

Survey Finds That \$21.6 Billion Worth of Time is Spent Deleting Spam

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The 2004 National Technology Readiness Survey, conducted by the University of Maryland and Rockbridge Associates, measured the impact of SPAM (unsolicited e-mail messages) on annual worker productivity. The survey results were based on a random sample of 1000 adults in the United States. Twenty seven percent of the respondents indicated that they delete spam every day. The amount of time spent deleting SPAM in a typical day ranged between 0 and more than 5 minutes. The survey aggregated the results across the 169 million online adults nationwide to conclude that SPAM is responsible for over 22.9 million wasted hours a week, translating into 573,000 jobs and \$21.6 billion per year in lost productivity.