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Eye on Spyware

26 April 2004

EarthLink and Webroot Software scanned roughly 1.1 million PCs of US Internet users and found over 29.5 million instances of spyware.

As part of its SpyAudit report, EarthLink notes that it found exactly 27.8 instances of spyware per PC that it audited.

Results of EarthLink and Webroot's Scan of US Internet Users' PCs for Spyware, 1 January-31 March 2004

Total number of SpyAudit scans:	1,062,756
Total instances of spyware found:	29,540,618
Instances of spyware per scanned PC:	27.8
Adware installations on scanned PCs:	5,344,355
Adware cookie installations on scanned PCs:	23,826,785
System monitor installations on scanned PCs:	184,559
Trojan installations on scanned PCs:	184,919

Source: *EarthLink, April 2004*

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EarthLink reports that industry experts suggest up to 90% of PCs connected to the Internet are infected with spyware technology. Indeed the Annenberg Public Policy Center of the University of Pennsylvania found that 23% of home net users in the US protect their personal information online by using software that checks their PCs for spyware.

Methods Used by US At-Home Internet Users to Protect Their Personal Information, 2003 (as a % of respondents)

Know Web sites collect information about them even if they don't register

59%

Incorrectly believe a Web site with a privacy policy won't share their personal information

57%

Think Web site privacy policies are easy to understand

47%

Have used filters to block spam

43%

Have searched for information on how to protect their personal data

36%

Have used software that looks for spyware

23%

Have used software that hides their computer's identity from Web sites

17%

Source: Annenberg Public Policy Center of the University of Pennsylvania, June 2003; Wall Street Journal, June 2003

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For better insight into how consumers are protecting themselves online, read eMarketer's *Privacy in the Information Age* report.

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