



## “Putting Consumers Back in Control”

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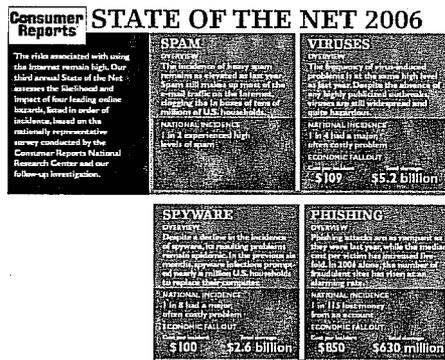
## Background

- From several years, Consumer Reports has been testing and rating antispam and other protection software.
- 2002 Antivirus
- 2003 Antispam
- 2004 Anti-spyware

In September 2004, we began publishing the annual Consumer Reports State of the Net report

Based on a nationally representative survey measuring the incidence and costs to American consumers of spam, viruses, spyware, and phishing scams

Conducted by the Consumer Reports National Research Center



## • 2007 CR State of the Net 2007:

[to be published in our September 2007 issue: release date early August.]

- The following spam-related trends and analyses are based on:
  - 2004-2007 CR State of the Net
  - Ratings of antispam software from 2003 through the September 2007 report

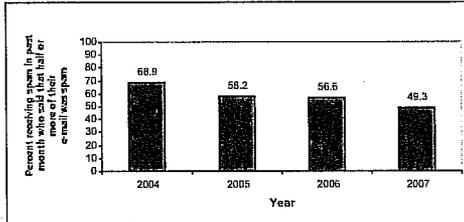
## Two key questions:

Are consumers receiving more or less spam these days?

How is antispam software holding its own in the arms race against spammers?

## Consumers say spam is easing...

Prevalence of Spam by Year



Source: Consumer Reports State of the Net, 2004-2007  
Consumer Reports National Research Center

## ...CR finds antispam products are losing ground

Consumer Reports Ratings	E-mail programs	Add-on spam blockers
	# passed / # tested	# passed / # tested
2003	0/2	1/9
2004	0/3	2/7
2005	2/2	2/8
2006	2/2	4/11
2007	1/2	2/11

Passed means a model scored Excellent in one of Consumer Reports's two main Ratings performance tests and Very Good or Excellent in the other.

## What else have we learned?

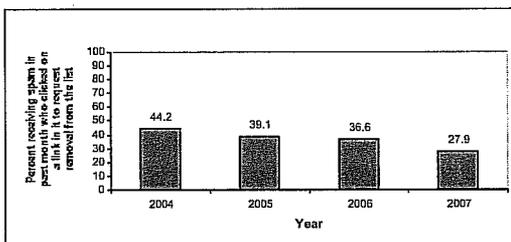
Our four-year analysis provides  
**GOOD NEWS**  
and  
**BAD NEWS.**

## GOOD NEWS:

Consumers are getting  
smarter about protecting  
their e-mail and computers

## Fewer are clicking on links in spam

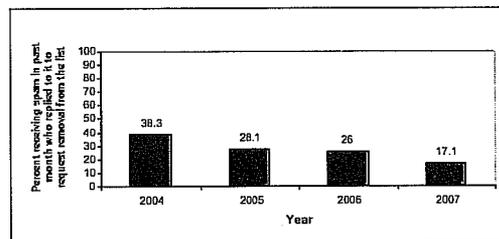
Trying to Stop Spam by Clicking on a Link



Source: Consumer Reports State of the Net, 2004-2007  
Consumer Reports National Research Center

## Fewer are replying to spam

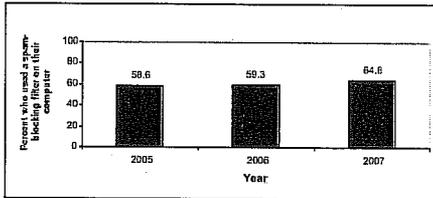
Trying to Stop Spam by Replying to it



Source: Consumer Reports State of the Net, 2004-2007  
Consumer Reports National Research Center

## Many use a spam blocker

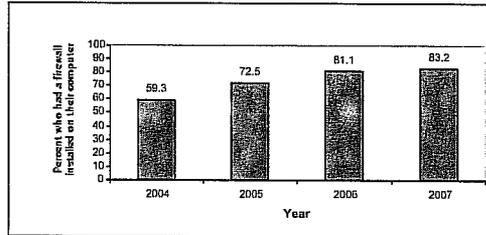
Use of a Spam-Blocking Filter



Source: Consumer Reports State of the Net, 2005-2007  
Consumer Reports National Research Center

## More and more are using a firewall

Firewall Use by Year



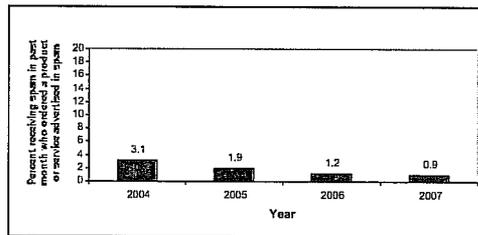
Source: Consumer Reports State of the Net, 2004-2007  
Consumer Reports National Research Center

## BAD NEWS:

But many consumers still engage in behaviors that help the bad guys

## Many still patronize spammers

Patronizing Spammers

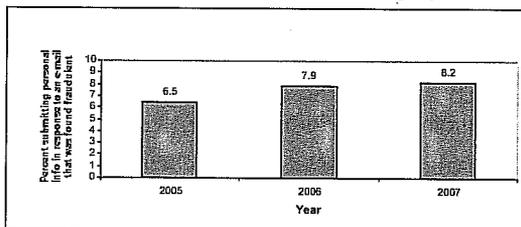


Note: 2007 figure represents more than 1/2 million consumers

Source: Consumer Reports State of the Net, 2004-2007  
Consumer Reports National Research Center

## And many still respond to "phishers"

Submitting Personal Information to a Phishing-style E-mail



Source: Consumer Reports State of the Net, 2005-2007  
Consumer Reports National Research Center

## Recommendations: How to Empower Consumers

