

# Cloud Storage: User Survey Results

Chris Bart

# Cloud Users At-A-Glance

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- 67% of users surveyed use either Google Drive, Apple iCloud, Dropbox or Box
- Nearly all of the respondents stated they use these services and cloud-based features offered on a minimal basis each week
- Users stated Encryption, Mobility, Storage/File Management and Controlled Sharing as their top four cloud features

# Top Three Factors in Choosing Cloud Storage:

1. Ease of use
2. Convenience
3. Accessibility



# Collaboration

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- Users regularly share files with family, friends and colleagues. Third parties, businesses and clients were also mentioned as collaborators.
- People prefer to collaborate via email, in-person, on the phone or live within a desktop/mobile app.

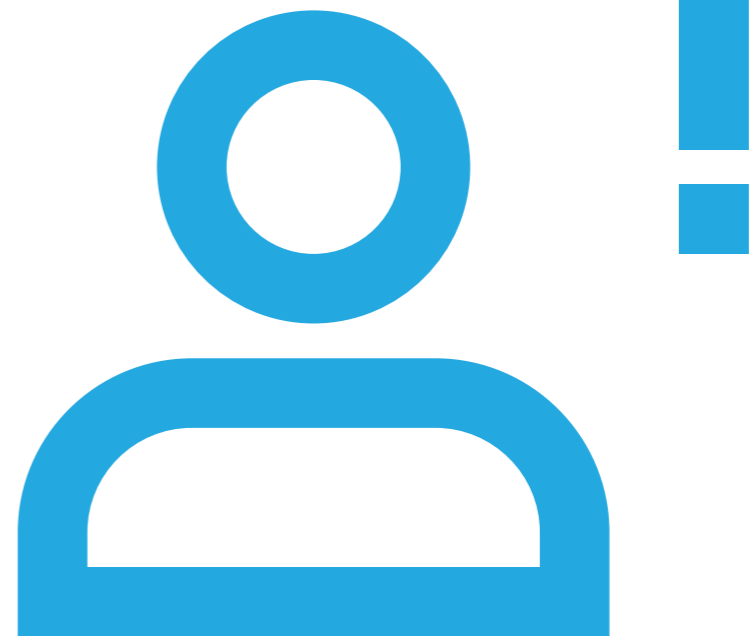


# User Frustrations with Cloud Storage

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1. Limited plan options
2. Limited storage capacity
3. Difficulty organizing/sharing files
4. Confusing interface

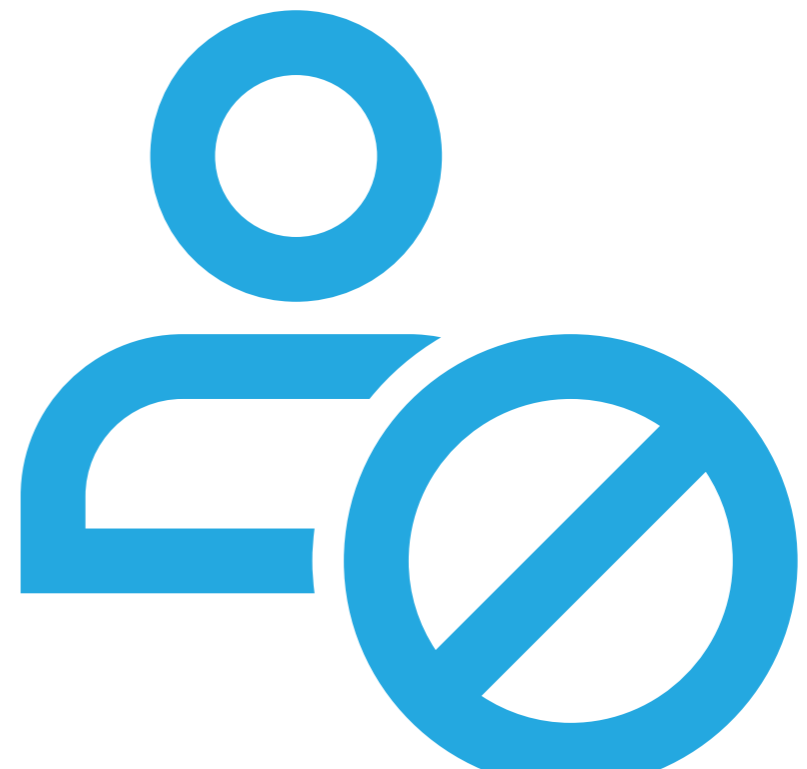
The majority of survey respondents agreed that cloud storage should be easier to use at a lower price point.



# Non-Cloud Users

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- Lack of familiarity and not knowing how to backup files in the cloud were the two main responses for people to not use cloud storage
- Users cited they could be swayed into using cloud storage if there was a safe and easy way with some guidance provided



- 90% of survey respondents own a home
- 10% own either two homes or four homes



# Mortgage Process

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- People liked looking for a home, but stated they did not like the mortgage process (in general) at all.
- Extensive amounts of paperwork, the length of the long process and the lack of information provided were the most frustrating parts of the mortgage process





# Mortgage Process: Areas for Improvement

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- Simplify and clearly outline the paperwork/process
- Shorter process with more clarity
- Consolidate number of parties involved
- Provide helpful information upfront - especially for first-time home buyers



# Mortgage Process: Concerns

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- Sharing sensitive personal data securely
- The mortgage process was unclear to buyers
- Clearly understanding all of the mortgage and closing paperwork
- Too much closing paperwork to review confidently and physically sign



# Home Paperwork Storage

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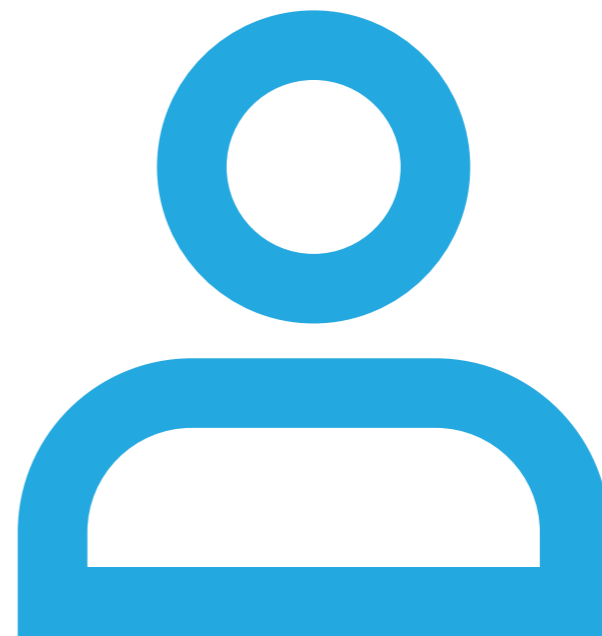
- 100% of survey respondents stated they either use a file cabinet at home or a fire-proof box to storage vital documents relating to their home (ie. Closing docs, home maintenance records, bills, rental docs, insurance and association information, etc.)



# Survey Respondents

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- 60% male, 40% female
- 60% were aged 35-44, 13% were 45-54 and another 13% were 55-64
- The vast majority of the respondents were from the midwest region of the U.S.





Thank you.

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