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Spam Affects Kids Too

26 April 2004

A study conducted by KidsGuard.com among a sample of over 66,000 children in the UK determined that kids receive an average of 1.46 pornographic e-mails each day and 10 per week.

KidsGuard bases its findings on a survey of over 692,000 spam e-mail messages received by 66,063 children between October and December 2003. The study found that in addition to porn e-mails, children also receive large volumes of finance and get rich quick spam, averaging 2.39 and 1.47 respectively, per day.

Amount of Spam Received by Children in the UK, by Message Type, October-December 2003 (per month and average per day)

	October 2003	November 2003	December 2003	Total	Average daily spam levels per users
Sample size	24,925	22,184	18,954	66,063	-
Finance	53,620	25,633	78,751	158,004	2.39
Porn	27,706	47,796	21,085	96,588	1.46
Get rich quick	30,545	25,610	40,837	96,994	1.47
Medical	23,792	22,453	11,401	57,647	0.87
Help needed	359	5,601	12,172	18,133	0.27
Miscellaneous	53,701	97,945	113,751	265,398	4.02
Total	189,725	225,040	278,000	692,764	10.49

Note: October 2003 n=24,925 children; November 2003 n=22,184 children; December 2003 n=18,954 children
Source: KidsGuard.com, April 2004

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Just as the volume of spam has increased dramatically over the years in the US, it is also a growing problem in the UK. According to MessageLabs, the number of spam messages grew over 2002 from one in every 199 e-mail messages in January to one in every eight e-mail messages. So it's not surprising that spam has become a problem affecting all types of Net users in the UK, including younger users.

Spam-to-E-Mail Ratio in the UK, January-November 2002

January	1 in 199
February	1 in 251
March	1 in 56
April	1 in 25
May	1 in 20
June	1 in 36
July	1 in 14
August	1 in 9
September	1 in 5
October	1 in 15
November	1 in 8

Source: *MessageLabs, November 2002*

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Stay on top of the latest issues surrounding spam and e-mail security with eMarketer's [eStat Database](#) -- an advanced search for the term "spam" for charts and tables from the past year alone presents you with 87 records.

PUB DATE: 26 Apr 2004

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