

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

61%
in Romania vs 60% in the EU
have not accessed pirated content



14% in Romania 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 Romania?***



*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 Romania?

40% in Romania vs 37% in the EU
intentionally bought at least one **fake product** in the last 12 months



20%
Clothes
and accessories



18%
Footwear



16%
Electronic
devices



13%
Hygiene,
cosmetics, personal care and perfume products

Helping young people make informed choices is key