

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



**64%**  
in Finland vs 60% in the EU  
have not accessed pirated content



**17%** in Finland 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 Finland?\***



*\*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 Finland?

**44%**  
in Finland vs 37% in the EU  
intentionally bought at least one **fake product** in the last 12 months



**20%**  
**Clothes**  
and accessories



**13%**  
**Footwear**



**17%**  
**Electronic**  
devices



**13%**  
**Hygiene,**  
cosmetics, personal care and perfume products

**Helping young people make informed choices is key**