SELF-EMPLOYED (p)	NOT WORKING (q)	WORKING (r)	EMPLOYED (s)	01	02
Unweighted Base	1073	568	505	27	192	213	194	178	154	115	360	384	189	140	432	116	85	440	633	548	587	486
Weighted Base	1174	606	568	25**	189	259	224	215	153	109	457	359	213	146	538	149	110*	376	798	688	653	521
Effective Base	925	491	435	25	166	188	169	154	130	102	312	338	165	128	385	105	74	393	563	490	502	424
It is included for free in a bundle with other services, without any storage limits or introductory/free trial period	248 21%	119 20%	128 23%	5 19%	44 23%	47 18%	44 20%	47 22%	35 23%	26 24%	80 17%	80 22%	46 22%	42 29%j	108 20%	32 21%	21 19%	88 23%	160 20%	139 20%	137 21%	111 21%
It is included for free in a bundle with other services, up to a certain storage limit, or until the introductory/free trial period ends	210 18%	115 19%	95 17%	3 11%	35 19%	47 18%	34 15%	39 18%	29 19%	22 20%	76 17%	61 17%	41 19%	32 22%	110 20%pr	20 13%	11 10%	70 19%	140 18%	129 19%r	116 18%	94 18%
It is a free, standalone/non-bundled service, without any storage limits or introductory/free trial period	155 13%	68 11%	87 15%	5 21%	34 18%g	39 15%	28 12%	18 8%	21 14%	11 10%	54 12%	43 12%	38 18%	21 14%	75 14%	18 12%	13 12%	49 13%	106 13%	93 14%	91 14%	64 12%
It is a free, standalone/non-bundled service, up to a certain storage limit, or until the introductory/free trial period ends	332 28%	192 32%b	140 25%	11 43%	47 25%	86 33%	73 33%	52 24%	38 25%	26 23%	125 27%	113 32%	59 28%	34 23%	142 26%	37 25%	41 37% _s	111 29%	221 28% _s	180 26%	189 29%	143 27%
All free (NET)	945 80%	495 82%	450 79%	23 93%	160 85%g	219 85%g	179 80%	156 73%	122 80%	85 78%	334 73%	298 83%j	185 87%j	128 88%j	435 81% _{os}	107 72%	86 78%	318 84% _{ors}	627 79%	542 79%	532 82%	412 79%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/op/q/r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 42
LU13 - Currently, which, if any, of the following applies to your account with <<cloud storage provider>>?
BASE: ALL CLOUD STORAGE USERS 16+

	GENDER		AGE							SOCIAL GRADE				OCCUPATION					WEEK			
	TOTAL	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	FULL- TIME (n)	PART- TIME (o)	SELF- EMP- LOYED (p)	NOT WOR- KING (q)	WOR- KING (r)	EMP- LOYED (s)	01	02
Weighted Base	1174	606	568	25**	189	259	224	215	153	109	457	359	213	146	538	149	110*	376	798	688	653	521
It is a service I have to pay to use (either in a bundle with other services, or as a standalone service)	173 15%	92 15%	81 14%	1 4%	22 11%	29 11%	31 14%	50 23%def	25 16%	16 14%	100 22%klm	44 12%	19 9%	10 7%	91 17%q	30 20%q	20 18%q	33 9%	141 18%q	121 18%q	88 13%	86 16%
Don't know	56 5%	19 3%	37 6%a	1 3%	7 4%	11 4%	13 6%	9 4%	6 4%	9 8%	22 5%	17 5%	9 4%	8 5%	13 2%	12 8%nr	5 4%	26 7%nr	30 4%n	25 4%n	33 5%	23 4%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/op/q/r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 43
LU13 - Currently, which, if any, of the following applies to your account with <<cloud storage provider>>?
BASE: ALL CLOUD STORAGE USERS 16+

	SERVICE PROVIDER		SERVICE PROVIDER USED IN INTERVIEW		CONTENT		ACCOUNT					T&CS OR SERVICE CHANGES						PROBLEMS		PROMISES MADE/SERVICE AGREED			
	GROUP 1	GROUP 2	GROUP 1	GROUP 2	WOULD STORE ALL	WOULD NOT STORE ALL	PAID NOW	FREE NOW	FREE FUTURE	PAID FUTURE	PAID EVER	YES	NO	POSITIVE	NEGATIVE	POSITIVE ONLY	NEGATIVE ONLY	MIX	YES	NO	AGREE	DIS-AGREE	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	
Unweighted Base	1073	1015	94	1015	52	331	720	146	873	847	32	178	229	765	36	21	35	20	1	129	921	703	40
Weighted Base	1174	1112	105*	1112	56*	367	786	173	945	917	32**	206	251	842	40*	22**	39**	21**	1**	133	1017	766	45*
Effective Base	925	874	81	874	45	285	620	127	754	730	28	154	198	660	31	19	30	18	1	110	794	603	34
It is included for free in a bundle with other services, without any storage limits or introductory/free trial period	248	232	20	232	16	85	160	-	248	239	14	14	40	193	6	3	6	3	-	23	220	142	8
	21%	21%	19%	21%	28%	23%	20%	-	26%gk	26%gk	43%	7%g	16%	23%l	14%	12%	15%	13%	-	17%	22%	19%	19%
It is included for free in a bundle with other services, up to a certain storage limit, or until the introductory/free trial period ends	210	195	29	195	13	46	159	-	210	203	5	5	49	146	3	4	3	4	-	30	178	147	5
	18%	18%	28%a	18%	24%	12%	20%e	-	22%gk	22%gk	15%	2%	20%	17%	8%	17%	8%	17%	-	23%	17%	19%	10%
It is a free, standalone/non-bundled service, without any storage limits or introductory/free trial period	155	147	9	147	7	47	108	-	155	149	5	5	29	119	4	4	4	4	-	17	137	99	4
	13%	13%	9%	13%	12%	13%	14%	-	16%gk	16%gk	16%	2%	12%	14%	11%	18%	12%	19%	-	13%	13%	13%	8%
It is a free, standalone/non-bundled service, up to a certain storage limit, or until the introductory/free trial period ends	332	325	23	325	6	112	214	-	332	325	8	8	89	235	10	7	9	6	1	43	280	231	12
	28%	29%	22%	29%d	11%	31%	27%	-	35%gk	35%gk	26%	4%g	36%m	28%	25%	31%	23%	27%	100%	33%	27%	30%	28%
All free (NET)	945	899	82	899	42	290	642	-	945	917	32	32	207	693	23	17	22	16	1	113	814	620	29
	80%	81%	78%	81%	74%	79%	82%	-	100%gk	100%gk	100%	16%g	83%n	82%a	59%	77%	58%	76%	100%	85%	80%	81%v	65%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k - l/m/n/o/p/q/r - s/t - u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 43
LU13 - Currently, which, if any, of the following applies to your account with <<cloud storage provider>>?
BASE: ALL CLOUD STORAGE USERS 16+

	SERVICE PROVIDER		SERVICE PROVIDER USED IN INTERVIEW		CONTENT		ACCOUNT					T&CS OR SERVICE CHANGES					PROBLEMS		PROMISES MADE/SERVICE AGREED				
	TOTAL	GROUP 1 (a)	GROUP 2 (b)	GROUP 1 (c)	GROUP 2 (d)	WOULD STORE ALL (e)	WOULD NOT STORE ALL (f)	PAID NOW (g)	FREE NOW (h)	FREE FUTURE (i)	PAID FUTURE (j)	PAID EVER (k)	YES (l)	NO (m)	POSITIVE (n)	NEGATIVE (o)	POSITIVE ONLY (p)	NEGATIVE ONLY (q)	MIX (r)	YES (s)	NO (t)	AGREE (u)	DIS-AGREE (v)
Weighted Base	1174	1112	105*	1112	56*	367	786	173	945	917	32**	206	251	842	40*	22**	39**	21**	1**	133	1017	766	45*
It is a service I have to pay to use (either in a bundle with other services, or as a standalone service)	173 15%	161 15%	15 15%	161 15%	11 19%	62 17%	111 14%	173 100%hik	-	-	-	173 84%hi	40 16%	122 15%	16 40%lm	4 20%	16 41%	4 21%	-	12 9%	159 16%	128 17%	14 32%u
Don't know	56 5%	51 5%	7 7%	51 5%	4 7%	15 4%	33 4%	-	-	-	-	-	3 1%	27 3%	1 2%	1 3%	1 2%	1 3%	-	8 6%	44 4%	18 2%	1 2%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k - l/m/n/o/p/q/r - st - u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 44
LU14 - As far as you are aware, are there any circumstances in which you will have to start paying <<cloud storage provider>> for your account with them?
BASE: ALL CLOUD STORAGE USERS 16+ WHO HAVE SOME FORM OF FREE STORAGE

	GENDER		AGE							SOCIAL GRADE				OCCUPATION					WEEK			
	TOTAL	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	FULL-TIME (n)	PART-TIME (o)	SELF-EMPLOYED (p)	NOT WORKING (q)	WORKING (r)	EMPLOYED (s)	01	02
Unweighted Base	873	469	404	25	165	182	156	132	122	91	266	321	164	122	352	83	66	372	501	435	481	392
Weighted Base	945	495	450	23**	160	219	179	156	122	85*	334	298	185	128	435	107*	86*	318	627	542	532	412
Effective Base	754	406	348	23	145	162	137	114	102	79	230	284	143	111	316	75	57	331	448	391	413	342
Yes - at the end of the introductory/free trial period	32 3%	14 3%	19 4%	-	6 4%	8 4%	5 3%	8 5%	2 1%	3 3%	2 *	16 5%j	7 4%j	8 6%j	12 3%	5 4%	2 2%	14 4%	19 3%	17 3%	20 4%	13 3%
Yes - if I exceed a certain storage limit	286 30%	151 31%	134 30%	6 26%	41 26%	66 30%	63 35%	51 33%	37 30%	22 25%	127 38%klm	85 28%	46 25%	28 22%	141 32%	25 24%	33 39%	86 27%	199 32%	166 31%	163 31%	123 30%
Yes - if I upgrade the account to get additional storage space, additional service features etc.	70 7%	41 8%	30 7%	3 11%	12 7%	24 11%i	13 7%	7 5%	10 8%	2 3%	30 9%	22 7%	12 6%	7 5%	38 9%	9 9%	4 5%	19 6%	51 8%	47 9%	46 9%	24 6%
Yes - if they decide to withdraw their free service and I want to continue to have access to it	26 3%	17 3%	9 2%	-	5 3%	4 2%	5 3%	5 3%	4 3%	3 4%	12 4%	4 1%	3 2%	6 5%k	16 4%	2 2%	2 2%	5 2%	20 3%	18 3%	18 3%	8 2%
Yes - if I want to store certain types of files such as video or audio files	6 1%	5 1%	1 *	-	2 1%	3 2%	-	1 1%	-	-	-	1 *	1 1%	4 3%jk	4 1%	-	1 1%	1 *	5 1%	4 1%	2 *	4 1%
Yes - if I want to connect to additional devices	6 1%	2 *	4 1%	-	3 2%	1 *	1 1%	-	1 1%	-	3 1%	2 1%	-	1 1%	4 1%	1 1%	-	1 *	5 1%	5 1%	4 1%	2 *
Yes - but not sure of the conditions	39 4%	21 4%	18 4%	-	10 6%f	8 4%	2 1%	7 4%	9 7%g	3 3%	8 3%	11 4%	8 4%	11 9%jk	19 4%	4 4%	6 7%	10 3%	29 5%	23 4%	21 4%	18 4%
Yes - Other	3 *	-	3 1%	-	1 1%	-	1 *	-	-	1 1%	-	2 1%	1 *	-	1 *	-	-	2 *	1 *	1 *	2 *	1 *
No - there are no circumstances under which I will have to pay	498 53%	264 53%	233 52%	14 59%	91 56%	113 51%	89 50%	81 52%	61 50%	50 59%	163 49%	158 53%	110 59%j	67 52%	223 51%	64 60%p	36 42%	174 55%	323 52%	287 53%	278 52%	220 53%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 44
LU14 - As far as you are aware, are there any circumstances in which you will have to start paying <<cloud storage provider>> for your account with them?
BASE: ALL CLOUD STORAGE USERS 16+ WHO HAVE SOME FORM OF FREE STORAGE

	GENDER		AGE							SOCIAL GRADE				OCCUPATION					WEEK			
	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	FULL- TIME (n)	PART- TIME (o)	SELF- EMP- LOYED (p)	NOT WOR- KING (q)	WOR- KING (r)	EMP- LOYED (s)	01	02	
Weighted Base	945	495	450	23**	160	219	179	156	122	85*	334	298	185	128	435	107*	86*	318	627	542	532	412
Don't know	28	13	15	2	5	6	6	-	5	5	13	7	3	5	10	2	3	13	15	12	11	17
	3%	3%	3%	7%	3%	3%	4%g	-	4%g	6%g	4%	2%	2%	4%	2%	2%	3%	4%	2%	2%	2%	4%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 45
LU14 - As far as you are aware, are there any circumstances in which you will have to start paying <<cloud storage provider>> for your account with them?
BASE: ALL CLOUD STORAGE USERS 16+ WHO HAVE SOME FORM OF FREE STORAGE

	SERVICE PROVIDER		SERVICE PROVIDER USED IN INTERVIEW		CONTENT		ACCOUNT					T&CS OR SERVICE CHANGES						PROBLEMS		PROMISES MADE/SERVICE AGREED			
	GROUP 1	GROUP 2	GROUP 1	GROUP 2	WOULD STORE ALL	WOULD NOT STORE ALL	PAID NOW	FREE NOW	FREE FUTURE	PAID FUTURE	PAID EVER	YES	NO	POSITIVE	NEGATIVE	POSITIVE ONLY	NEGATIVE ONLY	MIX	YES	NO	AGREE	DIS-AGREE	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	
Unweighted Base	873	828	75	828	41	266	593	-	873	847	32	32	189	640	23	16	22	15	1	111	745	575	30
Weighted Base	945	899	82*	899	42*	290	642	-**	945	917	32**	32**	207	693	23**	17**	22**	16**	1**	113*	814	620	29**
Effective Base	754	714	64	714	36	227	514	-	754	730	28	28	164	552	21	15	20	14	1	95	643	494	27
Yes - at the end of the introductory/free trial period	32	31	5	31	1	14	19	-	32	32	32	32	9	23	1	5	1	5	-	5	28	22	3
	3%	3%	6%	3%	2%	5%	3%	-	3%	4%	100%	100%	4%	3%	4%	27%	4%	29%	-	4%	3%	4%	9%
Yes - if I exceed a certain storage limit	286	268	32	268	16	76	206	-	286	286	-	-	88	185	3	7	3	7	-	43	237	207	7
	30%	30%	39%	30%	38%	26%	32%	-	30%	31%h	-	-	42%m	27%	14%	44%	15%	46%	-	38%	29%	33%	24%
Yes - if I upgrade the account to get additional storage space, additional service features etc.	70	70	9	70	1	20	49	-	70	70	-	-	26	42	2	5	2	5	-	13	57	52	3
	7%	8%	11%	8%	1%	7%	8%	-	7%	8%	-	-	13%m	6%	10%	28%	11%	30%	-	11%	7%	8%	10%
Yes - if they decide to withdraw their free service and I want to continue to have access to it	26	22	4	22	4	10	16	-	26	26	2	2	7	18	1	2	1	2	-	5	20	16	1
	3%	2%	5%	2%	9%c	3%	2%	-	3%	3%	6%	6%	3%	3%	5%	13%	5%	14%	-	5%	2%	3%	3%
Yes - if I want to store certain types of files such as video or audio files	6	4	2	4	2	1	4	-	6	6	1	1	3	3	-	1	-	1	-	1	5	5	-
	1%	*	2%	*	4%c	*	1%	-	1%	1%	3%	3%	1%	*	-	6%	-	6%	-	1%	1%	1%	-
Yes - if I want to connect to additional devices	6	4	2	4	2	4	2	-	6	6	-	-	3	2	-	1	-	1	-	3	2	2	1
	1%	*	2%	*	4%c	1%	*	-	1%	1%	-	-	2%	*	-	7%	-	8%	-	3%	t	*	2%
Yes - but not sure of the conditions	39	34	8	34	5	11	27	-	39	39	-	-	7	24	1	1	1	1	-	3	36	12	1
	4%	4%	10%a	4%	12%c	4%	4%	-	4%	4%	-	-	3%	4%	4%	7%	4%	8%	-	3%	4%	2%	2%
Yes - Other	3	2	1	2	1	2	1	-	3	3	-	-	-	2	-	-	-	-	-	-	3	3	-
	*	*	1%	*	2%c	1%	*	-	*	*	-	-	-	*	-	-	-	-	-	-	*	*	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k - l/m/n/o/p/q/r - s/t - u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 45
LU14 - As far as you are aware, are there any circumstances in which you will have to start paying <<cloud storage provider>> for your account with them?
BASE: ALL CLOUD STORAGE USERS 16+ WHO HAVE SOME FORM OF FREE STORAGE

	SERVICE PROVIDER		SERVICE PROVIDER USED IN INTERVIEW		CONTENT		ACCOUNT					T&CS OR SERVICE CHANGES					PROBLEMS		PROMISES MADE/SERVICE AGREED				
	TOTAL	GROUP 1 (a)	GROUP 2 (b)	GROUP 1 (c)	GROUP 2 (d)	WOULD STORE ALL (e)	WOULD NOT STORE ALL (f)	PAID NOW (g)	FREE NOW (h)	FREE FUTURE (i)	PAID FUTURE (j)	PAID EVER (k)	YES (l)	NO (m)	POSITIVE (n)	NEGATIVE (o)	POSITIVE ONLY (p)	NEGATIVE ONLY (q)	MIX (r)	YES (s)	NO (t)	AGREE (u)	DIS-AGREE (v)
Weighted Base	945	899	82*	899	42*	290	642	-**	945	917	32**	32**	207	693	23**	17**	22**	16**	1**	113*	814	620	29**
No - there are no circumstances under which I will have to pay	498	477	32	477	19	158	333	-	498	498	-	-	86	394	16	2	15	1	1	53	433	312	15
	53%	53% ^b	39%	53%	45%	55%	52%	-	53%	54% ^h	-	-	42%	57% ^l	67%	13%	66%	7%	100%	47%	53%	50%	52%
Don't know	28	28	*	28	*	7	18	-	28	-	-	-	2	21	-	-	-	-	-	1	27	19	1
	3%	3%	*	3%	1%	2%	3%	-	3% ⁱ	-	-	-	1%	3%	-	-	-	-	1%	3%	3%	2%	

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k - l/m/n/o/p/q/r - st - uv
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 46
LU15N - How much, approximately, do you pay currently for your account?
LU15N - How much, approximately, will you be paying for your account at the end of the introductory/free trial period?
BASE: ALL CLOUD STORAGE USERS 16+ WHO PAY OR WILL PAY FOR STORAGE

	GENDER		AGE							SOCIAL GRADE				OCCUPATION					WEEK			
	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	FULL-TIME (n)	PART-TIME (o)	SELF-EMPLOYED (p)	NOT WORKING (q)	WORKING (r)	EMPLOYED (s)	01	02	
Unweighted Base	179	96	83	1	24	29	32	46	28	19	80	60	22	17	83	26	16	54	125	109	95	84
Weighted Base	206	106*	100*	1**	28**	37**	37**	58*	27**	18**	101*	61*	26**	18**	103*	35**	22**	47*	159	137*	108*	98*
Effective Base	154	83	72	1	21	25	27	40	24	17	70	51	19	16	72	24	14	50	110	96	81	74
Less than £1 per month	14	5	10	-	-	5	2	5	-	2	5	5	2	1	6	2	1	5	9	8	8	6
	7%	4%	10%	-	-	14%	6%	8%	-	13%	5%	9%	7%	8%	6%	7%	4%	11%	6%	6%	8%	6%
£1 - £1.99 per month	58	27	31	-	14	7	17	11	5	5	30	13	6	10	26	12	4	16	42	38	20	38
	28%	26%	31%	-	51%	18%	46%	18%	17%	25%	29%	21%	22%	57%	25%	35%	18%	34%	26%	28%	18%	39%
£2 - £2.99 per month	18	11	7	1	1	3	-	6	6	1	9	4	3	2	12	3	2	2	16	14	7	11
	9%	11%	7%	100%	3%	9%	-	10%	22%	8%	9%	7%	13%	10%	11%	8%	7%	5%	10%	10%	7%	11%
£3 - £4.99 per month	20	13	7	-	2	2	-	11	3	3	13	5	1	-	7	2	5	5	14	9	12	7
	10%	12%	7%	-	6%	4%	-	18%	11%	15%	13%	9%	3%	-	7%	5%	24%	12%	9%	6%	11%	8%
£5 - £6.99 per month	12	8	4	-	-	3	1	4	2	2	7	2	2	1	8	2	1	2	10	9	6	6
	6%	8%	4%	-	-	8%	3%	7%	7%	13%	7%	4%	7%	7%	7%	6%	3%	5%	6%	7%	6%	6%
£7 - £9.99 per month	10	5	5	-	1	3	-	4	1	1	7	1	2	-	5	2	-	3	7	7	8	3
	5%	5%	5%	-	4%	7%	-	7%	5%	6%	7%	1%	8%	-	5%	5%	-	7%	4%	5%	7%	3%
£10 - £14.99 per month	11	4	8	-	-	3	2	1	3	2	7	3	1	-	5	3	2	2	9	7	5	6
	5%	3%	8%	-	-	7%	6%	2%	12%	9%	7%	6%	4%	-	5%	7%	9%	5%	6%	5%	5%	6%
£15 - £19.99 per month	5	3	2	-	-	-	-	4	1	-	3	1	-	1	3	-	-	2	3	3	3	1
	2%	3%	2%	-	-	-	-	7%	4%	-	3%	2%	-	5%	2%	-	-	5%	2%	2%	3%	1%
£20 per month or more	31	19	12	-	8	6	6	8	3	1	10	16	3	2	21	4	4	3	28	25	23	8
	15%	18%	12%	-	28%	15%	16%	13%	12%	6%	10%	27% ^j	11%	13%	20% ^q	10%	18%	6%	18%	18%	21%	8%
Less than £10 per month	132	69	63	1	18	22	20	40	17	14	72	30	16	14	63	22	12	35	98	85	62	71
	64%	65%	64%	100%	64%	60%	55%	69%	63%	78%	71% ^k	50%	60%	82%	61%	65%	55%	74%	61%	62%	57%	72%
£10 - £19.99 per month	16	7	9	-	-	3	2	5	4	2	9	5	1	1	7	3	2	4	12	10	9	7
	8%	6%	9%	-	-	7%	6%	9%	16%	9%	9%	8%	4%	5%	7%	7%	9%	9%	7%	7%	8%	8%
Mean	10.37	13.11	7.37	2.50	9.18	13.94	8.71	10.95	8.58	9.62	7.30	17.71 ^j	6.22	9.23	12.95	6.45	10.32	7.52	11.26	11.40	14.46	5.90
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	25	12	13	-	2	5	8	5	3	1	10	9	6	-	11	6	4	4	21	17	13	12
	12%	11%	13%	-	8%	15%	22%	9%	10%	7%	10%	14%	24%	-	11%	18%	18%	8%	13%	12%	12%	12%

Proportions/Mean; Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 47
LU15N - How much, approximately, do you pay currently for your account?
LU15N - How much, approximately, will you be paying for your account at the end of the introductory/free trial period?
BASE: ALL CLOUD STORAGE USERS 16+ WHO PAY OR WILL PAY FOR STORAGE

	SERVICE PROVIDER		SERVICE PROVIDER USED IN INTERVIEW		CONTENT		ACCOUNT					T&CS OR SERVICE CHANGES						PROBLEMS		PROMISES MADE/SERVICE AGREED			
	GROUP 1 (a)	GROUP 2 (b)	GROUP 1 (c)	GROUP 2 (d)	WOULD STORE ALL (e)	WOULD NOT STORE ALL (f)	PAID NOW (g)	FREE NOW (h)	FREE FUTURE (i)	PAID FUTURE (j)	PAID EVER (k)	YES (l)	NO (m)	POSITIVE (n)	NEGATIVE (o)	POSITIVE ONLY (p)	NEGATIVE ONLY (q)	MIX (r)	YES (s)	NO (t)	AGREE (u)	DIS-AGREE (v)	
Unweighted Base	179	168	16	168	9	64	115	147	32	32	32	179	45	124	13	9	13	9	-	15	161	133	12
Weighted Base	206	193	21**	193	12**	76*	130*	174	32**	32**	32**	206	49*	146	17**	9**	17**	9**	-**	16**	187	151	17**
Effective Base	154	145	14	145	8	57	98	127	28	28	28	154	38	107	11	8	11	8	-	13	139	115	10
Less than £1 per month	14	14	1	14	-	5	9	12	2	2	2	14	3	11	1	-	1	-	-	2	12	11	-
	7%	7%	4%	7%	-	6%	7%	7%	5%	5%	5%	7%	7%	7%	5%	-	5%	-	-	12%	7%	7%	-
£1 - £1.99 per month	58	57	2	57	1	16	42	50	8	8	8	58	20	37	6	5	6	5	-	4	51	40	2
	28%	30%	10%	30%	7%	22%	32%	28%	26%	26%	26%	28%	41%	25%	38%	62%	38%	62%	-	27%	27%	27%	12%
£2 - £2.99 per month	18	17	2	17	-	7	11	17	2	2	2	18	5	11	4	1	4	1	-	1	18	13	4
	9%	9%	11%	9%	-	10%	8%	10%	5%	5%	5%	9%	10%	7%	26%	8%	26%	8%	-	5%	9%	8%	21%
£3 - £4.99 per month	20	20	3	20	-	8	12	16	4	4	4	20	5	14	-	1	-	1	-	-	20	16	-
	10%	10%	16%	10%	-	10%	9%	9%	13%	13%	13%	10%	9%	9%	-	10%	-	10%	-	-	11%	11%	-
£5 - £6.99 per month	12	12	1	12	-	6	7	9	3	3	3	12	3	10	-	-	-	-	-	-	12	11	-
	6%	6%	6%	6%	-	7%	5%	5%	10%	10%	10%	6%	5%	7%	-	-	-	-	-	-	7%	7%	-
£7 - £9.99 per month	10	9	1	9	1	3	7	9	1	1	1	10	3	6	2	1	2	1	-	2	8	6	3
	5%	4%	7%	4%	12%	4%	5%	5%	2%	2%	2%	5%	6%	4%	11%	-	11%	-	-	12%	4%	4%	18%
£10 - £14.99 per month	11	11	-	11	-	2	9	10	1	1	1	11	1	10	-	-	-	-	-	1	10	10	-
	5%	6%	-	6%	-	3%	7%	6%	2%	2%	2%	5%	2%	7%	-	-	-	-	-	6%	5%	7%	-
£15 - £19.99 per month	5	5	-	5	-	3	2	3	2	2	2	5	1	4	*	1	*	1	-	-	5	3	1
	2%	3%	-	3%	-	4%	1%	2%	6%	6%	6%	2%	3%	2%	3%	9%	3%	9%	-	-	3%	2%	5%
£20 per month or more	31	26	5	26	5	13	18	28	3	3	3	31	3	25	1	1	1	1	-	4	28	20	7
	15%	14%	25%	14%	45%	17%	14%	16%	10%	10%	10%	15%	6%	17%	6%	11%	6%	11%	-	23%	15%	13%	39%
Less than £10 per month	132	129	11	129	2	45	87	113	20	20	20	132	39	87	13	7	13	7	-	9	121	98	9
	64%	67%	55%	67%	19%	59%	67%	65%	61%	61%	61%	64%	79% ^m	60%	80%	80%	80%	80%	-	56%	65%	65%	51%
£10 - £19.99 per month	16	16	-	16	-	6	11	13	3	3	3	16	2	14	*	1	*	1	-	1	15	13	1
	8%	8%	-	8%	-	7%	8%	8%	8%	8%	8%	8%	4%	10%	3%	9%	3%	9%	-	6%	8%	8%	5%
Mean	10.37	9.03	20.75	9.03	42.68	12.09	9.43	10.62	8.84	8.84	8.84	10.37	5.60	11.84	3.88	12.53	3.88	12.53	-	8.93	10.63	10.45	14.63
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k - l/m/n/o/p/q/r - s/t - u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 47
LU15N - How much, approximately, do you pay currently for your account?
LU15N - How much, approximately, will you be paying for your account at the end of the introductory/free trial period?
 BASE: ALL CLOUD STORAGE USERS 16+ WHO PAY OR WILL PAY FOR STORAGE

TOTAL	SERVICE PROVIDER		SERVICE PROVIDER USED IN INTERVIEW		CONTENT		ACCOUNT					T&CS OR SERVICE CHANGES					PROBLEMS		PROMISES MADE/SERVICE AGREED			
	GROUP 1 (a)	GROUP 2 (b)	GROUP 1 (c)	GROUP 2 (d)	WOULD STORE ALL (e)	WOULD NOT STORE ALL (f)	PAID NOW (g)	FREE NOW (h)	FREE FUTURE (i)	PAID FUTURE (j)	PAID EVER (k)	YES (l)	NO (m)	POSITIVE (n)	NEGATIVE (o)	POSITIVE ONLY (p)	NEGATIVE ONLY (q)	MIX (r)	YES (s)	NO (t)	AGREE (u)	DIS-AGREE (v)
206	193	21**	193	12**	76*	130*	174	32**	32**	32**	206	49*	146	17**	9**	17**	9**	-**	16**	187	151	17**
25	21	4	21	4	12	13	18	7	7	7	25	5	19	2	-	2	-	-	2	23	20	1
12%	11%	20%	11%	35%	16%	10%	10%	21%	21%	21%	12%	10%	13%	11%	-	11%	-	-	13%	12%	13%	5%

Weighted Base

Don't know

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k - l/m/n/o/p/q/r - s/t - u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 48
LU16 - Thinking back to when your account with <<cloud storage provider>> was first created, which, if any, of the following potential costs of the service were made clear to you before you 'signed-up'?
BASE: ALL CLOUD STORAGE USERS 16+

	GENDER		AGE							SOCIAL GRADE				OCCUPATION					WEEK			
	TOTAL	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	FULL-TIME (n)	PART-TIME (o)	SELF-EMPLOYED (p)	NOT WORKING (q)	WORKING (r)	EMPLOYED (s)	01	02
Unweighted Base	1073	568	505	27	192	213	194	178	154	115	360	384	189	140	432	116	85	440	633	548	587	486
Weighted Base	1174	606	568	25**	189	259	224	215	153	109	457	359	213	146	538	149	110*	376	798	688	653	521
Effective Base	925	491	435	25	166	188	169	154	130	102	312	338	165	128	385	105	74	393	563	490	502	424
The standard monthly or annual charge for using the service	280 24%	154 25%	126 22%	3 11%	36 19%	59 23%	58 26%	58 27%	40 26%	26 24%	116 25%	87 24%	48 22%	29 20%	143 27%q	40 27%	23 21%	73 20%	206 26%q	183 27%q	148 23%	131 25%
Charges for going over storage limits	287 24%	151 25%	136 24%	7 30%	47 25%	66 25%	65 29%	48 22%	31 20%	24 22%	117 26%	81 23%	50 24%	39 27%	143 27%	29 19%	27 25%	88 23%	199 25%	172 25%	152 23%	136 26%
Automatic conversion of free trial into a paid-for account	69 6%	42 7%	27 5%	1 3%	8 4%	20 8%	10 5%	17 8%	7 5%	6 5%	32 7%	15 4%	11 5%	11 8%	43 8%pq	10 7%p	1 1%	15 4%	54 7%p	53 8%pq	41 6%	28 5%
Charges for access from multiple devices	54 5%	27 4%	27 5%	1 4%	11 6%	9 3%	7 3%	17 8%	5 3%	3 3%	23 5%	14 4%	6 3%	10 7%	34 6%r	3 2%	1 1%	15 4%	38 5%	37 5%	30 5%	24 5%
Charges for automatic upload of content	42 4%	25 4%	17 3%	1 3%	5 2%	5 2%	6 2%	17 8%def	6 4%	3 3%	20 4%	7 2%	7 3%	8 5%	31 6%opqr	1 1%	- -	10 3%	32 4%o	32 5%o	23 4%	18 4%
Charges to store particular types of content or content over a particular size	40 3%	19 3%	21 4%	1 4%	6 3%	7 3%	6 3%	14 6%	3 2%	3 2%	22 5%	10 3%	5 2%	3 2%	23 4%	6 4%	1 1%	10 3%	30 4%	28 4%	22 3%	18 4%
Charges to upload content from portable/external hard-drives	28 2%	12 2%	15 3%	- -	6 3%	3 1%	4 2%	12 6%eh	1 1%	2 2%	15 3%	7 2%	3 1%	4 3%	18 3%	2 1%	- -	8 2%	20 3%	20 3%	14 2%	14 3%
Charges for unlimited amount of storage	123 10%	65 11%	58 10%	1 4%	17 9%	26 10%	24 11%	30 14%	13 9%	12 11%	58 13% m	40 11%	17 8%	9 6%	61 11% os	7 5%	16 14% o	39 10%	84 11% o	68 10% o	75 11%	48 9%
Contract termination fees	36 3%	17 3%	19 3%	1 4%	2 1%	6 2%	6 3%	14 6% d	5 3%	3 3%	18 4%	11 3%	5 2%	3 2%	21 4%	2 2%	4 3%	9 2%	27 3%	23 3%	18 3%	19 4%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 48
LU16 - Thinking back to when your account with <<cloud storage provider>> was first created, which, if any, of the following potential costs of the service were made clear to you before you 'signed-up'?
BASE: ALL CLOUD STORAGE USERS 16+

	GENDER		AGE							SOCIAL GRADE				OCCUPATION					WEEK			
	TOTAL	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	FULL- TIME (n)	PART- TIME (o)	SELF- EMP- LOYED (p)	NOT WOR- KING (q)	WOR- KING (r)	EMP- LOYED (s)	01	02
Weighted Base	1174	606	568	25**	189	259	224	215	153	109	457	359	213	146	538	149	110*	376	798	688	653	521
Other	15	5	10	-	-	3	2	6	2	2	6	6	3	-	8	2	-	6	9	9	9	7
	1%	1%	2%	-	-	1%	1%	3% ^d	2%	2%	1%	2%	1%	-	1%	1%	-	2%	1%	1%	1%	1%
Any charges made clear (NET)	646	350	296	14	98	156	134	118	74	53	255	191	117	83	326	76	62	182	464	402	355	291
	55%	58%	52%	55%	52%	60% ^h	60% ^h	55%	48%	48%	56%	53%	55%	57%	60% ^q	51%	56%	48%	58% ^q	58% ^q	54%	56%
Respondent believes that they do not have an account	3	1	2	-	-	-	1	-	2	-	1	-	1	1	1	-	1	1	2	1	3	-
	*	*	*	-	-	-	1%	-	1%	-	*	-	1%	1%	*	-	1%	*	*	*	*	-
None of these	379	189	190	7	53	85	64	67	57	45	152	123	66	38	156	56	32	135	244	212	219	161
	32%	31%	33%	29%	28%	33%	29%	31%	37%	42% ^{df}	33%	34%	31%	26%	29%	38%	29%	36% ⁿ	31%	31%	33%	31%
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	147	67	80	4	38	19	25	29	21	11	49	45	29	24	56	17	15	58	89	73	77	69
	13%	11%	14%	16%	20% ^{efi}	7%	11%	14%	14%	10%	11%	13%	13%	17%	10%	11%	14%	15% ^{nrs}	11%	11%	12%	13%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/op/q/r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 49
LU16 - Thinking back to when your account with <<cloud storage provider>> was first created, which, if any, of the following potential costs of the service were made clear to you before you 'signed-up'?
BASE: ALL CLOUD STORAGE USERS 16+

	SERVICE PROVIDER		SERVICE PROVIDER USED IN INTERVIEW		CONTENT		ACCOUNT					T&CS OR SERVICE CHANGES						PROBLEMS		PROMISES MADE/SERVICE AGREED			
	GROUP 1 (a)	GROUP 2 (b)	GROUP 1 (c)	GROUP 2 (d)	WOULD STORE ALL (e)	WOULD NOT STORE ALL (f)	PAID NOW (g)	FREE NOW (h)	FREE FUTURE (i)	PAID FUTURE (j)	PAID EVER (k)	YES (l)	NO (m)	POSITIVE (n)	NEGATIVE (o)	POSITIVE ONLY (p)	NEGATIVE ONLY (q)	MIX (r)	YES (s)	NO (t)	AGREE (u)	DIS-AGREE (v)	
Unweighted Base	1073	1015	94	1015	52	331	720	146	873	847	32	178	229	765	36	21	35	20	1	129	921	703	40
Weighted Base	1174	1112	105*	1112	56*	367	786	173	945	917	32**	206	251	842	40*	22**	39**	21**	1**	133	1017	766	45*
Effective Base	925	874	81	874	45	285	620	127	754	730	28	154	198	660	31	19	30	18	1	110	794	603	34
The standard monthly or annual charge for using the service	280	256	31	256	20	82	194	111	166	161	15	127	62	201	18	13	18	13	-	22	254	211	12
	24%	23%	29%	23%	36% ^c	22%	25%	64% ^{hi}	18%	18%	47%	62% ^{hi}	25%	24%	47% ^{lm}	59%	48%	62%	-	17%	25%	28%	26%
Charges for going over storage limits	287	276	19	276	9	84	202	36	250	249	5	41	83	195	8	8	8	8	-	31	251	222	9
	24%	25%	18%	25%	15%	23%	26%	21%	26%	27% ^h	16%	20%	33% ^m	23%	20%	38%	21%	40%	-	23%	25%	29%	19%
Automatic conversion of free trial into a paid-for account	69	65	9	65	4	18	51	20	49	48	8	28	24	41	7	5	7	5	-	10	56	45	5
	6%	6%	8%	6%	7%	5%	6%	11% ^{hi}	5%	5%	25%	13% ^{hi}	10% ^m	5%	19% ^m	22%	19%	23%	-	8%	6%	6%	12%
Charges for access from multiple devices	54	47	8	47	5	18	36	17	36	35	2	19	16	36	4	3	4	3	-	10	43	38	2
	5%	4%	7%	4%	9%	5%	5%	10% ^{hi}	4%	4%	5%	9% ^{hi}	6%	4%	11%	13%	11%	14%	-	7%	4%	5%	5%
Charges for automatic upload of content	42	35	8	35	5	8	34	16	26	26	4	19	13	29	4	2	4	2	-	5	35	26	4
	4%	3%	8% ^a	3%	9% ^c	2%	4%	9% ^{hi}	3%	3%	12%	9% ^{hi}	5%	3%	11% ^m	8%	11%	8%	-	4%	3%	3%	8%
Charges to store particular types of content or content over a particular size	40	37	5	37	3	16	24	12	28	28	2	14	16	24	1	1	1	1	-	4	36	30	1
	3%	3%	4%	3%	5%	4%	3%	7% ^{hi}	3%	3%	7%	7% ^{hi}	7% ^m	3%	2%	6%	2%	6%	-	3%	4%	4%	3%
Charges to upload content from portable/external hard-drives	28	23	6	23	5	11	17	10	18	18	2	11	9	19	-	1	-	1	-	5	23	18	1
	2%	2%	6% ^a	2%	9% ^c	3%	2%	6% ^{hi}	2%	2%	5%	5% ^{hi}	3%	2%	-	6%	-	6%	-	3%	2%	2%	2%
Charges for unlimited amount of storage	123	112	20	112	10	31	90	13	109	107	8	21	43	78	3	3	3	3	-	17	106	85	4
	10%	10%	19% ^a	10%	17%	8%	11%	8%	12%	12%	25%	10% ^g	17% ^m	9%	7%	16%	7%	17%	-	13%	10%	11%	8%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k - l/m/n/o/p/q/r - s/t - u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 49
LU16 - Thinking back to when your account with <<cloud storage provider>> was first created, which, if any, of the following potential costs of the service were made clear to you before you 'signed-up'?
BASE: ALL CLOUD STORAGE USERS 16+

	SERVICE PROVIDER		SERVICE PROVIDER USED IN INTERVIEW		CONTENT		ACCOUNT					T&CS OR SERVICE CHANGES					PROBLEMS		PROMISES MADE/SERVICE AGREED				
	GROUP 1 (a)	GROUP 2 (b)	GROUP 1 (c)	GROUP 2 (d)	WOULD STORE ALL (e)	WOULD NOT STORE ALL (f)	PAID NOW (g)	FREE NOW (h)	FREE FUTURE (i)	PAID FUTURE (j)	PAID EVER (k)	YES (l)	NO (m)	POSITIVE (n)	NEGATIVE (o)	POSITIVE ONLY (p)	NEGATIVE ONLY (q)	MIX (r)	YES (s)	NO (t)	AGREE (u)	DIS-AGREE (v)	
Weighted Base	1174	1112	105*	1112	56*	367	786	173	945	917	32**	206	251	842	40*	22**	39**	21**	1**	133	1017	766	45*
Contract termination fees	36 3%	33 3%	7 7%	33 3%	2 4%	5 1%	31 4%e	14 8%hi	23 2%	23 2%	2 7%	16 8%hi	11 4%	24 3%	3 7%	2 9%	3 7%	2 9%	-	9 7%t	26 3%	24 3%	5 11%u
Other	15 1%	14 1%	1 1%	14 1%	1 2%	7 2%	7 1%	1 1%	14 1%	14 2%	- -	1 1%	3 1%	12 1%	1 3%	- -	1 3%	- -	-	2 1%	13 1%	6 1%	1 2%
Any charges made clear (NET)	646 55%	606 54%	63 60%	606 54%	35 62%	191 52%	448 57%	133 77%hi	509 54%	499 54%	28 87%	161 78%hi	166 66% <i>m</i>	456 54%	29 72%	19 88%	29 74%	19 93%	-	77 58%	558 55%	452 59%	31 68%
Respondent believes that they do not have an account	3 *	2 *	-	2 *	-	-	2 *	-	3 *	3 *	-	-	-	3 *	-	-	-	-	-	-	3 *	1 *	-
None of these	379 32%	366 33%	29 27%	366 33%	13 24%	127 35%	248 32%	27 16%	333 35%gk	323 35%gk	4 13%	31 15%	67 27%	292 35%l	8 21%	3 12%	7 19%	1 7%	1 100%	47 35%	327 32%	229 30%	12 27%
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	147 13%	139 13%	14 13%	139 13%	8 14%	49 13%	88 11%	14 8%	101 11%l	93 10%	-	14 7%	19 7%	91 11%	3 7%	-	3 7%	-	-	9 7%	131 13%	85 11%	2 5%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k - l/m/n/o/p/q/r - st - uv
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 50
LU17 - And which, if any, of the following potential costs of the service were made clear to you after you 'signed-up'?
BASE: ALL CLOUD STORAGE USERS 16+ WHO DID NOT HAVE ALL PRE-CODED COSTS OF SERVICE MADE CLEAR AT TIME OF SIGN UP

	GENDER		AGE							SOCIAL GRADE				OCCUPATION						WEEK		
	TOTAL	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	FULL- TIME (n)	PART- TIME (o)	SELF- EMP- LOYED (p)	NOT WOR- KING (q)	WOR- KING (r)	EMP- LOYED (s)	01	02
Unweighted Base	1060	561	499	27	192	212	191	172	153	113	353	380	188	139	424	116	85	435	625	540	582	478
Weighted Base	1160	600	561	25**	189	258	221	207	153	107*	448	355	212	145	529	149	110*	372	789	678	648	513
Effective Base	913	484	430	25	166	188	167	148	129	100	306	334	164	127	377	105	74	388	556	483	498	416
The standard monthly or annual charge for using the service	83 7%	42 7%	41 7%	-	16 8%	15 6%	11 5%	25 12%ef	9 6%	8 7%	31 7%	27 8%	19 9%	6 4%	39 7%	10 7%	16 14%qs	18 5%	65 8%rs	49 7%	46 7%	37 7%
Charges for going over storage limits	131 11%	74 12%	57 10%	1 3%	23 12%	26 10%	24 11%	30 14%i	21 14%	6 6%	49 11%	35 10%	21 10%	25 18%kl	63 12%	15 10%	13 12%	40 11%	90 11%	77 11%	79 12%	52 10%
Automatic conversion of free trial into a paid-for account	35 3%	20 3%	15 3%	-	3 2%	12 5%	6 3%	8 4%	3 2%	2 2%	7 2%	10 3%	10 4%	8 6%j	21 4%	7 5%	2 2%	6 2%	29 4%	27 4%q	20 3%	15 3%
Charges for access from multiple devices	36 3%	20 3%	16 3%	1 3%	12 6%h	9 3%	5 2%	6 3%	1 *	3 2%	7 1%	8 2%	7 3%	13 9%jkl	20 4%	4 2%	-	12 3%	24 3%	24 4%	18 3%	18 4%
Charges for automatic upload of content	26 2%	19 3%b	6 1%	-	7 4%	8 3%	4 2%	3 2%	2 1%	1 1%	13 3%	4 1%	3 1%	6 4%k	17 3%	2 2%	1 1%	5 1%	21 3%	20 3%	16 2%	10 2%
Charges to store particular types of content or content over a particular size	30 3%	21 3%	9 2%	-	6 3%	6 2%	9 4%	4 2%	2 2%	2 2%	10 2%	6 2%	7 4%	6 4%	15 3%	4 3%	4 4%	6 2%	24 3%	19 3%	19 3%	11 2%
Charges to upload content from portable/external hard-drives	13 1%	12 2%b	1 *	1 4%	1 *	5 2%	1 1%	1 *	2 1%	2 1%	4 1%	1 *	4 2%	4 3%k	8 2%	1 1%	1 1%	2 1%	10 1%	9 1%	6 1%	7 1%
Charges for unlimited amount of storage	70 6%	39 7%	31 6%	-	13 7%	24 9%	10 5%	11 5%	7 5%	5 4%	29 7%	20 6%	16 8%	4 3%	37 7%	8 5%	8 8%	17 5%	53 7%	45 7%	43 7%	27 5%
Contract termination fees	19 2%	14 2%	5 1%	-	1 1%	6 2%	7 3%	1 *	2 2%	1 1%	3 1%	9 3%	3 2%	2 2%	13 2%	-	1 1%	5 1%	14 2%	13 2%	12 2%	7 1%
Business / company use	2 *	1 *	1 *	-	-	-	-	1 1%	-	1 1%	-	2 1%	-	-	1 *	1 1%	-	-	2 *	2 *	2 *	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 50
LU17 - And which, if any, of the following potential costs of the service were made clear to you after you 'signed-up'?
BASE: ALL CLOUD STORAGE USERS 16+ WHO DID NOT HAVE ALL PRE-CODED COSTS OF SERVICE MADE CLEAR AT TIME OF SIGN UP

	GENDER		AGE							SOCIAL GRADE				OCCUPATION					WEEK			
	TOTAL	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	FULL-TIME (n)	PART-TIME (o)	SELF-EMPLOYED (p)	NOT WORKING (q)	WORKING (r)	EMPLOYED (s)	01	02
Weighted Base	1160	600	561	25**	189	258	221	207	153	107*	448	355	212	145	529	149	110*	372	789	678	648	513
Respondent believes they do not have an account	2	1	1	-	-	-	1	-	1	-	1	-	1	-	1	-	1	-	2	1	2	-
Other	8	2	6	-	1	3	3	-	1	-	1	5	2	4	-	2	3	5	4	6	2	
None of these	574	281	293	15	88	120	105	102	80	65	246	178	95	56	244	82	47	201	373	326	294	280
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	190	96	93	8	34	37	37	33	27	14	69	60	31	30	83	22	20	65	124	104	119	70
	16%	16%	17%	31%	18%	14%	17%	16%	17%	13%	15%	17%	14%	21%	16%	14%	18%	18%	16%	15%	18%	14%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/op/q/r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 51
LU17 - And which, if any, of the following potential costs of the service were made clear to you after you 'signed-up'?
BASE: ALL CLOUD STORAGE USERS 16+ WHO DID NOT HAVE ALL PRE-CODED COSTS OF SERVICE MADE CLEAR AT TIME OF SIGN UP

	SERVICE PROVIDER		SERVICE PROVIDER USED IN INTERVIEW		CONTENT		ACCOUNT					T&CS OR SERVICE CHANGES						PROBLEMS		PROMISES MADE/SERVICE AGREED			
	GROUP 1	GROUP 2	GROUP 1	GROUP 2	WOULD STORE ALL	WOULD NOT STORE ALL	PAID NOW	FREE NOW	FREE FUTURE	PAID FUTURE	PAID EVER	YES	NO	POSITIVE	NEGATIVE	POSITIVE ONLY	NEGATIVE ONLY	MIX	YES	NO	AGREE	DIS-AGREE	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	
Unweighted Base	1060	1003	91	1003	51	326	712	142	864	838	30	172	225	756	36	21	35	20	1	128	909	692	40
Weighted Base	1160	1099	102*	1099	55*	362	776	168	936	908	31**	199	246	833	40*	22**	39**	21**	1**	132	1004	754	45*
Effective Base	913	863	78	863	44	280	613	123	746	722	26	148	194	652	31	19	30	18	1	109	783	593	34
The standard monthly or annual charge for using the service	83	76	14	76	6	27	57	14	69	68	6	20	21	61	4	-	4	-	-	7	75	49	4
	7%	7%	14%a	7%	11%	7%	7%	8%	7%	7%	20%	10%	9%	7%	10%	-	11%	-	-	6%	7%	6%	10%
Charges for going over storage limits	131	117	21	117	13	34	96	31	100	99	11	42	34	89	7	4	7	4	-	15	114	78	9
	11%	11%	21%a	11%	23%c	9%	12%	18%hi	11%	11%	36%	21%hi	14%	11%	18%	20%	19%	21%	-	11%	11%	10%	20%
Automatic conversion of free trial into a paid-for account	35	31	5	31	4	10	25	7	28	28	1	8	6	28	-	1	-	1	-	4	30	26	-
	3%	3%	5%	3%	7%	3%	3%	4%	3%	3%	5%	4%	3%	3%	-	3%	-	3%	-	3%	3%	3%	-
Charges for access from multiple devices	36	35	2	35	1	4	30	6	30	30	6	12	10	25	4	3	4	3	-	10	24	24	3
	3%	3%	2%	3%	2%	1%	4%e	3%	3%	3%	19%	6%g	4%	3%	9%	13%	9%	13%	-	8%t	2%	3%	6%
Charges for automatic upload of content	26	23	5	23	3	6	19	6	20	19	2	8	14	9	2	3	2	3	-	10	15	15	1
	2%	2%	5%	2%	5%	2%	2%	4%	2%	2%	6%	4%	6% ^m	1%	5%	15%	5%	16%	-	7% ^t	2%	2%	2%
Charges to store particular types of content or content over a particular size	30	27	3	27	3	3	26	6	23	23	1	7	14	13	5	4	5	4	-	11	18	18	4
	3%	2%	3%	2%	5%	1%	3% ^e	4%	2%	3%	3%	4%	6% ^m	2%	13% ^m	20%	13%	21%	-	8% ^t	2%	2%	8% ^u
Charges to upload content from portable/external hard-drives	13	13	1	13	-	-	11	2	11	11	1	2	4	9	1	-	1	-	-	1	12	10	-
	1%	1%	1%	1%	-	-	1% ^e	1%	1%	1%	2%	1%	2%	1%	3%	-	3%	-	-	1%	1%	1%	-
Charges for unlimited amount of storage	70	68	5	68	3	20	50	15	54	51	-	15	26	41	2	7	2	7	-	12	58	56	2
	6%	6%	5%	6%	5%	6%	6%	9%	6%	6%	-	8%	10% ^m	5%	5%	31%	5%	33%	-	9%	6%	7%	4%
Contract termination fees	19	16	2	16	2	3	14	3	16	16	1	4	8	11	5	-	5	-	-	1	17	12	-
	2%	1%	2%	1%	4%	1%	2%	2%	2%	2%	2%	2%	3%	1%	12% ^{lm}	-	13%	-	-	1%	2%	2%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k - l/m/n/o/p/q/r - s/t - u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 51
LU17 - And which, if any, of the following potential costs of the service were made clear to you after you 'signed-up'?
BASE: ALL CLOUD STORAGE USERS 16+ WHO DID NOT HAVE ALL PRE-CODED COSTS OF SERVICE MADE CLEAR AT TIME OF SIGN UP

	SERVICE PROVIDER		SERVICE PROVIDER USED IN INTERVIEW		CONTENT		ACCOUNT					T&CS OR SERVICE CHANGES					PROBLEMS		PROMISES MADE/SERVICE AGREED				
	GROUP 1	GROUP 2	GROUP 1	GROUP 2	WOULD STORE ALL	WOULD NOT STORE ALL	PAID NOW	FREE NOW	FREE FUTURE	PAID FUTURE	PAID EVER	YES	NO	POSITIVE	NEGATIVE	POSITIVE ONLY	NEGATIVE ONLY	MIX	YES	NO	AGREE	DIS-AGREE	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	
Weighted Base	1160	1099	102*	1099	55*	362	776	168	936	908	31**	199	246	833	40*	22**	39**	21**	1**	132	1004	754	45*
Business / company use	2	2	-	2	-	1	1	1	1	1	-	1	-	2	-	-	-	-	-	1	1	-	1
	*	*	-	*	-	*	*	1%	*	*	-	1%	-	*	-	-	-	-	-	1%	*	-	2%u
Respondent believes they do not have an account	2	1	-	1	-	-	2	-	2	2	-	-	-	2	-	-	-	-	-	-	2	1	-
	*	*	-	*	-	-	*	-	*	*	-	-	-	*	-	-	-	-	-	-	*	*	-
Other	8	8	-	8	-	2	6	-	8	8	-	-	1	5	-	1	-	1	-	-	8	3	-
	1%	1%	-	1%	-	1%	1%	-	1%	1%	-	-	*	1%	-	4%	-	4%	-	-	1%	*	-
None of these	574	553	38	553	19	189	376	77	477	461	5	82	111	439	17	3	16	1	1	61	503	388	16
	50%	50%b	37%	50%d	33%	52%	48%	46%k	51%k	51%k	15%	41%	45%	53%	42%	12%	41%	7%	100%	47%	50%	51%	36%
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	190	178	18	178	12	73	106	21	134	128	2	23	26	124	4	-	4	-	-	15	165	114	8
	16%	16%	18%	16%	21%	20%f	14%	13%	14%	14%	8%	12%	11%	15%	11%	-	11%	-	-	11%	16%	15%	18%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k - l/m/n/o/p/q/r - s/t - u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 52
LU18 - At any point, have any of the terms and conditions for using <<cloud storage provider>>, or any features of the service, changed?
BASE: ALL CLOUD STORAGE USERS 16+

	GENDER		AGE							SOCIAL GRADE				OCCUPATION					WEEK			
	TOTAL	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	FULL-TIME (n)	PART-TIME (o)	SELF-EMPLOYED (p)	NOT WORKING (q)	WORKING (r)	EMPLOYED (s)	01	02
Unweighted Base	1073	568	505	27	192	213	194	178	154	115	360	384	189	140	432	116	85	440	633	548	587	486
Weighted Base	1174	606	568	25**	189	259	224	215	153	109	457	359	213	146	538	149	110*	376	798	688	653	521
Effective Base	925	491	435	25	166	188	169	154	130	102	312	338	165	128	385	105	74	393	563	490	502	424
Yes - change(s) to terms and conditions	114 10%	67 11%	47 8%	3 10%	23 12% ⁱ	24 9%	29 13% ⁱ	18 8%	13 8%	4 4%	53 12% ⁱ	38 10%	12 6%	11 7%	63 12% ^r	12 8%	5 4%	34 9%	79 10%	75 11%	66 10%	48 9%
Yes - change(s) to the service	41 3%	26 4%	15 3%	3 12%	5 3%	6 2%	10 4%	7 3%	4 2%	6 6%	16 4%	14 4%	6 3%	5 3%	22 4%	3 2%	1 1%	15 4%	25 3%	25 4%	27 4%	14 3%
Yes - but not sure whether this was a change to the terms and conditions or to the service or both	110 9%	63 10%	47 8%	-	16 8%	27 10%	21 10%	22 10%	17 11%	7 7%	52 11% ^m	39 11% ^m	12 6%	7 5%	56 10% ^q	14 9%	18 16% ^q	22 6%	88 11% ^q	70 10% ^q	68 10%	42 8%
Changes to T&Cs AND service	14 1%	9 1%	5 1%	1 3%	1 1%	1 *	3 2%	6 3%	- -	1 1%	6 1%	3 1%	2 1%	2 1%	9 2%	1 1%	- -	4 1%	10 1%	10 2%	10 1%	4 1%
Any change	251 21%	147 24% ^b	103 18%	5 19%	43 23%	55 21%	57 25%	41 19%	33 22%	17 15%	115 25% ^{lm}	87 24% ^{lm}	28 13%	21 14%	132 25% ^q	27 18%	23 21%	69 18%	182 23%	159 23%	151 23%	100 19%
No - neither of them have changed	842 72%	428 71%	414 73%	18 73%	133 70%	187 72%	154 69%	158 74%	105 68%	87 80% ^{fh}	311 68%	247 69%	178 84% ^{ijkm}	106 72%	376 70%	113 75%	75 68%	278 74%	564 71%	489 71%	460 70%	383 73%
Don't know	81 7%	31 5%	50 9% ^a	2 7%	13 7%	17 7%	13 6%	16 7%	15 10%	5 5%	30 7%	24 7%	7 3%	20 13% ^{kl}	30 6%	10 6%	12 11%	29 8%	52 6%	40 6%	42 6%	39 7%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 53
LU18 - At any point, have any of the terms and conditions for using <<cloud storage provider>>, or any features of the service, changed?
BASE: ALL CLOUD STORAGE USERS 16+

	SERVICE PROVIDER		SERVICE PROVIDER USED IN INTERVIEW		CONTENT		ACCOUNT					T&CS OR SERVICE CHANGES						PROBLEMS		PROMISES MADE/SERVICE AGREED			
	GROUP 1	GROUP 2	GROUP 1	GROUP 2	WOULD STORE ALL	WOULD NOT STORE ALL	PAID NOW	FREE NOW	FREE FUTURE	PAID FUTURE	PAID EVER	YES	NO	POSITIVE	NEGATIVE	POSITIVE ONLY	NEGATIVE ONLY	MIX	YES	NO	AGREE	DIS-AGREE	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	
Unweighted Base	1073	1015	94	1015	52	331	720	146	873	847	32	178	229	765	36	21	35	20	1	129	921	703	40
Weighted Base	1174	1112	105*	1112	56*	367	786	173	945	917	32**	206	251	842	40*	22**	39**	21**	1**	133	1017	766	45*
Effective Base	925	874	81	874	45	285	620	127	754	730	28	154	198	660	31	19	30	18	1	110	794	603	34
Yes - change(s) to terms and conditions	114 10%	111 10%	8 7%	111 10%	3 5%	24 7%	89 11%e	24 14%	88 9%	88 10%	5 14%	28 14%	114 45% _m	-	22 56% _m	10 47%	21 54%	9 44%	1 100%	17 13%	96 9%	84 11%	3 7%
Yes - change(s) to the service	41 3%	38 3%	2 2%	38 3%	1 2%	12 3%	27 3%	9 5%	32 3%	30 3%	-	9 4%	41 16% _m	-	16 39% _{lm}	3 12%	15 38%	2 8%	1 100%	8 6%	31 3%	32 4%	1 3%
Yes - but not sure whether this was a change to the terms and conditions or to the service or both	110 9%	106 10%	14 14%	106 10%	4 8%	36 10%	73 9%	13 7%	96 10%	95 10%	4 12%	17 8%	110 44% _{mn}	-	10 25% _m	10 46%	10 26%	10 48%	-	34 26% _t	76 7%	73 10%	6 13%
Changes to T&Cs AND service	14 1%	14 1%	-	14 1%	-	3 1%	10 1%	5 3%	9 1%	9 1%	-	5 3%	14 6% _m	-	8 20% _{lm}	1 5%	7 18%	-	1 100%	3 2%	10 1%	11 1%	-
Any change	251 21%	242 22%	24 23%	242 22%	8 14%	69 19%	179 23%	40 23%	207 22%	205 22%	9 27%	49 24%	251 100% _m	-	40 100% _m	22 100%	39 100%	21 100%	1 100%	56 42% _t	193 19%	179 23%	11 24%
No - neither of them have changed	842 72%	793 71%	72 68%	793 71%	44 78%	280 76%	552 70%	122 71%	693 73%	672 73%	23 71%	146 71%	-	842 100% _{ln}	-	-	-	-	-	67 50%	759 75% _s	549 72%	31 70%
Don't know	81 7%	77 7%	10 9%	77 7%	4 7%	17 5%	54 7%	10 6%	45 5% _i	40 4%	1 2%	11 5%	-	-	-	-	-	-	-	10 7%	66 6%	38 5%	3 7%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k - l/m/n/o/p/q/r - st - uv
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 54
LU19 - And how did you become aware of this change/these changes?
BASE: ALL CLOUD STORAGE USERS 16+ WHO EXPERIENCED A CHANGE TO T&CS OR SERVICE

	GENDER		AGE							SOCIAL GRADE				OCCUPATION					WEEK			
	TOTAL	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	FULL-TIME (n)	PART-TIME (o)	SELF-EMPLOYED (p)	NOT WORKING (q)	WORKING (r)	EMPLOYED (s)	01	02
Unweighted Base	229	139	90	5	48	45	51	33	31	16	89	92	27	21	104	22	20	83	146	126	135	94
Weighted Base	251	147	103*	5**	43*	55*	57*	41**	33**	17**	115*	87*	28**	21**	132*	27**	23**	69*	182	159	151	100*
Effective Base	198	124	75	4	43	40	46	28	27	13	79	80	24	20	93	20	17	75	130	113	113	85
Service provider contacted them (NET)	224	134	90	4	39	51	53	36	27	13	105	76	25	19	115	25	21	63	161	141	134	90
	89%	91%	87%	79%	91%	92%	94%	90%	82%	78%	91%	87%	88%	90%	87%	94%	90%	92%	89%	88%	89%	90%
I was emailed by the service provider	153 61%	94 63%	59 57%	2 51%	27 63%	32 59%	41 72%	21 52%	18 54%	11 64%	68 59%	49 56%	19 69%	16 77%	78 59%	17 63%	14 61%	44 64%	109 60%	95 60%	89 59%	64 64%
I received a phone call from the service provider	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I received a letter from the service provider	2 1%	-	2 2%	-	2 4%	-	-	-	-	-	2 2%	-	-	-	2 1%	-	-	-	2 1%	2 1%	2 1%	-
I received a text update from the service provider	13 5%	4 3%	10 9%	* 10%	2 4%	6 10%	3 5%	2 4%	1 3%	* 2%	3 2%	6 7%	3 12%	1 5%	7 5%	1 5%	2 7%	4 6%	10 5%	8 5%	8 5%	5 5%
I saw a notice/pop-up on the service provider's app	54 22%	33 22%	21 20%	1 18%	11 26%	11 20%	8 14%	13 32%	7 21%	3 18%	30 26%	18 21%	4 15%	2 8%	27 20%	7 25%	5 22%	16 23%	39 21%	34 21%	37 24%	17 17%
I saw a notice/pop-up on the service provider's website	16 6%	8 5%	8 8%	-	3 6%	5 9%	3 5%	1 2%	4 12%	-	10 9%	5 6%	-	1 4%	12 9%	-	-	3 5%	12 7%	12 8%	10 7%	6 6%
News or feature articles (NET)	6 2%	4 2%	2 2%	-	2 4%	-	1 3%	1 3%	-	1 7%	6 5%	-	-	-	3 2%	-	1 6%	1 2%	4 2%	3 2%	4 3%	1 1%
Saw a news article or feature in a newspaper or magazine	3 1%	3 2%	-	-	-	-	1 3%	1 3%	-	-	3 2%	-	-	-	1 1%	-	1 6%	-	3 1% ^s	1 1%	3 2%	-
Saw a news article or feature online	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Saw a news article or feature on TV	3 1%	1 1%	2 2%	-	2 4%	-	-	-	-	1 7%	3 3%	-	-	-	2 1%	-	-	1 2%	2 1%	2 1%	2 1%	1 1%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 54
LU19 - And how did you become aware of this change/these changes?
BASE: ALL CLOUD STORAGE USERS 16+ WHO EXPERIENCED A CHANGE TO T&CS OR SERVICE

	GENDER		AGE							SOCIAL GRADE				OCCUPATION					WEEK			
	TOTAL	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	FULL-TIME (n)	PART-TIME (o)	SELF-EMPLOYED (p)	NOT WORKING (q)	WORKING (r)	EMPLOYED (s)	01	02
Weighted Base	251	147	103*	5**	43*	55*	57*	41**	33**	17**	115*	87*	28**	21**	132*	27**	23**	69*	182	159	151	100*
Heard a news article or feature about it on the radio	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Advertising (NET)	5	-	5	-	2	2	-	-	1	-	2	3	-	-	4	-	-	1	4	4	2	3
	2%	-	5%a	-	4%	4%	-	-	3%	-	2%	3%	-	-	3%	-	-	1%	2%	2%	1%	3%
Saw an ad in a newspaper or magazine	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Saw an ad online	5	-	5	-	2	2	-	-	1	-	2	3	-	-	4	-	-	1	4	4	2	3
	2%	-	5%a	-	4%	4%	-	-	3%	-	2%	3%	-	-	3%	-	-	1%	2%	2%	1%	3%
Saw an ad on TV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Heard an ad on the radio	2	-	2	-	2	-	-	-	-	-	2	-	-	-	2	-	-	-	2	2	2	-
	1%	-	2%	-	4%	-	-	-	-	-	2%	-	-	-	1%	-	-	-	1%	1%	1%	-
Respondent found out for themselves (NET)	4	2	2	-	3	-	-	-	1	-	2	2	-	-	4	-	-	-	4	4	2	2
	2%	1%	2%	-	7%	-	-	-	3%	-	2%	2%	-	-	3%	-	-	-	2%	3%	1%	2%
I saw that the amount I was charged had changed on the bill	1	1	-	-	1	-	-	-	-	-	-	1	-	-	1	-	-	-	1	1	-	1
	*	1%	-	-	3%	-	-	-	-	-	-	1%	-	-	1%	-	-	-	1%	1%	-	1%
I saw that the payments coming from my account had changed	3	1	2	-	2	-	-	-	1	-	2	1	-	-	3	-	-	-	3	3	2	1
	1%	1%	2%	-	4%	-	-	-	3%	-	2%	1%	-	-	2%	-	-	-	2%	2%	1%	1%
Someone told respondent (NET)	11	3	8	-	2	2	1	2	4	1	5	3	2	1	9	-	-	2	9	9	10	1
	4%	2%	8%	-	5%	3%	2%	4%	12%	5%	5%	4%	5%	5%	7%	-	-	3%	5%	6%	7%	1%
A friend, family member or colleague told me	11	3	8	-	2	2	1	2	4	1	5	3	2	1	9	-	-	2	9	9	10	1
	4%	2%	8%	-	5%	3%	2%	4%	12%	5%	5%	4%	5%	7%	-	-	3%	5%	6%	7%	1%	
Other	4	2	3	1	1	-	-	1	-	2	1	-	2	1	2	-	-	3	2	2	3	2
	2%	1%	2%	21%	2%	-	-	3%	-	9%	1%	-	8%	5%	1%	-	-	4%	1%	1%	2%	2%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/op/q/r/s
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 54
LU19 - And how did you become aware of this change/these changes?
BASE: ALL CLOUD STORAGE USERS 16+ WHO EXPERIENCED A CHANGE TO T&CS OR SERVICE

	GENDER		AGE							SOCIAL GRADE				OCCUPATION					WEEK			
	TOTAL	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	FULL- TIME (n)	PART- TIME (o)	SELF- EMP- LOYED (p)	NOT WOR- KING (q)	WOR- KING (r)	EMP- LOYED (s)	01	02
Weighted Base	251	147	103*	5**	43*	55*	57*	41**	33**	17**	115*	87*	28**	21**	132*	27**	23**	69*	182	159	151	100*
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	5	3	2	-	1	1	1	*	-	2	-	4	1	2	2	1	*	5	4	3	2	
	2%	2%	2%	-	2%	2%	1%	1%	-	10%	-	4%j	4%	1%	6%	4%	1%	2%	2%	2%	2%	

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/op/q/r/s
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 55
LU19 - And how did you become aware of this change/these changes?
BASE: ALL CLOUD STORAGE USERS 16+ WHO EXPERIENCED A CHANGE TO T&CS OR SERVICE

	SERVICE PROVIDER		SERVICE PROVIDER USED IN INTERVIEW		CONTENT		ACCOUNT					T&CS OR SERVICE CHANGES						PROBLEMS		PROMISES MADE/SERVICE AGREED			
	GROUP 1	GROUP 2	GROUP 1	GROUP 2	WOULD STORE ALL	WOULD NOT STORE ALL	PAID NOW	FREE NOW	FREE FUTURE	PAID FUTURE	PAID EVER	YES	NO	POSITIVE	NEGATIVE	POSITIVE ONLY	NEGATIVE ONLY	MIX	YES	NO	AGREE	DIS-AGREE	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	
Unweighted Base	229	221	21	221	7	62	164	35	189	186	10	45	229	-	36	21	35	20	1	55	172	162	9
Weighted Base	251	242	24**	242	8**	69*	179	40**	207	205	9**	49*	251	-**	40*	22**	39**	21**	1**	56*	193	179	11**
Effective Base	198	190	17	190	6	54	141	30	164	162	10	38	198	-	31	19	30	18	1	48	148	138	8
Service provider contacted them (NET)	224	217	17	217	5	64	158	37	184	182	9	46	224	-	32	21	32	21	-	51	171	162	9
	89%	90%	71%	90%	68%	93%	88%	92%	89%	89%	100%	93%	89%	-	82%	95%	84%	100%	-	91%	89%	91%	86%
I was emailed by the service provider	153 61%	148 61%	12 49%	148 61%	4 45%	40 58%	111 62%	30 74%	122 59%	121 59%	7 83%	37 75%h	153 61%	-	27 68%	15 72%	27 70%	15 75%	-	29 52%	122 63%	119 67%	6 57%
I received a phone call from the service provider	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I received a letter from the service provider	2 1%	-	2 8%	-	2 23%	2 3%	-	-	2 1%	2 1%	-	-	2 1%	-	-	-	-	-	-	2 3%t	-	-	-
I received a text update from the service provider	13 5%	13 6%	-	13 6%	-	3 4%	10 6%	-	13 7%l	12 6%	-	-	13 5%	-	3 8%	2 7%	3 8%	2 8%	-	6 11%	7 4%	7 4%	2 21%
I saw a notice/pop-up on the service provider's app	54 22%	54 22%	3 14%	54 22%	-	19 28%	35 19%	7 18%	46 22%	46 23%	1 7%	8 16%	54 22%n	-	3 7%	3 12%	3 7%	3 13%	-	14 26%	40 21%	35 20%	-
I saw a notice/pop-up on the service provider's website	16 6%	14 6%	2 8%	14 6%	2 23%	5 8%	10 6%	-	15 7%	15 7%	1 10%	1 2%	16 6%	-	-	1 4%	-	1 4%	-	5 9%	11 6%	8 5%	1 8%
News or feature articles (NET)	6 2%	4 2%	2 8%	4 2%	2 23%	2 3%	4 2%	-	6 3%	6 3%	-	-	6 2%	-	1 3%	-	1 3%	-	-	3 5%	3 1%	2 1%	1 14%
Saw a news article or feature in a newspaper or magazine	3 1%	3 1%	-	3 1%	-	-	3 1%	-	3 1%	3 1%	-	-	3 1%	-	-	-	-	-	-	-	3 1%	1 1%	1 14%
Saw a news article or feature online	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k - l/m/n/o/p/q/r - s/t - u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 55
LU19 - And how did you become aware of this change/these changes?
BASE: ALL CLOUD STORAGE USERS 16+ WHO EXPERIENCED A CHANGE TO T&CS OR SERVICE

	SERVICE PROVIDER		SERVICE PROVIDER USED IN INTERVIEW		CONTENT		ACCOUNT					T&CS OR SERVICE CHANGES						PROBLEMS		PROMISES MADE/SERVICE AGREED			
	GROUP 1	GROUP 2	GROUP 1	GROUP 2	WOULD STORE ALL	WOULD NOT STORE ALL	PAID NOW	FREE NOW	FREE FUTURE	PAID FUTURE	PAID EVER	YES	NO	POSITIVE	NEGATIVE	POSITIVE ONLY	NEGATIVE ONLY	MIX	YES	NO	AGREE	DIS-AGREE	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	
Weighted Base	251	242	24**	242	8**	69*	179	40**	207	205	9**	49*	251	-**	40*	22**	39**	21**	1**	56*	193	179	11**
Saw a news article or feature on TV	3 1%	1 *	2 8%	1 *	2 23%	2 3%	1 1%	- -	3 1%	3 1%	- -	- -	3 1%	- -	1 3%	- -	1 3%	- -	- -	3 5%t	- -	1 1%	- -
Heard a news article or feature about it on the radio	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Advertising (NET)	5	3	2	3	2	4	1	2	3	3	-	2	5	-	3	-	3	-	-	2	3	3	-
	2%	1%	8%	1%	23%	6%f	1%	5%	1%	1%	-	4%	2%	-	7%l	-	8%	-	-	3%	2%	2%	-
Saw an ad in a newspaper or magazine	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Saw an ad online	5 2%	3 1%	2 8%	3 1%	2 23%	4 6%f	1 1%	2 5%	3 1%	3 1%	-	2 4%	5 2%	-	3 7%l	-	3 8%	-	-	2 3%	3 2%	3 2%	-
Saw an ad on TV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Heard an ad on the radio	2 1%	-	2 8%	-	2 23%	2 3%	-	-	2 1%	2 1%	-	-	2 1%	-	-	-	-	-	-	2 3%t	-	-	-
Respondent found out for themselves (NET)	4	1	3	1	3	2	2	1	3	3	-	1	4	-	1	1	1	1	-	2	2	1	-
	2%	1%	12%	1%	35%	3%	1%	2%	2%	2%	-	2%	2%	-	2%	6%	2%	6%	-	3%	1%	1%	-
I saw that the amount I was charged had changed on the bill	1 *	1 1%	-	1 1%	-	-	1 1%	-	1 1%	1 1%	-	-	1 *	-	-	1 6%	-	1 6%	-	-	1 1%	-	-
I saw that the payments coming from my account had changed	3 1%	-	3 12%	-	3 35%	2 3%	1 1%	1 2%	2 1%	2 1%	-	1 2%	3 1%	-	1 2%	-	1 2%	-	-	2 3%	1 *	1 1%	-
Someone told respondent (NET)	11	10	6	10	2	2	9	-	11	11	-	-	11	-	1	-	1	-	-	1	10	7	-
	4%	4%	25%	4%	20%	3%	5%	-	5%	5%	-	-	4%	-	2%	-	2%	-	-	3%	5%	4%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k - l/m/n/o/p/q/r - s/t - u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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LU19 - And how did you become aware of this change/these changes?
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	SERVICE PROVIDER		SERVICE PROVIDER USED IN INTERVIEW		CONTENT		ACCOUNT					T&CS OR SERVICE CHANGES						PROBLEMS		PROMISES MADE/SERVICE AGREED			
	GROUP 1	GROUP 2	GROUP 1	GROUP 2	WOULD STORE ALL	WOULD NOT STORE ALL	PAID NOW	FREE NOW	FREE FUTURE	PAID FUTURE	PAID EVER	YES	NO	POSITIVE	NEGATIVE	POSITIVE ONLY	NEGATIVE ONLY	MIX	YES	NO	AGREE	DIS-AGREE	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	
Weighted Base	251	242	24**	242	8**	69*	179	40**	207	205	9**	49*	251	-**	40*	22**	39**	21**	1**	56*	193	179	11**
A friend, family member or colleague told me	11	10	6	10	2	9	-	11	11	-	-	11	-	1	-	1	-	-	1	10	7	-	-
	4%	4%	25%	4%	20%	3%	5%	-	5%	5%	-	-	4%	-	2%	-	2%	-	-	3%	5%	4%	-
Other	4	4	-	4	-	-	4	-	4	4	-	-	4	-	1	1	-	-	1	2	3	3	-
	2%	2%	-	2%	-	-	2%	-	2%	2%	-	-	2%	-	3%	5%	-	-	100%	3%	1%	1%	-
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	5	5	-	5	-	1	4	*	5	5	-	*	5	-	*	-	*	-	-	1	4	2	-
	2%	2%	-	2%	-	1%	2%	1%	2%	2%	-	1%	2%	-	1%	-	1%	-	-	2%	2%	1%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k - l/m/n/o/p/q/r - st - u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 56
LU20A - And thinking about this change/these changes, would you describe it/them as....?
BASE: ALL CLOUD STORAGE USERS 16+ WHO EXPERIENCED A CHANGE TO T&CS OR SERVICE

	GENDER		AGE							SOCIAL GRADE				OCCUPATION					WEEK			
	TOTAL	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	FULL-TIME (n)	PART-TIME (o)	SELF-EMPLOYED (p)	NOT WORKING (q)	WORKING (r)	EMPLOYED (s)	01	02
Unweighted Base	229	139	90	5	48	45	51	33	31	16	89	92	27	21	104	22	20	83	146	126	135	94
Weighted Base	251	147	103*	5**	43*	55*	57*	41**	33**	17**	115*	87*	28**	21**	132*	27**	23**	69*	182	159	151	100*
Effective Base	198	124	75	4	43	40	46	28	27	13	79	80	24	20	93	20	17	75	130	113	113	85
Positive - the change(s) was/were favourable towards you	40 16%	22 15%	18 17%	1 14%	7 17%	8 15%	7 13%	7 18%	7 20%	2 13%	16 14%	12 14%	7 25%	4 20%	20 15%	9 34%	1 4%	10 14%	30 16%	29 18%	24 16%	16 16%
Negative - the change(s) was/were unfavourable towards you	22 9%	14 10%	7 7%	- -	5 11%	3 6%	5 9%	5 12%	4 11%	- -	8 7%	7 8%	1 5%	5 22%	13 10%	- -	1 4%	7 10%	14 8%	13 8%	14 9%	8 8%
Neutral - the change(s) was/were neither positive/favourable nor negative/unfavourable towards you	179 71%	105 71%	74 72%	4 86%	28 66%	41 74%	44 78%	28 70%	19 57%	13 80%	86 75%	63 73%	17 61%	12 57%	95 72%	18 66%	19 83%	47 68%	132 72%	112 71%	106 70%	72 73%
Positive only (NET)	39 15%	21 14%	18 17%	1 14%	7 17%	8 15%	7 13%	6 15%	7 20%	2 13%	15 13%	12 14%	7 25%	4 20%	18 14%	9 34%	1 4%	10 14%	29 16%	28 17%	23 15%	16 16%
Negative only (NET)	21 8%	13 9%	7 7%	- -	5 11%	3 6%	5 9%	4 10%	4 11%	- -	7 6%	7 8%	1 5%	5 22%	12 9%	- -	1 4%	7 10%	13 7%	12 8%	13 8%	8 8%
Both Positive and Negative (NET)	1 *	1 1%	- -	- -	- -	- -	- -	1 3%	- -	- -	1 1%	- -	- -	- -	1 1%	- -	- -	- -	1 1%	1 1%	1 1%	- -
None of these	2 1%	2 1%	- -	- -	1 2%	- -	- -	- -	1 2%	- -	1 1%	1 1%	- -	- -	- -	- -	- -	2 2%	- -	- -	1 1%	1 1%
Don't know	11 4%	7 4%	4 4%	- -	2 5%	2 4%	1 1%	1 2%	3 10%	1 7%	4 4%	4 4%	2 8%	- -	5 4%	- -	2 8%	3 5%	7 4%	5 3%	8 5%	3 3%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 57
LU20A - And thinking about this change/these changes, would you describe it/them as....?
BASE: ALL CLOUD STORAGE USERS 16+ WHO EXPERIENCED A CHANGE TO T&CS OR SERVICE

	SERVICE PROVIDER		SERVICE PROVIDER USED IN INTERVIEW		CONTENT		ACCOUNT					T&CS OR SERVICE CHANGES							PROBLEMS		PROMISES MADE/SERVICE AGREED		
	GROUP 1	GROUP 2	GROUP 1	GROUP 2	WOULD STORE ALL	WOULD NOT STORE ALL	PAID NOW	FREE NOW	FREE FUTURE	PAID FUTURE	PAID EVER	YES	NO	POSITIVE	NEGATIVE	POSITIVE ONLY	NEGATIVE ONLY	MIX	YES	NO	AGREE	DIS-AGREE	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	
Unweighted Base	229	221	21	221	7	62	164	35	189	186	10	45	229	-	36	21	35	20	1	55	172	162	9
Weighted Base	251	242	24**	242	8**	69*	179	40**	207	205	9**	49*	251	-**	40*	22**	39**	21**	1**	56*	193	179	11**
Effective Base	198	190	17	190	6	54	141	30	164	162	10	38	198	-	31	19	30	18	1	48	148	138	8
Positive - the change(s) was/were favourable towards you	40	36	2	36	2	9	30	16	23	23	1	17	40	-	40	1	39	-	1	7	31	32	3
	16%	15%	8%	15%	23%	12%	17%	39%	11%	11%	11%	34%hi	16%	-	100%l	5%	100%	-	100%	12%	16%	18%	30%
Negative - the change(s) was/were unfavourable towards you	22	20	5	20	2	3	18	4	17	17	5	9	22	-	1	22	-	21	1	7	15	13	3
	9%	8%	19%	8%	23%	5%	10%	11%	8%	8%	54%	18%	9%	-	3%	100%	-	100%	100%	12%	8%	7%	25%
Neutral - the change(s) was/were neither positive/favourable nor negative/unfavourable towards you	179	174	16	174	4	55	122	18	159	157	3	21	179	-	-	-	-	-	-	42	136	124	5
	71%	72%	68%	72%	55%	80%	68%	46%	77%k	77%k	35%	44%	71%n	-	-	-	-	-	-	75%	70%	69%	45%
Positive only (NET)	39	35	2	35	2	9	29	16	22	22	1	17	39	-	39	-	39	-	-	6	31	32	3
	15%	15%	8%	15%	23%	12%	16%	39%	11%	11%	11%	34%hi	15%	-	97%l	-	100%	-	-	11%	16%	18%	30%
Negative only (NET)	21	19	5	19	2	3	17	4	16	16	5	9	21	-	-	21	-	21	-	6	15	13	3
	8%	8%	19%	8%	23%	5%	10%	11%	8%	8%	54%	18%hi	8%	-	-	95%	-	100%	-	11%	8%	7%	25%
Both Positive and Negative (NET)	1	1	-	1	-	-	1	-	1	1	-	-	1	-	1	1	-	-	1	1	-	-	-
	*	*	-	*	-	-	1%	-	1%	1%	-	-	*	-	3%	5%	-	-	100%	2%	-	-	-
None of these	2	2	-	2	-	1	1	-	1	1	-	-	2	-	-	-	-	-	-	-	2	2	-
	1%	1%	-	1%	-	1%	*	-	*	*	-	-	1%	-	-	-	-	-	-	-	1%	1%	-
Don't know	11	11	1	11	-	1	9	2	9	8	-	2	11	-	-	-	-	-	-	1	10	9	-
	4%	4%	5%	4%	-	2%	5%	5%	4%	4%	-	4%	4%	-	-	-	-	-	-	2%	5%	5%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k - l/m/n/o/p/q/r - s/t - u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 58
LU20BP - Which change(s) was/were positive/favourable towards you?
BASE: ALL CLOUD STORAGE USERS 16+ WHO EXPERIENCED A POSITIVE CHANGE TO T&CS OR SERVICE

	GENDER		AGE							SOCIAL GRADE				OCCUPATION					WEEK			
	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	FULL- TIME (n)	PART- TIME (o)	SELF- EMP- LOYED (p)	NOT WOR- KING (q)	WOR- KING (r)	EMP- LOYED (s)	01	02	
Unweighted Base	36	21	15	1	8	6	7	5	7	2	13	13	6	4	15	8	1	12	24	23	21	15
Weighted Base	40*	22**	18**	1**	7**	8**	7**	7**	7**	2**	16**	12**	7**	4**	20**	9**	1**	10**	30**	29**	24*	16*
Effective Base	31	20	12	1	8	6	6	4	7	2	11	11	6	4	13	7	1	11	21	20	17	14
Cost reduction / free services	5 12%	2 9%	3 16%	-	-	3 34%	1 14%	1 14%	-	-	1 6%	3 24%	1 14%	-	3 15%	2 21%	-	-	5 16%	5 17%	2 8%	3 19%
More / unlimited storage	17 42%	12 56%	5 27%	1 100%	4 57%	2 28%	4 50%	4 54%	1 16%	1 48%	11 65%	3 23%	1 20%	2 49%	9 47%	3 30%	1 100%	4 40%	13 43%	12 41%	9 39%	7 47%
Don't know	12 30%	4 20%	8 42%	-	1 8%	4 49%	3 37%	2 31%	2 34%	-	3 16%	5 39%	2 34%	2 51%	3 17%	6 60%	-	3 31%	9 29%	9 30%	10 43%	2 10%
Other	8 20%	5 24%	3 15%	-	3 47%	-	-	1 14%	3 50%	-	3 17%	3 22%	2 33%	-	5 27%	-	-	3 26%	5 18%	5 18%	4 18%	3 22%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 59
LU20BP - Which change(s) was/were positive/favourable towards you?
BASE: ALL CLOUD STORAGE USERS 16+ WHO EXPERIENCED A POSITIVE CHANGE TO T&CS OR SERVICE

	SERVICE PROVIDER		SERVICE PROVIDER USED IN INTERVIEW		CONTENT		ACCOUNT					T&CS OR SERVICE CHANGES						PROBLEMS		PROMISES MADE/SERVICE AGREED			
	GROUP 1	GROUP 2	GROUP 1	GROUP 2	WOULD STORE ALL	WOULD NOT STORE ALL	PAID NOW	FREE NOW	FREE FUTURE	PAID FUTURE	PAID EVER	YES	NO	POSITIVE	NEGATIVE	POSITIVE ONLY	NEGATIVE ONLY	MIX	YES	NO	AGREE	DIS-AGREE	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	
Unweighted Base	36	33	2	33	2	7	28	12	23	23	1	13	36	-	36	1	35	-	1	7	28	29	2
Weighted Base	40*	36**	2**	36**	2**	9**	30**	16**	23**	23**	1**	17**	40*	-**	40*	1**	39**	-**	1**	7**	31**	32**	3**
Effective Base	31	28	2	28	2	6	24	10	21	21	1	11	31	-	31	1	30	-	1	7	23	25	2
Cost reduction / free services	5	5	-	5	-	3	2	4	1	1	1	5	5	-	5	-	5	-	-	-	5	5	-
	12%	13%	-	13%	-	34%	7%	25%	4%	4%	100%	29%	12%	-	12%	-	13%	-	-	-	16%	15%	-
More / unlimited storage	17	17	-	17	-	4	12	7	10	10	-	7	17	-	17	1	16	-	1	4	12	16	-
	42%	46%	-	46%	-	50%	39%	46%	41%	41%	-	43%	42%	-	42%	100%	41%	-	100%	55%	37%	49%	-
Don't know	12	11	1	11	1	2	10	3	8	8	-	3	12	-	12	-	12	-	-	2	10	7	2
	30%	30%	49%	30%	49%	27%	31%	21%	34%	34%	-	19%	30%	-	30%	-	31%	-	-	29%	31%	21%	57%
Other	8	6	1	6	1	-	8	2	6	6	-	2	8	-	8	1	7	-	1	2	6	5	1
	20%	15%	51%	15%	51%	-	26%	14%	24%	24%	-	14%	20%	-	20%	100%	17%	-	100%	27%	19%	17%	43%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k - l/m/n/o/p/q/r - s/t - u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 60
LU20BN - Which change(s) was/were negative/unfavourable towards you?
BASE: ALL CLOUD STORAGE USERS 16+ WHO EXPERIENCED A NEGATIVE CHANGE TO T&CS OR SERVICE

	GENDER		AGE							SOCIAL GRADE				OCCUPATION					WEEK			
	TOTAL	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	FULL-TIME (n)	PART-TIME (o)	SELF-EMPLOYED (p)	NOT WORKING (q)	WORKING (r)	EMPLOYED (s)	01	02
Unweighted Base	21	13	8	-	5	3	4	5	4	-	7	7	2	5	11	-	1	9	12	11	14	7
Weighted Base	22*	14**	7**	..**	5**	3**	5**	5**	4**	..**	8**	7**	1**	5**	13**	..**	1**	7**	14**	13**	14*	8*
Effective Base	19	12	7	-	5	2	4	5	4	-	6	6	2	5	10	-	1	9	11	10	12	7
Cost increase / higher charge / price went up	9	7	1	-	1	3	3	2	1	-	4	2	1	2	6	-	-	3	6	6	6	3
	41%	52%	19%	-	16%	75%	51%	42%	24%	-	44%	27%	100%	37%	43%	-	-	42%	40%	43%	44%	35%
Introduced a / reduced the storage limit	4	2	2	-	-	-	1	2	2	-	2	2	-	1	1	-	1	2	2	1	3	1
	20%	13%	32%	-	-	-	18%	37%	44%	-	20%	25%	-	18%	7%	-	100%	33%	13%	7%	24%	11%
Issues with things uploading automatically	2	2	-	-	-	-	-	1	1	-	2	-	-	-	2	-	-	-	2	2	2	-
	9%	14%	-	-	-	-	-	21%	25%	-	23%	-	-	-	14%	-	-	-	13%	14%	14%	-
Don't know / can't remember	5	1	4	-	2	-	2	-	1	-	1	2	-	2	3	-	-	2	3	3	3	2
	22%	8%	49%	-	44%	-	32%	-	32%	-	13%	22%	-	45%	20%	-	-	29%	19%	20%	20%	26%
Other	3	3	-	-	1	-	-	1	1	-	2	1	-	-	2	-	-	1	2	2	3	-
	12%	18%	-	-	13%	-	-	21%	25%	-	23%	8%	-	-	14%	-	-	8%	13%	14%	18%	-

Proportions/Means; Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 61
LU20BN - Which change(s) was/were negative/unfavourable towards you?
BASE: ALL CLOUD STORAGE USERS 16+ WHO EXPERIENCED A NEGATIVE CHANGE TO T&CS OR SERVICE

	SERVICE PROVIDER		SERVICE PROVIDER USED IN INTERVIEW		CONTENT		ACCOUNT					T&CS OR SERVICE CHANGES						PROBLEMS		PROMISES MADE/SERVICE AGREED			
	GROUP 1	GROUP 2	GROUP 1	GROUP 2	WOULD STORE ALL	WOULD NOT STORE ALL	PAID NOW	FREE NOW	FREE FUTURE	PAID FUTURE	PAID EVER	YES	NO	POSITIVE	NEGATIVE	POSITIVE ONLY	NEGATIVE ONLY	MIX	YES	NO	AGREE	DIS-AGREE	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	
Unweighted Base	21	19	4	19	2	3	18	4	16	16	5	9	21	-	1	21	-	20	1	6	15	12	3
Weighted Base	22*	20**	5**	20**	2**	3**	18**	4**	17**	17**	5**	9**	22**	**	1**	22**	**	21**	1**	7**	15**	13**	3**
Effective Base	19	17	3	17	2	2	16	3	15	15	5	8	19	-	1	19	-	18	1	5	14	10	3
Cost increase / higher charge / price went up	9	7	5	7	2	2	7	3	6	6	2	4	9	-	-	9	-	9	-	3	6	6	1
	41%	35%	100%	35%	100%	54%	38%	59%	38%	38%	37%	48%	41%	-	-	41%	-	43%	-	39%	42%	51%	29%
Introduced a / reduced the storage limit	4	3	1	3	1	2	3	-	4	4	1	1	4	-	-	4	-	4	-	2	3	3	1
	20%	17%	19%	17%	47%	46%	15%	-	25%	25%	18%	9%	20%	-	-	20%	-	21%	-	24%	18%	20%	32%
Issues with things uploading automatically	2	2	-	2	-	-	2	1	1	1	-	1	2	-	1	2	-	1	1	1	1	1	-
	9%	10%	-	10%	-	-	10%	20%	6%	6%	-	10%	9%	-	100%	9%	-	4%	100%	15%	6%	7%	-
Don't know / can't remember	5	5	-	5	-	-	5	-	5	5	2	2	5	-	-	5	-	5	-	2	3	2	1
	22%	24%	-	24%	-	-	26%	-	29%	29%	45%	23%	22%	-	-	22%	-	23%	-	23%	22%	17%	40%
Other	3	3	-	3	-	-	3	1	1	1	-	1	3	-	1	3	-	1	1	1	1	1	-
	12%	13%	-	13%	-	-	14%	20%	6%	6%	-	10%	12%	-	100%	12%	-	7%	100%	15%	10%	12%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k - l/m/n/o/p/q/r - s/t - u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 62
LU20BU - Which change(s) was/were neither positive/favourable nor negative/unfavourable towards you?
BASE: ALL CLOUD STORAGE USERS 16+ WHO EXPERIENCED A NEUTRAL CHANGE TO T&CS OR SERVICE

	TOTAL	GENDER		AGE						SOCIAL GRADE				OCCUPATION					WEEK			
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	FULL-TIME (n)	PART-TIME (o)	SELF-EMPLOYED (p)	NOT WORKING (q)	WORKING (r)	EMPLOYED (s)	01	02
Unweighted Base	161	97	64	4	31	35	39	23	16	13	65	66	18	12	75	14	16	56	105	89	93	68
Weighted Base	179	105*	74*	4**	28**	41*	44*	28**	19**	13**	86*	63*	17**	12**	95*	18**	19**	47*	132*	112*	106*	72*
Effective Base	139	86	54	3	27	31	35	20	13	11	58	57	16	11	68	12	13	50	94	80	79	61
Access to / security of data / information	5 3%	4 4%	1 1%	2 42%	2 5%	1 2%	- -	1 2%	- -	- -	2 2%	2 2%	2 9%	- -	1 1%	1 8%	- -	3 5%	2 2%	2 2%	2 2%	3 3%
Charges / fees	6 3%	3 3%	2 3%	- -	- -	1 3%	4 8%	- -	- -	1 5%	1 1%	3 5%	2 11%	- -	2 2%	1 8%	2 8%	1 2%	5 4%	3 3%	6 5%	- -
Terms and conditions changed but it didn't affect me	19 10%	14 13%	5 6%	1 22%	2 8%	4 9%	10 23%	- -	1 4%	1 6%	12 14%	4 7%	2 14%	- -	11 11%	2 9%	1 8%	5 10%	14 10%	12 11%	8 8%	10 14%
New features / features updated	4 2%	2 2%	2 3%	- -	1 3%	2 6%	- -	1 4%	- -	- -	3 3%	2 3%	- -	- -	2 2%	2 9%	- -	1 2%	3 3%	3 3%	2 2%	2 3%
Sharing my data with third parties [for advertising purposes]	3 1%	2 2%	1 1%	- -	1 3%	- -	2 4%	- -	- -	- -	1 1%	1 1%	1 4%	- -	1 1%	1 4%	- -	1 1%	2 1%	2 2%	3 2%	- -
Storage limits	12 7%	9 9%	3 4%	- -	1 2%	4 11%	5 12%	1 2%	- -	1 9%	4 5%	5 8%	1 6%	2 13%	4 4%	3 18%	3 14%	3 6%	9 7%	7 6%	7 7%	5 7%
Service or software changes, no effect	10 5%	9 9%	1 1%	* 11%	- -	2 6%	3 7%	2 8%	2 10%	- -	5 6%	3 5%	- -	1 12%	8 8%	- -	- -	2 4%	8 6%	8 7%	9 8%	1 2%
Other	16 9%	6 5%	10 14%	1 22%	5 17%	3 8%	- -	2 6%	3 15%	2 16%	7 8%	7 11%	1 5%	1 11%	8 9%	4 22%	- -	4 8%	12 9%	12 11%	10 9%	6 8%
Don't know	113 63%	61 58%	52 70%	1 25%	18 64%	25 61%	23 52%	24 83%	13 71%	9 64%	53 61%	41 65%	12 67%	8 64%	61 64%	7 38%	15 78%	30 65%	83 63%	68 60%	65 61%	48 66%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 63
LU20BU - Which change(s) was/were neither positive/favourable nor negative/unfavourable towards you?
BASE: ALL CLOUD STORAGE USERS 16+ WHO EXPERIENCED A NEUTRAL CHANGE TO T&CS OR SERVICE

	SERVICE PROVIDER		SERVICE PROVIDER USED IN INTERVIEW		CONTENT		ACCOUNT					T&CS OR SERVICE CHANGES							PROBLEMS		PROMISES MADE/SERVICE AGREED	
	GROUP 1	GROUP 2	GROUP 1	GROUP 2	WOULD STORE ALL	WOULD NOT STORE ALL	PAID NOW	FREE NOW	FREE FUTURE	PAID FUTURE	PAID EVER	YES	NO	POSITIVE	NEGATIVE	POSITIVE ONLY	NEGATIVE ONLY	MIX	YES	NO	AGREE	DIS-AGREE
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	161	158	14	158	3	49	110	17	142	140	4	21	161	-	-	-	-	-	42	118	111	4
Weighted Base	179	174	16**	174	4**	55*	122*	18**	159	157	3**	21**	179	**	**	**	**	**	42*	136	124*	5**
Effective Base	139	137	11	137	3	42	95	15	123	121	4	18	139	-	-	-	-	-	36	103	95	4
Access to / security of data / information	5 3%	5 3%	-	5 3%	-	2 4%	2 2%	-	4 3%	4 3%	-	-	5 3%	-	-	-	-	-	2 5%	2 2%	2 2%	-
Charges / fees	6 3%	6 3%	-	6 3%	-	2 3%	4 3%	1 4%	5 3%	5 3%	1 29%	2 7%	6 3%	-	-	-	-	-	1 2%	5 3%	5 4%	-
Terms and conditions changed but it didn't affect me	19 10%	19 11%	1 9%	19 11%	-	4 7%	15 12%	3 17%	15 10%	15 10%	-	3 15%	19 10%	-	-	-	-	-	5 12%	13 10%	15 12%	1 31%
New features / features updated	4 2%	4 3%	-	4 3%	-	1 2%	3 3%	-	4 3%	4 3%	-	-	4 2%	-	-	-	-	-	4 10%	-	3 3%	-
Sharing my data [for advertising purposes]	3 1%	3 1%	-	3 1%	-	1 1%	2 1%	-	3 2%	3 2%	-	-	3 1%	-	-	-	-	-	2 4%	1 1%	3 2%	-
Storage limits	12 7%	12 7%	1 6%	12 7%	-	2 3%	10 8%	-	12 8%	12 8%	-	-	12 7%	-	-	-	-	-	5 12%	7 5%	11 9%	-
Service or software changes, no effect	10 5%	10 6%	-	10 6%	-	3 5%	7 6%	-	10 6%	10 6%	-	-	10 5%	-	-	-	-	-	2 6%	7 5%	6 5%	-
Other	16 9%	14 8%	2 12%	14 8%	2 43%	4 7%	11 9%	2 10%	12 8%	12 8%	-	2 9%	16 9%	-	-	-	-	-	3 6%	13 10%	9 8%	1 22%
Don't know	113 63%	111 63%	12 74%	111 63%	2 57%	39 70%	74 61%	13 69%	100 63%	99 63%	2 71%	15 70%	113 63%	-	-	-	-	-	22 53%	90 66%	77 62%	2 47%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k - l/m/n/o/p/q/r - s/t - u/v
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Table 64
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BASE: ALL CLOUD STORAGE USERS 16+

	GENDER		AGE							SOCIAL GRADE				OCCUPATION					WEEK			
	TOTAL	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	FULL-TIME (n)	PART-TIME (o)	SELF-EMPLOYED (p)	NOT WORKING (q)	WORKING (r)	EMPLOYED (s)	01	02
Unweighted Base	1073	568	505	27	192	213	194	178	154	115	360	384	189	140	432	116	85	440	633	548	587	486
Weighted Base	1174	606	568	25**	189	259	224	215	153	109	457	359	213	146	538	149	110*	376	798	688	653	521
Effective Base	925	491	435	25	166	188	169	154	130	102	312	338	165	128	385	105	74	393	563	490	502	424
I haven't experienced any problems with using this provider	1017 87%	524 86%	494 87%	21 84%	155 82%	228 88%	193 86%	191 89%	137 89%	93 85%	394 86%	306 85%	190 89%	127 87%	475 88%	129 87%	92 83%	322 85%	696 87%	604 88%	555 85%	463 89%
Problems with content stored (NET)	32 3%	14 2%	18 3%	2 8%	11 6%e	5 2%	6 3%	5 2%	3 2%	1 1%	10 2%	10 3%	6 3%	7 5%	11 2%	3 2%	2 2%	17 4%nrs	15 2%	14 2%	19 3%	13 2%
Content I have stored has been corrupted	7 1%	6 1%	2 *	- -	6 3%egh	1 *	1 *	- -	- -	- -	4 1%	1 *	3 1%	- -	3 1%	1 1%	- -	3 1%	4 *	4 1%	4 1%	4 1%
Content I have stored has been damaged	4 *	2 *	2 *	- -	1 1%	3 1%	- -	- -	- -	- -	1 *	1 *	- -	2 1%	1 *	- -	- -	3 1%	1 *	1 *	3 *	1 *
Content I have stored has gone missing	7 1%	2 *	5 1%	2 8%	2 1%	1 *	1 *	2 1%	- -	- -	1 *	4 1%	1 *	1 1%	2 *	1 *	- -	4 1%	3 *	3 *	4 1%	3 1%
Content I have stored has been deleted/lost	7 1%	5 1%	3 *	- -	2 1%	1 *	2 1%	1 1%	1 1%	1 1%	- -	4 1%j	2 1%	2 1%j	2 *	- -	2 2%	3 1%	4 *	2 *	5 1%	2 *
Content I have stored has been stolen	1 *	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	- -	1 *	- -
File size limits/ can't store some types of content	10 1%	3 1%	7 1%	- -	1 1%	1 *	4 2%	1 1%	2 1%	1 1%	4 1%	2 1%	3 1%	1 1%	6 1%	1 1%	- -	4 1%	7 1%	7 1%	7 1%	4 1%
Account problems (NET)	23 2%	12 2%	11 2%	- -	5 3%	5 2%	4 2%	3 1%	4 2%	2 2%	11 2%	2 1%	8 4%k	2 1%	11 2%	4 3%	2 1%	7 2%	16 2%	15 2%	14 2%	10 2%
Locked myself out of my account	17 1%	10 2%	7 1%	- -	4 2%g	4 1%	3 2%	- -	4 2%g	2 1%	8 2%	1 *	6 3%k	2 1%	8 1%	1 1%	2 1%	6 2%	10 1%	9 1%	10 1%	7 1%
My account was suspended until I delete(d) content	2 *	1 *	1 *	- -	- -	1 *	- -	- -	- -	1 1%	1 *	1 *	- -	- -	1 *	- -	- -	1 *	1 *	1 *	1 *	1 *

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s
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	TOTAL	GENDER		AGE						SOCIAL GRADE				OCCUPATION						WEEK		
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	FULL-TIME (n)	PART-TIME (o)	SELF-EMPLOYED (p)	NOT WORKING (q)	WORKING (r)	EMPLOYED (s)	01	02
Weighted Base	1174	606	568	25**	189	259	224	215	153	109	457	359	213	146	538	149	110*	376	798	688	653	521
My account was suspended until I upgrade(d) my account	2*	1*	1*	-	1%	-	*	-	-	-	-	-	2%	-	-	-	-	2*	2*	-	-	2*
Problems accessing the service	3*	-	3%	-	-	-	-	3%	-	-	3%	-	-	-	3%	2% ^{nqrs}	-	-	3*	3*	3*	-
Upload/download and connectivity problems (NET)	62	36	26	2	14	16	14	6	4	6	25	25	10	2	26	5	13	18	44	31	40	22
	5%	6%	5%	8%	8%	6%	6%	3%	3%	5%	6% ^m	7% ^m	5%	1%	5%	4%	12% ^{noqr}	5%	6% ^s	5%	6%	4%
Problems with uploading files or media	15	12	3	2	3	5	2	-	2	3	3	7	3	2	6	1*	2	7	9	6	12	4
	1%	2% ^b	1%	6%	1%	2%	1%	-	1%	2% ^g	1%	2%	2%	1%	1%	*	2%	2%	1%	1%	2%	1%
Problems with downloading files or media	10	7	4	1	1	2	1	2	2	3	5	3	1	1	1	-	5	4	6	1	6	4
	1%	1%	1%	3%	*	1%	*	1%	1%	2%	1%	1%	*	1%	*	-	5% ^{noqr}	1%	1% ^{ns}	*	1%	1%
Slow upload of files or media	13	6	6	1	4	3	1	2	1	1	2	8	2	-	1	2	3	6	6	3	9	3
	1%	1%	1%	3%	2%	1%	*	1%	1%	1%	*	2% ^j	1%	-	*	1%	3% ^{ns}	2% ^{ns}	1% ^{ns}	*	1%	1%
Slow download files or media	12	6	6	1	3	4	1	1	1	1	6	6	1	-	4	2	2	4	8	6	9	3
	1%	1%	1%	3%	2%	1%	1%	*	1%	1%	1%	2%	*	-	1%	1%	2%	1%	1%	1%	1%	1%
Syncing problems	18	11	7	*	3	3	7	1	3	1	8	8	2	-	7	2	5	4	14	9	10	8
	2%	2%	1%	2%	1%	1%	3%	*	2%	1%	2%	2%	1%	-	1%	1%	5% ^{nqs}	1%	2% ^s	1%	2%	1%
Bandwidth limits because I am 'a heavy user'	2	1	1	-	1	-	1	-	-	1	-	-	2	-	2	-	-	1	2	2	1	2
	*	*	*	-	*	-	*	-	-	1%	-	-	1%	-	*	-	-	*	*	*	*	*
Storage limit / not enough storage space	6	2	4	-	2	1	2	-	1	-	2	4	-	-	4	-	-	2	4	4	4	2
	*	*	1%	-	1%	*	1%	-	*	-	*	1%	-	-	1%	-	-	*	1%	1%	1%	*
Slow / poor internet connection speed	4	2	2	-	1	-	1	2	-	-	3	-	1	-	2	-	1	1	3	2	3	1
	*	*	*	-	*	-	*	1%	-	-	1%	-	*	-	*	-	1%	*	*	*	*	*
Software issues (NET)	10	5	5	-	2	1	4	-	2	1	7	2	1	-	9	-	-	2	9	9	4	6
	1%	1%	1%	-	1%	*	2%	-	1%	1%	2%	1%	*	-	2%	-	-	*	1%	1%	1%	1%

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	GENDER		AGE							SOCIAL GRADE				OCCUPATION					WEEK			
	TOTAL	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	FULL-TIME (n)	PART-TIME (o)	SELF-EMPLOYED (p)	NOT WORKING (q)	WORKING (r)	EMPLOYED (s)	01	02
Weighted Base	1174	606	568	25**	189	259	224	215	153	109	457	359	213	146	538	149	110*	376	798	688	653	521
Problems getting the provider's software to work with my device	3*	3*	1*	-	-	-	1*	-	2	1	3	1*	-	-	2*	-	-	1*	2*	2*	2*	1*
Problems getting the provider's software to work with my operating system	2*	1*	1*	-	1*	-	1	-	-	-	1*	1*	-	-	1*	-	-	1*	1*	1*	-	2*
Problems getting the provider's software to work with my applications	6	3	3	-	2	1	2	-	-	1	4	1	1	-	5	-	-	1	5	5	2	4
	1%	1%	*	-	1%	*	1%	-	-	1%	1%	*	*	-	1%	-	-	*	1%	1%	*	1%
Customer or technical support (NET)	6	3	4	-	-	2	1	1	1	1	2	1	3	1	2	3	-	2	4	4	1	6
	1%	*	1%	-	-	1%	*	1%	*	1%	*	*	1%	*	*	2%	-	*	1%	1%	*	1%
Poor customer service	4*	1*	3*	-	-	2	-	1	1	-	1	1	2	1	1	3	-	1	4	4	1	4
	*	*	*	-	-	1%	-	1%	*	-	*	1%	1%	*	2%nr	-	*	*	1%nr	*	*	1%
Poor technical support	3*	2*	2*	-	-	-	1*	1*	1*	1*	2*	1*	1*	-	2*	1*	-	1*	2*	2*	1*	3*
	*	*	*	-	-	-	*	*	*	1%	*	*	*	-	*	*	-	*	*	*	*	1%
Terms of use issues (NET)	4	-	4	-	2	1	1	-	-	-	2	-	1	1	3	-	-	1	3	3	3	1
	*	-	1%	-	1%	*	*	-	-	-	*	-	*	1%	1%	-	-	*	*	*	*	*
Threats from the provider to delete my account for 'misuse'	3*	-	3*	-	2	1	-	-	-	-	2	-	-	1	2	-	-	1	2	2	3	-
	*	-	*	-	1%	*	-	-	-	-	*	-	-	1%	*	-	-	*	*	*	*	-
Threats from the provider to delete my account if I don't accept changes to my contract	1*	-	1*	-	-	-	1	-	-	-	-	-	1	-	1	-	-	-	1	1	-	1
	*	-	*	-	-	-	*	-	-	-	-	-	*	-	*	-	-	*	*	*	-	*
Security issues (NET)	5	3	2	-	-	2	1	1	1	-	1	2	2	-	3	1	-	1	4	4	3	2
	*	*	*	-	-	1%	*	*	1%	-	*	*	1%	-	1%	1%	-	*	1%	1%	*	*
Service provider was hacked	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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	GENDER		AGE							SOCIAL GRADE				OCCUPATION					WEEK			
	TOTAL	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	FULL- TIME (n)	PART- TIME (o)	SELF- EMP- LOYED (p)	NOT WOR- KING (q)	WOR- KING (r)	EMP- LOYED (s)	01	02
Weighted Base	1174	606	568	25**	189	259	224	215	153	109	457	359	213	146	538	149	110*	376	798	688	653	521
My account was hacked	2*	2	-	-	-	1*	-	1*	-	-	-	2*	-	-	1*	-	-	1*	1*	1*	2*	-
My personal details were stolen	3*	1*	2*	-	-	1*	1*	-	1*	-	1*	-	2*	2*	1*	-	-	3*	3*	1*	2*	
I don't know how to use it properly	3*	1*	2*	-	-	-	-	1*	2*	-	1*	2*	-	-	-	-	2%hrs	1*	2*	-	3*	-
I don't use it / as much	2*	2*	1*	-	1*	1*	-	1*	-	-	-	1*	-	2* 1%j	2*	-	-	1*	2*	2*	2*	-
Other	11* 1%	7* 1%	4* 1%	-	1*	-	2* 1%	5* 2%e	2* 2%	1* 1%	6* 1%	5* 1%	-	-	5* 1%	-	2* 1%	4* 1%	7* 1%	5* 1%	9* 1%	1*
Any problem (NET)	133* 11%	70* 11%	63* 11%	4* 16%	29* 15%	27* 11%	25* 11%	22* 10%	15* 10%	11* 10%	57* 12%	44* 12%	20* 9%	11* 8%	55* 10%	14* 10%	18* 16%	45* 12%	87* 11%	69* 10%	85* 13%	48* 9%
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	24* 2%	13* 2%	11* 2%	-	4* 2%	4* 2%	7* 3%	2* 1%	2* 1%	5* 5%g	6* 1%	9* 3%	3* 1%	7* 5%j	8* 2%	6* 4%	1* 1%	9* 2%	15* 2%	14* 2%	14* 2%	11* 2%

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	SERVICE PROVIDER		SERVICE PROVIDER USED IN INTERVIEW		CONTENT		ACCOUNT					T&CS OR SERVICE CHANGES						PROBLEMS		PROMISES MADE/SERVICE AGREED			
	GROUP 1	GROUP 2	GROUP 1	GROUP 2	WOULD STORE ALL	WOULD NOT STORE ALL	PAID NOW	FREE NOW	FREE FUTURE	PAID FUTURE	PAID EVER	YES	NO	POSITIVE	NEGATIVE	POSITIVE ONLY	NEGATIVE ONLY	MIX	YES	NO	AGREE	DIS-AGREE	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	
Unweighted Base	1073	1015	94	1015	52	331	720	146	873	847	32	178	229	765	36	21	35	20	1	129	921	703	40
Weighted Base	1174	1112	105*	1112	56*	367	786	173	945	917	32**	206	251	842	40*	22**	39**	21**	1**	133	1017	766	45*
Effective Base	925	874	81	874	45	285	620	127	754	730	28	154	198	660	31	19	30	18	1	110	794	603	34
I haven't experienced any problems with using this provider	1017	963	91	963	50	336	666	159	814	788	28	187	193	759	31	15	31	15	-	-	1017	679	30
	87%	87%	87%	87%	89%	92% ^f	85%	92%	86%	86%	86%	91%	77%	90% ^{ln}	79%	68%	81%	71%	-	-	100% ^s	89% ^v	68%
Problems with content stored (NET)	32	31	3	31	1	2	30	5	26	26	3	7	11	20	1	1	1	1	-	32	-	18	1
	3%	3%	3%	3%	2%	1%	4%^e	3%	3%	3%	8%	4%	4%	2%	3%	3%	3%	4%	-	24%^t	-	2%	3%
Content I have stored has been corrupted	7	7	-	7	-	1	6	4	4	4	-	4	4	4	1	-	1	-	-	7	-	4	-
	1%	1%	-	1%	-	*	1%	2% ^{hi}	*	*	-	2% ^{hi}	1%	*	3%	-	3%	-	-	6% ^t	-	*	-
Content I have stored has been damaged	4	3	1	3	1	-	4	-	4	4	-	-	2	2	-	-	-	-	-	4	-	1	-
	*	*	1%	*	2%	-	*	-	*	*	-	-	1%	*	-	-	-	-	-	3% ^t	-	*	-
Content I have stored has gone missing	7	7	-	7	-	1	6	1	5	5	-	1	3	4	-	-	-	-	-	7	-	5	1
	1%	1%	-	1%	-	*	1%	1%	1%	1%	-	*	1%	1%	-	-	-	-	-	5% ^t	-	1%	1%
Content I have stored has been deleted/lost	7	7	1	7	-	1	6	1	6	6	1	2	3	3	-	1	-	1	-	7	-	5	1
	1%	1%	1%	1%	-	*	1%	1%	1%	1%	2%	1%	1%	*	-	3%	-	4%	-	6% ^t	-	1%	2%
Content I have stored has been stolen	1	1	1	1	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	1	-	1	-
	*	*	1%	*	-	-	*	-	-	-	-	-	-	*	-	-	-	-	-	1% ^t	-	*	-
File size limits/ can't store some types of content	10	10	1	10	-	-	10	-	10	10	2	2	1	9	-	-	-	-	-	10	-	4	-
	1%	1%	1%	1%	-	-	1%	-	1%	1%	6%	1%	1%	1%	-	-	-	-	-	8% ^t	-	1%	-
Account problems (NET)	23	23	1	23	1	6	17	1	22	22	-	1	3	19	-	-	-	-	-	23	-	12	1
	2%	2%	1%	2%	1%	2%	2%	1%	2%	2%	-	*	1%	2%	-	-	-	-	-	18%^t	-	2%	1%
Locked myself out of my account	17	17	-	17	-	5	12	-	17	17	-	-	3	12	-	-	-	-	-	17	-	7	-
	1%	1%	-	1%	-	1%	2%	-	2%	2%	-	-	1%	1%	-	-	-	-	-	13% ^t	-	1%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k - l/m/n/o/p/q/r - st - u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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CLOUD STORAGE CONSUMER LAW COMPLIANCE REVIEW

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Table 65
LU21 - What problems or issues, if any, have you experienced at any point with using <<cloud storage provider>>?
BASE: ALL CLOUD STORAGE USERS 16+

	SERVICE PROVIDER		SERVICE PROVIDER USED IN INTERVIEW		CONTENT		ACCOUNT					T&CS OR SERVICE CHANGES						PROBLEMS		PROMISES MADE/SERVICE AGREED			
	GROUP 1	GROUP 2	GROUP 1	GROUP 2	WOULD STORE ALL	WOULD NOT STORE ALL	PAID NOW	FREE NOW	FREE FUTURE	PAID FUTURE	PAID EVER	YES	NO	POSITIVE	NEGATIVE	POSITIVE ONLY	NEGATIVE ONLY	MIX	YES	NO	AGREE	DIS-AGREE	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	
Weighted Base	1174	1112	105*	1112	56*	367	786	173	945	917	32**	206	251	842	40*	22**	39**	21**	1**	133	1017	766	45*
My account was suspended until I delete(d) content	2*	1*	1%	1*	1%	-	2*	-	2*	-	-	-	-	2*	-	-	-	-	-	2	-	1*	1%
My account was suspended until I upgrade(d) my account	2*	2*	-	2*	-	1*	1*	1%	1*	1*	-	1*	-	2*	-	-	-	-	-	2	-	1*	-
Problems accessing the service	3*	3*	-	3*	-	-	3*	-	3*	3*	-	-	-	3*	-	-	-	-	-	3	-	3*	-
Upload/download and connectivity problems (NET)	62	62	3	62	1	17	45	5	53	52	2	7	35	22	4	4	4	4	-	62	-	39	5
	5%	6%	3%	6%	1%	5%	6%	3%	6%	6%	6%	3%	14%m	3%	11%m	16%	11%	17%	-	47%t	-	5%	12%
Problems with uploading files or media	15	15	-	15	-	3	11	-	15	14	-	-	6	9	1	-	1	-	-	15	-	9	3
	1%	1%	-	1%	-	1%	1%	-	2%	2%	-	-	2%	1%	2%	-	2%	-	-	11%t	-	1%	6%u
Problems with downloading files or media	10	10	-	10	-	3	8	-	8	8	-	-	5	5	1	-	1	-	-	10	-	2*	4
	1%	1%	-	1%	-	1%	1%	-	1%	1%	-	-	2%	1%	2%	-	2%	-	-	8%t	-	*	8%u
Slow upload of files or media	13	13	-	13	-	4	9	1	11	11	1	2	5	6	1	-	1	-	-	13	-	9	2
	1%	1%	-	1%	-	1%	1%	1%	1%	1%	2%	1%	2%	1%	4%	-	4%	-	-	9%t	-	1%	5%u
Slow download files or media	12	12	3	12	-	3	9	3	9	9	1	4	5	6	-	2	-	2	-	12	-	7	2
	1%	1%	3%	1%	-	1%	1%	2%	1%	1%	4%	2%	2%	1%	-	9%	-	9%	-	9%t	-	1%	5%u
Syncing problems	18	18	-	18	-	6	11	2	17	17	-	2	11	7	1	2	1	2	-	18	-	12	1
	2%	2%	-	2%	-	2%	1%	1%	2%	2%	-	1%	4%m	1%	3%	7%	3%	8%	-	14%t	-	2%	3%
Bandwidth limits because I am 'a heavy user'	2	2	1	2	1	-	2	-	2	2	-	-	1	2	-	-	-	-	-	2	-	1	-
	*	*	1%	*	1%	-	*	-	*	*	-	-	*	*	-	-	-	-	-	2%t	-	*	-
Storage limit / not enough storage space	6	6	-	6	-	2	3	1	5	5	-	1	3	2	-	-	-	-	-	6	-	3	1
	*	1%	-	1%	-	1%	*	*	1%	1%	-	*	1%	*	-	-	-	-	-	4%t	-	*	2%
Slow / poor internet connection speed	4	4	-	4	-	-	4	-	2	2	-	-	2	-	1	-	1	-	-	4	-	4	-
	*	*	-	*	-	-	1%	-	*	*	-	-	1%m	-	2%m	-	2%	-	-	3%t	-	1%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k - l/m/n/o/p/q/r - st - uv
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 65
LU21 - What problems or issues, if any, have you experienced at any point with using <<cloud storage provider>>?
BASE: ALL CLOUD STORAGE USERS 16+

	SERVICE PROVIDER		SERVICE PROVIDER USED IN INTERVIEW		CONTENT		ACCOUNT					T&CS OR SERVICE CHANGES						PROBLEMS		PROMISES MADE/SERVICE AGREED			
	GROUP 1	GROUP 2	GROUP 1	GROUP 2	WOULD STORE ALL	WOULD NOT STORE ALL	PAID NOW	FREE NOW	FREE FUTURE	PAID FUTURE	PAID EVER	YES	NO	POSITIVE	NEGATIVE	POSITIVE ONLY	NEGATIVE ONLY	MIX	YES	NO	AGREE	DIS-AGREE	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	
Weighted Base	1174	1112	105*	1112	56*	367	786	173	945	917	32**	206	251	842	40*	22**	39**	21**	1**	133	1017	766	45*
Software issues (NET)	10	9	2	9	2	8	2	10	10	-	-	-	5	5	-	-	-	-	-	10	-	5	-
	1%	1%	2%	1%	3%	1%	1%	-	1%	1%	-	-	2%^m	1%	-	-	-	-	-	8%^t	-	1%	-
Problems getting the provider's software to work with my device	3	3	-	3	-	3	-	3	3	-	-	-	1	2	-	-	-	-	-	3	-	2	-
	*	*	-	*	-	*	-	*	*	-	-	-	*	*	-	-	-	-	-	3%^t	-	*	-
Problems getting the provider's software to work with my operating system	2	2	-	2	-	1	1	-	2	2	-	-	-	1	-	-	-	-	-	2	-	-	-
	*	*	-	*	-	*	*	-	*	*	-	-	-	*	-	-	-	-	-	1%^t	-	-	-
Problems getting the provider's software to work with my applications	6	4	2	4	2	2	4	-	6	6	-	-	5	1	-	-	-	-	-	6	-	2	-
	1%	*	2%	*	3%^c	1%	1%	-	1%	1%	-	-	2%^m	*	-	-	-	-	-	5%^t	-	*	-
Customer or technical support (NET)	6	6	-	6	-	1	6	-	6	6	-	-	2	4	-	-	-	-	-	6	-	2	1
	1%	1%	-	1%	-	*	1%	-	1%	1%	-	-	1%	*	-	-	-	-	-	5%^t	-	*	3%^u
Poor customer service	4	4	-	4	-	1	4	-	4	4	-	-	1	3	-	-	-	-	-	4	-	2	1
	*	*	-	*	-	*	*	-	*	*	-	-	*	*	-	-	-	-	-	3%^t	-	*	3%^u
Poor technical support	3	3	-	3	-	1	3	-	3	3	-	-	2	1	-	-	-	-	-	3	-	-	1
	*	*	-	*	-	*	*	-	*	*	-	-	1%	*	-	-	-	-	-	3%^t	-	-	2%^u
Terms of use issues (NET)	4	2	2	2	2	2	2	-	4	4	-	-	2	2	-	-	-	-	-	4	-	1	-
	*	*	2%^a	*	3%^c	1%	*	-	*	*	-	-	1%	*	-	-	-	-	-	3%^t	-	*	-
Threats from the provider to delete my account for 'misuse'	3	1	2	1	2	1	1	-	3	3	-	-	2	1	-	-	-	-	-	3	-	1	-
	*	*	2%^a	*	3%^c	1%	*	-	*	*	-	-	1%	*	-	-	-	-	-	2%^t	-	*	-
Threats from the provider to delete my account if I don't accept changes to my contract	1	1	-	1	-	-	1	-	1	1	-	-	-	1	-	-	-	-	-	1	-	-	-
	*	*	-	*	-	-	*	-	*	*	-	-	-	*	-	-	-	-	-	1%^t	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k - l/m/n/o/p/q/r - s/t - u/v
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Table 65
LU21 - What problems or issues, if any, have you experienced at any point with using <<cloud storage provider>>?
BASE: ALL CLOUD STORAGE USERS 16+

	SERVICE PROVIDER		SERVICE PROVIDER USED IN INTERVIEW		CONTENT		ACCOUNT					T&CS OR SERVICE CHANGES						PROBLEMS		PROMISES MADE/SERVICE AGREED			
	GROUP 1	GROUP 2	GROUP 1	GROUP 2	WOULD STORE ALL	WOULD NOT STORE ALL	PAID NOW	FREE NOW	FREE FUTURE	PAID FUTURE	PAID EVER	YES	NO	POSITIVE	NEGATIVE	POSITIVE ONLY	NEGATIVE ONLY	MIX	YES	NO	AGREE	DIS-AGREE	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	
Weighted Base	1174	1112	105*	1112	56*	367	786	173	945	917	32**	206	251	842	40*	22**	39**	21**	1**	133	1017	766	45*
Security issues (NET)	5	4	1	4	1	4	-	5	5	-	-	-	5	-	-	-	-	-	5	-	-	-	-
	*	*	1%	*	1%	*	1%	-	1%	1%	-	-	-	1%	-	-	-	-	-	4%t	-	-	-
Service provider was hacked	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
My account was hacked	2	1	1	1	1	1	1	-	2	2	-	-	-	2	-	-	-	-	-	2	-	-	-
	*	*	1%	*	1% ^c	*	*	-	*	*	-	-	-	*	-	-	-	-	-	1%t	-	-	-
My personal details were stolen	3	3	-	3	-	3	-	3	3	-	-	-	-	3	-	-	-	-	-	3	-	-	-
	*	*	-	*	-	*	-	*	*	-	-	-	-	*	-	-	-	-	-	2%t	-	-	-
I don't know how to use it properly	3	3	-	3	-	3	1	1	1	-	1	2	1	1	1	1	1	1	-	3	-	3	-
	*	*	-	*	-	*	1%	*	*	-	*	1%	*	2%	5%	2%	5%	-	-	2%t	-	*	-
I don't use it / as much	2	2	-	2	-	1	-	1	1	-	-	-	1	-	-	-	-	-	-	2	-	-	-
	*	*	-	*	-	*	-	*	*	-	-	-	*	-	-	-	-	-	-	2%t	-	-	-
Other	11	10	1	10	-	1	10	3	8	8	-	3	5	6	1	2	-	1	1	11	-	7	2
	1%	1%	1%	1%	-	*	1%	2%	1%	1%	-	1%	2%	1%	3%	8%	-	3%	100%	8%t	-	1%	4%
Any problem (NET)	133	126	11	126	5	27	103	12	113	112	5	16	56	67	7	7	6	6	1	133	-	79	10
	11%	11%	10%	11%	8%	7%	13% ^e	7%	12%	12%	14%	8%	22% ^m	8%	18%	32%	15%	29%	100%	100%t	-	10%	22% ^u
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	24	23	3	23	2	3	17	2	17	17	-	2	2	17	1	-	1	-	-	-	-	8	5
	2%	2%	3%	2%	3%	1%	2%	1%	2%	2%	-	1%	1%	2%	3%	-	4%	-	-	-	-	1%	10% ^u

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k - l/m/n/o/p/q/r - s/t - u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 66
LU22 - Did you contact <<cloud storage provider>> about this problem/any of these problems?
By this we mean that you made the initial contact with <<cloud storage provider>> regarding the problem or problems you were experiencing.
BASE: ALL CLOUD STORAGE USERS 16+ WHO EXPERIENCED A PROBLEM WITH A PROVIDER

	GENDER		AGE							SOCIAL GRADE				OCCUPATION					WEEK			
	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	FULL- TIME (n)	PART- TIME (o)	SELF- EMP- LOYED (p)	NOT WOR- KING (q)	WOR- KING (r)	EMP- LOYED (s)	01	02	
Unweighted Base	130	71	59	5	30	24	22	19	17	13	45	52	19	14	47	10	15	58	72	57	83	47
Weighted Base	134	70*	64*	4**	29**	27**	26**	22**	15**	11**	58*	44*	20**	11**	55*	14**	18**	47*	87*	69*	86*	48*
Effective Base	111	62	50	5	26	22	19	16	15	12	39	48	16	14	42	8	14	54	63	50	70	41
Yes	22	4	18	-	5	1	4	6	1	4	15	4	2	1	8	4	4	7	15	12	14	8
	16%	6%	28% ^a	-	16%	4%	17%	29%	9%	40%	25%	10%	8%	13%	14%	27%	21%	14%	18%	17%	16%	17%
No	112	65	46	4	25	26	21	16	14	6	43	40	19	10	48	10	14	40	72	58	72	39
	84%	94% ^b	72%	100%	84%	96%	83%	71%	91%	60%	75%	90%	92%	87%	86%	73%	79%	86%	82%	83%	84%	83%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 67
LU22 - Did you contact <<cloud storage provider>> about this problem/any of these problems?
By this we mean that you made the initial contact with <<cloud storage provider>> regarding the problem or problems you were experiencing.
BASE: ALL CLOUD STORAGE USERS 16+ WHO EXPERIENCED A PROBLEM WITH A PROVIDER

	SERVICE PROVIDER		SERVICE PROVIDER USED IN INTERVIEW		CONTENT		ACCOUNT					T&CS OR SERVICE CHANGES					PROBLEMS		PROMISES MADE/SERVICE AGREED				
	GROUP 1 (a)	GROUP 2 (b)	GROUP 1 (c)	GROUP 2 (d)	WOULD STORE ALL (e)	WOULD NOT STORE ALL (f)	PAID NOW (g)	FREE NOW (h)	FREE FUTURE (i)	PAID FUTURE (j)	PAID EVER (k)	YES (l)	NO (m)	POSITIVE (n)	NEGATIVE (o)	POSITIVE ONLY (p)	NEGATIVE ONLY (q)	MIX (r)	YES (s)	NO (t)	AGREE (u)	DIS-AGREE (v)	
Unweighted Base	130	123	11	123	5	28	99	10	111	110	5	15	55	64	7	6	6	5	1	129	-	77	11
Weighted Base	134	127	11**	127	5**	27**	104*	12**	113*	112*	5**	16**	56*	67*	7**	7**	6**	6**	1**	133	-**	79*	11**
Effective Base	111	105	9	105	4	23	85	9	95	94	5	13	48	54	7	5	6	4	1	110	-	66	10
Yes	22 16%	19 15%	2 17%	19 15%	2 39%	5 20%	17 16%	4 37%	18 16%	18 16%	-	4 27%	11 19%	11 16%	1 14%	-	1 17%	-	-	22 17%	-	12 16%	3 28%
No	112 84%	108 85%	9 83%	108 85%	3 61%	22 80%	87 84%	7 63%	96 84%	94 84%	5 100%	12 73%	46 81%	56 84%	6 86%	7 100%	5 83%	6 100%	1 100%	111 83%	-	66 84%	8 72%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k - l/m/n/o/p/q/r - st - u/v
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Table 68
LU23 - Overall, how satisfied or dissatisfied are you with the way in which <<cloud storage provider>> dealt with this problem/these problems?
BASE: ALL CLOUD STORAGE USERS 16+ WHO EXPERIENCED A PROBLEM WITH A PROVIDER

	TOTAL	GENDER		AGE						SOCIAL GRADE				OCCUPATION					WEEK			
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	FULL- TIME (n)	PART- TIME (o)	SELF- EMP- LOYED (p)	NOT WOR- KING (q)	WOR- KING (r)	EMP- LOYED (s)	01	02
Unweighted Base	130	71	59	5	30	24	22	19	17	13	45	52	19	14	47	10	15	58	72	57	83	47
Weighted Base	134	70*	64*	4**	29**	27**	26**	22**	15**	11**	58*	44*	20**	11**	55*	14**	18**	47*	87*	69*	86*	48*
Effective Base	111	62	50	5	26	22	19	16	15	12	39	48	16	14	42	8	14	54	63	50	70	41
Very satisfied	19	9	10	-	4	2	2	5	1	5	11	4	4	1	8	3	1	7	11	10	12	7
	14%	13%	15%	-	14%	9%	9%	21%	5%	45%	19%	8%	18%	6%	14%	20%	5%	16%	13%	15%	14%	15%
Fairly satisfied	34	19	15	1	11	7	8	4	2	1	14	8	7	5	18	4	1	11	23	22	21	13
	25%	28%	23%	31%	37%	26%	33%	18%	12%	5%	24%	18%	34%	44%	33%	28%	5%	23%	27%	32%	24%	28%
Neither satisfied nor dissatisfied	66	33	33	2	11	16	14	9	11	3	28	27	9	3	25	7	13	20	46	33	43	23
	49%	47%	52%	46%	38%	58%	54%	42%	72%	31%	48%	60%	44%	23%	46%	52%	76%	42%	53%	47%	50%	47%
Fairly dissatisfied	5	4	2	-	1	1	-	2	-	2	1	3	-	1	-	-	2	4	2	-	4	1
	4%	5%	3%	-	3%	3%	-	7%	-	18%	2%	6%	-	13%	-	-	9%	8%ns	2%	-	5%	2%
Very dissatisfied	1	1	-	-	-	-	1	-	-	-	1	-	-	-	1	-	-	-	1	1	1	-
	1%	2%	-	-	-	-	5%	-	-	-	2%	-	-	-	2%	-	-	-	1%	2%	1%	-
Satisfied (NET)	53	29	24	1	15	10	11	9	3	5	25	12	11	6	26	7	2	18	35	33	32	20
	39%	41%	38%	31%	50%	36%	42%	39%	17%	51%	43%	27%	52%	50%	47%	48%	11%	39%	40%	47%r	38%	43%
Dissatisfied (NET)	6	5	2	-	1	1	1	2	-	2	2	3	-	1	1	-	2	4	3	1	5	1
	5%	7%	3%	-	3%	3%	5%	7%	-	18%	4%	6%	-	13%	2%	-	9%	8%	3%	2%	6%	2%
NET satisfied	46	24	23	1	14	9	10	7	3	3	22	9	11	4	25	7	*	15	32	32	27	19
	35%	34%	35%	31%	48%	32%	37%	31%	17%	33%	39%	21%	52%	38%	45%	48%	1%	32%	36%	45%r	32%	40%
Don't know	9	4	5	1	3	1	-	3	2	-	3	3	1	2	3	-	1	5	3	3	5	4
	7%	5%	8%	23%	9%	3%	-	12%	11%	-	5%	7%	4%	14%	5%	-	4%	11%	4%	4%	6%	8%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 69

**LU23 - Overall, how satisfied or dissatisfied are you with the way in which <<cloud storage provider>> dealt with this problem/these problems?
BASE: ALL CLOUD STORAGE USERS 16+ WHO EXPERIENCED A PROBLEM WITH A PROVIDER**

	SERVICE PROVIDER		SERVICE PROVIDER USED IN INTERVIEW		CONTENT		ACCOUNT					T&CS OR SERVICE CHANGES						PROBLEMS		PROMISES MADE/SERVICE AGREED			
	GROUP 1	GROUP 2	GROUP 1	GROUP 2	WOULD STORE ALL	WOULD NOT STORE ALL	PAID NOW	FREE NOW	FREE FUTURE	PAID FUTURE	PAID EVER	YES	NO	POSITIVE	NEGATIVE	POSITIVE ONLY	NEGATIVE ONLY	MIX	YES	NO	AGREE	DIS-AGREE	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	
Unweighted Base	130	123	11	123	5	28	99	10	111	110	5	15	55	64	7	6	6	5	1	129	-	77	11
Weighted Base	134	127	11**	127	5**	27**	104*	12**	113*	112*	5**	16**	56*	67*	7**	7**	6**	6**	1**	133	-**	79*	11**
Effective Base	111	105	9	105	4	23	85	9	95	94	5	13	48	54	7	5	6	4	1	110	-	66	10
Very satisfied	19	18	-	18	-	3	16	1	17	17	-	1	4	13	1	-	1	-	-	18	-	13	1
	14%	14%	-	14%	-	11%	15%	9%	15%	15%	-	6%	8%	20%	16%	-	19%	-	-	13%	-	17%	10%
Fairly satisfied	34	32	4	32	2	5	28	3	29	29	1	4	17	14	2	2	2	2	-	34	-	21	1
	25%	25%	39%	25%	51%	18%	27%	29%	26%	26%	14%	25%	31%	21%	35%	23%	41%	27%	-	26%	-	27%	6%
Neither satisfied nor dissatisfied	66	63	5	63	2	17	49	4	56	55	3	8	29	33	3	5	2	4	1	66	-	39	5
	49%	49%	47%	49%	49%	61%	47%	37%	50%	49%	70%	47%	51%	50%	49%	67%	40%	61%	100%	50%	-	50%	43%
Fairly dissatisfied	5	5	1	5	-	1	4	2	4	4	1	2	2	3	-	1	-	1	-	5	-	-	3
	4%	4%	7%	4%	-	3%	4%	14%	3%	3%	16%	15%	3%	5%	-	11%	-	13%	-	4%	-	-	29%
Very dissatisfied	1	1	-	1	-	-	1	-	1	1	-	-	1	-	-	-	-	-	-	1	-	1	-
	1%	1%	-	1%	-	-	1%	-	1%	1%	-	-	2%	-	-	-	-	-	-	1%	-	1%	-
Satisfied (NET)	53	50	4	50	2	8	44	4	46	46	1	5	22	28	4	2	4	2	-	52	-	34	2
	39%	39%	39%	39%	51%	30%	42%	38%	41%	41%	14%	31%	39%	41%	51%	23%	60%	27%	-	39%	-	43%	17%
Dissatisfied (NET)	6	6	1	6	-	1	5	2	5	5	1	2	3	3	-	1	-	1	-	6	-	1	3
	5%	5%	7%	5%	-	3%	5%	14%	4%	4%	16%	15%	5%	5%	-	11%	-	13%	-	5%	-	1%	29%
NET satisfied	46	43	3	43	2	7	38	3	41	41	*	3	19	24	4	1	4	1	0	45	0	33	-1
	35%	34%	32%	34%	51%	26%	37%	24%	37%	37%	-3%	16%	33%	36%	51%	12%	60%	14%	0%	34%	0%	42%	-13%
Don't know	9	9	1	9	-	2	6	1	6	6	-	1	3	2	-	-	-	-	-	9	-	4	1
	7%	7%	8%	7%	-	6%	5%	11%	5%	5%	-	8%	5%	4%	-	-	-	-	-	7%	-	6%	11%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k - l/m/n/o/p/q/r - s/t - u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 70
LU24 - Why do you say that you were dissatisfied with the way in which <<cloud storage provider>> dealt with this problem/these problems?
BASE: ALL CLOUD STORAGE USERS 16+ WHO WERE DISSATISFIED WITH A PROVIDER'S HANDLING OF A PROBLEM

	GENDER		AGE							SOCIAL GRADE				OCCUPATION					WEEK			
	TOTAL	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	FULL-TIME (n)	PART-TIME (o)	SELF-EMPLOYED (p)	NOT WORKING (q)	WORKING (r)	EMPLOYED (s)	01	02
Unweighted Base	6	5	1	-	1	1	1	1	-	2	2	2	-	2	1	-	1	4	2	1	5	1
Weighted Base	6*	5**	2**	-**	1**	1**	1**	2**	-**	2**	2**	3**	-**	1**	1**	-**	2**	4**	3**	1**	5*	1*
Effective Base	6	5	1	-	1	1	1	1	-	2	2	2	-	2	1	-	1	4	2	1	5	1
Didn't solve the problem (NET)	4	2	2	-	1	-	-	2	-	1	1	2	-	1	-	-	2	2	2	-	2	1
	56%	40%	100%	-	100%	-	-	100%	-	60%	49%	65%	-	50%	-	-	100%	54%	58%	-	46%	100%
Didn't address/fix the problem at all	2	2	-	-	1	-	-	-	-	1	1	-	-	1	-	-	-	2	-	-	1	1
	30%	40%	-	-	100%	-	-	-	-	60%	49%	-	-	50%	-	-	-	54%	-	-	14%	100%
Didn't address/fix the problem in full	2	-	2	-	-	-	-	2	-	-	-	2	-	-	-	-	2	-	2	-	2	-
	26%	-	100%	-	-	-	-	100%	-	-	-	65%	-	-	-	-	100%	-	58%	-	32%	-
Slow to fix the problem	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Problems with contacting provider (NET)	3	1	2	-	-	-	-	2	-	1	1	2	-	-	-	2	1	2	-	2	1	
	44%	24%	100%	-	-	-	-	100%	-	60%	49%	65%	-	-	-	100%	32%	58%	-	32%	100%	
Didn't get a reply/ignored me/ never heard back from them	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Difficult to contact them	3	1	2	-	-	-	-	2	-	1	1	2	-	-	-	2	1	2	-	2	1	
	44%	24%	100%	-	-	-	-	100%	-	60%	49%	65%	-	-	-	100%	32%	58%	-	32%	100%	
I found it difficult to reach the right person to deal with it	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
I was not able to reach the right person to deal with it at all	1	1	-	-	-	-	-	-	-	1	1	-	-	-	-	-	1	-	-	-	1	
	18%	24%	-	-	-	-	-	-	-	60%	49%	-	-	-	-	-	32%	-	-	-	100%	
Had to chase for a response	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
I spent a long time 'on hold'	1	1	-	-	-	-	-	-	-	1	1	-	-	-	-	-	1	-	-	-	1	
	18%	24%	-	-	-	-	-	-	-	60%	49%	-	-	-	-	-	32%	-	-	-	100%	
Confusing/unclear (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 70
LU24 - Why do you say that you were dissatisfied with the way in which <<cloud storage provider>> dealt with this problem/these problems?
BASE: ALL CLOUD STORAGE USERS 16+ WHO WERE DISSATISFIED WITH A PROVIDER'S HANDLING OF A PROBLEM

	GENDER		AGE							SOCIAL GRADE				OCCUPATION					WEEK			
	TOTAL	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	FULL-TIME (n)	PART-TIME (o)	SELF-EMPLOYED (p)	NOT WORKING (q)	WORKING (r)	EMPLOYED (s)	01	02
Weighted Base	6*	5**	2**	-**	1**	1**	1**	2**	-**	2**	2**	3**	-**	1**	1**	-**	2**	4**	3**	1**	5*	1*
Response gave conflicting/inconsistent information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Response was complicated/confusing/unclear	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Staff response/system problem (NET)	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-
	12%	16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14%	-
Poor referencing/tracking system for complaints/queries	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No clear accountability	1	1	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-	1	-	-	1	-
	12%	16%	-	-	-	-	-	-	-	40%	-	-	-	50%	-	-	-	21%	-	-	14%	-
It wasn't clear who was responsible for handling the problem	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Staff did not care	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Staff lacked knowledge of the service	1	1	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-	1	-	-	1	-
	12%	16%	-	-	-	-	-	-	-	40%	-	-	-	50%	-	-	-	21%	-	-	14%	-
Staff were impatient/rude/unhelpful	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	2	2	-	-	1	1	-	-	-	-	1	1	-	-	-	-	-	1	1	1	2	-
	33%	44%	-	-	100%	100%	-	-	-	-	51%	35%	-	-	100%	-	-	25%	42%	100%	40%	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s
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Table 71
LU24 - Why do you say that you were dissatisfied with the way in which <<cloud storage provider>> dealt with this problem/these problems?
BASE: ALL CLOUD STORAGE USERS 16+ WHO WERE DISSATISFIED WITH A PROVIDER'S HANDLING OF A PROBLEM

	SERVICE PROVIDER		SERVICE PROVIDER USED IN INTERVIEW		CONTENT		ACCOUNT					T&CS OR SERVICE CHANGES						PROBLEMS		PROMISES MADE/SERVICE AGREED		
	GROUP 1 (a)	GROUP 2 (b)	GROUP 1 (c)	GROUP 2 (d)	WOULD STORE ALL (e)	WOULD NOT STORE ALL (f)	PAID NOW (g)	FREE NOW (h)	FREE FUTURE (i)	PAID FUTURE (j)	PAID EVER (k)	YES (l)	NO (m)	POSITIVE (n)	NEGATIVE (o)	POSITIVE ONLY (p)	NEGATIVE ONLY (q)	MIX (r)	YES (s)	NO (t)	AGREE (u)	DIS-AGREE (v)
Unweighted Base	6	1	6	-	1	5	1	5	5	1	2	3	3	-	1	-	1	-	6	-	1	3
Weighted Base	6*	6**	1**	-	1**	5**	2**	5**	5**	1**	2**	3**	3**	**	1**	**	1**	**	6**	**	1**	3**
Effective Base	6	6	6	-	1	5	1	5	5	1	2	3	3	-	1	-	1	-	6	-	1	3
Didn't solve the problem (NET)	4	4	1	-	-	4	2	2	2	1	2	2	2	-	1	-	1	-	4	-	-	2
	56%	56%	100%	-	-	65%	100%	40%	40%	100%	100%	62%	50%	-	100%	-	100%	-	56%	-	-	76%
Didn't address/fix the problem at all	2	2	1	-	-	2	-	2	2	1	1	2	-	-	1	-	1	-	2	-	-	1
	30%	30%	100%	-	-	35%	-	40%	40%	100%	31%	62%	-	-	100%	-	100%	-	30%	-	-	24%
Didn't address/fix the problem in full	2	2	-	-	-	2	2	-	-	-	2	-	2	-	-	-	-	-	2	-	-	2
	26%	26%	-	-	-	30%	100%	-	-	-	69%	-	50%	-	-	-	-	-	26%	-	-	52%
Slow to fix the problem	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Problems with contacting provider (NET)	3	3	-	-	-	3	2	1	1	-	2	1	2	-	-	-	-	-	3	-	-	2
	44%	44%	-	-	-	51%	100%	24%	24%	-	69%	37%	50%	-	-	-	-	-	44%	-	-	52%
Didn't get a reply/ignored me/ never heard back from them	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Difficult to contact them	3	3	-	-	-	3	2	1	1	-	2	1	2	-	-	-	-	-	3	-	-	2
	44%	44%	-	-	-	51%	100%	24%	24%	-	69%	37%	50%	-	-	-	-	-	44%	-	-	52%
I found it difficult to reach the right person to deal with it	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I was not able to reach the right person to deal with it at all	1	1	-	-	-	1	-	1	1	-	-	1	-	-	-	-	-	-	1	-	-	-
	18%	18%	-	-	-	21%	-	24%	24%	-	-	37%	-	-	-	-	-	-	18%	-	-	-
Had to chase for a response	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I spent a long time 'on hold'	1	1	-	-	-	1	-	1	1	-	-	1	-	-	-	-	-	-	1	-	-	-
	18%	18%	-	-	-	21%	-	24%	24%	-	-	37%	-	-	-	-	-	-	18%	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k - l/m/n/o/p/q/r - s/t - u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 71
LU24 - Why do you say that you were dissatisfied with the way in which <<cloud storage provider>> dealt with this problem/these problems?
BASE: ALL CLOUD STORAGE USERS 16+ WHO WERE DISSATISFIED WITH A PROVIDER'S HANDLING OF A PROBLEM

	SERVICE PROVIDER		SERVICE PROVIDER USED IN INTERVIEW		CONTENT		ACCOUNT					T&CS OR SERVICE CHANGES						PROBLEMS		PROMISES MADE/SERVICE AGREED			
	GROUP 1	GROUP 2	GROUP 1	GROUP 2	WOULD STORE ALL	WOULD NOT STORE ALL	PAID NOW	FREE NOW	FREE FUTURE	PAID FUTURE	PAID EVER	YES	NO	POSITIVE	NEGATIVE	POSITIVE ONLY	NEGATIVE ONLY	MIX	YES	NO	AGREE	DIS-AGREE	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	
Weighted Base	6*	6**	1**	6**	-**	1**	5**	2**	5**	5**	1**	2**	3**	3**	-**	1**	-**	1**	-**	6**	-**	1**	3**
Confusing/unclear (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Response gave conflicting/inconsistent information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Response was complicated/confusing/unclear	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Staff response/system problem (NET)	1	1	-	1	-	-	1	-	1	1	-	-	-	1	-	-	-	-	1	-	-	-	1
	12%	12%	-	12%	-	-	14%	-	16%	16%	-	-	-	23%	-	-	-	-	12%	-	-	-	24%
Poor referencing/tracking system for complaints/queries	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No clear accountability	1	1	-	1	-	-	1	-	1	1	-	-	-	1	-	-	-	-	1	-	-	-	1
	12%	12%	-	12%	-	-	14%	-	16%	16%	-	-	-	23%	-	-	-	-	12%	-	-	-	24%
It wasn't clear who was responsible for handling the problem	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Staff did not care	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Staff lacked knowledge of the service	1	1	-	1	-	-	1	-	1	1	-	-	-	1	-	-	-	-	1	-	-	-	1
	12%	12%	-	12%	-	-	14%	-	16%	16%	-	-	-	23%	-	-	-	-	12%	-	-	-	24%
Staff were impatient/rude/unhelpful	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	2	2	-	2	-	1	1	-	2	2	-	-	1	1	-	-	-	-	2	-	1	-	-
	33%	33%	-	33%	-	100%	22%	-	44%	44%	-	-	38%	27%	-	-	-	-	33%	-	100%	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k - l/m/n/o/p/q/r - s/t - u/v
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BASE: ALL CLOUD STORAGE USERS 16+ WHO WERE DISSATISFIED WITH A PROVIDER'S HANDLING OF A PROBLEM

	SERVICE PROVIDER		SERVICE PROVIDER USED IN INTERVIEW		CONTENT		ACCOUNT					T&CS OR SERVICE CHANGES					PROBLEMS		PROMISES MADE/SERVICE AGREED					
	GROUP 1 (a)	GROUP 2 (b)	GROUP 1 (c)	GROUP 2 (d)	WOULD STORE ALL (e)	WOULD NOT STORE ALL (f)	PAID NOW (g)	FREE NOW (h)	FREE FUTURE (i)	PAID FUTURE (j)	PAID EVER (k)	YES (l)	NO (m)	POSITIVE (n)	NEGATIVE (o)	POSITIVE ONLY (p)	NEGATIVE ONLY (q)	MIX (r)	YES (s)	NO (t)	AGREE (u)	DIS-AGREE (v)		
Weighted Base	6*	6**	1**	6**	-**	1**	5**	2**	5**	5**	1**	2**	3**	3**	-**	1**	-**	1**	1**	-**	6**	-**	1**	3**
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k - l/m/n/o/p/q/r - s/t - u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 72
LU26 - What, if anything, happened as a result of this problem/these problems?
BASE: ALL CLOUD STORAGE USERS 16+ WHO EXPERIENCED A PROBLEM WITH A PROVIDER

	GENDER		AGE							SOCIAL GRADE				OCCUPATION						WEEK		
	TOTAL	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	FULL-TIME (n)	PART-TIME (o)	SELF-EMPLOYED (p)	NOT WORKING (q)	WORKING (r)	EMPLOYED (s)	01	02
Unweighted Base	130	71	59	5	30	24	22	19	17	13	45	52	19	14	47	10	15	58	72	57	83	47
Weighted Base	134	70*	64*	4**	29**	27**	26**	22**	15**	11**	58*	44*	20**	11**	55*	14**	18**	47*	87*	69*	86*	48*
Effective Base	111	62	50	5	26	22	19	16	15	12	39	48	16	14	42	8	14	54	63	50	70	41
Problems running business (NET)	9	5	3	-	3	2	1	1	2	-	3	4	-	2	1	2	3	3	6	3	6	2
	7%	8%	5%	-	10%	8%	4%	3%	14%	-	5%	9%	-	16%	2%	12%	17%	6%	7% ⁿ	4%	8%	5%
Could not run my business efficiently	7	5	2	-	3	1	1	-	2	-	3	3	-	1	1	1	3	2	5	2	5	2
	5%	8%	3%	-	10%	5%	4%	-	14%	-	5%	7%	-	9%	2%	7%	17%	4%	6% ^{ns}	3%	6%	5%
Could not run my business at all	2	-	2	-	-	1	-	1	-	-	-	1	-	1	-	-	1	1	1	1	2	-
	1%	-	2%	-	-	3%	-	3%	-	-	-	2%	-	7%	-	5%	-	2%	1%	1%	2%	-
Costs (NET)	37	22	14	1	11	6	7	7	1	4	18	11	5	3	17	-	4	15	22	17	21	16
	28%	32%	23%	19%	37%	21%	25%	33%	9%	43%	30%	25%	23%	30%	32% ^s	-	24%	32%	25%	25%	24%	33%
Financial losses	2	2	-	-	1	1	-	-	-	-	1	1	-	-	1	-	1	-	2	1	1	1
	1%	3%	-	-	3%	4%	-	-	-	-	2%	2%	-	-	2%	-	4%	-	2%	2%	1%	2%
Additional expenses I had to pay	4	2	3	-	2	-	3	-	-	-	1	2	1	1	3	-	-	2	3	3	3	1
	3%	3%	4%	-	6%	-	10%	-	-	-	2%	4%	5%	9%	5%	-	-	4%	3%	4%	4%	2%
Time losses	30	18	12	1	8	4	4	7	1	4	16	9	4	2	14	-	3	13	17	14	16	14
	23%	27%	19%	19%	28%	16%	15%	33%	9%	43%	27%	20%	18%	21%	25%	-	20%	28%	20%	20%	19%	29%
Security (NET)	4	2	2	-	3	1	-	-	-	-	3	2	-	-	-	-	-	4	-	-	2	2
	3%	3%	3%	-	11%	3%	-	-	-	-	4%	3%	-	-	-	-	-	9% ^{nrs}	-	-	3%	4%
Fraudsters/scammers used my hacked personal information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lost trust in the security of the service	2	2	-	-	1	1	-	-	-	-	1	2	-	-	-	-	-	2	-	-	2	-
	2%	3%	-	-	5%	3%	-	-	-	-	2%	3%	-	-	-	-	-	5% ^r	-	-	3%	-
More wary of online security	2	-	2	-	2	-	-	-	-	-	2	-	-	-	-	-	-	2	-	-	-	2
	1%	-	3%	-	6%	-	-	-	-	-	3%	-	-	-	-	-	-	4%	-	-	-	4%
Changes to account used or settings (NET)	21	10	10	-	10	4	3	-	2	2	8	4	5	3	10	-	2	9	11	10	11	9
	15%	15%	16%	-	33%	15%	11%	-	15%	18%	14%	8%	25%	30%	18%	-	9%	20%	13%	14%	13%	19%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/op/q/r/s
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 72
LU26 - What, if anything, happened as a result of this problem/these problems?
BASE: ALL CLOUD STORAGE USERS 16+ WHO EXPERIENCED A PROBLEM WITH A PROVIDER

	GENDER		AGE							SOCIAL GRADE				OCCUPATION						WEEK		
	TOTAL	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	FULL-TIME (n)	PART-TIME (o)	SELF-EMPLOYED (p)	NOT WORKING (q)	WORKING (r)	EMPLOYED (s)	01	02
Weighted Base	134	70*	64*	4**	29**	27**	26**	22**	15**	11**	58*	44*	20**	11**	55*	14**	18**	47*	87*	69*	86*	48*
Needed to change passwords	13 10%	7 10%	6 9%	-	6 21%	2 7%	1 5%	-	2 15%	1 11%	4 8%	2 4%	4 21%	3 22%	5 9%	-	2 9%	6 13%	7 8%	5 8%	4 4%	9 19%
Needed to change account numbers	1 *	1 1%	-	-	1 2%	-	-	-	-	-	-	1 1%	-	-	-	-	-	1 1%	-	-	1 1%	-
Needed to get my credit rating corrected	2 2%	2 3%	-	-	1 4%	1 4%	-	-	-	-	1 2%	-	1 5%	-	2 4%	-	-	-	2 3%	2 3%	2 3%	-
Forced me to upgrade my account	4 3%	1 1%	3 5%	-	3 9%	1 3%	1 2%	-	-	-	3 5%	1 1%	-	1 7%	2 4%	-	-	2 4%	2 3%	2 4%	4 5%	-
Forced me to pay more for my account	1 1%	-	1 1%	-	-	-	-	-	-	1 7%	-	1 2%	-	-	-	-	-	1 2%	-	-	1 1%	-
Had to find a new service provider at short notice	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Loss of data (NET)	14 10%	8 11%	6 9%	2 48%	6 20%	1 3%	2 8%	2 10%	-	1 7%	5 8%	5 11%	1 4%	3 28%	5 9%	-	1 4%	8 17%	6 7%	5 7%	6 7%	8 16%
No longer have any access to important documents	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No longer have any access to personal files or media	2 2%	2 3%	-	-	2 6%	-	-	-	-	1 7%	1 2%	-	1 4%	1 6%	1 1%	-	-	2 3%	1 1%	1 1%	2 2%	1 2%
Lost important documents	5 4%	3 5%	2 3%	1 25%	2 5%	1 3%	1 4%	1 5%	-	-	-	3 8%j	-	2 17%	2 4%	-	1 4%	3 5%	3 3%	2 3%	3 3%	3 6%
Lost personal files or media	6 4%	2 3%	4 6%	1 23%	3 10%	-	1 4%	1 5%	-	-	4 7%	1 3%	-	1 5%	2 4%	-	-	4 8%	2 2%	2 3%	2 2%	4 9%
Service quality (NET)	26 19%	15 21%	11 17%	* 12%	2 7%	8 28%	3 13%	7 33%	2 16%	2 23%	14 24%	7 15%	5 24%	1 6%	11 20%	5 38%	3 14%	7 15%	19 22%	16 24%	20 24%	6 12%
Cannot use the cloud service at all	6 5%	3 5%	3 4%	-	-	-	2 8%	3 13%	1 4%	1 6%	5 8%	1 1%	1 5%	-	2 4%	3 20%	-	1 3%	5 6%	5 7%	6 7%	1 1%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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LU26 - What, if anything, happened as a result of this problem/these problems?
BASE: ALL CLOUD STORAGE USERS 16+ WHO EXPERIENCED A PROBLEM WITH A PROVIDER

	GENDER		AGE							SOCIAL GRADE				OCCUPATION					WEEK			
	TOTAL	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	FULL- TIME (n)	PART- TIME (o)	SELF- EMP- LOYED (p)	NOT WOR- KING (q)	WOR- KING (r)	EMP- LOYED (s)	01	02
Weighted Base	134	70*	64*	4**	29**	27**	26**	22**	15**	11**	58*	44*	20**	11**	55*	14**	18**	47*	87*	69*	86*	48*
Cannot use the cloud service fully	20 15%	11 16%	8 13%	* 12%	2 7%	8 28%	1 5%	5 20%	2 12%	2 17%	9 16%	6 14%	4 19%	1 6%	9 16%	3 18%	3 14%	6 12%	14 16%	11 17%	15 17%	5 10%
Complaints about connection	1 1%	1 1%	1 1%	- -	- -	- -	- -	1 4%	- -	1 6%	1 1%	1 2%	- -	- -	- -	- -	1 3%	- -	- -	- -	1 2%	- -
I don't use it anymore/as much	4 3%	3 4%	1 2%	- -	1 3%	2 6%	- -	1 5%	1 5%	- -	2 3%	2 4%	- -	1 6%	2 3%	- -	- -	2 5%	2 2%	2 2%	3 4%	1 2%
Negative impact on work I was doing	3 2%	- -	3 4%	- -	- -	- -	1 3%	2 10%	- -	- -	2 4%	1 1%	- -	- -	2 4%	- -	- -	1 1%	2 3%	2 3%	3 3%	- -
Nothing happened as a result of this problem	31 23%	12 17%	19 30%	1 21%	7 25%	6 21%	11 42%	3 13%	2 16%	1 14%	13 22%	10 23%	8 42%	- -	11 20%	7 50%	6 32%	7 16%	24 27%	18 26%	17 20%	14 29%
Provider did not resolve or I had to resolve myself	2 2%	2 4%	- -	- -	- -	- -	- -	1 4%	2 10%	- -	2 4%	- -	- -	- -	2 3%	- -	1 6%	- -	2 3%	2 2%	2 3%	- -
The problem was fixed/ resolved	3 2%	3 4%	- -	- -	2 6%	- -	- -	- -	- -	1 11%	2 3%	- -	- -	1 7%	- -	- -	- -	3 6%	- -	- -	- -	3 6%
Other	9 7%	4 5%	6 9%	- -	2 8%	3 11%	1 5%	1 4%	2 14%	- -	4 6%	6 13%	- -	- -	7 12%	- -	1 5%	2 4%	7 8%	7 9%	7 8%	3 6%
Don't know	4 3%	2 3%	2 3%	- -	- -	2 6%	1 4%	1 4%	1 5%	- -	3 6%	- -	- -	1 7%	1 2%	- -	2 9%	2 4%	2 3%	1 1%	4 5%	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/op/q/r/s
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	SERVICE PROVIDER		SERVICE PROVIDER USED IN INTERVIEW		CONTENT		ACCOUNT					T&CS OR SERVICE CHANGES						PROBLEMS		PROMISES MADE/SERVICE AGREED			
	GROUP 1	GROUP 2	GROUP 1	GROUP 2	WOULD STORE ALL	WOULD NOT STORE ALL	PAID NOW	FREE NOW	FREE FUTURE	PAID FUTURE	PAID EVER	YES	NO	POSITIVE	NEGATIVE	POSITIVE ONLY	NEGATIVE ONLY	MIX	YES	NO	AGREE	DIS-AGREE	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	
Unweighted Base	130	123	11	123	5	28	99	10	111	110	5	15	55	64	7	6	6	5	1	129	-	77	11
Weighted Base	134	127	11**	127	5**	27**	104*	12**	113*	112*	5**	16**	56*	67*	7**	7**	6**	6**	1**	133	-**	79*	11**
Effective Base	111	105	9	105	4	23	85	9	95	94	5	13	48	54	7	5	6	4	1	110	-	66	10
Problems running business (NET)	9	9	-	9	-	-	9	2	6	6	-	2	3	6	1	-	1	-	-	9	-	6	1
	7%	7%	-	7%	-	-	8%	17%	5%	5%	-	12%	5%	9%	14%	-	17%	-	-	7%	-	8%	11%
Could not run my business efficiently	7	7	-	7	-	-	7	2	5	5	-	2	2	5	1	-	1	-	-	7	-	5	1
	5%	6%	-	6%	-	-	7%	17%	5%	5%	-	12%	4%	7%	14%	-	17%	-	-	5%	-	7%	11%
Could not run my business at all	2	2	-	2	-	-	2	-	1	1	-	-	1	1	-	-	-	-	-	2	-	1	-
	1%	1%	-	1%	-	-	1%	-	1%	1%	-	-	1%	1%	-	-	-	-	-	1%	-	1%	-
Costs (NET)	37	34	4	34	2	5	32	5	29	29	2	6	15	17	1	2	1	2	-	37	-	22	4
	28%	27%	33%	27%	39%	17%	31%	39%	26%	26%	36%	38%	27%	26%	16%	23%	19%	27%	-	28%	-	28%	33%
Financial losses	2	2	-	2	-	1	1	-	2	2	-	-	-	2	-	-	-	-	-	2	-	1	-
	1%	2%	-	2%	-	3%	1%	-	2%	2%	-	-	-	3%	-	-	-	-	-	1%	-	1%	-
Additional expenses I had to pay	4	4	-	4	-	-	4	-	4	4	1	1	2	3	-	2	-	2	-	4	-	-	-
	3%	3%	-	3%	-	-	4%	-	4%	4%	23%	6%	3%	4%	-	23%	-	27%	-	3%	-	-	-
Time losses	30	28	4	28	2	4	26	5	23	23	1	5	14	12	1	-	1	-	-	30	-	21	4
	23%	22%	33%	22%	39%	14%	25%	39%	20%	20%	14%	32%	24%	18%	16%	-	19%	-	-	23%	-	27%	33%
Security (NET)	4	4	-	4	-	2	3	2	2	2	1	2	2	2	-	-	-	-	-	4	-	2	-
	3%	3%	-	3%	-	6%	2%	15%	2%	2%	14%	14%	4%	3%	-	-	-	-	-	3%	-	3%	-
Fraudsters/scammers used my hacked personal information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lost trust in the security of the service	2	2	-	2	-	2	1	-	2	2	1	1	1	2	-	-	-	-	-	2	-	1	-
	2%	2%	-	2%	-	6%	1%	-	2%	2%	14%	4%	1%	3%	-	-	-	-	-	2%	-	1%	-
More wary of online security	2	2	-	2	-	-	2	2	-	-	-	2	2	-	-	-	-	-	-	2	-	2	-
	1%	1%	-	1%	-	-	2%	15%	-	-	-	11%	3%	-	-	-	-	-	-	1%	-	2%	-

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	GROUP 1	GROUP 2	GROUP 1	GROUP 2	WOULD STORE ALL	WOULD NOT STORE ALL	PAID NOW	FREE NOW	FREE FUTURE	PAID FUTURE	PAID EVER	YES	NO	POSITIVE	NEGATIVE	POSITIVE ONLY	NEGATIVE ONLY	MIX	YES	NO	AGREE	DIS-AGREE	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	
Weighted Base	134	127	11**	127	5**	27**	104*	12**	113*	112*	5**	16**	56*	67*	7**	7**	6**	6**	1**	133	-**	79*	11**
Changes to account used or settings (NET)	21	18	3	18	3	5	15	2	18	18	1	4	8	12	-	-	-	-	-	21	-	9	-
	15%	14%	25%	14%	57%	20%	15%	20%	16%	16%	30%	23%	15%	18%	-	-	-	-	-	16%	-	11%	-
Needed to change passwords	13 10%	12 9%	1 8%	12 9%	1 18%	3 11%	10 10%	2 15%	11 10%	11 10%	- -	2 11%	4 8%	8 13%	-	-	-	-	-	13 10%	-	6 8%	-
Needed to change account numbers	1 *	1 *	-	1 *	-	1 2%	-	-	1 1%	1 1%	1 14%	1 4%	1 1%	-	-	-	-	-	-	1 *	-	1 1%	-
Needed to get my credit rating corrected	2 2%	2 2%	-	2 2%	-	-	2 2%	-	2 2%	2 2%	-	-	-	2 3%	-	-	-	-	-	2 2%	-	-	-
Forced me to upgrade my account	4 3%	2 2%	2 17%	2 2%	2 39%	2 7%	2 2%	1 5%	4 3%	4 3%	-	1 4%	2 4%	2 3%	-	-	-	-	-	4 3%	-	1 2%	-
Forced me to pay more for my account	1 1%	1 1%	-	1 1%	-	-	1 1%	-	1 1%	1 1%	1 17%	1 5%	1 1%	-	-	-	-	-	-	1 1%	-	-	-
Had to find a new service provider at short notice	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Loss of data (NET)	14	14	1	14	-	1	13	2	12	12	1	2	8	5	-	1	-	1	-	14	-	7	2
	10%	11%	7%	11%	-	3%	12%	15%	11%	11%	16%	15%	14%	7%	-	11%	-	13%	-	10%	-	9%	19%
No longer have any access to important documents	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No longer have any access to personal files or media	2 2%	2 2%	-	2 2%	-	-	2 2%	-	2 2%	2 2%	-	-	1 1%	2 2%	-	-	-	-	-	2 2%	-	-	1 7%
Lost important documents	5 4%	5 4%	1 7%	5 4%	-	1 3%	5 4%	-	5 5%	5 5%	1 16%	1 5%	3 4%	2 3%	-	1 11%	-	1 13%	-	5 4%	-	4 5%	1 7%
Lost personal files or media	6 4%	6 5%	-	6 5%	-	-	6 6%	2 15%	4 4%	4 4%	-	2 11%	4 8%	1 2%	-	-	-	-	-	6 4%	-	3 4%	1 5%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k - l/m/n/o/p/q/r - st - u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 73
LU26 - What, if anything, happened as a result of this problem/these problems?
BASE: ALL CLOUD STORAGE USERS 16+ WHO EXPERIENCED A PROBLEM WITH A PROVIDER

	SERVICE PROVIDER		SERVICE PROVIDER USED IN INTERVIEW		CONTENT		ACCOUNT					T&CS OR SERVICE CHANGES						PROBLEMS		PROMISES MADE/SERVICE AGREED			
	GROUP 1	GROUP 2	GROUP 1	GROUP 2	WOULD STORE ALL	WOULD NOT STORE ALL	PAID NOW	FREE NOW	FREE FUTURE	PAID FUTURE	PAID EVER	YES	NO	POSITIVE	NEGATIVE	POSITIVE ONLY	NEGATIVE ONLY	MIX	YES	NO	AGREE	DIS-AGREE	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	
Weighted Base	134	127	11**	127	5**	27**	104*	12**	113*	112*	5**	16**	56*	67*	7**	7**	6**	6**	1**	133	-**	79*	11**
Service quality (NET)	26	24	2	24	2	5	21	3	23	21	-	3	10	14	3	1	2	-	1	26	-	15	4
	19%	19%	19%	19%	43%	17%	20%	25%	20% _i	19%	-	18%	17%	21%	48%	15%	39%	-	100%	20%	-	19%	39%
Cannot use the cloud service at all	6	6	-	6	-	1	6	-	6	6	-	-	1	5	-	-	-	-	-	6	-	4	-
	5%	5%	-	5%	-	2%	5%	-	5%	6%	-	-	2%	8%	-	-	-	-	-	5%	-	5%	-
Cannot use the cloud service fully	20	18	2	18	2	4	16	3	16	15	-	3	9	9	3	1	2	-	1	20	-	11	4
	15%	14%	19%	14%	43%	15%	15%	25%	14% _i	13%	-	18%	15%	13%	48%	15%	39%	-	100%	15%	-	14%	39%
Complaints about connection	1	1	-	1	-	1	1	-	1	1	-	-	-	1	-	-	-	-	-	1	-	1	-
	1%	1%	-	1%	-	3%	1%	-	1%	1%	-	-	-	2%	-	-	-	-	-	1%	-	1%	-
I don't use it anymore/as much	4	4	-	4	-	1	3	-	3	3	-	-	2	2	1	2	-	1	1	4	-	2	-
	3%	3%	-	3%	-	3%	3%	-	3%	3%	-	-	3%	2%	15%	25%	-	12%	100%	3%	-	2%	-
Negative impact on work I was doing	3	3	-	3	-	-	3	-	1	1	-	-	1	-	-	-	-	-	-	3	-	3	-
	2%	2%	-	2%	-	-	3%	-	1%	1%	-	-	1%	-	-	-	-	-	-	2%	-	4%	-
Nothing happened as a result of this problem	31	31	2	31	-	8	22	4	27	27	1	5	15	15	-	2	-	2	-	31	-	19	2
	23%	24%	18%	24%	-	30%	21%	33%	24%	24%	31%	32%	26%	22%	-	28%	-	33%	-	23%	-	24%	15%
Provider did not resolve or I had to resolve myself	2	2	-	2	-	-	2	-	2	2	-	-	1	2	-	1	-	1	-	2	-	2	-
	2%	2%	-	2%	-	-	2%	-	2%	2%	-	-	2%	2%	-	14%	-	17%	-	2%	-	3%	-
The problem was fixed/ resolved	3	3	-	3	-	-	3	-	3	3	-	-	2	1	1	-	1	-	-	3	-	2	-
	2%	2%	-	2%	-	-	3%	-	3%	3%	-	-	4%	1%	12%	-	15%	-	-	2%	-	2%	-
Other	9	9	1	9	-	5	4	1	8	8	-	1	7	3	1	-	1	-	-	9	-	6	-
	7%	7%	7%	7%	-	19%	4%	6%	7%	7%	-	4%	12%	4%	9%	-	10%	-	-	7%	-	7%	-
Don't know	4	4	1	4	-	-	3	-	1	1	-	-	1	2	-	-	-	-	-	3	-	1	1
	3%	3%	8%	3%	-	-	3%	-	1%	1%	-	-	1%	2%	-	-	-	-	-	2%	-	1%	10%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k - l/m/n/o/p/q/r - s/t - u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 74
LU25A - And, just to check, has there been any financial cost to you as a result of these problems?
BASE: ALL CLOUD STORAGE USERS 16+ WHO EXPERIENCED A PROBLEM WITH A PROVIDER

	GENDER		AGE							SOCIAL GRADE				OCCUPATION					WEEK			
	TOTAL	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	FULL- TIME (n)	PART- TIME (o)	SELF- EMP- LOYED (p)	NOT WOR- KING (q)	WOR- KING (r)	EMP- LOYED (s)	01	02
Unweighted Base	130	71	59	5	30	24	22	19	17	13	45	52	19	14	47	10	15	58	72	57	83	47
Weighted Base	134	70*	64*	4**	29**	27**	26**	22**	15**	11**	58*	44*	20**	11**	55*	14**	18**	47*	87*	69*	86*	48*
Effective Base	111	62	50	5	26	22	19	16	15	12	39	48	16	14	42	8	14	54	63	50	70	41
Yes, there has definitely been a financial cost to me	4	1	3	-	-	1	1	1	1	-	-	3	1	-	-	2	2	-	4	2	4	-
	3%	1%	5%	-	-	5%	4%	3%	6%	-	-	6%	7%	-	-	15%	11%	-	5%	3%	5%	-
Yes, I think so	6	3	3	-	2	1	2	1	-	1	1	3	-	1	2	1	1	2	3	3	5	1
	4%	4%	5%	-	6%	3%	6%	3%	-	7%	2%	7%	-	13%	3%	7%	5%	5%	4%	4%	5%	2%
No, I don't think so	33	23	10	*	10	9	4	4	5	-	14	9	6	4	19	3	2	9	24	22	22	11
	24%	33% ^b	15%	12%	34%	34%	15%	20%	31%	-	24%	21%	30%	31%	34%	20%	11%	20%	27%	31%	25%	23%
No, there has definitely not been a financial cost to me	90	43	47	3	17	16	19	16	9	10	43	29	13	6	35	8	13	34	56	43	55	36
	68%	62%	74%	88%	57%	58%	75%	74%	63%	93%	74%	66%	63%	50%	63%	58%	73%	74%	64%	62%	64%	75%
Yes (NET)	10	3	6	-	2	2	3	1	1	1	1	6	1	1	2	3	3	2	7	5	9	1
	7%	5%	10%	-	6%	8%	10%	6%	6%	7%	2%	13% ^j	7%	13%	3%	22%	16%	5%	9% ⁿ	7% ⁿ	10%	2%
No (NET)	123	66	57	4	27	25	23	21	14	10	57	38	19	9	54	11	15	44	80	65	76	47
	92%	95%	89%	100%	91%	92%	90%	94%	94%	93%	98% ^k	87%	93%	81%	97% ^{rs}	78%	84%	94%	91%	93%	89%	98%
Don't know	1	-	1	-	1	-	-	-	-	-	-	-	-	1	-	-	-	1	-	-	1	-
	1%	-	1%	-	3%	-	-	-	-	-	-	-	-	6%	-	-	-	2%	-	-	1%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 75
LU25A - And, just to check, has there been any financial cost to you as a result of these problems?
BASE: ALL CLOUD STORAGE USERS 16+ WHO EXPERIENCED A PROBLEM WITH A PROVIDER

	SERVICE PROVIDER		SERVICE PROVIDER USED IN INTERVIEW		CONTENT		ACCOUNT					T&CS OR SERVICE CHANGES						PROBLEMS		PROMISES MADE/SERVICE AGREED			
	GROUP 1	GROUP 2	GROUP 1	GROUP 2	WOULD STORE ALL	WOULD NOT STORE ALL	PAID NOW	FREE NOW	FREE FUTURE	PAID FUTURE	PAID EVER	YES	NO	POSITIVE	NEGATIVE	POSITIVE ONLY	NEGATIVE ONLY	MIX	YES	NO	AGREE	DIS-AGREE	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	
Unweighted Base	130	123	11	123	5	28	99	10	111	110	5	15	55	64	7	6	6	5	1	129	-	77	11
Weighted Base	134	127	11**	127	5**	27**	104*	12**	113*	112*	5**	16**	56*	67*	7**	7**	6**	6**	1**	133	-**	79*	11**
Effective Base	111	105	9	105	4	23	85	9	95	94	5	13	48	54	7	5	6	4	1	110	-	66	10
Yes, there has definitely been a financial cost to me	4	4	-	4	-	-	4	1	2	2	-	1	2	2	1	-	1	-	-	4	-	3	-
	3%	3%	-	3%	-	-	4%	8%	2%	2%	-	6%	4%	3%	20%	-	24%	-	-	3%	-	4%	-
Yes, I think so	6	6	1	6	-	-	6	1	4	4	1	2	4	1	1	2	1	2	-	6	-	3	-
	4%	4%	6%	4%	-	-	5%	9%	4%	4%	17%	11%	7%	2%	14%	23%	17%	27%	-	4%	-	4%	-
No, I don't think so	33	29	5	29	3	5	27	-	33	33	2	2	11	20	-	3	-	3	-	33	-	15	3
	24%	23%	50%	23%	57%	19%	26%	-	29%	29%	39%	11%	20%	31%	-	39%	-	45%	-	25%	-	20%	25%
No, there has definitely not been a financial cost to me	90	88	5	88	2	22	67	10	74	73	2	12	39	43	5	3	4	2	1	89	-	56	8
	68%	69%	44%	69%	43%	81%	64%	83%	65%	65%	45%	72%	69%	64%	65%	39%	59%	28%	100%	67%	-	72%	75%
Yes (NET)	10	10	1	10	-	-	10	2	6	6	1	3	6	3	2	2	2	2	-	10	-	7	-
	7%	8%	6%	8%	-	-	9%	17%	6%	6%	17%	17%	11%	5%	35%	23%	41%	27%	-	7%	-	8%	-
No (NET)	123	117	10	117	5	27	94	10	107	105	4	14	50	63	5	5	4	4	1	122	-	72	11
	92%	92%	94%	92%	100%	100%	91%	83%	94%	94%	83%	83%	89%	95%	65%	77%	59%	73%	100%	92%	-	92%	100%
Don't know	1	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-
	1%	1%	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k - l/m/n/o/p/q/r - s/t - u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 76
LU25B - To date, what has been the financial cost to you, if any, of this problem/these problems?
BASE: ALL CLOUD STORAGE USERS 16+ WHO INCURRED FINANCIAL COSTS AS A RESULT OF A PROBLEM WITH A PROVIDER

	GENDER		AGE							SOCIAL GRADE				OCCUPATION					WEEK			
	TOTAL	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	FULL- TIME (n)	PART- TIME (o)	SELF- EMP- LOYED (p)	NOT WOR- KING (q)	WOR- KING (r)	EMP- LOYED (s)	01	02
Unweighted Base	10	4	6	-	2	2	2	2	1	1	1	6	1	2	1	3	3	3	7	4	9	1
Weighted Base	10*	3**	6**	-**	2**	2**	3**	1**	1**	1**	1**	6**	1**	1**	2**	3**	3**	2**	7**	5**	9*	1*
Effective Base	9	4	5	-	2	2	2	2	1	1	1	6	1	2	1	3	3	3	7	4	8	1
Under £100	1	-	1	-	-	-	-	1	-	1	-	1	-	-	-	1	-	1	1	1	1	-
	15%	-	23%	-	-	-	-	52%	-	100%	-	25%	-	-	-	22%	-	34%	9%	15%	17%	-
£100 - £999	5	3	2	-	2	1	1	-	1	-	1	3	1	-	2	3	-	5	2	4	1	
	53%	81%	38%	-	100%	63%	37%	-	100%	-	100%	48%	100%	-	78%	100%	-	69%	51%	48%	100%	
£1000 - £9999	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
£10000+	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Mean	146.00	156.94	139.90	-	240.45	314.28	37.49	10.34	150.00	10.00	100.00	104.82	500.00	0.00	0.00	264.37	212.15	3.36	188.91	175.23	151.26	100.00
Don't know/can't remember	3	1	2	-	-	1	2	1	-	-	-	2	-	1	2	-	-	1	2	2	3	-
	32%	19%	39%	-	-	37%	63%	48%	-	-	-	27%	-	100%	100%	-	-	66%	21%	34%	35%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 77
LU25B - To date, what has been the financial cost to you, if any, of this problem/these problems?
BASE: ALL CLOUD STORAGE USERS 16+ WHO INCURRED FINANCIAL COSTS AS A RESULT OF A PROBLEM WITH A PROVIDER

	SERVICE PROVIDER		SERVICE PROVIDER USED IN INTERVIEW		CONTENT		ACCOUNT					T&CS OR SERVICE CHANGES							PROBLEMS		PROMISES MADE/SERVICE AGREED	
	GROUP 1	GROUP 2	GROUP 1	GROUP 2	WOULD STORE ALL	WOULD NOT STORE ALL	PAID NOW	FREE NOW	FREE FUTURE	PAID FUTURE	PAID EVER	YES	NO	POSITIVE	NEGATIVE	POSITIVE ONLY	NEGATIVE ONLY	MIX	YES	NO	AGREE	DIS-AGREE
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	10	10	1	10	-	10	2	6	6	1	3	6	4	2	1	2	1	-	10	-	7	-
Weighted Base	10*	10**	1**	10**	-	10**	2**	6**	6**	1**	3**	6**	3**	2**	2**	2**	2**	**	10**	**	7**	**
Effective Base	9	9	1	9	-	9	2	6	6	1	3	5	4	2	1	2	1	-	9	-	7	-
Under £100	1	1	-	1	-	1	-	1	1	1	1	1	-	-	-	-	-	-	1	-	-	-
	15%	15%	-	15%	-	15%	-	12%	12%	100%	28%	23%	-	-	-	-	-	-	15%	-	-	-
£100 - £999	5	5	-	5	-	5	2	3	3	-	2	3	2	2	-	2	-	-	5	-	5	-
	53%	53%	-	53%	-	53%	100%	51%	51%	-	72%	52%	56%	100%	-	100%	-	-	53%	-	78%	-
£1000 - £9999	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
£10000+	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	146.00	146.00	0.00	146.00	-	146.00	124.23	181.08	181.08	10.00	92.20	186.71	69.73	335.00	0.00	335.00	0.00	-	146.00	-	209.22	-
Don't know/can't remember	3	3	1	3	-	3	-	2	2	-	-	2	1	-	2	-	2	-	3	-	1	-
	32%	32%	100%	32%	-	32%	-	38%	38%	-	-	25%	44%	-	100%	-	100%	-	32%	-	22%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k - l/m/n/o/p/q/r - s/t - u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 78
LU27 - Please think back to when your account with <<cloud storage provider>> was first created. Overall, to what extent do you agree or disagree that the service you get from <<cloud storage provider>> matches the promises made to customers in its marketing/promotional information?
BASE: ALL CLOUD STORAGE USERS 16+

	GENDER		AGE							SOCIAL GRADE				OCCUPATION					WEEK			
	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	FULL- TIME (n)	PART- TIME (o)	SELF- EMP- LOYED (p)	NOT WOR- KING (q)	WOR- KING (r)	EMP- LOYED (s)	01	02	
Unweighted Base	1073	568	505	27	192	213	194	178	154	115	360	384	189	140	432	116	85	440	633	548	587	486
Weighted Base	1174	606	568	25**	189	259	224	215	153	109	457	359	213	146	538	149	110*	376	798	688	653	521
Effective Base	925	491	435	25	166	188	169	154	130	102	312	338	165	128	385	105	74	393	563	490	502	424
Strongly agree	376 32%	210 35%	167 29%	13 54%	63 33%	89 34%	68 30%	66 31%	44 29%	33 31%	166 36% _m	106 29%	71 33%	34 24%	177 33%	40 27%	31 28%	129 34%	248 31%	217 32%	192 29%	184 35%
Tend to agree	390 33%	218 36%	172 30%	7 27%	66 35%	97 37%	74 33%	72 33%	46 30%	28 26%	129 28%	132 37% _j	74 35%	55 37%	182 34%	54 36%	33 30%	120 32%	269 34%	236 34%	229 35%	161 31%
Neither agree nor disagree	343 29%	151 25%	192 34% _a	3 13%	51 27%	67 26%	66 29%	55 31%	36 36%	36 33%	134 29%	100 28%	62 29%	47 32%	164 30%	44 29%	35 32%	100 27%	243 30%	208 30%	194 30%	149 29%
Tend to disagree	29 2%	14 2%	15 3%	- -	6 3%	5 2%	5 2%	4 2%	4 2%	5 5%	11 2%	14 4% _l	1 1%	3 2%	7 1%	8 5% _{ns}	5 5%	9 2%	20 3% _n	15 2% _n	17 3%	12 2%
Strongly disagree	16 1%	6 1%	10 2%	1 3%	2 1%	1 *	5 2%	5 2%	1 1%	1 1%	10 2%	2 *	2 1%	2 1%	1 *	4 2% _n	5 5% _{nrs}	5 1%	10 1% _{ns}	5 1% _n	9 1%	7 1%
Agree (NET)	766 65%	427 70% _b	339 60%	20 81%	129 68%	185 71% _{hi}	142 64%	137 64%	90 59%	62 56%	295 65%	238 66%	145 68%	89 61%	359 67%	94 63%	64 58%	249 66%	517 65%	453 66%	421 64%	345 66%
Disagree (NET)	45 4%	20 3%	25 4%	1 3%	8 4%	5 2%	10 5%	9 4%	5 3%	6 6%	21 5%	15 4%	3 2%	5 3%	9 2%	11 7% _{nrs}	11 10% _{nqrs}	14 4%	30 4% _{ns}	20 3% _n	25 4%	19 4%
NET Agree	721 61%	407 67% _b	314 55%	19 78%	122 64% _i	180 69% _{hi}	132 59%	128 60%	85 55%	55 51%	273 60%	222 62%	141 66%	84 58%	350 65% _{pr}	83 56%	53 48%	235 62% _p	487 61% _p	434 63% _{pr}	396 61%	326 63%
Don't know	21 2%	8 1%	12 2%	1 3%	1 1%	2 1%	6 3%	2 1%	4 2%	6 5% _{deg}	6 1%	6 2%	3 1%	5 3%	7 1%	- -	1 1%	13 3% _{nors}	8 1%	7 1%	13 2%	8 2%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 79
LU27 - Please think back to when your account with <<cloud storage provider>> was first created. Overall, to what extent do you agree or disagree that the service you get from <<cloud storage provider>> matches the promises made to customers in its marketing/promotional information?
BASE: ALL CLOUD STORAGE USERS 16+

	SERVICE PROVIDER		SERVICE PROVIDER USED IN INTERVIEW		CONTENT		ACCOUNT					T&CS OR SERVICE CHANGES					PROBLEMS		PROMISES MADE/SERVICE AGREED				
	GROUP 1 (a)	GROUP 2 (b)	GROUP 1 (c)	GROUP 2 (d)	WOULD STORE ALL (e)	WOULD NOT STORE ALL (f)	PAID NOW (g)	FREE NOW (h)	FREE FUTURE (i)	PAID FUTURE (j)	PAID EVER (k)	YES (l)	NO (m)	POSITIVE (n)	NEGATIVE (o)	POSITIVE ONLY (p)	NEGATIVE ONLY (q)	MIX (r)	YES (s)	NO (t)	AGREE (u)	DIS-AGREE (v)	
Unweighted Base	1073	1015	94	1015	52	331	720	146	873	847	32	178	229	765	36	21	35	20	1	129	921	703	40
Weighted Base	1174	1112	105*	1112	56*	367	786	173	945	917	32**	206	251	842	40*	22**	39**	21**	1**	133	1017	766	45*
Effective Base	925	874	81	874	45	285	620	127	754	730	28	154	198	660	31	19	30	18	1	110	794	603	34
Strongly agree	376 32%	364 33%	26 24%	364 33% ^d	10 18%	139 38% ^f	234 30%	71 41% ^h	301 32%	296 32%	14 43%	85 41% ^{hi}	88 35%	278 33%	14 34%	6 28%	14 35%	6 29%	-	30 22%	344 34% ^s	376 49% ^v	-
Tend to agree	390 33%	371 33%	34 33%	371 33%	19 33%	125 34%	259 33%	57 33%	319 34%	305 33%	9 27%	65 32%	90 36%	271 32%	18 47%	7 30%	18 48%	7 32%	-	49 37%	335 33%	390 51% ^v	-
Neither agree nor disagree	343 29%	316 28%	42 40% ^a	316 28%	26 46% ^c	90 24%	246 31% ^e	31 18%	283 30% ^{gk}	275 30% ^{gk}	7 23%	38 19%	60 24% ⁿ	249 30% ⁿ	3 8%	5 25%	3 9%	5 26%	-	40 30%	295 29%	-	-
Tend to disagree	29 2%	27 2%	3 3%	27 2%	1 3%	4 1%	25 3%	9 5% ^h	20 2%	20 2%	2 5%	11 5% ^{hi}	3 1%	24 3%	-	2 7%	-	2 8%	-	8 6% ^t	17 2%	-	29 65% ^u
Strongly disagree	16 1%	14 1%	-	14 1%	-	3 1%	12 2%	5 3% ^{hi}	9 1%	8 1%	1 3%	6 3% ^{hi}	7 3% ^m	7 1%	3 8% ^m	1 5%	3 8%	1 5%	-	2 1%	13 1%	-	16 35% ^u
Agree (NET)	766 65%	735 66%	60 57%	735 66% ^d	29 51%	265 72% ^f	493 63%	128 74%	620 66%	601 66%	22 69%	150 73%	179 71%	549 65%	32 81%	13 58%	32 83%	13 61%	-	79 59%	679 67%	766 100% ^v	-
Disagree (NET)	45 4%	41 4%	3 3%	41 4%	1 3%	8 2%	37 5%	14 8% ^{hi}	29 3%	29 3%	3 8%	17 8% ^{hi}	11 4%	31 4%	3 8%	3 12%	3 8%	3 13%	-	10 7% ^t	30 3%	-	45 100% ^u
NET Agree	721 61%	694 62%	57 54%	694 62%	27 49%	257 70% ^f	456 58%	114 65%	591 63%	572 62%	20 61%	133 65%	168 67%	518 62%	29 73%	10 46%	29 75%	10 49%	0	69 52%	649 64% ^s	766 100% ^v	-45 -100%
Don't know	21 2%	19 2%	-	19 2%	-	5 1%	10 1%	-	13 1%	12 1%	-	-	2 1%	13 1%	1 3%	1 5%	-	-	1 100%	4 3%	13 1%	-	-

Proportions/Means; Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k - l/m/n/o/p/q/r - s/t - u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 80
LU28 - Have you ever tried to switch between cloud storage service providers?
BASE: ALL CLOUD STORAGE USERS 16+

	GENDER		AGE							SOCIAL GRADE				OCCUPATION					WEEK			
	TOTAL	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	FULL-TIME (n)	PART-TIME (o)	SELF-EMPLOYED (p)	NOT WORKING (q)	WORKING (r)	EMPLOYED (s)	01	02
Unweighted Base	1073	568	505	27	192	213	194	178	154	115	360	384	189	140	432	116	85	440	633	548	587	486
Weighted Base	1174	606	568	25**	189	259	224	215	153	109	457	359	213	146	538	149	110*	376	798	688	653	521
Effective Base	925	491	435	25	166	188	169	154	130	102	312	338	165	128	385	105	74	393	563	490	502	424
Yes	66 6%	47 8%b	19 3%	2 8%	16 9%gi	16 6%	15 7%	5 3%	8 5%	2 2%	24 5%	28 8%	8 4%	6 4%	31 6%	7 5%	8 7%	19 5%	46 6%	38 6%	37 6%	28 5%
No	1109 94%	560 92%	549 97%a	23 92%	173 91%	243 94%	209 93%	209 97%d	146 95%	107 98%d	433 95%	331 92%	206 96%	139 96%	507 94%	142 95%	102 93%	357 95%	752 94%	650 94%	616 94%	493 95%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 81
LU28 - Have you ever tried to switch between cloud storage service providers?
BASE: ALL CLOUD STORAGE USERS 16+

	SERVICE PROVIDER		SERVICE PROVIDER USED IN INTERVIEW		CONTENT		ACCOUNT					T&CS OR SERVICE CHANGES						PROBLEMS		PROMISES MADE/SERVICE AGREED			
	GROUP 1 (a)	GROUP 2 (b)	GROUP 1 (c)	GROUP 2 (d)	WOULD STORE ALL (e)	WOULD NOT STORE ALL (f)	PAID NOW (g)	FREE NOW (h)	FREE FUTURE (i)	PAID FUTURE (j)	PAID EVER (k)	YES (l)	NO (m)	POSITIVE (n)	NEGATIVE (o)	POSITIVE ONLY (p)	NEGATIVE ONLY (q)	MIX (r)	YES (s)	NO (t)	AGREE (u)	DIS-AGREE (v)	
Unweighted Base	1073	1015	94	1015	52	331	720	146	873	847	32	178	229	765	36	21	35	20	1	129	921	703	40
Weighted Base	1174	1112	105*	1112	56*	367	786	173	945	917	32**	206	251	842	40*	22**	39**	21**	1**	133	1017	766	45*
Effective Base	925	874	81	874	45	285	620	127	754	730	28	154	198	660	31	19	30	18	1	110	794	603	34
Yes	66	64	3	64	-	18	47	3	62	60	3	7	18	40	4	1	3	-	1	21	44	44	2
	6%	6%	3%	6%	-	5%	6%	2%	7%g	7%g	10%	3%g	7%	5%	9%	5%	7%	-	100%	16%t	4%	6%	4%
No	1109	1048	102	1048	56	349	738	170	883	857	29	199	233	802	36	21	36	21	-	112	974	722	43
	94%	94%	97%	94%	100%	95%	94%	98%hik	93%	93%	90%	97%	93%	95%	91%	95%	93%	100%	-	84%	96% ^s	94%	96%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k - l/m/n/o/p/q/r - s/t - u/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 82
LU29 - Did you experience/are you experiencing any problems with switching between cloud storage service providers?
BASE: ALL CLOUD STORAGE USERS 16+ WHO HAVE TRIED TO SWITCH PROVIDERS

	GENDER		AGE							SOCIAL GRADE				OCCUPATION					WEEK			
	TOTAL	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	FULL-TIME (n)	PART-TIME (o)	SELF-EMPLOYED (p)	NOT WORKING (q)	WORKING (r)	EMPLOYED (s)	01	02
Unweighted Base	59	42	17	2	18	13	12	5	7	2	18	29	6	6	24	5	8	22	37	29	32	27
Weighted Base	66*	47*	19**	2**	16**	16**	15**	5**	8**	2**	24**	28**	8**	6**	31**	7**	8**	19**	46*	38**	37*	28*
Effective Base	52	37	15	2	17	12	9	5	7	2	16	26	6	5	21	5	8	21	33	26	27	25
Yes	4 6%	3 6%	1 4%	-	1 5%	1 8%	1 10%	-	-	-	-	4 13%	-	-	2 7%	1 10%	1 11%	-	4 8%	3 7%	2 4%	2 8%
No	62 94%	44 94%	18 96%	2 100%	15 95%	15 92%	14 90%	5 100%	8 100%	2 100%	24 100%	25 87%	8 100%	6 100%	29 93%	6 90%	7 89%	19 100%	43 92%	35 93%	36 96%	26 92%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 83
LU29 - Did you experience/are you experiencing any problems with switching between cloud storage service providers?
BASE: ALL CLOUD STORAGE USERS 16+ WHO HAVE TRIED TO SWITCH PROVIDERS

	SERVICE PROVIDER		SERVICE PROVIDER USED IN INTERVIEW		CONTENT		ACCOUNT					T&CS OR SERVICE CHANGES						PROBLEMS		PROMISES MADE/SERVICE AGREED			
	GROUP 1	GROUP 2	GROUP 1	GROUP 2	WOULD STORE ALL	WOULD NOT STORE ALL	PAID NOW	FREE NOW	FREE FUTURE	PAID FUTURE	PAID EVER	YES	NO	POSITIVE	NEGATIVE	POSITIVE ONLY	NEGATIVE ONLY	MIX	YES	NO	AGREE	DIS-AGREE	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	
Unweighted Base	59	57	3	57	-	15	43	3	56	54	3	6	17	35	4	1	3	-	1	19	39	41	2
Weighted Base	66*	64*	3**	64*	**	18**	47*	3**	62*	60*	3**	7**	18**	40**	4**	1**	3**	**	1**	21**	44*	44*	2**
Effective Base	52	50	3	50	-	13	39	3	49	47	3	5	16	30	4	1	3	-	1	17	34	36	2
Yes	4	4	-	4	-	1	2	1	3	3	1	1	1	3	-	-	-	-	-	1	3	2	-
	6%	6%	-	6%	-	8%	5%	21%	5%	5%	23%	22%	5%	7%	-	-	-	-	-	4%	6%	5%	-
No	62	60	3	60	-	16	45	3	59	57	3	5	17	37	4	1	3	-	1	20	41	41	2
	94%	94%	100%	94%	-	92%	95%	79%	95%	95%	77%	78%	95%	93%	100%	100%	100%	-	100%	96%	94%	95%	100%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k - l/m/n/o/p/q/r - s/t - u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 84
LU30 - What problem(s) with switching did you experience/are you experiencing?
BASE: ALL CLOUD STORAGE USERS 16+ WHO HAVE HAD PROBLEMS WHEN TRYING TO SWITCH PROVIDERS

	GENDER		AGE							SOCIAL GRADE				OCCUPATION					WEEK		
	TOTAL	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	FULL-TIME (n)	PART-TIME (o)	SELF-EMPLOYED (p)	NOT WORKING (q)	WORKING (r)	EMPLOYED (s)	01
Unweighted Base	4	3	1	-	1	1	2	-	-	-	-	4	-	2	1	1	-	4	3	2	2
Weighted Base	4*	3**	1**	..**	1**	1**	1**	..**	..**	..**	..**	4**	..**	2**	1**	1**	..**	4**	3**	2*	2*
Effective Base	4	3	1	-	1	1	2	-	-	-	-	4	-	2	1	1	-	4	3	2	2
Broadband limits/restrictions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cancellation fee imposed	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Data did not transfer at all	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Data did not transfer in full	1	1	-	-	-	-	1	-	-	-	1	-	-	-	1	-	-	1	1	1	-
	19%	24%	-	-	-	-	47%	-	-	-	19%	-	-	-	100%	-	-	19%	25%	44%	-
Lack of suitable alternative providers	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Needs more technical knowledge than I have	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Retention by provider of pre-paid amount/no refund	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Time limit for moving content across once notice is given	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Took a huge amount of time to do	2	1	1	-	1	-	1	-	-	-	2	-	-	1	-	1	-	2	1	1	1
	45%	30%	100%	-	100%	-	53%	-	-	-	45%	-	-	37%	-	100%	-	45%	28%	56%	37%
Other	2	2	-	-	1	1	-	-	-	-	2	-	-	1	-	1	-	2	1	1	1
	60%	76%	-	-	100%	100%	-	-	-	-	60%	-	-	63%	-	100%	-	60%	47%	56%	63%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/op/q/r/s
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 85
LU30 - What problem(s) with switching did you experience/are you experiencing?
BASE: ALL CLOUD STORAGE USERS 16+ WHO HAVE HAD PROBLEMS WHEN TRYING TO SWITCH PROVIDERS

	SERVICE PROVIDER		SERVICE PROVIDER USED IN INTERVIEW		CONTENT		ACCOUNT					T&CS OR SERVICE CHANGES						PROBLEMS		PROMISES MADE/SERVICE AGREED		
	GROUP 1	GROUP 2	GROUP 1	GROUP 2	WOULD STORE ALL	WOULD NOT STORE ALL	PAID NOW	FREE NOW	FREE FUTURE	PAID FUTURE	PAID EVER	YES	NO	POSITIVE	NEGATIVE	POSITIVE ONLY	NEGATIVE ONLY	MIX	YES	NO	AGREE	DIS-AGREE
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted Base	4	4	-	4	-	2	2	1	3	3	1	2	1	3	-	-	-	-	1	3	3	-
Weighted Base	4*	4**	..**	4**	..	1**	2**	1**	3**	3**	1**	1**	1**	3**	..**	..**	..**	..**	1**	3**	2**	..**
Effective Base	4	4	-	4	-	2	2	1	3	3	1	2	1	3	-	-	-	-	1	3	3	-
Broadband limits/restrictions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cancellation fee imposed	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Data did not transfer at all	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Data did not transfer in full	1	1	-	1	-	1	-	1	-	-	-	1	-	1	-	-	-	-	-	1	1	-
	19%	19%	-	19%	-	47%	-	100%	-	-	-	47%	-	25%	-	-	-	-	-	25%	30%	-
Lack of suitable alternative providers	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Needs more technical knowledge than I have	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Retention by provider of pre-paid amount/no refund	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Time limit for moving content across once notice is given	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Took a huge amount of time to do	2	2	-	2	-	1	1	-	2	2	1	1	1	1	-	-	-	-	1	1	2	-
	45%	45%	-	45%	-	53%	40%	-	55%	55%	100%	53%	100%	28%	-	-	-	-	100%	28%	70%	-
Other	2	2	-	2	-	-	2	-	2	2	-	-	1	1	-	-	-	-	1	1	1	-
	60%	60%	-	60%	-	-	100%	-	74%	74%	-	-	100%	47%	-	-	-	-	100%	47%	37%	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k - l/m/n/o/p/q/r - s/t - u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 86
DEMOGRAPHICS
 BASE: ALL ADULTS AGED 16+

	GENDER		AGE							SOCIAL GRADE				OCCUPATION						WEEK		
	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	FULL-TIME (n)	PART-TIME (o)	SELF-EMPLOYED (p)	NOT WORKING (q)	WORKING (r)	EMPLOYED (s)	01	02	
Unweighted Base	3959	2036	1923	68	491	582	573	600	624	1021	919	1219	821	1000	1236	405	210	2108	1851	1641	1998	1961
Weighted Base	3959	1938	2021	61*	504	662	626	686	555	865	1076	1072	849	963	1482	495	251	1731	2228	1977	2036	1923
Effective Base	3409	1729	1685	62	430	512	503	525	538	888	790	1053	711	901	1102	365	182	1888	1649	1467	1709	1702
GENDER																						
MALE	1938 49%	1938 100%b	-	33 55%	260 52%i	332 50%	311 50%	338 49%	273 49%	391 45%	556 52%km	489 46%	457 54%km	435 45%	920 62%oqr s	123 25%	160 64%oqr s	734 42%o	1203 54%oqs	1043 53%oq	1020 50%	917 48%
FEMALE	2021 51%	-	2021 100%a	28 45%	245 48%	330 50%	315 50%	348 51%	282 51%	474 55% d	519 48%	583 54% jl	391 46%	528 55% jl	562 38%	373 75% npq rs	91 36%	997 58% npr s	1025 46% np	934 47% npr	1016 50%	1006 52%
AGE																						
16-17	61 2%	33 2%	28 1%	61 100% defg hi	-	-	-	-	-	-	12 1%	15 1%	15 2%	19 2%	4 *	4 1%	-	53 3% nopr s	8 *	8 *	28 1%	33 2%
18-24	504 13%	260 13%	245 12%	-	504 100% cefg hi	-	-	-	-	-	70 7%	141 13% j	119 14% j	174 18% kl	185 12% pr	64 13% p	5 2%	251 14% pr	253 11% p	248 13% pr	253 12%	251 13%
25-34	662 17%	332 17%	330 16%	-	-	662 100% cdfg hi	-	-	-	-	134 12%	184 17% j	150 18% j	194 20% j	349 24% q	105 21% q	47 19% q	161 9%	500 22% q	454 23% q	358 18%	303 16%
35-44	626 16%	311 16%	315 16%	-	-	-	626 100% cdef hi	-	-	-	189 18% m	166 15% m	155 18% m	117 12%	351 24% oqr s	84 17% q	58 23% q	132 8%	494 22% oq	436 22% oq	300 15%	326 17%
45-54	686 17%	338 17%	348 17%	-	-	-	-	686 100% cdef hi	-	-	211 20% lm	195 18%	133 16%	147 15%	390 26% q	107 22% q	78 31% oq	110 6%	576 26% oq	497 25% q	372 18%	314 16%
55-64	555 14%	273 14%	282 14%	-	-	-	-	-	555 100% cdef gi	-	177 16% m	155 14% m	112 13%	110 11%	190 13%	80 16%	41 16%	244 14%	311 14%	270 14%	294 14%	260 14%
65+	865 22%	391 20%	474 23% a	-	-	-	-	-	-	865 100% cde fgh	283 26% klm	215 20%	164 19%	203 21%	13 1%	51 10% nrs	22 9% nrs	779 45% nopr s	86 4% ns	64 3% n	430 21%	435 23%
SOCIAL GRADE																						
AB	1076 27%	556 29% b	519 26%	12 19%	70 14%	134 20% d	189 30% de	211 31% de	177 32% cde	283 33% cde e	1076 100% klm	-	-	-	453 31% q	130 26%	81 32% q	411 24%	664 30% q	584 30% q	537 26%	539 28%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/op/q/r/s
 Overlap formulae used. * small base

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Table 86
DEMOGRAPHICS
 BASE: ALL ADULTS AGED 16+

	GENDER		AGE							SOCIAL GRADE				OCCUPATION					WEEK			
	TOTAL	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	FULL-TIME (n)	PART-TIME (o)	SELF-EMPLOYED (p)	NOT WORKING (q)	WORKING (r)	EMPLOYED (s)	01	02
Weighted Base	3959	1938	2021	61*	504	662	626	686	555	865	1076	1072	849	963	1482	495	251	1731	2228	1977	2036	1923
C1	1072 27%	489 25%	583 29%a	15 25%	141 28%	184 28%	166 26%	195 28%	155 28%	215 25%	-	1072 100%jlm	-	-	444 30%q	125 25%	88 35%oq	414 24%	658 30%oq	570 29%q	544 27%	528 27%
C2	849 21%	457 24%b	391 19%	15 25%	119 23%	150 23%	155 25%gi	133 19%	112 20%	164 19%	-	-	849 100%jkm	-	358 24%q	115 23%q	54 22%	321 19%	528 24%q	474 24%q	448 22%	400 21%
DE	963 24%	435 22%	528 26%a	19 31%fh	174 34%fgh	194 29%fgh	117 19%	147 21%	110 20%	203 23%f	-	-	963 100%jkl	226 15%	124 25%npr	28 11%	585 34%nopr	378 17%np	350 18%npr	507 25%	456 24%	
OCCUPATION																						
FULL-TIME	1482 37%	920 48%b	562 28%	4 6%i	185 37%ci	349 53%cdh	351 56%cdh	390 57%cdh	190 34%ci	13 1%	453 42%lm	444 41%lm	358 42%lm	226 23%	1482 100%opqr	-	-	-	1482 67%opq	1482 75%opq	764 38%	718 37%
PART-TIME	495 13%	123 6%	373 18%a	4 7%	64 13%i	105 16%i	84 13%i	107 16%i	80 14%i	51 6%	130 12%	125 12%	115 14%	124 13%	-	495 100%npqr	-	-	495 22%npq	495 25%npq	260 13%	235 12%
SELF-EMPLOYED	251 6%	160 8%b	91 4%	-	5 1%	47 7%cdi	58 9%cdi	78 11%cdelh	41 7%cdi	22 2%	81 8%lm	88 8%lm	54 6%lm	28 3%	-	-	251 100%noqr	-	251 11%noqs	-	136 7%	114 6%
NOT WORKING - HOUSEWIFE	202 5%	10 1%	192 10%a	-	24 5%i	62 9%cdg	60 10%cdgh	32 5%i	23 4%i	1 *	44 4%	26 2%	50 6%k	82 9%jkl	-	-	-	202 12%nopr	-	-	112 6%	90 5%
STILL IN EDUCATION	257 6%	132 7%	125 6%	52 86%def	178 35%efgh	18 3%ghi	7 1%ghi	1 *	-	1 *	27 3%	102 10%jl	41 5%j	87 9%jl	-	-	-	257 15%nopr	-	-	123 6%	134 7%
UNEMPLOYED	150 4%	95 5%b	54 3%	1 2%i	36 7%ghi	50 8%ghi	33 5%ghi	15 2%i	14 3%i	-	12 1%	19 2%	25 3%j	93 10%jkl	-	-	-	150 9%nopr	-	-	67 3%	82 4%
RETIRED	925 23%	413 21%	512 25%a	-	2 *	-	1 *	6 1%e	142 26%cde	774 89%cde	309 29%klm	238 22%	169 20%	209 22%	-	-	-	925 53%nopr	-	-	467 23%	458 24%
OTHER	197 5%	84 4%	113 6%	-	11 2%i	31 5%di	31 5%di	57 8%cde	65 12%cdef	3 *	19 2%	29 3%	36 4%j	114 12%jkl	-	-	-	197 11%nopr	-	-	106 5%	91 5%
WORKING STATUS																						
WORKING	2228 56%	1203 62%b	1025 51%	8 13%	253 50%ci	500 76%cdh	494 79%cdh	576 84%cde	311 56%ci	86 10%	664 62%lm	658 61%lm	528 62%lm	378 39%	1482 100%q	495 100%q	251 100%q	-	2228 100%q	1977 100%q	1161 57%	1067 55%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/op/q/r/s
 Overlap formulae used. * small base

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Table 86
DEMOGRAPHICS
 BASE: ALL ADULTS AGED 16+

	GENDER		AGE							SOCIAL GRADE				OCCUPATION					WEEK			
	TOTAL	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	FULL- TIME (n)	PART- TIME (o)	SELF- EMP- LOYED (p)	NOT WOR- KING (q)	WOR- KING (r)	EMP- LOYED (s)	01	02
Weighted Base	3959	1938	2021	61*	504	662	626	686	555	865	1076	1072	849	963	1482	495	251	1731	2228	1977	2036	1923
NOT WORKING	1731	734	997	53	251	161	132	110	244	779	411	414	321	585	-	-	-	1731	-	-	875	856
	44%	38%	49%a	87%def gh	50%efg	24%g	21%g	16%	44%efg	90%def gh	38%	39%	38%	61%ijkl	-	-	-	100%nopr	-	-	43%	45%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/op/q/r/s
 Overlap formulae used. * small base

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Table 87
DEMOGRAPHICS
BASE: ALL ADULTS AGED 16+

	SERVICE PROVIDER		SERVICE PROVIDER USED IN INTERVIEW		CONTENT		ACCOUNT					T&CS OR SERVICE CHANGES						PROBLEMS		PROMISES MADE/SERVICE AGREED			
	GROUP 1	GROUP 2	GROUP 1	GROUP 2	WOULD STORE ALL	WOULD NOT STORE ALL	PAID NOW	FREE NOW	FREE FUTURE	PAID FUTURE	PAID EVER	YES	NO	POSITIVE	NEGATIVE	POSITIVE ONLY	NEGATIVE ONLY	MIX	YES	NO	AGREE	DIS-AGREE	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	
TOTAL	1015	94	1015	52	331	723	147	874	848	32	179	229	768	36	21	35	20	1	129	923	704	40	
Unweighted Base	3959	1112	105*	1112	56*	367	789	174	945	917	32**	251	846	40*	22**	39**	21**	1**	133	1020	766	45*	
Weighted Base	3409	874	81	874	45	285	622	127	754	731	28	154	198	661	31	19	30	1	110	795	604	34	
GENDER																							
MALE																							
	1938	565	70	565	37	183	419	93	495	482	14	106	147	431	22	14	21	13	1	70	526	428	20
	49%	51%	67% ^{aa}	51%	66% ^{cc}	50%	53%	53%	52%	53%	42%	52%	59%	51%	55%	66%	53%	64%	100%	53%	52%	56%	45%
FEMALE																							
	2021	547	35	547	19	184	370	81	451	436	19	100	103	415	18	7	18	7	-	63	494	339	25
	51%	49% ^{bb}	33%	49% ^{dd}	34%	50%	47%	47%	48%	47%	58%	48%	41%	49%	45%	34%	47%	36%	-	47%	48%	44%	55%
AGE																							
16-17																							
	61	25	1	25	-	14	10	1	23	21	-	1	5	18	1	-	1	-	-	4	21	20	1
	2%	2%	1%	2%	-	4% ^f	1%	1%	2%	2%	-	*	2%	2%	2%	-	2%	-	-	3%	2%	3%	2%
18-24																							
	504	180	12	180	10	72	115	22	160	156	6	28	43	133	7	5	7	5	-	29	155	129	8
	13%	16%	12%	16%	17%	20%	15%	12%	17%	17%	20%	14%	17%	16%	19%	21%	19%	23%	-	22%	15%	17%	17%
25-34																							
	662	249	21	249	10	89	165	29	219	213	8	37	55	187	8	3	8	3	-	27	228	185	5
	17%	22%	20%	22%	18%	24%	21%	17%	23%	23%	24%	18%	22%	22%	21%	16%	22%	17%	-	21%	22%	24%	12%
35-44																							
	626	218	10	218	4	69	151	31	179	173	5	37	57	157	7	5	7	5	-	25	195	142	10
	16%	20% ^b	9%	20%	8%	19%	19%	18%	19%	19%	17%	18%	23%	19%	18%	23%	19%	24%	-	19%	19%	19%	23%
45-54																							
	686	204	21	204	8	56	155	50	156	156	8	58	41	158	7	5	6	4	1	22	191	137	9
	17%	18%	20%	18%	15%	15%	20%	29% ^{hi}	16%	17% ^h	26%	28% ^{hi}	16%	19%	18%	23%	16%	19%	100%	17%	19%	18%	20%
55-64																							
	555	137	24	137	15	40	113	25	123	118	2	27	33	106	7	4	7	4	-	15	137	90	5
	14%	12%	23% ^{aa}	12%	27% ^{cc}	11%	14%	15%	13%	13%	5%	13%	13%	12%	17%	17%	17%	17%	-	11%	13%	12%	12%
65+																							
	865	100	16	100	9	27	79	16	85	80	3	18	17	87	2	-	2	-	-	11	93	62	6
	22%	9%	15%	9%	15%	7%	10%	9%	9%	9%	8%	9%	7%	10%	6%	-	6%	-	-	8%	9%	8%	14%
SOCIAL GRADE																							
AB																							
	1076	442	40	442	15	143	307	100	334	322	2	101	115	311	16	8	15	7	1	57	394	295	21
	27%	40%	38%	40%	26%	39%	39%	57% ^{hik}	35%	35%	5%	49% ^{hi}	46% ^m	37%	41%	39%	40%	36%	100%	43%	39%	38%	48%
C1																							
	1072	335	33	335	23	110	245	45	298	291	16	61	87	248	12	7	12	7	-	44	306	238	15
	27%	30%	31%	30%	41%	30%	31%	26%	32%	32%	50%	30% ^g	35%	29%	30%	33%	31%	35%	-	33%	30%	31%	34%
C2																							
	849	198	17	198	11	69	142	19	185	182	7	26	28	178	7	1	7	1	-	20	190	145	3
	21%	18%	16%	18%	19%	19%	18%	11%	20% ^{gk}	20% ^{gk}	21%	13%	11%	21% ^l	18%	7%	18%	7%	-	15%	19%	19%	7%

Proportions/Means; Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k - l/m/n/o/p/q/r - s/t - u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 87
DEMOGRAPHICS
BASE: ALL ADULTS AGED 16+

	SERVICE PROVIDER		SERVICE PROVIDER USED IN INTERVIEW		CONTENT		ACCOUNT					T&CS OR SERVICE CHANGES					PROBLEMS		PROMISES MADE/SERVICE AGREED				
	GROUP 1	GROUP 2	GROUP 1	GROUP 2	WOULD STORE ALL	WOULD NOT STORE ALL	PAID NOW	FREE NOW	FREE FUTURE	PAID FUTURE	PAID EVER	YES	NO	POSITIVE	NEGATIVE	POSITIVE ONLY	NEGATIVE ONLY	MIX	YES	NO	AGREE	DIS-AGREE	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	
Weighted Base	3959	1112	105*	1112	56*	367	789	174	945	917	32**	206	251	846	40*	22**	39**	21**	1**	133	1020	766	45*
DE	963	137	15	137	8	44	95	10	128	123	8	18	21	108	4	5	4	5	-	11	130	89	5
	24%	12%	14%	12%	15%	12%	12%	6%	14%g	13%g	23%	8%g	8%	13%	11%	21%	11%	22%	-	9%	13%	12%	11%
OCCUPATION																							
FULL-TIME	1482	504	56	504	30	156	378	91	435	425	12	103	132	379	20	13	18	12	1	55	477	359	9
	37%	45%	54%	45%	53%	43%	48%	52%	46%	46%	36%	50%	53%	45%	49%	62%	48%	60%	100%	42%	47%	47%v	19%
PART-TIME	495	146	7	146	3	57	90	30	107	105	5	35	27	113	9	-	9	-	-	14	129	94	11
	13%	13%	7%	13%	6%	16%	11%	17%	11%	11%	15%	17%h	11%	13%	23%l	-	24%	-	-	11%	13%	12%	25%u
SELF-EMPLOYED	251	108	8	108	3	23	84	20	86	83	2	22	23	75	1	1	1	1	-	18	92	64	11
	6%	10%	7%	10%	5%	6%	11%e	11%	9%	9%	7%	11%	9%	9%	2%	5%	2%	5%	-	13%	9%	8%	24%u
NOT WORKING - HOUSEWIFE	202	50	2	50	1	18	30	3	43	41	2	5	10	34	1	2	1	2	-	4	46	32	3
	5%	5%	2%	5%	2%	5%	4%	2%	5%	4%	7%	2%	4%	4%	2%	10%	2%	11%	-	3%	5%	4%	6%
STILL IN EDUCATION	257	124	5	124	3	59	67	7	115	111	6	13	28	92	2	3	2	3	-	19	107	97	5
	6%	11%	5%	11%	6%	16%f	8%	4%	12%gk	12%gk	19%	6%g	11%	11%	5%	16%	5%	16%	-	15%	10%	13%	10%
UNEMPLOYED	150	31	7	31	4	10	25	3	31	28	1	4	5	26	2	-	2	-	-	4	30	25	2
	4%	3%	6%	3%	7%	3%	3%	2%	3%	3%	3%	2%	2%	3%	6%	-	6%	-	-	3%	3%	3%	4%
RETIRED	925	117	19	117	11	31	95	16	104	101	3	19	19	103	4	2	4	2	-	15	110	77	4
	23%	11%	18%a	11%	19%	8%	12%	9%	11%	11%	10%	9%	7%	12%	11%	7%	11%	8%	-	11%	11%	10%	8%
OTHER	197	32	2	32	1	12	20	5	25	24	1	6	7	24	1	-	1	-	-	3	29	19	2
	5%	3%	1%	3%	2%	3%	3%	3%	3%	3%	3%	3%	3%	3%	2%	-	2%	-	-	2%	3%	2%	3%
WORKING STATUS																							
WORKING	2228	758	71	758	36	237	552	141	627	613	19	159	182	567	30	14	29	13	1	87	698	517	30
	56%	68%	68%	68%	64%	65%	70%	81%hik	66%	67%	58%	77%hi	73%	67%	75%	67%	74%	65%	100%	66%	68%	67%	68%
NOT WORKING	1731	354	34	354	21	130	237	33	318	305	14	47	69	279	10	7	10	7	-	45	322	249	14
	44%	32%	32%	32%	36%	35%	30%	19%	34%gk	33%gk	42%	23%g	27%	33%	25%	33%	26%	35%	-	34%	32%	33%	32%

Proportions/Mean: Columns Tested (5% risk level) - a-b - c/d - e/f - g/h/i/j/k - l/m/n/o/p/q/r - st - u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

	Page	Table	Title	Base Description	Base
●	1	1	LU01 - To the best of your knowledge, do you make use of cloud storage services? LU01 - To the best of your knowledge, do you make personal/private use of cloud storage services?	BASE: ALL ADULTS AGED 16+	3959
●	2	2	LU01 - To the best of your knowledge, do you make use of cloud storage services? LU01 - To the best of your knowledge, do you make personal/private use of cloud storage services?	BASE: ALL ADULTS AGED 16+	3959
●	3	3	LU02A - Which of the following cloud storage services, if any, do you use?	BASE: ALL ADULTS AGED 16+	3959
●	4	3	LU02A - Which of the following cloud storage services, if any, do you use?	BASE: ALL ADULTS AGED 16+	3959
●	5	3	LU02A - Which of the following cloud storage services, if any, do you use?	BASE: ALL ADULTS AGED 16+	3959
●	6	4	LU02A - Which of the following cloud storage services, if any, do you use?	BASE: ALL ADULTS AGED 16+	3959
●	7	4	LU02A - Which of the following cloud storage services, if any, do you use?	BASE: ALL ADULTS AGED 16+	3959
●	8	4	LU02A - Which of the following cloud storage services, if any, do you use?	BASE: ALL ADULTS AGED 16+	3959
●	9	5	LU02C - Why do you not use cloud storage? / No interest/ not considered (NET) / Security concerns (NET)	BASE: ALL CLOUD STORAGE NON-USERS 16+	2844
●	10	5	LU02C - Why do you not use cloud storage? / Cost (NET) / Difficulties (NET)	BASE: ALL CLOUD STORAGE NON-USERS 16+	2740
●	11	5	LU02C - Why do you not use cloud storage?	BASE: ALL CLOUD STORAGE NON-USERS 16+	2740
	12	6	LU02D - Which cloud storage service(s) do you use?	BASE: ALL CLOUD STORAGE USERS 16+ WHO DID NOT SELECT A NAMED PROVIDER	56
	13	6	LU02D - Which cloud storage service(s) do you use?	BASE: ALL CLOUD STORAGE USERS 16+ WHO DID NOT SELECT A NAMED PROVIDER	60
	14	6	LU02D - Which cloud storage service(s) do you use?	BASE: ALL CLOUD STORAGE USERS 16+ WHO DID NOT SELECT A NAMED PROVIDER	60
	15	7	LU02D - Which cloud storage service(s) do you use?	BASE: ALL CLOUD STORAGE USERS 16+ WHO DID NOT SELECT A NAMED PROVIDER	56
	16	7	LU02D - Which cloud storage service(s) do you use?	BASE: ALL CLOUD STORAGE USERS 16+ WHO DID NOT SELECT A NAMED PROVIDER	60

	Page	Table	Title	Base Description	Base
	17	7	LU02D - Which cloud storage service(s) do you use?	BASE: ALL CLOUD STORAGE USERS 16+ WHO DID NOT SELECT A NAMED PROVIDER	60
●	18	8	LU02A/LU02D - Cloud storage providers usage	BASE: ALL ADULTS AGED 16+	3959
●	19	8	LU02A/LU02D - Cloud storage providers usage	BASE: ALL ADULTS AGED 16+	3959
●	20	8	LU02A/LU02D - Cloud storage providers usage	BASE: ALL ADULTS AGED 16+	3959
●	21	9	LU02A/LU02D - Cloud storage providers usage	BASE: ALL ADULTS AGED 16+	3959
●	22	9	LU02A/LU02D - Cloud storage providers usage	BASE: ALL ADULTS AGED 16+	3959
●	23	9	LU02A/LU02D - Cloud storage providers usage	BASE: ALL ADULTS AGED 16+	3959
●	24	10	LUTEXTSUB1 - Cloud storage provider asked about	BASE: ALL CLOUD STORAGE USERS 16+	1073
●	25	10	LUTEXTSUB1 - Cloud storage provider asked about	BASE: ALL CLOUD STORAGE USERS 16+	1174
●	26	10	LUTEXTSUB1 - Cloud storage provider asked about	BASE: ALL CLOUD STORAGE USERS 16+	1174
●	27	11	LUTEXTSUB1 - Cloud storage provider asked about	BASE: ALL CLOUD STORAGE USERS 16+	1073
●	28	11	LUTEXTSUB1 - Cloud storage provider asked about	BASE: ALL CLOUD STORAGE USERS 16+	1174
●	29	11	LUTEXTSUB1 - Cloud storage provider asked about	BASE: ALL CLOUD STORAGE USERS 16+	1174
●	30	12	LUTEXTSUB1 - Cloud storage provider asked about	BASE: ALL CLOUD STORAGE USERS 16+	1073
●	31	12	LUTEXTSUB1 - Cloud storage provider asked about	BASE: ALL CLOUD STORAGE USERS 16+	1174
●	32	13	LU03 - Can I just check, would you consider <<cloud storage provider>> to be your main cloud storage service?	BASE: ALL CLOUD STORAGE USERS 16+	1073
●	33	14	LU03 - Can I just check, would you consider <<cloud storage provider>> to be your main cloud storage service?	BASE: ALL CLOUD STORAGE USERS 16+	1073
●	34	15	LU04A - Why do you use cloud storage? / To back-up (NET) / Access (NET) / Sharing (NET)	BASE: ALL CLOUD STORAGE USERS 16+	1073
●	35	15	LU04A - Why do you use cloud storage? / To store (NET) / Storage (NET)	BASE: ALL CLOUD STORAGE USERS 16+	1174

	Page	Table	Title	Base Description	Base
●	36	15	LU04A - Why do you use cloud storage? / Didn't realise they were using (NET) / Cheap/convenient (NET)	BASE: ALL CLOUD STORAGE USERS 16+	1174
●	37	16	LU04A - Why do you use cloud storage? / To back-up (NET) / Access (NET)	BASE: ALL CLOUD STORAGE USERS 16+	1073
●	38	16	LU04A - Why do you use cloud storage? / Sharing (NET) / To store (NET) / Storage (NET)	BASE: ALL CLOUD STORAGE USERS 16+	1174
●	39	16	LU04A - Why do you use cloud storage? / Didn't realise they were using (NET) / Cheap/convenient (NET)	BASE: ALL CLOUD STORAGE USERS 16+	1174
●	40	16	LU04A - Why do you use cloud storage?	BASE: ALL CLOUD STORAGE USERS 16+	1174
●	41	17	LU04B - And which, if any, of the following reasons you mentioned would you say is your main reason for using cloud storage? / To back-up (NET) / Access (NET) / Sharing (NET)	BASE: ALL CLOUD STORAGE USERS 16+ WHO SAY WHY THEY USE CLOUD STORAGE	1067
●	42	17	LU04B - And which, if any, of the following reasons you mentioned would you say is your main reason for using cloud storage? / To store (NET) / Storage (NET)	BASE: ALL CLOUD STORAGE USERS 16+ WHO SAY WHY THEY USE CLOUD STORAGE	1168
●	43	17	LU04B - And which, if any, of the following reasons you mentioned would you say is your main reason for using cloud storage? / Didn't realise they were using (NET) / Cheap/convenient (NET)	BASE: ALL CLOUD STORAGE USERS 16+ WHO SAY WHY THEY USE CLOUD STORAGE	1168
●	44	18	LU04B - And which, if any, of the following reasons you mentioned would you say is your main reason for using cloud storage? / To back-up (NET) / Access (NET)	BASE: ALL CLOUD STORAGE USERS 16+ WHO SAY WHY THEY USE CLOUD STORAGE	1067
●	45	18	LU04B - And which, if any, of the following reasons you mentioned would you say is your main reason for using cloud storage? / Sharing (NET) / To store (NET) / Storage (NET)	BASE: ALL CLOUD STORAGE USERS 16+ WHO SAY WHY THEY USE CLOUD STORAGE	1168

	Page	Table	Title	Base Description	Base
●	46	18	LU04B - And which, if any, of the following reasons you mentioned would you say is your main reason for using cloud storage? / Didn't realise they were using (NET) / Cheap/convenient (NET)	BASE: ALL CLOUD STORAGE USERS 16+ WHO SAY WHY THEY USE CLOUD STORAGE	1168
	47	18	LU04B - And which, if any, of the following reasons you mentioned would you say is your main reason for using cloud storage?	BASE: ALL CLOUD STORAGE USERS 16+ WHO SAY WHY THEY USE CLOUD STORAGE	1168
●	48	19	LU05 - Why did you decide to use <<cloud storage provider>> as a cloud storage provider? / Device or software (NET) / User-friendly (NET)	BASE: ALL CLOUD STORAGE USERS 16+	1073
●	49	19	LU05 - Why did you decide to use <<cloud storage provider>> as a cloud storage provider? / Cost reasons (NET) / Recommendation (NET) / Storage reasons (NET)	BASE: ALL CLOUD STORAGE USERS 16+	1174
●	50	19	LU05 - Why did you decide to use <<cloud storage provider>> as a cloud storage provider? / Brand or provider (NET)	BASE: ALL CLOUD STORAGE USERS 16+	1174
●	51	20	LU05 - Why did you decide to use <<cloud storage provider>> as a cloud storage provider? / Device or software (NET) / User-friendly (NET)	BASE: ALL CLOUD STORAGE USERS 16+	1073
●	52	20	LU05 - Why did you decide to use <<cloud storage provider>> as a cloud storage provider? / Cost reasons (NET) / Recommendation (NET) / Storage reasons (NET)	BASE: ALL CLOUD STORAGE USERS 16+	1174
●	53	20	LU05 - Why did you decide to use <<cloud storage provider>> as a cloud storage provider? / Brand or provider (NET)	BASE: ALL CLOUD STORAGE USERS 16+	1174
●	54	21	LU06 - Which of the following devices, if any, do you use to access the cloud storage services that you use?	BASE: ALL CLOUD STORAGE USERS 16+	1073
●	55	22	LU06 - Which of the following devices, if any, do you use to access the cloud storage services that you use?	BASE: ALL CLOUD STORAGE USERS 16+	1073
●	56	23	LU07 - Thinking about <<cloud storage provider>>, which of the following, if any, do you store using this cloud storage service?	BASE: ALL CLOUD STORAGE USERS 16+	1073
●	57	23	LU07 - Thinking about <<cloud storage provider>>, which of the following, if any, do you store using this cloud storage service?	BASE: ALL CLOUD STORAGE USERS 16+	1174

	Page	Table	Title	Base Description	Base
●	58	24	LU07 - Thinking about <<cloud storage provider>>, which of the following, if any, do you store using this cloud storage service?	BASE: ALL CLOUD STORAGE USERS 16+	1073
●	59	24	LU07 - Thinking about <<cloud storage provider>>, which of the following, if any, do you store using this cloud storage service?	BASE: ALL CLOUD STORAGE USERS 16+	1174
●	60	25	LU08 - What, if anything, would you not be willing to store with a cloud storage service provider?	BASE: ALL CLOUD STORAGE USERS 16+	1073
●	61	25	LU08 - What, if anything, would you not be willing to store with a cloud storage service provider?	BASE: ALL CLOUD STORAGE USERS 16+	1174
●	62	26	LU08 - What, if anything, would you not be willing to store with a cloud storage service provider?	BASE: ALL CLOUD STORAGE USERS 16+	1073
●	63	26	LU08 - What, if anything, would you not be willing to store with a cloud storage service provider?	BASE: ALL CLOUD STORAGE USERS 16+	1174
●	64	27	LU09 - Why do you say you would not be willing to store these things with a cloud storage provider? / Security concerns (NET) / File size and cost concerns (NET)	BASE: ALL CLOUD STORAGE USERS 16+ WHO WOULD NOT STORE AT LEAST ONE TYPE OF CONTENT	720
●	65	27	LU09 - Why do you say you would not be willing to store these things with a cloud storage provider?	BASE: ALL CLOUD STORAGE USERS 16+ WHO WOULD NOT STORE AT LEAST ONE TYPE OF CONTENT	786
●	66	28	LU09 - Why do you say you would not be willing to store these things with a cloud storage provider? / Security concerns (NET) / File size and cost concerns (NET)	BASE: ALL CLOUD STORAGE USERS 16+ WHO WOULD NOT STORE AT LEAST ONE TYPE OF CONTENT	720
	67	28	LU09 - Why do you say you would not be willing to store these things with a cloud storage provider?	BASE: ALL CLOUD STORAGE USERS 16+ WHO WOULD NOT STORE AT LEAST ONE TYPE OF CONTENT	786
●	68	29	LU10 - I'd now like to ask you a few questions about your account with <<cloud storage provider>>. As far as you are aware, is there a limit to how much you can store with <<cloud storage provider>>?	BASE: ALL CLOUD STORAGE USERS 16+	1073
●	69	30	LU10 - I'd now like to ask you a few questions about your account with <<cloud storage provider>>. As far as you are aware, is there a limit to how much you can store with <<cloud storage provider>>?	BASE: ALL CLOUD STORAGE USERS 16+	1073

	Page	Table	Title	Base Description	Base
●	70	31	LU11A - Do you know, approximately, what your storage limit is with <<cloud storage provider>>? Even if you do not know exactly, we would still like to know what you believe the approximate limit is.	BASE: ALL CLOUD STORAGE USERS 16+ WHO KNOW THEY HAVE A STORAGE LIMIT	794
●	71	32	LU11A - Do you know, approximately, what your storage limit is with <<cloud storage provider>>? Even if you do not know exactly, we would still like to know what you believe the approximate limit is.	BASE: ALL CLOUD STORAGE USERS 16+ WHO KNOW THEY HAVE A STORAGE LIMIT	794
●	72	33	LU11B - And what is the approximate limit? A rough figure is fine if you don't know the exact amount.	BASE: ALL CLOUD STORAGE USERS 16+ WHO KNOW WHAT THEIR STORAGE LIMIT IS	429
●	73	34	LU11B - And what is the approximate limit? A rough figure is fine if you don't know the exact amount.	BASE: ALL CLOUD STORAGE USERS 16+ WHO KNOW WHAT THEIR STORAGE LIMIT IS	429
●	74	35	LU12A - Do you know, approximately, how much you have stored with <<cloud storage provider>> at the moment? Even if you do not know exactly, we would still like to know approximately how much you think you have stored.	BASE: ALL CLOUD STORAGE USERS 16+	1073
●	75	36	LU12A - Do you know, approximately, how much you have stored with <<cloud storage provider>> at the moment? Even if you do not know exactly, we would still like to know approximately how much you think you have stored.	BASE: ALL CLOUD STORAGE USERS 16+	1073
●	76	37	LU12 - And how much content do you currently have stored with <<cloud storage provider>>? A rough figure is fine if you don't know the exact amount.	BASE: ALL CLOUD STORAGE USERS 16+ WHO KNOW HOW MUCH DATA THEY HAVE STORED WITH THEIR PROVIDER	432
●	77	38	LU12 - And how much content do you currently have stored with <<cloud storage provider>>? A rough figure is fine if you don't know the exact amount.	BASE: ALL CLOUD STORAGE USERS 16+ WHO KNOW HOW MUCH DATA THEY HAVE STORED WITH THEIR PROVIDER	432
	78	39	LU11B/12 - Summary of capacity and usage	BASE: ALL CLOUD STORAGE USERS WHO KNOW WHAT THEIR LIMIT/USAGE IS	429
●	79	40	LU12A2 - And typically speaking, how often, if at all, do you upload content to <<cloud storage provider>>?	BASE: ALL CLOUD STORAGE USERS 16+	1073
	80	40	LU12A2 - And typically speaking, how often, if at all, do you upload content to <<cloud storage provider>>?	BASE: ALL CLOUD STORAGE USERS 16+	1174
●	81	41	LU12A2 - And typically speaking, how often, if at all, do you upload content to <<cloud storage provider>>?	BASE: ALL CLOUD STORAGE USERS 16+	1073

	Page	Table	Title	Base Description	Base
●	82	41	LU12A2 - And typically speaking, how often, if at all, do you upload content to <<cloud storage provider>>?	BASE: ALL CLOUD STORAGE USERS 16+	1174
●	83	42	LU13 - Currently, which, if any, of the following applies to your account with <<cloud storage provider>>?	BASE: ALL CLOUD STORAGE USERS 16+	1073
●	84	42	LU13 - Currently, which, if any, of the following applies to your account with <<cloud storage provider>>?	BASE: ALL CLOUD STORAGE USERS 16+	1174
●	85	43	LU13 - Currently, which, if any, of the following applies to your account with <<cloud storage provider>>?	BASE: ALL CLOUD STORAGE USERS 16+	1073
●	86	43	LU13 - Currently, which, if any, of the following applies to your account with <<cloud storage provider>>?	BASE: ALL CLOUD STORAGE USERS 16+	1174
●	87	44	LU14 - As far as you are aware, are there any circumstances in which you will have to start paying <<cloud storage provider>> for your account with them?	BASE: ALL CLOUD STORAGE USERS 16+ WHO HAVE SOME FORM OF FREE STORAGE	873
●	88	44	LU14 - As far as you are aware, are there any circumstances in which you will have to start paying <<cloud storage provider>> for your account with them?	BASE: ALL CLOUD STORAGE USERS 16+ WHO HAVE SOME FORM OF FREE STORAGE	945
●	89	45	LU14 - As far as you are aware, are there any circumstances in which you will have to start paying <<cloud storage provider>> for your account with them?	BASE: ALL CLOUD STORAGE USERS 16+ WHO HAVE SOME FORM OF FREE STORAGE	873
●	90	45	LU14 - As far as you are aware, are there any circumstances in which you will have to start paying <<cloud storage provider>> for your account with them?	BASE: ALL CLOUD STORAGE USERS 16+ WHO HAVE SOME FORM OF FREE STORAGE	945
●	91	46	LU15N - How much, approximately, do you pay currently for your account? LU15N - How much, approximately, will you be paying for your account at the end of the introductory/free trial period?	BASE: ALL CLOUD STORAGE USERS 16+ WHO PAY OR WILL PAY FOR STORAGE	179
●	92	47	LU15N - How much, approximately, do you pay currently for your account? LU15N - How much, approximately, will you be paying for your account at the end of the introductory/free trial period?	BASE: ALL CLOUD STORAGE USERS 16+ WHO PAY OR WILL PAY FOR STORAGE	179
	93	47	LU15N - How much, approximately, do you pay currently for your account? LU15N - How much, approximately, will you be paying for your account at the end of the introductory/free trial period?	BASE: ALL CLOUD STORAGE USERS 16+ WHO PAY OR WILL PAY FOR STORAGE	206
●	94	48	LU16 - Thinking back to when your account with <<cloud storage provider>> was first created, which, if any, of the following potential costs of the service were made clear to you before you 'signed-up'?	BASE: ALL CLOUD STORAGE USERS 16+	1073

	Page	Table	Title	Base Description	Base
●	95	48	LU16 - Thinking back to when your account with <<cloud storage provider>> was first created, which, if any, of the following potential costs of the service were made clear to you before you 'signed-up'?	BASE: ALL CLOUD STORAGE USERS 16+	1174
●	96	49	LU16 - Thinking back to when your account with <<cloud storage provider>> was first created, which, if any, of the following potential costs of the service were made clear to you before you 'signed-up'?	BASE: ALL CLOUD STORAGE USERS 16+	1073
●	97	49	LU16 - Thinking back to when your account with <<cloud storage provider>> was first created, which, if any, of the following potential costs of the service were made clear to you before you 'signed-up'?	BASE: ALL CLOUD STORAGE USERS 16+	1174
●	98	50	LU17 - And which, if any, of the following potential costs of the service were made clear to you after you 'signed-up'?	BASE: ALL CLOUD STORAGE USERS 16+ WHO DID NOT HAVE ALL PRE-CODED COSTS OF SERVICE MADE CLEAR AT TIME OF SIGN UP	1060
●	99	50	LU17 - And which, if any, of the following potential costs of the service were made clear to you after you 'signed-up'?	BASE: ALL CLOUD STORAGE USERS 16+ WHO DID NOT HAVE ALL PRE-CODED COSTS OF SERVICE MADE CLEAR AT TIME OF SIGN UP	1160
●	100	51	LU17 - And which, if any, of the following potential costs of the service were made clear to you after you 'signed-up'?	BASE: ALL CLOUD STORAGE USERS 16+ WHO DID NOT HAVE ALL PRE-CODED COSTS OF SERVICE MADE CLEAR AT TIME OF SIGN UP	1060
●	101	51	LU17 - And which, if any, of the following potential costs of the service were made clear to you after you 'signed-up'?	BASE: ALL CLOUD STORAGE USERS 16+ WHO DID NOT HAVE ALL PRE-CODED COSTS OF SERVICE MADE CLEAR AT TIME OF SIGN UP	1160
●	102	52	LU18 - At any point, have any of the terms and conditions for using <<cloud storage provider>>, or any features of the service, changed?	BASE: ALL CLOUD STORAGE USERS 16+	1073
●	103	53	LU18 - At any point, have any of the terms and conditions for using <<cloud storage provider>>, or any features of the service, changed?	BASE: ALL CLOUD STORAGE USERS 16+	1073
●	104	54	LU19 - And how did you become aware of this change/these changes? / Service provider contacted them (NET) / News or feature articles (NET)	BASE: ALL CLOUD STORAGE USERS 16+ WHO EXPERIENCED A CHANGE TO T&CS OR SERVICE	229
●	105	54	LU19 - And how did you become aware of this change/these changes? / Advertising (NET) / Respondent found out for themselves (NET) / Someone told respondent (NET)	BASE: ALL CLOUD STORAGE USERS 16+ WHO EXPERIENCED A CHANGE TO T&CS OR SERVICE	251
●	106	54	LU19 - And how did you become aware of this change/these changes?	BASE: ALL CLOUD STORAGE USERS 16+ WHO EXPERIENCED A CHANGE TO T&CS OR SERVICE	251

	Page	Table	Title	Base Description	Base
●	107	55	LU19 - And how did you become aware of this change/these changes? / Service provider contacted them (NET) / News or feature articles (NET)	BASE: ALL CLOUD STORAGE USERS 16+ WHO EXPERIENCED A CHANGE TO T&CS OR SERVICE	229
●	108	55	LU19 - And how did you become aware of this change/these changes? / Advertising (NET) / Respondent found out for themselves (NET) / Someone told respondent (NET)	BASE: ALL CLOUD STORAGE USERS 16+ WHO EXPERIENCED A CHANGE TO T&CS OR SERVICE	251
	109	55	LU19 - And how did you become aware of this change/these changes?	BASE: ALL CLOUD STORAGE USERS 16+ WHO EXPERIENCED A CHANGE TO T&CS OR SERVICE	251
●	110	56	LU20A - And thinking about this change/these changes, would you describe it/them as....?	BASE: ALL CLOUD STORAGE USERS 16+ WHO EXPERIENCED A CHANGE TO T&CS OR SERVICE	229
●	111	57	LU20A - And thinking about this change/these changes, would you describe it/them as....?	BASE: ALL CLOUD STORAGE USERS 16+ WHO EXPERIENCED A CHANGE TO T&CS OR SERVICE	229
	112	58	LU20BP - Which change(s) was/were positive/favourable towards you?	BASE: ALL CLOUD STORAGE USERS 16+ WHO EXPERIENCED A POSITIVE CHANGE TO T&CS OR SERVICE	36
	113	59	LU20BP - Which change(s) was/were positive/favourable towards you?	BASE: ALL CLOUD STORAGE USERS 16+ WHO EXPERIENCED A POSITIVE CHANGE TO T&CS OR SERVICE	36
	114	60	LU20BN - Which change(s) was/were negative/unfavourable towards you?	BASE: ALL CLOUD STORAGE USERS 16+ WHO EXPERIENCED A NEGATIVE CHANGE TO T&CS OR SERVICE	21
	115	61	LU20BN - Which change(s) was/were negative/unfavourable towards you?	BASE: ALL CLOUD STORAGE USERS 16+ WHO EXPERIENCED A NEGATIVE CHANGE TO T&CS OR SERVICE	21
●	116	62	LU20BU - Which change(s) was/were neither positive/favourable nor negative/unfavourable towards you?	BASE: ALL CLOUD STORAGE USERS 16+ WHO EXPERIENCED A NEUTRAL CHANGE TO T&CS OR SERVICE	161
●	117	63	LU20BU - Which change(s) was/were neither positive/favourable nor negative/unfavourable towards you?	BASE: ALL CLOUD STORAGE USERS 16+ WHO EXPERIENCED A NEUTRAL CHANGE TO T&CS OR SERVICE	161

	Page	Table	Title	Base Description	Base
●	118	64	LU21 - What problems or issues, if any, have you experienced at any point with using <<cloud storage provider>>? / Problems with content stored (NET) / Account problems (NET)	BASE: ALL CLOUD STORAGE USERS 16+	1073
●	119	64	LU21 - What problems or issues, if any, have you experienced at any point with using <<cloud storage provider>>? / Upload/download and connectivity problems (NET) / Software issues (NET)	BASE: ALL CLOUD STORAGE USERS 16+	1174
●	120	64	LU21 - What problems or issues, if any, have you experienced at any point with using <<cloud storage provider>>? / Customer or technical support (NET) / Terms of use issues (NET) / Security issues (NET)	BASE: ALL CLOUD STORAGE USERS 16+	1174
●	121	64	LU21 - What problems or issues, if any, have you experienced at any point with using <<cloud storage provider>>?	BASE: ALL CLOUD STORAGE USERS 16+	1174
●	122	65	LU21 - What problems or issues, if any, have you experienced at any point with using <<cloud storage provider>>? / Problems with content stored (NET) / Account problems (NET)	BASE: ALL CLOUD STORAGE USERS 16+	1073
●	123	65	LU21 - What problems or issues, if any, have you experienced at any point with using <<cloud storage provider>>? / Upload/download and connectivity problems (NET)	BASE: ALL CLOUD STORAGE USERS 16+	1174
●	124	65	LU21 - What problems or issues, if any, have you experienced at any point with using <<cloud storage provider>>? / Software issues (NET) / Customer or technical support (NET) / Terms of use issues (NET)	BASE: ALL CLOUD STORAGE USERS 16+	1174
●	125	65	LU21 - What problems or issues, if any, have you experienced at any point with using <<cloud storage provider>>? / Security issues (NET)	BASE: ALL CLOUD STORAGE USERS 16+	1174
●	126	66	LU22 - Did you contact <<cloud storage provider>> about this problem/any of these problems? By this we mean that you made the initial contact with <<cloud storage provider>> regarding the problem or problems you were experiencing.	BASE: ALL CLOUD STORAGE USERS 16+ WHO EXPERIENCED A PROBLEM WITH A PROVIDER	130

	Page	Table	Title	Base Description	Base
	127	67	LU22 - Did you contact <<cloud storage provider>> about this problem/any of these problems? By this we mean that you made the initial contact with <<cloud storage provider>> regarding the problem or problems you were experiencing.	BASE: ALL CLOUD STORAGE USERS 16+ WHO EXPERIENCED A PROBLEM WITH A PROVIDER	130
●	128	68	LU23 - Overall, how satisfied or dissatisfied are you with the way in which <<cloud storage provider>> dealt with this problem/these problems?	BASE: ALL CLOUD STORAGE USERS 16+ WHO EXPERIENCED A PROBLEM WITH A PROVIDER	130
	129	69	LU23 - Overall, how satisfied or dissatisfied are you with the way in which <<cloud storage provider>> dealt with this problem/these problems?	BASE: ALL CLOUD STORAGE USERS 16+ WHO EXPERIENCED A PROBLEM WITH A PROVIDER	130
	130	70	LU24 - Why do you say that you were dissatisfied with the way in which <<cloud storage provider>> dealt with this problem/these problems? / Didn't solve the problem (NET) / Problems with contacting provider (NET) / Confusing/unclear (NET)	BASE: ALL CLOUD STORAGE USERS 16+ WHO WERE DISSATISFIED WITH A PROVIDER'S HANDLING OF A PROBLEM	6
	131	70	LU24 - Why do you say that you were dissatisfied with the way in which <<cloud storage provider>> dealt with this problem/these problems? / Staff response/ system problem (NET)	BASE: ALL CLOUD STORAGE USERS 16+ WHO WERE DISSATISFIED WITH A PROVIDER'S HANDLING OF A PROBLEM	6
	132	71	LU24 - Why do you say that you were dissatisfied with the way in which <<cloud storage provider>> dealt with this problem/these problems? / Didn't solve the problem (NET) / Problems with contacting provider (NET)	BASE: ALL CLOUD STORAGE USERS 16+ WHO WERE DISSATISFIED WITH A PROVIDER'S HANDLING OF A PROBLEM	6
	133	71	LU24 - Why do you say that you were dissatisfied with the way in which <<cloud storage provider>> dealt with this problem/these problems? / Confusing/unclear (NET) / Staff response/ system problem (NET)	BASE: ALL CLOUD STORAGE USERS 16+ WHO WERE DISSATISFIED WITH A PROVIDER'S HANDLING OF A PROBLEM	6
	134	71	LU24 - Why do you say that you were dissatisfied with the way in which <<cloud storage provider>> dealt with this problem/these problems?	BASE: ALL CLOUD STORAGE USERS 16+ WHO WERE DISSATISFIED WITH A PROVIDER'S HANDLING OF A PROBLEM	6
●	135	72	LU26 - What, if anything, happened as a result of this problem/these problems? / Problems running business (NET) / Costs (NET) / Security (NET) / Changes to account used or settings (NET)	BASE: ALL CLOUD STORAGE USERS 16+ WHO EXPERIENCED A PROBLEM WITH A PROVIDER	130
●	136	72	LU26 - What, if anything, happened as a result of this problem/these problems? / Loss of data (NET) / Service quality (NET)	BASE: ALL CLOUD STORAGE USERS 16+ WHO EXPERIENCED A PROBLEM WITH A PROVIDER	134

	Page	Table	Title	Base Description	Base
●	137	72	LU26 - What, if anything, happened as a result of this problem/these problems?	BASE: ALL CLOUD STORAGE USERS 16+ WHO EXPERIENCED A PROBLEM WITH A PROVIDER	134
	138	73	LU26 - What, if anything, happened as a result of this problem/these problems? / Problems running business (NET) / Costs (NET) / Security (NET)	BASE: ALL CLOUD STORAGE USERS 16+ WHO EXPERIENCED A PROBLEM WITH A PROVIDER	130
	139	73	LU26 - What, if anything, happened as a result of this problem/these problems? / Changes to account used or settings (NET) / Loss of data (NET)	BASE: ALL CLOUD STORAGE USERS 16+ WHO EXPERIENCED A PROBLEM WITH A PROVIDER	134
●	140	73	LU26 - What, if anything, happened as a result of this problem/these problems? / Service quality (NET)	BASE: ALL CLOUD STORAGE USERS 16+ WHO EXPERIENCED A PROBLEM WITH A PROVIDER	134
●	141	74	LU25A - And, just to check, has there been any financial cost to you as a result of these problems?	BASE: ALL CLOUD STORAGE USERS 16+ WHO EXPERIENCED A PROBLEM WITH A PROVIDER	130
	142	75	LU25A - And, just to check, has there been any financial cost to you as a result of these problems?	BASE: ALL CLOUD STORAGE USERS 16+ WHO EXPERIENCED A PROBLEM WITH A PROVIDER	130
	143	76	LU25B - To date, what has been the financial cost to you, if any, of this problem/these problems?	BASE: ALL CLOUD STORAGE USERS 16+ WHO INCURRED FINANCIAL COSTS AS A RESULT OF A PROBLEM WITH A PROVIDER	10
	144	77	LU25B - To date, what has been the financial cost to you, if any, of this problem/these problems?	BASE: ALL CLOUD STORAGE USERS 16+ WHO INCURRED FINANCIAL COSTS AS A RESULT OF A PROBLEM WITH A PROVIDER	10
●	145	78	LU27 - Please think back to when your account with <<cloud storage provider>> was first created. Overall, to what extent do you agree or disagree that the service you get from <<cloud storage provider>> matches the promises made to customers in its marketing/promotional information?	BASE: ALL CLOUD STORAGE USERS 16+	1073
●	146	79	LU27 - Please think back to when your account with <<cloud storage provider>> was first created. Overall, to what extent do you agree or disagree that the service you get from <<cloud storage provider>> matches the promises made to customers in its marketing/promotional information?	BASE: ALL CLOUD STORAGE USERS 16+	1073
●	147	80	LU28 - Have you ever tried to switch between cloud storage service providers?	BASE: ALL CLOUD STORAGE USERS 16+	1073
●	148	81	LU28 - Have you ever tried to switch between cloud storage service providers?	BASE: ALL CLOUD STORAGE USERS 16+	1073
	149	82	LU29 - Did you experience/are you experiencing any problems with switching between cloud storage service providers?	BASE: ALL CLOUD STORAGE USERS 16+ WHO HAVE TRIED TO SWITCH PROVIDERS	59

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	150	83	LU29 - Did you experience/are you experiencing any problems with switching between cloud storage service providers?	BASE: ALL CLOUD STORAGE USERS 16+ WHO HAVE TRIED TO SWITCH PROVIDERS	59
	151	84	LU30 - What problem(s) with switching did you experience/are you experiencing?	BASE: ALL CLOUD STORAGE USERS 16+ WHO HAVE HAD PROBLEMS WHEN TRYING TO SWITCH PROVIDERS	4
	152	85	LU30 - What problem(s) with switching did you experience/are you experiencing?	BASE: ALL CLOUD STORAGE USERS 16+ WHO HAVE HAD PROBLEMS WHEN TRYING TO SWITCH PROVIDERS	4
●	153	86	DEMOGRAPHICS / GENDER / AGE / SOCIAL GRADE	BASE: ALL ADULTS AGED 16+	3959
●	154	86	DEMOGRAPHICS / OCCUPATION / WORKING STATUS	BASE: ALL ADULTS AGED 16+	3959
●	155	86	DEMOGRAPHICS	BASE: ALL ADULTS AGED 16+	3959
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●	157	87	DEMOGRAPHICS / OCCUPATION / WORKING STATUS	BASE: ALL ADULTS AGED 16+	3959