

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

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



19% in Poland 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 Poland?***



*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 Poland?

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



22%
Clothes
and accessories



19%
Footwear



15%
Electronic devices



17%
Hygiene, cosmetics, personal care and perfume products

Helping young people make informed choices is key