

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

62%
in Slovakia vs 60% in the EU
have not accessed pirated content



17% in Slovakia 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 Slovakia?***



*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 Slovakia?

26% in Slovakia vs 37% in the EU intentionally bought at least one **fake product** in the last 12 months



12%
Clothes
and accessories



7%
Footwear



7%
Electronic
devices



5%
Hygiene,
cosmetics, personal care and perfume products

Helping young people make informed choices is key