

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

**68%**  
in Portugal vs 60% in the EU  
have not accessed pirated content



**17%** in Portugal 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 Portugal**?



\*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 Portugal**?

**34%** in Portugal vs 37% in the EU intentionally bought at least one **fake product** in the last 12 months



**14%**  
**Clothes**  
and accessories



**10%**  
**Footwear**



**11%**  
**Electronic**  
devices



**9%**  
**Hygiene,**  
cosmetics, personal care and perfume products

Helping young people make informed choices is key