

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



56%
in Ireland vs 60% in the EU
have not accessed pirated content



28% in Ireland 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 Ireland?***



*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 Ireland?

43% in Ireland
vs 37% in the EU
intentionally
bought at least
one **fake**
product in the
last 12 months



21%
Clothes
and accessories



16%
Footwear



12%
Electronic
devices



13%
Hygiene,
cosmetics, personal
care and perfume products

Helping young people make informed choices is key