

# Spam By Numbers

June, 2003

The following statistics about the unwanted mass email known as spam have been collected by [ePrivacy Group](#) from a variety of sources to help educate the public about the extent of this problem. The numbers quoted include percentages, ratios, and amounts. Unless otherwise noted, all monetary amounts quoted are U.S. dollars. If you find it helpful to quote this document, please attribute "ePrivacy Group, a Philadelphia-based trust technology company."

- \$20,500,000,000 The amount that companies around the world will lose in 2003, in terms of additional servers they have to deploy and manage to process spam (Radicati Group study, Anti-Spam Market Trends, 2003-2007).
- \$41,600,000,000 The level to which the cost of servers deployed to handle spam will rise next year if efforts to thwart spammers do not succeed (same Radicati Group study cited above).
- \$49 The amount a company of 10,000 users with no anti-spam protection will spend, on average, per mailbox per year to process spam (Radicati Group study cited above).
- 2,400,000,000 Number of spam emails that AOL says it blocks, every day, (Seattle Times, 6/16/03).
- 2,400,000,000 Number of spam emails that MSN says it blocks, every day (Seattle Times, 6/16/03).
- 80 Percentage of all incoming message traffic to which spam rises, according to MSN and AOL (Seattle Times, 6/16/03).
- 80 Percentage by which bandwidth and server usage at an ISP is reduced when [SpamSquelcher](#)<sup>TM</sup> protection is turned on (Artistotle.net).
- \$8,900,000,000 The amount that unwanted commercial email cost U.S. corporations in 2002 in terms of lost productivity (Ferris Research).
- 55 Percentage of all emails sent in May, 2003 that were unsolicited messages, according to net filtering firm MessageLabs (up from 40% in April).
- 37 Percentage by which spam volumes received by monitored accounts at ePrivacy Group increased in the 6 weeks following the announcement of a new "get tough" anti-spam stance by AOL, Microsoft MSN, and Yahoo.
- 825,000,000 Number of messages sent to Earthlink ISP customers by one spammer (Court documents filed by Earthlink in "Buffalo Spammer" case).
- \$1,000,000 The cost to Earthlink, just in terms of bandwidth, of spam sent by Buffalo Spammer cost only, same source as preceding number).

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- 190 Number of email servers operated by “millionaire spam king” Alan Ralsky (Detroit Free Press, December, 2002).
- 180,000,000 Number of spam messages currently being sent, per day, by one spammer (Ronnie Scelson, quoted CBS Evening News, 6/18/03).
- 70 Percentage of all email messages that will be spam by 2007 (based on the assumption that no significant changes are made to the way email works—Radicati Group, February, 2003).
- 22 Average number of unwanted emails blocked per AOL account each day (AOL Web Site, February, 2003).
- 70 Percentage of today’s spam that is illegal under one or more current laws in the United States (studies quoted by the FTC, February, 2003).
- 87 Percentage of U.S. consumers who believe the sale of email and telemarketing lists without permission is a serious privacy violation (consisting of 31% of respondents who agreed, and 56% who strongly agreed—Harris Poll, 2002).
- 2 Number of times that per employee “email hygiene” spending will double between 2002 and 2007 (Meta Group, December 2002).
- 88 Percentage of email users in favor of legislation to strengthen restrictions on spam (according to Public Opinion Strategies, February, 2003).
- 68 Percentage of email users who think legislation alone will not solve the spam problem (Public Opinion Strategies survey cited above).
- \$652,00,000 Predicted revenues of anti-spam product and service vendors in 2003 (Radicati Group, June 2003).
- \$2,400,000,000 Predicted revenues of anti-spam product and service vendors in 2007 (Radicati Group, June 2003).
- 18 Percentage by which total spam volume is growing every month (various independent sources analyzed by ePrivacy Group, February, 2003).
- 45 Percentage of all email traffic that will be spam in 2003 (Radicati Group, “Anti-Virus, Anti-Spam and Content Filtering Market Trends, 2003-2007,” February, 2003).
- 40 Percentage of all email Messages were spam in December 2002, according to Brightmail, a leading spam filtering company (up from 8 percent, December, 2001).
- 52 Percentage of companies that rated reducing spam their top IT priority (versus 30 percent who said improving security was a priority, per Radicati Group, June, 2003).

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- \$30 million Value of property seized by Arizona Attorney General Janet Napolitano from individuals selling penile enlargement via spam (including luxury homes, cars, cash, jewelry, and numerous bank accounts throughout Arizona, per report on Attorney General's web site, May, 2002).
- 9/10 Number of Americans (out of 10) who use e-mail at work and support legislation requiring warning labels on sexually explicit spam and establish criminal penalties for spam that contains misleading sender identity information (Public Opinion Strategies, February, 2003).
- 100 Percentage by which spam filtering company Brightmail expects revenues to increase between 2002 and 2003.
- 95 Percentage of 1,065 IT professionals surveyed by SurfControl who support new anti-spam legislation.
- 74 Percentage of adult Internet users surveyed in a Harris Poll who said they favor "making mass spamming illegal" (based on 2,221 respondents, December, 2002).
- 49 Percentage of Harris Poll respondents who said they considered spam "very annoying" in Summer of 2000.
- 80 Percentage of Harris Poll respondents who said they considered spam "very annoying" in Fall of 2002
- 2 Factor by which spam filtering company Brightmail's revenues increased between 2001 and 2002 (based on public statements by Brightmail CEO).
- 67 Percentage of U.S. Internet users who feel that a lack of control over who gets their hands on personal information contributes to concerns about online privacy (Hanrick Associates, May 2001).
- 30 Percentage of all email that was spam in 2002 according to U.K. spam filtering company MessageLabs.
- 254 The number of emails consumers get, per week, on average (DoubleClick, December, 2002).
- \$2,000,000,000 The amount, in U.S. dollars, that the Nigerian advance fee, or 419, scam is expected to gross in 2003, according to MessageLabs (making it that country's second-largest industry).
- 90 Percentage of U.S. email users who cited spam as their primary concern about email, ahead of: frequency of permission-based email at 28%, and volume of personal email from friends and colleagues at 11% (DoubleClick, Beyond Interactive, Greenfield Online, October 2002).
- 470 The amount, in U.K. pounds, that spam costs U.K. businesses per employee per year in wasted time, according to MessageLabs (over \$750 U.S. dollars).

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- 434 The amount, in U.K. pounds, that absenteeism costs U.K. businesses per employee per year in wasted time, according to Confederation of British Industry (under \$700 U.S. dollars).
- 78 Percentage of U.S. managers who think spam is or will be a major Problem in 2002 & 2003 (MessageLabs, July 2002)
- 50 Percentage of U.S. consumers who feel ISPs are best positioned to address spam concerns, versus: Federal government 11%, Commercial marketers 10%, Consumers 8% (NFO WorldGroup for Return Path and the Global Name Registry, October 2002)
- 50 Percentage of all email that will be spam by July, 2003 according to U.K. spam filtering company MessageLabs.
- 89 Percentage of sites on the World Wide Web that collect email addresses (Progress & Freedom Foundation, March, 2002).
- 2,000,000,000 Estimated annual global revenues generated by pornography spam in U.K. pounds (\$3.2 billion U.S. dollars— Sunday Herald, Oct, 2002).
- 2.6 Forecasted profits for 2006, in billions of U.K. pounds, from porn spam sent to cell phones (\$4.1 billion U.S. dollars—Visiongains, 2002).
- 450 Percentage growth rate of spam during 2002, as measured by spamtraps at Declude, an email filtering company (list posting, January, 2003).
- 25 Messages per minute blocked by Brightmail spam filters at a regional ISP in December, 2001 (Hiwaay.net, the largest ISP in Alabama).
- 225 Messages per minute blocked by spam filters at Hiwaay.net, a regional ISP in the U.S. in December, 2002.
- 20 Percentage month-on-month increase in spam blocked at a Hiwaay.net, a regional ISP in the U.S during 2002.
- 71.3 Percentage of U.S. Internet users Level of Concern Regarding Online Privacy, 2000 & 2001 (as a % of respondents) UCLA Center for Communication Policy, November 2001
- 4 Number of people, out of 100, who don't find spam annoying (Harris Poll, December, 2002).
- \$24,500,000,000 Value of online sales in the U.S. that could be lost in 2006 due to a lack of privacy and security enhancements (Jupiter Media Metrix, June 2002).
- 68 Percentage of Internet users in the U.S. who consider spam an abuse of privacy (eMarketer, February, 2003).

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- 52 Percentage improvement in click-through rate per delivered email for messages containing a Trusted Sender trust stamp, compared to same message without a stamp (Field test of messages to 40,000 customers by large consumer company, first quarter, 2003).
- 23 Percentage improvement in open rate for Trusted Sender messages compared to ordinary messages (Field test cited above).
- 61 Percentage reduction in opt-out rate per delivered email for Trusted Sender messages (Field test cited above).
- 81 Percentage of survey respondents who said that use of the Trusted Sender seal would definitely or somewhat increase their ability to differentiate legitimate Consumer Company email from spam (Field test cited above).
- 79 Percentage of survey respondents who said that use of the Trusted Sender seal would definitely or somewhat increase their comfort-level that emails from Consumer Company are truly from Consumer Company. (Field test cited above).
- 76 Percentage of survey respondents who said that use of the Trusted Sender seal would definitely or somewhat increase their level of trust that Consumer Company respects their communication preferences. (as above).

### **About “Spam: By the Numbers”**

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### **About ePrivacy Group**

ePrivacy Group is a trust technology company working to end spam by adding trust, privacy, and intelligence to email. ePrivacy Group’s innovative patent-pending SpamSquelcher™ enables companies and ISPs to dramatically reduce the bandwidth, server, and support costs created by spam. ePrivacy Group’s patent-pending Trusted Sender™ technology provides real-time verification of email sender identity and message authenticity. Founded by leading experts in privacy, security, and network technology, ePrivacy Group is a privately-held company based in Philadelphia. ePrivacy Group supports industry initiatives to end spam, like the Trusted Email Open Standard, which has been viewed by over 10,000 people since it was published on 4/28/03 at:

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