

Attitudes towards piracy and counterfeiting amongst 15- to 24-year-olds in Cyprus



58%
in Cyprus vs 60% in the EU
have not accessed pirated content



26% in Cyprus vs 21% in the EU
have accessed pirated content
intentionally in the last 12 months

What types of **content from illegal** sources are **accessed the most in Cyprus?***



**Percentages refer to respondents who intentionally accessed a particular kind of pirated content.*

Increased purchase of counterfeit goods

What fake products are **intentionally** bought the most in Cyprus?

53%
in Cyprus vs 37% in the EU
intentionally
bought at least
one **fake**
product in the
last 12 months



29%
Clothes
and accessories



18%
Footwear



17%
Electronic
devices



12%
Hygiene,
cosmetics, personal
care and perfume products

Helping young people make informed choices is key