

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



56%
in Czechia vs 60% in the EU
have not accessed pirated content



27% in Czechia 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 Czechia?***



**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 Czechia?

24%
in Czechia vs 37% in the EU
intentionally bought at least one fake product in the last 12 months



11%
Clothes
and accessories



6%
Footwear



9%
Electronic devices



5%
Hygiene, cosmetics, personal care and perfume products

Helping young people make informed choices is key