

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



**65%**  
in Hungary vs 60% in the EU  
have not accessed pirated content



**17%** in Hungary 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 Hungary?\***



*\*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 Hungary?

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



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



**13%**  
**Footwear**



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



**11%**  
**Hygiene, cosmetics, personal care and perfume products**

**Helping young people make informed choices is key**