

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



63%
in Austria vs 60% in the EU
have not accessed pirated content



18% in Austria 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 Austria?***



**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 Austria?

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



17%
Clothes
and accessories



14%
Footwear



13%
Electronic
devices



12%
Hygiene,
cosmetics, personal care and perfume products

Helping young people make informed choices is key