

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



60%
in Denmark vs 60% in the EU
have not accessed pirated content



19% in Denmark 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 Denmark?***



**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 Denmark?

39%
in Denmark vs 37% in the EU
intentionally bought at least one fake product in the last 12 months



13%
Clothes
and accessories



9%
Footwear



11%
Electronic
devices



9%
Hygiene,
cosmetics, personal care and perfume products

Helping young people make informed choices is key