

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



57%
in Greece vs 60% in the EU
have not accessed pirated content



25% in Greece 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 Greece?***



**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 Greece?

62%
in Greece vs 37% in the EU
intentionally bought at least one fake product in the last 12 months



33%
Clothes
and accessories



24%
Footwear



25%
Electronic
devices



18%
Hygiene,
cosmetics, personal care and perfume products

Helping young people make informed choices is key