RESEARCH COMPARISON — SEPTEMBER 2026

UK Cloud Computing Survey

Published findings and Simsurveys results

The survey targets UK senior business decision-makers at companies that buy cloud infrastructure and those that do not. This comparison covers published findings and Simsurveys results for 30 items on purchase priorities, adoption barriers and provider relationships, using Public First's research for AWS.

0.0352

Median KL divergence

Lower is closer

100%

Items below 0.15 KL divergence

30 of 30 KL-scored items

30

Survey items compared

Purchase priorities, barriers and providers

Study overview

Public First's *Driving Digital Acceleration* surveyed UK senior business decision-makers about cloud computing. This comparison covers 30 items on purchase priorities, adoption barriers and provider relationships.

PUBLISHED STUDY

Public First for AWS

Audience	UK senior business decision-makers
Main sample	1,304 respondents
Fieldwork	8 March–13 April 2024
Source data	Published weighted response percentages

SIMSURVEYS SIMULATION

Cloud buyers and non-buyers

Purchase priorities	13 items, 263 or 249 buyers per item
Provider relationships	4 items, 512 buyers per item
Adoption barriers	13 items, 837 non-buyers per item
Comparison	Each item uses its published respondent count

01

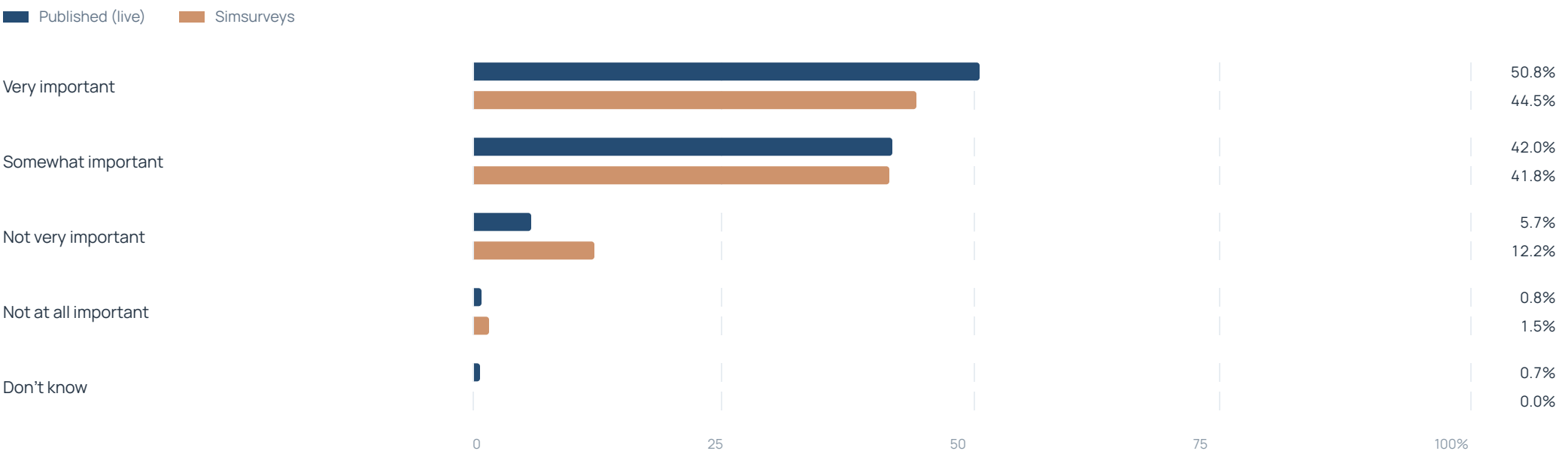
CLOUD BUYERS — SOURCE TABLE 84

Increased scalability

0.0333

KL divergence

How important were the following benefits of cloud computing to your company when you were deciding whether to invest in cloud services?: Increased scalability



Published base **263** respondents
Simulated base **263** respondents

Mean absolute gap **2.88 pp**

02

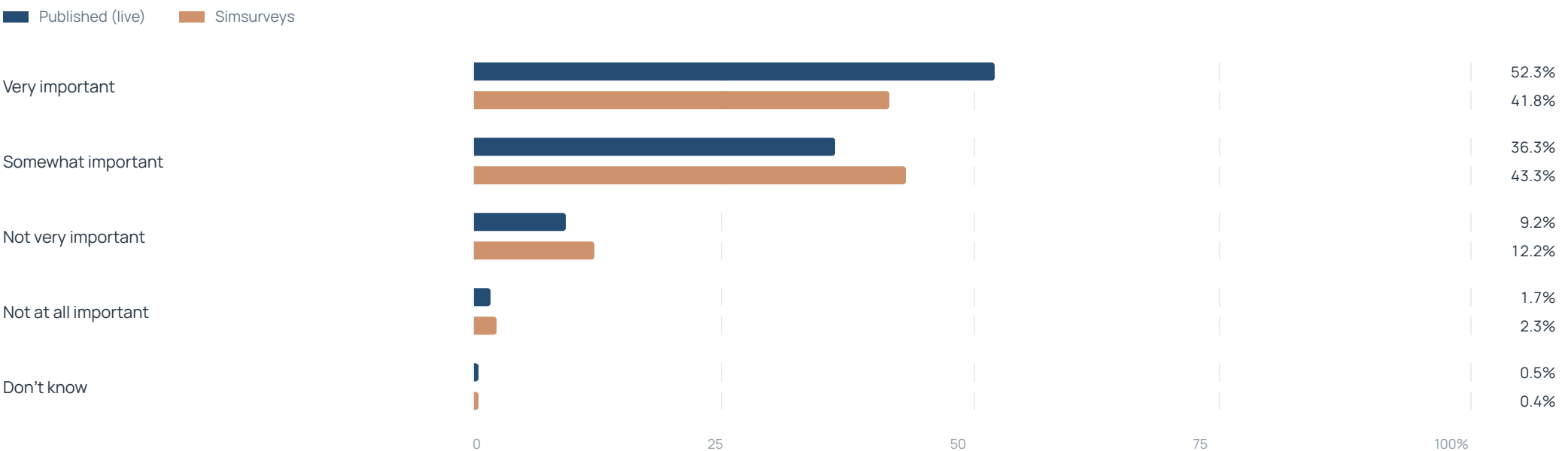
CLOUD BUYERS — SOURCE TABLE 86

Lower costs

0.0240

KL divergence

How important were the following benefits of cloud computing to your company when you were deciding whether to invest in cloud services?: Lower costs



Published base **263** respondents
Simulated base **263** respondents

Mean absolute gap **4.25 pp**

03

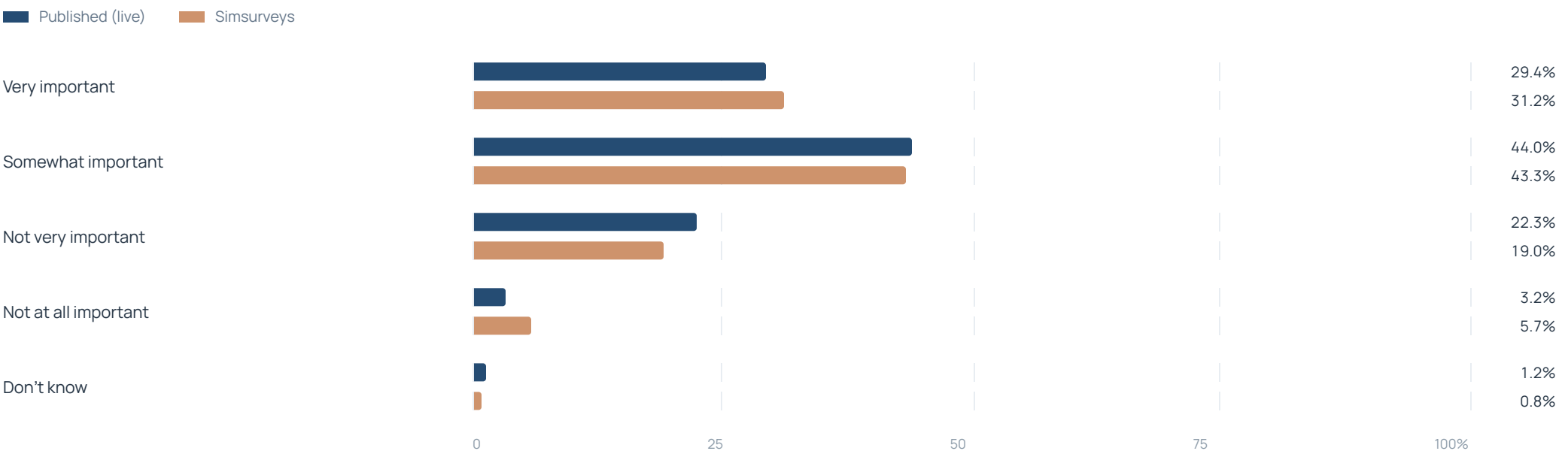
CLOUD BUYERS — SOURCE TABLE 87

Reduced need for dedicated IT staff

0.0109

KL divergence

How important were the following benefits of cloud computing to your company when you were deciding whether to invest in cloud services?: Reduced need for dedicated IT staff



Published base **263** respondents

Simulated base **263** respondents

Mean absolute gap **1.74 pp**

04

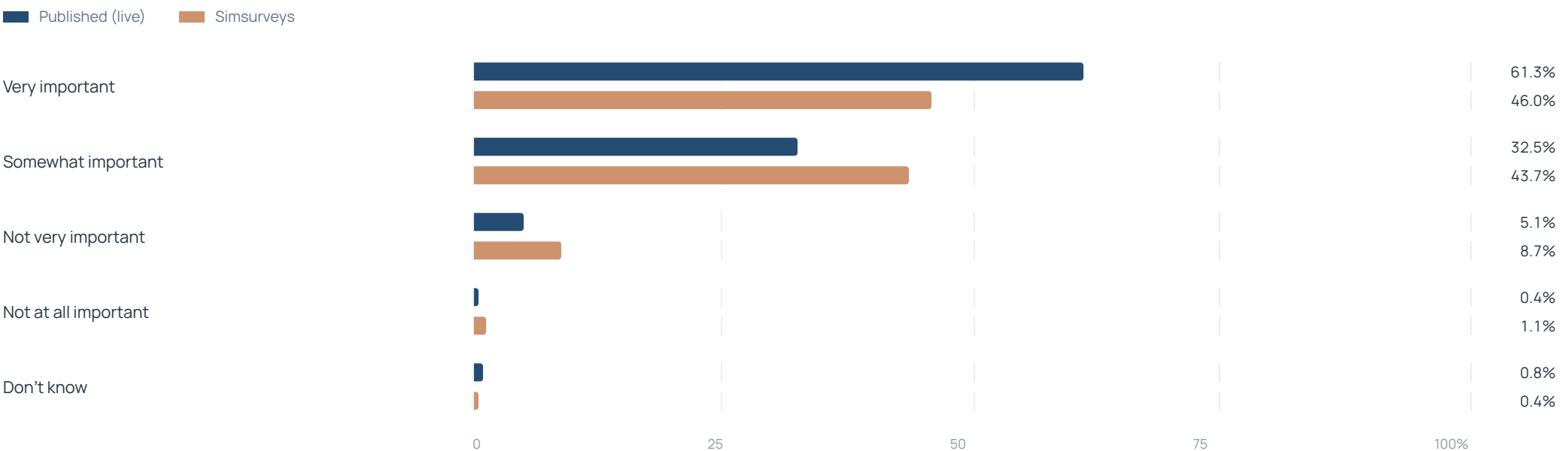
CLOUD BUYERS — SOURCE TABLE 88

Increased reliability

0.0539

KL divergence

How important were the following benefits of cloud computing to your company when you were deciding whether to invest in cloud services?: Increased reliability



Published base **263** respondents

Simulated base **263** respondents

Mean absolute gap **6.28 pp**

05

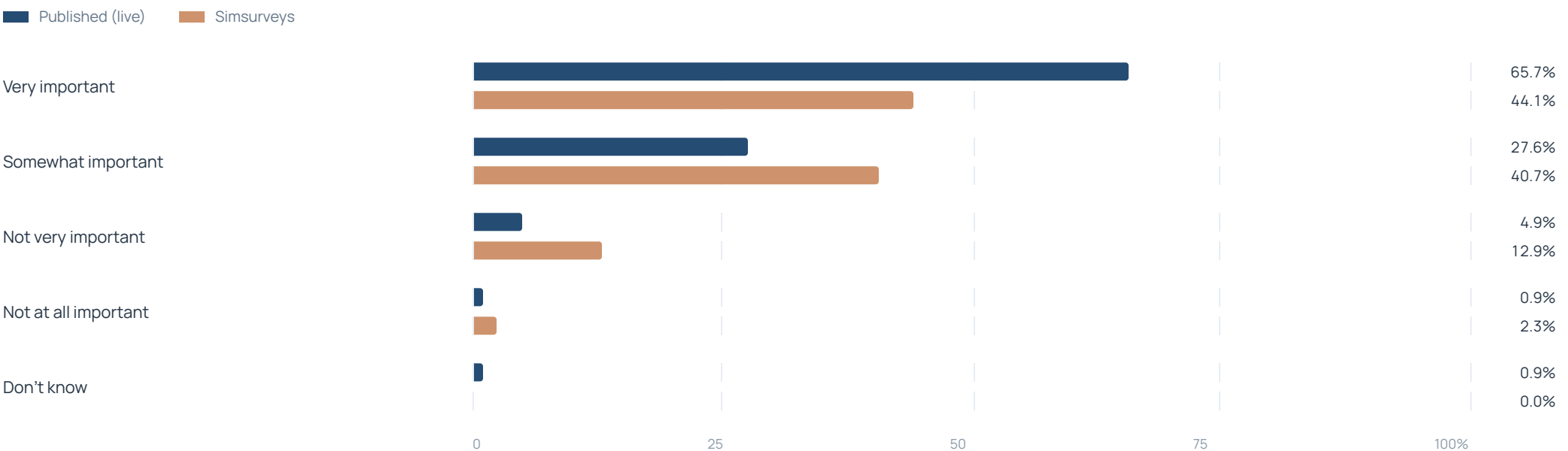
CLOUD BUYERS — SOURCE TABLE 89

Higher security

0.1178

KL divergence

How important were the following benefits of cloud computing to your company when you were deciding whether to invest in cloud services?: Higher security



Published base **263** respondents
Simulated base **263** respondents

Mean absolute gap **9.02 pp**

06

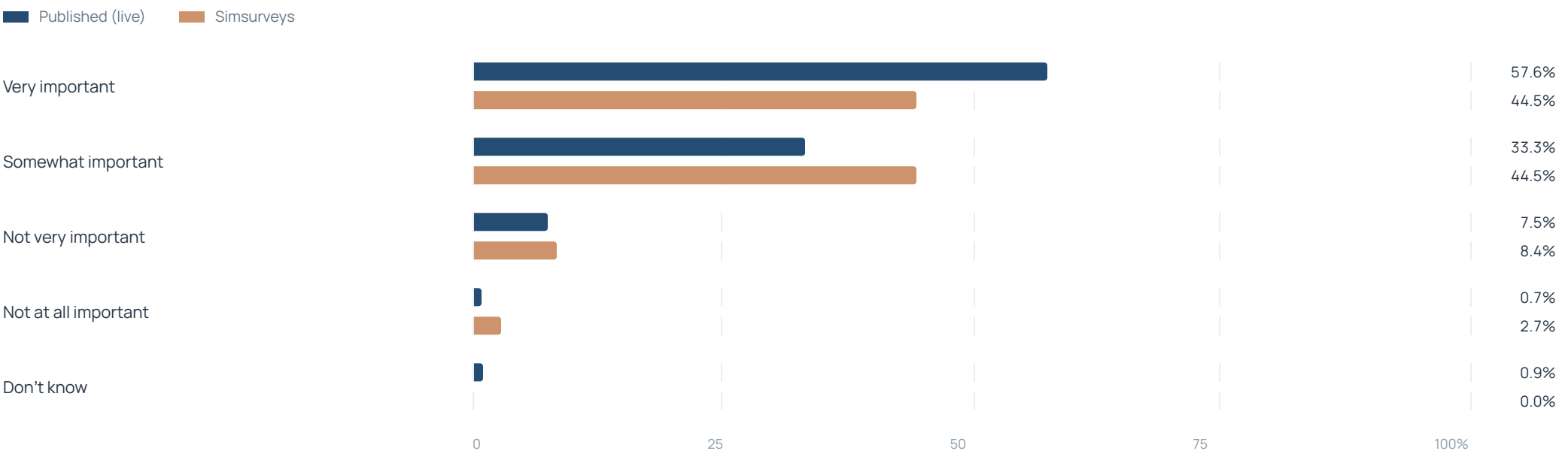
CLOUD BUYERS — SOURCE TABLE 90

Increased productivity

0.0513

KL divergence

How important were the following benefits of cloud computing to your company when you were deciding whether to invest in cloud services?: Increased productivity



Published base **263** respondents
Simulated base **263** respondents

Mean absolute gap **5.60 pp**

07

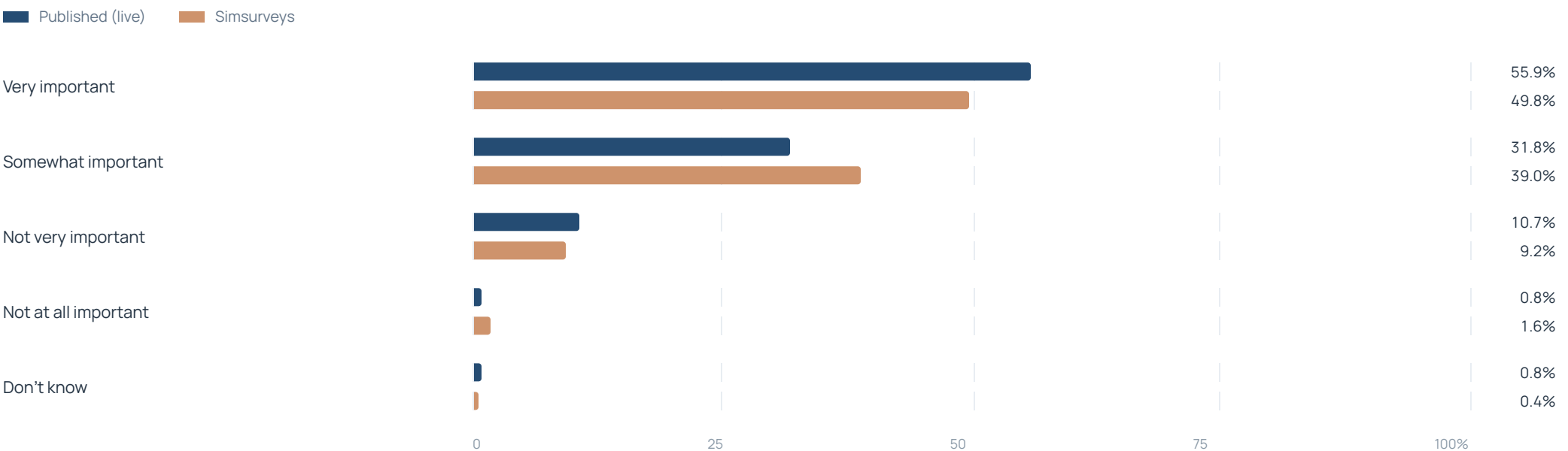
CLOUD BUYERS — SOURCE TABLE 92

Automatic software updates

0.0153

KL divergence

How important were the following benefits of cloud computing to your company when you were deciding whether to invest in cloud services?: Automatic software updates



Published base **249** respondents

Simulated base **249** respondents

Mean absolute gap **3.19 pp**

08

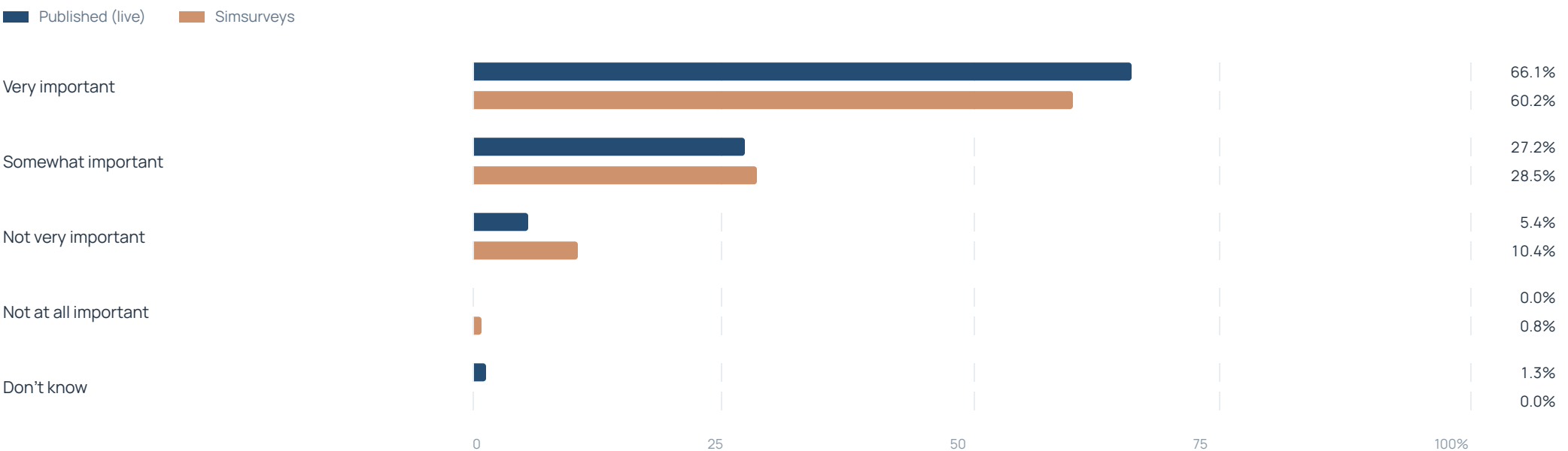
CLOUD BUYERS — SOURCE TABLE 93

Automatic back-ups

0.0416

KL divergence

How important were the following benefits of cloud computing to your company when you were deciding whether to invest in cloud services?: Automatic back-ups



Published base **249** respondents

Simulated base **249** respondents

Mean absolute gap **2.86 pp**

09

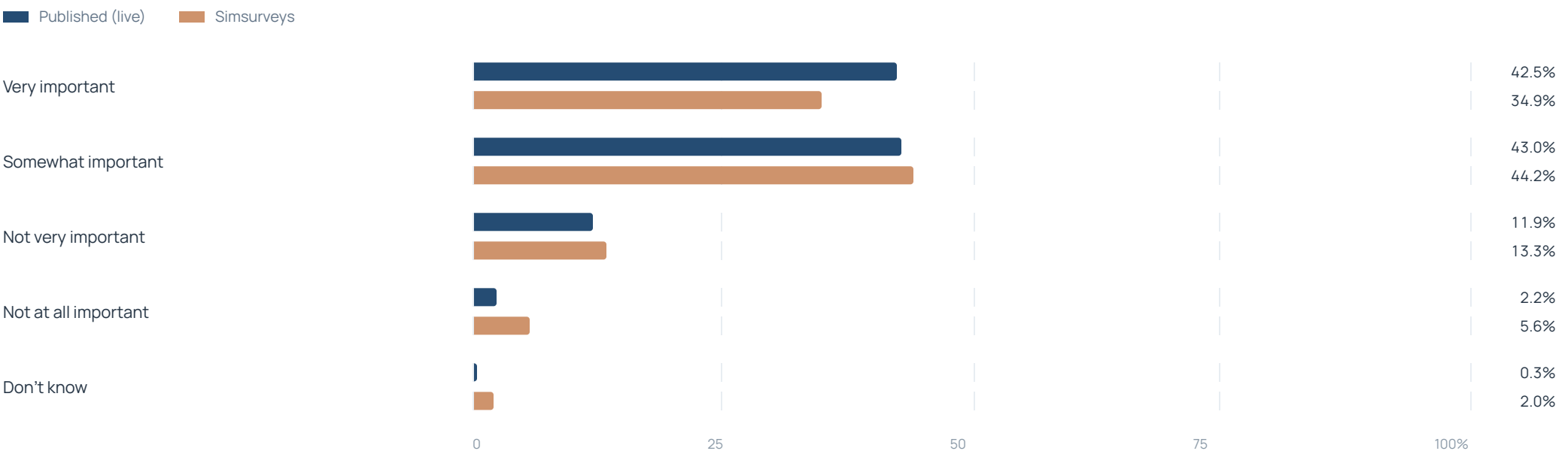
CLOUD BUYERS — SOURCE TABLE 94

Reduced energy consumption and sustainability

0.0356

KL divergence

How important were the following benefits of cloud computing to your company when you were deciding whether to invest in cloud services?: Reduced energy consumption and sustainability



Published base **249** respondents
Simulated base **249** respondents

Mean absolute gap **3.03 pp**

10

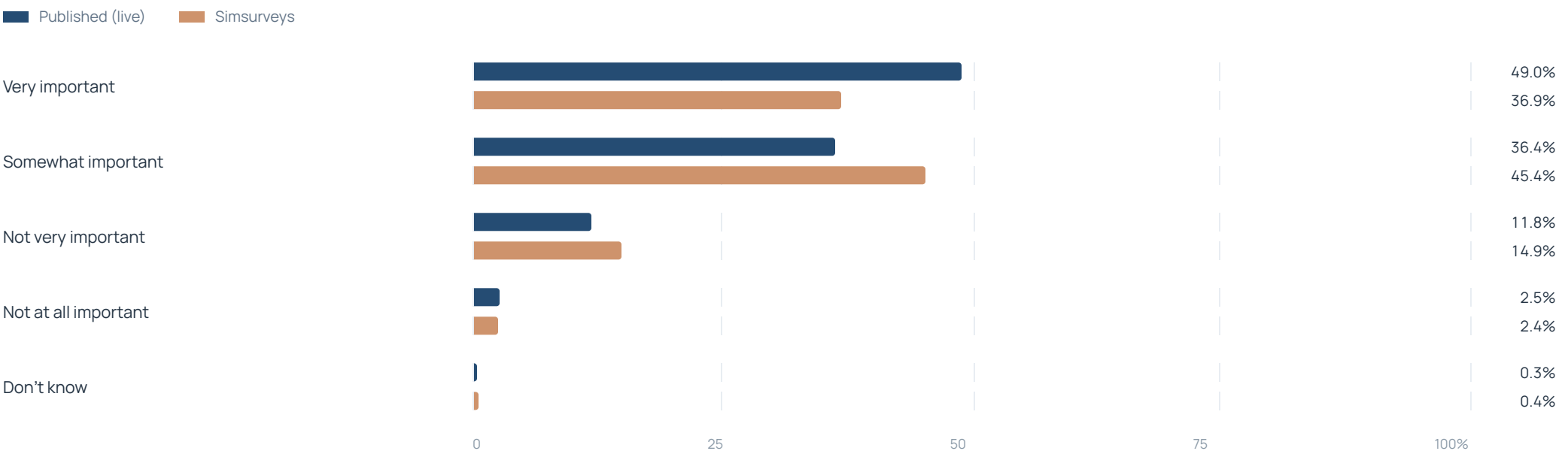
CLOUD BUYERS — SOURCE TABLE 95

Energy efficiency

0.0318

KL divergence

How important were the following benefits of cloud computing to your company when you were deciding whether to invest in cloud services?: Energy efficiency



Published base **249** respondents
Simulated base **249** respondents

Mean absolute gap **4.87 pp**

11

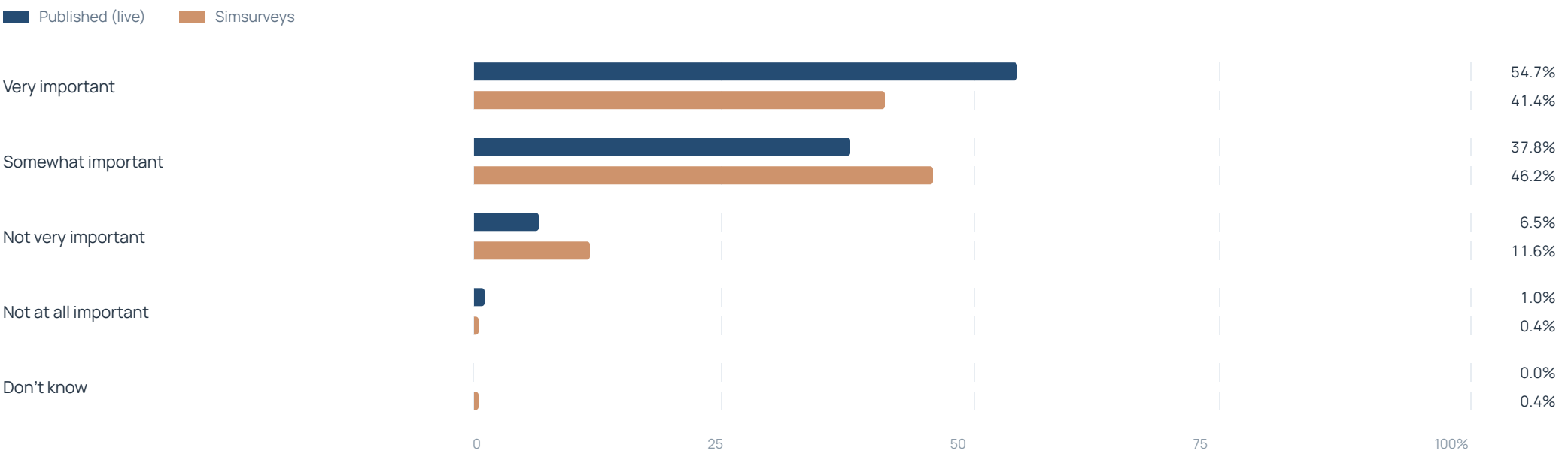
CLOUD BUYERS — SOURCE TABLE 96

Enabling improved employee collaboration

0.0491

KL divergence

How important were the following benefits of cloud computing to your company when you were deciding whether to invest in cloud services?: Enabling improved employee collaboration



Published base **249** respondents
Simulated base **249** respondents

Mean absolute gap **5.58 pp**

12

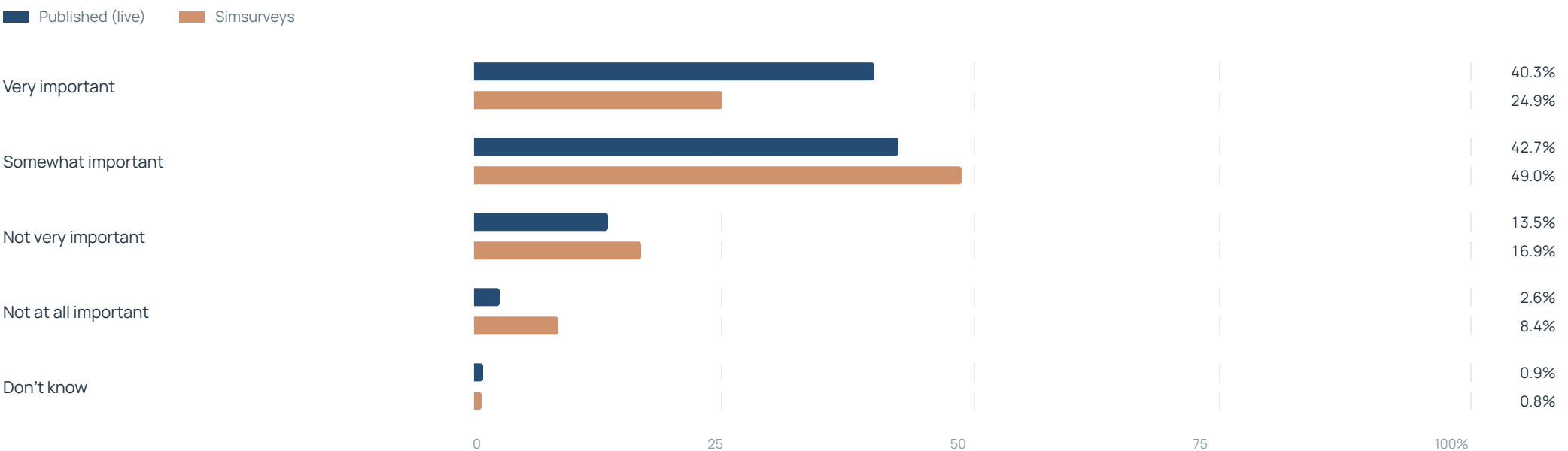
CLOUD BUYERS — SOURCE TABLE 97

Attracting new talent to the company

0.0758

KL divergence

How important were the following benefits of cloud computing to your company when you were deciding whether to invest in cloud services?: Attracting new talent to the company



Published base **249** respondents
Simulated base **249** respondents

Mean absolute gap **6.19 pp**

13

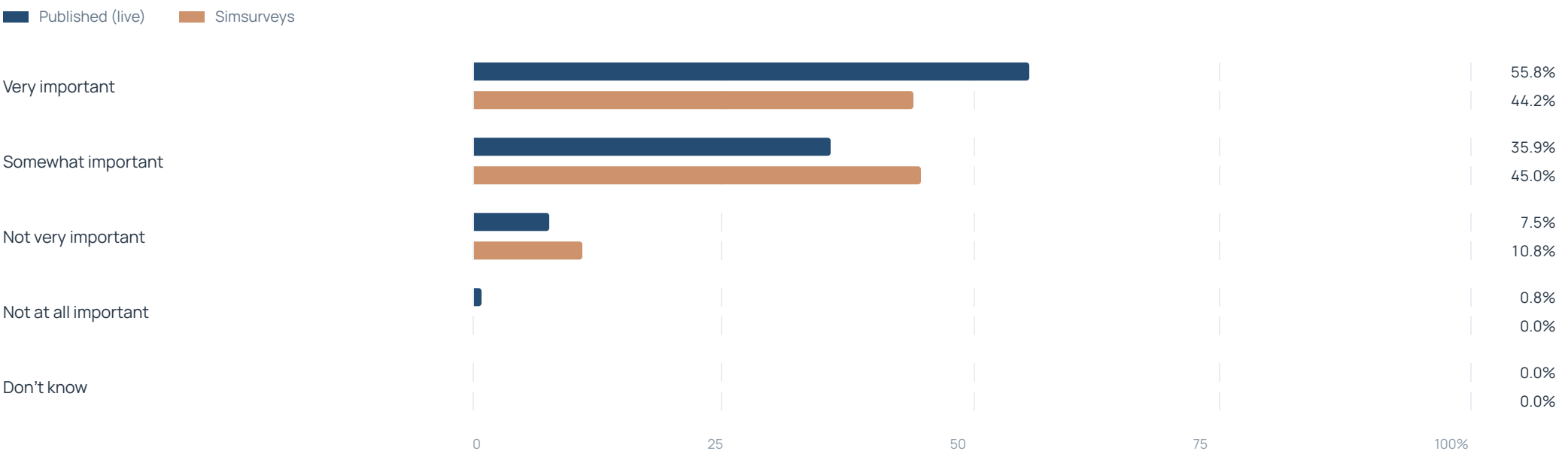
CLOUD BUYERS — SOURCE TABLE 98

Ability to adopt new technologies

0.0368

KL divergence

How important were the following benefits of cloud computing to your company when you were deciding whether to invest in cloud services?: Ability to adopt new technologies



Published base **249** respondents

Simulated base **249** respondents

Mean absolute gap **4.95 pp**

14

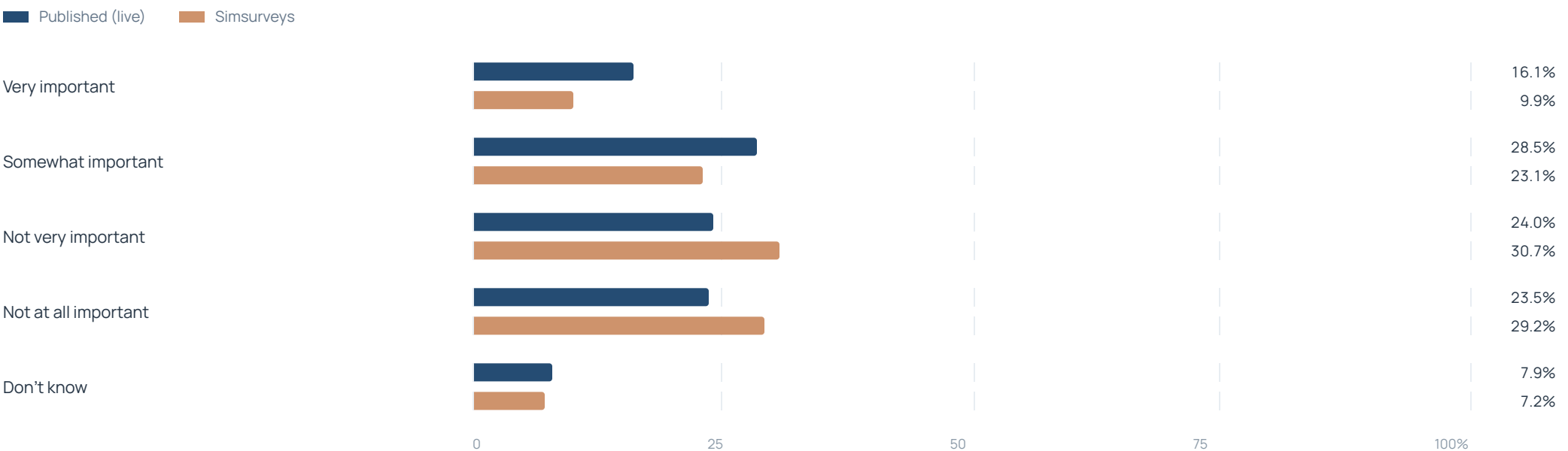
CLOUD NON-BUYERS — SOURCE TABLE 181

Don’t really understand what it is

0.0358

KL divergence

Which of the following are the most important barriers to your company investing in cloud services?: Don’t really understand what it is



Published base **837** respondents
Simulated base **837** respondents

Mean absolute gap **4.93 pp**

15

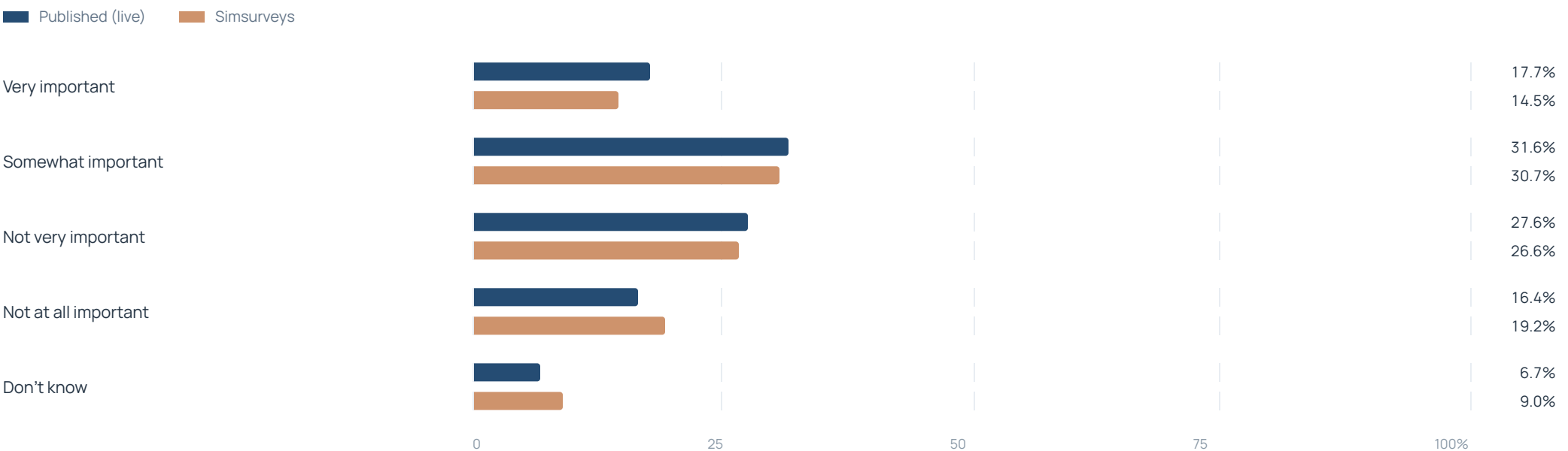
CLOUD NON-BUYERS — SOURCE TABLE 182

Don’t perceive any benefits

0.0088

KL divergence

Which of the following are the most important barriers to your company investing in cloud services?: Don’t perceive any benefits



Published base **837** respondents

Simulated base **837** respondents

Mean absolute gap **2.01 pp**

16

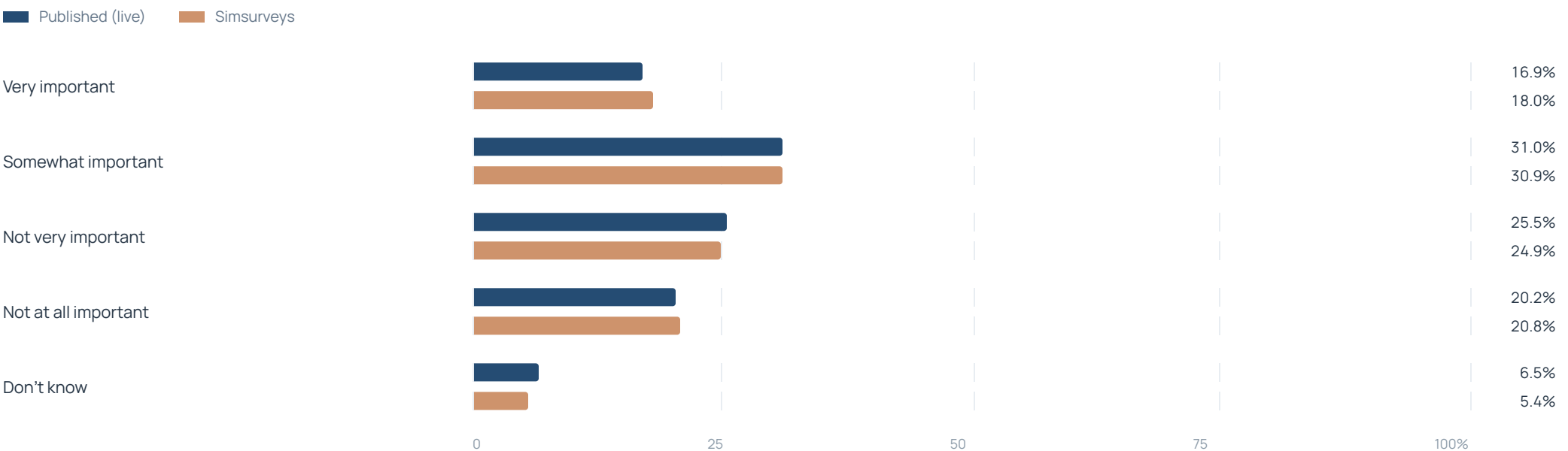
CLOUD NON-BUYERS — SOURCE TABLE 183

Don’t understand how my business would use it

0.0015

KL divergence

Which of the following are the most important barriers to your company investing in cloud services?: Don’t understand how my business would use it



Published base **837** respondents

Simulated base **837** respondents

Mean absolute gap **0.70 pp**

17

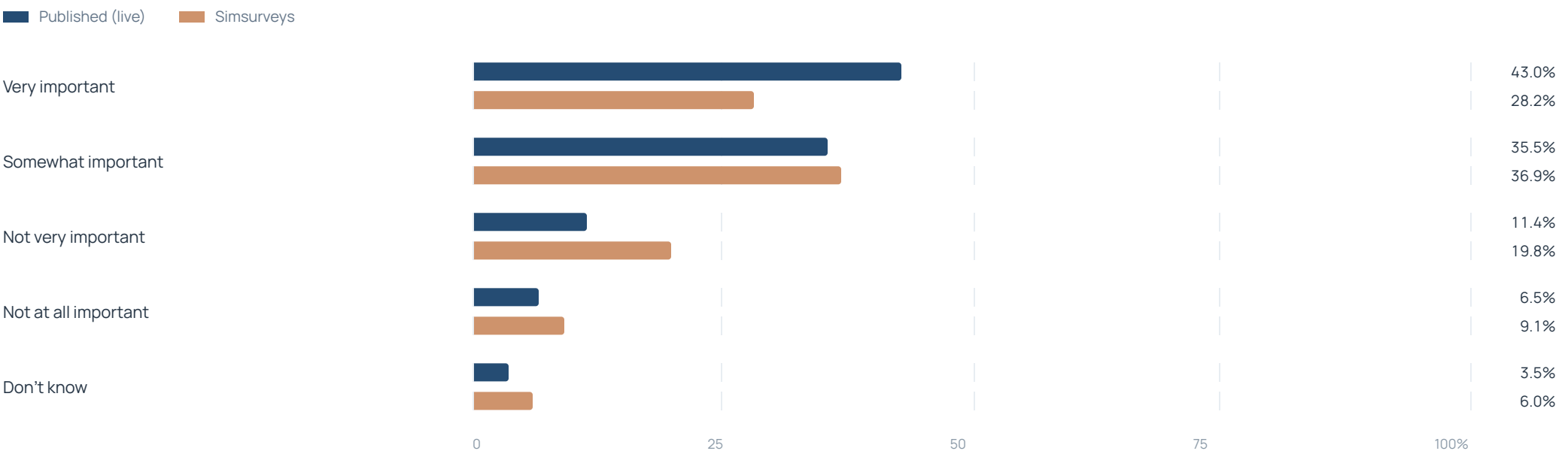
CLOUD NON-BUYERS — SOURCE TABLE 184

Expense

0.0651

KL divergence

Which of the following are the most important barriers to your company investing in cloud services?: Expense



Published base **837** respondents
Simulated base **837** respondents

Mean absolute gap **5.93 pp**

18

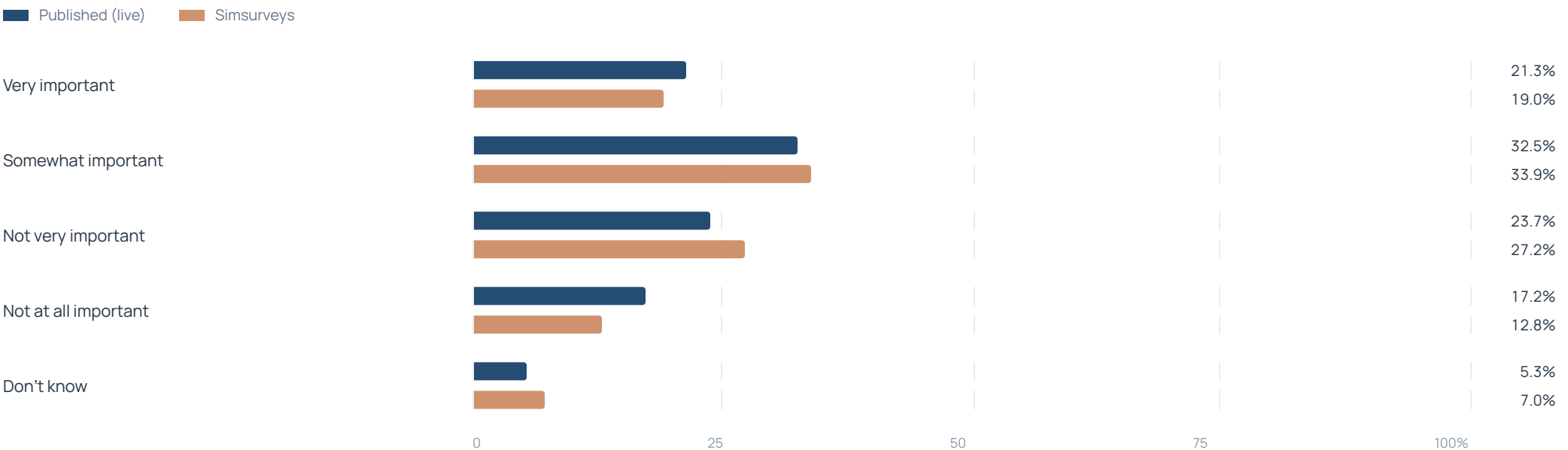
CLOUD NON-BUYERS — SOURCE TABLE 185

Lack of need

0.0133

KL divergence

Which of the following are the most important barriers to your company investing in cloud services?: Lack of need



Published base **837** respondents

Simulated base **837** respondents

Mean absolute gap **2.70 pp**

19

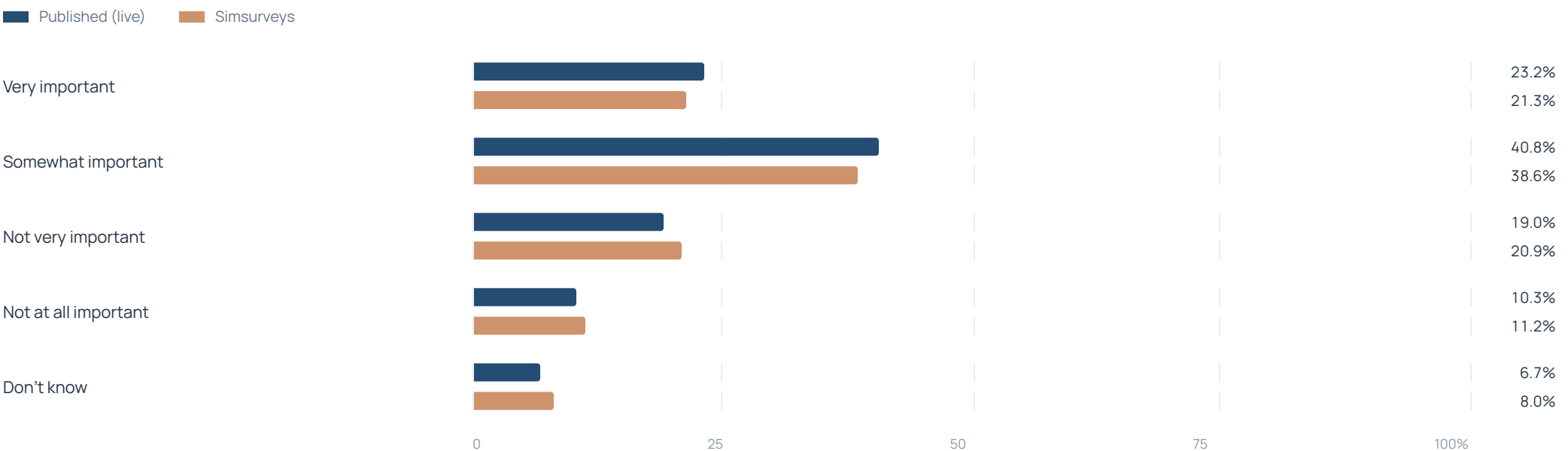
CLOUD NON-BUYERS — SOURCE TABLE 186

Complexity / difficulty in making transition

0.0039

KL divergence

Which of the following are the most important barriers to your company investing in cloud services?: Complexity / difficulty in making transition



Published base **837** respondents

Simulated base **837** respondents

Mean absolute gap **1.63 pp**

20

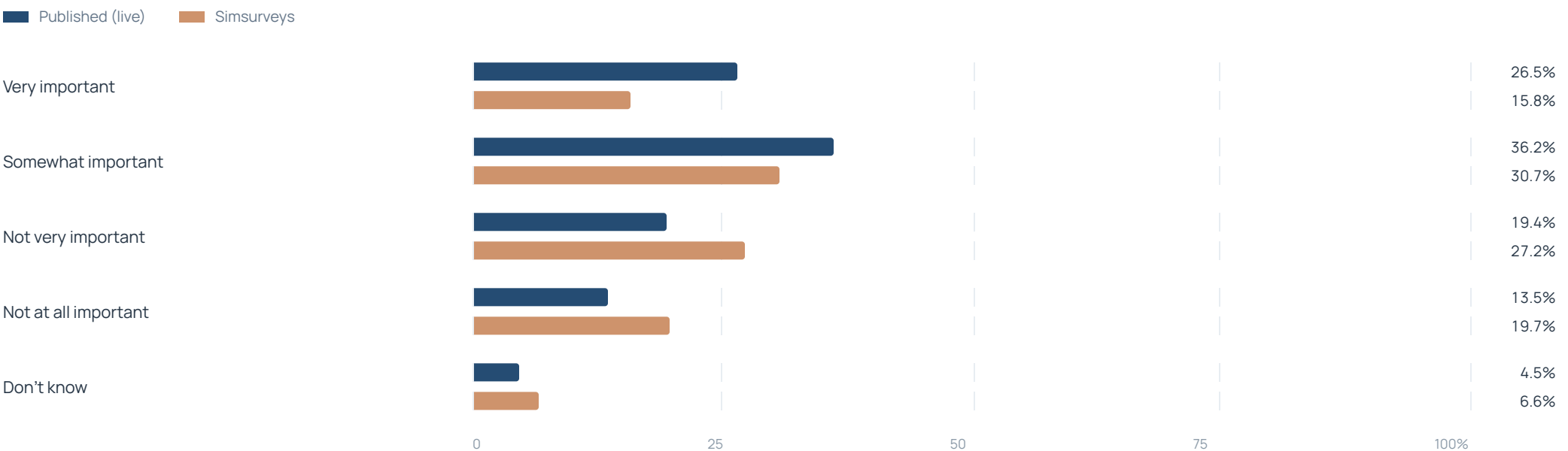
CLOUD NON-BUYERS — SOURCE TABLE 187

Shortage of digitally trained staff

0.0621

KL divergence

Which of the following are the most important barriers to your company investing in cloud services?: Shortage of digitally trained staff



Published base **837** respondents
Simulated base **837** respondents

Mean absolute gap **6.47 pp**

21

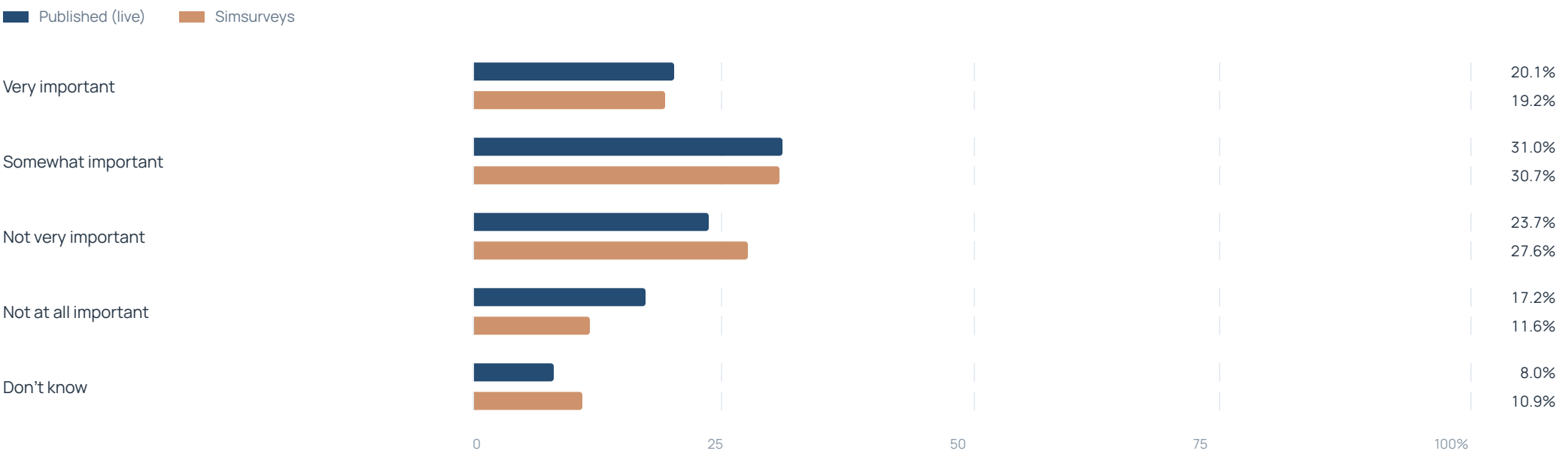
CLOUD NON-BUYERS — SOURCE TABLE 188

Traditional servers are more suited to my business' need

0.0191

KL divergence

Which of the following are the most important barriers to your company investing in cloud services?: Traditional servers are more suited to my business' need



Published base **837** respondents

Simulated base **837** respondents

Mean absolute gap **2.71 pp**

22

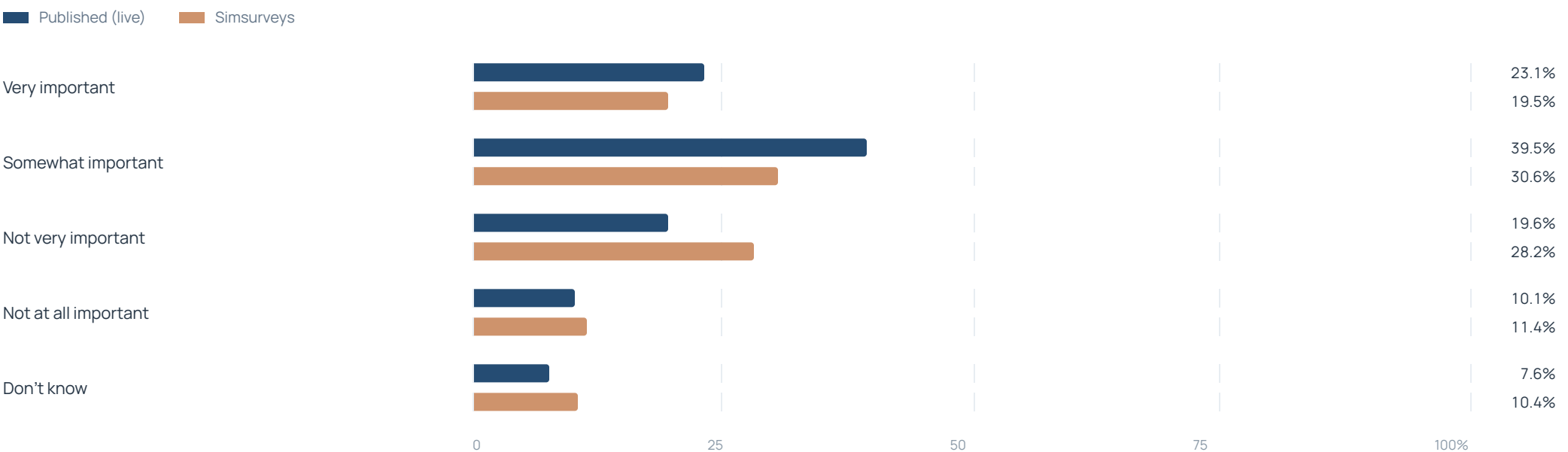
CLOUD NON-BUYERS — SOURCE TABLE 189

Difficulty of integrating with legacy systems

0.0347

KL divergence

Which of the following are the most important barriers to your company investing in cloud services?: Difficulty of integrating with legacy systems



Published base **837** respondents
Simulated base **837** respondents

Mean absolute gap **5.03 pp**

23

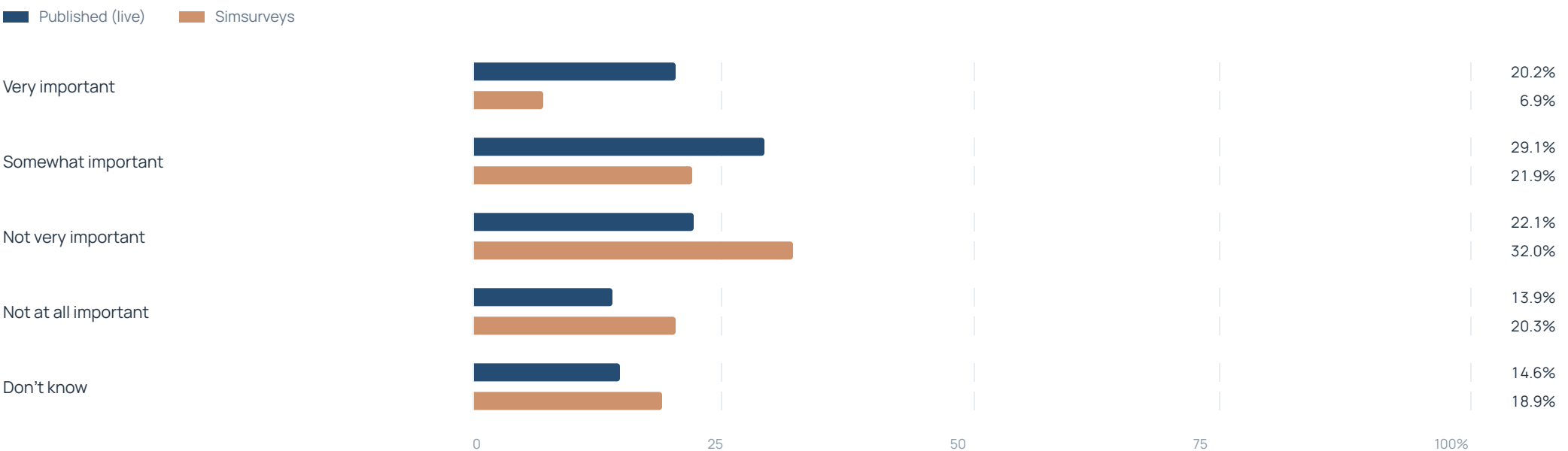
CLOUD NON-BUYERS — SOURCE TABLE 190

Tax treatment of cloud services

0.1272

KL divergence

Which of the following are the most important barriers to your company investing in cloud services?: Tax treatment of cloud services



Published base **837** respondents

Simulated base **837** respondents

Mean absolute gap **8.22 pp**

24

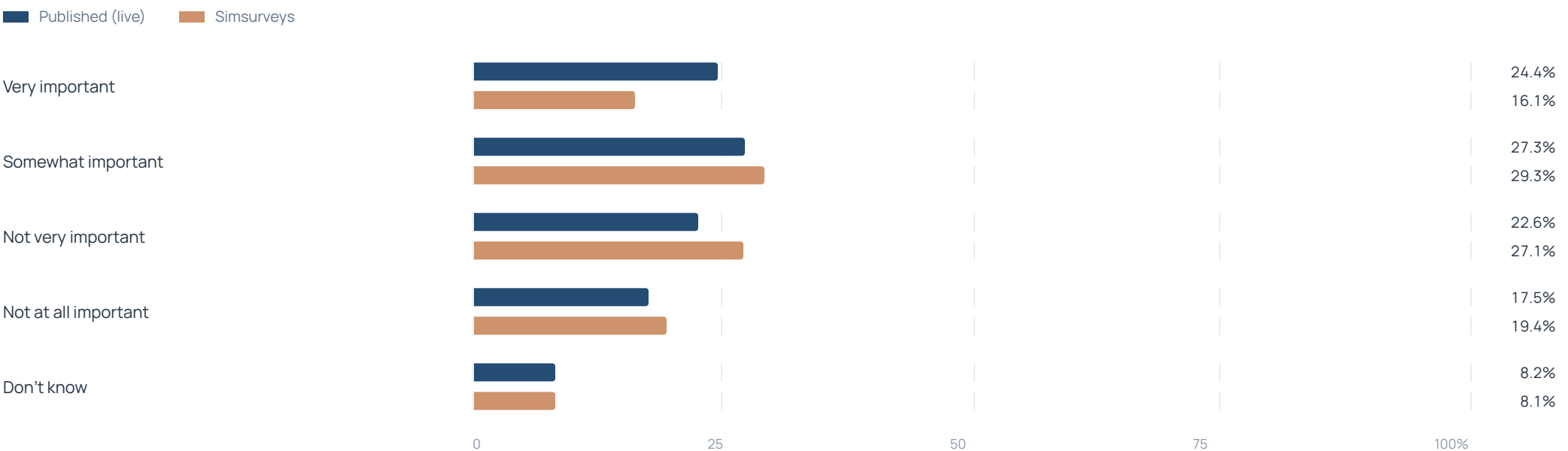
CLOUD NON-BUYERS — SOURCE TABLE 191

Don’t think cloud is secure enough

0.0240

KL divergence

Which of the following are the most important barriers to your company investing in cloud services?: Don’t think cloud is secure enough



Published base **837** respondents

Simulated base **837** respondents

Mean absolute gap **3.35 pp**

25

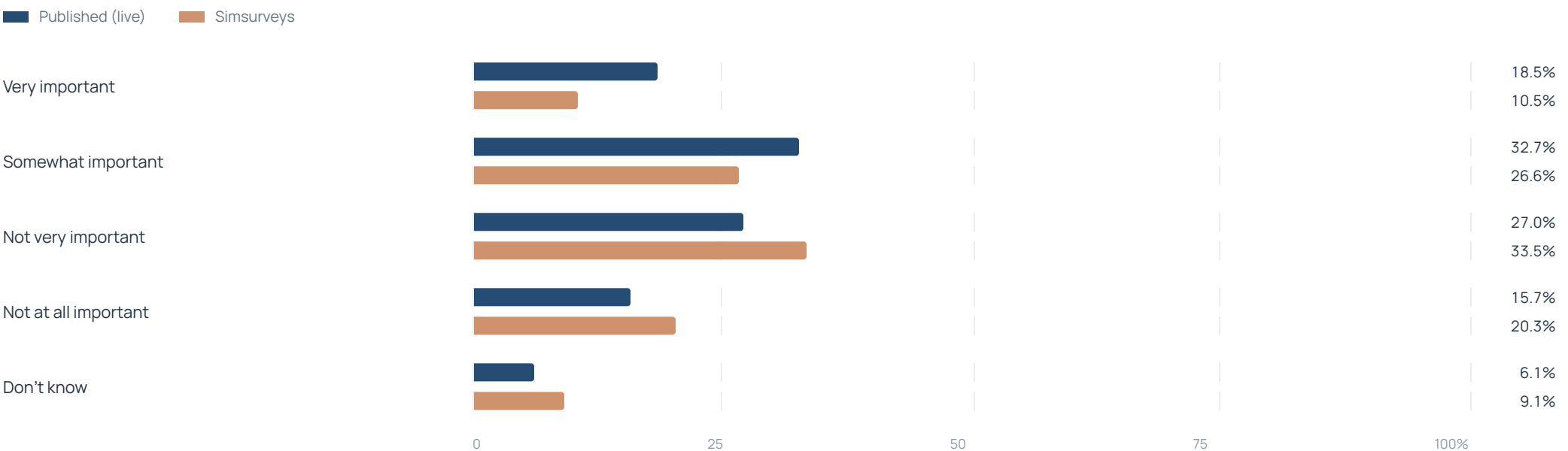
CLOUD NON-BUYERS — SOURCE TABLE 192

Prefer to support local suppliers

0.0492

KL divergence

Which of the following are the most important barriers to your company investing in cloud services?: Prefer to support local suppliers



Published base **837** respondents
Simulated base **837** respondents

Mean absolute gap **5.64 pp**

26

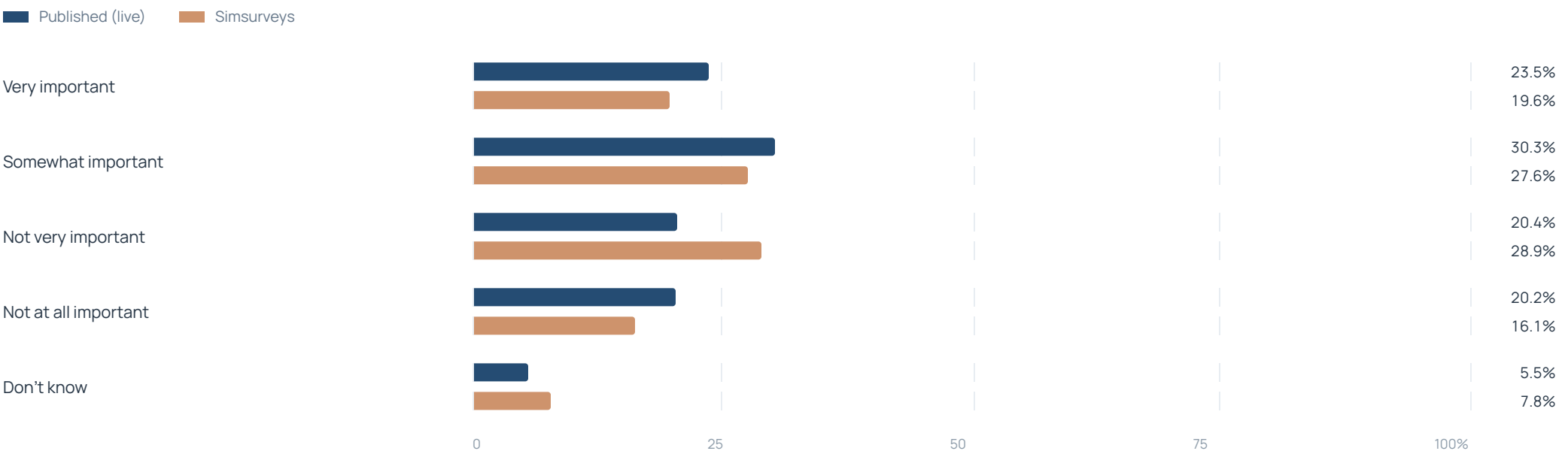
CLOUD NON-BUYERS — SOURCE TABLE 193

Poor broadband speeds

0.0273

KL divergence

Which of the following are the most important barriers to your company investing in cloud services?: Poor broadband speeds



Published base **837** respondents
Simulated base **837** respondents

Mean absolute gap **4.29 pp**

27

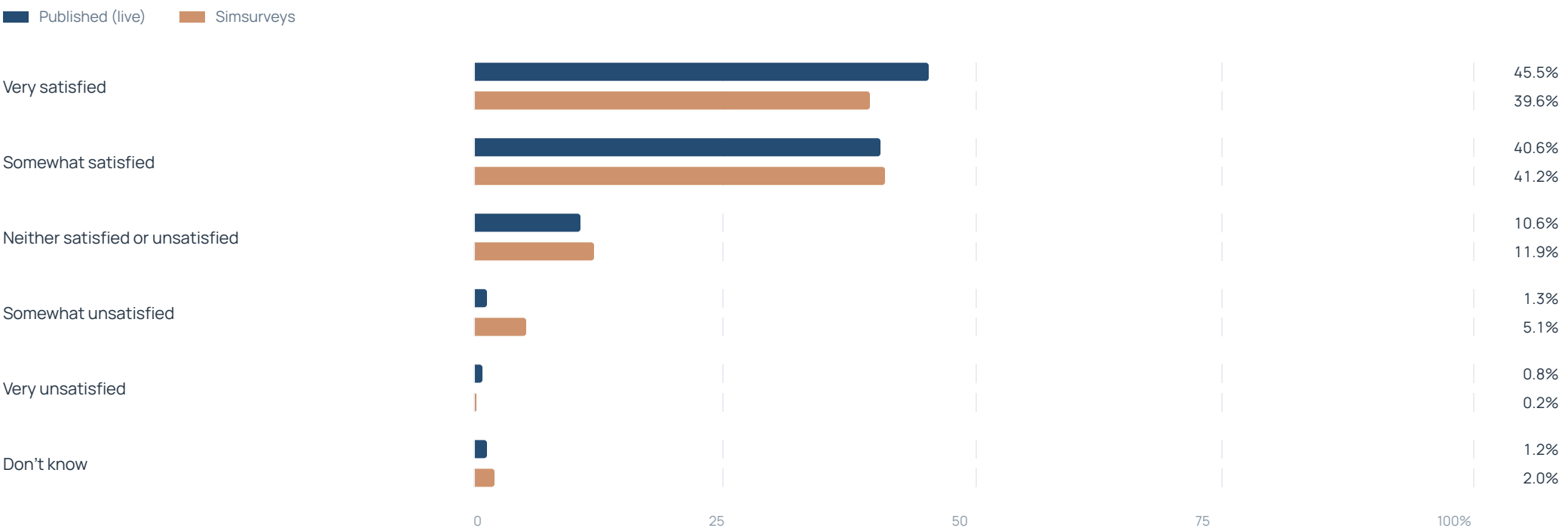
CLOUD BUYERS — SOURCE TABLE 202

Satisfaction with current providers

0.0308

KL divergence

Overall, how satisfied or unsatisfied are you with your current cloud infrastructure provider or providers?



Published base **512** respondents
Simulated base **512** respondents

Mean absolute gap **2.15 pp**

28

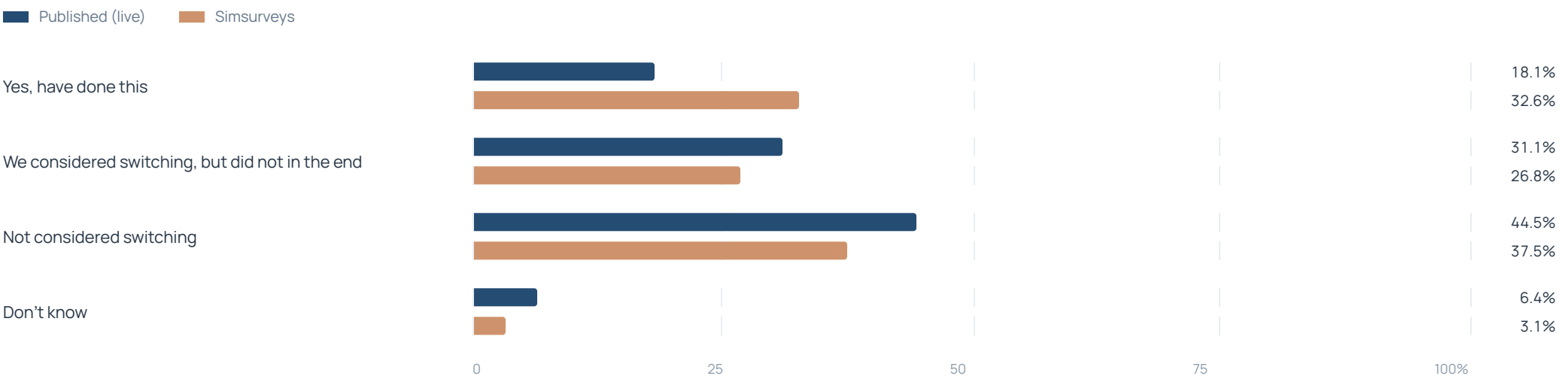
CLOUD BUYERS — SOURCE TABLE 203

Experience of switching providers

0.0602

KL divergence

Have you ever switched one of your cloud infrastructure providers?



Published base **512** respondents

Simulated base **512** respondents

Mean absolute gap **7.27 pp**

29

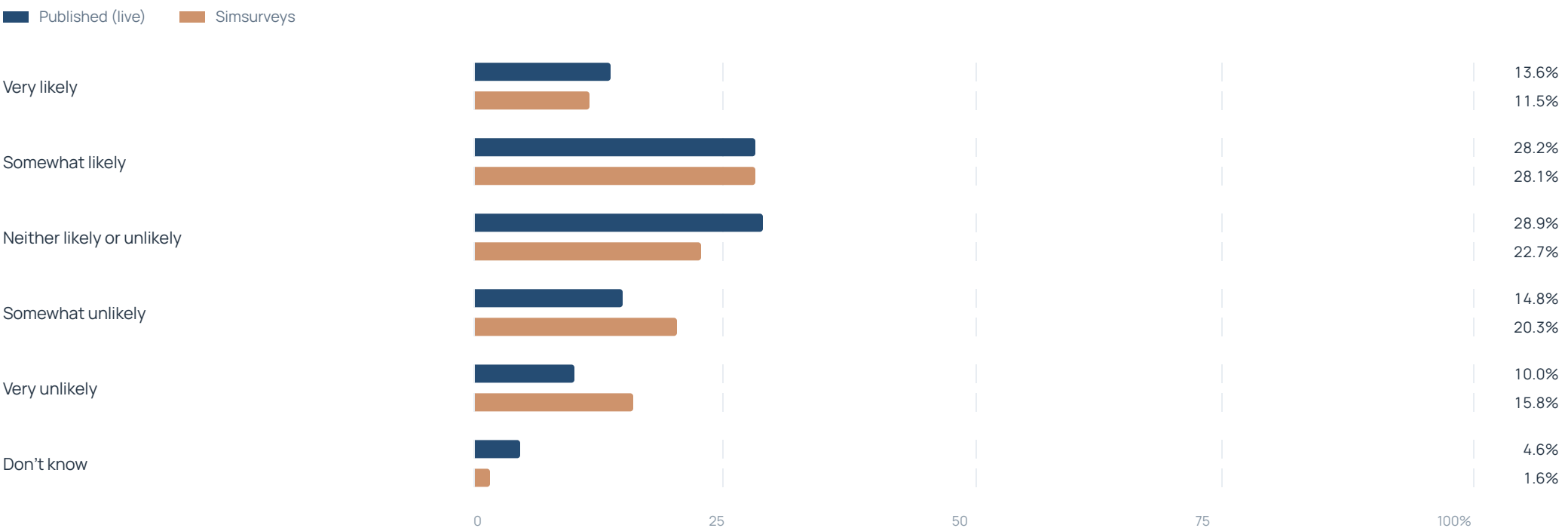
CLOUD BUYERS — SOURCE TABLE 205

Likelihood of switching providers

0.0476

KL divergence

How likely is it do you think that in the next few years that you will change one of your main cloud infrastructure providers to a different company?



Published base **512** respondents
Simulated base **512** respondents

Mean absolute gap **3.79 pp**

30

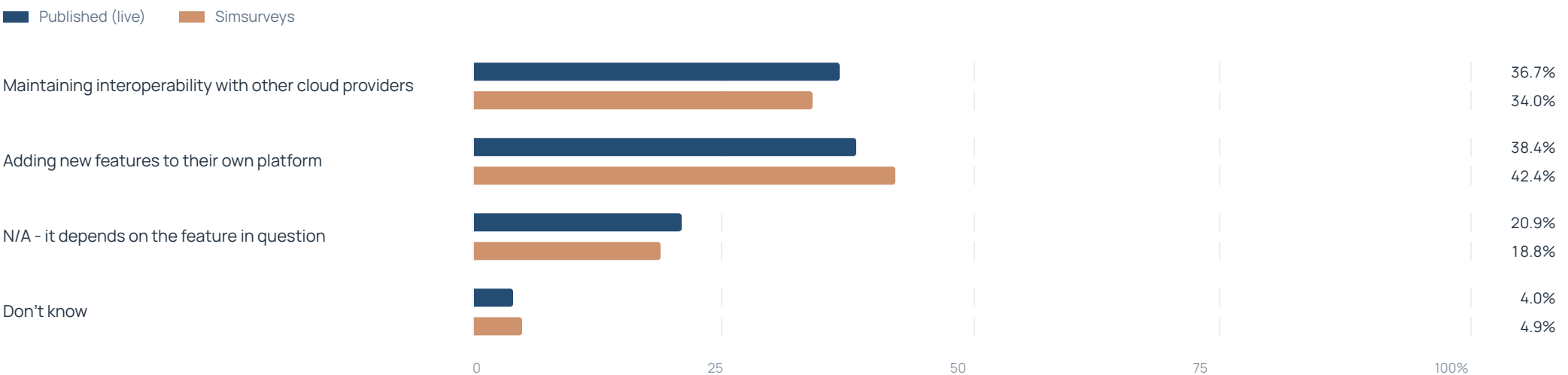
CLOUD BUYERS — SOURCE TABLE 216

Interoperability or new features?

0.0052

KL divergence

If you had to prioritise, which would you prefer your cloud infrastructure provider to focus on maintaining interoperability with other cloud providers, or adding new features to their own platform?



Published base **512** respondents
Simulated base **512** respondents

Mean absolute gap **2.44 pp**