

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



46% in Latvia vs 60% in the EU have not accessed pirated content



25% in Latvia 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 Latvia**?



*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 Latvia?

46% in Latvia vs 37% in the EU intentionally bought at least one **fake product** in the last 12 months



Helping young people make informed choices is key