

# Intellectual Property and Youth Scoreboard 2022



2022 Intellectual Property and Youth  
Scoreboard

*Commissioned to IPSOS by the European Union Intellectual Property Office (EUIPO) through  
the European Observatory on Infringements of IP rights*

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## Foreword

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Intellectual Property and Youth Scoreboard 2022

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This 3rd edition of the IP Youth Scoreboard provides a welcome update on the behaviours of young people aged 15 to 24 across the European Union regarding IPR infringement. It sheds both a European and a national light on the factors driving young people to purchase counterfeit goods or access digital content from illegal sources. It also stresses the elements that could help our younger generation to curb their infringing behaviours.

The 2022 survey confirms to a large extent the trends identified in the previous editions in 2016 and 2019 but offers richer insights into young people's perceptions and attitudes at a time when online commerce and digital consumption have been increasing significantly, thereby affecting consumer behaviours.

The trend of accessing digital content from legal sources is clearly confirmed, with an increased majority of young people stating their preference for legal alternatives over pirated content.

However, 21 % of respondents still acknowledge having accessed intentionally pirated content in the last 12 months – notably films, TV series, music and live sports events – from dedicated servers, apps and social media. A third of young consumers find it difficult to distinguish legal digital content from pirated content or increasingly do not care.

On the other hand, the intentional purchase of counterfeit goods has increased, with 37 % of young people confirming that they bought at least one fake product in the last 12 months (up from 14 % in 2019).

This trend is worrying, even if methodological improvements may have provided a more accurate picture than previous editions of the Scoreboard.

A similar proportion of young people purchased fakes by accident, and they acknowledge difficulties in distinguishing genuine goods from counterfeits.

Although the survey's respondents still see price as a main driver towards piracy or counterfeiting, the importance of social influences, such as the behaviours of family, friends and people around them, is notably gaining ground.

The personal risk of cyberthreat or cyberfraud are now more widely identified by the young people surveyed as factors that might make them think twice and stop their IPR infringement, as is a better understanding of its negative impact on the environment and society.

This new analysis will provide a valuable, actionable tool to help stakeholders, policy makers, educators and civil society organisations create awareness-raising initiatives to support our young citizens and consumers in making informed choices.



Christian Archambeau  
Executive Director  
EUIPO



## Executive summary

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Intellectual Property and Youth Scoreboard 2022

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### Summary of key findings

This 2022 study follows on from the 1st and 2nd editions of the Intellectual Property and Youth Scoreboard, published in 2016 and 2019. The aim of the original research was to understand which drivers and barriers are strongest when acquiring online digital content or purchasing physical goods offered both legally and illegally. The 2022 study was based on a shortened revised version of the survey questionnaire from 2019. It aimed both to assess changes in attitudes and behaviours since the 2019 study and to obtain new and enhanced insights that could directly inform appropriate policy responses. The study was conducted from 7 to 28 February 2022 among 22 021 young people (aged 15 to 24) in the 27 EU Member States. This report provides a detailed overview of the findings, including, where methodologically possible, comparisons with the results obtained in 2016 and 2019.

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[Accessing content from illegal sources and purchasing counterfeit physical goods online continue to be common practices among young people.](#)

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A third (33 %) of respondents had used, played, downloaded or streamed content from illegal sources over the last 12 months: 21 % had done so intentionally and 12 % unintentionally. While these results are very much in line with those from 2019, there has also been an increase of 10 percentage points in the proportion of young people saying they have **not** accessed content from illegal sources (from 50 % to 60 %). This increase is consistent with findings from the wider recent literature.

Regarding counterfeiting, just over half (52 %) of the young people surveyed had bought at least one fake product online over the last 12 months. A total of 37 % had bought a fake product intentionally, and an equal proportion had done so unintentionally (respondents may have both intentionally and unintentionally purchased a specific type of counterfeit product at some point over the last 12 months). While the results of this question are not directly comparable to the previous editions of the survey, they mark a notable increase in the purchase of counterfeit goods since 2019, when only 14 % of respondents reported having bought such goods intentionally and 12 % reported having done so unintentionally. This change is likely to reflect both the widely documented increase in online shopping

during the COVID-19 pandemic and the refinements to the question for the 2022 Scoreboard (detailed in Section 1.3 below). The specific types of counterfeit products that respondents had most commonly bought over the last 12 months were clothes and accessories (17 %), followed by footwear (14 %).

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Cost remains the most important factor motivating the illegal accessing of digital content as well as the purchase of counterfeit goods, but other factors are gaining ground, especially social influences.

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In line with the 2019 findings, lower cost and larger choice remained the main reasons respondents gave for having intentionally accessed content from illegal sources. Likewise, product affordability was the main factor motivating the intentional purchase of counterfeit physical goods in 2022, followed by simply not caring whether the product was a fake, a belief that there was no difference between genuine and counterfeit goods, and the ease of finding or ordering counterfeits online (18 %). At the same time, for both the accessing of content from illegal sources and the purchase of counterfeits, there has been an increase (of 5 and 6 percentage points respectively) in the proportion of respondents citing the fact that ‘friends or other people I know do this’. This highlights the increased importance of social influences.

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Dedicated websites were the most popular way to access most types of digital content illegally.

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A new question added to the survey for 2022 revealed that, for most types of content from illegal sources, dedicated websites were the most popular access channel, especially for films (63 %) and TV series (59 %). For music, apps were the most popular channel through which to access pirated content (39 %), while for photos, social media was the most popular channel (36 %).

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The availability of more affordable genuine products or content from legal sources, along with the risk of punishment, remain among the main factors that would make young people forego illegal alternatives. At the same time, new answer options added to the survey for 2022 point towards other factors that might make them change their behaviour.

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Around half of those who said they had accessed content from illegal sources said they would stop doing so if they were to experience a cyberthreat (41 %) or cyberfraud (40 %), while 24 % said they

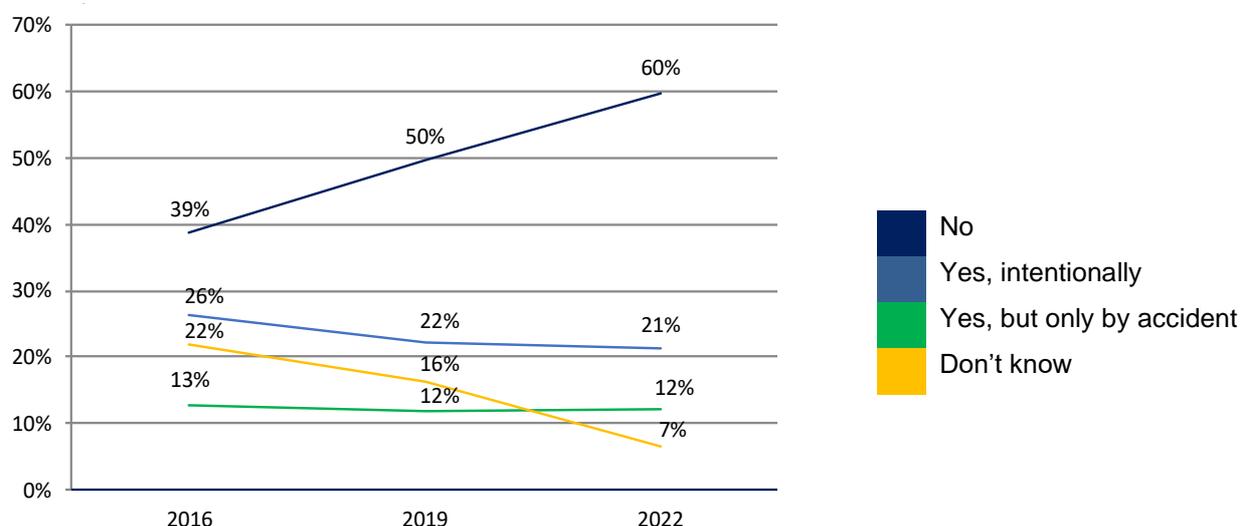
might do so if they were to experience poor-quality content. Among those who had bought fake products, around a third (31 %) said they would stop if they were to experience a poor-quality counterfeit, and around a quarter said they would do so if they were to experience cyberfraud (23 %) or a cyberthreat (21 %), or if they were to experience an unsafe or dangerous product (22 %). A similar proportion said that a better understanding of negative effects on the environment (19 %) or society (17 %) would stop them.

## Digital content

The proportion of young people who have accessed content from illegal sources (either intentionally or unintentionally) has held steady since 2019, at 33 %. At the same time, there has been an increase of 10 percentage points in the proportion saying they have not accessed *any* such content.

In line with the 2019 survey findings, one third (33 %) of respondents had used, played, downloaded or streamed content from illegal sources over the last 12 months, with 21 % having done so intentionally and 12 % unintentionally. While these results are very much in line with those for 2019, there has also been an increase of 10 percentage points in the proportion of young people saying they have **not** accessed content from illegal sources (from 50 % to 60 %). This is consistent with the wider literature, including the 2020 'European citizens and intellectual property: perception, awareness, and behaviour' survey, in which the proportion of respondents reporting having paid for legal digital content increased by 17 percentage points compared with 2017 (from 25 % to 42 % in 2020).

### Accessing digital content – legally or illegally



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As in 2019, just over one in five (21 %) respondents had *intentionally* used illegal sources to access digital content.

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The intentional use of illegal sources remained above average among males and young people with a high level of education. At the same time, the prevalence of this behaviour varied significantly by country, ranging from 29 % in Belgium to 12 % in Germany. The main types of digital content sought from illegal sources were films (61 %), TV series/shows (52 %) and, to a lesser degree, music (36 %), software (35 %), games (33 %), live sports events (35 %), and e-books (32 %). The proportion of respondents who relied mainly on **legal** sources for any type of content was consistently below 60 %.

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For most types of content from illegal sources, dedicated websites were the most popular channel through which to access them.

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A new question added to the survey for 2022 revealed that, for most types of content from illegal sources, dedicated websites were the most popular channel through which to access them, especially for films (63 %) and TV series (59 %). For music, apps were the most popular channel by which to access pirated content (39 %), while for photos, social media was the most popular channel (36 %).

In line with the previous edition of this research, the main reason respondents gave for having intentionally accessed content from illegal sources was the lower cost of the content compared with content from legal sources, mentioned by over half of them (55 %). This was followed by the desired content only being available through illegal sources (25 %), and a larger choice being available through such sources. Notably, the 2022 survey results point to an increase in the proportion of respondents saying 'friends or other people I know do this' (from 12 % to 17 %), highlighting the increased importance of social influences on behaviour.

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The main factor that young people said might make them stop intentionally accessing content from illegal sources was if more affordable content were available from legal sources. The potential for cyberfraud and cyberthreat was the second most frequently mentioned factor that might serve as a deterrent.

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The availability of more affordable content from legal sources was the main factor that young people said might make them stop intentionally accessing content from illegal sources: almost half of them (47 %) mentioned this. A similar proportion said they might stop if they were to experience a cyberthreat (41 %) or cyberfraud (40 %), while 29 % said they might do so if they risked punishment, and 24 % said they might do so if they were to experience poor-quality content.

Among respondents who did not know whether they had accessed content from illegal sources, a majority (69 %) continued to say that they could not distinguish between legal and illegal sources, while 26 % said they did not care if a source was legal or illegal. While the former figure was lower than in 2019 (by 15 percentage points), the proportion saying they did not care was higher (by 8 percentage points).

### Physical goods

While almost two thirds (63 %) of respondents in the 2022 survey said that they found it fairly easy or very easy to distinguish between legal and illegal sources of physical goods, around a third (31 %) continued to face challenges in this regard. These challenges remained most prevalent among females, teenagers (aged 15 to 17) and those with the lowest level of education.

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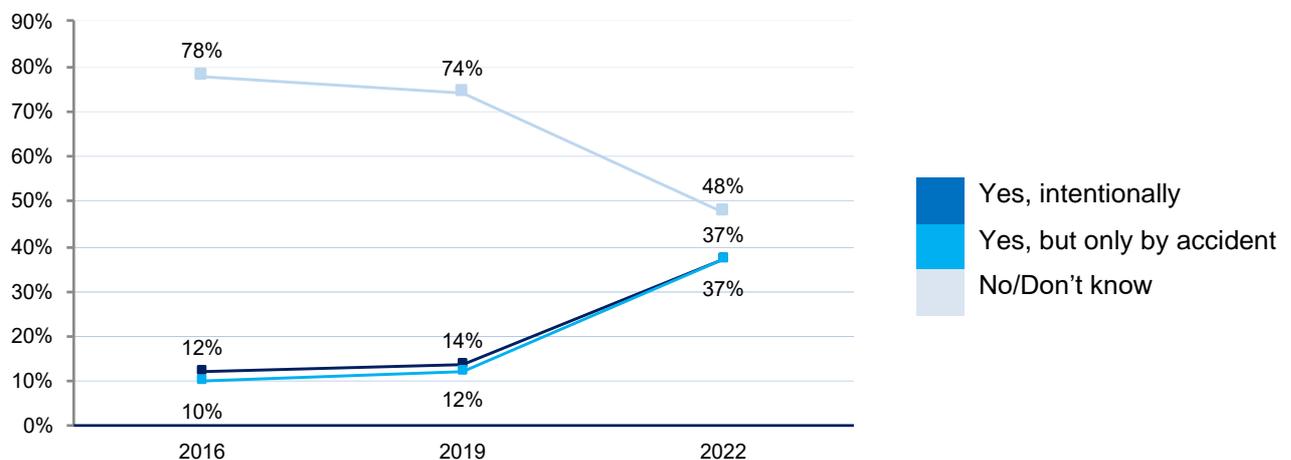
Just over half (52 %) of respondents had bought at least one fake product online over the last 12 months.

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Just over half (52 %) of respondents had bought at least one fake product online over the last 12 months. A total of 37 % had bought a fake product intentionally, and an equal proportion had done so unintentionally, while 48 % percent had bought no such products or were unsure whether they had or not (the figures do not add up to 100 % because respondents may have both intentionally and unintentionally purchased a counterfeit at some point over the last 12 months) (Figure 1.2). While the results of this question are not directly comparable with the previous editions of the survey, they mark a notable increase in the purchase of counterfeit goods since 2019, when 14 % of respondents reported having bought such goods intentionally and 12 % having done so unintentionally. This change is likely to reflect both the widely documented increase in online shopping during the COVID-19 pandemic (and potentially a shortage of products in some physical stores), as well as refinements to the question for the 2022 Scoreboard.

Whereas in previous editions respondents were simply asked whether they had purchased fake goods, in the 2022 edition they were presented with a list of 12 specific product categories and asked whether they had purchased each of these. The inclusion of the list is likely to have prompted improved recall of past purchases on the part of the respondents, thereby also delivering a more accurate measure of their behaviour.

### Intentional and unintentional purchase of counterfeit goods



The intentional purchase of counterfeits in the last 12 months was highest for clothes and accessories (17 %), followed by footwear (14 %), electronic devices (13 %) and hygiene, cosmetic, personal care and perfume products (12 %). The unintentional purchase of counterfeits was highest for broadly the same product categories.

In line with the results of both the 2016 and 2019 Youth Scoreboards, cost remained the main factor motivating the intentional purchase of counterfeit physical goods in 2022. Just under half (48 %) of respondents who had **intentionally** bought counterfeits in the last 12 months had done so because of the counterfeit's affordability or cheaper price. Other factors cited by at least one in five **intentional** purchasers of counterfeit goods were simply not caring whether the product was a fake (27 %), a belief that there was no difference between genuine and counterfeit goods (24 %), and the ease of finding or ordering fake products online (18 %). Since 2019 there was an increase of 6 percentage points in the proportion citing another reason, namely the influence of people they knew.

Almost a third of respondents who had intentionally bought counterfeits in the last 12 months said they would stop doing so if more affordable original products were available (31 %). An equal proportion said they would stop if they were to experience a poor quality counterfeit (31 %). Around a quarter said they would do so if they were to experience cyberfraud (23%) or a cyberthreat (21 %); if either family/friends (22 %), or others (22 %) had a bad experience with a fake product; or if they were to experience an unsafe or dangerous product (22 %). A similar proportion said that a better understanding of negative effects on the environment (19 %) or society (17 %) would stop them.

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Of respondents who were **unsure** whether they had bought counterfeits in the last 12 months, three in five (60 %) said that they were unable to distinguish between genuine and counterfeit products, and 39 % said that they simply did not care whether a product was genuine or counterfeit.

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Around a quarter (26 %) of all survey respondents said they did not know whether they had bought a counterfeit product in the last 12 months. Of this group, a majority (60 %) continued to say that they were unable to distinguish between genuine and counterfeit products, while 39 % said that they simply did not care whether a product was genuine or counterfeit. The latter figure was 8 percentage points higher than in 2019, which, again, may indicate the growing social acceptability of purchasing counterfeits.

## Communication

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Messages about personal safety (for example, in terms of avoiding computer viruses, malware and credit card fraud) continue to be the most compelling for young people when it comes to dissuading them from both accessing content from illegal sources and buying counterfeits. In particular, messages concerning the negative societal or environmental effects of counterfeits also appeared to resonate among some segments of young people.

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The messages that would be most likely to make respondents think twice before using, playing, downloading or streaming content from an illegal source included: the risk of their computer or device becoming infected by viruses or malware (53 %), the risk of their credit card details being stolen (49 %), and the risk of punishment (36 %). The messages that would be most likely to dissuade young people from purchasing counterfeit goods were, similarly: the risk of their credit card details being

stolen (43 %), the absence of guarantees for counterfeit products (34 %), the risk of computer viruses/malware (34 %), and the possibility of experiencing adverse health effects (31 %). For some segments of respondents who had purchased counterfeits – especially the most educated – messages around negative societal or environmental effects also appeared to resonate to an extent; indeed, they were also among the reasons other respondents gave for **not** having purchased counterfeits.

# 1. Introduction

Intellectual Property and Youth Scoreboard 2022

## 1.1. Background and objectives

The Youth Scoreboard covers the perceptions and behaviours of young people in all 27 EU Member States. Its main objective is to gather knowledge on how young people behave online in terms of Intellectual Property Rights (IPR) and their respect for these. In particular, it explores the main drivers and barriers to acquiring digital content and physical goods from both legal and illegal sources, as well as factors that might affect this behaviour in the future.

The first edition of the Youth Scoreboard was commissioned by the European Union Intellectual Property Office (EUIPO) in April 2016 and covered the 28 Member States of the European Union. It comprised two phases: a qualitative investigation through focus groups in each of the 28 Member States, and a quantitative stage that consisted of an online survey of representative panels in the 28 Member States. The design of the online survey questionnaire was based on the results of the focus groups, and was used to obtain quantifiable data in addition to the insights from the qualitative research. The Observatory commissioned a 2nd edition of the Youth Scoreboard in 2019, which focused solely on the quantitative aspect, in order to compare the results from the 2016 edition.

Since the first Youth Scoreboard survey questionnaire was developed, there have been significant changes in how content (from both legal and illegal sources) is consumed online and how genuine and counterfeit goods are purchased. The context for this behaviour has also changed dramatically over recent years, not least as a result of the COVID-19 pandemic, which has accelerated the trend towards online retail and purchasing across Europe and beyond.

Against this background, the Observatory commissioned the 3rd edition of the Youth Scoreboard, with the express aim of both assessing changes in attitudes and behaviours since the 2019 study and obtaining new and enhanced insights that could directly inform appropriate policy responses.

## 1.2. Methodology

The research methodology comprised three consecutive elements: a **literature review**; a **large-scale online survey**; and **follow-up qualitative research**. Each of these elements are described briefly in turn below.

### 1.2.1. Literature review

To inform the design of the qualitative and quantitative stages, an update of a literature review included in EUIPO's 'European Citizens and Intellectual Property: perception, awareness, and behaviour – 2020'<sup>1</sup> was carried out. The review focused specifically on large-scale surveys on piracy- and counterfeit-related subjects published between March 2020 and January 2022. The aim of the exercise was to build on the previously conducted literature review and to identify: 1) how trends in public knowledge, perceptions, opinions and behaviour relating to counterfeiting and piracy had changed, if at all, since 2020 and throughout the COVID-19 pandemic, with a specific focus on young people's attitudes and behaviours; and 2) how the focus of more recent studies differed from those consulted in the earlier literature review.

The literature review was carried out by means of a structured 'rapid evidence assessment' of publicly available surveys. Searches were performed using Google Search and Google Scholar. In addition, the EUIPO shared relevant surveys conducted since 2020. Studies based mainly on secondary data were excluded (a more detailed description of the approach taken to the literature review, and the key findings, is presented in Annex A).

The literature review signalled a number of potential new lines of enquiry for the Youth Scoreboard, in particular:

- the societal and economic impacts of the counterfeit production chain – according to some of the studies consulted, these considerations have proved to be an effective focus for messaging aimed at dissuading consumers from purchasing counterfeits;

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<sup>1</sup> EUIPO (2020). *European Citizens and Intellectual Property: perception, awareness, and behaviour – 2020*. Available at: [https://euiipo.europa.eu/tunnel-web/secure/webdav/guest/document\\_library/observatory/documents/reports/Perception\\_study\\_2020/Perception\\_study\\_full\\_en.pdf](https://euiipo.europa.eu/tunnel-web/secure/webdav/guest/document_library/observatory/documents/reports/Perception_study_2020/Perception_study_full_en.pdf).

- the risks of fraud and exposure to malware when purchasing counterfeits online – which has similarly been found to be a persuasive focus for messaging;
- the impact of the counterfeits production chain on the environment;
- the role of ‘deviant’ social media influencers and other public figures in neutralising concerns about counterfeit- and piracy-related risks, or perceptions of harm, associated with these actions.

### 1.2.2. Survey methodology

The 2022 survey questionnaire was based on the same questionnaire used in the 2019 Youth Scoreboard. However, it was shortened from 29 to 19 questions to allow qualitative research to be conducted after the quantitative survey. The questionnaire was also amended and updated to reflect the evolving context for the survey and the key findings from the updated literature review (see the previous section and Annex A). As far as possible, questionnaire changes were introduced in a way that would preserve the comparability of the survey results across the three waves of the Youth Scoreboard. For a small number of questions, however, comparability was affected. This is discussed at the relevant points in the report’s findings.

As in the 2016 and 2019 Youth Scoreboards, the survey was conducted online via computer-assisted online interviewing (CAWI), using a sample from Ipsos’ online access panels. Fieldwork was conducted between 7 and 28 February 2022, during which time 22 021 young people (aged 15-24) across the 27 EU Member States were surveyed. The sample was distributed with a target sample size of 1 000 in Member States with more than 5 million inhabitants, 500 in those with between 1 and 5 million inhabitants, and 250 in Member States with less than 1 million inhabitants.

In a quota survey such as this, the aim is to represent the key characteristics of the population by sampling a proportional amount of each. Accordingly, within each of the 27 Member States, quotas were set for gender and age, in line with latest available population statistics. During the fieldwork, the profile of the emerging sample was closely monitored, not only in terms of age and gender but also education, socio-economic background, and geographical region.

The unweighted achieved sample size for each country is shown in Table 1.1 below. The country results were weighted based on gender and age, as were the aggregate results at EU27 level, to take account of the population sizes of the various Member States.

Table 1.1: Sample size per country

Country	Sample size	Country	Sample size
Austria	1 013	Italy	1 022
Belgium	1 008	Latvia	504
Bulgaria	1 013	Lithuania	508
Croatia	507	Luxembourg	251
Cyprus	259	Malta	255
Czechia	1 012	Netherlands	1 012
Denmark	1 008	Poland	1 007
Estonia	501	Portugal	1 018
Finland	1 014	Romania	1 016
France	1 014	Slovakia	1 009
Germany	1 012	Slovenia	501
Greece	1 016	Spain	1 013
Hungary	1 008	Sweden	1 011
Ireland	509	TOTAL	22 021

### 1.2.3. Qualitative methodology

The qualitative research involved online communities among a selection of respondents to the survey. An online community is an online social space – much like any other social media community (e.g. a closed Facebook group) – created to bring people together for a specific research purpose. One online community was convened in each of four EU Member States – Spain, the Netherlands, Poland and Germany. These countries were selected based on their differing profiles in terms of the intentional and unintentional consumption of fake goods and pirated digital content. The country selection also ensured the representation of the four different EU regions (North, South, East and West). For each country, a sufficiently large pool of participants was recruited to ensure the active participation of 30 young people (120 people in total across the four communities).

Further details on the qualitative methodology, together with the findings of the exercise, are reported in Chapter 5.

### 1.3. Note on interpreting the data

Survey results are subject to sampling tolerances, meaning that not all apparent differences between groups may be statistically significant. Throughout the report, differences between subgroups are highlighted only when these are statistically significant (at a significance level of  $\leq 0.05$ ) so it can be reasonably certain that they have not occurred by chance.

The subgroups that are considered by default are reported in Table 1.2 below and relate to the socio-demographic characteristics of gender, age group, education level (completed education), employment status and income as a student. The age groups are sometimes referred to as teenagers (15-17), young adults (18-21) and adults (22-24) for the purpose of reporting. The results from 2022 are also compared to those of 2019. As a benchmark, where results are significantly different and amount to 2 percentage points (or more), these differences are included in the reporting. This benchmark is utilised in order to highlight significant differences that account for a meaningful change in the overall percentage between the two waves of the survey. The percentages in this report are also given without a decimal and, due to rounding percentages, may not add up to exactly 100 %.

Percentages shown in the charts and tables have been rounded to the nearer figure (rounded up for anything above 0.5 and rounded down for anything equal to, or below, 0.5) for readability purposes.

In this report, countries are at times referred to by their official abbreviation. The abbreviations used are as follows:

BE  Belgium

BG  Bulgaria

CZ  Czechia

DK  Denmark

DE  Germany

EE  Estonia

LT  Lithuania

LU  Luxembourg

HU  Hungary

MT  Malta

NL  Netherlands

AT  Austria

IE		Ireland	PL		Poland
EL		Greece	PT		Portugal
ES		Spain	RO		Romania
FR		France	SI		Slovenia
HR		Croatia	SK		Slovakia
IT		Italy	FI		Finland
CY		Republic of Cyprus	SE		Sweden
LV		Latvia			

The United Kingdom was not included in the 2022 Youth Scoreboard, in light of the country's departure from the EU in December 2021. For the purposes of this report, the UK results were also removed from the 2016 and 2019 data, and the data reweighted, to allow meaningful comparisons across the three waves.

A full breakdown of the results per country is provided in Annex B.

Table 1.2: Socio-demographic breakdown of the sample

Variable	Sample breakdown
<b>Gender</b>	
Male	52 %
Female	48 %
<b>Age</b>	
15-17	29 %
18-21	40 %
22-24	31 %
<b>Education level (completed)</b>	
None to some secondary	26 %
Secondary to college	51 %
University to postgraduate	23 %
<b>Income as student</b>	
Income	55 %
No income	45 %

#### 1.4. Structure of the report

The report is structured as follows: Chapters 2 to 4 look at the accessing of digital content from legal/illegal sources (Chapter 2); the consumption of both genuine and counterfeit physical goods (Chapter 3); and effective messaging that would make young people think twice about accessing digital content from illegal sources and purchasing counterfeit goods (Chapter 4). Chapter 5 provides the qualitative research findings. Chapter 6 summarises the findings of the 2022 Youth Scoreboard and gathers the most relevant comparisons from the 2016 and 2019 editions.

## 2. Digital content

Intellectual Property and Youth Scoreboard 2022

The proportion of young people who have accessed content from illegal sources (either intentionally or unintentionally) has held steady since 2019 at 33 %. At the same time, there has been a significant increase of 10 percentage points (pp) in the proportion saying that they have **not** accessed such content. This is consistent with the wider literature, which points towards an increase in the uptake of subscriptions for online content.

As in 2019, just over one in five (21 %) respondents had **intentionally** used illegal sources to access content. This behaviour was especially prevalent among males and young people with a high level of education. Intentional use, once again, also varied by country, ranging from 29 % in Belgium to 12 % in Germany. The majority of those respondents who had intentionally accessed content via illegal sources reported relying on such sources, or on a mix of illegal and legal sources, for films (61 %) and TV series/shows (52 %). Around a third relied on illegal sources, or a mix of illegal and legal ones, for music (36 %), software or computer programs (35 %), live sports events (32 %), games (33 %) and e-books (31 %). The proportion of respondents who relied mainly on **legal** sources for any of the types of content was consistently below the 60 % mark.

A new question added to the survey for 2022 revealed that, for most types of content from illegal sources, dedicated websites were the most popular channel through which to access the content. The exceptions were music (for which apps were the most popular channel) and photos (for which social media was the most popular channel). However, extensive country-based variation was evident in the relative popularity of different channels.

As in 2019, the main reason respondents gave for having intentionally accessed content from illegal sources was the lower cost of the content compared with content from legal sources, with over half (55 %) of them mentioning this. This was followed by the desired content only being available through illegal sources (25 %) and a larger choice being available through such sources. At the same time, there was an increase in the proportion of respondents saying 'friends or other people I know do this' (from 12 % to 17 %), highlighting the importance of social influences on behaviour.

Once again, the main factor that young people said might make them stop intentionally accessing content from illegal sources was if more affordable content was available from legal sources – approaching half (47 %) of them mentioned this. A similar proportion said they might stop if they were to experience a cyberthreat (41 %) or cyberfraud (40 %). 29 % said they might do so if they risked facing punishment and 24 % said they might if they were to experience poor quality content. Several of these answer options – those relating to fraud and poor-quality content – were added to the survey for the first time in 2022, and the level of response they attracted is significant.

Among respondents who did not know if they had accessed content from illegal sources, a majority (69 %) continued to say that they could not distinguish between legal and illegal sources, while 26 % said they did not care if a source was legal or illegal. While the former figure was lower than in 2019 (by 15 pp), the proportion saying they did not care was higher (by 8 pp). This may be a further indicator of growing social acceptability of piracy.

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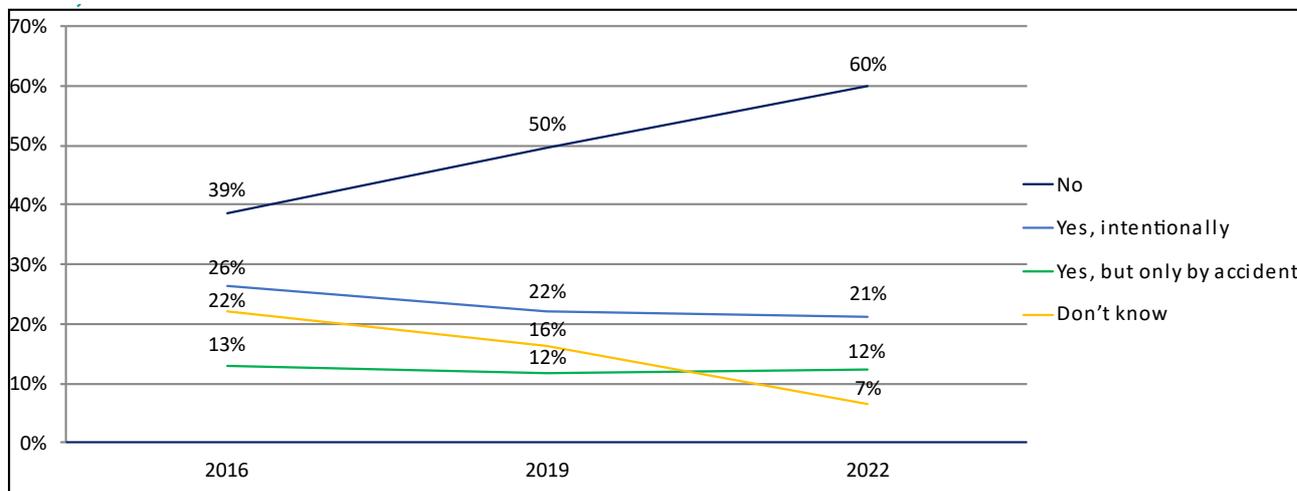
### 2.1. Accessing digital content – legally or illegally

A third (33 %) of respondents had used, played, downloaded or streamed content from illegal sources over the previous 12 months, either intentionally or by accident. As can be seen in Figure 2.1, these results are very much in line with those for 2019. At the same time, however, **60 % of respondents said that they had not accessed illegal content in the previous 12 months, which represents an increase of 10 pp on 2019**. This increase is consistent with findings from the wider recent literature, including the 2020 ‘European citizens and intellectual property: perception, awareness, and behaviour study’. In this the proportion of respondents reporting having paid for legal digital content showed an increase of 17 pp compared to 2017 (from 25 % to 42 % in 2020)<sup>2</sup>.

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<sup>2</sup> EUIPO (2020c). European Citizens and Intellectual Property: perception, awareness, and behaviour – 2020.

Figure 2.1: Accessing digital content – legally or illegally <sup>3</sup>



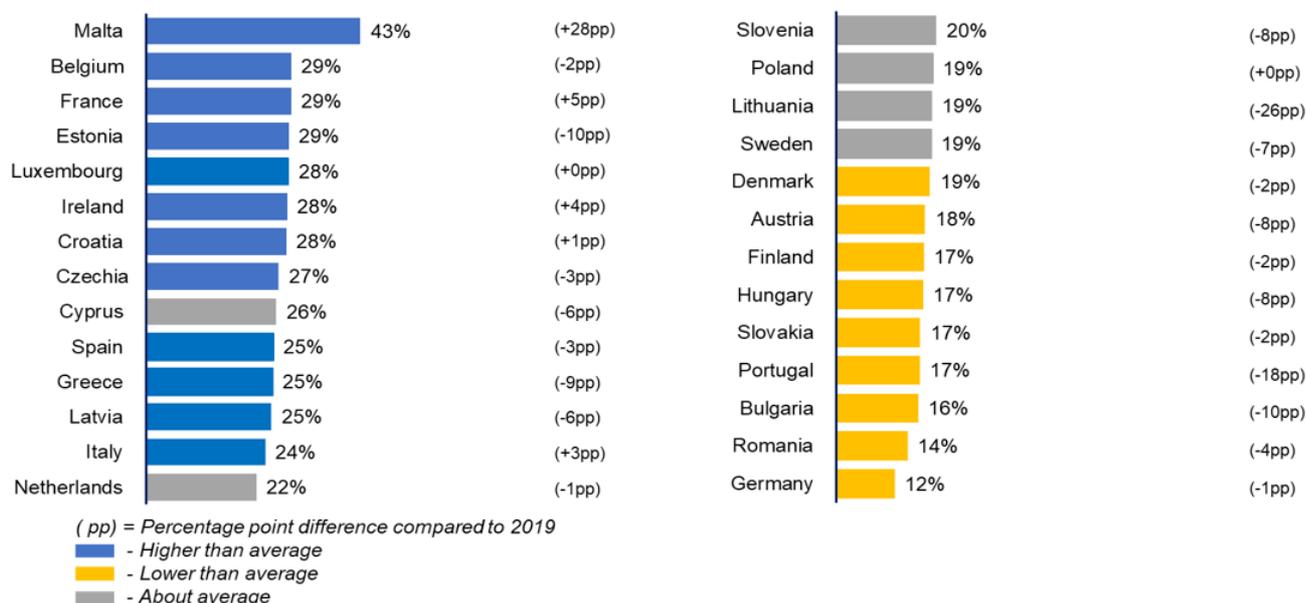
## 2.2. Intentional use of illegal sources

The intentional use of illegal sources was above average in Malta (43 %), Belgium (29 %), France (29 %), Estonia (29 %), Luxembourg (28 %), Ireland (28 %), Croatia (28 %), Czechia (27 %), Spain (25 %), Greece (25 %), Latvia (25 %) and Italy (24 %). It was lower than average in Germany (12 %), Romania (14 %), Bulgaria (16 %), Portugal (17 %), Slovakia (17 %), Hungary (17 %), Finland (17 %) and Denmark (19 %) (Figure 2.2.).

Compared with the results for 2019, a particularly notable increase in the intentional use of content from illegal sources was observed in Malta (28 pp), while notable decreases were observed in Lithuania (26 pp) and Portugal (18 pp).

<sup>3</sup> Q13 'During the past 12 months, have you used, played, downloaded or streamed content from illegal sources?' (N=22 021 in 2022; 22 466 in 2019; and 23 098 in 2016).

Figure 2.2: Intentional use of illegal sources, by country



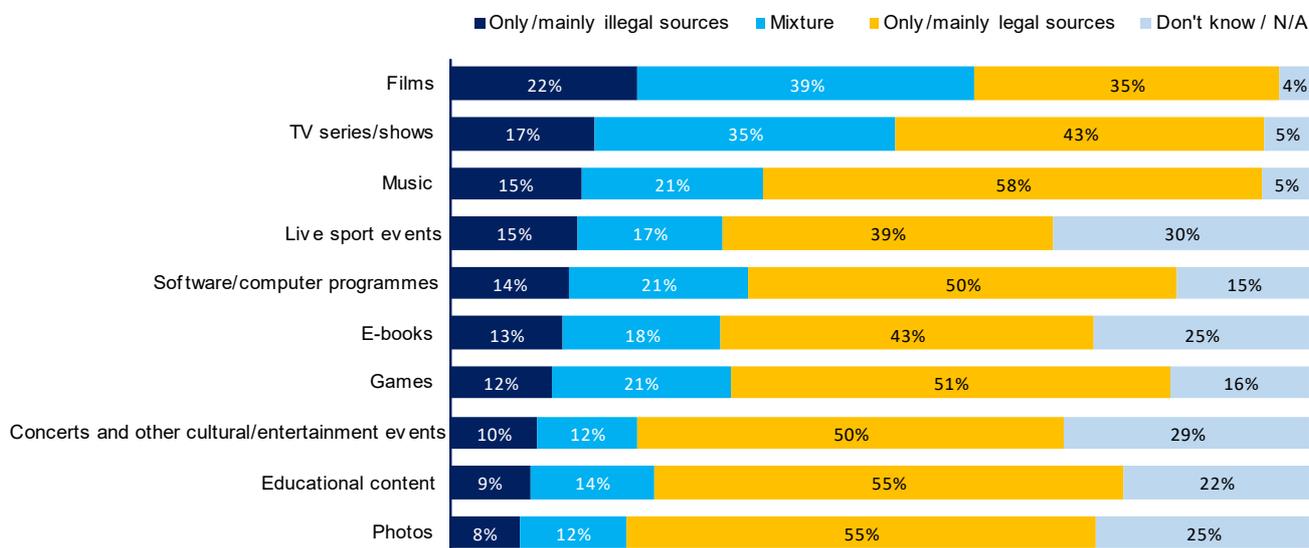
As Table 2.1 illustrates, the intentional use of content from illegal sources was higher among males than females (23 % versus 19 %), and among those aged 18 or over, compared with younger respondents (25 % of those aged 18-21 versus 13 % of those aged 15-17). It also increased with education, from 15 % of those with no education or some secondary education to 21 % of those with secondary to college education and 28 % of those with university to postgraduate education. The figure was also higher among those with an income than those without (24 % versus 18 % respectively).

Table 2.1: Intentional use of illegal sources, by key socio-demographics

Variable	Proportion
<b>Gender</b>	
Male	23 %
Female	19 %
<b>Age</b>	
15-17	13 %
18-21	25 %
22-24	24 %
<b>Education level (completed)</b>	
None to some secondary	15 %
Secondary to college	21 %
University to postgraduate	28 %
<b>Income as student</b>	
Income	24 %
No income	18 %

### 2.2.1. Type of content accessed from illegal sources

**Of all those respondents who had intentionally accessed content via illegal sources, a majority reported relying on these sources, or on a mix of illegal and legal sources, for films (61 %) and TV series/shows (52 %).** Around a third relied on illegal sources, or a mix of illegal and legal ones, for music (36 %), software or computer programs (35 %), games (33 %), live sports events (32 %) and e-books (32 %). Meanwhile, the proportion of respondents who relied mainly on **legal** sources for any of the types of content was consistently below the 60 % mark. Equally, quite high proportions of respondents were unsure of the relative extent to which they relied on the two types of sources, with the figure rising to 25 % for photos and e-books, 29 % for concerts and other cultural events, and 30 % for live sporting events (Figure 2.3).

Figure 2.3: Use of illegal sources for different types of content <sup>4</sup>

There was considerable country-based variation in the results – specifically:

- reliance on exclusively or mainly illegal sources for **films** was above average in most East European Member States – including Lithuania (43 %), Bulgaria (39 %), Slovenia (37 %), Romania (33 %), Slovakia (31 %), Croatia (31 %), Hungary (29 %) and Estonia (29 %) – as well as in Portugal (34 %) and Greece (34 %);
- reliance on exclusively or mainly illegal sources for **TV series/shows** was similarly above average in most of the aforementioned countries: Slovenia (35 %), Hungary (31 %), Lithuania (28 %), Bulgaria (27 %), Portugal (26 %), Romania (25 %), Estonia (23 %) and Slovakia (23 %);
- reliance on exclusively or mainly illegal sources to access **music** was above average in Bulgaria (27 %), Romania (24 %) and Greece (21 %);
- reliance on exclusively or mainly illegal sources to access **live sports events** was above average in Portugal (24 %), Bulgaria (23 %) and Greece (20 %);

<sup>4</sup> Q14a 'For the following types of content, do you use illegal or legal sources, or do you use a mix of both?' (N=4 627 in 2022).

- reliance on exclusively or mainly illegal sources to access software or computer programmes was above average in Romania (25 %), Lithuania (24 %), Bulgaria (21 %), Hungary (20 %) and Portugal (20 %);
- reliance on exclusively or mainly illegal sources to access e-books was above average in Bulgaria (25 %), Romania (19 %), Portugal (19 %), and Spain (18 %);
- reliance on exclusively or mainly illegal sources to access games was above average in Bulgaria (26 %), Slovenia (25 %), Romania (24 %) and Hungary (17 %);
- reliance on exclusively or mainly illegal sources to access concerts or other cultural events was above average in Germany (18 %) and Finland (15 %);
- reliance on exclusively or mainly illegal sources for photos was above average in Germany (16 %), Romania (15 %), Hungary (14 %), Denmark (13 %), Sweden (13 %) and Bulgaria (12 %).

As can be seen in Table 2.2, reliance on exclusively or mainly illegal sources for the various types of content was consistently slightly above average among males, the oldest age group of respondents, those with the lowest level of education and those with an income. The only notable exception to this pattern was in the case of e-books, for which reliance on exclusively or mainly illegal sources was above average among the oldest and **most** educated respondents.

Table 2.2: Use of only/mainly illegal sources for different types of content, by key socio-demographics

Variable	Films	TV series / shows	Music	Live sport events	Software	E-books / audio books	Games	Concerts / events	Educational content	Photos
Gender										
Male	25 %	19 %	17 %	19 %	18 %	14 %	15 %	14 %	12 %	10 %
Female	18 %	14 %	13 %	9 %	9 %	12 %	8 %	6 %	6 %	5 %
Age										
15-17	24 %	14 %	15 %	14 %	11 %	12 %	10 %	8 %	7 %	6 %
18-21	22 %	17 %	14 %	14 %	14 %	12 %	11 %	10 %	8 %	7 %
22-24	21 %	18 %	17 %	17 %	16 %	15 %	13 %	12 %	12 %	10 %
Education level (completed)										
None to some secondary	25 %	21 %	18 %	21 %	18 %	14 %	18 %	13 %	14 %	12 %
Secondary to college	22 %	16 %	14 %	12 %	12 %	12 %	9 %	9 %	7 %	6 %
University to postgraduate	19 %	16 %	15 %	16 %	15 %	15 %	12 %	10 %	11 %	10 %
Income status										
Income	24 %	19 %	18 %	18 %	17 %	15 %	14 %	13 %	13 %	11 %
No income	19 %	14 %	12 %	10 %	10 %	10 %	8 %	6 %	4 %	3 %

### 2.2.2. Channels used to access content from illegal sources

Of all those respondents who had intentionally used illegal sources to access films or TV series, the majority had done so via a dedicated website (63 % for films, 59 % for TV series). Apps were the second most popular channel in each case, although these were mentioned by much lower proportions of respondents – 19 % for films and 22 % for TV series. Apps were the most popular channel for accessing music (used by 39 % who had intentionally accessed music from illegal sources), followed closely by dedicated websites (38 %) (Table 2.3). Dedicated websites – followed

by apps or social media – were the most popular channels mentioned for all the other types of content covered in the question. The exception to this was for access to photos, for which young people were slightly more likely to rely on social media channels (36 %).

Table 2.3: Channels used to access different types of illegal content <sup>5</sup>

	Dedicated websites	Apps	Social media	P2P networks	IPTV services	Don't know	None of these
Films	63 %	19 %	18 %	14 %	11 %	5 %	3 %
TV series	59 %	21 %	18 %	14 %	12 %	5 %	4 %
Music	38 %	39 %	23 %	15 %	10 %	5 %	5 %
Games	45 %	34 %	21 %	18 %	9 %	5 %	6 %
Photos	33 %	22 %	36 %	19 %	11 %	8 %	8 %
Software	45 %	26 %	20 %	21 %	7 %	6 %	7 %
E-books, audiobooks	48 %	21 %	25 %	17 %	7 %	6 %	8 %
Concerts	33 %	20 %	32 %	23 %	13 %	5 %	9 %
Educational content	43 %	23 %	27 %	17 %	15 %	6 %	9 %
Live sport events	45 %	21 %	26 %	15 %	21 %	5 %	5 %
Others	36 %	21 %	21 %	18 %	10 %	15 %	10 %

The top channels for accessing the different types of content varied to an extent across the Member States, most notably the following.

- The use of **apps** to access films was above average in Greece (34 %), Denmark (34 %), Ireland (32 %), Spain (29 %) and Austria (28 %). Above-average proportions of those in Ireland and Greece also used apps to access TV series (32 % in each case).
- The use of **social media** to access films was above average in Germany (33 %), Denmark (31 %) and Ireland (26 %). The use of social media to access TV series was also above-average for respondents in Germany (34 %), along with those in Cyprus (35 %), Bulgaria

<sup>5</sup> Q15b 'From which of the following have you intentionally accessed content provided by illegal sources? Please indicate all that apply.' (N=4 627 in 2022 for all types of illegal digital content).

(28 %) and Greece (27 %). The use of social media to access music was above average in Poland and Hungary (37 % in each case).

- **P2P networks** were used by above-average proportions of respondents in:
  - Finland – for music (26 %), films (24 %) and TV series (21 %);
  - Sweden and Spain – for TV series (27 % and 20 % respectively);
  - Croatia – for films only (24 %);
  - Denmark – for music only (26 %).
  
- **Dedicated websites** were used by above-average proportions of respondents in:
  - Portugal – for TV series (78 %), films (74 %), games (67 %), e-books (63 %), live sport events (62 %), software (59 %), educational content (59 %), other content (58 %) and music (51 %);
  - Malta – for films (82 %), e-books (79 %), educational content (76 %), TV series (73 %), and other (70 %), live sport events (69 %), software (69 %), and games (67 %);
  - Estonia – for live sports events (74 %), e-books (73 %), games (62 %) and photos (57 %);
  - Latvia – for software (68 %), photos (67 %), other (60 %) and games (60 %);
  - Croatia – for live sports events (70 %). TV series (69 %), software (58 %) and music (54 %).
  
- **Use of IPTV services** to access films was above average in Malta (34 %), Cyprus (25 %), Ireland (19 %), Greece (17 %) and Belgium (16 %). Use of such services for TV series was above average in Malta (35 %) and France (19 %). Games were accessed through IPTV services by above-average proportions in Austria (21 %) and Denmark (19 %), and educational content by above-average proportions in Germany (30 %) and France (27 %).

As Table 2.4 illustrates, males were significantly more likely than females to use P2P networks for nearly every type of illegal content. They were also more likely than females to use apps to access films, TV series, software, concerts, educational content and live sports events, and to use IPTV services for TV series, music, games, e-books and educational content. Females were significantly more likely than males to mention using dedicated websites to access films, TV series and educational content. They were also more likely to use apps to access music.

Table 2.4: Channels used to access different types of illegal content sources, by gender

		Male	Female
Dedicated websites	Films	<b>59 %</b>	<b>68 %</b>
	TV series	<b>52 %</b>	<b>67 %</b>
	Music	39 %	36 %
	Games	46 %	44 %
	Photos	32 %	35 %
	Software/computer programs	44 %	45 %
	E-books, audiobooks	<b>43 %</b>	<b>55 %</b>
	Concerts	33 %	35 %
	Educational content	<b>40 %</b>	<b>49 %</b>
	Live sport events	45 %	44 %
Apps	Films	<b>22 %</b>	<b>16 %</b>
	TV series	<b>24 %</b>	<b>18 %</b>
	Music	<b>36 %</b>	<b>43 %</b>
	Games	35 %	32 %
	Photos	21 %	25 %
	Software/computer programs	<b>29 %</b>	<b>20 %</b>
	E-books, audiobooks	23 %	19 %
	Concerts	<b>23 %</b>	<b>14 %</b>
	Educational content	<b>25 %</b>	<b>18 %</b>
	Live sport events	<b>23 %</b>	<b>13 %</b>
Social media	Films	19 %	17 %

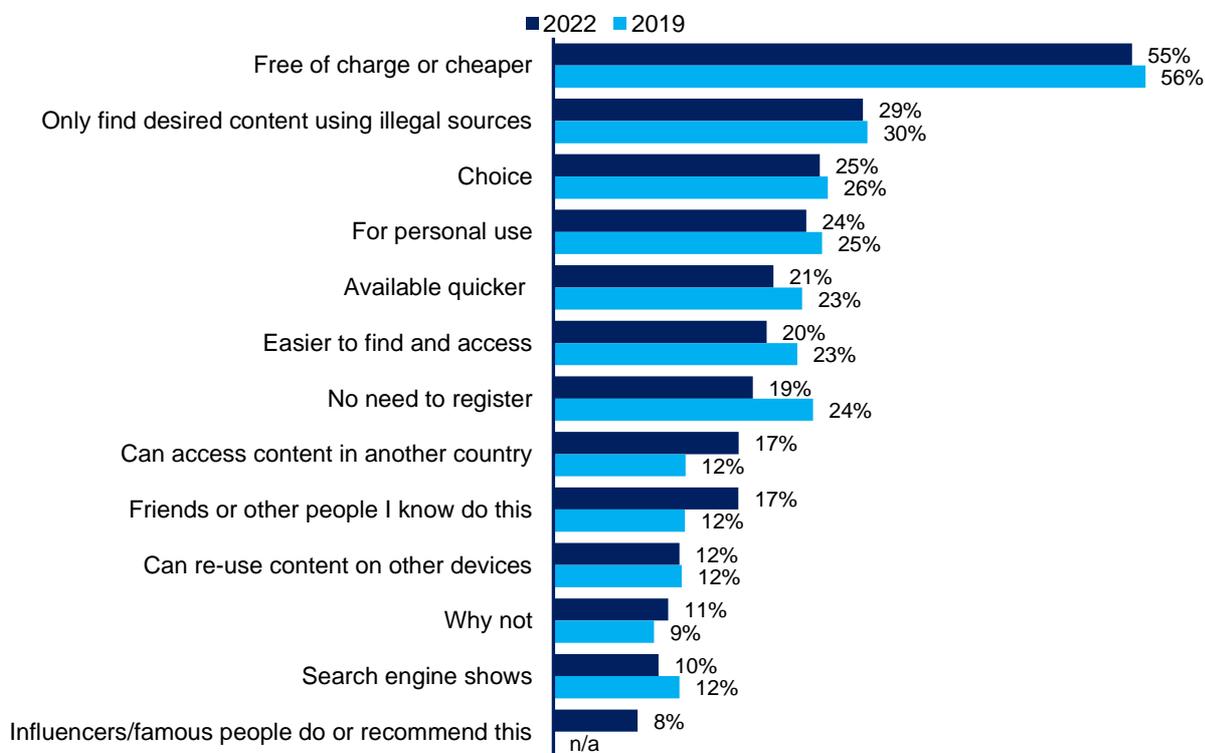
	TV series	19 %	18 %
	Music	24 %	22 %
	Games	22 %	20 %
	Photos	36 %	36 %
	Software/computer programs	21 %	18 %
	E-books, audiobooks	25 %	25 %
	Concerts	31 %	35 %
	Educational content	28 %	25 %
	Live sport events	25 %	29 %
P2P networks	Films	<b>19 %</b>	<b>8 %</b>
	TV series	<b>18 %</b>	<b>8 %</b>
	Music	<b>20 %</b>	<b>7 %</b>
	Games	<b>23 %</b>	<b>8 %</b>
	Photos	<b>22 %</b>	<b>13 %</b>
	Software/computer programs	<b>24 %</b>	<b>13 %</b>
	E-books, audiobooks	<b>21 %</b>	<b>11 %</b>
	Concerts	<b>26 %</b>	<b>14 %</b>
	Educational content	<b>20 %</b>	<b>12 %</b>
	Live sport events	16 %	13 %
IPTV services	Films	12 %	10 %
	TV series	<b>16 %</b>	<b>9 %</b>
	Music	<b>11 %</b>	<b>8 %</b>
	Games	<b>11 %</b>	<b>5 %</b>
	Photos	12 %	10 %
	Software/computer programs	8 %	6 %
	E-books, audiobooks	<b>9 %</b>	<b>4 %</b>
	Concerts	14 %	10 %
	Educational content	<b>17 %</b>	<b>11 %</b>
	Live sport events	22 %	17 %

Teenagers (aged 15-17) relied more heavily than average on P2P networks for software (28 %), games (23 %), music (22 %) and films (18 %). This group was also relatively reliant on social media for photos (46 %), concerts (45 %), games (26 %) and software (26 %). The oldest group of respondents were more likely than average to use IPTV services for most type of content (19 % for both concerts and educational content, 16 % for photos, 14 % for TV series, 13 % for both films and games, 11 % for software and 9 % for e-books).

Young people with an income were more likely than those without one to mention the use of IPTV services and social media for most types of content. For example, to access films, 13 % of those with an income relied on IPTV services and 22 % on social media, compared to 9 % and 13 %, respectively, of those without an income. Meanwhile, young people without an income were more likely than those with one to report using dedicated websites for nearly every type of content, For example, 69 % relied on such websites for films and 67 % for TV series, compared to 60 % and 53 %, respectively, of those with an income.

### 2.2.3. Reasons for using illegal sources

**The main reason respondents gave for having intentionally accessed content from illegal sources was the lower cost of the content compared with content from legal sources** – over half (55 %) of them mentioned this. The next most common reasons, each mentioned by around a quarter, were that the desired content was only available through illegal sources (29 %); that a larger choice was available from such sources (25 %); and that the content was for personal use only, so the respondents didn't see anything wrong in accessing it (24 %). The abovementioned results were broadly in line with those for 2019, the main exception being an increase in the proportion mentioning the influence of friends or other people they knew (from 12 % in 2019 to 17 % in 2022). This may indicate growing social acceptability of accessing content from illegal sources (Figure 2.4). A new answer option – 'Influencers/famous people I know do or recommend this' – was added to the question for 2022. Almost 1 in 10 respondents selected this option, further highlighting the role of young people's networks in shaping their behaviour.

Figure 2.4: Drivers of intentional use of illegal sources <sup>6</sup>

Cost was mentioned by an above-average proportion of respondents in most East European Member States – including Estonia (77 %), Slovakia (73 %), Croatia (72 %), Czechia (72 %), Slovenia (68 %) and Latvia (65 %) – as well as in Portugal (71 %) and Greece (65 %). The view that desired content was only available from illegal sources was also mentioned by above-average proportions in Malta (56 %), Estonia (41 %) and Czechia (40 %) and Belgium (37 %); while the view that a larger choice of content was available through illegal sources was mentioned by above-average proportions in Cyprus (45 %), Malta (41 %), Luxembourg (39 %), Croatia (36 %), Austria (34 %), Estonia and Czechia (32 % in each case) and the Netherlands (31 %).

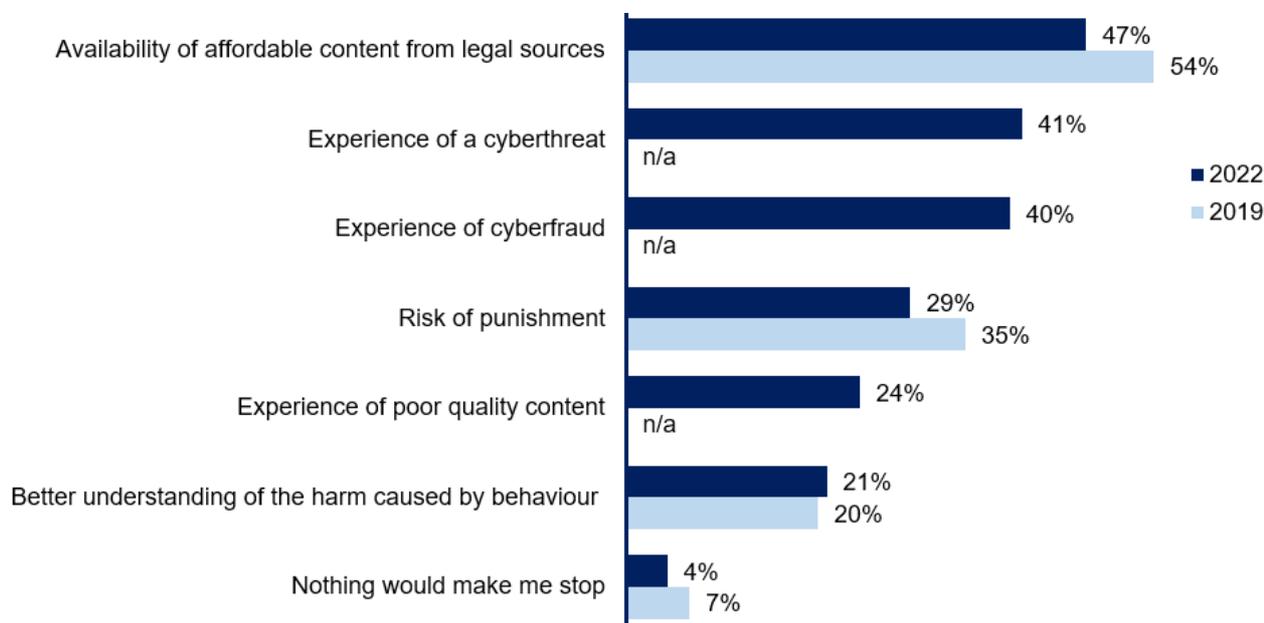
Nearly half (46 %) of illegal online content users in Cyprus mentioned that the content was for personal use, so they could not see anything wrong with accessing it. The same argument was mentioned by above-average proportions in Croatia (41 %), Czechia (38 %), Slovakia (37 %), Malta (35 %), Luxembourg (34 %), Greece (32 %) and Bulgaria (31 %).

<sup>6</sup> Q16 'You indicated that you used illegal sources intentionally for online content during the past 12 months. What was the reason for this?' (N=4 627 in 2022).

Notably more females than males mentioned the fact that content from illegal sources was cheaper (60 % versus 50 %), or more readily available (32 % versus 27 %) than that from legal sources. Meanwhile, the youngest group of respondents were more likely than older groups to say they did not know why they should not access content from illegal sources (14 % versus 10 % of each of the two older groups), that the content was for their personal use so they did not see anything wrong in accessing it (28 % versus 23 % of each of the two older groups), and that registration was not required (23 % versus 19 % in 18-21 age category and 17 % in 22-24 age category). Respondents with an income were more likely than those without one to mention recommendations from influencers or famous people as a reason for intentionally using illegal sources of online content (10 % versus 5 %), whereas respondents without an income were more focused on the cost-free nature of illegal content (65 % versus 48 %).

#### 2.2.4. Factors that would dissuade young people from intentionally using illegal sources

**Once again, the main factor that young people said might make them stop intentionally accessing content from illegal sources was if more affordable content was available from legal sources**, with approaching half (47 %) mentioning this. At the same time, a similar proportion said they might stop if they were to experience a cyberthreat (41 %) or cyberfraud (40 %) as a result. 29 % said they might do so if they risked facing punishment, and 24 % said they might do so if they were to experience poor quality content. Several of these answer options – those relating to fraud and poor-quality content – were added to the survey for the first time in 2022, and the level of response they attracted is significant (Figure 2.5).

Figure 2.5: Factors that would make young people stop using illegal sources to access digital content<sup>7</sup>

In terms of country differences in factors that would make young people stop using illegal sources of content, the availability of affordable content from legal sources was mentioned more often than average in Estonia (65 %), Malta (63 %), Slovakia (63 %) and Italy (57 %). Meanwhile, cyberthreats were mentioned more often in Slovakia (52%) and Austria (49 %). Those in Slovakia were also more likely than average to mention cyberfraud (51 %). The risk of punishment was mentioned more often than average in Croatia (40 %), Austria (37 %) and the Netherlands (36 %), while poor-quality content was mentioned more often than average in Malta (40 %), Ireland (35 %), Slovenia (33 %), Romania (32 %) and the Netherlands (30 %).

More females than males mentioned the risk of punishment (32 % versus 27 %), cyberthreats (44 % versus 39 %), cyberfraud (42 % versus 38 %) and the availability of affordable legal alternatives (52 % versus 44 %), while more males mentioned poor-quality illegal content (26 % versus 21 %).

Respondents aged 15-17 were more likely than average to say they would stop using illegal content if they risked punishment (33 % versus 30 % of those aged 18-20 and 26 % of those aged 22-24) or if they were to experience poor-quality content (28 % versus 23 % of those in both of the older age

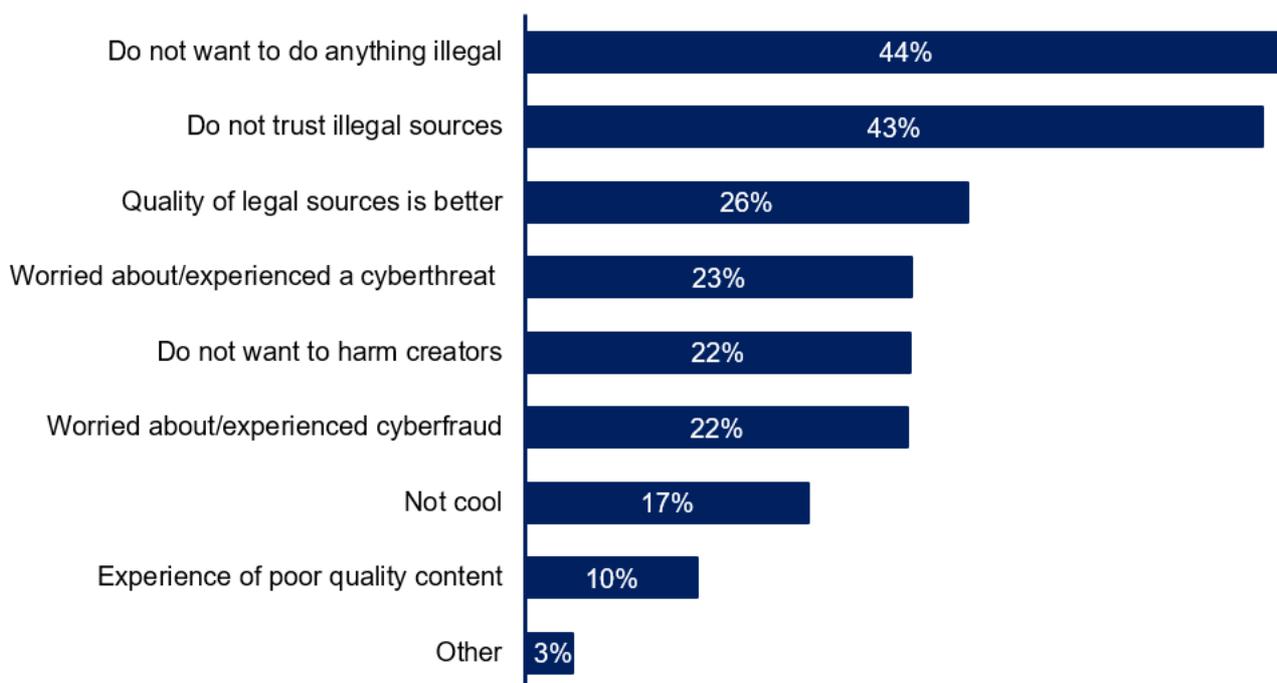
<sup>7</sup> Q17 'You indicated that you used illegal sources intentionally for online content during the past 12 months. What would make you stop using illegal sources?' (N=4,627 in 2022).

groups). Respondents with the lowest level of education (none to some secondary) were more likely than average to say that a better understanding of the harm caused by their behaviour to the content creators would make them stop using illegal content (25 % versus 21 % of those with a secondary or college degree and 18 % of those with university degree or higher).

### 2.3. Reasons for not using illegal sources

**Consistent with findings from the 2019 survey, among those who had not intentionally accessed content from illegal sources, the main reasons were a reluctance to do anything illegal and a lack of trust in illegal sources** – mentioned by 44 % and 43 % respectively. The next most common reason was a perception that the quality of content from legal sources was better (26 %), closely followed by concern about cyberthreats (23 %) and cyberfraud (22 %) and not wanting to harm creators (22 %). Again, the prominence of cyberthreats and cyberfraud (which were included in the questionnaire for the first time in 2022) is notable (Figure 2.6).

Figure 2.6: Reasons for intentionally not using illegal sources of content<sup>8</sup>



<sup>8</sup> Q18: 'You indicated that you have not used illegal sources intentionally for online content during the past 12 months. What was the reason for this? Please indicate all that apply.' (N=13 104 in 2022).

Some country differences were again evident in the results as shown below.

- Respondents in Germany and France were more likely than average to say that they did not want to do anything illegal (51 % and 49 % respectively).
- A lack of trust in illegal sources received above-average mention in Cyprus (57 %), Slovakia (52 %), Luxembourg (52 %), Croatia (52 %), Greece (50 %), Poland (49 %), Romania (49 %), the Netherlands (49 %), Finland (49 %), Slovenia (49 %), Portugal (48 %), Sweden (48 %) and Bulgaria (47 %).
- Concerns about content quality arose more frequently than average in Malta (49 %), Cyprus (43 %), Lithuania (37 %), Estonia (34 %), Finland (33 %), Romania (33 %), Czechia (32 %), Poland (32 %), Ireland (31 %), Hungary (31 %), and Portugal (29 %).
- Cyberthreats and cyberfraud were mentioned by above-average proportions in Spain (31 % for cyberthreats and 29 % for cyberfraud), Slovenia (30 %, 30 %), Greece (27 %, 29 %), Denmark (27 %, 27 %), Austria (27 %, 26 %) and Bulgaria (27 %, 25 %). Cyberthreats were also mentioned by above-average proportions in Ireland (32 %), Croatia (30 %), and the Netherlands (27 %); while cyberfraud was also mentioned by above-average proportions in Hungary (37 %), Estonia (32 %), Malta (30 %), Cyprus (30 %), Latvia (28 %), Sweden (27 %) and Italy (27 %).
- Respondents in Spain (30 %), Portugal (30 %), and Finland (27 %) stood out for their above-average concern for creators.

Females were slightly more likely than males to mention a lack of trust in illegal sources (44 % versus 42 %) and concerns about engaging in illegal behaviour (46 % versus 43 %). Males were slightly more likely to mention content quality (27 % versus 24 % of females).

Concern about engaging in illegal behaviours decreased with age (from 51 % of those aged 15-17 to 42 % of those aged 18-21 and 39 % of those aged 22-24). It also decreased with level of education (from 50 % of those with no or some secondary education, to 41 % among university graduates or higher). A similar pattern emerged in respect of distrust in illegal sources: 46 % of those aged 15-17

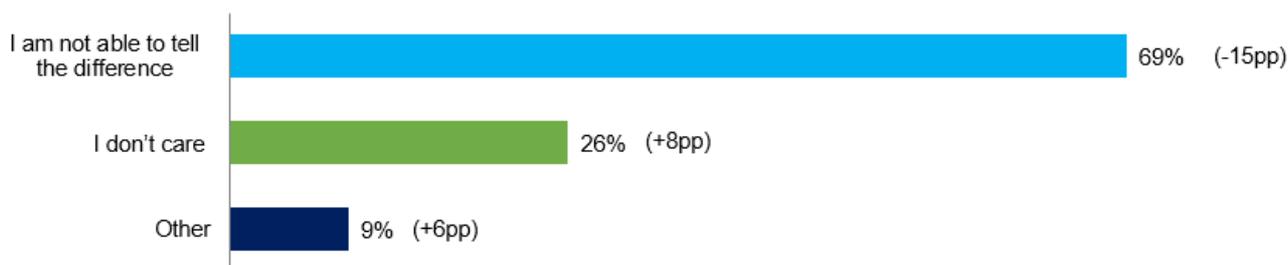
mentioned this compared to 41 % of those aged 22-24; and 45 % of those with no to some secondary education did so compared to 38 % of those with a university degree or higher.

Respondents aged 18 and over were more concerned than younger respondents about harming artists or creators (25 % of those aged 18-21 and 24 % of those aged 22-24 versus 18 % in the 15-17 age group). The older groups were also more likely to worry about cyberfraud and cyberthreats (25 % among those aged 22-24 versus 21 % among those aged 15-17 for each type of threat).

#### 2.4. Uncertainty as to whether sources are legal or illegal

**Around a quarter (26 %) of all survey respondents said they did not know if they had accessed content from illegal sources.** Of this group, 69 % said that they could not distinguish between legal and illegal sources, while 26 % said they did not care if a source was legal or illegal. While the former figure was lower than in 2019 (by 15 pp), the proportion saying they did not care was higher (by 8 pp). This again might point towards increased social acceptability of accessing content from illegal sources (Figure 2.7).

Figure 2.7: Challenges discerning the legality of a source of content

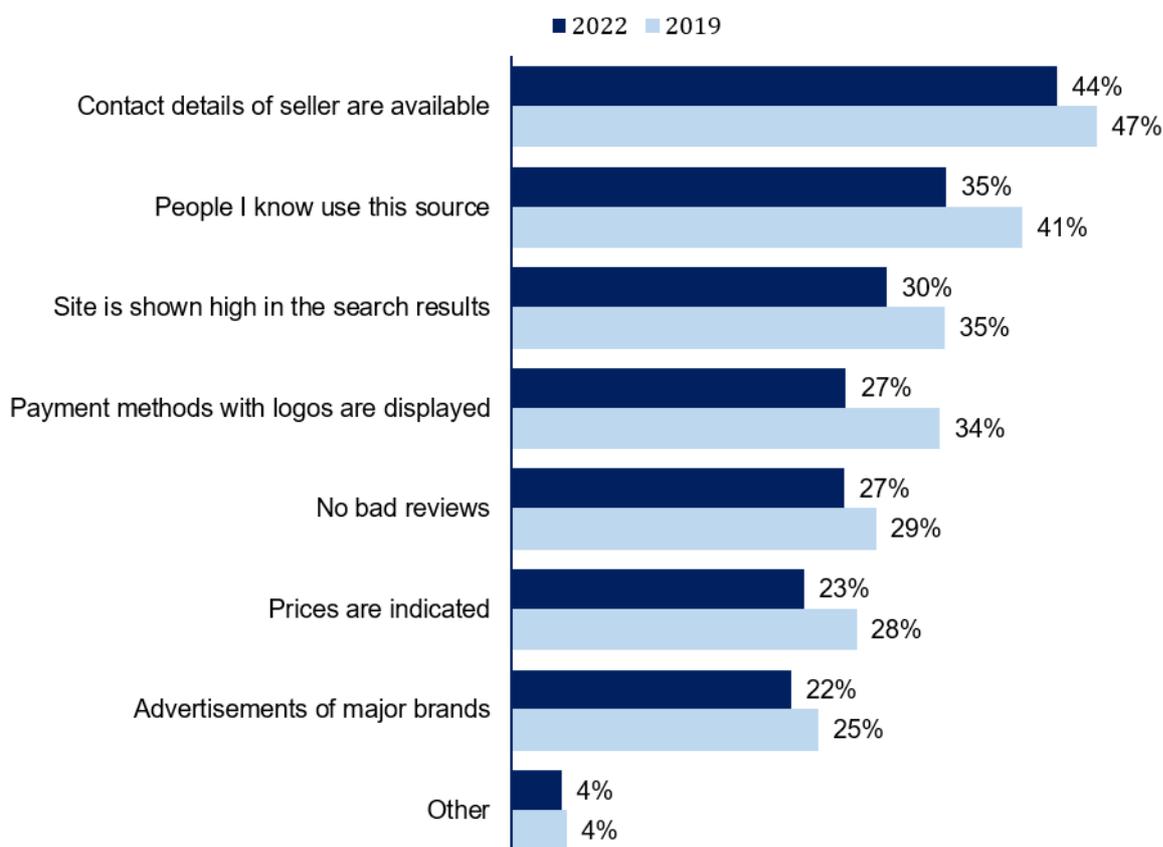


A lack of concern as to whether sources were legal or illegal received above-average mention in Cyprus (62 %), Latvia (41 %) and Bulgaria (38 %), and below-average mention in Spain (16 %), Austria (17 %) and Czechia (18 %). Respondents in Lithuania and Cyprus were significantly less likely than average to say that there were not able to differentiate between legal and illegal sources (54 % and 33 % respectively).

Difficulties distinguishing between legal and illegal sources were mentioned by considerably more females than males (74 % versus 64 %), and by more younger than older respondents (79 % of those aged 15-17 compared to, for example, 62 % of those aged 22-24). A lack of concern about whether sources were legal or illegal received above-average mention among males (32 % versus 21 % of females), older respondents (32 % of those aged 22-24 versus 17 % of those aged 15-17) and respondents with an income (31 % compared to 21 %).

## 2.5. Factors influencing the perceived legality of a source

The considerations that most commonly led respondents to believe a source of content was legal remained the inclusion of the company's/seller's contact details (44 %), the source having been used by people they knew (35 %), and the source ranking high in search results (30 %). The next highest-ranking considerations were the inclusion of payment methods with logos (27 %), a lack of bad reviews (27 %) and the inclusion of prices (23 %). Since 2019, the proportions mentioning almost all of these indicators has decreased somewhat. Particularly notable is the seven percentage point decrease in the proportion mentioning the availability of payment methods with logos, and the six percentage point decrease in the proportion mentioning the influence of people they knew (Figure 2.8).

Figure 2.8: Factors influencing the perceived legality of sources<sup>9</sup>

On a country level:

- the availability of sellers' contact details was mentioned by an above-average proportion of respondents in Greece (59 %), Slovakia (58 %), Estonia (58 %), Romania (56 %), Cyprus (56 %), Croatia (54 %), Czechia (53 %), Slovenia (53 %), Hungary (51 %), Portugal (51 %), Italy (51 %), Lithuania (49 %), Austria (48 %), Finland (47 %), Bulgaria (47 %);
- peer behaviour was mentioned more often than average among respondents in Bulgaria (46 %), Slovenia (44 %), Croatia (44 %), Netherlands (43 %), Estonia (43 %), Malta (42 %), Slovakia (42 %), Portugal (42 %), Ireland (41 %), Latvia (40 %), Finland (40 %), Romania (40 %), Denmark (39 %) and Austria (39 %);

<sup>9</sup> Q21: 'What makes you think that a source that offers digital content online is legal? Please tick all that apply'. (N=22 021 in 2022).

- high-ranking search results were mentioned more often than average among those in Estonia (44 %), Malta (41 %), Croatia (40 %), Greece (37 %), Slovenia (37 %), Cyprus (37 %), Finland (36 %), Poland (36 %), Ireland (36 %), and Slovakia (34 %).

Slightly more females than males mentioned the influence of peer behaviour (37 % versus 33 %) and the availability of sellers' contact details (45 % versus 43 %). The youngest age group were also more likely than average to mention the influence of people they knew (39 % versus 34 % of those aged 18-21 and 33 % of those aged 22-24). They were also **less** likely than average to rely on sources that ranked high in search results (26 % versus 32 % of those aged 18-21 and 31 % of those aged 22-24).

### 3. Physical goods

Intellectual Property and Youth Scoreboard 2022

Almost two thirds (63 %) of respondents in the 2022 survey said they found it fairly easy or very easy to tell the difference between a source that sells only genuine products and a source that sells fake products or a mix of genuine and fake products. However, a significant proportion of young people – around a third (31 %) – continued to face challenges distinguishing between such sources. These difficulties remained most prevalent among females, teenagers (aged 15-17) and those with the lowest level of education.

Just over half (52 %) of respondents in total had bought at least one fake product online over the previous 12 months. A total of 37 % had bought at least one fake product intentionally and an equal proportion had done so unintentionally. These results mark a notable increase in the purchase of counterfeit goods since 2019, when 14 % of respondents reported having bought such goods intentionally and 12 % reported having done so unintentionally. This change is likely to reflect both the widely documented increase in online shopping during the COVID-19 pandemic (and potentially a shortage of products in some physical stores), as well as refinements made to the question for the 2022 Scoreboard.

As in 2019, the intentional purchase of counterfeits in the previous 12 months was highest for clothes and accessories (17 % of all respondents had intentionally bought counterfeit clothes and accessories), followed by footwear (14 %), electronic devices (13 %) and hygiene, cosmetics, personal care and perfume products (12 %). The unintentional purchase of counterfeits was highest for broadly the same product categories.

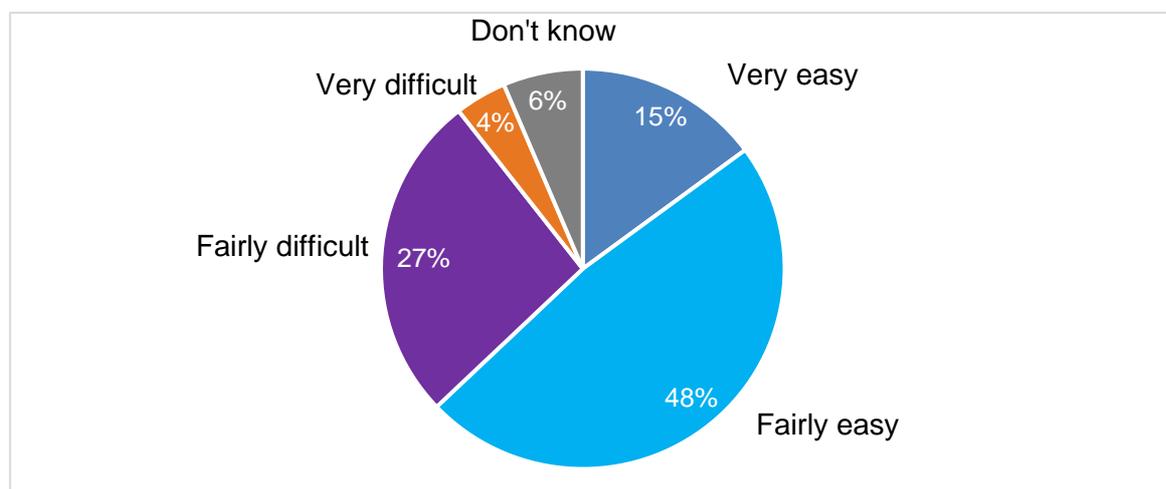
Also in line with the results of previous Youth Scoreboards, cost remained one of the top factors motivating the intentional purchase of counterfeit goods. Reflecting this, almost a third of respondents who had intentionally bought counterfeits in the previous 12 months said they would stop doing so if more affordable original products were available (31 %). An equal proportion said they would stop if they were to experience a poor-quality counterfeit (31 %). Several new answer options were available to respondents in 2022, such as options focusing on cyberthreats and cyberfraud, poor quality products, and negative impacts on society and the environment.

Among respondents who were **unsure** whether they had bought counterfeits in the last 12 months, a majority (60 %) continued to say that they were unable to distinguish between genuine and counterfeit products. 39 % said that they simply did not care whether a product was genuine or counterfeit. The latter figure was 8 pp higher than in 2019, which may be indicative of the growing social acceptability of purchasing counterfeits.

### 3.1. Ease of distinguishing between legal and illegal sources of goods

As shown in Figure 3.1, almost two thirds (63 %) of respondents in total said that they found it fairly easy or very easy to tell the difference between a source that sells only genuine products and a source that sells fake products or a mix of genuine and fake products. Almost a third (31 %) of respondents said they found it difficult to tell the difference between such sources, while 6 % were unsure either way.

Figure 3.1: Ease of distinguishing between legal and illegal sources of goods <sup>10</sup>.



In the 2019 edition of the survey, when the question was worded somewhat differently, 47 % of respondents said that they were able to tell the difference between legal and illegal sources in some

<sup>10</sup> Q5: 'When you are buying goods online, how easy or difficult do you find it to tell the difference between a source that sells only genuine (=real) products and a source that sells fake products or a mix of genuine and fake products?' (N=22 021 in 2022).

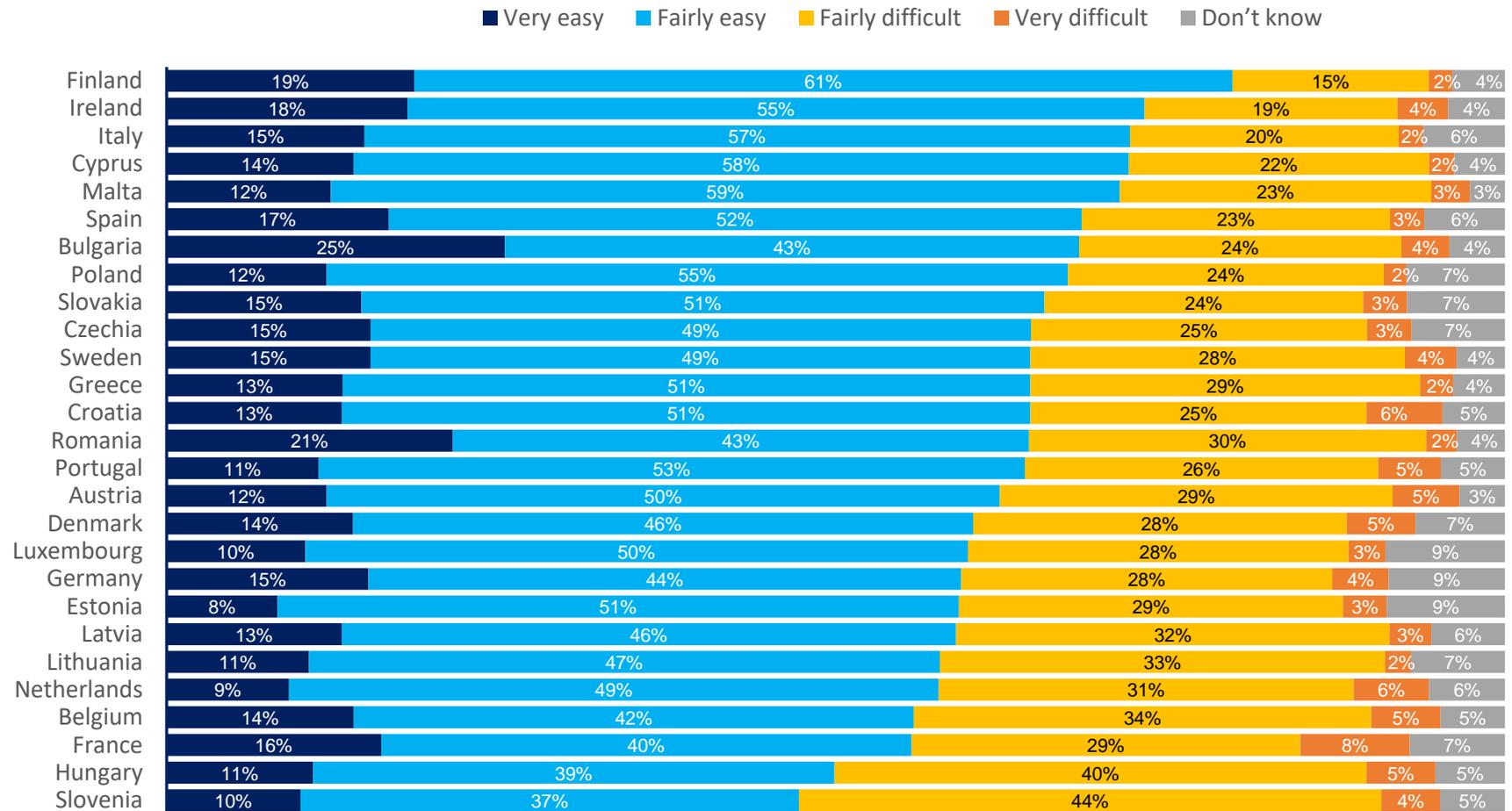
cases but not others, while 38 % said they could tell the difference in all cases and 15 % said they could not<sup>11</sup>. While the wording change means that the two sets of results are not directly comparable, the same general message is clear in both cases: a significant proportion of young people face challenges distinguishing between legal and illegal sources of goods.

As shown in Figure 3.2 below, difficulties distinguishing between legal and illegal online sources were more common than average among respondents in Slovenia (48 %), Hungary (45 %), Belgium (39 %), France (37 %), the Netherlands (37 %), Latvia (35 %), Lithuania (35 %) and Austria (34 %). In contrast, the figure was notably **below average** in Finland (16 %), Italy (22 %), Ireland (23 %), Cyprus (24 %), Poland (25 %), Spain and Malta (26 % each), Slovakia (27 %) and Bulgaria (28 %).

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<sup>11</sup> 'Can you tell the difference between a website that sells only genuine (=real) products and a website that sells fake products or a mix of genuine and fake products?'

Figure 3.2: Ease of distinguishing between legal and illegal sources of goods, by country <sup>12</sup>



<sup>12</sup> Q.5: 'When you are buying goods online, how easy or difficult do you find it to tell the difference between a source that sells only genuine (=real) products and a source that sells fake products or a mix of genuine and fake products?' (N=22 021).

In terms of socio-demographic differences, more females than males indicated that they had had trouble distinguishing between legal and illegal online sources (36 % versus 25 %). The figure was also above average among the youngest group of respondents (39 % of those aged 15-17 versus 27 % in each of the two older age groups), those with the lowest level of education (35 % versus 30 % among those with secondary school to college education and 28 % of those with a university to postgraduate degree) and those with no income (34 % versus 28 % among respondents with income).

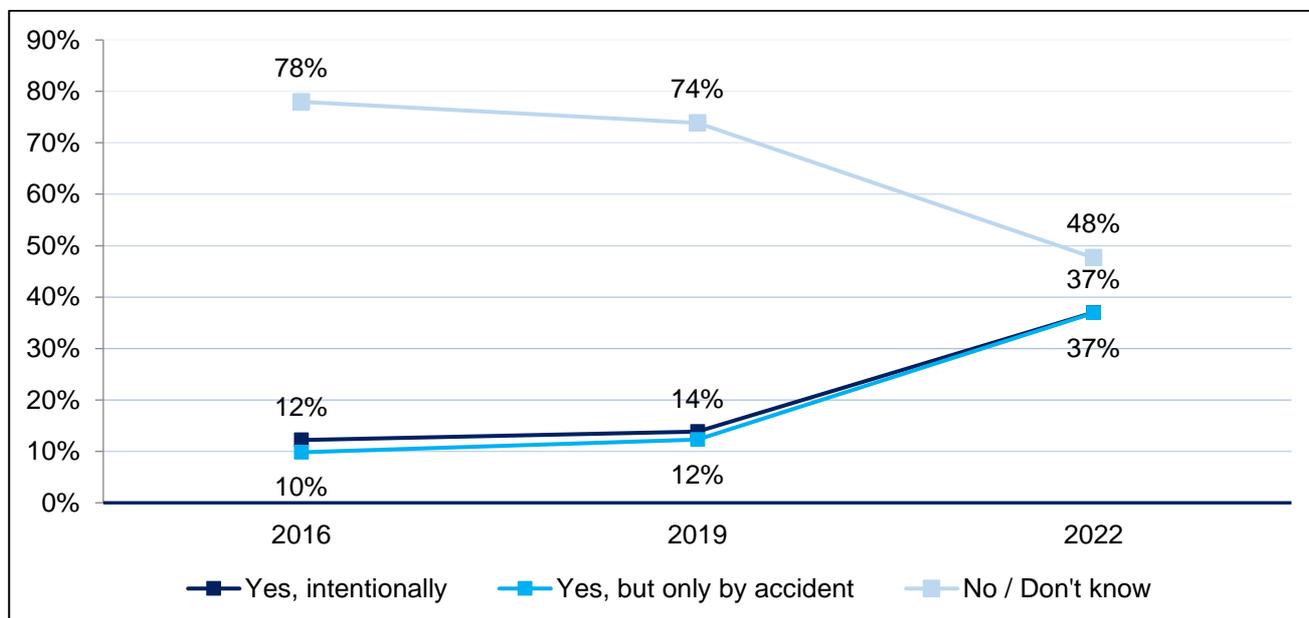
### 3.2. Intentional purchasing of counterfeit goods

Just over half of all the respondents (52 %) had bought at least one fake product online over the previous 12 months. A total of **37 % had bought at least one fake product *intentionally*** and an equal proportion had done so **unintentionally**. 48 % had not bought such products or were unsure whether or not they had<sup>13</sup>.

As shown in Figure 3.3, these results mark a **notable increase in the purchase of counterfeit goods since 2019**, when 14 % of respondents (who had bought such a product online over the previous 12 months), reported having bought such goods **intentionally** and 12 % reported having done so **unintentionally**. This change is likely to reflect both the widely documented increase in online shopping during the COVID-19 pandemic (and potentially a shortage of products in some physical stores), as well as refinements made to the question for the 2022 Scoreboard. Whereas in previous editions respondents were asked simply whether they had purchased fake goods, in the 2022 edition they were also presented with a list of 12 specific product categories and asked whether or not they had purchased **each of these**). The provision of the list probably prompted improved recall of previous purchases on the part of respondents, thus also delivering a more accurate measure of behaviour.

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<sup>13</sup> The 2022 figures do not add up to 100 % because, for any given product category, respondents may have both intentionally and unintentionally purchased a counterfeit at some point over the previous 12 months.

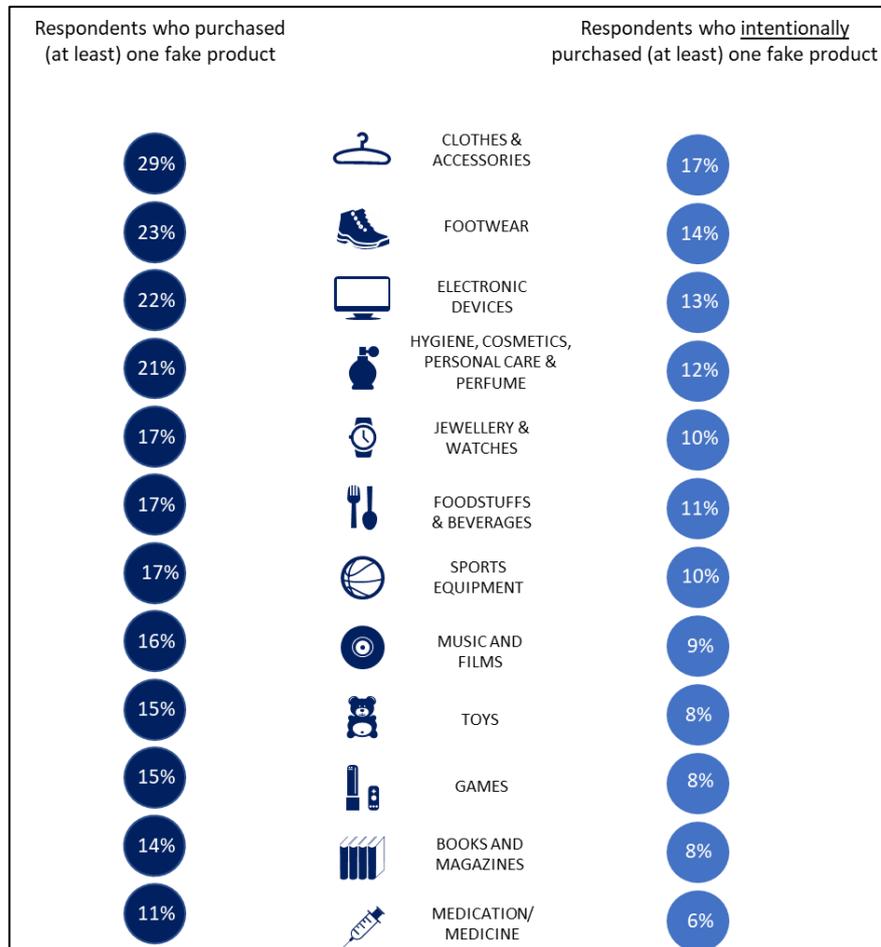
Figure 3.3: Intentional and unintentional purchase of counterfeit goods<sup>14</sup>

**Intentional purchase of counterfeits in the previous 12 months was highest for clothes and accessories** (17 % of all respondents had intentionally bought counterfeit clothes and accessories), followed by footwear (14 %), electronic devices (13 %) and hygiene, cosmetics, personal care and perfume products (12 %). **Unintentional** purchase of counterfeits was highest for largely the same product categories – respectively clothes and accessories (12 %), footwear (9 %), hygiene, cosmetics personal care and perfume (9 %), and electronic devices (9 %) (Figure 3.4).

The increase in intentional consumption of counterfeits reported in Figure 3.3 was reflected across all the aforementioned product categories and several others. As shown in Figure 3.5, the highest increases were observed for clothes and accessories (+24 pp); footwear (+19 pp); hygiene, cosmetics, personal care and perfume (+19 pp). The lowest increase was for foodstuffs and beverages (+10 pp).

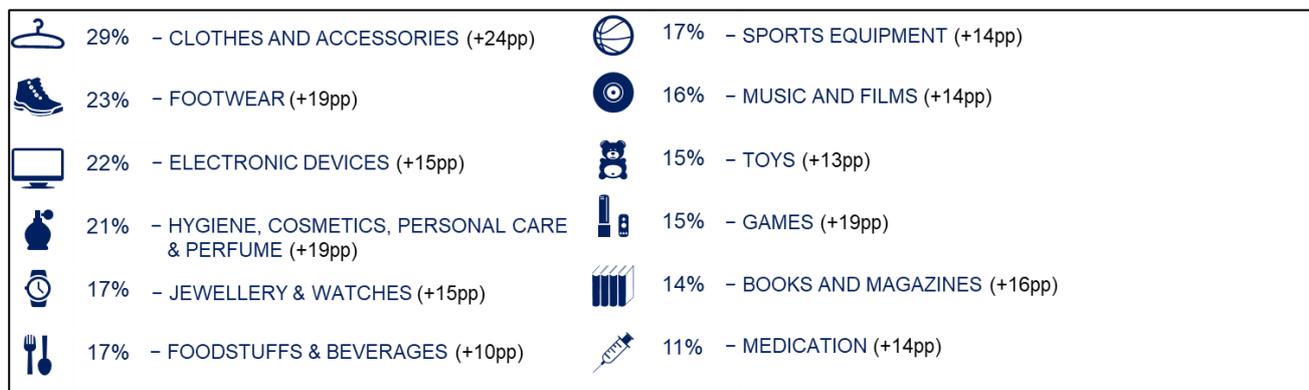
<sup>14</sup> Source: Question 6: 'During the past 12 months, have you bought online a fake product?' Base: all respondents in 2022 (N= 22 021) and all respondents who bought at least one product online in 2019 and 2016 (N=20 948 in 2019; N= 21 017 in 2016).

Figure 3.4: Intentional purchase of physical counterfeit goods, overall, by product category <sup>15</sup>



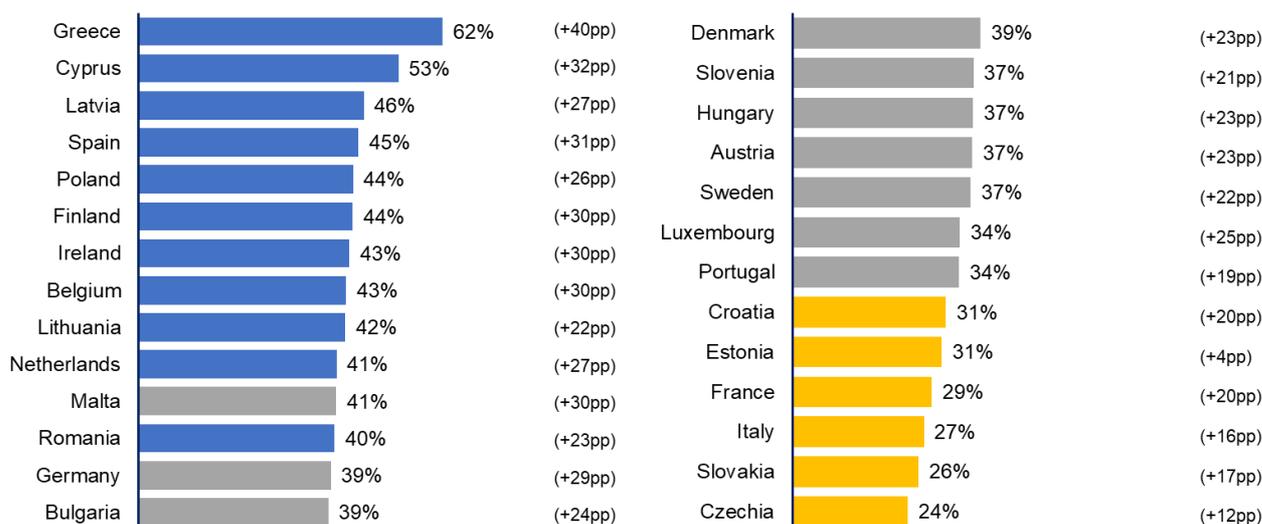
<sup>15</sup> Source: Q6: 'During the past 12 months, have you bought online a fake product?' (N=22 021 in 2022).

Figure 3.5: Purchase of counterfeit goods by product category comparison with 2019 (percentage point change since 2019 in parentheses)



While over a third of all respondents indicated having intentionally bought **at least** one counterfeit item over the previous 12 months. This figure varied significantly by country. It was highest in Greece (62 %), followed by Cyprus (53 %), Latvia (46 %), Spain (45 %), Finland (44 %), Poland (44 %), Ireland and Belgium (43 %), Lithuania (42 %), the Netherlands and Malta (41 %), and Romania (40 %). It was notably lower in Czechia (24 %), Slovakia (26 %), Italy (27 %), France (29 %), Estonia (31 %) and Croatia (31 %) (Figure 3.6).

Figure 3.6: Proportion of young people who had intentionally bought at least one counterfeit good in the previous 12 months (percentage point change since 2019 in parentheses)



Blue bars indicate above-average levels, grey bars indicate that the results are just about average and yellow bars indicate that the results indicate below-average levels.

As in previous editions of the Scoreboard, the intentional purchase of counterfeit goods was highest among males (40 % versus 34 % of females), respondents aged 18-21 (43 % versus an average of 37 %), and those with an advanced level of education (40 % of respondents with a university/postgraduate degree versus 32 % of those with no education to some secondary education). As shown in Table 3.1, no significant differences were found between the profiles of intentional and unintentional purchasers of counterfeits.

**Table 3.1: Intentional and unintentional purchase of counterfeit goods, by key sub-groups**

	Young people who intentionally bought counterfeit goods	Young people who unintentionally bought counterfeit goods
<b>Gender</b>		
Male	40 %	41 %
Female	34 %	33 %
<b>Age</b>		
15-17	26 %	28 %
18-21	43 %	41 %
22-24	39 %	40 %
<b>Education level (completed)</b>		
None to some secondary	32 %	32 %
Secondary to college	38 %	37 %
University to postgraduate	40 %	42 %
<b>Income as student</b>		
Income	45 %	45 %
No income	28 %	27 %

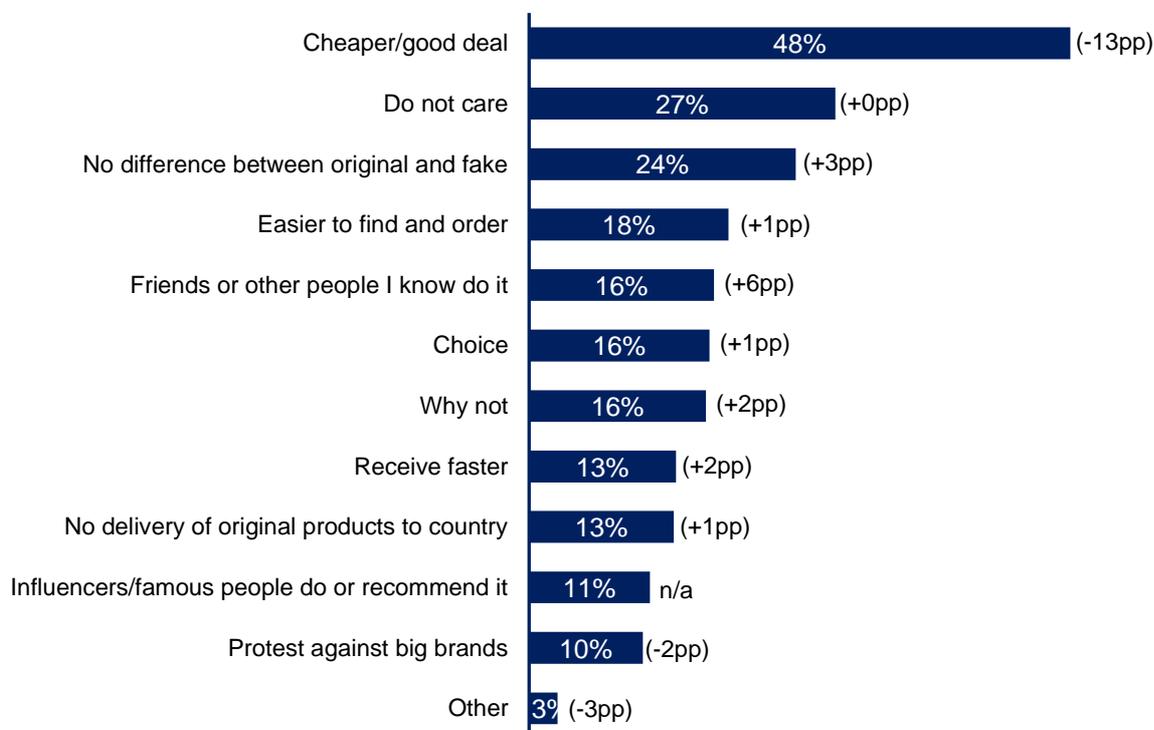
### 3.2.1. Reasons for purchasing counterfeit goods intentionally

In line with the results of both the 2016 and 2019 Youth Scoreboards, **cost remained the main factor** motivating the intentional purchase of counterfeit physical goods in 2022. Just under half (48 %) of respondents who had **intentionally** bought counterfeits in the previous 12 months had done so because of the counterfeit's affordability or cheaper price. Other factors cited by at least one in five **intentional** purchasers of counterfeit goods were simply not caring whether the product was a fake (27 %), a belief that there was no difference between genuine and counterfeit goods (24 %), and the ease of finding or ordering counterfeit products online (18 %) (Figure 3.7). In line with the findings from a recent UK IPO study on the influence of deviant influencers on the intentional purchase of counterfeits<sup>16</sup>, slightly more than one in ten respondents (11 %) mentioned recommendations from influencers and/or famous people as a factor motivating their intentional purchase of counterfeits.

The number of young people mentioning cost was substantially lower than in 2019 (by 13 pp). However, this probably reflects a change to the question for 2022. Whereas previously, two separate answer options had been included for the cost of the counterfeit and its affordability ('a better deal') respectively; for the 2022 edition, the two options were merged given the significant overlap between them. Another notable difference between the 2019 and 2022 results was an increase in the proportion of respondents mentioning the influence of people they knew (up by 6 pp).

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<sup>16</sup> UK IPO (2021c). 'Social media influencers and counterfeit goods'. Available at: <https://www.gov.uk/government/publications/social-media-influencers-and-counterfeit-goods/social-media-influencers-and-counterfeit-goods-executive-summary>.

Figure 3.7: Drivers of intentional purchase of counterfeits <sup>17</sup>

In terms of differences by country:

- **cost/affordability** was mentioned by significantly above-average proportions of young people in Cyprus (75 %), Croatia (74 %), the Netherlands (70 %), Malta (70 %), and Slovenia (68 %);
- **not caring whether a product was genuine or counterfeit** was more common than average in Cyprus (47 %), Slovenia (45 %), Croatia (44 %), Malta (42 %), Estonia (42 %), the Netherlands (40 %), Luxembourg (37 %), Greece (35 %) and Slovakia (34 %);
- **not perceiving a difference between genuine and counterfeit products** was more common than average among respondents in Slovenia (34 %) and Croatia (33 %);

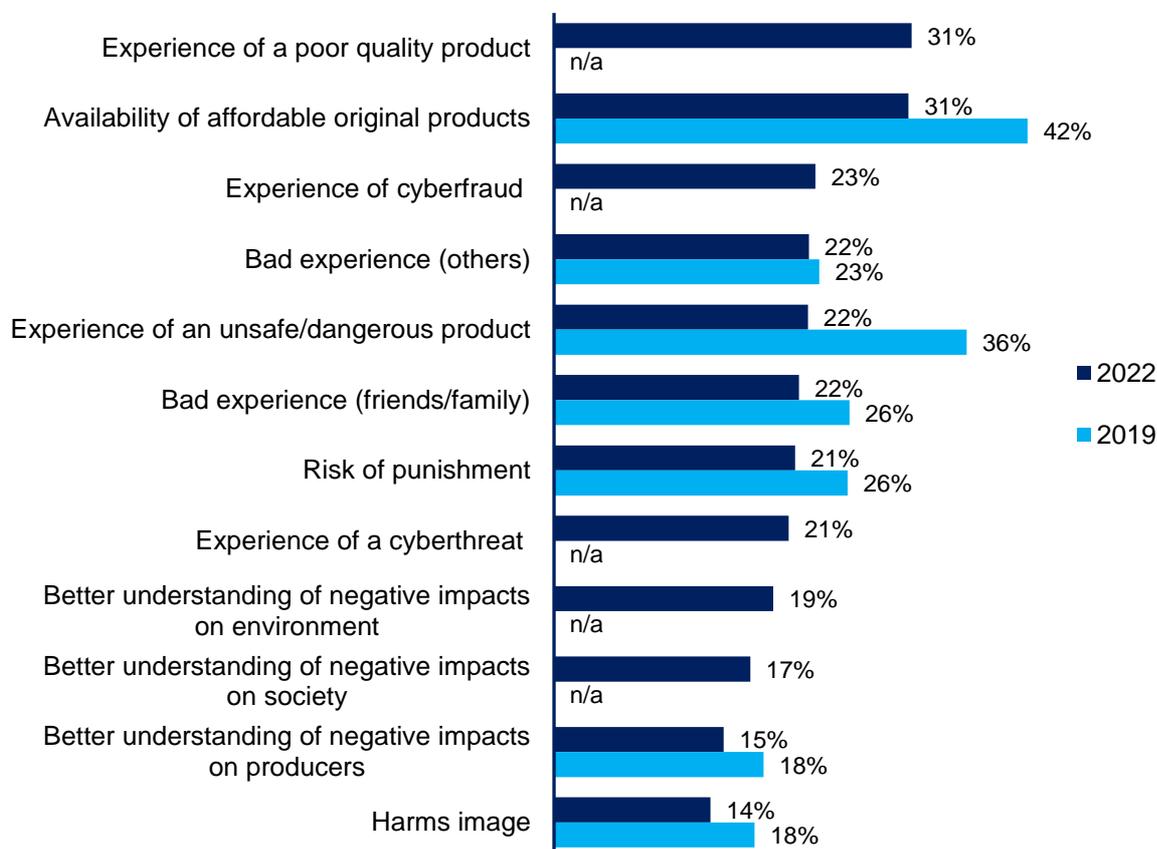
<sup>17</sup> Q 8: 'You indicated that you have intentionally bought a fake product online during the past 12 months. What was the reason for this? Please indicate all that apply' ((N=8 310 in 2022; N=3 261 in 2019).

- **the ease of finding and ordering counterfeits** was mentioned by above-average proportions of respondents in Cyprus (26 %), Lithuania (25 %), Estonia (25 %), Bulgaria (24 %), Greece (23 %) and Romania (22 %);
- **choice of products** more commonly drove the intentional purchase of counterfeits in Cyprus (28 %), Greece (22 %), Estonia (22 %), Poland (21 %), Hungary and Latvia (20 % each) and Romania (20 %);
- **the ability to get counterfeits more quickly** than a genuine product was mentioned by above-average proportions in Greece (21 %), Hungary (18 %), Slovenia (18 %), Cyprus (17 %) and Belgium (16 %);
- respondents in Luxembourg and Belgium were also more likely than average to say that they **did not know why they should not buy counterfeits** (22 % and 21 % respectively, versus 16 % average);
- above-average proportions of respondents in Ireland and Sweden mentioned **recommendations from influencers and/or famous people** (17 % and 16 % respectively);
- **difficulties finding legal products that could be delivered to their country** were mentioned by above-average proportions in Malta (25 %), Latvia (23 %), Lithuania (22 %), Estonia (21 %), Cyprus (21 %), Luxembourg (19 %), Slovenia (17 %), Finland (17 %) and Bulgaria, Romania, Denmark and Slovenia (each at 16 %);
- purchasing counterfeits in order to **protest against big brands** received above-average mention in France (15 % versus 10 % average).

As was the case in 2016 and 2019, mention of the cheaper cost or affordability of counterfeits was substantially more common among females than males (53 % versus 43 %), and among the youngest group of respondents than the older groups (54 % of those aged 15-17 versus, for instance, 46 % of those aged 18-21). A lack of interest in or care as to whether the product purchased was genuine or fake was also more common among females than males (29 % versus 25 %).

### 3.2.2. Factors that would dissuade young people from intentionally purchasing counterfeits

**Almost a third of respondents who had *intentionally* bought counterfeits in the previous 12 months said they would stop purchasing such products if more affordable original products were available (31 %) or if they were to experience a poor-quality counterfeit (31 %).** Around a quarter said they would stop if they were to experience cyberfraud (23 %) or a cyberthreat (21 %); if they were to learn that either family/friends (22 %) or others (22 %) had had a bad experience with a fake product; or if they were to experience an unsafe or dangerous product (22 %). A similar proportion said that a better understanding of negative impacts on the environment (19 %) or society (17 %) would stop them. As in the case of the equivalent question for content from illegal sources, several of the aforementioned options were new for 2022 – namely those focusing on cyberthreats and cyberfraud, poor quality products, and negative impacts on society and the environment. It should be noted that the addition of the new options may also partly explain the decreases in the proportions of respondents selecting some of the other, more longstanding options, including the availability of affordable genuine goods and experience of unsafe/dangerous products.

Figure 3.8: Factors that would make young people stop purchasing counterfeit goods <sup>18</sup>

Once again, various differences between countries were apparent in the data.

- **Experience of a poor-quality product** was mentioned by above-average proportions of respondents in Malta (53 %), Croatia (53 %), Cyprus (52 %), the Netherlands (50 %), Slovenia (49 %), Greece (45 %), Czechia (42 %), Estonia (39 %), Lithuania (39 %), Slovakia (39 %), Austria (37 %) and Spain (36 %).
- **The availability of affordable genuine products** was mentioned by above-average proportions in Estonia (53 %), Hungary (50 %), Czechia (49 %), Slovakia (48 %), Bulgaria (45 %), Portugal (44 %), Cyprus (44 %), Malta (43 %), Poland (40 %) and Latvia (39 %).

<sup>18</sup> Q9: 'You indicated that you have intentionally bought a fake product online during the past 12 months. What would make you stop buying a fake product? Please indicate all that apply' (N=8 310 in 2022; N=3 261 in 2019).

- **Cyberfraud** was mentioned by above-average proportions in Slovenia (36 %), Slovakia (33 %), Spain (33 %), Malta (31 %), Croatia (30 %), Lithuania (30 %), Austria (28 %) and Greece (27 %). Cyberthreats were similarly mentioned by above-average proportions in several of these countries – Slovakia (32 %), Slovenia (32 %), Croatia (28 %), Malta and Lithuania (both 27 %), Portugal (25 %) and Spain (24 %).
- **Experience of an unsafe or dangerous product** was mentioned more commonly than average in Malta (41 %), Greece (33 %), Cyprus (30 %), Slovakia (30 %), Croatia (29 %), the Netherlands, Estonia and Lithuania (28 % each), as well as in Ireland, Austria and Finland (27 % each).
- **Proxy negative experiences with fake products** were mentioned by above-average proportions in Croatia (39 % versus 22 % average), Cyprus (36 %), Slovakia (32 %), Greece (31 %), Slovenia (30 %), Austria (30 %), Bulgaria (29 %), Czechia (28 %) and Ireland (28 %).
- **Risk of punishment** was mentioned by above-average proportions in Lithuania (29 % versus 21 % average) and Austria (26 %).
- **A better understanding of negative impacts on society** was cited by above-average proportions in Greece (27 % versus 17 % average), Ireland (25 %), Cyprus (24 %), Lithuania (23 %), Sweden (21 %) and Belgium (21 %). A better understanding of negative impacts on the environment was cited by above-average proportions in Croatia (27 %), Greece and Austria (each at 24 %).

As in the 2016 and 2019 Scoreboards, slightly more females than males cited several of the aforementioned considerations as factors that would make them stop purchasing counterfeit goods. These included experience of an unsafe/dangerous product (25 % versus 20 %), and a proxy negative experience with a counterfeit (24 % versus 21 %). Females were also slightly more likely than males to cite some of the new answer options, including experience of a poor quality product (33 % versus 30 %) and cyberfraud (24 % versus 22 %).

Mention of cyberfraud and cyberthreats as potential reasons to stop buying counterfeit products also increased with age (e.g. 24 % of 18-21 year-olds mentioned cyberfraud versus 20 % of those aged 15-17). Meanwhile, the most educated respondents were more likely than the least educated to

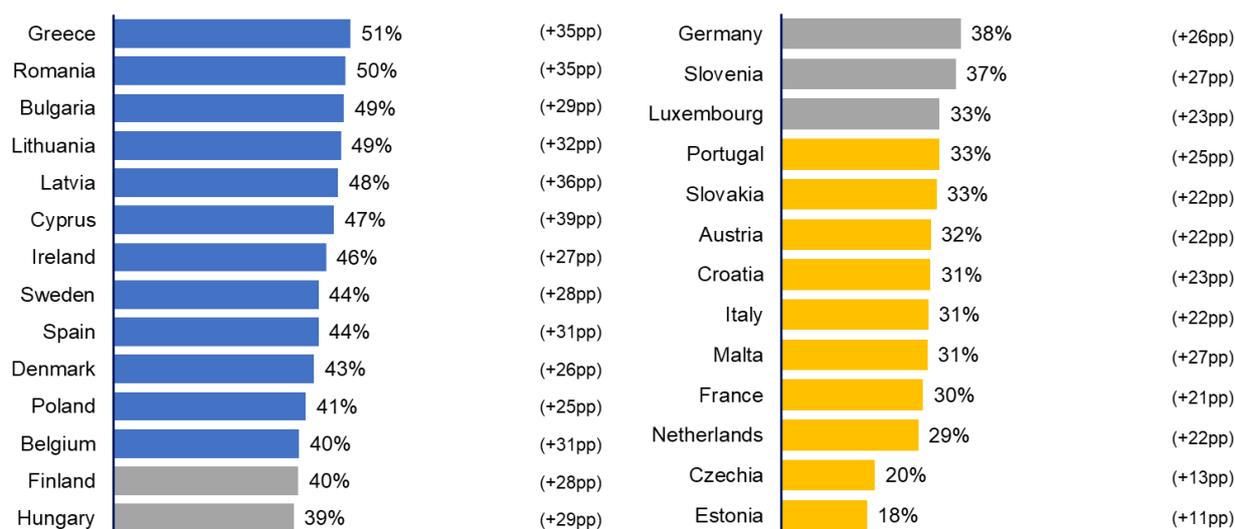
mention a better understanding of negative impacts on the environment (21 % of those with a university/postgraduate degree versus 15 % of those with no to some secondary education).

### 3.3. Unintentional purchasing of counterfeit goods

**37 % of all respondents had unintentionally (accidentally) bought counterfeit goods.** In line with the evolution of the intentional purchase of counterfeits, unintentional purchasing showed a notable increase (+25 pp) from 2019 (and +27 p p compared to 2016).

This increase was reflected across all EU Member States, and especially in Greece (where unintentional purchasing stood at 51 %), Romania (50 %), Bulgaria (49 %), Lithuania (49 %), Latvia (48 %), Cyprus (47 %), Ireland (46 %), Sweden (44 %), Spain (44 %), Denmark (43 %), Poland (41 %) and Belgium (40 %) (Figure 3.9). Even in countries where unintentional purchasing was below average, increases of between 11 and 25 pp since 2019 were nonetheless observed (Figure 3.9).

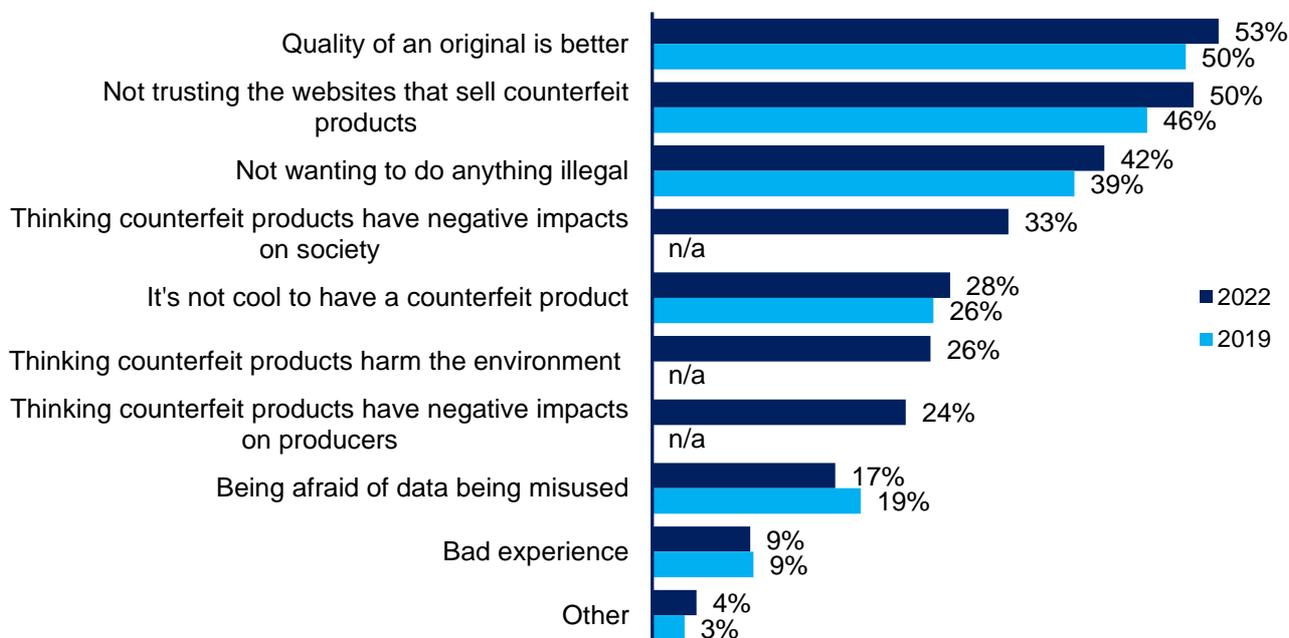
Figure 3.9: Unintentional purchase of at least one counterfeit product in the previous 12 months (percentage point change since 2019 in parentheses)



Blue bars indicate above-average levels, grey bars indicate that the results are just about average and yellow bars indicate that the results are below average levels.

The unintentional purchase of counterfeits (from any product category, in the previous 12 months) was above average among males (41 % versus 33 % of females), older respondents (41 % of those aged 18-21 versus 28 % among those aged 15-17), those with the highest level of education (42 % versus 32 % of those with no education to some secondary school), and those with an income (45 % versus 27 % of those with no income).

Among respondents who had **unintentionally** bought counterfeits in the previous 12 months, the main reasons given were that they considered the original products to be of better quality (53 %), they distrusted websites selling counterfeits (50 %), and they were reluctant to do anything illegal (42 %) (Figure 3.10). Other common reasons (selected by around a third of respondents) were negative impacts on society (33 %) and a belief that it was 'not cool' to have counterfeits (28 %). These were followed by negative impacts on the environment (26 %) and on producers (24 %). Again, the high level of response that several of the new answer options – particularly negative impacts on society – attracted is revealing. It may also partly explain the slight decreases since 2019 in the proportions selecting some of other options, especially distrust in websites selling counterfeits (down by 4 pp) and reluctance to do anything illegal (down by 3 pp).

Figure 3.10: Reasons for refraining from purchasing counterfeit goods <sup>19</sup>

In terms of differences by country:

- the belief that **the quality of genuine products was better** was cited by above-average proportions of respondents in Cyprus (66 %), Romania (65 %), Estonia (64 %), Greece (63 %), Latvia (63 %), Malta (63 %), the Netherlands (61 %), Croatia (62 %), Finland (60 %) and Hungary (58 %);
- **distrust in websites selling fake products** was mentioned by above-average proportions in Malta (68 %), Luxembourg (62 %), Croatia (60 %), Cyprus (59 %), Ireland (58 %), Estonia (57 %), Austria (55 %), Finland (55 %) and Hungary (55 %);
- the belief that **it was not cool to have counterfeits** was cited by above-average proportions in Poland (39 %), Czechia (37 %), Denmark (37 %), Lithuania (36 %), Estonia (35 %), Bulgaria (34 %), Finland (33 %), Germany (33 %) and Spain (33 %);

<sup>19</sup> Q10 (previously III6): 'You indicated that you have not intentionally bought a fake product online during the past 12 months. What was the reason for this? Please indicate all that apply'. (N=10 551 in 2022; N=15 491 in 2019).

- **not wanting to do anything illegal** was most commonly mentioned by respondents in France (51 %), Germany (48 %) and Italy (46 %);
- **negative impacts on society and producers** respectively were mentioned by above-average proportions in Malta (42 %, 34 %), Finland (44 %, 28 %), Italy (41 %, 33 %) and Austria (society only – 38 %); respondents in Finland and Italy were also more likely than average to mention negative impacts on the environment (34 % and 30 % respectively), as were those in Romania (32 %).

In terms of socio-demographic differences, distrust of websites selling fake products was more common among females than males (52 % versus 49 %), as was not wanting to do anything illegal (44 % versus 40 %). In turn, more males than females considered the quality of genuine products to be better (55 % versus 51 %).

The oldest group of respondents (aged 22-24) was more likely than the youngest (aged 15-17) to distrust websites selling fake products (53 % versus 48 %), whereas the youngest group was more likely to say that purchasing counterfeits was not cool (31 % versus 25 %) or that they did not want to do anything illegal (46 % versus 39 %). The latter two perspectives were also more commonly mentioned by the least educated respondents compared with the more educated (31 % of those with no education to some secondary schooling felt it was not cool to have counterfeits versus 24 % of those with a university or postgraduate degree; and 47 % of those with no education to some secondary schooling did not want to do anything illegal versus 43 % of those with a university or postgraduate degree).

As Table 3.2 shows, mention of negative impacts on society, producers and the environment as reasons for not purchasing counterfeits was most common among respondents aged 18-21, those with the highest level of education and those with an income. With regard to impact on the environment specifically, this consideration was also more notable among females than males (28 % versus 24 %). Females were also more concerned than males about the negative impacts on society (36 % versus 30 %). There were no significant differences between males and females in terms of their mention of the negative impacts on producers (24 % versus 23 %).

Table 3.2: Mention of negative impacts on society, producers and environment, by key socio-demographics <sup>20</sup>

	Negative impacts on society	Negative impacts on producers	Harm to environment
<b>Age</b>			
15-17	28 %	20 %	21 %
18-21	36 %	26 %	29 %
22-24	36 %	25 %	28 %
<b>Education level (completed)</b>			
Low (none to some secondary)	28 %	19 %	21 %
Medium (secondary education to college)	34 %	25 %	26 %
High (university to postgraduate)	39 %	26 %	32 %
<b>Income</b>			
Yes	36 %	25 %	29 %
No	31 %	22 %	24 %
<b>Gender</b>			
Male	30 %	24 %	24 %
Female	36 %	23 %	28 %

### 3.3.1. Uncertainty as to whether sources are legal or illegal

As described in section 3.2, almost half (48 %) of all respondents said they had either not bought a counterfeit product in the previous 12 months or were unsure as to whether they had or not. Among the latter group, the majority (60 %) said that they were **not able to distinguish between genuine and counterfeit products**, while 39 % said that they simply did not care whether a product was genuine or counterfeit. The proportion who were unable to distinguish between a genuine and a fake product was slightly lower than in 2019 (by three p p), while the proportion who said they did not care whether a product was genuine or counterfeit was higher (by eight p p). The latter shift may be indicative of growing social acceptability of purchasing counterfeits.

<sup>20</sup> Q10: You indicated that you have not intentionally bought a fake product online during the past 12 months. What was the reason for this? Please indicate all that apply. (N=10,551 in 2022).

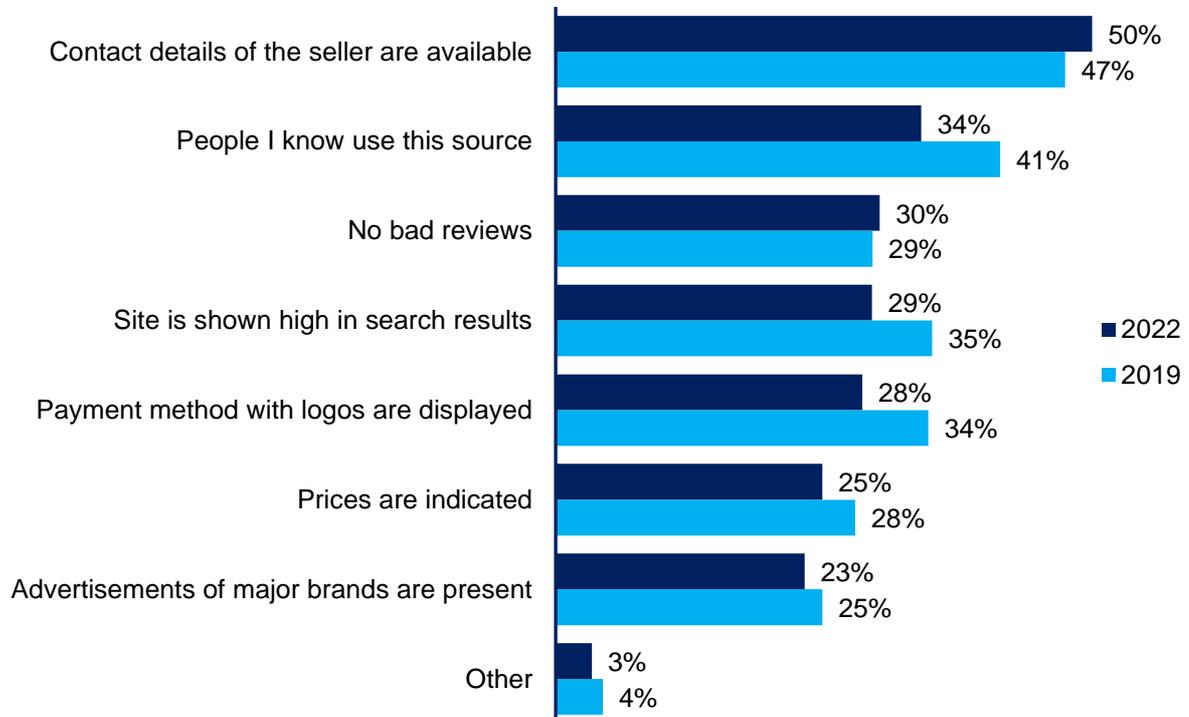
Looking at the country-level results, the proportion of respondents saying they were unable to distinguish between genuine and counterfeit products was above average in parts of Eastern Europe – particularly Croatia (71 %), Bulgaria (70 %), Hungary (67 %), and Romania (66 %) – as well as in Sweden (66 %).

The proportion saying that they did not care whether a product was genuine or counterfeit was above average in Latvia (16 %), Cyprus (16 %), Slovenia (13 %), Poland (12 %), Belgium (12 %), Finland (12 %), Sweden (12 %) and Denmark (11 %). Respondents aged 18-21 were more likely than average (12 % versus 10 % average) to say that they did not care whether the product was genuine or counterfeit, whereas teenagers (respondents aged 15-17) were less likely than average to agree with the same statement (6 % versus 10 % average). Young people with an income were also more likely than their non-income-earning peers to say that they did not care whether the product was genuine or counterfeit (11 % versus 8 %) and that they did not know whether the product was fake or genuine (16 % versus 13 %).

### 3.4. Factors influencing the perceived legality of a source

There are various ways for young people to check the legality of sources from which they are considering purchasing physical goods. Asked how they typically went about doing this, **half of the respondents (50 %) said they checked whether the contact details of the seller/company were available**. Meanwhile, around a third said they relied on sources used by others they knew (34 %), or sources for which no bad reviews were available (30 %). A similar proportion said that they considered whether the source ranked highly in online search results (29 %), or that they looked for the logos of payment methods (28 %) (Figure 3.11).

The proportion saying that they checked for the contact details of the seller/company was slightly higher than 2019 (+3 pp). Meanwhile, there were decreases in the proportions saying that they relied on sources used by others (-7 pp), that ranked highly in search results (-6 pp), or that included logos of payment methods (-6 pp).

Figure 3.11: Factors influencing the perceived legality of a source <sup>21</sup>

Looking at the country-level results for the top three factors influencing the perceived legality of sources:

- the **contact details of sellers/companies** were mentioned by above-average proportions of respondents in Cyprus (65 %), Slovakia (64 %), Estonia (63 %), Romania (62 %), Greece (62 %), Croatia (61 %), Italy (59 %), Czechia (58 %), Malta (58 %), Hungary (57 %), Slovenia (57 %), Latvia (57 %), Portugal (54 %), Lithuania (54 %), Austria (53 %) and Bulgaria (53 %);
- **reliance on sources** used by known others was more common than average in Bulgaria (48 %), Estonia (49 %), Slovakia (47 %), Cyprus (47 %), Malta (46 %), Ireland (46 %), Croatia (43 %), Slovenia (42 %), Portugal (42 %), Latvia (41 %), Finland (40 %), Spain (39 %), Romania (38 %) and Poland (38 %);

<sup>21</sup> Q11B: 'What makes you think that a source that offers products online is legal? Please tick all that apply' (N=22 021 in 2022; N= 22 542 in 2019).

- **the absence of bad reviews** was mentioned by above-average proportions in Croatia (43 %), Cyprus (38 %), Lithuania (38 %), Malta (37 %), Greece (36 %), Ireland (35 %), Bulgaria (34 %), Hungary (34 %), the Netherlands (34 %) and Spain (34 %).

There were also some notable gender-, age- and education-based differences in the results. Females were more likely than males to trust sources that provided the contact details of the seller/company (52 % versus 48 %) or that were used by people they knew (35 % versus 32 %). Teenagers were more likely than other age groups to rely on sources used by people they knew (36 % versus, for example, 32 % of those aged 22-24) and on the absence of bad reviews (32 % versus, for example, 29 % of those aged 18-21). The oldest age group was more likely than the younger ones to trust sources that provided details of the seller or company (51 % of those aged 22-24 versus 49 % of those aged 15-17 and 18-21).

The most educated (university degree or higher) respondents were more likely than the least educated (none to some secondary education) to trust sources that provided contact details of the seller or company (51 % versus 43 %), included payment methods with logos (31 % versus 26 %), ranked highly in search results (32 % vs 24 %), or included prices (26 % versus 22 %).

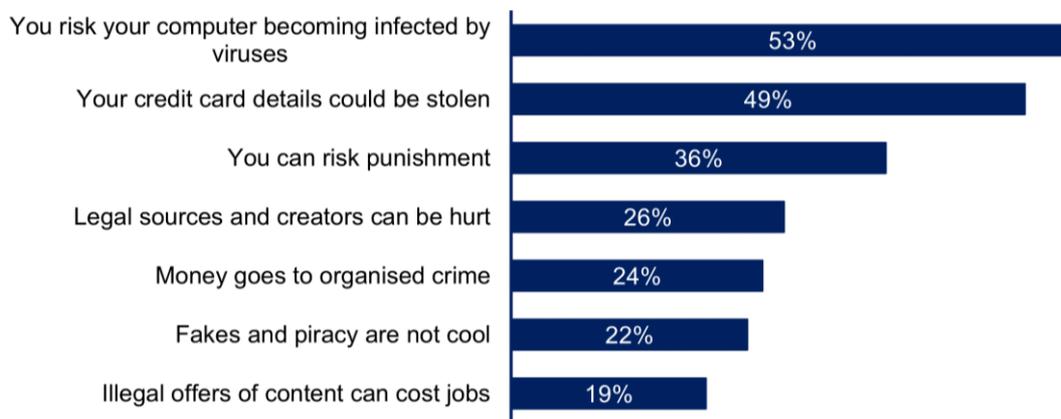
## 4. Communication

Intellectual Property and Youth Scoreboard 2022

### 4.1. Messages that would make young people think twice about accessing digital content from illegal sources

**Messages that would be most likely to make respondents think twice before using, playing, downloading or streaming content from an illegal source were: if there was a risk of their computer or device becoming infected by viruses or malware (53 %); a risk of their credit card details being stolen (49 %); or the possibility of facing punishment (36 %).** Less compelling messages were: the possibility of creators being negatively impacted (26 %); links to organised crime (24 %); fakes and piracy not being cool (22 %); and potential impacts on jobs (19 %).

Figure 4.1. Messages that would make young people think twice before accessing illegal sources <sup>22</sup>



While the rank order of these messages was broadly similar across the different countries, the **degree** to which they resonated varied quite considerably. Examples are as follows.

- The **potential theft of card details** was mentioned by above-average proportions of young people in the East of Europe, including in Croatia (72 %), Romania (63 %), Estonia (59 %), Hungary (59 %), Slovenia (59 %), Slovakia (58 %), Czechia (57 %) and Bulgaria (55 %). It was

<sup>22</sup> Question 11c: 'Which 2 or 3 of the following, if any, would be most likely to make you think twice before using, playing, downloading or streaming content from an illegal source?' (N=22 021 in 2022).

also mentioned by above-average proportions in Cyprus (75 %), Malta (63 %), Ireland (62 %), Portugal (59 %), Greece (59 %), Finland (53 %) and Italy (53 %).

- The **perception that fakes and piracy were not cool** was mentioned by above-average proportions in Poland (31 %), Lithuania (30 %), Bulgaria (29 %), Portugal (28 %), Czechia (27 %), Denmark (27 %) and Spain (26 %).
- The **possibility of facing punishment** received above-average mention in Croatia (46 %), Austria, Germany (44 % each), Denmark (42 %), France (41 %) and the Netherlands (41 %).
- The **potential impact on jobs** was mentioned by above-average proportions in Italy (24 %), Spain (24 %) and Greece (22 %).
- **Mention of the links between illegal offers and organised crime** was above average in Sweden (31 %), Finland (30 %), Italy (30 %) and Greece (28 %).

More females than males mentioned the risk of their credit card details being stolen (52 % versus 46 %) and their computer being infected (55 % versus 51 %). In turn, more males than females mentioned that illegal offers were uncool (24 % versus 21 %), could cost jobs (20 % versus 17 %) and could hurt the creators of legal sources (27 % versus 25 %).

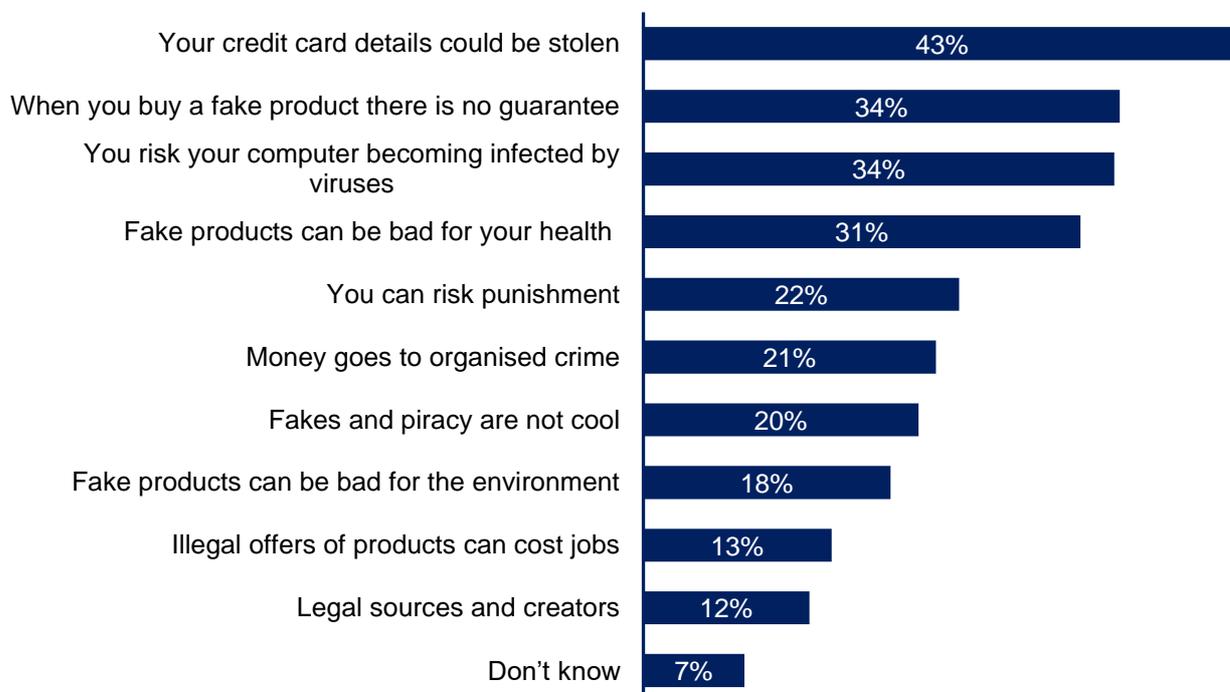
The youngest group of respondents (aged 15-17) was more likely than the older groups to mention fakes and piracy being uncool (24 % versus, for example, 21 % of those aged 22-24), the risk of punishment (41 % versus 33 %), and the risk of their computer becoming infected (57 % versus 53 %). Older respondents, in turn, were more likely to mention the possible impact on jobs (20 % of those aged 22-24 versus 14 % of those aged 15-17).

#### 4.2. Considerations that would make young people think twice about purchasing counterfeit goods

**Messages that would be most likely to dissuade young people from purchasing counterfeit goods were the risk of their credit card details being stolen** (43 %), followed by the absence of guarantees on counterfeit products (34 %), the risk of computer viruses/malware (34 %), and the

possibility of experiencing adverse health impacts (31 %). Other considerations, including the risk of punishment, links with organised crime, and negative impacts on the environment were selected comparatively less frequently (22 %, 21 % and 18 %, respectively). Significant changes to the structure and wording of this question for 2022 preclude direct comparisons with the results for 2019. However, the top five responses were the same in both cases (Figure 4.2).

Figure 4.2: Considerations that would make young people think twice before purchasing counterfeit goods <sup>23</sup>.



A number of country-based differences were observed in terms of the salience of the various considerations listed above. These differences are highlighted in Table 4.1 below, via a 'traffic light' coding whereby:

- dark blue indicates countries where an above-average proportion of people said that a given factor would make them think twice before purchasing a counterfeit good;

<sup>23</sup> Q11c: 'Which 2 or 3 of the following, if any, would be most likely to make you think twice before buying a fake product online?' (N=22 021 in 2022).

- grey indicates countries where the proportion of people saying that a given factor would make them think twice before purchasing a counterfeit good was about average in the EU;
- yellow indicates countries where a below-average proportion of people said that a given factor would make them think twice before purchasing a counterfeit good.

For instance, while the risk of credit card details being stolen was the most salient consideration at the all-country level, the traffic light table below shows that the proportion of people selecting this factor ranges from 73 % in Cyprus to just 29 % in Germany.

This table demonstrates that the likely efficacy of messages aimed at making young people think twice before purchasing counterfeit goods may vary depending on the country.

Table 4.1: Considerations that would make people think twice before purchasing counterfeit products, by country

Top three items that would make people think twice before purchasing counterfeits	Money goes to organised crime	Credit card details could be stolen	Legal sources and creators	Fakes and piracy are not cool	Illegal offers of products can cost jobs	Harm to the environment	Bad for health / dangerous	Risk of punishment	No guarantee on fake product	Risk of viruses or malware on computer
<b>EU average</b>	<b>21 %</b>	<b>43 %</b>	<b>12 %</b>	<b>20 %</b>	<b>13 %</b>	<b>18 %</b>	<b>31 %</b>	<b>22 %</b>	<b>34 %</b>	<b>34 %</b>
Austria	20 %	41 %	9 %	15 %	12 %	19 %	36 %	31 %	33 %	41 %
Belgium	19 %	42 %	14 %	17 %	16 %	20 %	29 %	22 %	28 %	37 %
Bulgaria	16 %	45 %	10 %	19 %	9 %	20 %	40 %	11 %	42 %	34 %
Cyprus	17 %	73 %	11 %	7 %	7 %	13 %	34 %	10 %	46 %	43 %
Czechia	15 %	52 %	10 %	14 %	6 %	11 %	31 %	29 %	44 %	45 %
Denmark	22 %	46 %	12 %	21 %	12 %	18 %	24 %	27 %	27 %	36 %
Estonia	20 %	51 %	8 %	15 %	7 %	16 %	31 %	15 %	46 %	46 %
Finland	25 %	46 %	17 %	17 %	13 %	17 %	31 %	18 %	31 %	35 %
France	18 %	43 %	15 %	17 %	13 %	15 %	34 %	26 %	31 %	31 %
Germany	24 %	29 %	13 %	19 %	13 %	18 %	31 %	30 %	29 %	29 %
Greece	21 %	54 %	10 %	13 %	16 %	20 %	35 %	13 %	41 %	36 %
Hungary	18 %	55 %	9 %	15 %	8 %	13 %	28 %	26 %	37 %	43 %
Ireland	23 %	59 %	10 %	16 %	10 %	18 %	25 %	19 %	38 %	45 %
Italy	25 %	45 %	10 %	28 %	15 %	21 %	33 %	12 %	36 %	30 %
Latvia	20 %	48 %	13 %	21 %	10 %	13 %	27 %	19 %	36 %	42 %
Lithuania	23 %	39 %	12 %	23 %	12 %	16 %	26 %	21 %	43 %	36 %
Luxembourg	23 %	56 %	11 %	15 %	14 %	16 %	24 %	30 %	27 %	34 %
Malta	19 %	71 %	9 %	17 %	10 %	17 %	29 %	14 %	42 %	40 %
Netherlands	19 %	34 %	6 %	14 %	10 %	21 %	31 %	25 %	39 %	40 %
Poland	21 %	42 %	14 %	26 %	14 %	17 %	28 %	23 %	27 %	32 %
Portugal	19 %	55 %	9 %	22 %	15 %	15 %	24 %	18 %	36 %	43 %
Romania	10 %	53 %	13 %	11 %	11 %	18 %	36 %	14 %	49 %	36 %

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Slovakia	22 %	51 %	8 %	13 %	7 %	16 %	35 %	21 %	34 %	39 %
Slovenia	19 %	55 %	10 %	18 %	10 %	14 %	28 %	23 %	38 %	42 %
Spain	23 %	45 %	12 %	21 %	19 %	15 %	27 %	21 %	37 %	34 %
Sweden	27 %	45 %	10 %	25 %	14 %	18 %	26 %	16 %	33 %	32 %
Croatia	15 %	70 %	7 %	14 %	8 %	12 %	36 %	22 %	42 %	46 %

Some socio-demographic variation cut across these differences by country. Specifically, males were more likely than females to mention that illegal offers of products could cost jobs (15 % versus 12 %), whereas females were more likely to mention that fake products could be bad for their health (33 % versus 29 %), or result in their credit card details being stolen (46 % versus 40 %) or their computer becoming infected by viruses or malware (35 % versus 32 %). Teenagers aged 15-17 were more likely than other age groups to mention the lack of guarantees on fake goods (38 % versus 34 % on average), the risk of computer viruses/malware (36 % versus 33 % on average), the risk of punishment (26 % versus 20 % on average) and potential harm to their health (33 % versus 31 % on average). They were also more likely to mention that 'fakes and piracy are not cool' (23 % versus 18 % on average).

The most highly educated respondents were more likely than the least educated to mention potential harm to the environment (21 % of respondents with a university/postgraduate degree versus 15 % of those with some or no secondary education).

## 5. Qualitative research

Intellectual Property and Youth Scoreboard 2022

This part of the report focuses on the follow-up qualitative research.

### 5.1. Methodology

The overarching purpose of the qualitative research was to reach a deeper understanding of key themes emerging from the survey, as well as themes that have not been covered to any significant degree in the survey to date (for example, the role of social media influencers in shaping young people's behaviour).

The survey convened online communities in selecting its participants. An online community is an online social space, much like any other social media community (e.g. a closed Facebook group), created to bring people together for a specific research purpose. Compared with more traditional forms of qualitative research, such as focus groups, online communities are deliberately designed to be interactive and organic and to mimic the way that young people like to communicate. Furthermore, communities make it possible to convene a larger number of participants from a broader geographic range than other methods. Of particular relevance for the present study is that this approach also allows more anonymous or 'at a distance' participation than face-to-face focus groups or interviews, helping to reduce the potential for self-censorship and social desirability bias.

One online community was convened in each of four EU Member States – Germany, Spain, the Netherlands and Poland. These countries were selected based on their differing profiles in terms of the intentional and unintentional consumption of fake goods and pirated digital content<sup>24</sup>. The country selection also ensured the representation of all four EU regions (North, South, East and West). For

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<sup>24</sup> The countries were selected based on data from the previous EUIPO Youth Scoreboards (**EUIPO, 2016; EUIPO, 2019**), as well as the more recent EUIPO publication *European Citizens and Intellectual Property: Perception, Awareness and Behaviour* (**EUIPO, 2020**). Germany was selected for its below-average consumption of digital content from illegal sources and lower rate of intentional purchases of counterfeits. Spain was selected for its above-average intentional consumption of content from illegal sources and for the fact that a relatively high proportion of young people there did not know whether or not they were purchasing counterfeits. The Netherlands was selected because it too has displayed an above-average intentional consumption of digital content from illegal sources, as well as a slightly above-average consumption of counterfeits. Poland was selected because it has one of the lowest rates of intentional consumption of digital content from illegal sources, but also a relatively high rate of intentional purchases of counterfeits. Furthermore, young people in Poland have previously been among the most likely to say that they did not know whether they were purchasing counterfeits.

each country, a sufficiently large pool of participants was recruited to ensure the active participation of 30 young people (meaning a total of 120 people across the four communities).

Prospective participants were sampled to ensure that:

- half of them (i.e. 15) were young people who reported (in the survey) having bought at least one fake product in the last 12 months (prioritising, as the numbers allowed, those who bought more than one type of fake product), including a roughly 50/50 split of people who had done so intentionally and unintentionally;
- the other half were young people who reported having accessed at least one type of digital content from an illegal source in the last 12 months (prioritising, as the numbers allowed, people who had accessed more than one type of digital content from illegal sources), including a roughly 50/50 split of people who had done so intentionally and unintentionally.

For both subsets of participants, efforts were made to maximise the number who reported having had difficulties distinguishing between legal and illegal sources of goods or online content. Moreover, efforts were made to ensure a mix of participants in terms of gender and age group. In the event, full attendance was achieved for the communities in all four countries. The quota targets were also broadly met in each case.

The communities involved a series of discussion-based activities, conducted across a 2-week period between 19 April and 4 May 2022. The activities were structured around Ipsos' Cultural Tree Framework for understanding consumer engagement with goods and services. This model starts from the assumption that this engagement takes place within the participants' cultural context, which involves four dimensions: 1) usage of the product or service (behaviour); 2) beliefs and attitudes (especially what is seen as true or normal); 3) ethical considerations (what is seen as appropriate); and 4) trends (for example, what is seen as 'in' or 'out'). Based on this broad framework, as well as the findings of the online survey, a discussion guide covering four separate activities for the communities was developed. These activities covered the following topics.

- **Behaviours related to buying fake goods or accessing digital content from illegal sources**, including: the sources they used to buy a counterfeit product or to access illegal digital content; the nature of any challenges they had experienced distinguishing between

genuine/fake goods and legal/illegal sources; and the extent to which their behaviour had evolved over the last 12 months.

- **Attitudes, perceptions and beliefs about fake goods and illegal sources of digital content**, including how young people conceived of fake goods and illegal sources of digital content; their attitudes compared to their peers'; and their understanding of the risks involved in purchasing fake goods or accessing digital content from illegal sources (e.g. credit card fraud and cyberfraud/threats).
- **Social norms and trends**, the key influences on young people's behaviour when it comes to purchasing fake goods or accessing content from illegal sources, including: the role of 'deviant' social media influencers and the specific types of fake goods or illegal content young people perceived as 'in'/desirable or not, based on these influences.
- **Ethical considerations**, including how and to what extent young people thought about the potential impacts of fake goods/content from illegal sources on companies and brands, society more generally and the environment, as well as their awareness of the links between counterfeiting and organised crime.

To ensure adequate focus on both counterfeit goods and digital content from illegal sources, the four areas listed above were explored separately for each strand. Accordingly, the findings pertaining to counterfeit goods and content from illegal sources will be reported in separate sections.

The findings of the qualitative research are set out in detail in the following chapters. Section 5.2 looks at the findings relating to online content from illegal sources. Section 5.3 sets out the comparable findings in relation to counterfeit goods. Both sections are structured around the four main dimensions of the Cultural Tree Framework described above (behaviours, attitudes, social trends and ethical considerations). Chapter 6 sets out the main conclusions of the research.

#### 5.1.1. Note on interpreting the data

Qualitative research aims to identify and explore themes and issues relating to the subject under research. The assumption is that the themes and issues raised by participants reflect those affecting the wider populations concerned. The precise extent to which they apply to these wider populations,

or specific sub-groups, cannot be quantified – for example, in terms of percentages – or generalised beyond participants in the study (as is possible with representative survey research). The value of qualitative research lies rather in identifying the range of relevant perspectives and experiences, the considerations underpinning these, the ways in which people construct meanings and understand specific issues, and the potential impact or implications of all of these. With regard to group-based qualitative research in particular, the dynamics of the discussions can reveal a rich tapestry of viewpoints and understandings among group participants, while at the same time disclosing group norms and consensus<sup>25</sup>.

For the reasons outlined above, the qualitative findings reported in this document should not be treated as statistically representative of the perspectives and preferences of the populations concerned. Equally, although the report includes commentary on apparent differences in perspectives and preferences based on gender and other socio-demographic characteristics, these differences too should be seen as merely indicative and not statistically representative of the perspectives and behaviours of the populations concerned: that is to say, they may indicate that certain perspectives and preferences are more dominant in specific countries or among specific social groups.

Quotations from participants are included to illustrate key perspectives, experiences and behaviours. Each quotation is accompanied by a brief description (in parentheses) of the participant concerned in terms of their:

- gender (male or female);
- age group (16-17, 18-21, or 22-24);
- whether they have intentionally or unintentionally purchased counterfeit goods/used digital content from illegal sources (based on their responses to the online survey);
- location (Germany, Spain, the Netherlands, or Poland).

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<sup>25</sup> Kitzinger, J. (1994). The methodology of focus groups: The importance of interaction between research participants. *Sociology of Health & Illness*, 16 (1), pp. 104-121.

## 5.2. Findings: online content from illegal sources

### 5.2.1. Behaviours: accessing content from illegal sources

#### 5.2.1.1. Type of content accessed and pathways

The online community participants had accessed a range of different types of content from illegal sources, including films, TV series, anime, live sporting events (racing competitions, major football matches and other one-off events), software (including, specifically, \*\*\* operating systems), video games and books. As for music, the participants described using illegal sources specifically for streaming that was uninterrupted by advertisement breaks. For films and TV series, they specifically mentioned accessing new releases as well as content that had been delisted from, or was otherwise not available on, legal streaming platforms in their respective countries.

*Until recently, there was no official platform dedicated to publishing Korean dramas and Japanese anime. It is true that currently more than one platform offers them, but they don't have all the ones that come out in each season, so I still have to resort to illegal and free platforms to be able to watch those. The same happens with manga if you want to read them digitally, or with some music. (Female, 18-21, intentional user, Spain)*

*I watch content from illegal sources when a series or movie I really want to watch isn't available on any platform available in Poland. (Female, 18-21, intentional user, Poland)*

In describing their behaviour, **participants often commented spontaneously that the cost of content from legal sources was either too high or prohibitive**. They expressed frustration, anger or feelings of injustice about this, with some going as far as to suggest that large providers like Netflix 'took advantage' of users and tried to 'trick' them into paying extra subscription fees for particular types of content or other benefits. In this context, **they regarded downloading illegal content as either 'normal' or almost an act of protest**, rather than as an illicit behaviour that might cause feelings of guilt or remorse.

A corollary of the perceived high cost of content from legal sources was a tendency for some participants to access content from legal sources only in specific exceptional circumstances: for example, if they needed a particular piece of software in order to work or study; or if the content was especially significant for them, such as an episode of a favourite TV series or a new album from a

favourite musician. Conversely, however, others said they used illegal sources only exceptionally, owing to previous bad experiences when doing so: content of inferior quality; a lack of relevant subtitles or dubbing (in the case of films and TV series); or the inclusion of many pop-up advertisements.

*I have watched some series/movies from illegal sources but for free. And the experience is cumbersome: links that don't work, constant and invasive ads, even pornographic content. (Female, 22-24, unintentional user, Spain)*

The main sources participants had used to access content from illegal sources were the following.

- Free illegal websites that enable users to stream content. Specifically mentioned were 123 Movies, Putlocker, Solarmovie, Soap2day, kinokiste.to, Gogoanime and, for sports events, hesgoal.com and manners.nl.
- Torrent services to download content, including Piratebay, Steamunlocked and 1337x. Participants often spoke about using torrent services to access cracked versions of games or software, in particular.
- Add-ons (26) for otherwise legal programmes

*With a TV BOX and \*\*\*installed, I can watch sports on pay-per-view platforms, mainly sports, but also series or even movies. (Male, 22-24, intentional user, Spain)*

Participants had typically found out about these sources either through **general internet searches** – using search terms like ‘watch for free’ – or by **word of mouth**, including via social media or networking sites such as TikTok and wykop.pl. Notably, they commonly reported having learned about particular illegal sources from family members, especially older siblings or parents, which appeared to have contributed to normalising the use of these sources in their minds. Social influences on participants’ behaviour are discussed further below.

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<sup>26</sup> A software add-on or extension is any third-party software program or script that is added to a program to give it additional features and abilities. Often, software add-ons are created by organisations or people that are not affiliated with the original developer, and are installed either through a third-party website or by using a program option.

### 5.2.1.2. The experience of accessing content from illegal sources

Asked about their thoughts and feelings when accessing content from illegal sources, **participants tended to say that they initially felt either neutral or positive, or a mixture of the two.** Neutral feelings were a product of the belief, noted above, that it was normal to access content from illegal sources – or, as some participants put it, to ‘make use of what is available’, not least because the legal alternatives were often unaffordable. These neutral feelings tended to dominate among those who had been engaging in the behaviour for some time. More positive feelings mentioned included satisfaction, happiness, joy and excitement, mainly in relation to having gotten a good deal and the anticipation of consuming the content. For some younger participants, in particular, positive feelings also derived from a sense of justice at having circumvented the perceived exorbitant fees of legal platforms.

*I do not care in the moment.* (Female, 22-24, intentional user, Germany)

*I felt neither good nor bad, as I see it as ‘normal’ (even though I know I shouldn’t).* (Male, 22-24, intentional user, Spain)

*There is everything on [illegal sources] on the internet. If it doesn’t exist there, it probably doesn’t exist. We found [a PC operating system on torrents!]* (Male, 22-24, intentional user, Poland)

It was clear, however, that **the positivity some participants felt was sometimes offset by a cautious approach to using illegal sources.** These participants described having consciously taken steps to ensure that they were able to download content from such sources safely or at reduced risk, for example, by using a VPN or antivirus software.

*[I am always] on my guard because you are on a site anyway where the security is not always up to date and that is why I have a good virus scanner/firewall.* (Male, 22-24, intentional user, the Netherlands)

*If you don’t know about it, you end up downloading a virus or something like that. But if I can’t afford anything else or I can’t find the content in a legal source it is not going to keep me awake at night either, knowing that I am careful and I have less chances than other people to download a virus or such.* (Female, 22-24, intentional user, Spain)

Other participants' initially positive feelings at getting a good deal or desired content from an illegal source were sometimes followed by more ambivalent or negative feelings. These included concerns or worries about experiencing personal adverse impacts, such as the computer viruses mentioned above, and frustration or disappointment if the quality of the content turned out to be poor (although this was reported only rarely). Less commonly, participants reported having felt some guilt or remorse about engaging in illegal behaviour. These participants tended to be those who accessed pirated content only rarely: for example, when they were 'desperate' to get a very specific piece of content that they could not obtain through legal sources, such as a favourite TV series or a new book from a favourite author.

*I felt bad because I know that authors don't make much from royalties on their books; frustrated, because I can't afford to buy legally all the books I read; resigned, for not being able to do anything to avoid it. (Female, 18-21, unintentional user, Spain)*

*I feel illegal in that it still doesn't feel quite right to watch it without paying. Frustrated by the often poorer quality. (Female, 18-21, intentional user, the Netherlands)*

### 5.2.1.3. Distinguishing between legal and illegal sources

As described in the section on the types of digital content accessed and the pathways used, participants often had preferred illegal sources that they made regular use of, including specific torrent sites. Therefore, they did not often find themselves having to distinguish between legal and illegal sources. Nevertheless, **they tended to believe that it was relatively easy to make such a distinction** and highlighted three main 'rules of thumb' that they followed in this regard. Firstly, illegal sources tend to look much less professional than legal ones – for example, the use of poor-quality graphics, the presence of spelling mistakes, and an absence of formal terms and conditions or other administrative information. Secondly, illegal sources usually have an abundance of pop-up advertisements; and, thirdly, these sources are highlighted by Google as being unprotected (i.e. as not using HTTPS).

*A good indication that it is illegal is usually the amount of pop-up when you click, ads that you have to see 'x' seconds and when you click 'remove' you get another pop-up,*

*and when you move the mouse to the bottom left you get a URL. Another indication is when it says 'the connection is not private'. (Male, 22-24, intentional user, Spain)*

*Mostly illegal sources have ... poor graphics, do not have any information about the company, about the site, about storing our data, etc. Legitimate sources ... have clear and simple information, have all the information about the conditions of use, materials are of good quality and work perfectly. (Female, 16-17, intentional user, Poland)*

A small number of participants, mainly unintentional users of pirated content, said that they did occasionally experience difficulties discerning the legality of a source, as some illegal sources looked quite professional or otherwise very similar to legal ones.

*It just happened to me with a digital eBook download. I don't remember the name of the site anymore. I can't tell one from the other. (Female, 16-17, unintentional user, Spain)*

Despite these difficulties, participants rarely reported seeking any external support or advice in distinguishing between legal and illegal sources, beyond sometimes asking friends or family for their assessments.

#### 5.2.1.4. The evolution of behaviour

Some participants reported that, at the height of the COVID-19 pandemic, their use of content from illegal sources had increased. This was mainly because their consumption of content increased generally, which in turn led to their becoming aware of more sources of content, both legal and illegal. However, they often went on to say that **the increase had not been sustained and that their consumption of pirated content had in fact decreased or 'returned to normal' more recently**. They cited two main reasons for this. Firstly, the end of lockdowns had meant they were free to re-engage in a wider range of leisure activities, and so were less reliant on online content for entertainment. For some, this also meant that they were less inclined to engage in behaviour that they felt exposed them to personal risks, such as fraud and identity theft. Secondly, legal streaming services had evolved, often offering free subscription options that provided attractive alternatives to illegal sources. Older participants who had recently begun working and earning an income sometimes described how this transition, in and of itself, had resulted in their accessing fewer illegal sources – or else refraining from the practice altogether – as they could now afford legal offers. There was a

sense in which they saw pirated content as something for ‘kids’ and the practice of using legal sources as a marker of adulthood.

*Just as during confinement online content was almost the only form of entertainment, as soon as it ended I think we realised what freedom was ... As far as content consumption is concerned, it is back to more or less pre-pandemic levels. (Male, 22-24, intentional user, Spain)*

*[I use illegal sources] less than before because there are more possible legal sources. Services are more and more developed. (Female, 18-21, intentional user, the Netherlands)*

At the same time, some participants said that their use of illegal sources had either remained fairly steady over the last 12 months or increased. The former group were typically younger people who saw accessing content from illegal sources as very ‘normal’ or something that ‘everybody does’. Some of those who said their use of illegal sources had increased, a more mixed group in terms of profiles, referred to the fragmented streaming market and the difficulty of affording multiple subscriptions for different content types. Others mentioned that a particular type of content that they consumed regularly was no longer available via their preferred legal source.

*It has definitely become more, as every series feels like it has its own streaming service and all subscriptions cost at least 9€ monthly and this is not worth it in my opinion. (Female, 18-21, intentional user, Germany)*

*I use more [content from illegal sources] because racing competitions can no longer be viewed via Ziggo (Female, 18-21, intentional user, the Netherlands)*

## 5.2.2. Attitudes towards illegal sources

### 5.2.1.1. What young people think of illegal sources

To further explore participants’ attitudes towards accessing content from illegal sources, including any assumptions and misconceptions they held and the meanings they ascribed to it, they were invited to consider how they would describe illegal sources to someone who knew nothing about them.

Participants mentioned a **mix of positive and negative characteristics**, albeit with a particular focus on the former. Notably, for both the positive and negative aspects, participants addressed this question **almost exclusively from their own perspective** as consumers, and only rarely mentioned positive or negative impacts on external parties or society at large.

In most countries, participants primarily defined content from illegal sources in terms of its being **free and easily accessible**. In fact, none of the participants in any of the groups had ever paid for content from illegal sources, and some explicitly described this as being the very point of using illegal sources. Another advantage mentioned by many participants was that illegal sources offer **better access to content**. Specifically, they could find content that was not available via legal sources in their country, or access content sooner, if it were already available in another country. In short, there was a general feeling that through illegal sources one had access to a larger 'library' of content than would be possible via legal services. Similarly, participants noted that using illegal sources obviated the need to subscribe to many separate streaming services.

*I would tell them that these are things like music, movies, information or video games that you can get for free. (Female, 16-17, unintentional user, Spain)*

*Everything you can think of is available, you can use it without an account and for free. (Male, 22-24, intentional user, the Netherlands)*

As for the disadvantages and negative aspects of content from illegal sources, participants focused strongly on the inconveniences or hazards that could befall them when consuming content in this way. Most commonly mentioned were the risk of the content being of **poor technical quality** and the risk of **computer viruses** embedded in the content or on the websites used to access it. To a lesser extent (and only in Germany and Poland), participants also referred to the **risk of being caught and fined** for committing an illegal act. In Poland, the importance of this aspect seemed to have been increased by recent high-profile cases of people being charged for the possession of software to download content from illegal sources.

*It can easily happen that you contract a virus on dubious sites. Apart from that there are a lot of ads which can be annoying. Also, the quality of the content leaves a lot to be desired. And it might happen that you receive a warning and have to pay high fines. (Female, 22-24, intentional user, Germany)*

In the Netherlands, another negative aspect mentioned was that, in the event of a negative experience such as that described above, there would be **no support available or, in the case of financial detriment, no chance of compensation** (either from the providers themselves or from any authorities).

Only very exceptionally, and mainly in Spain, did participants explicitly refer to any potential negative impacts on people other than themselves. Specifically, they mentioned that the **creators of content may lose revenue** as a result of their content being acquired illegally.

#### 5.2.1.2. Social attitudes

There was a strong consensus that accessing content through illegal sources had been widely accepted and normalised in society for some time. On the question of whether the practice was becoming more normal and frequent, opinions were more diverse, and seemed (at least in part) to depend on what participants saw in their immediate social circles or would do themselves. The diversity of opinions was not linked specifically to any age or gender group.

Those who felt that the use of illegal sources to access content was becoming less frequent referred mainly to the emergence of a wider and more affordable range of legal sources over recent years, lowering the temptation to use illegal sources. Furthermore, participants in Germany felt that there was a growing risk of being penalised for using illegal sources.

Those who were convinced that the use of illegal sources to access content was becoming more widespread referred to two causes: firstly, for many people, the use of illegal sources had been commonplace and normalised since their childhood. Secondly, availability and access were continuing to grow over time. In other words, the perceived increase in frequency was, to these participants, a matter of sheer habit further reinforced by the (growing) ease of maintaining that habit. Some participants in Poland specifically mentioned that, even if they were to personally reduce their own use of illegal sources, they would still see these sources as potential options in the future if they needed them.

*Sometimes you buy an original, sometimes you download a pirated version. The truth is that you can find everything online and you use it all due to various reasons. (Male, 22-24, intentional user, Poland)*

*I used to watch much more, and now that I have relatives with platforms, we all take advantage of them, and whatever is not there, I watch it illegally. (Female, 22-24, intentional user, Spain)*

Some participants also offered more specific rationalisations for the increased use of illegal sources that they perceived, all of which were related to these sources being **cheaper or free**. Most common in this regard was the observation that, while there were now more legal sources, this diversification meant that content was increasingly spread over multiple sources, forcing consumers to **take out more subscriptions** if they wanted to maintain access to a range of content. The same rationalisation was discussed in relation to participants' own behaviour in the section on participants' behaviours when accessing content from illegal sources. This, in combination with a more general perceived increase in the cost of living (e.g. due to inflation), was seen as a likely reason for the renewed popularity of illegal content sources. Some participants also mentioned that the increased availability of legal sources might have had less impact on the youngest consumers, since for them the prices of legal sources might remain prohibitive.

#### 5.2.1.3. Risks of fraud

New questions added to the Youth Scoreboard Survey in 2022 revealed that an experience of cyberfraud or a cyberthreat when accessing content from an illegal source may dissuade young people from engaging in this behaviour. To provide a deeper understanding of attitudes on this issue, the online community participants were asked for their views on the relative risks of fraud when purchasing content from illegal and legal sources.

In all countries, this topic was discussed mostly in the abstract, since none of the participants had ever paid to acquire content from illegal sources. However, participants did have strong reservations about the idea of paying illegal sources. This stemmed from a very low level of trust in these sources: specifically, in terms of whether they would handle payment data securely. Indeed, the general assumption was that websites or platforms that offered illegal content were likely also to be engaged in other illicit activities, such as credit card fraud.

*I have far more trust in legal sources when it comes to my details, I never share real details on illegal sites, if it is required, I just leave. (Female, 18-21, intentional user, Poland)*

*These are sites that already do not shy away from using other people's property and often many viruses on the sites, then they also do not shy away from misusing your money and your bank details. (Male, 22-24, intentional user, the Netherlands)*

Moreover, since both the sources and the acquisition of content from these sources were illegal, participants generally assumed that there would be no recourse or chance of compensation for those who became the victims of fraud in the process. This consideration also underpinned their wariness about paying illegal sources.

### 5.2.3. Social trends

#### 5.2.3.1. Influences and influencers

As described in the section on the types of digital content accessed and the pathways used, on deciding to access digital content through illegal channels, some young people performed their own research (usually general internet searches), while others relied heavily on recommendations from other people. Friends and family, in particular, played an important role in pointing young people towards the sources they themselves had used. 'Friends' here includes both people the participants knew in real life as well as virtual acquaintances (i.e. people they had only met online through social networks, closed groups centred around a particular interest, gaming groups, etc.).

As well as simply directing them to content of interest, participants' friends sometimes also acted as de facto validators of sources, helping to ease some of their fears about accessing content illegally. Less commonly, participants' friends were themselves direct sources of content.

*We have two guys in our circle who provide us with cracked versions [of games] so that none of us has to invest money. (Male, 16-17, intentional and unintentional user, Germany)*

By contrast, social media influencers did not play a significant role in participants' decisions to access content from illegal sources. This was largely because few participants knew of any influencers who were active in making such recommendations. However, some participants in Germany, the Netherlands and Spain did mention that they were aware of some (unspecified) social media influencers promoting illegal sources of content, mainly through TikTok. Participants in Germany also

referred to YouTube tutorials that explained how to access content illegally. In Spain, by contrast, participants generally felt that social media influencers did not recommend illegal access to content, but, on the contrary, often actively discouraged it.

*Normally influencers do not do these kinds of things, at most they promote a product that turns out to be a scam or are paid by an external page from which purchases in video games come out cheaper ([such as one particular influencer with \*\*\* coins]), but ... they realise that it hurts them, so they quickly return to legality. (Male, 22-24, intentional user, Spain)*

#### 5.2.3.2. What's 'in'

To further explore current trends in illegally accessed content, participants were invited to reflect on which types of content they would and would not consider accessing this way rather than through legal channels, and why. Reflecting the findings reported in the section on the types of content accessed and the pathways used, participants in all four countries most commonly mentioned TV series and movies as the type of content they would consider accessing illegally. Other types of content mentioned in several countries included sporting events, e-books and games. Anime/manga content was also popular among participants in Germany.

Across all countries, there were no clear trends in the specific types of TV shows or films that were especially sought through illegal channels. Some participants in Spain named specific TV series comprising multiple seasons (e.g. *Game of Thrones*, *The Walking Dead*, and *The Vampire Diaries*), and Polish participants referred to the series *Euphoria* and *Grimm* as well as the Marvel films. However, this appeared more to reflect their personal tastes than general trends. When it came to sport, however, there was more frequent mention of various football leagues and racing competitions.

The reasons for accessing these types of content were less social and more practical. As described earlier, the primary motivators were that desired content was perceived to be too expensive or was unavailable through legal channels. Particularly bothersome availability issues for participants included: having to wait for new releases to become available in their country; discovering that specific episodes were not available in their country; series being delisted from Netflix; and wanting to access content that was rare or for adults only.

*I needed [this software] for school. I was short of money, so we started looking online right away [...] Then I started looking on torrents, purchase was the last thing on my list because of the dough. (Male, 22-24, intentional user, Poland)*

*I was watching a series on Netflix and then they took it down from Netflix. Because I still wanted to finish the series I continued to search the internet and ended up on an illegal site. (Male, 22-24, intentional user, the Netherlands)*

Another trend among some participants was the practice of downloading demo versions of games to check whether the original was worth buying. Participants in Poland also spoke about accessing 'time filler' content: that is to say, types of content that they would not have paid money for otherwise. More generally, some participants mentioned as a motivating factor the sheer ease of accessing some types of content, such as e-books and the fact that this made accessing content from legal sources comparatively unappealing.

#### 5.2.3.4. What's 'out'

Games and software stood out as the types of content that the participants were most hesitant about accessing illegally. This was largely because they recognised that streaming content was less risky than downloading it. One participant also pointed out that it was possible to update a legally obtained game and play it online, offering more fun than the illegally obtained alternative.

*[I am least likely to access] games – because you are more secure and it is also more fun when you can update and play online (Female, 22-24, unintentional user, Germany)*

*There was a time in the past when I had illegally downloaded software and my laptop broke. (Male, 22-24, intentional user, the Netherlands)*

Some participants were more reluctant to illegally access content created by individuals who were not linked to large corporations (e.g. musicians, e-sportsmen, writers, and book authors) if the content was available legally. This was because these smaller producers were seen by the participants as more vulnerable than larger companies to the financial impacts of piracy. For some participants in Spain, this sentiment also extended to their favourite bands, whom they did not want to harm in any way.

#### 5.2.4. Ethical considerations

To explore in greater detail the participants' attitude to the ethical dimensions of accessing content from illegal sources, they were invited to comment spontaneously on likely impacts of the behaviour, whether on the individual or society at large. Reinforcing findings reported in the preceding sections, **spontaneously identified negative impacts related mainly to the potential for personal inconvenience or detriment**, in the form of computer viruses, malware/ransomware and personal data breaches.

*I think the most common thing is that you install a virus by mistake. But not only that, also all the private data, like where you live, that they sell on to others. (Female, 16-17, intentional user, the Netherlands)*

*For me, it does not generate any negative impact. At the level of movies, books, music, etc. ... At the level of programmes, it is different, because they can bring some surprise in the form of virus, Trojan, etc. (Male, 18-21, intentional user, Spain)*

For most intentional users, however, these personal risks did not appear to constitute a sufficient deterrent against engaging in the behaviour. Equally, in three of the four countries, **participants clearly did not worry significantly about being caught accessing content from illegal sources**, in part because they thought this was very unlikely. As stated earlier, participants in Germany were the notable exception, with both intentional and unintentional users there reiterating the possibility that their behaviour could be detected by the police, which would result in their facing high fines or other legal consequences.

*A police record because of fraud would be crap because I will have to present a certificate of good conduct in my future job. (Male, 16-17, intentional and unintentional user, Germany)*

In all four countries, participants made **comparatively little spontaneous mention of the negative impacts of illegal sources on society at large**. A minority again mentioned the potential financial harm to creators, especially artists like writers and musicians who sometimes struggled to make a

living. However, a more dominant perspective was that the number of people using illegal sources was too small to have a significant impact in this regard.

*I personally do not see [societal] effects. Most probably illegal content has been there from the very beginning of the Internet, and as we can see the world still exists, and it has not gone mad due to it. (Male, 22-24, intentional user, Poland)*

Furthermore, in all countries, **some participants saw social benefits to content being available from illegal sources**. Specifically, they contended that pirating might force legal platforms to reflect on their pricing and subscription structures and make these more favourable to the consumer. They also commented that the existence of illegal sources helped democratise access to cultural and educational content, especially for very young people and those on a low income, who would otherwise be unable to afford it. Similarly, it was suggested that the sources provided a means of circumventing information censorship in countries where this was an issue.

*To begin with, more people will have access to culture [...] and people with little economic capacity will also benefit. On the other hand, I also believe that the more people have access to something, even if it is illegal, the more publicity will be given to the product and that means that the authors and the whole industry behind it will also benefit. (Female, 16-17, unintentional user, Spain)*

*e.g. for teaching materials, the social benefit could be that more people have access to them, including people who normally do not have enough money for an education. (Female, 18-21, intentional user, the Netherlands)*

Having given their spontaneous views on how illegal sources might affect the individual and society at large, participants were probed further on three specific types of impacts: on creators (including different types of creators), on cybersecurity threats and on links with organised crime.

#### 5.2.4.1. Creators

More than during the spontaneous discussion described above, participants tended to draw a firm distinction between different types of creators when considering the likelihood of their being negatively impacted by piracy. Specifically, there was **a widely held perception that small/independent or**

**‘niche’ creators – including musicians, writers, small publishers and other content creators – would be more severely impacted than large companies.** Whereas the former were seen as making limited profits and therefore needing every sale they made, large companies were described as having ‘enormous revenues’ and therefore being largely immune to financial damage on the scale that might result from piracy. Some participants gave additional, more speculative rationalisations for distinguishing between small and larger companies in this way: for example, that large companies’ prices may already include a margin to cover the costs of piracy, and that the companies likely did not pay all of their employees a fair wage, so accessing content illegally provided a way of getting back at them for this. However, these rationalisations were sometimes *post hoc*: that is to say, they were attempts to justify past behaviour, rather than reflections of any pre-existing political or philosophical stance.

*I think that small companies are much more likely to suffer from this than large ones that have already been able to accumulate a lot of capital. A small film company is much more likely to go bust than \*\*\*.* (Female, 16-17, unintentional user, Germany)

*I do not worry about \*\*\*, or the other largest platforms, or studios making movies, as these are huge corporations, and I doubt that there are good people there who pay a decent salary to such employees as cleaning staff or catering suppliers, etc. But I do care about small book publishers.* (Male, 18-21, intentional user, Poland)

*[Piracy is] very relevant for smaller developers, but I deal mostly with larger companies. When I see how much profit they make ...* (Male, 22-24, intentional user, the Netherlands)

As is implicit in the quotation immediately above, **these perceptions of large providers often led participants to feel entirely absolved of any guilt** about having accessed content from illegal sources rather than a large legal provider. Nevertheless, there were a few intentional users of illegal content who took a more balanced view. They reflected on how they would feel as a creator of a film or TV series if someone were to access their content illegally. Indeed, they cited this as the main reason why they did not use illegal sources more often.

*I can totally relate to it – if it was my work, I would also be angry if my content would be used illegally.* (Female, 18-21, intentional user, Germany)

#### 5.2.4.2. Cybersecurity threats

Participants were asked to what extent they believed that the use of illegal sources of content could raise the general risk of cybersecurity threats. While they recognised that this was a real possibility, they tended to revert to discussing the matter in purely personal terms rather than taking a macro-level perspective. In particular, they repeated the risks they had mentioned earlier of their downloading computer viruses or malware, such as by clicking on an advertising banner or a redirect. Some noted that they tried to limit their use of illegal sources to reduce these risks, given the significant damage that viruses and malware could do to their devices and the potentially high cost of rectifying this.

*There are probably good and bad illegal services. You have to know what you're doing, otherwise it can end badly and in the end the damage is much greater than the amount you wanted to save. (Female, 16-17, unintentional user, Germany)*

*This is something that I have thought about many times and that worries me a lot, so I try to download as little content as possible from illegal sources ... Not being official websites, many of them are usually not very reliable and it is relatively easy to download viruses and malware without realising it. (Female, 18-21, intentional user, Spain)*

However, **participants were often confident that they took sufficient precautions to protect themselves from viruses and malware.** These precautions mainly involved using VPNs, firewalls and virus scanners, along with avoiding clicking on advertisements or redirects. In Germany and Poland, participants further commented that streaming content from illegal sources posed a much lower risk than downloading or 'torrenting' it. Therefore, they downloaded content only rarely, and then only from sources that they had already tested or that had been recommended by people they trusted, such as their gaming or anime community.

Nevertheless, even some participants who took these precautions recognised that the risks could not be eliminated entirely and that they would only need to 'click the wrong button once' to find themselves with serious problems. At the same time, this was clearly a risk many of them were willing to take, and one that they consciously traded off against the benefit of acquiring content for free.

*I also have an ad blocker installed, but it doesn't work on all pages [...] I have activated virus protection and I'm hoping that it will work, but I can still imagine that you could get a virus. I also use sites that are known among the anime community. I don't worry as much as I would if I clicked on a totally unknown site. I also don't download anything but only stream, so I guess the risk is more limited. (Female, 22-24, intentional user, Germany)*

*That's the risk it entails. For people who are a little less passionate about technology, they may not know as much about the risks, but if you can get on the Internet to download illegally, you might want to do some research to make sure the source can be trusted. (Male, 22-24, intentional user, the Netherlands)*

#### 5.2.4.3. Organised crime

Participants had generally not previously considered that there might be a link between organised crime and illegal sources of content. Indeed, when this topic was raised in the communities, **there was significant scepticism as to whether such a link existed**. This was based largely on an a priori assumption that any criminal activity connected to piracy was likely small-scale and perpetrated by minor criminals rather than a more organised network.

*Not being very knowledgeable about it, it's not something I've ever given much thought to. Normally, my biggest concern when accessing illegal content is usually the possibility of getting a virus. (Female, 18-21, intentional user, Spain)*

*I think organised crime has more to do with drugs, porn, arms dealing, credit card dealing, etc. I think cracked games are more likely to come from lone offenders, kids who are bored for a long time or want to try things out or prove themselves. (Male, 16-17, intentional user, Germany)*

Based on these perceptions, **most participants were not concerned that they might be financing organised crime through their own use of illegal sources** (whether intentional or unintentional). This stance was only reinforced in their minds by the fact that they did not pay for the content they accessed via illegal sources. Therefore, they felt that they were not at risk of the financial scams and fraud that in their view was likely to underpin any criminal activity. For some participants, this lack of

concern was also partly because they had not previously come across any information about links between illegal sources of content and organised crime. They assumed that, if the issue was a serious one, they would have heard more about it by now.

Nevertheless, there were participants for whom the discussion did prompt greater reflection. They acknowledged that it was 'logical' that links between illegal sources of content and organised crime might exist and said they would need to think further about the matter, as they now had some concerns.

*I must admit that I have never thought about it. I have never heard about such cases. But I can see that it makes some sense – stealing personal details and then using them for fraudulent purposes, if they do it for their own benefits, then organised crime groups also take advantage of such methods.* (Female, 22-24, intentional user, Poland)

*I never thought about this possibility. But it is true that all illegal sources are usually related (drug trafficking, pornography, cyber-attacks...).* (Male, 16-17, unintentional user, Spain)

*No, I haven't thought about that yet. I'll have to think about it for a while. I find the statement itself disturbing.* (Male, 16-17, intentional user, Germany)

### 5.3. Findings: counterfeit goods

#### 5.3.1. Behaviours: buying counterfeit goods

##### 5.3.1.1. Types of products purchased and pathways used

Participants had purchased a wide variety of counterfeit goods, including:

- branded sportswear (e.g. football jerseys)
- other branded clothing
- shoes
- perfume
- electronics and tech (e.g. scales, phones and smartwatches)
- iPhone accessories (e.g. covers, chargers and cables)
- car parts (e.g. an exhaust pipe)
- Funko dolls

Participants in Germany and Poland also reported having bought counterfeits of well-known fast-moving consumer goods (FMCG) brands. However, the items to which they referred were in fact clearly not counterfeits but rather what might be termed ‘legal imitations’, such as those that can be bought in low-cost supermarkets and stores. For some of these participants, it seemed that **the existence of such products served to blur the boundaries between genuine and fake goods** in that they did not perceive a difference between the imitations and fakes proper.

Across the four countries, **participants broadly agreed that they would always prefer to buy genuine products over fakes** because the former were usually of superior quality, more durable and (in the case of clothing and accessories) just ‘looked better’. Some participants were also status-conscious and reticent about ‘being seen’ to own fake products. However, as in the case of content from illegal sources, intentional purchasers of counterfeits contended that buying originals was not always an option for them, mainly on account of their cost. Equally, these participants sometimes purchased counterfeits based on their predicted frequency and/or method of using the product. For example, some of those who had bought fake sportswear or football jerseys had done so because they planned to use them for training purposes only, rather than on a daily basis or when socialising. Other participants had bought fake products very much on impulse (e.g. during an impromptu visit to

a street market) or for reasons of immediate expediency (e.g. because their flipflop had broken during a visit to a beach).

*I very rarely buy counterfeits, I happen to do so only when I know that I will use a product very rarely and I know that a product will have an easy task to perform, hoping that it makes no sense to overpay and even a fake can tackle it. (Male, 22-24, intentional purchaser, Poland)*

*The only counterfeit product I've bought were some flip flops at the beach, because they broke on the boardwalk at night and I could only buy ones that imitated the [\*\*\*] brand, but I don't feel comfortable wearing fakes. (Female, 18-21, intentional purchaser, Spain)*

Those who had intentionally sought out a particular counterfeit product were asked if they would have bought the original version had the fake not been available. Their responses tended to vary depending on the product type in question. For cheaper and very functional items (e.g. electronics or car parts) they often said they would have bought the original, as they needed the item and could afford it (albeit sometimes at a stretch) and/or they did not particularly like buying fakes. When it came to more luxury goods, however, especially designer fashion and perfume, participants tended to say they would not have bought the original, as it was too expensive or entirely unaffordable for them.

*I do not think I would have bought the original T-shirt, the price difference is remarkable, we are talking about almost 80 euros difference. (Male, 22-24, intentional purchaser, Spain)*

Participants who had intentionally purchased counterfeits had done so through various channels, both online and offline. Specific online channels mentioned were AliExpress, Vinted (for clothes and accessories), [www.china-gadgets.de](http://www.china-gadgets.de), [dhgate.com](http://dhgate.com), Wish and (in Poland) Allegro and OLX. Less commonly, they mentioned merchants' apps. As is discussed more fully below, participants had typically found out about these sources via word of mouth, especially from friends and other peers. That said, it was also common for them to say that they had come across sources of counterfeits (whether or not they had intentionally been looking for these) via general searches on social media platforms, including Facebook, TikTok, Twitch, Reddit and YouTube.

*It was bought on Allegro. I have known this marketplace for a long time and I often shop there. What convinced me to make the purchase was the need to have a new*

*smartphone and the low price of the counterfeit.* (Male, 16-17, intentional purchaser, Poland)

*These shoes are sold out everywhere in stores and through [\*\*\*]'s official website. [In order] to be able to buy them anyway, I started looking for alternatives and ended up at dhgate.com.* (Male, 18-21, intentional purchaser, the Netherlands)

*[I] stumbled across [the T-shirt] by accident, didn't really intend to buy anything counterfeit either.* (Female, 16-17, unintentional purchaser, the Netherlands)

Offline sources from which participants had intentionally bought counterfeits were mainly street market stalls and vendors, though in Poland some participants also described having bought counterfeit clothes and accessories from second-hand stores. In general, participants had typically bought from these offline sources on an unplanned or impulse basis, as in the examples described above.

Some participants reported having bought a counterfeit unintentionally. The products concerned were mainly clothes or accessories, though a smartwatch, a smartphone cover, a book and \*\*\* toy were also mentioned. **The participants had often bought these products from legal online sources**, namely well-known marketplaces and/or auction sites (e.g. bol.com and Marketplaats in the Netherlands, and Allegro in Poland), or from AliExpress. In some instances, the products had been accompanied by convincing reviews that had contributed to the participants' assumption that the products were genuine.

#### 5.3.1.2. The experience of acquiring counterfeits

Participants described experiencing a mix of thoughts and feelings when purchasing counterfeits. Those who had purchased such products intentionally often said they had **initially felt very happy or excited** and satisfied that they had been frugal or struck a bargain. In some cases, however – notably more often than for content from illegal sources – **these feelings had been tempered by a sense of guilt at having done something illegal, or else worry that others might be able to recognise the product as a fake** and look down on them as a result.

*On one hand I feel bad but on the other hand I'm glad I'm getting the same thing but cheaper. Sorry* (Female, 22-24, intentional purchaser, Spain)

*[I felt] enthusiastic because I could buy it cheap but also felt cheap and fake because I didn't invest in a real product. So also, a kind of shame, afraid that people would see that it was fake. (Female, 22-24, intentional purchaser, the Netherlands)*

In other cases, **initial positive feelings had turned into disappointment, disillusionment or sometimes anger** because the product turned out to be of low quality or otherwise different from what had been expected, and/or because it broke quickly. The participants specifically mentioned electronic products that were functionally inferior to the originals, perfumes that smelled bad or unlike the originals, and clothing and shoes that were made from low-quality materials or were poorly stitched or glued, so that they came apart when worn or washed.

*I was excited, I hoped that I would have a cheap phone not differing much from the original. I thought it was a great bargain, but then it turned out that the fake was worse. I was disappointed. (Male, 16-17, intentional purchaser, Poland)*

Negative sentiments were similarly reported by most of those who had purchased a fake product unintentionally. In particular, this group repeatedly mentioned the products' inferior quality. They felt cheated, betrayed, misled and, in some cases, ashamed at having been 'taken in' by the sellers.

#### 5.3.1.3. Distinguishing between genuine and fake offers

**Many participants felt that distinguishing between genuine and counterfeit products when making online purchases could be difficult**, because some counterfeits were virtually identical to the originals, or at least were displayed in ways that made them appear so. For example, it was noted that the bottles and labels of counterfeit perfumes were often exact replicas of the originals, so that the only way to know whether the product was fake was to test the scent itself after purchasing it. Similarly, some participants commented that counterfeits sometimes only revealed themselves upon receipt: for example, the finish might look inferior on close inspection, or the product might not function well.

*If you buy [a product] online you just don't see it. Then they display the product in a way the differences can't be seen. (Female, 16-17, unintentional purchaser, the Netherlands)*

*My last purchase were earpods from China. The sound was abysmal and after a few months the battery was broken. Nevertheless, they looked confusingly similar to the original. (Male, 22-24, intentional purchaser, Germany)*

Participants reported using two main strategies to identify if a product they were buying online was genuine or counterfeit. Firstly, they might assess the quality of the vendor's website (as with sources of illegal content, they regarded unprofessional-looking sites as immediately suspicious). Secondly, they might compare the product with the original version on the manufacturer's websites or in YouTube videos. A participant in the Netherlands also reported using specialised websites or blogs that aim to help consumers authenticate items (e.g. <https://legitgrails.com/>). Another strategy mentioned was simply to reflect on the cost of the product: there was a perception among more savvy buyers that if product seemed unusually inexpensive, then there was a high likelihood that it was fake. Less commonly, participants noted that it was possible to identify if a mobile phone was genuine by requesting its IMEI code from the vendor.

*For me, it is very difficult to recognise differences because I don't really know or deal with branded products. So I don't know what to look for and the best I could do is look for these aspects on the internet if I want to be sure that a product is original. (Female, 18-21, intentional buyer, Germany)*

*In theory it was an [\*\*\*] but I was not very sure of its originality, so I asked the person who sold it for the IMEI code, and I checked it on the [\*\*\*] website. I was able to verify that it was original, and I bought it. (Male, 22-24, unintentional purchaser, Spain)*

**When purchasing offline, participants generally reported fewer difficulties distinguishing between original products and counterfeits.** Indeed, they tended to believe that the nature of a physical purchase channel almost by definition provided a major clue as to the probable authenticity of the goods it was selling. Street vendors, market stalls and small 'unofficial' shops were commonly seen as 'high risk', and in most cases participants had bought through such channels in the knowledge that the product concerned was fake or likely to be so. Some participants felt confident that they could also identify counterfeit clothing, specifically, through sight and touch; for example, because the clothes tended not to have labels or because the fabric felt 'cheap'.

*This is actually quite simple with clothing. Especially with branded clothes. When you touched the sweater, I noticed how cheap the fabric was. (Female, 22-24, unintentional purchaser, Germany)*

#### 5.3.1.4. The evolution of behaviour

Compared with the practice of accessing content from illegal sources, **most participants' propensity to buy counterfeits had changed little over the last 12 months**. However, intentional buyers who had had a bad experience with a counterfeit – for example, when the product was of poor quality or otherwise not what they had expected – had notably become much more cautious about what they bought as a result, or else had stopped purchasing fakes altogether. Other participants said they had become more wary of buying counterfeits because of a perceived general increase in the prevalence of scams and fraud in recent months.

*I would not buy [a counterfeit] anymore. It looks fake, low quality and it just isn't right.*

(Female, 22-24, intentional purchaser, the Netherlands)

*I am much more careful about the sites I visit and what I buy because in these times of COVID, scams, phishing and data theft have increased.* (Female, 22-24, intentional purchaser, Spain)

As with accessing online content from illegal sources, some older participants reported that they had recently started earning an income and so did not feel a need to purchase counterfeits any longer. Again, these participants clearly regarded being able to afford genuine versions of goods as an affirmation of their adulthood.

#### 5.3.2. Attitudes towards counterfeit goods

##### 5.3.2.1. What young people think of counterfeit goods

As with content from illegal sources, participants were asked how they would describe the concept of counterfeit goods to someone who had no prior awareness of them. In all four countries, the participants again began by emphasising the positive aspects. In particular, they stressed that counterfeits were **low-priced products that looked very similar to much more expensive originals**. Similarly, they emphasised that these products made seemingly expensive or exclusive

goods **accessible** to consumers who would otherwise never be able to afford them. Some participants also mentioned that the low price of counterfeits meant that they could **give the purchase less thought** and could give in to impulsive desires or whims. Being seen to own a product from an exclusive brand was also described as having the potential to reflect positively on one's social status.

However, the participants also mentioned negative characteristics of counterfeits. In particular, they commonly mentioned that counterfeit goods might be of **lower quality** than the originals. Reflecting findings reported in the section on the experience of acquiring counterfeits, participants specifically stated that the products may have defects or a shorter lifespan, may be made of less 'attractive' materials, or (in the case of electronics) may function less well than expected. Nevertheless, some participants countered that fakes were not always of inferior quality, or that high quality was not necessarily the main priority when buying a fake product. They stated that this might be less significant than the benefit of owning something that would otherwise be unaffordable.

*Counterfeit products should be as similar as possible to the original, but differ markedly in price. The advantage is that you can fool as many people as possible with a good fake. (Male, 22-24, unintentional purchaser, Germany)*

*They are products that are similar in appearance to the originals, but of lower quality and lower price. Advantage is that there are people who cannot buy the originals given their economic level [can buy the counterfeit version]. (Male, 18-21, unintentional purchaser, the Netherlands)*

The significance of quality was also closely tied in with **expectations**. Participants noted that, as long as one was aware of the risk of lower quality, this was not necessarily a problem, and could in fact be seen as a fair compromise for the product's low price. However, there was agreement that poor-quality counterfeits were highly problematic for those who bought them unintentionally – that is to say, those who had been under the impression they were buying a real product – precisely because in such cases the quality may not meet the buyer's expectations. Similarly, some participants mentioned that, even for those who had knowingly bought a counterfeit, the quality could be even lower than they expected, in the end potentially outweighing the benefits of the money saved.

*When it comes to drawbacks or threats, then I think that unpredictability of fakes is the key drawback. (Male, 22-24, intentional purchaser, Poland)*

Another drawback of buying counterfeit goods was the risk of getting caught for committing an illegal act. Particularly in Germany, participants referred to the risk of very high fines.

*The disadvantage is definitely that counterfeits are illegal and you can be sanctioned very heavily for that.* (Male, 22-24, unintentional purchaser, Germany)

Participants in Spain also mentioned potential health risks due to the use of unsafe materials or chemicals in the production of some counterfeits.

#### 5.3.2.2. Social attitudes

**There was a consensus that counterfeit goods were, in general, very easily available and accessible** to those who wanted to buy them. However, perceptions of the incidence of counterfeit purchasing were more mixed, and to an extent depended on participants' own personal experiences or what they could observe directly in their daily lives. For instance, in the Netherlands, and to a lesser extent in Spain, participants said that they did not see counterfeit purchasing happening a lot in their immediate social circles. In Poland, men tended to state that they did not buy counterfeit goods themselves and neither did their friends, while women said that they and others in their social circles commonly did buy such products (particularly designer items and beauty products).

When participants moved beyond thinking about their own direct experience to consider the broader prevalence of counterfeit purchasing, they commonly assumed that, generally speaking, it was on the rise. Two main considerations appeared to underpin these views. Firstly, the growth of e-commerce over recent years, which was seen as the main factor in making counterfeits much more accessible. It was common knowledge among participants that these products were very easy to find both on illegal sites and on legal online marketplaces (again, they particularly mentioned Allegro, AliExpress, Shein and Amazon). As discussed in more detail below, the availability of counterfeit goods on reputed marketplaces like Amazon was seen as further encouraging the purchase of counterfeits, in the sense that these websites tended to raise fewer concerns among consumers about security risks such as the theft of credit card details.

The second factor that was seen as having increased the trend in counterfeit purchasing, especially in recent months, was a **general increase in living costs**. Participants commented that this had probably led consumers to reassess their spending and identify ways of saving money.

*It is definitely becoming more and more normal and common, as fakes often prevail on the market, and there is a general trend to shop for such products. You can see it if you look at the high turnover of such stores as Wish, Shopee, or AliExpress. (Female, 22-24, unintentional purchaser, Poland)*

### 5.3.2.3. Risks of fraud

When asked whether they thought using their credit card to pay for counterfeit goods would involve a greater risk of fraud than paying for genuine goods, participants in most countries tended to believe that the risk would indeed be greater. Only in Poland was opinion more divided between those who saw the risk as greater and those who saw it as about the same as when buying genuine goods.

Upon further probing, a more nuanced picture emerged, with participants tying the level of risk directly to the nature of the purchase channel. Firstly, they contended that the risk would probably only be significant for online purchases, as counterfeit goods bought in brick-and-mortar stores were most commonly paid for in cash. Secondly, concerning online stores, they reiterated the distinction made earlier between well-known and trusted legal marketplaces, where both legitimate as well as fake goods could be found, and smaller websites with a more dubious reputation. Participants also referred explicitly to PayPal as a highly trusted means of payment that they always preferred over credit card payments. Stores that offered payment via PayPal were automatically considered to be safe.

*I believe that the risk of getting my credit card details stolen is determined by the store and not the product. You can buy many fakes and original products on Allegro – and the risk of having your card details stolen there is the same. (Male, 22-24, intentional purchaser, Poland)*

However, other participants said that, in order to buy counterfeit goods online, there was a higher likelihood of having to do so from lesser-known stores, which would in turn increase the risk of fraud. The reasoning (similar to that put forward by participants when thinking about illegal sources of digital content) was that sites that sold counterfeit goods may be engaged in other criminal activities as well, including credit card fraud.

*The sites that sell fake products already sound dubious. Therefore, I would not trust to pay with card. (Female, 16-17, intentional purchaser, Germany)*

### 5.3.3. Social trends

#### 5.3.3.1. Influences and influencers

As noted in the section on behaviours when buying counterfeit goods, participants had found themselves purchasing counterfeits under a range of circumstances, including for reasons of expediency or on impulse (for example, at a street market) as well as by proactively searching online for a counterfeit instead of the genuine alternative for reasons of cost. In the latter case, an important factor in their specific choice of counterfeits was a **recommendation from family, friends or peers** (as was common when accessing content from illegal sources).

*[I am influenced by] friends. Many of them buy counterfeit products on Shein or AliExpress (Male, 22-24, unintentional purchaser, Spain)*

*A friend recommended an online profile to me where I could buy French cosmetics. She went on Facebook and someone praised the perfumes. The feedback from other people was also very positive. (Female, 22-24, intentional purchaser, Poland)*

**Another very important influence for participants was advertisements for authentic luxury products on fashion websites/blogs or on the vlogs of social media influencers.** These advertisements had clearly served to pique participants' interest in expensive luxury products that, for the most part, they could not afford, inducing them to look for cheaper counterfeit alternatives.

*Through influencers I don't get counterfeit items. Rather, they advertise the original product. (Female, 22-24, intentional purchaser, the Netherlands)*

**Social media influencers appeared to have played a particularly important role in stimulating an aspirational desire for high-end luxury products.** Various influencers were mentioned as trusted sources of fashion and lifestyle advice. For example, participants in the Netherlands mentioned lesser-known influencers with fewer than 50 000 followers, as well as internationally renowned influencers with millions of followers.

Although the role of social media influencers in stimulating an appetite for counterfeits was primarily indirect (i.e. through their promotion of original products), a small number of participants had, while searching online for a product, **found themselves directed to videos of influencers promoting particular fake goods** (e.g. a counterfeit perfume). Others (particularly in Spain and Poland) reported actively following influencers whom they had seen promoting fake goods on social media. Participants in Poland mentioned one influencer on Instagram with 2 million followers, and another with 300 000 followers whom they had seen recommending fake earpods, among other counterfeit products. In Spain, social media influencers mentioned as engaging in this behaviour were one on Twitch with 10 million followers and another on Instagram with over 3 million followers. However, in the latter case, the products concerned were actually white label cosmetics from a supermarket, again showing young people's confusion between legal imitations and fake products. Participants who had seen influencers promoting fake products had mostly disregarded the idea of buying the fakes due to a simple lack of interest in the products, their perceived low quality or bad online reviews.

*I have seen several influencers recommending [earpods] or tight fakes, etc. ... I follow them and they usually do it on TikTok, IG, and YT. I usually just scroll further. It did not trigger any interest at all. (Female, 18-21, intentional purchaser, Poland)*

Participants in Germany and Spain seemed to be generally less inclined than those in the other two countries to follow influencers for shopping recommendations, whether in relation to genuine or counterfeit goods, and more inclined to trust friends, family and peers.

*Apart from the fact that I am not a fan of fake goods, I would never listen to the crap of influencers. They will say anything to make a little money. (Female, 22-24, intentional purchaser, Germany)*

When discussing the topic of influencers promoting counterfeit products, some other participants mentioned 'trusted' portals, YouTube channels with tests of counterfeit electronic goods, and closed Facebook groups which participants considered helpful and trusted sources of feedback from past buyers.

### 5.3.3.2. What's 'in' and 'out'

When asked which types of products they would and would not consider buying in fake form and why, participants in all four countries tended to say they would be especially likely to consider buying **clothing, shoes and accessories** (in particular football jerseys, branded T-shirts, trainers and underwear), as well as **small electronic items or accessories** (e.g. USB cables/chargers or fake \*\*\* earpods). Participants in Spain also reported that they would buy fake toys and/or collectible figures, as well as CDs and DVDs. Participants in Poland mentioned fake beauty products or perfumes, as well as jewellery and watches. Participants in the Netherlands also commonly mentioned counterfeit perfumes.

Reinforcing findings reported in the section on the types of counterfeit products purchased and the pathways used, the drivers for purchasing all of these products were primarily **a perceived lack of any associated health risks, a failure to see or appreciate the difference between the counterfeits and the genuine alternatives and the lower price.**

*If I buy counterfeit clothing or footwear, it might not have as bad an impact as buying some [counterfeit] medicine, which might be bad for my health [...] The clothing may be of poor quality, but it would partially fulfil its function. (Female, 18-21, intentional purchaser, Spain)*

*When it comes to clothes, it doesn't matter to me whether they are original or fakes, I look at the price-performance ratio and then usually opt for the fake, which is usually produced in the same factory anyway. (Male, 22-24, intentional purchaser, Germany)*

**By contrast, most participants in all four countries stated that they would never consider buying fake medications, hygiene products** (e.g. face masks or other skincare products such as creams and lotions) **or technological devices** (e.g. mobile phones or computers). This was precisely because of the perceived harm such products could cause to their health and/or the health of their loved ones. In relation to technological devices, participants also mentioned potential fire hazards and the lack of guarantees. Participants in the Netherlands also commonly referred to the perceived health hazard posed by fake toys.

*I would never, but never, buy counterfeit hygiene products, who knows where they have been and I might get a scar! (Female, 22-24, unintentional purchaser, Spain)*

*With original products [electronics], you have a guarantee but with counterfeits that were bought on dubious websites (e.g. Wish), you are out of luck (Female, 22-24, unintentional purchaser, Germany)*

*I don't dare buy [fake] medicines, or [fake] toys, which in my opinion are less good anyway. (Female, 22-24, intentional purchaser, the Netherlands)*

#### 5.3.4. Ethical considerations

Compared with online content from illegal sources, participants associated counterfeits with a wider range of potential adverse impacts on both the individual and society at large. Regarding **individual impacts**, participants reiterated the possibility of the products being of poor quality, or posing health risks or fire hazards, as well as the risks of exposure to scams or personal data breaches.

**Negative impacts of counterfeits on society at large** that were spontaneously mentioned included: damage to companies through lost profits and associated knock-on effects, such as reduced capacity to invest and innovate; job losses; and, at the macro level, reduced tax revenue and poorer economic performance. However, other participants countered that the impact on companies' revenues was likely to be 'minimal' as they continued to sell large volumes of product in spite of counterfeiting,.

Participants in all of the countries apart from Spain spontaneously mentioned the negative impacts of counterfeits on the natural environment, including the use of unregulated chemicals in the production process and the products' often short lifespans, which increased waste production. Less commonly, participants mentioned that counterfeiting was sometimes linked to the exploitation of workers, including children, in producing countries (typically assumed to be 'developing countries'), and also to criminal activities. The latter issue, however, was mentioned only in Spain and Poland, and even there rather fleetingly.

As in the case of online content from illegal sources, however, participants also spontaneously identified **perceived benefits of the counterfeit market to society**. These were mainly that the market afforded more people access to more goods at an affordable price, and that it pushed brand owners to innovate and 'stay ahead of the game', raising the standard of products available to

consumers. There was also a suggestion that the counterfeit market created jobs in the producing countries.

*I believe that the only social benefit is the fact that fake manufacturers create new workplaces which, despite offering very poor work conditions, are often the only option for people to have money for food and place to live. (Female, 18-21, intentional purchaser, Poland)*

As with content from illegal sources, participants were probed further on the impacts of the counterfeit economy, this time in relation to producers, the environment and organised crime.

#### 5.3.4.1. Producers

Prompted views on the impact of the counterfeit market on brand owners and other producers were to an extent similar to those relating to content from illegal sources. **Participants often made the same distinction between small and larger companies**, commenting that the former were more vulnerable to potential financial damage, whereas larger companies could more easily withstand these impacts. The latter view was expressed with particular fervour in relation to large luxury brands and football clubs, whose merchandise was seen to be vastly overpriced: indeed, football clubs' prices were described as exploitative. In these circumstances, the practice of buying fakes rather than originals was sometimes seen as the more socially responsible course of action. At the same time, especially in relation to luxury brands, there was also a view that people who bought fakes were unlikely to ever buy the original as they could not afford to do so, further negating the impact on brand owners.

*I believe that smaller companies might be harmed by it more. Larger ones have a huge capital and a wider audience. Smaller ones have a far smaller target, and if a fake is launched, the original manufacturer might fall into financial problems. (Female, 18-21, unintentional purchaser, Poland)*

*Since it is mostly luxury items that are counterfeited, which demand a surreal price anyway, the companies hardly lack financial means. I rather think that such companies have earned my money less than counterfeiters, because the originals are so overpriced and are produced just as cheaply. (Male, 22-24, intentional purchaser, Germany)*

*It's true in some cases [that smaller companies can be harmed] and that's why I don't buy those kinds of counterfeit products. But in the case of counterfeit soccer team jerseys I care very little about harming a soccer team that takes advantage of the fans to generate more money. (Male, 16-17, intentional purchaser, Spain)*

Exceptionally, some participants took a more sympathetic stance towards large companies. They contended that the counterfeit market was a much greater threat to these companies than to smaller ones because smaller companies' products were not typically copied to the same extent. They also highlighted ways in which larger brands might suffer from counterfeiting beyond the immediate financial impact of the lost sales: for example, through the erosion of their reputation in the event that poor-quality counterfeits went undetected. Potential impacts of the counterfeit market on large companies' profits and employment levels were also reiterated.

#### 5.3.4.2. The environment

As noted in the section on ethical considerations when buying counterfeits, participants in most countries spontaneously mentioned potential negative impacts of the fake goods market on the environment, namely those resulting from the use of harmful chemicals in the production process and increased waste. When probed further on the issue, they identified various other impacts, including the unsustainable use of resources (e.g. water, materials and transportation), factory emissions and waste-related pollution. All of these were seen as resulting from a lack of 'controls' in the counterfeit markets.

*This is also one of my greatest concerns. Counterfeit products are often produced in large numbers in a very short period of time without regard for the environment and the habitat in which such a factory is located. (Male, 18-21, intentional purchaser, the Netherlands)*

*Producing cheaply can already have a big impact on the environment. The lower quality creates more waste, the controls in production are not good, so all the dirt gets into the air. In addition, the companies of counterfeit products usually do not pay attention to low-carbon production or delivery. (Female, 22-24, intentional purchaser, Germany)*

At the same time, participants often reflected on these issues very much in the abstract and without reference to their own past or future engagement with the counterfeits markets. That is to say, they did not explicitly consider how they themselves might play a part in helping to reduce some of the impacts discussed. This appeared to reflect another perspective, evident among at least some participants in most of the countries, that large brands, especially those in the clothing and textiles markets, often performed no better than counterfeiters when it came to sustainability and wider corporate social responsibility. In other words, for these participants, environmental imperatives alone did not draw a clear line between genuine and counterfeit products in a way that might induce them to change their habits.

*Let's not forget that big brands like [\*\*\*] do not care about the environment either and that on many occasions they use cheap labour from the third world. It is necessary to inform ourselves about each product, counterfeit or not, if we do not want to harm the environment. (Male, 16-17, intentional purchaser, Spain)*

#### 5.3.4.3. Organised crime

As in the case of content from illegal sources, participants had generally not previously given any thought to the fact that there might be links between counterfeiting and organised crime. **When the topic was raised, they reacted with notably less scepticism than was the case for content from illegal sources.** Indeed, some immediately expressed feelings of alarm and/or worry, and a few who had intentionally bought counterfeits said that they would rethink their behaviour. Participants could clearly conceive more easily of organised criminality in relation to goods than content. This was partly because they actually paid for counterfeits (thereby, in their minds, more directly exposing themselves to fraud and identify theft) and partly because they sometimes had a background awareness of a growth in fraud connected with both online and offline sales. As for in-person counterfeit sales, the vendor's very visibility meant that participants were simply more conscious of the people involved in the market than they were in the case of piracy. This made the potential criminal dimension even more concrete in their minds.

*I have never thought about organised crime in this respect. But it might actually be related to it. Many people pay for their shopping by card and if we do it at a store that has not been verified, we expose ourselves to a risk of a fraud. (Female, 22-24, intentional purchaser Poland)*

*Does anyone think about THE PERSON who sells these fakes? They are usually just pawns in a bigger game, used for their situation. We should think long and hard about this.* (Male, 22-24, unintentional purchaser, Spain)

*If I had known this I would stop this immediately. I'm not going to finance this.* (Female, 16-17, intentional purchaser, the Netherlands)

Participants in Spain referred specifically to what they saw as 'mafias' that employed illegal immigrants from Sub-Saharan Africa as street vendors. They described this set up as an exploitation ring, although they also contended that it is a reality many people tried to ignore.

Other participants remained less moved by the discussion of links between the counterfeit market and organised crime, however. This was mainly because they had not previously come across any information about the issue, including 'in the news'. Some participants in Germany also commented that brand owners themselves were 'no saints' and sometimes got involved in illegal activities themselves, though no examples were given to substantiate this view.

*I do not think [concern about the link between counterfeits and organised crime] is justified. There are many companies that are simply companies like others and produce copied products.* (Female, 22-24, intentional purchaser, Germany)

## 6. Conclusion

Intellectual Property and Youth Scoreboard 2022

### 6.1. Digital content

The proportion of young people who have accessed digital content from illegal sources – including the relative numbers who have done so intentionally and unintentionally – have remained very steady since the 2019 wave of the survey. At the same time, there has been a **substantial increase** in the proportion saying they have **not** accessed any such content, reinforcing findings from the wider literature that the COVID-19 pandemic, far from simply accelerating a trend towards illegal downloading, in fact saw increased uptake of streaming subscriptions from **legal** sources.

Nonetheless, the intentional use of content from illegal sources remains significant and, indeed, higher in some Member States than others, and among certain socio-demographic groups. A new question added to the survey for 2022, provided further evidence on the nature of the problem. Among those who had intentionally accessed content from illegal sources, **a majority** relied on such sources, or on a mixture of illegal and legal sources, when it came to films and TV series or shows. That the proportion relying exclusively on **legal** sources fell below the 60 % mark for **all** types of content indicates how insidious the behaviour is. This reinforces the case for redoubling efforts to dissuade young people from engaging in this behaviour.

Other important new insights emerging from the 2022 survey concern the channels young people use to access digital content from illegal sources. Dedicated websites are clearly the channel of choice for most types of content, with the exception of music (for which apps are very slightly more popular), and photos (for which social media has the edge). These findings provide useful intelligence in the effort to tackle the problem of piracy at the supply side.

Despite the dynamic context of the COVID-19 pandemic and its impact on the consumption of content from legal and illegal sources, the main **drivers** for using pirated content remain largely unchanged from 2019. Cost remains the top ranking factor, following by the perceived greater ease of finding content via illegal sources and the greater choice of content available from such sources. Around a quarter of young people also continue to say that they access content from illegal sources because it is for personal use only, underscoring the need for ongoing efforts to tackle misconceptions around

the acceptability of personal versus public use of pirated content. A notable area of divergence between the 2019 and 2022 results is an increase in the proportion of young people saying they access content from illegal sources because ‘friends or other people I know do this’. This finding may indicate growing social acceptability of the behaviour, which could be reflected in increased prevalence in the future –providing yet further impetus for messaging about the negative impacts of piracy.

The 2022 survey provides new, enhanced insights on the potential focus of such messaging going forward. In particular, it indicates that young people who use illegal sources are likely to be most receptive to messages centred on potential **personal risks**, not least the risk of experiencing poor quality content, computer viruses, malware, cyberthreats or cyberfraud. Indeed, these considerations appear to resonate significantly more with them than do more punitively-focused messages. That said, punitive considerations – specifically the risk of punishment – do appear to serve as a significant deterrent among young people who chose **not** to access content from illegal sources. Therefore, a multi-faceted messaging strategy may be required if it is to have widespread reach and impact.

## 6.2. Counterfeit goods

Perhaps the most striking finding from the 2022 Youth Scoreboard is that just over half of respondents in total had bought at least one fake product online over the previous 12 months, with over a third having done so intentionally.

While this increase since 2019 is in part likely to be a function of the modified question structure for 2022, it is probable that the COVID-19 pandemic, and the rapid acceleration in online retail and shopping it hastened, is also a factor. Notwithstanding this increase, the specific types of counterfeits that young people are most commonly buying online is largely unchanged, with clothes, accessories and footwear remaining the most popular.

As with the equivalent findings for digital content, cost continues to be the main consideration driving the purchase of counterfeits. Also consistent with those findings, however, is an increase in the proportion of respondents professing to have bought counterfeits because friends or other people they knew did so. Here too, then, growing social acceptability of the behaviour may be a factor requiring attention. This hypothesis is given added weight by the increased proportion of respondents this year saying they simply did not care whether a product was genuine or counterfeit.

Another notable consistency between the findings for digital content and those concerning the purchase of counterfeits is the extent to which messages around personal risks appear to resonate with young people, especially vis-a-vis more punitive considerations. The risks of poor-quality counterfeits, of cyberfraud or cyberthreats and of negative personal health impacts, all proved to be more compelling for respondents than the risk of facing punishment. That said, for some segments of respondents who had purchased counterfeits – especially the most educated – messages around negative societal or environmental impacts also appeared to resonate to an extent. Indeed, these were among the reasons other respondents gave for **not** having purchased counterfeits. Again, then, multi-faceted messages, or messaging that is effectively tailored to different groups of young people, may be required.

### 6.3. Qualitative insights

#### 6.3.1. Content from illegal sources

One of the most striking findings of the research in relation to the use of content from illegal sources was just how normal and everyday this behaviour was considered by both intentional and unintentional users alike. To a large extent, this appeared to be a function not only of the significant savings made by accessing content illegally, but also of the presumed low risk of being caught or sanctioned for the behaviour. There was also perceived to be no significant ethical or moral imperative for not doing it, although some participants were more conscious of potential impacts on independent creators.

Indeed, participants often appeared to be operating according to a very different moral code: one that was more concerned with protesting against or punishing large providers for their pricing and subscription practices. Clearly, this presents some challenges in communication terms. An equally significant challenge may lie in countering the belief held by some participants that illegal sources of content, far from causing harm in society, may in fact bring benefits by democratising access to content for those who could otherwise not afford or make use of it.

Nevertheless, it was also very clear from the research – reinforcing the findings of the survey – that participants were conscious to a significant extent of personal risks in accessing content from illegal sources, especially in terms of computer viruses and malware, but also fraud.

Another clear finding of the research regarding content from illegal sources was the extent to which the participants relied on friends and peers rather than on authorities or influencers when it came to both identifying and ‘validating’ these sources. In essence, they were more likely to trust people they knew or with whom they could readily identify, especially when those people were part of a similar ‘tribe’, as in the case of the gaming community. This may point to the potential value of communications centred on personal testimonies from young people: that is to say, young people for whom an instance of accessing content from an illegal source went badly wrong.

### 6.3.2. Counterfeit goods

The key insights from the research concerning physical goods were similar to those for online content, but also displayed some notable differences. The most obvious similarities were the extent to which cost considerations drove the purchase of counterfeits. However, these commonly went hand in hand with reflections on how the product would be used and whether, on this basis, buying an original was ‘worth it’. Another clear cost-related similarity with the findings pertaining to online content was the extent to which participants believed that brand owners could bear the financial impact of counterfeiting, and their conviction that these companies overcharged for their products and therefore deserved to suffer to some extent from lost sales or reduced profit margins.

Despite these similarities, the purchase of counterfeits was clearly much less normalised in participants’ minds than the accessing of digital content from illegal sources. They were notably more wary about engaging in this behaviour, partly because they appeared more conscious this was illegal, but also because they were aware (often through direct experience) of the inferior quality or durability of counterfeits, as well as their potential safety risks. They also associated counterfeits with a broader range of macro-level impacts, rather than just personal ones, including poor employment conditions and the exploitation of workers, as well as environmental impacts.

Social impacts of counterfeiting that may carry particular persuasive potential are those relating to organised crime. While participants had rarely given much thought to this issue prior to taking part in the research, they were clearly often shocked and concerned when it was mentioned. This was either because they felt they had been complicit in this crime by purchasing counterfeits, or out of empathy for those involved (for example, frontline vendors).

Beyond the insights above, another important finding of the research regarding the purchase of counterfeit goods was the existence of some notable grey areas for participants: firstly, the

proliferation of white-label goods and the fact that participants did not always perceive a difference between these and counterfeits; and secondly, the fact that counterfeits were readily available on legal and reputable online marketplaces. In some cases, these grey areas appeared to have contributed to participants' preparedness to purchase counterfeits (or their likelihood of doing so unintentionally).

## Annex A: Updated literature review

Intellectual Property and Youth Scoreboard 2022

### Coverage and methodology applied

The literature review was carried out by means of a structured ‘rapid evidence assessment’ of publicly available surveys. Searches were performed using Google Search and Google Scholar. In addition, the EUIPO shared relevant surveys conducted since 2020, when the last literature review was published as part of the EUIPO’s ‘European Citizens and Intellectual Property: Perception, Awareness and Behaviour’ survey (2020). Studies based (mainly) on secondary data were excluded.

Each relevant survey was assessed according to its:

- methodology:
  - online survey;
  - telephone survey;
  - other quantitative or qualitative methods (e.g. online communities, IP router analysis, etc.).
- target respondents (general population/consumers, young people, etc.)
- geographical scope:
  - pan-European;
  - national (UK, US, France, etc.);
  - worldwide (multi-country).
- main focus of the study:
  - attitudes/perceptions/behaviours towards counterfeit vis-à-vis genuine products;
  - behaviour and attitudes towards digital piracy and legal online content.

In total, 12 new surveys and studies completed since 2020 were identified. As in the review conducted for the EUIPO's 'European Citizens and Intellectual Property: Perception, Awareness and Behaviour' survey (2020), no pan-European surveys on IP-related topics were identified. This means that the EUIPO's Youth Scoreboard and IP Perception surveys remain the only EU-wide surveys on IP available. All other surveys identified were national-level surveys (a full listing is provided at the end of this Annex).

## Findings

### Consumption of legal versus pirated online content

A key finding of the studies reviewed shows that over the course of the Covid-19 pandemic the use of streaming channels to access online content has increased significantly compared to the pre-pandemic period<sup>27</sup>. The pandemic has expedited the digitalisation of entertainment content and pushed consumers to streaming services rather than traditional TV or cinema. Within this context, **central factors that have determined consumers' choice of legal online content** have been access (any time, anywhere and on any device) and discoverability, alongside value for money and diversity of content<sup>28</sup>. Compared to previous generations, millennials are less interested in ownership of content and more interested in access to content that meets their needs, as is evident in the growing dominance of on-demand video content over physical videos or films in the media market<sup>29</sup>.

**Hand in hand with the growth and expansion of streaming services, has been a decline in the consumption of online pirated content in Europe.** A 2021 EUIPO study found that, while spring 2020 saw a temporary increase in film piracy, owing to widespread lockdowns around the world, digital piracy otherwise declined throughout the Covid-19 pandemic in Europe, and certainly until 2020

<sup>27</sup> Ipsos (2020a). 'Ipsos global Covid-19 tracker'. Available at: <https://www.ipsos.com/en/public-opinion-covid-19-outbreak> ; see also Ipsos (2020). 'The streaming wars post-Covid'. Available at: <https://www.ipsos.com/en-us/knowledge/media-brand-communication/TV-Streaming-Wars-Post-Covid-The-Marketplace-New-Entrants-recording> & Mediatel (2020). Ipsos MORI Study: 'lockdown boosts TV viewing for 18-34s', available at: <https://mediatel.co.uk/news/2020/06/05/ipsos-mori-study-lockdown-boosts-tv-viewing-for-18-34s/>.

<sup>28</sup> Ipsos (2020b). 'Context is king: winning in the new content wars', available at: <https://www.ipsos.com/en-us/knowledge/media-brand-communication/context-is-king-winning-in-the-new-content-wars>.

<sup>29</sup> European Audiovisual Observatory (2021), 'Trends in the VOD market in EU28', available at: <https://rm.coe.int/trends-in-the-vod-market-in-eu28-final-version/1680a1511a>.

(by 34 % between 2019 and 2020)<sup>30</sup>. A 2021 study on online IP infringement in the UK<sup>31</sup> similarly showed that overall levels of infringement had decreased across all content categories compared to the previous four years (except for digital visual images). In terms of different types of online content, music digital piracy declined the most (by 81 % between 2017 and 2020).

Notwithstanding the overall decrease in digital piracy, some recent country-specific studies suggest that the underlying motivations for the consumption of pirated content have not been eradicated. For example, a recent analysis of the consumption of illegal online content in France indicated that such behaviour increased slightly during 2021 (+1 % compared to 2020), particularly for music and sports live streaming (+5 % compared to 2020)<sup>32</sup>. A UK study found that in 2021 **digital piracy remained driven by a lack of access to specific content via streaming subscriptions, availability on existing entertainment subscriptions, and unwillingness to pay additional costs for content beyond what was already paid for**<sup>33</sup>. A recent EUIPO study further corroborated this, demonstrating that piracy was most common in respect of films that had recently been released (and consequently were not yet available on streaming services) and films that had been successful in the country of production but did not enjoy a wide international distribution (i.e. no legal offer existed)<sup>34</sup>. Even for digital piracy of scholarly libraries, European models suggest that where there is availability of good legal/institutional libraries or scholarly infrastructures, less scholarly piracy takes place<sup>35</sup>. A 2020 US study on digital content piracy during the Covid-19 lockdown revealed that consumers of this content were a lot more likely to say that they did not have enough content to watch than consumers of legal content (31 % compared to 13 % respectively)<sup>36</sup>.

<sup>30</sup> European Union Intellectual Property Office (2021a). 'Online copyright infringement in the European Union: music, films and TV (2017-2020), trends and drivers.' p.9. Doi: 102814/505158.

<sup>31</sup> UK Intellectual Property Office (2021a), 'Online copyright infringement tracker (10th wave)', available at: <https://www.gov.uk/government/publications/online-copyright-infringement-tracker-survey-10th-wave/online-copyright-infringement-tracker-survey-10th-wave-executive-summary>.

<sup>32</sup> Hadopi (2021), 'Baromètre de la consommation de biens culturels dématérialisés', available at: [https://www.hadopi.fr/sites/default/files/sites/default/files/ckeditor\\_files/2021\\_11\\_17\\_Etude\\_barometre\\_consommation\\_biens\\_culturels\\_dematerialises\\_2021.pdf](https://www.hadopi.fr/sites/default/files/sites/default/files/ckeditor_files/2021_11_17_Etude_barometre_consommation_biens_culturels_dematerialises_2021.pdf).

<sup>33</sup> UK Intellectual Property Office (2021a), 'Online copyright infringement tracker (10th wave)', available at: <https://www.gov.uk/government/publications/online-copyright-infringement-tracker-survey-10th-wave/online-copyright-infringement-tracker-survey-10th-wave-executive-summary>.

<sup>34</sup> EUIPO (2020b), 'Online copyright infringement in the European Union. Title-level study: film, music and TV' available at: [https://euiipo.europa.eu/tunnel-web/secure/webdav/guest/document\\_library/observatory/documents/reports/2020\\_Online\\_Copyright\\_Infringement/2020\\_Online\\_Copyright\\_Infringement\\_in\\_the\\_EU\\_Title\\_Level\\_Study\\_FullIR\\_en.pdf](https://euiipo.europa.eu/tunnel-web/secure/webdav/guest/document_library/observatory/documents/reports/2020_Online_Copyright_Infringement/2020_Online_Copyright_Infringement_in_the_EU_Title_Level_Study_FullIR_en.pdf).

<sup>35</sup> Bodó B, Antal D, Puha Z (2020), 'Can scholarly pirate libraries bridge the knowledge access gap? An empirical study on the structural conditions of book piracy in global and European academia.', PLoS ONE 15(12): e0242509. <https://doi.org/10.1371/journal.pone.0242509>.

<sup>36</sup> Digital Citizens Alliance Survey (2020), 'Piracy during the pandemic survey.', available at: <https://www.digitalcitizensalliance.org/news/press-releases-2020/as-more-americans-turned-to-streaming-entertainment-during-coronavirus-cyber-attacks-from-use-of-piracy-devices-increases-new-survey-finds/>.

At that same time, the literature suggests that **the drivers of digital piracy vary depending on the type of content in question**. For example, a recent US study showed that users of online pirated films were most often driven by a lack of content on legal alternatives. In contrast, consumers of pirated TV shows often knew where to find content but were not willing to pay more than the budget they had previously allocated for it<sup>37</sup>. This is in line with findings from a recent Ipsos study, which found that consumers allocated a lower budget to the consumption of online content via streaming services than to traditional TV channels, despite the increasingly large and diverse online offer<sup>38</sup>. In terms of socio-demographic factors associated with the consumption of pirated content online, a recent (2021) EUIPO study illustrated how, at a macro level, levels of inequality and income per capita were particularly significant variables: holding other factors constant, EU Member States with high per capita income and low levels of income inequality tended to experience lower consumption of online pirated content<sup>39</sup>. Other factors correlated (negatively) with digital piracy in EU Member States were the number of legal platforms available and awareness of legal offers. In contrast, higher acceptance of digital piracy and higher proportions of young people aged 15-24 in a population were positively correlated with consumption of online pirated content<sup>40</sup>.

### Consumption of counterfeit goods in the EU

The aforementioned 2021 EUIPO study also showed that the proportion of Europeans admitting to purchasing counterfeit goods has been declining over recent years (to just 5 % by 2020), with only a small minority of consumers (15 %) regarding the purchase of luxury counterfeit goods as acceptable. However, among different age groups, **Europeans aged 15-24 remained the most likely to admit purchasing counterfeits** (10 % compared to 5 % across all age groups). According to the same report, **a third of Europeans (33 %) continued to confuse fake products with genuine ones** and were unsure whether they had bought an original or counterfeit product over the previous 12 months (although this figure was down slightly from 37 % in 2017). The main driver for buying counterfeits in the EU remained the availability of affordable genuine products: 52 % of European consumers who had bought counterfeits stated that they would stop if availability was better.

<sup>37</sup> Hub Research (2020), 'Hub's 2020 privacy and piracy survey', available at: <https://hubresearchllc.com/reports/>.

<sup>38</sup> Ipsos (2020b), 'Context is king: winning in the new content wars', available at: <https://www.ipsos.com/en-us/knowledge/media-brand-communication/context-is-king-winning-in-the-new-content-wars>.

<sup>39</sup> European Union Intellectual Property Office (2021a), 'Online copyright infringement in the European Union: music, films and TV (2017-2020), trends and drivers', Doi: 102814/505158.

<sup>40</sup> Ibid (2021), p. 11-12.

In terms of effective messaging to prevent the purchase of counterfeits, a 2021 study by the UK's Intellectual Property Office qualitatively tested different messages via online communities and found the most effective ones to be about: **a) the risk of fraud and exposure to malware when purchasing counterfeits online; and b) the societal and economic impact of the production and purchase of counterfeits** (e.g. child slave labour, poor working conditions)<sup>41</sup>. According to the 2020 EUIPO study on IP perception, awareness and behaviour, another relatively compelling message was **personal reputational damage**: 17 % of all respondents who had intentionally purchased counterfeits stated that they would not buy counterfeits if it harmed their own image (an increase of 5 p p compared to 2017)<sup>42</sup>. The UK study found **messages about the environment comparatively less effective for reducing levels of counterfeit purchasing** – with the notable exception of messages about the presence of toxic or harmful chemicals in counterfeit goods, which resonated with 24 % of the respondents.

### Existing and future trends in IP infringement activities

The surveys and studies reviewed mostly suggest that the consumption of both counterfeit goods and pirated online content has been decreasing in the EU as a whole over time. At the same time, however, **IP-infringing activities and conversations are increasingly taking place on social media platforms**, thereby limiting law enforcement authorities' ability to take action. A recent EUIPO study showed how conversations about the purchase of counterfeits took place mainly on Instagram – reflecting its capacity as a 'virtual showroom' of goods – whereas Twitter and Reddit were more often used for conversations about pirated digital content<sup>43</sup>. The study further noted that social media platforms were increasingly being deliberately used by providers and consumers to avoid being tracked when engaging with IP-infringing content/services online. This is evidenced by the growth of

<sup>41</sup> UK Intellectual Property Office (2021b), 'Counterfeits goods research (wave 2)', available at: [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/1041630/Physical-Goods-Wave2.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1041630/Physical-Goods-Wave2.pdf).

<sup>42</sup> EUIPO (2020c), 'European Citizens and Intellectual Property: perception, awareness, and behaviour – 2020', available at: [https://euiipo.europa.eu/tunnel-web/secure/webdav/guest/document\\_library/observatory/documents/reports/Perception\\_study\\_2020/Perception\\_study\\_full\\_en.pdf](https://euiipo.europa.eu/tunnel-web/secure/webdav/guest/document_library/observatory/documents/reports/Perception_study_2020/Perception_study_full_en.pdf).

<sup>43</sup> EUIPO (2021c), 'Monitoring and analysing social media in relation to IP infringement', available at: [https://euiipo.europa.eu/tunnel-web/secure/webdav/guest/document\\_library/observatory/documents/reports/2021\\_Monitoring\\_and\\_analysing\\_social\\_media\\_in\\_relation\\_to\\_IPR\\_Infringement\\_Report/2021\\_Monitoring\\_and\\_analysing\\_social\\_media\\_in\\_relation\\_to\\_IPR\\_Infringement\\_Report\\_FullR\\_en.pdf](https://euiipo.europa.eu/tunnel-web/secure/webdav/guest/document_library/observatory/documents/reports/2021_Monitoring_and_analysing_social_media_in_relation_to_IPR_Infringement_Report/2021_Monitoring_and_analysing_social_media_in_relation_to_IPR_Infringement_Report_FullR_en.pdf).

burner accounts, scam accounts, and spambots, as well as the use of closed groups and chat groups, private communications and instant messaging services<sup>44</sup>.

Not only do **social media platforms** provide users with a vehicle through which to engage in IP-infringing activities without easily being tracked, but they **have also created an opportunity for influencers and other public figures to exert significant influence as ‘trusted others’ when it comes to illegal behaviour**. A 2021 UK IPO study found that 10 % of female respondents surveyed were prompted to purchase counterfeits by ‘deviant’ social media influencers, who assisted consumers in constructing a rationalisation that neutralised residual concerns about counterfeit- or piracy-related personal risks, broader societal harms and perceptions of deviance<sup>45</sup>. In the face of these new trends and behaviours, the study noted that a combination of more affordable and easily accessible legal online content / genuine products, effective messaging on social media platforms, and more collaboration between social media platforms, IP owners and law enforcement authorities, may further help in the fight against digital piracy and the purchase of counterfeits.

#### Literature reviewed

Name of the study (year of release)	Author/Organisation	Study coverage
Online copyright infringement tracker (10th Wave - March 2021)	UK Intellectual Property Office (IPO)	National (UK)
Hub’s privacy and piracy survey (2020)	Hub Research	National (US)
Piracy during the pandemic survey (2020)	Digital Citizens Alliance Survey	National (US)
Online copyright infringement in the European Union. Music,	EUIPO	EU

<sup>44</sup> EUIPO (2021d), ‘Social media discussion paper: New and existing trends in using social media for IP infringement activities and good practices to address them’, available at: [https://euiipo.europa.eu/tunnel-web/secure/webdav/guest/document\\_library/observatory/documents/reports/2021\\_Social\\_Media/2021\\_Social\\_Media\\_Discussion\\_Paper\\_FullR\\_en.pdf](https://euiipo.europa.eu/tunnel-web/secure/webdav/guest/document_library/observatory/documents/reports/2021_Social_Media/2021_Social_Media_Discussion_Paper_FullR_en.pdf).

<sup>45</sup> UK IPO (2021c), ‘Social media influencers and counterfeit goods’, available at: <https://www.gov.uk/government/publications/social-media-influencers-and-counterfeit-goods/social-media-influencers-and-counterfeit-goods-executive-summary>.

films and TV (2017-2020), trends and drivers (2021)		
Baromètre de la consommation de biens culturels dématérialisés (Barometer of the consumption of cultural immaterial goods)	Hadopi	National (France)
Counterfeits goods research – wave 2 (2021)	UK Intellectual Property Office (IPO)	National (UK)
Social media influencers and counterfeit goods (2021)	UK IPO	National (UK)
Online copyright infringement tracker (10th wave)	UK IPO	National (UK)
European Citizens and Intellectual Property: perception, awareness and behaviour (2020)	EUIPO	EU
'Can scholarly pirate libraries bridge the knowledge access gap? An empirical study on the structural conditions of book piracy in global and European academia' (Bodó B, Antal D, Puha Z (2020))	Bodó B, Antal D, Puha Z (2020)	Global and European models (IP geolocation data analysis)
Online copyright infringement in the European Union. Title-level study: film, music and TV (2020)	EUIPO	EU
Social media discussion paper: New and existing	EUIPO	EU - Literature review

trends in using social media for IP infringement activities and good practices to address them (2021)		
Monitoring and analysing social media in relation to IP infringement (2021)	EUIPO	EU – Social media analytics and data mining in 6 EU countries
Vendor accounts on third party trading platforms (2021)	EUIPO	EU – desk-based research, comparative legal analysis and qualitative interviews
Misuse of e-commerce for trade in counterfeits (2021)	OECD and EUIPO	OECD countries – statistical data on counterfeiting and piracy
Global trade in fakes (2021)	OECD and EUIPO	OECD countries
Risks and damages posed by IPR infringement in Europe – Awareness campaign (2021)	EUIPO	EU – literature review

## Annex B: Country results per question

Intellectual Property and Youth Scoreboard 2022

The tables below present the results for each of the survey questions by country. **Green indicates results that are significantly above-average. Red indicates results that are significantly below average.**

Q5 When you are buying goods online, how easy or difficult do you find it to tell the difference between a source that sells only genuine (= real) products and a source that sells fake products or a mix of genuine and fake products?

	1 Very easy	2 Fairly easy	3 Fairly difficult	4 Very difficult	5 Don't know	Unweighted base
<b>TOTAL</b>	14,88 %	48,00 %	26,57 %	4,15 %	6,40 %	22021
Austria	<b>11.95 %</b>	50.32 %	<b>29.33 %</b>	5.02 %	<b>3.38 %</b>	1013
Belgium	13.99 %	<b>41.85 %</b>	<b>34.18 %</b>	5.17 %	<b>4.82 %</b>	1008
Bulgaria	<b>25.27 %</b>	<b>42.92 %</b>	24.06 %	3.60 %	<b>4.15 %</b>	1013
Croatia	13.09 %	51.46 %	25.12 %	5.67 %	4.66 %	507
Cyprus	13.98 %	<b>57.91 %</b>	22.43 %	1.89 %	3.79 %	259
Czechia	15.24 %	49.35 %	25.11 %	3.33 %	6.97 %	1012
Denmark	13.92 %	46.34 %	27.90 %	5.15 %	6.68 %	1008
Estonia	<b>8.28 %</b>	50.93 %	28.69 %	3.27 %	<b>8.83 %</b>	501
Finland	<b>18.51 %</b>	<b>61.14 %</b>	<b>14.65 %</b>	<b>1.77 %</b>	<b>3.93 %</b>	1014
France	16.03 %	<b>39.63 %</b>	29.06 %	<b>8.16 %</b>	7.12 %	1014
Germany	15.08 %	<b>44.28 %</b>	27.75 %	4.21 %	<b>8.68 %</b>	1012
Greece	13.15 %	<b>51.40 %</b>	29.12 %	<b>2.46 %</b>	<b>3.87 %</b>	1016
Hungary	<b>10.95 %</b>	<b>38.96 %</b>	<b>39.74 %</b>	5.15 %	5.20 %	1008
Ireland	<b>18.01 %</b>	<b>55.06 %</b>	<b>18.90 %</b>	3.78 %	<b>4.25 %</b>	509
Italy	14.79 %	<b>57.19 %</b>	<b>20.10 %</b>	<b>1.83 %</b>	6.09 %	1022
Latvia	13.08 %	45.92 %	<b>32.39 %</b>	3.11 %	5.50 %	504
Lithuania	<b>10.62 %</b>	47.16 %	<b>33.27 %</b>	<b>1.93 %</b>	7.01 %	508
Luxembourg	<b>10.36 %</b>	49.51 %	28.44 %	2.77 %	8.91 %	251
Malta	12.27 %	<b>58.95 %</b>	23.28 %	2.89 %	<b>2.61 %</b>	255
Netherlands	<b>9.15 %</b>	48.55 %	<b>31.00 %</b>	<b>5.64 %</b>	5.66 %	1012

Poland	<b>11.94 %</b>	<b>55.42 %</b>	<b>23.59 %</b>	<b>1.70 %</b>	7.35 %	1007
Portugal	<b>11.36 %</b>	<b>52.77 %</b>	26.40 %	4.68 %	<b>4.78 %</b>	1018
Romania	<b>21.38 %</b>	<b>43.06 %</b>	<b>29.68 %</b>	<b>2.28 %</b>	<b>3.59 %</b>	1016
Slovakia	14.55 %	<b>51.03 %</b>	<b>23.82 %</b>	3.30 %	7.30 %	1009
Slovenia	<b>10.01 %</b>	<b>37.24 %</b>	<b>43.51 %</b>	4.39 %	4.85 %	501
Spain	16.59 %	<b>51.79 %</b>	<b>23.03 %</b>	<b>2.56 %</b>	6.02 %	1013
Sweden	15.24 %	49.31 %	27.98 %	3.87 %	<b>3.59 %</b>	1011

## Q6\_1 During the past 12 months, have you bought online a fake product?

## Clothes &amp; accessories

	1 Yes, intentionally	2 Yes, but only by accident	3 No	4 Don't know	Unweighted base
<b>TOTAL</b>	<b>17.22 %</b>	<b>12.22 %</b>	<b>65.41 %</b>	<b>5.16 %</b>	<b>22021</b>
Austria	<b>14.95 %</b>	10.62 %	67.92 %	<b>6.51 %</b>	1013
Belgium	17.94 %	12.76 %	63.35 %	5.95 %	1008
Bulgaria	<b>19.97 %</b>	<b>18.28 %</b>	<b>56.47 %</b>	5.28 %	1013
Croatia	<b>12.22 %</b>	10.02 %	<b>73.12 %</b>	4.63 %	507
Cyprus	<b>28.65 %</b>	14.87 %	<b>54.47 %</b>	<b>2.01 %</b>	259
Czechia	<b>10.66 %</b>	<b>5.19 %</b>	<b>77.32 %</b>	<b>6.83 %</b>	1012
Denmark	<b>13.18 %</b>	<b>15.15 %</b>	66.61 %	5.06 %	1008
Estonia	<b>13.45 %</b>	<b>6.05 %</b>	<b>73.82 %</b>	6.68 %	501
Finland	<b>19.71 %</b>	12.04 %	63.76 %	4.48 %	1014
France	<b>12.73 %</b>	10.44 %	<b>71.85 %</b>	4.99 %	1014
Germany	<b>19.62 %</b>	11.60 %	<b>62.23 %</b>	<b>6.55 %</b>	1012
Greece	<b>33.25 %</b>	<b>17.52 %</b>	<b>46.94 %</b>	<b>2.29 %</b>	1016
Hungary	<b>13.77 %</b>	12.83 %	<b>68.31 %</b>	5.08 %	1008
Ireland	<b>20.74 %</b>	<b>18.05 %</b>	<b>58.26 %</b>	<b>2.95 %</b>	509
Italy	<b>12.58 %</b>	<b>9.48 %</b>	<b>74.05 %</b>	3.89 %	1022
Latvia	<b>21.39 %</b>	15.04 %	<b>58.32 %</b>	5.25 %	504
Lithuania	18.53 %	<b>19.48 %</b>	<b>56.41 %</b>	5.58 %	508
Luxembourg	16.34 %	9.08 %	69.41 %	5.17 %	251
Malta	14.58 %	<b>7.03 %</b>	<b>75.07 %</b>	3.32 %	255
Netherlands	17.73 %	10.35 %	66.51 %	5.41 %	1012
Poland	<b>22.46 %</b>	<b>14.81 %</b>	<b>58.49 %</b>	4.24 %	1007
Portugal	<b>13.85 %</b>	10.38 %	<b>71.75 %</b>	4.02 %	1018
Romania	<b>20.29 %</b>	<b>19.03 %</b>	<b>53.35 %</b>	<b>7.33 %</b>	1016
Slovakia	<b>11.82 %</b>	11.63 %	<b>71.57 %</b>	4.98 %	1009
Slovenia	16.58 %	13.23 %	63.89 %	6.29 %	501
Spain	<b>20.23 %</b>	13.16 %	<b>62.14 %</b>	4.47 %	1013
Sweden	16.14 %	<b>15.89 %</b>	<b>61.67 %</b>	6.31 %	1011

## Q6\_2 During the past 12 months, have you bought online a fake product?

## Footwear

	1 Yes, intentionally	2 Yes, but only by accident	3 No	4 Don't know	Unweighted base
<b>TOTAL</b>	<b>13.95 %</b>	<b>9.39 %</b>	<b>72.82 %</b>	<b>3.84 %</b>	<b>22021</b>
Austria	<b>10.59 %</b>	<b>6.10 %</b>	<b>79.79 %</b>	3.51 %	1013
Belgium	14.23 %	<b>6.90 %</b>	74.77 %	4.10 %	1008
Bulgaria	15.52 %	<b>14.98 %</b>	<b>65.07 %</b>	4.44 %	1013
Croatia	<b>6.89 %</b>	7.42 %	<b>82.57 %</b>	3.12 %	507
Cyprus	17.96 %	11.02 %	69.52 %	<b>1.51 %</b>	259
Czechia	<b>5.71 %</b>	<b>2.46 %</b>	<b>89.06 %</b>	2.77 %	1012
Denmark	<b>9.42 %</b>	<b>12.38 %</b>	73.48 %	4.72 %	1008
Estonia	<b>8.09 %</b>	<b>4.74 %</b>	<b>84.21 %</b>	2.96 %	501
Finland	12.70 %	9.47 %	74.55 %	3.28 %	1014
France	<b>10.50 %</b>	7.70 %	<b>77.39 %</b>	4.41 %	1014
Germany	<b>17.77 %</b>	9.27 %	<b>68.90 %</b>	4.06 %	1012
Greece	<b>23.78 %</b>	<b>14.21 %</b>	<b>59.22 %</b>	2.78 %	1016
Hungary	13.02 %	<b>11.58 %</b>	71.86 %	3.54 %	1008
Ireland	15.71 %	<b>13.29 %</b>	<b>68.19 %</b>	2.81 %	509
Italy	<b>9.05 %</b>	<b>7.08 %</b>	<b>80.79 %</b>	3.08 %	1022
Latvia	13.89 %	<b>13.27 %</b>	69.35 %	3.49 %	504
Lithuania	16.49 %	<b>14.44 %</b>	<b>64.00 %</b>	5.07 %	508
Luxembourg	10.48 %	<b>3.92 %</b>	<b>80.51 %</b>	5.09 %	251
Malta	<b>8.87 %</b>	<b>3.87 %</b>	<b>83.02 %</b>	4.23 %	255
Netherlands	<b>9.98 %</b>	<b>6.28 %</b>	<b>81.01 %</b>	2.73 %	1012
Poland	<b>19.00 %</b>	9.86 %	<b>67.61 %</b>	3.54 %	1007
Portugal	<b>10.24 %</b>	<b>7.25 %</b>	<b>79.42 %</b>	3.09 %	1018
Romania	<b>17.76 %</b>	<b>17.92 %</b>	<b>58.45 %</b>	<b>5.87 %</b>	1016
Slovakia	<b>6.99 %</b>	<b>5.73 %</b>	<b>83.01 %</b>	4.27 %	1009
Slovenia	<b>9.76 %</b>	8.60 %	<b>78.53 %</b>	3.11 %	501
Spain	<b>18.09 %</b>	<b>12.64 %</b>	<b>65.54 %</b>	3.74 %	1013
Sweden	14.08 %	10.99 %	<b>70.05 %</b>	4.87 %	1011

## Q6\_3 During the past 12 months, have you bought online a fake product?

## Sports equipment

	1 Yes, intentionally	2 Yes, but only by accident	3 No	4 Don't know	Unweighted base
<b>TOTAL</b>	9.54 %	7.44 %	79.81 %	3.20 %	22021
Austria	8.12 %	<b>5.52 %</b>	<b>83.95 %</b>	2.42 %	1013
Belgium	10.45 %	8.75 %	<b>76.77 %</b>	4.03 %	1008
Bulgaria	8.64 %	<b>9.42 %</b>	78.47 %	3.47 %	1013
Croatia	<b>4.96 %</b>	8.45 %	<b>84.98 %</b>	<b>1.61 %</b>	507
Cyprus	<b>14.14 %</b>	6.31 %	77.06 %	2.49 %	259
Czechia	<b>4.63 %</b>	<b>2.10 %</b>	<b>89.90 %</b>	3.37 %	1012
Denmark	9.69 %	<b>10.56 %</b>	<b>76.08 %</b>	3.67 %	1008
Estonia	<b>5.10 %</b>	<b>4.28 %</b>	<b>87.87 %</b>	2.75 %	501
Finland	<b>11.54 %</b>	8.51 %	<b>76.57 %</b>	3.38 %	1014
France	8.66 %	<b>5.45 %</b>	<b>82.86 %</b>	3.04 %	1014
Germany	10.85 %	8.08 %	77.53 %	3.54 %	1012
Greece	<b>17.54 %</b>	<b>11.09 %</b>	<b>69.36 %</b>	<b>2.00 %</b>	1016
Hungary	<b>7.01 %</b>	6.28 %	<b>83.70 %</b>	3.02 %	1008
Ireland	10.36 %	9.70 %	78.43 %	<b>1.51 %</b>	509
Italy	<b>5.94 %</b>	<b>5.09 %</b>	<b>86.27 %</b>	2.70 %	1022
Latvia	<b>12.60 %</b>	<b>11.98 %</b>	<b>71.86 %</b>	3.56 %	504
Lithuania	8.00 %	9.26 %	78.52 %	4.22 %	508
Luxembourg	<b>5.56 %</b>	5.55 %	<b>85.80 %</b>	3.09 %	251
Malta	<b>4.33 %</b>	<b>3.33 %</b>	<b>91.14 %</b>	1.20 %	255
Netherlands	8.41 %	<b>5.51 %</b>	<b>84.54 %</b>	<b>1.55 %</b>	1012
Poland	10.77 %	6.22 %	79.08 %	3.94 %	1007
Portugal	8.31 %	6.99 %	81.71 %	2.99 %	1018
Romania	<b>11.53 %</b>	<b>13.71 %</b>	<b>69.28 %</b>	<b>5.48 %</b>	1016
Slovakia	<b>4.95 %</b>	6.20 %	<b>86.21 %</b>	2.64 %	1009
Slovenia	10.35 %	8.61 %	77.71 %	3.34 %	501
Spain	<b>12.62 %</b>	<b>10.61 %</b>	<b>73.82 %</b>	2.94 %	1013
Sweden	9.13 %	<b>9.30 %</b>	<b>77.31 %</b>	4.26 %	1011

Q6\_4 During the past 12 months, have you bought online a fake product?

Hygiene, cosmetics, personal care &amp; perfume (including masks)

	1 Yes, intentionally	2 Yes, but only by accident	3 No	4 Don't know	Unweighted base
<b>TOTAL</b>	11.62 %	8.94 %	75.28 %	4.16 %	22021
Austria	9.83 %	7.27 %	<b>78.35 %</b>	4.55 %	1013
Belgium	13.35 %	9.13 %	<b>72.50 %</b>	5.02 %	1008
Bulgaria	10.58 %	<b>12.23 %</b>	<b>71.59 %</b>	<b>5.60 %</b>	1013
Croatia	<b>5.04 %</b>	<b>5.99 %</b>	<b>84.18 %</b>	4.80 %	507
Cyprus	11.99 %	10.26 %	72.90 %	4.85 %	259
Czechia	<b>5.08 %</b>	<b>4.07 %</b>	<b>86.43 %</b>	4.41 %	1012
Denmark	<b>9.16 %</b>	<b>12.37 %</b>	74.25 %	4.23 %	1008
Estonia	<b>6.15 %</b>	<b>3.00 %</b>	<b>86.24 %</b>	4.61 %	501
Finland	13.25 %	9.15 %	73.92 %	3.68 %	1014
France	10.15 %	<b>6.79 %</b>	<b>79.63 %</b>	3.43 %	1014
Germany	<b>14.56 %</b>	9.18 %	<b>71.18 %</b>	5.08 %	1012
Greece	<b>18.48 %</b>	<b>10.87 %</b>	<b>68.00 %</b>	<b>2.65 %</b>	1016
Hungary	10.64 %	<b>10.83 %</b>	74.69 %	3.84 %	1008
Ireland	12.73 %	11.37 %	74.48 %	<b>1.43 %</b>	509
Italy	<b>7.33 %</b>	<b>6.55 %</b>	<b>83.84 %</b>	<b>2.27 %</b>	1022
Latvia	10.93 %	10.35 %	72.94 %	5.78 %	504
Lithuania	9.79 %	<b>15.49 %</b>	<b>69.55 %</b>	5.16 %	508
Luxembourg	<b>6.34 %</b>	8.65 %	80.07 %	4.93 %	251
Malta	<b>7.35 %</b>	7.69 %	<b>80.59 %</b>	4.38 %	255
Netherlands	9.75 %	<b>6.09 %</b>	<b>80.44 %</b>	3.72 %	1012
Poland	<b>16.53 %</b>	10.16 %	<b>68.21 %</b>	5.09 %	1007
Portugal	<b>8.71 %</b>	<b>5.11 %</b>	<b>83.23 %</b>	<b>2.96 %</b>	1018
Romania	13.38 %	<b>15.98 %</b>	<b>63.01 %</b>	<b>7.63 %</b>	1016
Slovakia	<b>5.28 %</b>	<b>6.78 %</b>	<b>84.48 %</b>	3.46 %	1009
Slovenia	<b>6.79 %</b>	8.69 %	<b>80.51 %</b>	4.01 %	501
Spain	13.01 %	<b>11.74 %</b>	<b>71.22 %</b>	4.03 %	1013
Sweden	10.86 %	<b>12.43 %</b>	<b>70.91 %</b>	<b>5.79 %</b>	1011

## Q6\_5 During the past 12 months, have you bought online a fake product?

## Jewellery &amp; watches

	1 Yes, intentionally	2 Yes, but only by accident	3 No	4 Don't know	Unweighted base
<b>TOTAL</b>	9.88 %	7.59 %	79.47 %	3.06 %	22021
Austria	9.07 %	<b>5.41 %</b>	<b>82.22 %</b>	3.30 %	1013
Belgium	<b>11.70 %</b>	7.33 %	77.30 %	3.67 %	1008
Bulgaria	10.33 %	<b>10.36 %</b>	<b>75.38 %</b>	3.93 %	1013
Croatia	9.15 %	<b>5.30 %</b>	<b>84.60 %</b>	<b>0.95 %</b>	507
Cyprus	<b>15.87 %</b>	<b>11.99 %</b>	<b>68.21 %</b>	3.93 %	259
Czechia	<b>4.26 %</b>	<b>3.74 %</b>	<b>88.95 %</b>	3.05 %	1012
Denmark	10.35 %	<b>11.72 %</b>	<b>73.32 %</b>	<b>4.62 %</b>	1008
Estonia	<b>7.02 %</b>	<b>2.62 %</b>	<b>87.82 %</b>	2.53 %	501
Finland	<b>12.82 %</b>	<b>10.47 %</b>	<b>73.60 %</b>	3.11 %	1014
France	<b>6.86 %</b>	6.01 %	<b>83.94 %</b>	3.19 %	1014
Germany	<b>12.22 %</b>	8.59 %	<b>76.45 %</b>	2.74 %	1012
Greece	<b>19.82 %</b>	<b>10.49 %</b>	<b>67.79 %</b>	<b>1.90 %</b>	1016
Hungary	8.61 %	8.26 %	80.29 %	2.84 %	1008
Ireland	<b>13.20 %</b>	7.41 %	77.13 %	2.26 %	509
Italy	<b>6.44 %</b>	<b>5.05 %</b>	<b>85.35 %</b>	3.16 %	1022
Latvia	<b>12.63 %</b>	7.10 %	<b>73.34 %</b>	<b>6.93 %</b>	504
Lithuania	7.63 %	<b>11.51 %</b>	78.78 %	2.08 %	508
Luxembourg	7.74 %	<b>4.30 %</b>	84.37 %	3.58 %	251
Malta	12.17 %	5.39 %	79.02 %	3.42 %	255
Netherlands	9.99 %	<b>5.11 %</b>	<b>82.28 %</b>	2.61 %	1012
Poland	<b>13.13 %</b>	8.62 %	<b>74.85 %</b>	3.41 %	1007
Portugal	<b>7.13 %</b>	<b>5.45 %</b>	<b>84.53 %</b>	2.90 %	1018
Romania	10.95 %	<b>10.92 %</b>	<b>73.75 %</b>	<b>4.38 %</b>	1016
Slovakia	<b>7.65 %</b>	6.63 %	<b>81.93 %</b>	3.79 %	1009
Slovenia	8.49 %	7.33 %	81.74 %	2.44 %	501
Spain	10.07 %	8.86 %	78.81 %	2.25 %	1013
Sweden	<b>12.10 %</b>	<b>13.49 %</b>	<b>69.94 %</b>	<b>4.47 %</b>	1011

## Q6\_6 During the past 12 months, have you bought online a fake product?

## Medication/medicine

	1 Yes, intentionally	2 Yes, but only by accident	3 No	4 Don't know	Unweighted base
<b>TOTAL</b>	<b>6.32 %</b>	<b>4.88 %</b>	<b>85.59 %</b>	<b>3.21 %</b>	<b>22021</b>
Austria	<b>3.24 %</b>	<b>3.48 %</b>	<b>90.99 %</b>	2.29 %	1013
Belgium	6.36 %	5.11 %	85.79 %	2.75 %	1008
Bulgaria	<b>3.95 %</b>	4.79 %	86.93 %	<b>4.33 %</b>	1013
Croatia	<b>1.32 %</b>	<b>2.17 %</b>	<b>94.23 %</b>	2.28 %	507
Cyprus	<b>2.59 %</b>	<b>2.28 %</b>	<b>92.40 %</b>	2.73 %	259
Czechia	<b>2.54 %</b>	<b>1.08 %</b>	<b>94.24 %</b>	<b>2.14 %</b>	1012
Denmark	6.43 %	<b>8.46 %</b>	<b>81.02 %</b>	4.10 %	1008
Estonia	<b>2.40 %</b>	<b>2.18 %</b>	<b>93.91 %</b>	<b>1.51 %</b>	501
Finland	6.76 %	<b>6.57 %</b>	84.54 %	<b>2.12 %</b>	1014
France	5.33 %	5.08 %	87.04 %	2.55 %	1014
Germany	<b>9.42 %</b>	<b>6.45 %</b>	<b>79.24 %</b>	<b>4.89 %</b>	1012
Greece	5.63 %	5.81 %	86.58 %	<b>1.97 %</b>	1016
Hungary	<b>3.97 %</b>	4.10 %	<b>89.59 %</b>	2.34 %	1008
Ireland	5.03 %	3.39 %	<b>89.77 %</b>	1.80 %	509
Italy	5.69 %	<b>3.18 %</b>	<b>88.85 %</b>	2.29 %	1022
Latvia	5.97 %	<b>7.68 %</b>	84.46 %	1.88 %	504
Lithuania	6.29 %	4.30 %	84.97 %	4.44 %	508
Luxembourg	<b>1.83 %</b>	<b>1.29 %</b>	<b>94.72 %</b>	2.15 %	251
Malta	<b>0.30 %</b>	<b>1.68 %</b>	<b>97.03 %</b>	<b>0.99 %</b>	255
Netherlands	<b>3.32 %</b>	<b>2.91 %</b>	<b>91.77 %</b>	<b>2.00 %</b>	1012
Poland	<b>8.35 %</b>	4.44 %	83.47 %	3.74 %	1007
Portugal	<b>3.02 %</b>	<b>2.27 %</b>	<b>91.99 %</b>	2.72 %	1018
Romania	7.05 %	4.62 %	<b>81.60 %</b>	<b>6.74 %</b>	1016
Slovakia	<b>2.92 %</b>	<b>3.39 %</b>	<b>91.25 %</b>	2.44 %	1009
Slovenia	<b>2.89 %</b>	3.95 %	<b>89.83 %</b>	3.33 %	501
Spain	6.95 %	6.16 %	84.44 %	2.46 %	1013
Sweden	6.97 %	<b>7.39 %</b>	<b>82.40 %</b>	3.24 %	1011

Q6\_7 During the past 12 months, have you bought online a fake product?

Toys

	1 Yes, intentionally	2 Yes, but only by accident	3 No	4 Don't know	Unweighted base
<b>TOTAL</b>	<b>7.92 %</b>	<b>7.44 %</b>	<b>81.33 %</b>	<b>3.31 %</b>	<b>22021</b>
Austria	<b>5.88 %</b>	<b>4.23 %</b>	<b>86.98 %</b>	2.91 %	1013
Belgium	8.51 %	7.84 %	80.00 %	3.64 %	1008
Bulgaria	6.67 %	<b>9.67 %</b>	79.95 %	3.71 %	1013
Croatia	<b>4.75 %</b>	6.28 %	<b>87.14 %</b>	1.83 %	507
Cyprus	<b>11.42 %</b>	5.81 %	79.77 %	3.00 %	259
Czechia	<b>3.22 %</b>	<b>2.48 %</b>	<b>92.35 %</b>	<b>1.95 %</b>	1012
Denmark	8.28 %	<b>9.06 %</b>	<b>78.95 %</b>	3.70 %	1008
Estonia	<b>4.04 %</b>	<b>2.77 %</b>	<b>89.68 %</b>	3.51 %	501
Finland	8.74 %	7.71 %	80.62 %	2.93 %	1014
France	<b>5.80 %</b>	6.28 %	<b>84.48 %</b>	3.44 %	1014
Germany	9.36 %	8.85 %	<b>78.25 %</b>	3.54 %	1012
Greece	<b>15.05 %</b>	<b>9.85 %</b>	<b>72.62 %</b>	2.48 %	1016
Hungary	<b>10.52 %</b>	8.13 %	<b>77.23 %</b>	4.13 %	1008
Ireland	9.57 %	8.93 %	<b>77.01 %</b>	4.49 %	509
Italy	<b>5.57 %</b>	<b>5.75 %</b>	<b>86.70 %</b>	<b>1.99 %</b>	1022
Latvia	10.16 %	8.14 %	79.18 %	2.52 %	504
Lithuania	7.03 %	8.60 %	80.03 %	4.34 %	508
Luxembourg	<b>2.64 %</b>	5.20 %	<b>90.14 %</b>	2.01 %	251
Malta	5.15 %	<b>1.95 %</b>	<b>90.48 %</b>	2.42 %	255
Netherlands	<b>6.21 %</b>	<b>2.35 %</b>	<b>88.46 %</b>	2.99 %	1012
Poland	<b>11.96 %</b>	8.74 %	<b>75.24 %</b>	4.06 %	1007
Portugal	<b>5.34 %</b>	<b>4.21 %</b>	<b>87.80 %</b>	2.65 %	1018
Romania	<b>10.41 %</b>	<b>9.23 %</b>	<b>75.49 %</b>	<b>4.87 %</b>	1016
Slovakia	<b>4.17 %</b>	<b>5.47 %</b>	<b>88.02 %</b>	2.34 %	1009
Slovenia	6.64 %	6.56 %	84.18 %	2.62 %	501
Spain	8.94 %	<b>10.21 %</b>	<b>77.55 %</b>	3.30 %	1013
Sweden	<b>5.96 %</b>	<b>9.75 %</b>	79.64 %	<b>4.64 %</b>	1011

## Q6\_8 During the past 12 months, have you bought online a fake product?

Music and films (on CD, DVD, Blue-ray disc, etc.)

	1 Yes, intentionally	2 Yes, but only by accident	3 No	4 Don't know	Unweighted base
<b>TOTAL</b>	<b>8.72 %</b>	<b>6.96 %</b>	<b>81.26 %</b>	<b>3.06 %</b>	<b>22021</b>
Austria	<b>6.65 %</b>	<b>4.83 %</b>	<b>85.64 %</b>	2.88 %	1013
Belgium	9.29 %	7.13 %	80.41 %	3.17 %	1008
Bulgaria	7.44 %	8.32 %	81.35 %	2.89 %	1013
Croatia	<b>5.03 %</b>	<b>4.26 %</b>	<b>89.34 %</b>	<b>1.37 %</b>	507
Cyprus	7.82 %	5.68 %	83.87 %	2.62 %	259
Czechia	<b>4.50 %</b>	<b>3.03 %</b>	<b>90.11 %</b>	2.36 %	1012
Denmark	8.59 %	<b>11.75 %</b>	<b>75.88 %</b>	3.79 %	1008
Estonia	<b>3.84 %</b>	<b>3.94 %</b>	<b>89.54 %</b>	2.68 %	501
Finland	8.20 %	<b>10.63 %</b>	<b>78.03 %</b>	3.13 %	1014
France	7.56 %	6.17 %	83.50 %	2.77 %	1014
Germany	<b>10.87 %</b>	6.22 %	79.24 %	3.67 %	1012
Greece	<b>11.61 %</b>	<b>9.46 %</b>	<b>76.61 %</b>	2.33 %	1016
Hungary	7.12 %	6.32 %	<b>83.85 %</b>	2.72 %	1008
Ireland	9.24 %	8.34 %	80.76 %	1.66 %	509
Italy	7.28 %	6.86 %	83.13 %	2.73 %	1022
Latvia	8.32 %	8.39 %	78.10 %	<b>5.19 %</b>	504
Lithuania	8.11 %	<b>11.57 %</b>	<b>76.68 %</b>	3.63 %	508
Luxembourg	6.01 %	4.07 %	<b>86.21 %</b>	3.72 %	251
Malta	6.98 %	<b>2.25 %</b>	<b>89.87 %</b>	<b>0.90 %</b>	255
Netherlands	<b>5.72 %</b>	<b>4.55 %</b>	<b>86.66 %</b>	3.07 %	1012
Poland	<b>10.62 %</b>	7.04 %	79.16 %	3.19 %	1007
Portugal	<b>6.37 %</b>	5.58 %	<b>85.89 %</b>	2.16 %	1018
Romania	7.78 %	<b>9.08 %</b>	79.22 %	3.92 %	1016
Slovakia	<b>3.77 %</b>	<b>4.86 %</b>	<b>87.99 %</b>	3.39 %	1009
Slovenia	8.07 %	5.11 %	84.18 %	2.64 %	501
Spain	<b>11.84 %</b>	<b>9.28 %</b>	<b>76.03 %</b>	2.84 %	1013
Sweden	7.19 %	<b>9.26 %</b>	79.16 %	<b>4.39 %</b>	1011

## Q6\_9 During the past 12 months, have you bought online a fake product?

## Books and magazines

	1 Yes, intentionally	2 Yes, but only by accident	3 No	4 Don't know	Unweighted base
<b>TOTAL</b>	8.05 %	6.31 %	82.91 %	2.73 %	22021
Austria	<b>3.84 %</b>	<b>3.52 %</b>	<b>89.02 %</b>	3.63 %	1013
Belgium	7.50 %	<b>4.56 %</b>	84.89 %	3.05 %	1008
Bulgaria	7.29 %	6.58 %	83.83 %	2.29 %	1013
Croatia	<b>1.91 %</b>	4.61 %	<b>91.23 %</b>	2.25 %	507
Cyprus	5.12 %	4.46 %	86.82 %	3.60 %	259
Czechia	<b>2.59 %</b>	<b>1.46 %</b>	<b>93.86 %</b>	2.08 %	1012
Denmark	7.04 %	<b>9.43 %</b>	<b>79.24 %</b>	<b>4.30 %</b>	1008
Estonia	<b>3.36 %</b>	<b>2.47 %</b>	<b>91.09 %</b>	3.08 %	501
Finland	7.04 %	<b>8.39 %</b>	81.17 %	3.41 %	1014
France	7.37 %	6.21 %	83.82 %	2.60 %	1014
Germany	<b>10.14 %</b>	6.86 %	<b>80.43 %</b>	2.57 %	1012
Greece	<b>13.75 %</b>	<b>8.77 %</b>	<b>76.22 %</b>	<b>1.27 %</b>	1016
Hungary	<b>5.92 %</b>	5.36 %	<b>85.85 %</b>	2.87 %	1008
Ireland	8.43 %	5.96 %	83.95 %	1.66 %	509
Italy	6.74 %	5.96 %	<b>85.36 %</b>	1.94 %	1022
Latvia	<b>5.57 %</b>	8.13 %	82.88 %	3.43 %	504
Lithuania	<b>4.96 %</b>	6.44 %	<b>86.17 %</b>	2.42 %	508
Luxembourg	<b>4.48 %</b>	<b>2.12 %</b>	<b>90.93 %</b>	2.48 %	251
Malta	6.71 %	<b>1.44 %</b>	<b>88.86 %</b>	2.99 %	255
Netherlands	<b>4.86 %</b>	<b>4.13 %</b>	<b>88.20 %</b>	2.81 %	1012
Poland	9.40 %	6.09 %	81.05 %	3.46 %	1007
Portugal	<b>4.75 %</b>	<b>3.92 %</b>	<b>88.85 %</b>	2.48 %	1018
Romania	9.03 %	6.99 %	<b>79.58 %</b>	<b>4.40 %</b>	1016
Slovakia	<b>3.69 %</b>	<b>3.33 %</b>	<b>91.52 %</b>	<b>1.47 %</b>	1009
Slovenia	<b>3.89 %</b>	5.06 %	85.91 %	<b>5.14 %</b>	501
Spain	<b>11.84 %</b>	<b>8.16 %</b>	<b>77.01 %</b>	2.99 %	1013
Sweden	<b>5.11 %</b>	<b>9.65 %</b>	82.45 %	2.79 %	1011

Q6\_10 During the past 12 months, have you bought online a fake product?

Electronic devices (e.g. computers, cameras, phones & accessories, USB sticks, chargers, etc.)

	1 Yes, intentionally	2 Yes, but only by accident	3 No	4 Don't know	Unweighted base
<b>TOTAL</b>	13.00 %	8.88 %	74.98 %	3.15 %	22021
Austria	13.46 %	<b>6.73 %</b>	75.96 %	3.86 %	1013
Belgium	<b>16.53 %</b>	7.44 %	72.77 %	3.26 %	1008
Bulgaria	13.01 %	<b>12.71 %</b>	<b>70.87 %</b>	3.41 %	1013
Croatia	<b>7.68 %</b>	<b>6.00 %</b>	<b>82.83 %</b>	3.49 %	507
Cyprus	17.06 %	8.51 %	69.97 %	4.46 %	259
Czechia	<b>9.21 %</b>	<b>4.15 %</b>	<b>84.67 %</b>	<b>1.97 %</b>	1012
Denmark	11.09 %	<b>13.81 %</b>	<b>71.27 %</b>	3.84 %	1008
Estonia	10.18 %	<b>4.28 %</b>	<b>81.51 %</b>	4.04 %	501
Finland	<b>17.16 %</b>	9.62 %	<b>69.81 %</b>	3.41 %	1014
France	<b>10.15 %</b>	<b>7.05 %</b>	<b>79.83 %</b>	2.97 %	1014
Germany	<b>15.27 %</b>	9.56 %	<b>72.02 %</b>	3.15 %	1012
Greece	<b>25.03 %</b>	<b>13.72 %</b>	<b>59.21 %</b>	<b>2.04 %</b>	1016
Hungary	11.49 %	<b>11.34 %</b>	73.44 %	3.73 %	1008
Ireland	12.39 %	<b>12.24 %</b>	72.41 %	2.96 %	509
Italy	<b>8.83 %</b>	<b>7.04 %</b>	<b>81.91 %</b>	2.22 %	1022
Latvia	13.61 %	<b>14.25 %</b>	<b>68.40 %</b>	3.74 %	504
Lithuania	13.39 %	<b>12.66 %</b>	<b>68.69 %</b>	<b>5.26 %</b>	508
Luxembourg	<b>8.86 %</b>	5.78 %	<b>83.33 %</b>	2.03 %	251
Malta	12.85 %	9.00 %	76.68 %	1.46 %	255
Netherlands	12.44 %	8.24 %	76.11 %	3.21 %	1012
Poland	<b>15.46 %</b>	8.39 %	72.84 %	3.31 %	1007
Portugal	<b>10.62 %</b>	8.62 %	<b>77.70 %</b>	3.05 %	1018
Romania	<b>15.69 %</b>	<b>12.22 %</b>	<b>66.92 %</b>	<b>5.17 %</b>	1016
Slovakia	<b>7.36 %</b>	7.46 %	<b>81.37 %</b>	3.81 %	1009
Slovenia	<b>9.76 %</b>	8.65 %	78.29 %	3.31 %	501
Spain	<b>15.45 %</b>	9.91 %	<b>71.96 %</b>	2.67 %	1013
Sweden	<b>10.32 %</b>	<b>12.37 %</b>	<b>71.29 %</b>	<b>6.01 %</b>	1011

Q6\_11 During the past 12 months, have you bought online a fake product?

## Foodstuffs &amp; Beverages

	1 Yes, intentionally	2 Yes, but only by accident	3 No	4 Don't know	Unweighted base
<b>TOTAL</b>	10.52 %	6.67 %	79.24 %	3.57 %	22021
Austria	10.33 %	5.73 %	79.34 %	4.60 %	1013
Belgium	<b>14.48 %</b>	6.29 %	<b>75.70 %</b>	3.53 %	1008
Bulgaria	<b>6.46 %</b>	<b>9.32 %</b>	80.37 %	3.85 %	1013
Croatia	<b>3.84 %</b>	<b>3.00 %</b>	<b>90.97 %</b>	2.19 %	507
Cyprus	7.96 %	5.47 %	82.63 %	3.95 %	259
Czechia	<b>4.39 %</b>	<b>2.73 %</b>	<b>90.08 %</b>	2.80 %	1012
Denmark	11.10 %	<b>9.56 %</b>	<b>74.19 %</b>	<b>5.15 %</b>	1008
Estonia	<b>5.31 %</b>	<b>2.31 %</b>	<b>89.43 %</b>	2.94 %	501
Finland	<b>13.00 %</b>	7.79 %	<b>75.89 %</b>	3.32 %	1014
France	<b>8.07 %</b>	6.78 %	<b>82.66 %</b>	2.50 %	1014
Germany	<b>14.39 %</b>	7.87 %	<b>73.73 %</b>	4.01 %	1012
Greece	<b>14.61 %</b>	7.14 %	<b>75.98 %</b>	<b>2.27 %</b>	1016
Hungary	9.78 %	6.43 %	80.13 %	3.67 %	1008
Ireland	8.39 %	<b>10.24 %</b>	78.93 %	2.45 %	509
Italy	<b>8.03 %</b>	<b>3.84 %</b>	<b>85.14 %</b>	2.99 %	1022
Latvia	9.82 %	<b>9.49 %</b>	78.10 %	2.59 %	504
Lithuania	12.75 %	<b>10.63 %</b>	<b>71.67 %</b>	4.96 %	508
Luxembourg	7.15 %	<b>2.77 %</b>	<b>87.54 %</b>	2.55 %	251
Malta	<b>5.50 %</b>	<b>3.11 %</b>	<b>89.55 %</b>	1.84 %	255
Netherlands	<b>13.62 %</b>	<b>4.52 %</b>	76.93 %	<b>4.93 %</b>	1012
Poland	<b>13.94 %</b>	<b>8.47 %</b>	<b>73.01 %</b>	4.58 %	1007
Portugal	<b>5.20 %</b>	<b>4.15 %</b>	<b>88.41 %</b>	<b>2.25 %</b>	1018
Romania	<b>8.23 %</b>	7.94 %	78.35 %	<b>5.48 %</b>	1016
Slovakia	<b>4.99 %</b>	<b>4.25 %</b>	<b>87.01 %</b>	3.75 %	1009
Slovenia	8.14 %	<b>4.46 %</b>	<b>83.64 %</b>	3.77 %	501
Spain	10.34 %	7.30 %	79.13 %	3.23 %	1013
Sweden	9.69 %	7.96 %	77.36 %	<b>4.99 %</b>	1011

Q6\_12 During the past 12 months, have you bought online a fake product?

Games (on DVD, Bluray Disc)

	1 Yes, intentionally	2 Yes, but only by accident	3 No	4 Don't know	Unweighted base
<b>TOTAL</b>	<b>8.14 %</b>	<b>6.63 %</b>	<b>82.25 %</b>	<b>2.98 %</b>	<b>22021</b>
Austria	<b>5.82 %</b>	<b>3.27 %</b>	<b>87.84 %</b>	3.07 %	1013
Belgium	9.59 %	6.91 %	80.08 %	3.42 %	1008
Bulgaria	7.43 %	<b>8.44 %</b>	80.35 %	3.77 %	1013
Croatia	<b>4.57 %</b>	<b>4.12 %</b>	<b>87.70 %</b>	3.62 %	507
Cyprus	5.87 %	6.45 %	86.31 %	1.38 %	259
Czechia	<b>3.09 %</b>	<b>2.13 %</b>	<b>92.62 %</b>	2.16 %	1012
Denmark	7.06 %	<b>11.21 %</b>	<b>77.41 %</b>	<b>4.33 %</b>	1008
Estonia	6.46 %	<b>1.93 %</b>	<b>89.36 %</b>	2.25 %	501
Finland	<b>9.82 %</b>	<b>9.48 %</b>	<b>76.88 %</b>	3.83 %	1014
France	7.73 %	5.70 %	83.17 %	3.40 %	1014
Germany	9.09 %	7.35 %	80.46 %	3.10 %	1012
Greece	<b>11.34 %</b>	7.93 %	<b>78.60 %</b>	2.13 %	1016
Hungary	7.18 %	<b>4.91 %</b>	<b>85.04 %</b>	2.87 %	1008
Ireland	8.93 %	8.25 %	81.21 %	1.61 %	509
Italy	6.73 %	6.91 %	84.16 %	2.20 %	1022
Latvia	10.48 %	8.67 %	<b>77.42 %</b>	3.43 %	504
Lithuania	8.52 %	6.92 %	80.97 %	3.59 %	508
Luxembourg	5.00 %	4.02 %	<b>90.43 %</b>	<b>0.55 %</b>	251
Malta	5.41 %	<b>2.73 %</b>	<b>87.51 %</b>	4.36 %	255
Netherlands	<b>5.47 %</b>	<b>3.40 %</b>	<b>88.38 %</b>	2.75 %	1012
Poland	<b>10.51 %</b>	6.76 %	<b>79.76 %</b>	2.96 %	1007
Portugal	<b>6.31 %</b>	5.35 %	<b>86.48 %</b>	<b>1.86 %</b>	1018
Romania	8.65 %	<b>8.89 %</b>	<b>77.68 %</b>	<b>4.77 %</b>	1016
Slovakia	<b>3.90 %</b>	<b>4.24 %</b>	<b>89.98 %</b>	<b>1.88 %</b>	1009
Slovenia	<b>5.30 %</b>	<b>4.16 %</b>	<b>88.79 %</b>	1.75 %	501
Spain	<b>10.11 %</b>	7.68 %	<b>79.84 %</b>	2.37 %	1013
Sweden	7.04 %	7.93 %	80.19 %	<b>4.84 %</b>	1011

## Q6\_13 During the past 12 months, have you bought online a fake product?

Other

	1 Yes, intentionally	2 Yes, but only by accident	3 No	4 Don't know	Unweighted base
<b>TOTAL</b>	<b>7.83 %</b>	<b>5.88 %</b>	<b>76.49 %</b>	<b>9.80 %</b>	<b>22021</b>
Austria	<b>6.01 %</b>	<b>4.34 %</b>	78.47 %	11.18 %	1013
Belgium	7.17 %	5.81 %	76.35 %	10.68 %	1008
Bulgaria	7.50 %	5.25 %	76.55 %	10.70 %	1013
Croatia	6.16 %	4.74 %	78.01 %	11.09 %	507
Cyprus	9.49 %	8.05 %	75.51 %	6.94 %	259
Czechia	<b>1.77 %</b>	<b>1.15 %</b>	<b>87.35 %</b>	9.73 %	1012
Denmark	8.45 %	<b>9.44 %</b>	<b>72.29 %</b>	9.82 %	1008
Estonia	6.51 %	<b>2.40 %</b>	<b>81.44 %</b>	9.65 %	501
Finland	8.16 %	<b>8.35 %</b>	75.01 %	8.49 %	1014
France	6.56 %	<b>4.15 %</b>	<b>80.98 %</b>	8.32 %	1014
Germany	<b>11.02 %</b>	<b>7.80 %</b>	<b>72.17 %</b>	9.01 %	1012
Greece	8.73 %	<b>8.13 %</b>	75.88 %	<b>7.26 %</b>	1016
Hungary	6.80 %	5.63 %	<b>79.76 %</b>	<b>7.81 %</b>	1008
Ireland	7.70 %	6.66 %	77.54 %	8.11 %	509
Italy	<b>5.37 %</b>	4.87 %	<b>82.48 %</b>	<b>7.28 %</b>	1022
Latvia	<b>10.62 %</b>	<b>11.25 %</b>	<b>66.11 %</b>	12.02 %	504
Lithuania	8.47 %	<b>11.30 %</b>	<b>67.82 %</b>	<b>12.41 %</b>	508
Luxembourg	8.90 %	5.33 %	<b>71.27 %</b>	<b>14.50 %</b>	251
Malta	9.68 %	4.86 %	73.13 %	12.33 %	255
Netherlands	<b>5.80 %</b>	<b>4.16 %</b>	<b>79.16 %</b>	10.88 %	1012
Poland	9.34 %	5.32 %	<b>72.35 %</b>	<b>12.98 %</b>	1007
Portugal	<b>5.62 %</b>	<b>4.41 %</b>	<b>81.00 %</b>	8.96 %	1018
Romania	<b>10.30 %</b>	<b>8.04 %</b>	<b>67.90 %</b>	<b>13.76 %</b>	1016
Slovakia	<b>3.74 %</b>	5.65 %	<b>80.04 %</b>	10.57 %	1009
Slovenia	<b>5.23 %</b>	4.63 %	76.55 %	<b>13.60 %</b>	501
Spain	8.39 %	6.36 %	<b>73.29 %</b>	<b>11.95 %</b>	1013
Sweden	8.79 %	<b>7.80 %</b>	<b>71.48 %</b>	<b>11.92 %</b>	1011

\$Q8 You indicated that you have intentionally bought a fake product (for instance {#Q6\_1}) online during the past 12 months.

What was the reason for this?

	Q8_1 Because friends or other people I know do this	Q8_2 Because influencers/famous people I follow do or recommend this	Q8_3 Because there is more choice amongst fake products	Q8_4 Because a fake product is cheaper/a good deal	Q8_5 Because you get a fake product faster	Q8_6 Because I do not know why I should not do it	Q8_7 Because it is much easier to find and order a fake product	Q8_8 Because the sites offering original products do not deliver to my country	Q8_9 Because of protest against big brands	Q8_10 Because I do not see the difference between a genuine and a	Q8_11 Because I do not care whether it is a genuine or a fake product	Q8_12 Other, please specify	Unweighted base
TOTAL	16,29 %	10,66 %	15,91 %	47,71 %	12,95 %	15,58 %	17,58 %	12,76 %	10,02 %	23,51 %	27,00 %	2,51 %	8310
Austria	11.92 %	10.57 %	11.90 %	58.88 %	6.54 %	14.58 %	10.29 %	12.20 %	8.82 %	18.55 %	31.11 %	2.69 %	364
Belgium	14.80 %	11.82 %	16.56 %	49.30 %	16.49 %	20.70 %	18.11 %	11.70 %	8.85 %	22.58 %	23.66 %	2.15 %	448
Bulgaria	16.43 %	12.28 %	18.18 %	54.38 %	8.32 %	16.42 %	23.93 %	16.38 %	5.35 %	23.24 %	22.95 %	2.03 %	411
Croatia	16.11 %	1.17 %	16.35 %	73.80 %	15.06 %	7.25 %	21.36 %	14.42 %	11.32 %	33.46 %	44.40 %	2.14 %	157
Cyprus	9.95 %	5.63 %	28.08 %	74.89 %	16.85 %	9.17 %	26.15 %	20.73 %	6.51 %	25.80 %	47.48 %	2.04 %	139
Czechia	9.43 %	8.41 %	11.81 %	62.63 %	4.68 %	12.62 %	14.96 %	8.97 %	6.61 %	25.22 %	26.98 %	5.15 %	232
Denmark	15.89 %	10.21 %	18.15 %	41.59 %	13.64 %	17.64 %	14.37 %	16.42 %	10.39 %	21.51 %	29.94 %	2.12 %	376
Estonia	12.42 %	4.61 %	21.64 %	45.85 %	14.53 %	14.47 %	25.27 %	20.83 %	8.70 %	23.50 %	42.24 %	14.38 %	155
Finland	17.93 %	12.27 %	17.62 %	44.32 %	14.35 %	13.30 %	18.21 %	16.81 %	8.99 %	17.03 %	28.57 %	1.36 %	448

## Intellectual Property and Youth Scoreboard 2022



France	14.25 %	14.11 %	14.73 %	<b>40.51 %</b>	16.13 %	15.94 %	19.52 %	13.66 %	<b>14.67 %</b>	22.82 %	22.93 %	2.12 %	275
Germany	19.28 %	10.98 %	12.80 %	<b>41.15 %</b>	13.15 %	15.55 %	17.02 %	12.86 %	11.37 %	25.49 %	29.64 %	2.57 %	378
Greece	14.52 %	9.02 %	<b>21.60 %</b>	<b>60.27 %</b>	<b>20.73 %</b>	13.82 %	<b>22.78 %</b>	13.01 %	9.04 %	25.42 %	<b>34.87 %</b>	2.59 %	641

Q8 You indicated that you have intentionally bought a fake product (for instance {#Q6\_1}) online during the past 12 months.

What was the reason for this?

	Q8_1 Because friends or other people I know do this	Q8_2 Because influencers/famous people I follow do or recommend this	Q8_3 Because there is more choice amongst fake products	Q8_4 Because a fake product is cheaper/a good deal	Q8_5 Because you get a fake product faster	Q8_6 Because I do not know why I should not do it	Q8_7 Because it is much easier to find and order a fake product	Q8_8 Because the sites offering original products do not deliver to my	Q8_9 Because of protest against big brands	Q8_10 Because I do not see the difference between a genuine and a	Q8_11 Because I do not care whether it is a genuine or a fake product	Q8_12 Other, please specify	Unweighted base
Hungary	16.04 %	8.08 %	19.66 %	47.07 %	17.89 %	15.21 %	11.75 %	14.70 %	6.67 %	23.08 %	24.97 %	1.93 %	362
Ireland	16.82 %	16.62 %	14.62 %	60.24 %	7.81 %	11.06 %	12.22 %	9.08 %	8.69 %	23.03 %	29.06 %	2.24 %	215
Italy	15.75 %	9.34 %	13.60 %	34.58 %	12.11 %	16.80 %	20.09 %	13.08 %	11.23 %	23.02 %	20.52 %	3.12 %	272
Latvia	12.55 %	9.25 %	20.44 %	59.45 %	12.84 %	11.88 %	19.36 %	22.66 %	4.39 %	28.15 %	30.60 %	1.97 %	226
Lithuania	14.38 %	11.47 %	15.18 %	55.87 %	14.46 %	19.83 %	24.64 %	22.14 %	3.46 %	17.61 %	23.87 %	1.08 %	206
Luxembourg	17.92 %	7.65 %	14.05 %	57.35 %	10.02 %	22.22 %	17.90 %	18.52 %	11.86 %	29.13 %	37.37 %	6.13 %	92
Malta	5.07 %	7.57 %	16.36 %	69.92 %	6.15 %	13.22 %	20.57 %	25.05 %	11.53 %	24.43 %	41.94 %	4.53 %	107
Netherlands	11.26 %	4.78 %	12.18 %	69.85 %	7.74 %	19.03 %	11.04 %	8.67 %	4.20 %	25.51 %	39.69 %	3.43 %	392
Poland	14.10 %	9.22 %	20.84 %	53.43 %	14.33 %	16.49 %	18.00 %	10.36 %	5.21 %	23.56 %	21.79 %	1.52 %	441
Portugal	15.30 %	6.85 %	16.25 %	56.29 %	11.16 %	9.44 %	14.78 %	10.67 %	8.45 %	20.07 %	25.95 %	4.69 %	344

## Intellectual Property and Youth Scoreboard 2022



Romania	15.48 %	9.94 %	19.87 %	46.98 %	11.86 %	15.62 %	22.20 %	16.13 %	9.13 %	14.77 %	22.66 %	2.54 %	411
Slovakia	15.14 %	11.05 %	16.89 %	63.80 %	16.13 %	16.51 %	21.49 %	16.10 %	7.15 %	24.89 %	33.64 %	4.97 %	255
Slovenia	16.81 %	5.80 %	19.32 %	68.16 %	18.42 %	17.25 %	21.23 %	17.10 %	9.85 %	34.12 %	45.38 %	2.80 %	183
Spain	20.72 %	11.82 %	16.28 %	47.90 %	9.22 %	14.01 %	15.17 %	11.49 %	12.72 %	25.62 %	27.87 %	2.30 %	432
Sweden	19.19 %	15.68 %	19.19 %	39.72 %	14.56 %	15.90 %	17.21 %	12.89 %	7.06 %	20.18 %	22.84 %	2.31 %	348

Q9 You indicated that you have intentionally bought a fake product online during the past 12 months. What would make you stop buying a fake product?

	Q9_1 Risk of punishment	Q9_2 Experience of an unsafe/dangerous product	Q9_3 Bad experience of friends and/or family with a fake product	Q9_4 Bad experience of others with a fake product	Q9_5 Harm to my image: others would judge me because of having / wearing fake	Q9_6 Availability of affordable original products	Q9_7 A better understanding of the negative impacts on the producers of the original	Q9_8 Experience of a poor quality product	Q9_9 Experience of cyberfraud (i.e. someone accessing your	Q9_10 Experience of a cyberthreat (i.e. an attempt to damage or disrupt the functioning	Q9_11 A better understanding of negative impacts on society (e.g. poor working	Q9_12 A better understanding of negative impacts on the environment (e.g. products made of environmentally harmful materials,	Q9_13 Nothing would make me stop	Unweighted base
TOTAL	21.22 %	22.34 %	21.56 %	22.43 %	13.78 %	31.20 %	14.94 %	31.48 %	23.01 %	20.65 %	17.27 %	19.30 %	4.14 %	8310
Austria	<b>26.39 %</b>	<b>27.01 %</b>	<b>30.15 %</b>	<b>28.92 %</b>	11.67 %	30.26 %	15.75 %	<b>36.65 %</b>	<b>28.17 %</b>	23.60 %	18.59 %	<b>24.16 %</b>	<b>1.70 %</b>	364
Belgium	23.63 %	22.97 %	20.48 %	24.74 %	<b>18.20 %</b>	<b>25.83 %</b>	16.70 %	30.89 %	21.77 %	21.13 %	<b>21.16 %</b>	20.36 %	<b>7.08 %</b>	448
Bulgaria	<b>11.23 %</b>	23.49 %	<b>29.48 %</b>	<b>28.91 %</b>	<b>8.30 %</b>	<b>45.34 %</b>	<b>10.68 %</b>	34.07 %	<b>14.73 %</b>	<b>12.75 %</b>	<b>11.21 %</b>	17.49 %	<b>2.08 %</b>	411
Croatia	25.14 %	28.72 %	<b>38.96 %</b>	<b>33.99 %</b>	14.17 %	33.91 %	13.51 %	<b>53.42 %</b>	<b>30.05 %</b>	<b>28.38 %</b>	20.45 %	<b>26.90 %</b>	2.72 %	157
Cyprus	<b>10.12 %</b>	<b>29.93 %</b>	<b>36.05 %</b>	26.23 %	15.06 %	<b>43.75 %</b>	9.92 %	<b>52.29 %</b>	18.89 %	17.30 %	<b>23.75 %</b>	23.03 %	6.19 %	139
Czechia	25.03 %	22.78 %	<b>27.61 %</b>	<b>31.28 %</b>	<b>8.41 %</b>	<b>49.17 %</b>	<b>9.58 %</b>	<b>42.23 %</b>	25.52 %	22.56 %	<b>9.67 %</b>	<b>14.06 %</b>	6.28 %	232
Denmark	21.15 %	<b>17.33 %</b>	20.47 %	21.09 %	<b>21.54 %</b>	34.25 %	14.30 %	<b>24.25 %</b>	21.72 %	19.84 %	18.18 %	19.94 %	2.32 %	376
Estonia	26.15 %	27.81 %	23.88 %	26.32 %	15.46 %	<b>53.37 %</b>	11.94 %	<b>38.76 %</b>	26.58 %	15.39 %	17.18 %	17.79 %	4.88 %	155

## Intellectual Property and Youth Scoreboard 2022

Finland	<b>13.90 %</b>	<b>26.75 %</b>	20.88 %	23.84 %	15.07 %	27.20 %	13.44 %	29.20 %	22.13 %	19.37 %	17.34 %	20.20 %	3.25 %	448
France	20.41 %	21.74 %	18.82 %	19.08 %	15.72 %	31.13 %	16.77 %	28.72 %	22.63 %	22.64 %	14.65 %	22.36 %	4.88 %	275
Germany	24.24 %	<b>17.05 %</b>	21.02 %	20.39 %	14.36 %	<b>19.98 %</b>	16.83 %	<b>24.68 %</b>	21.85 %	20.30 %	16.65 %	17.84 %	5.30 %	378
Greece	<b>11.94 %</b>	<b>33.34 %</b>	<b>30.97 %</b>	<b>32.59 %</b>	15.06 %	31.84 %	12.82 %	<b>44.67 %</b>	<b>26.70 %</b>	19.00 %	<b>27.18 %</b>	<b>24.34 %</b>	3.14 %	641

Q9 Y7ou indicated that you have intentionally bought a fake product online during the past 12 months. What would make you stop buying a fake product?

	Q9_1 Risk of punishment	Q9_2 Experience of an unsafe/dangerous product	Q9_3 Bad experience of friends and/or family with a fake product	Q9_4 Bad experience of others with a fake product	Q9_5 Harm to my image: others would judge me because of having /	Q9_6 Availability of affordable original products	Q9_7 A better understanding of the negative impacts on the producers of	Q9_8 Experience of a poor quality product	Q9_9 Experience of cyberfraud (i.e. someone accessing your	Q9_10 Experience of a cyberthreat (i.e. an attempt to damage or disrupt	Q9_11 A better understanding of negative impacts on society (e.g. poor	Q9_12 A better understanding of negative impacts on the environment (e.g. products made of	Q9_13 Nothing would make me stop	Unweighted base
Hungary	17.70 %	<b>16.97 %</b>	20.70 %	21.11 %	<b>8.38 %</b>	<b>49.79 %</b>	12.02 %	28.83 %	19.15 %	<b>15.39 %</b>	<b>12.00 %</b>	16.30 %	2.67 %	362
Ireland	20.41 %	27.11 %	<b>27.65 %</b>	26.51 %	15.57 %	33.61 %	<b>21.10 %</b>	35.86 %	23.11 %	22.23 %	<b>25.42 %</b>	22.61 %	<b>1.51 %</b>	215
Italy	22.23 %	22.88 %	<b>12.94 %</b>	<b>15.18 %</b>	14.71 %	36.50 %	11.63 %	<b>24.90 %</b>	18.48 %	20.19 %	17.50 %	18.52 %	2.53 %	272
Latvia	18.98 %	23.79 %	25.37 %	23.79 %	16.25 %	<b>39.22 %</b>	13.82 %	33.05 %	20.34 %	21.84 %	14.32 %	<b>12.92 %</b>	3.34 %	226
Lithuania	<b>28.51 %</b>	27.67 %	26.71 %	27.59 %	<b>23.04 %</b>	32.34 %	16.14 %	<b>39.07 %</b>	<b>29.80 %</b>	<b>26.63 %</b>	<b>22.80 %</b>	18.16 %	<b>1.46 %</b>	206
Luxembourg	16.27 %	20.48 %	22.28 %	22.09 %	10.30 %	29.51 %	12.82 %	31.55 %	23.80 %	17.67 %	15.30 %	20.06 %	<b>13.10 %</b>	92
Malta	14.16 %	<b>40.95 %</b>	24.37 %	<b>32.06 %</b>	12.68 %	<b>43.35 %</b>	14.40 %	<b>53.44 %</b>	<b>31.02 %</b>	27.18 %	20.13 %	26.51 %	3.26 %	107
Netherlands	22.72 %	<b>27.95 %</b>	22.69 %	<b>26.68 %</b>	<b>10.14 %</b>	31.43 %	15.61 %	<b>50.49 %</b>	20.48 %	18.09 %	19.09 %	20.35 %	5.91 %	392
Poland	24.87 %	20.66 %	22.49 %	<b>27.28 %</b>	14.01 %	<b>39.77 %</b>	12.74 %	27.87 %	20.18 %	18.81 %	14.26 %	19.01 %	3.55 %	441
Portugal	18.86 %	25.50 %	19.62 %	<b>16.46 %</b>	<b>8.00 %</b>	<b>44.05 %</b>	13.83 %	33.99 %	25.09 %	24.76 %	20.08 %	21.61 %	2.84 %	344

## Intellectual Property and Youth Scoreboard 2022

Romania	<b>8.37 %</b>	22.85 %	<b>17.66 %</b>	22.83 %	10.74 %	28.65 %	12.58 %	34.73 %	<b>15.38 %</b>	<b>11.02 %</b>	<b>11.71 %</b>	15.69 %	<b>8.41 %</b>	411
Slovakia	24.70 %	<b>30.38 %</b>	<b>32.49 %</b>	<b>34.33 %</b>	15.59 %	<b>47.66 %</b>	13.25 %	<b>39.26 %</b>	<b>32.68 %</b>	<b>32.05 %</b>	20.47 %	19.69 %	3.91 %	255
Slovenia	25.52 %	22.71 %	<b>30.20 %</b>	<b>37.31 %</b>	14.72 %	<b>22.54 %</b>	14.92 %	<b>48.97 %</b>	<b>35.67 %</b>	<b>31.59 %</b>	17.89 %	21.19 %	2.64 %	183
Spain	22.23 %	23.73 %	23.00 %	21.16 %	11.37 %	30.46 %	15.77 %	<b>35.99 %</b>	<b>32.54 %</b>	<b>24.38 %</b>	19.28 %	17.56 %	2.65 %	432
Sweden	18.66 %	19.62 %	22.06 %	18.21 %	<b>18.58 %</b>	<b>24.39 %</b>	<b>18.91 %</b>	<b>22.14 %</b>	22.14 %	21.62 %	<b>21.22 %</b>	17.58 %	<b>1.51 %</b>	348

Q10 You indicated that you have not intentionally bought a fake product online during the past 12 months. What was the reason for this?

	Q10_1 I don't trust the websites that sell fake products	Q10_2 It is not cool to have a fake product	Q10_3 The quality of an original product is better	Q10_4 I do not want to do anything illegal	Q10_5 Previous bad experience with an unsafe/dangerous fake product	Q10_6 I am afraid that my data are misused	Q10_7 Because I think that fake products, or the way they are made, have negative impacts on society (e.g. poor working conditions, child labour, etc.)	Q10_8 Because I think that fake products, or the way they are made, have negative impacts on producers	Q10_9 Because I think that fake products, or the way they are made, harm the environment (e.g. products made of environmentally harmful materials)	Q10_10 Other, please specify:	Unweighted base
TOTAL	50.49 %	27.78 %	52.83 %	42.17 %	9.13 %	17.08 %	33.24 %	23.66 %	25.97 %	4.14 %	10551
Austria	<b>54.91 %</b>	25.48 %	54.48 %	40.44 %	10.69 %	<b>23.30 %</b>	<b>38.39 %</b>	22.52 %	<b>31.32 %</b>	5.40 %	482
Belgium	52.15 %	<b>21.12 %</b>	52.55 %	<b>34.37 %</b>	10.83 %	18.30 %	29.86 %	<b>18.90 %</b>	24.40 %	<b>6.43 %</b>	411
Bulgaria	47.99 %	<b>33.79 %</b>	56.15 %	<b>32.58 %</b>	<b>21.07 %</b>	<b>24.27 %</b>	<b>25.22 %</b>	23.18 %	27.86 %	<b>2.24 %</b>	428
Croatia	<b>59.95 %</b>	27.41 %	<b>61.76 %</b>	<b>25.29 %</b>	<b>16.20 %</b>	18.73 %	31.05 %	24.27 %	25.64 %	5.56 %	280
Cyprus	59.22 %	19.42 %	<b>66.04 %</b>	<b>28.23 %</b>	<b>27.27 %</b>	21.33 %	27.65 %	25.95 %	24.32 %	4.46 %	87
Czechia	54.26 %	<b>37.02 %</b>	55.70 %	<b>30.74 %</b>	<b>6.15 %</b>	16.89 %	<b>28.58 %</b>	<b>19.73 %</b>	<b>21.97 %</b>	<b>6.96 %</b>	585
Denmark	49.57 %	<b>36.63 %</b>	49.19 %	43.23 %	10.39 %	<b>25.28 %</b>	29.96 %	<b>19.93 %</b>	<b>19.40 %</b>	4.29 %	498
Estonia	<b>57.16 %</b>	<b>35.10 %</b>	<b>63.83 %</b>	<b>24.20 %</b>	9.54 %	<b>21.82 %</b>	35.52 %	22.40 %	29.63 %	<b>9.67 %</b>	270

## Intellectual Property and Youth Scoreboard 2022



Finland	55.37 %	32.67 %	59.64 %	39.79 %	11.00 %	25.83 %	44.09 %	28.45 %	33.72 %	3.72 %	442
France	54.14 %	29.76 %	53.62 %	50.84 %	4.31 %	15.65 %	34.95 %	21.01 %	28.58 %	5.48 %	620
Germany	43.70 %	32.94 %	48.62 %	48.31 %	9.29 %	19.92 %	28.39 %	22.86 %	24.88 %	4.14 %	489
Greece	53.24 %	26.77 %	62.81 %	29.74 %	18.66 %	15.81 %	32.98 %	20.07 %	24.23 %	3.21 %	293
Hungary	54.75 %	23.08 %	58.17 %	36.92 %	14.30 %	29.20 %	23.05 %	23.19 %	19.58 %	3.99 %	506
Ireland	57.75 %	23.32 %	55.28 %	35.69 %	14.24 %	20.92 %	34.36 %	19.23 %	28.39 %	2.37 %	251
Italy	49.91 %	13.07 %	46.95 %	46.47 %	8.07 %	13.33 %	41.28 %	32.61 %	30.11 %	1.65 %	641
Latvia	46.47 %	32.55 %	62.88 %	29.77 %	11.75 %	18.39 %	20.53 %	18.03 %	21.85 %	2.27 %	209
Lithuania	43.55 %	36.23 %	53.58 %	31.48 %	14.68 %	18.90 %	26.23 %	19.47 %	20.72 %	3.53 %	221
Luxembourg	62.43 %	31.98 %	56.03 %	44.25 %	10.11 %	23.60 %	31.98 %	23.98 %	25.17 %	9.90 %	119
Malta	68.13 %	29.03 %	63.00 %	29.63 %	16.27 %	23.47 %	41.99 %	33.56 %	29.76 %	6.71 %	114
Netherlands	51.21 %	22.08 %	60.64 %	32.17 %	9.70 %	11.12 %	34.69 %	19.82 %	21.91 %	6.93 %	486
Poland	50.75 %	38.61 %	53.60 %	35.26 %	8.30 %	13.42 %	29.40 %	22.40 %	19.11 %	3.24 %	418
Portugal	52.32 %	25.13 %	51.02 %	35.58 %	11.12 %	23.24 %	32.65 %	22.64 %	22.83 %	5.33 %	544
Romania	50.74 %	26.74 %	64.93 %	32.62 %	20.99 %	16.22 %	30.13 %	27.37 %	32.31 %	1.60 %	412
Slovakia	52.08 %	24.63 %	56.43 %	29.81 %	11.87 %	15.68 %	33.66 %	23.28 %	27.52 %	3.32 %	578
Slovenia	50.17 %	24.36 %	51.85 %	20.89 %	15.76 %	19.87 %	24.75 %	18.71 %	20.83 %	5.26 %	233
Spain	48.70 %	33.23 %	53.26 %	37.78 %	7.39 %	15.52 %	32.80 %	22.45 %	23.79 %	4.11 %	459
Sweden	48.72 %	29.18 %	51.80 %	37.81 %	15.12 %	21.62 %	34.21 %	20.40 %	20.30 %	4.35 %	475

Q11 You indicated that you don't know whether you have bought a fake product online during the past 12 months. Why is that?

	Q11_1 Because I can't tell the difference between a genuine and a fake product	Q11_2 Because I don't care whether it is a genuine or a fake product	Q11_3 Other, please specify:	Unweighted base
<b>TOTAL</b>	<b>59.66 %</b>	<b>38.78 %</b>	<b>7.88 %</b>	<b>5709</b>
Austria	57.32 %	38.56 %	10.14 %	284
Belgium	59.94 %	41.32 %	7.61 %	290
Bulgaria	<b>70.01 %</b>	<b>29.20 %</b>	6.91 %	315
Croatia	<b>70.66 %</b>	<b>27.61 %</b>	5.26 %	118
Cyprus	<b>39.44 %</b>	<b>62.05 %</b>	5.20 %	67
Czechia	58.29 %	<b>32.27 %</b>	<b>17.64 %</b>	244
Denmark	61.35 %	39.60 %	9.05 %	294
Estonia	57.94 %	40.52 %	10.46 %	115
Finland	<b>49.16 %</b>	<b>45.57 %</b>	9.01 %	275
France	61.05 %	36.99 %	6.22 %	198
Germany	59.57 %	40.22 %	4.74 %	260
Greece	<b>50.68 %</b>	<b>50.53 %</b>	6.88 %	210
Hungary	<b>67.08 %</b>	35.70 %	<b>1.67 %</b>	242
Ireland	<b>49.14 %</b>	<b>49.58 %</b>	8.42 %	102
Italy	57.73 %	38.21 %	<b>13.36 %</b>	194
Latvia	<b>48.11 %</b>	<b>51.99 %</b>	11.06 %	155
Lithuania	66.73 %	34.94 %	6.73 %	141
Luxembourg	59.55 %	33.75 %	13.33 %	77
Malta	52.05 %	40.88 %	10.90 %	66
Netherlands	56.08 %	42.97 %	<b>11.63 %</b>	252
Poland	<b>53.44 %</b>	43.56 %	8.65 %	289
Portugal	61.35 %	32.64 %	<b>11.69 %</b>	226
Romania	<b>66.46 %</b>	<b>30.52 %</b>	8.98 %	308
Slovakia	60.88 %	<b>32.16 %</b>	<b>14.79 %</b>	253

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Slovenia	54.57 %	44.71 %	10.15 %	142
Spain	62.47 %	37.91 %	5.65 %	258
Sweden	<b>65.83 %</b>	35.96 %	7.06 %	334

Q11b What makes you think that a source that offers products online is legal? Please tick all that apply.

	Q11b_1 Contact details of the seller/company (physical address and phone number) are available	Q11b_2 Payment method with logos are displayed	Q11b_3 Advertisements of major brands are present	Q11b_4 People I know use this source	Q11b_5 The source is shown high in the search results	Q11b_6 Prices are indicated on the source	Q11b_7 No bad reviews of the source can be found	Q11b_8 Other, please specify:	Q11b_9 Do not know	Unweighted base
<b>TOTAL</b>	<b>49.55 %</b>	<b>28.33 %</b>	<b>22.99 %</b>	<b>33.78 %</b>	<b>29.23 %</b>	<b>24.63 %</b>	<b>29.93 %</b>	<b>3.33 %</b>	<b>9.08 %</b>	<b>22021</b>
Austria	<b>53.36 %</b>	<b>23.85 %</b>	23.64 %	35.42 %	<b>24.80 %</b>	24.32 %	29.38 %	<b>4.71 %</b>	9.33 %	1013
Belgium	<b>40.23 %</b>	28.44 %	20.58 %	34.17 %	27.92 %	23.87 %	29.17 %	3.17 %	<b>11.05 %</b>	1008
Bulgaria	<b>52.69 %</b>	<b>16.43 %</b>	23.44 %	<b>48.49 %</b>	<b>36.15 %</b>	<b>33.11 %</b>	<b>34.04 %</b>	<b>1.47 %</b>	<b>3.79 %</b>	1013
Croatia	<b>61.19 %</b>	27.88 %	<b>30.41 %</b>	<b>43.05 %</b>	<b>41.30 %</b>	<b>34.23 %</b>	<b>42.72 %</b>	3.22 %	<b>3.59 %</b>	507
Cyprus	<b>64.54 %</b>	<b>39.50 %</b>	25.68 %	<b>46.74 %</b>	<b>36.67 %</b>	26.60 %	<b>38.17 %</b>	4.99 %	<b>3.70 %</b>	259
Czechia	<b>58.45 %</b>	<b>24.71 %</b>	<b>18.86 %</b>	32.16 %	30.40 %	<b>28.42 %</b>	29.70 %	<b>6.37 %</b>	10.53 %	1012
Denmark	<b>42.59 %</b>	<b>33.01 %</b>	21.67 %	33.41 %	27.70 %	25.23 %	29.65 %	4.27 %	8.06 %	1008
Estonia	<b>63.28 %</b>	<b>32.86 %</b>	<b>29.04 %</b>	<b>48.50 %</b>	<b>36.80 %</b>	25.70 %	32.71 %	4.16 %	7.42 %	501
Finland	51.60 %	<b>48.07 %</b>	22.87 %	<b>40.29 %</b>	<b>36.35 %</b>	<b>41.06 %</b>	32.23 %	<b>1.64 %</b>	<b>5.94 %</b>	1014
France	<b>45.90 %</b>	28.77 %	<b>17.19 %</b>	<b>29.71 %</b>	<b>26.45 %</b>	<b>21.38 %</b>	<b>24.61 %</b>	<b>4.80 %</b>	<b>12.04 %</b>	1014
Germany	<b>39.91 %</b>	<b>25.40 %</b>	<b>26.52 %</b>	31.06 %	<b>22.49 %</b>	22.76 %	30.49 %	2.94 %	<b>14.54 %</b>	1012
Greece	<b>61.82 %</b>	<b>41.76 %</b>	<b>27.30 %</b>	35.46 %	<b>36.67 %</b>	26.16 %	<b>35.60 %</b>	<b>2.20 %</b>	<b>3.99 %</b>	1016

## Intellectual Property and Youth Scoreboard 2022



Hungary	<b>57.06 %</b>	<b>33.12 %</b>	23.97 %	<b>30.10 %</b>	<b>22.30 %</b>	<b>29.49 %</b>	<b>34.18 %</b>	<b>2.22 %</b>	<b>5.22 %</b>	1008
Ireland	<b>44.33 %</b>	<b>36.14 %</b>	<b>31.24 %</b>	<b>45.93 %</b>	<b>36.91 %</b>	23.36 %	<b>35.30 %</b>	2.17 %	<b>4.61 %</b>	509
Italy	<b>58.62 %</b>	<b>32.60 %</b>	<b>18.91 %</b>	<b>26.94 %</b>	<b>33.09 %</b>	24.34 %	30.47 %	3.02 %	<b>6.32 %</b>	1022
Latvia	<b>57.19 %</b>	25.51 %	26.03 %	<b>41.40 %</b>	28.60 %	24.43 %	32.06 %	2.88 %	<b>6.23 %</b>	504
Lithuania	<b>54.39 %</b>	31.80 %	<b>28.11 %</b>	32.28 %	<b>19.90 %</b>	<b>28.45 %</b>	<b>37.79 %</b>	1.90 %	<b>3.85 %</b>	508
Luxembourg	44.69 %	28.60 %	24.86 %	36.81 %	<b>34.89 %</b>	<b>31.02 %</b>	31.71 %	<b>6.10 %</b>	9.17 %	251
Malta	<b>58.44 %</b>	<b>37.79 %</b>	<b>32.48 %</b>	<b>45.94 %</b>	<b>38.05 %</b>	<b>39.23 %</b>	<b>36.78 %</b>	<b>7.30 %</b>	<b>2.49 %</b>	255
Netherlands	<b>44.54 %</b>	29.96 %	<b>19.20 %</b>	35.28 %	<b>34.92 %</b>	<b>20.67 %</b>	<b>34.09 %</b>	<b>5.78 %</b>	<b>11.58 %</b>	1012
Poland	52.20 %	<b>23.85 %</b>	<b>29.42 %</b>	<b>37.54 %</b>	<b>34.47 %</b>	<b>27.89 %</b>	29.65 %	<b>1.82 %</b>	<b>5.93 %</b>	1007
Portugal	<b>54.35 %</b>	<b>18.65 %</b>	<b>26.00 %</b>	<b>42.12 %</b>	27.85 %	<b>22.00 %</b>	30.62 %	3.13 %	<b>6.66 %</b>	1018
Romania	<b>61.78 %</b>	<b>21.68 %</b>	24.72 %	<b>37.98 %</b>	29.48 %	<b>28.60 %</b>	<b>22.28 %</b>	<b>1.19 %</b>	<b>6.48 %</b>	1016
Slovakia	<b>63.76 %</b>	<b>31.26 %</b>	<b>20.30 %</b>	<b>46.58 %</b>	<b>33.24 %</b>	26.78 %	28.40 %	4.00 %	<b>3.81 %</b>	1009
Slovenia	<b>57.22 %</b>	27.75 %	<b>29.39 %</b>	<b>41.73 %</b>	<b>39.53 %</b>	<b>32.74 %</b>	<b>23.05 %</b>	3.10 %	6.60 %	501
Spain	49.67 %	27.55 %	24.25 %	<b>38.79 %</b>	30.09 %	25.30 %	<b>33.83 %</b>	3.03 %	<b>5.98 %</b>	1013
Sweden	<b>42.35 %</b>	<b>35.63 %</b>	23.20 %	33.52 %	<b>32.71 %</b>	22.90 %	28.81 %	3.49 %	7.51 %	1011

Q11c Which 2 or 3 of the following, if any, would be most likely to make you think twice before buying a fake product online?

	Q11c_1 Money goes to organised crime	Q11c_2 Your credit card details could be stolen	Q11c_3 Legal sources and creators	Q11c_4 Fakes and piracy are not cool	Q11c_5 Illegal offers of products can cost jobs	Q11c_6 Fake products can be bad for the environment	Q11c_7 Fake products can be bad for your health or even dangerous	Q11c_8 You can risk punishment	Q11c_9 When you buy a fake product which does not work properly you don't have a guarantee	Q11c_10 You risk your computer or device becoming infected by viruses or malware	Q11c_11 Do not know	Unweighted base
<b>TOTAL</b>	20.83 %	42.54 %	11.83 %	19.59 %	13.40 %	17.59 %	31.12 %	22.49 %	33.91 %	33.53 %	7.20 %	22021
Austria	20.10 %	41.45 %	<b>8.95 %</b>	<b>14.82 %</b>	11.60 %	19.48 %	<b>35.96 %</b>	<b>30.87 %</b>	32.73 %	<b>41.37 %</b>	<b>4.77 %</b>	1013
Belgium	18.69 %	41.64 %	13.58 %	<b>17.15 %</b>	<b>16.21 %</b>	<b>20.20 %</b>	29.27 %	22.16 %	<b>27.92 %</b>	<b>37.45 %</b>	7.39 %	1008
Bulgaria	<b>16.09 %</b>	45.12 %	10.18 %	19.12 %	<b>8.95 %</b>	<b>20.48 %</b>	<b>40.38 %</b>	<b>11.31 %</b>	<b>42.39 %</b>	33.84 %	6.70 %	1013
Croatia	<b>14.74 %</b>	<b>69.89 %</b>	<b>6.77 %</b>	<b>14.37 %</b>	<b>8.40 %</b>	<b>12.07 %</b>	<b>36.05 %</b>	21.87 %	<b>41.56 %</b>	<b>45.94 %</b>	<b>1.41 %</b>	507
Cyprus	16.94 %	<b>73.49 %</b>	10.77 %	<b>6.54 %</b>	<b>7.50 %</b>	13.17 %	33.57 %	<b>10.48 %</b>	<b>46.29 %</b>	<b>43.07 %</b>	4.33 %	259
Czechia	<b>15.32 %</b>	<b>52.29 %</b>	<b>9.55 %</b>	<b>13.84 %</b>	<b>5.50 %</b>	<b>11.25 %</b>	31.23 %	<b>28.66 %</b>	<b>44.20 %</b>	<b>44.78 %</b>	5.80 %	1012
Denmark	21.66 %	<b>45.81 %</b>	12.30 %	21.19 %	11.54 %	18.31 %	<b>24.19 %</b>	<b>27.39 %</b>	<b>26.52 %</b>	35.94 %	7.19 %	1008
Estonia	19.61 %	<b>50.75 %</b>	<b>8.21 %</b>	<b>15.44 %</b>	<b>7.28 %</b>	16.32 %	31.08 %	<b>14.91 %</b>	<b>46.23 %</b>	<b>45.64 %</b>	5.91 %	501
Finland	<b>24.98 %</b>	<b>45.86 %</b>	<b>17.37 %</b>	<b>17.19 %</b>	12.65 %	17.43 %	30.70 %	<b>17.67 %</b>	<b>30.78 %</b>	34.70 %	5.71 %	1014
France	<b>17.94 %</b>	42.99 %	<b>14.51 %</b>	<b>17.05 %</b>	12.85 %	15.49 %	<b>34.23 %</b>	<b>26.15 %</b>	<b>30.97 %</b>	30.76 %	8.67 %	1014
Germany	<b>23.52 %</b>	<b>28.59 %</b>	12.91 %	19.12 %	13.08 %	18.35 %	31.13 %	<b>30.17 %</b>	<b>29.34 %</b>	<b>28.60 %</b>	<b>10.97 %</b>	1012

## Intellectual Property and Youth Scoreboard 2022



Greece	21.22 %	<b>53.61 %</b>	10.07 %	<b>13.15 %</b>	<b>16.41 %</b>	<b>20.35 %</b>	<b>35.44 %</b>	<b>12.83 %</b>	<b>41.04 %</b>	35.57 %	<b>3.84 %</b>	1016
Hungary	<b>17.86 %</b>	<b>55.48 %</b>	<b>9.26 %</b>	<b>14.98 %</b>	<b>7.92 %</b>	<b>12.81 %</b>	<b>28.10 %</b>	<b>25.65 %</b>	<b>37.02 %</b>	<b>43.05 %</b>	6.05 %	1008
Ireland	23.08 %	<b>59.23 %</b>	9.75 %	<b>15.67 %</b>	<b>10.33 %</b>	17.70 %	<b>24.95 %</b>	<b>18.68 %</b>	37.56 %	<b>44.93 %</b>	<b>3.15 %</b>	509
Italy	<b>24.68 %</b>	44.64 %	<b>9.69 %</b>	<b>27.63 %</b>	15.43 %	<b>21.46 %</b>	33.03 %	<b>11.90 %</b>	36.03 %	<b>30.06 %</b>	<b>4.46 %</b>	1022
Latvia	20.08 %	<b>48.41 %</b>	12.95 %	21.17 %	<b>9.55 %</b>	<b>13.10 %</b>	<b>26.72 %</b>	19.06 %	35.81 %	<b>41.75 %</b>	5.59 %	504
Lithuania	23.07 %	39.44 %	11.96 %	<b>23.44 %</b>	12.09 %	15.61 %	<b>25.60 %</b>	21.09 %	<b>42.56 %</b>	36.22 %	5.44 %	508
Luxembourg	22.93 %	<b>55.74 %</b>	10.92 %	14.98 %	14.16 %	16.42 %	<b>23.75 %</b>	<b>29.70 %</b>	<b>26.84 %</b>	33.57 %	7.85 %	251
Malta	19.46 %	<b>70.90 %</b>	9.24 %	17.49 %	9.69 %	17.01 %	29.01 %	<b>14.42 %</b>	<b>41.70 %</b>	<b>40.31 %</b>	<b>1.50 %</b>	255
Netherlands	18.67 %	<b>33.65 %</b>	<b>6.35 %</b>	<b>13.94 %</b>	<b>10.42 %</b>	<b>21.47 %</b>	31.34 %	24.98 %	<b>38.59 %</b>	<b>40.14 %</b>	<b>9.12 %</b>	1012
Poland	20.79 %	41.91 %	<b>13.84 %</b>	<b>25.89 %</b>	14.03 %	16.78 %	<b>27.89 %</b>	23.48 %	<b>27.06 %</b>	32.02 %	8.57 %	1007
Portugal	19.34 %	<b>54.87 %</b>	<b>9.15 %</b>	<b>22.40 %</b>	15.40 %	<b>15.20 %</b>	<b>23.81 %</b>	<b>17.92 %</b>	35.79 %	<b>42.99 %</b>	<b>4.70 %</b>	1018
Romania	<b>9.55 %</b>	<b>52.90 %</b>	12.61 %	<b>11.17 %</b>	<b>10.78 %</b>	18.14 %	<b>35.62 %</b>	<b>14.43 %</b>	<b>48.72 %</b>	36.08 %	<b>5.29 %</b>	1016
Slovakia	21.62 %	<b>51.17 %</b>	<b>8.21 %</b>	<b>13.10 %</b>	<b>7.19 %</b>	16.24 %	<b>35.20 %</b>	21.23 %	34.03 %	<b>39.18 %</b>	8.58 %	1009
Slovenia	19.22 %	<b>54.91 %</b>	10.04 %	18.33 %	<b>9.85 %</b>	<b>13.94 %</b>	27.66 %	22.98 %	37.58 %	<b>41.98 %</b>	<b>4.80 %</b>	501
Spain	<b>23.46 %</b>	45.18 %	11.86 %	21.47 %	<b>18.59 %</b>	15.48 %	<b>26.81 %</b>	20.99 %	36.67 %	33.85 %	<b>4.37 %</b>	1013
Sweden	<b>26.66 %</b>	44.50 %	10.24 %	<b>24.78 %</b>	14.31 %	17.88 %	<b>25.76 %</b>	<b>16.46 %</b>	33.08 %	32.07 %	6.14 %	1011

Q13 During the past 12 months, have you used, played, downloaded or streamed content from illegal sources?

	1 Yes, intentionally	2 Yes, but only by accident	3 No	4 Don't know	Unweighted base
<b>TOTAL</b>	<b>21.18 %</b>	<b>12.26 %</b>	<b>59.91 %</b>	<b>6.66 %</b>	<b>22021</b>
Austria	<b>17.64 %</b>	<b>10.22 %</b>	<b>63.33 %</b>	<b>8.81 %</b>	1013
Belgium	<b>29.03 %</b>	12.75 %	<b>52.45 %</b>	5.77 %	1008
Bulgaria	<b>16.26 %</b>	12.62 %	62.64 %	<b>8.48 %</b>	1013
Croatia	<b>28.06 %</b>	10.35 %	55.72 %	5.88 %	507
Cyprus	25.97 %	10.01 %	57.80 %	6.22 %	259
Czechia	<b>26.52 %</b>	<b>6.66 %</b>	<b>56.21 %</b>	<b>10.62 %</b>	1012
Denmark	<b>18.58 %</b>	<b>15.46 %</b>	60.36 %	5.60 %	1008
Estonia	<b>28.50 %</b>	10.98 %	<b>48.51 %</b>	<b>12.01 %</b>	501
Finland	<b>17.34 %</b>	13.41 %	<b>63.67 %</b>	5.57 %	1014
France	<b>28.97 %</b>	<b>8.71 %</b>	<b>56.47 %</b>	5.85 %	1014
Germany	<b>11.56 %</b>	13.27 %	<b>68.79 %</b>	6.38 %	1012
Greece	<b>25.24 %</b>	13.61 %	57.49 %	<b>3.66 %</b>	1016
Hungary	<b>17.19 %</b>	10.65 %	<b>64.60 %</b>	7.57 %	1008
Ireland	<b>28.22 %</b>	11.27 %	55.82 %	4.69 %	509
Italy	<b>23.78 %</b>	12.31 %	60.78 %	<b>3.13 %</b>	1022
Latvia	<b>25.02 %</b>	<b>21.02 %</b>	<b>46.46 %</b>	7.51 %	504
Lithuania	18.92 %	<b>18.63 %</b>	56.20 %	6.25 %	508
Luxembourg	<b>28.43 %</b>	11.82 %	<b>52.84 %</b>	6.90 %	251
Malta	<b>42.77 %</b>	<b>8.24 %</b>	<b>43.92 %</b>	5.07 %	255
Netherlands	22.08 %	<b>8.14 %</b>	<b>62.92 %</b>	6.87 %	1012
Poland	19.12 %	<b>14.63 %</b>	57.17 %	<b>9.08 %</b>	1007
Portugal	<b>16.55 %</b>	<b>7.45 %</b>	<b>68.10 %</b>	7.90 %	1018
Romania	<b>14.14 %</b>	12.92 %	61.10 %	<b>11.84 %</b>	1016
Slovakia	<b>16.65 %</b>	12.06 %	62.34 %	<b>8.95 %</b>	1009
Slovenia	19.82 %	9.98 %	61.84 %	8.36 %	501
Spain	<b>25.41 %</b>	<b>16.33 %</b>	<b>51.25 %</b>	7.01 %	1013
Sweden	18.83 %	<b>17.78 %</b>	<b>53.71 %</b>	<b>9.68 %</b>	1011

Q14a\_1 For the following types of content, do you use illegal or legal sources, or do you use a mix of both?

Films

	1 Only illegal sources	2 Mainly illegal sources	3 A mixture of legal and illegal sources	4 Mainly legal sources	5 Only legal sources	6 Don't know	7 Not applicable	Unweighted base
<b>TOTAL</b>	7.51 %	14.40 %	39.13 %	23.49 %	11.94 %	1.69 %	1.85 %	4627
Austria	<b>3.01 %</b>	11.61 %	44.45 %	<b>30.75 %</b>	7.30 %	0.53 %	2.36 %	176
Belgium	<b>11.04 %</b>	14.12 %	38.67 %	<b>18.50 %</b>	12.98 %	2.62 %	2.07 %	305
Bulgaria	<b>15.22 %</b>	<b>23.31 %</b>	<b>30.29 %</b>	<b>17.28 %</b>	7.84 %	<b>3.82 %</b>	2.24 %	172
Croatia	4.67 %	<b>26.01 %</b>	46.60 %	17.26 %	<b>4.61 %</b>	0.00 %	0.84 %	141
Cyprus	12.64 %	10.41 %	<b>58.81 %</b>	<b>13.38 %</b>	<b>3.72 %</b>	0.00 %	1.04 %	69
Czechia	8.98 %	18.45 %	<b>48.64 %</b>	<b>15.86 %</b>	<b>6.54 %</b>	1.21 %	0.32 %	249
Denmark	4.58 %	11.26 %	<b>31.00 %</b>	<b>31.27 %</b>	16.31 %	3.49 %	2.09 %	183
Estonia	4.14 %	<b>24.53 %</b>	45.57 %	18.30 %	<b>5.31 %</b>	1.42 %	0.73 %	144
Finland	9.77 %	<b>8.82 %</b>	32.14 %	28.80 %	14.93 %	3.19 %	2.34 %	174
France	8.96 %	13.02 %	<b>44.73 %</b>	22.01 %	9.61 %	0.81 %	0.86 %	283
Germany	9.83 %	9.69 %	<b>23.05 %</b>	25.46 %	<b>20.91 %</b>	<b>6.39 %</b>	<b>4.68 %</b>	111
Greece	<b>11.11 %</b>	<b>22.76 %</b>	43.25 %	<b>13.06 %</b>	<b>7.32 %</b>	1.81 %	0.69 %	269
Hungary	8.68 %	<b>20.68 %</b>	46.04 %	<b>11.26 %</b>	8.94 %	2.05 %	2.35 %	166

## Intellectual Property and Youth Scoreboard 2022

Ireland	6.51 %	16.91 %	46.21 %	17.00 %	9.08 %	1.88 %	2.41 %	140
Italy	5.81 %	12.83 %	39.72 %	<b>28.98 %</b>	11.80 %	0.37 %	0.48 %	235
Latvia	11.02 %	16.29 %	42.89 %	17.14 %	8.16 %	1.44 %	3.07 %	125
Lithuania	<b>16.31 %</b>	<b>26.86 %</b>	38.86 %	<b>11.77 %</b>	<b>5.07 %</b>	0.00 %	1.13 %	93
Luxembourg	5.42 %	7.95 %	37.49 %	32.83 %	9.35 %	4.15 %	2.81 %	71
Malta	5.33 %	13.89 %	44.61 %	24.75 %	8.11 %	1.28 %	2.02 %	116
Netherlands	<b>3.18 %</b>	<b>9.34 %</b>	<b>46.47 %</b>	28.53 %	10.00 %	1.03 %	1.45 %	210
Poland	<b>3.48 %</b>	13.24 %	38.56 %	29.21 %	12.45 %	0.00 %	3.05 %	192
Portugal	8.34 %	<b>25.62 %</b>	39.35 %	<b>16.84 %</b>	<b>6.59 %</b>	1.09 %	2.16 %	166
Romania	9.91 %	<b>22.62 %</b>	34.23 %	17.76 %	8.04 %	2.74 %	<b>4.70 %</b>	145
Slovakia	6.53 %	<b>24.95 %</b>	42.05 %	<b>15.75 %</b>	8.34 %	1.81 %	0.58 %	159
Slovenia	11.83 %	<b>25.64 %</b>	43.31 %	<b>9.35 %</b>	<b>4.30 %</b>	<b>5.56 %</b>	0.00 %	99
Spain	5.83 %	15.76 %	34.56 %	23.94 %	<b>16.53 %</b>	1.31 %	2.08 %	251
Sweden	7.36 %	10.87 %	37.18 %	26.44 %	12.18 %	3.48 %	2.48 %	183

Q14a\_2 For the following types of content, do you use illegal or legal sources, or do you use a mix of both?

TV series/shows

	1 Only illegal sources	2 Mainly illegal sources	3 A mixture of legal and illegal sources	4 Mainly legal sources	5 Only legal sources	6 Don't know	7 Not applicable	Unweighted base
<b>TOTAL</b>	5.84 %	10.99 %	35.04 %	24.52 %	18.43 %	1.79 %	3.38 %	4627
Austria	3.21 %	9.07 %	39.85 %	28.51 %	13.53 %	2.34 %	3.49 %	176
Belgium	8.01 %	9.61 %	35.00 %	21.98 %	20.50 %	1.45 %	3.45 %	305
Bulgaria	<b>12.18 %</b>	15.14 %	33.94 %	<b>13.77 %</b>	13.32 %	<b>4.56 %</b>	<b>7.09 %</b>	172
Croatia	4.73 %	<b>16.38 %</b>	<b>46.88 %</b>	21.13 %	<b>9.26 %</b>	0.77 %	0.84 %	141
Cyprus	10.62 %	12.08 %	45.98 %	19.98 %	<b>7.24 %</b>	3.05 %	1.04 %	69
Czechia	3.41 %	<b>15.85 %</b>	37.53 %	26.81 %	<b>11.37 %</b>	2.19 %	2.84 %	249
Denmark	5.22 %	12.25 %	<b>27.48 %</b>	26.80 %	21.75 %	<b>4.93 %</b>	1.58 %	183
Estonia	4.53 %	<b>18.71 %</b>	39.89 %	22.05 %	<b>9.55 %</b>	1.95 %	3.32 %	144
Finland	7.32 %	7.36 %	35.81 %	22.27 %	19.14 %	3.35 %	4.75 %	174
France	7.06 %	8.51 %	35.73 %	24.03 %	19.43 %	0.83 %	4.41 %	283
Germany	5.64 %	11.95 %	<b>18.78 %</b>	31.33 %	23.67 %	<b>5.04 %</b>	3.59 %	111
Greece	8.15 %	12.86 %	39.90 %	21.49 %	<b>13.91 %</b>	1.81 %	1.89 %	269
Hungary	7.79 %	<b>22.72 %</b>	31.26 %	<b>17.08 %</b>	14.68 %	2.80 %	3.67 %	166
Ireland	6.59 %	12.67 %	<b>49.00 %</b>	21.65 %	<b>7.31 %</b>	1.50 %	1.28 %	140

## Intellectual Property and Youth Scoreboard 2022



Italy	5.06 %	10.83 %	40.17 %	25.30 %	16.27 %	1.23 %	<b>1.14 %</b>	235
Latvia	4.36 %	12.65 %	<b>45.06 %</b>	20.58 %	<b>10.08 %</b>	1.38 %	5.89 %	125
Lithuania	<b>16.13 %</b>	11.38 %	35.31 %	<b>14.56 %</b>	16.01 %	2.06 %	4.55 %	93
Luxembourg	6.27 %	7.52 %	35.90 %	30.46 %	14.73 %	3.24 %	1.89 %	71
Malta	5.33 %	11.21 %	<b>44.41 %</b>	22.51 %	15.86 %	0.00 %	0.69 %	116
Netherlands	<b>2.37 %</b>	<b>4.91 %</b>	36.24 %	<b>31.80 %</b>	19.39 %	0.58 %	4.72 %	210
Poland	4.27 %	7.65 %	34.02 %	29.93 %	18.24 %	1.07 %	4.82 %	192
Portugal	6.65 %	<b>19.58 %</b>	<b>45.29 %</b>	<b>14.68 %</b>	<b>11.37 %</b>	0.52 %	1.93 %	166
Romania	<b>10.49 %</b>	14.50 %	31.39 %	<b>15.96 %</b>	18.91 %	1.31 %	<b>7.44 %</b>	145
Slovakia	6.55 %	<b>16.35 %</b>	29.83 %	20.86 %	19.32 %	<b>4.44 %</b>	2.67 %	159
Slovenia	9.95 %	<b>25.33 %</b>	43.86 %	<b>11.51 %</b>	<b>6.41 %</b>	1.02 %	1.93 %	99
Spain	4.23 %	12.17 %	36.79 %	20.91 %	21.47 %	1.57 %	2.86 %	251
Sweden	3.57 %	14.67 %	28.48 %	24.76 %	23.86 %	3.41 %	1.24 %	183

Q14a\_3 For the following types of content, do you use illegal or legal sources, or do you use a mix of both?

Music

	1 Only illegal sources	2 Mainly illegal sources	3 A mixture of legal and illegal sources	4 Mainly legal sources	5 Only legal sources	6 Don't know	7 Not applicable	Unweighted base
<b>TOTAL</b>	6.36 %	8.88 %	21.13 %	21.40 %	36.84 %	2.20 %	3.20 %	4627
Austria	<b>2.29 %</b>	<b>4.13 %</b>	<b>14.67 %</b>	25.75 %	<b>47.47 %</b>	0.51 %	5.18 %	176
Belgium	5.92 %	11.24 %	18.28 %	17.53 %	36.87 %	2.21 %	<b>7.95 %</b>	305
Bulgaria	<b>10.76 %</b>	<b>16.12 %</b>	26.12 %	16.86 %	<b>22.59 %</b>	3.08 %	4.47 %	172
Croatia	5.53 %	<b>14.27 %</b>	<b>28.74 %</b>	23.10 %	<b>26.18 %</b>	1.69 %	0.48 %	141
Cyprus	8.48 %	9.74 %	25.52 %	24.39 %	<b>21.34 %</b>	4.76 %	5.77 %	69
Czechia	3.86 %	10.45 %	<b>29.15 %</b>	20.66 %	31.98 %	1.37 %	2.53 %	249
Denmark	<b>1.56 %</b>	8.43 %	<b>14.05 %</b>	22.09 %	<b>46.57 %</b>	<b>5.07 %</b>	2.23 %	183
Estonia	2.96 %	4.58 %	<b>10.72 %</b>	22.25 %	<b>57.55 %</b>	0.00 %	1.95 %	144
Finland	5.22 %	<b>13.55 %</b>	<b>13.33 %</b>	19.88 %	37.90 %	<b>4.70 %</b>	5.43 %	174
France	<b>9.25 %</b>	7.55 %	17.59 %	20.85 %	37.96 %	2.52 %	4.28 %	283
Germany	9.34 %	4.38 %	21.71 %	18.39 %	40.61 %	1.98 %	3.59 %	111
Greece	7.91 %	<b>13.07 %</b>	<b>33.19 %</b>	19.31 %	<b>24.20 %</b>	1.00 %	1.31 %	269
Hungary	6.35 %	8.27 %	25.15 %	24.72 %	30.80 %	1.19 %	3.52 %	166
Ireland	3.16 %	7.75 %	21.96 %	18.66 %	<b>46.67 %</b>	0.52 %	1.28 %	140

## Intellectual Property and Youth Scoreboard 2022



Italy	6.05 %	9.12 %	23.48 %	20.63 %	36.58 %	1.79 %	2.35 %	235
Latvia	4.03 %	9.79 %	26.48 %	23.99 %	30.76 %	1.38 %	3.57 %	125
Lithuania	8.29 %	12.49 %	20.93 %	24.56 %	33.73 %	0.00 %	0.00 %	93
Luxembourg	7.99 %	6.91 %	12.39 %	<b>8.47 %</b>	<b>53.93 %</b>	4.21 %	6.10 %	71
Malta	<b>0.98 %</b>	<b>3.60 %</b>	17.05 %	20.90 %	<b>54.75 %</b>	0.00 %	2.72 %	116
Netherlands	<b>1.49 %</b>	6.35 %	<b>15.41 %</b>	19.85 %	<b>53.19 %</b>	0.76 %	2.95 %	210
Poland	3.62 %	7.51 %	22.84 %	<b>27.97 %</b>	33.82 %	3.38 %	0.86 %	192
Portugal	7.32 %	10.78 %	23.54 %	15.51 %	37.95 %	0.52 %	4.38 %	166
Romania	<b>10.52 %</b>	13.00 %	25.04 %	19.23 %	<b>22.97 %</b>	2.99 %	<b>6.25 %</b>	145
Slovakia	<b>2.11 %</b>	12.15 %	25.81 %	20.22 %	35.50 %	2.24 %	1.97 %	159
Slovenia	3.95 %	13.31 %	27.69 %	<b>32.11 %</b>	<b>19.98 %</b>	1.03 %	1.93 %	99
Spain	4.20 %	<b>12.77 %</b>	22.52 %	26.27 %	<b>30.31 %</b>	2.10 %	1.82 %	251
Sweden	<b>2.25 %</b>	6.73 %	<b>13.49 %</b>	<b>13.74 %</b>	<b>54.89 %</b>	<b>6.37 %</b>	2.54 %	183

Q14a\_4 For the following types of content, do you use illegal or legal sources, or do you use a mix of both?

Games

	1 Only illegal sources	2 Mainly illegal sources	3 A mixture of legal and illegal sources	4 Mainly legal sources	5 Only legal sources	6 Don't know	7 Not applicable	Unweighted base
<b>TOTAL</b>	4.69 %	7.06 %	20.87 %	19.19 %	32.09 %	4.26 %	11.84 %	4627
Austria	3.87 %	<b>0.90 %</b>	<b>14.68 %</b>	21.00 %	<b>40.24 %</b>	2.34 %	<b>16.98 %</b>	176
Belgium	4.27 %	5.01 %	<b>10.49 %</b>	17.68 %	<b>39.79 %</b>	4.77 %	<b>17.99 %</b>	305
Bulgaria	<b>9.72 %</b>	<b>16.34 %</b>	<b>27.71 %</b>	16.32 %	<b>19.69 %</b>	2.71 %	7.51 %	172
Croatia	4.40 %	10.22 %	24.67 %	21.14 %	<b>21.19 %</b>	6.19 %	12.20 %	141
Cyprus	0.00 %	<b>14.61 %</b>	<b>33.46 %</b>	18.33 %	<b>20.52 %</b>	5.24 %	7.84 %	69
Czechia	4.59 %	8.43 %	<b>26.20 %</b>	<b>25.04 %</b>	<b>22.29 %</b>	5.71 %	<b>7.75 %</b>	249
Denmark	5.34 %	9.54 %	<b>10.78 %</b>	<b>25.69 %</b>	<b>39.04 %</b>	6.64 %	<b>2.97 %</b>	183
Estonia	4.07 %	10.74 %	23.44 %	23.55 %	25.30 %	1.92 %	10.97 %	144
Finland	6.78 %	6.74 %	25.70 %	24.83 %	27.02 %	2.01 %	<b>6.93 %</b>	174
France	4.67 %	4.83 %	18.88 %	<b>14.53 %</b>	<b>40.26 %</b>	4.09 %	12.74 %	283
Germany	4.98 %	10.80 %	18.21 %	19.83 %	32.70 %	5.88 %	7.60 %	111
Greece	5.67 %	8.38 %	<b>29.56 %</b>	<b>23.89 %</b>	<b>19.63 %</b>	5.57 %	<b>7.28 %</b>	269
Hungary	6.12 %	<b>11.35 %</b>	<b>31.18 %</b>	19.05 %	<b>19.36 %</b>	3.48 %	9.46 %	166
Ireland	3.50 %	8.36 %	20.76 %	20.97 %	31.79 %	3.33 %	11.29 %	140

## Intellectual Property and Youth Scoreboard 2022



Italy	3.87 %	7.20 %	17.01 %	17.88 %	33.83 %	5.06 %	15.16 %	235
Latvia	5.22 %	6.83 %	<b>33.11 %</b>	<b>27.03 %</b>	<b>14.00 %</b>	<b>0.66 %</b>	13.14 %	125
Lithuania	3.83 %	<b>13.63 %</b>	28.24 %	22.86 %	<b>21.02 %</b>	1.86 %	8.56 %	93
Luxembourg	1.84 %	1.69 %	14.45 %	17.61 %	<b>47.00 %</b>	2.75 %	14.67 %	71
Malta	3.94 %	2.71 %	21.02 %	18.80 %	29.78 %	4.18 %	<b>19.57 %</b>	116
Netherlands	<b>0.80 %</b>	4.74 %	18.13 %	17.64 %	37.24 %	<b>1.15 %</b>	<b>20.29 %</b>	210
Poland	4.09 %	4.39 %	<b>27.00 %</b>	<b>31.51 %</b>	<b>21.39 %</b>	3.82 %	7.80 %	192
Portugal	7.30 %	8.67 %	<b>27.66 %</b>	16.59 %	<b>23.98 %</b>	2.00 %	13.79 %	166
Romania	<b>11.80 %</b>	<b>11.73 %</b>	<b>31.52 %</b>	<b>12.88 %</b>	<b>18.98 %</b>	4.83 %	8.27 %	145
Slovakia	<b>1.38 %</b>	<b>13.17 %</b>	23.28 %	19.98 %	25.40 %	4.19 %	12.61 %	159
Slovenia	7.31 %	<b>17.83 %</b>	17.51 %	21.96 %	<b>20.76 %</b>	1.99 %	12.64 %	99
Spain	4.74 %	6.99 %	24.37 %	20.27 %	28.33 %	3.58 %	11.73 %	251
Sweden	5.79 %	6.04 %	<b>14.35 %</b>	17.46 %	<b>42.56 %</b>	6.81 %	<b>6.98 %</b>	183

Q14a\_5 For the following types of content, do you use illegal or legal sources, or do you use a mix of both?

Photos

	1 Only illegal sources	2 Mainly illegal sources	3 A mixture of legal and illegal sources	4 Mainly legal sources	5 Only legal sources	6 Don't know	7 Not applicable	Unweighted base
<b>TOTAL</b>	3.84 %	4.26 %	12.36 %	15.57 %	39.18 %	7.31 %	17.47 %	4627
Austria	2.37 %	2.97 %	11.64 %	17.49 %	<b>48.57 %</b>	6.26 %	<b>10.69 %</b>	176
Belgium	4.34 %	2.93 %	9.82 %	14.72 %	40.21 %	8.30 %	19.68 %	305
Bulgaria	5.44 %	7.00 %	<b>21.41 %</b>	17.16 %	<b>25.94 %</b>	10.66 %	12.40 %	172
Croatia	2.79 %	2.88 %	15.69 %	<b>26.32 %</b>	<b>28.87 %</b>	<b>12.29 %</b>	<b>11.16 %</b>	141
Cyprus	1.04 %	1.07 %	19.81 %	21.40 %	29.43 %	10.53 %	16.73 %	69
Czechia	2.17 %	5.53 %	<b>18.35 %</b>	<b>21.41 %</b>	<b>29.07 %</b>	<b>13.43 %</b>	<b>10.05 %</b>	249
Denmark	3.38 %	<b>9.86 %</b>	12.37 %	18.43 %	42.14 %	8.99 %	<b>4.84 %</b>	183
Estonia	1.54 %	4.13 %	12.22 %	16.16 %	38.76 %	<b>11.68 %</b>	15.51 %	144
Finland	2.82 %	<b>7.34 %</b>	14.73 %	15.94 %	38.57 %	8.80 %	<b>11.79 %</b>	174
France	2.87 %	4.03 %	12.42 %	14.23 %	38.21 %	5.61 %	<b>22.61 %</b>	283
Germany	<b>8.65 %</b>	7.36 %	13.81 %	13.70 %	41.75 %	9.22 %	<b>5.51 %</b>	111
Greece	2.72 %	4.06 %	12.43 %	<b>24.10 %</b>	38.85 %	7.83 %	<b>10.01 %</b>	269
Hungary	<b>7.59 %</b>	6.45 %	<b>17.94 %</b>	11.85 %	<b>31.31 %</b>	7.70 %	17.17 %	166
Ireland	4.64 %	1.42 %	13.03 %	15.81 %	41.42 %	4.44 %	19.23 %	140

## Intellectual Property and Youth Scoreboard 2022



Italy	2.48 %	3.38 %	9.77 %	12.90 %	42.08 %	6.38 %	<b>23.00 %</b>	235
Latvia	2.11 %	4.11 %	<b>18.49 %</b>	19.80 %	<b>30.40 %</b>	<b>14.95 %</b>	<b>10.15 %</b>	125
Lithuania	0.93 %	<b>11.86 %</b>	<b>22.15 %</b>	16.73 %	<b>26.89 %</b>	6.59 %	14.84 %	93
Luxembourg	4.44 %	1.94 %	5.56 %	16.26 %	<b>50.67 %</b>	9.37 %	11.75 %	71
Malta	1.28 %	1.38 %	12.50 %	13.47 %	41.07 %	<b>1.97 %</b>	<b>28.32 %</b>	116
Netherlands	2.98 %	<b>1.38 %</b>	<b>7.78 %</b>	<b>10.18 %</b>	<b>51.75 %</b>	<b>3.51 %</b>	22.41 %	210
Poland	<b>0.64 %</b>	4.03 %	14.27 %	<b>26.98 %</b>	<b>32.01 %</b>	10.10 %	<b>11.98 %</b>	192
Portugal	5.36 %	5.00 %	12.67 %	12.27 %	33.63 %	9.78 %	21.30 %	166
Romania	<b>7.05 %</b>	<b>7.58 %</b>	12.58 %	<b>23.26 %</b>	<b>26.53 %</b>	7.03 %	15.97 %	145
Slovakia	1.88 %	2.41 %	13.24 %	<b>21.68 %</b>	<b>31.02 %</b>	<b>14.55 %</b>	15.22 %	159
Slovenia	1.95 %	<b>9.38 %</b>	<b>22.07 %</b>	21.22 %	<b>20.66 %</b>	<b>13.41 %</b>	11.31 %	99
Spain	5.45 %	<b>1.84 %</b>	10.93 %	12.31 %	43.30 %	5.40 %	20.77 %	251
Sweden	2.90 %	<b>10.00 %</b>	11.88 %	10.47 %	44.28 %	<b>11.46 %</b>	<b>9.03 %</b>	183

Q14a\_6 For the following types of content, do you use illegal or legal sources, or do you use a mix of both?

Software/computer programmes

	1 Only illegal sources	2 Mainly illegal sources	3 A mixture of legal and illegal sources	4 Mainly legal sources	5 Only legal sources	6 Don't know	7 Not applicable	Unweighted base
<b>TOTAL</b>	5.00 %	8.86 %	20.76 %	18.84 %	31.18 %	4.59 %	10.76 %	4627
Austria	<b>1.69 %</b>	<b>2.49 %</b>	22.04 %	23.65 %	<b>39.55 %</b>	2.41 %	8.18 %	176
Belgium	6.37 %	7.43 %	17.48 %	19.05 %	29.99 %	6.80 %	12.88 %	305
Bulgaria	<b>8.73 %</b>	12.61 %	<b>32.38 %</b>	22.62 %	<b>15.82 %</b>	4.68 %	<b>3.15 %</b>	172
Croatia	2.00 %	<b>13.80 %</b>	<b>29.62 %</b>	14.50 %	26.19 %	5.87 %	8.02 %	141
Cyprus	3.75 %	8.42 %	<b>35.98 %</b>	17.99 %	<b>16.67 %</b>	2.14 %	15.05 %	69
Czechia	<b>1.64 %</b>	11.25 %	21.63 %	<b>25.84 %</b>	26.49 %	<b>7.40 %</b>	<b>5.76 %</b>	249
Denmark	6.26 %	6.58 %	19.98 %	20.84 %	37.24 %	4.80 %	<b>4.30 %</b>	183
Estonia	5.62 %	4.56 %	26.67 %	24.74 %	25.87 %	4.57 %	7.97 %	144
Finland	7.62 %	5.80 %	19.37 %	22.97 %	33.54 %	4.89 %	<b>5.81 %</b>	174
France	6.36 %	8.59 %	17.66 %	15.57 %	32.08 %	4.03 %	<b>15.71 %</b>	283
Germany	8.23 %	8.25 %	21.31 %	17.04 %	30.87 %	5.85 %	8.44 %	111
Greece	4.51 %	11.07 %	<b>28.80 %</b>	22.48 %	<b>24.41 %</b>	5.30 %	<b>3.42 %</b>	269
Hungary	<b>8.85 %</b>	11.25 %	<b>40.84 %</b>	19.40 %	<b>12.54 %</b>	1.61 %	<b>5.51 %</b>	166
Ireland	5.24 %	7.77 %	22.73 %	<b>9.51 %</b>	38.31 %	4.16 %	12.29 %	140

## Intellectual Property and Youth Scoreboard 2022



Italy	4.43 %	10.51 %	<b>14.80 %</b>	18.88 %	34.82 %	4.45 %	12.12 %	235
Latvia	7.38 %	6.06 %	24.26 %	22.62 %	25.22 %	3.91 %	10.55 %	125
Lithuania	7.86 %	<b>16.62 %</b>	25.49 %	16.59 %	<b>20.75 %</b>	3.62 %	9.07 %	93
Luxembourg	0.97 %	3.31 %	17.39 %	22.48 %	25.72 %	7.52 %	<b>22.60 %</b>	71
Malta	<b>0.64 %</b>	9.14 %	22.29 %	21.40 %	<b>41.05 %</b>	<b>0.00 %</b>	5.48 %	116
Netherlands	<b>0.46 %</b>	<b>5.08 %</b>	<b>15.36 %</b>	22.47 %	<b>43.28 %</b>	3.83 %	9.52 %	210
Poland	3.08 %	5.31 %	20.55 %	<b>24.65 %</b>	35.20 %	2.54 %	8.67 %	192
Portugal	4.23 %	<b>15.62 %</b>	<b>29.02 %</b>	18.50 %	<b>21.16 %</b>	5.15 %	6.31 %	166
Romania	<b>9.27 %</b>	<b>15.57 %</b>	25.63 %	21.12 %	<b>9.38 %</b>	7.47 %	11.57 %	145
Slovakia	3.25 %	7.26 %	<b>27.62 %</b>	21.92 %	26.46 %	7.13 %	6.37 %	159
Slovenia	4.43 %	11.89 %	<b>30.79 %</b>	20.37 %	<b>21.06 %</b>	3.79 %	7.67 %	99
Spain	3.07 %	9.19 %	<b>26.23 %</b>	17.50 %	29.35 %	4.33 %	10.33 %	251
Sweden	<b>1.71 %</b>	7.18 %	<b>14.78 %</b>	23.09 %	<b>41.26 %</b>	6.72 %	<b>5.27 %</b>	183

Q14a\_7 For the following types of content, do you use illegal or legal sources, or do you use a mix of both?

E-books, audio books, e-newspapers and magazines

	1 Only illegal sources	2 Mainly illegal sources	3 A mixture of legal and illegal sources	4 Mainly legal sources	5 Only legal sources	6 Don't know	7 Not applicable	Unweighted base
<b>TOTAL</b>	4.48 %	8.66 %	18.45 %	16.87 %	26.38 %	4.43 %	20.73 %	4627
Austria	3.01 %	7.15 %	<b>7.23 %</b>	16.43 %	<b>39.04 %</b>	4.58 %	22.57 %	176
Belgium	6.46 %	10.09 %	<b>11.42 %</b>	<b>11.13 %</b>	27.76 %	6.28 %	<b>26.85 %</b>	305
Bulgaria	<b>12.65 %</b>	11.91 %	22.65 %	12.98 %	<b>18.86 %</b>	<b>9.44 %</b>	<b>11.51 %</b>	172
Croatia	5.69 %	6.38 %	<b>8.70 %</b>	<b>23.88 %</b>	30.60 %	<b>8.52 %</b>	16.23 %	141
Cyprus	5.19 %	12.79 %	17.77 %	16.70 %	23.12 %	3.66 %	20.76 %	69
Czechia	2.36 %	<b>13.13 %</b>	17.17 %	<b>21.94 %</b>	23.05 %	5.62 %	16.74 %	249
Denmark	2.20 %	8.96 %	<b>12.54 %</b>	19.35 %	<b>42.95 %</b>	5.11 %	<b>8.89 %</b>	183
Estonia	1.41 %	7.66 %	12.24 %	14.30 %	<b>35.55 %</b>	4.71 %	24.14 %	144
Finland	7.23 %	8.80 %	<b>8.68 %</b>	<b>22.89 %</b>	28.82 %	4.19 %	19.40 %	174
France	5.42 %	6.99 %	18.40 %	15.73 %	23.86 %	3.97 %	<b>25.62 %</b>	283
Germany	4.68 %	7.60 %	19.58 %	18.80 %	31.34 %	3.65 %	14.35 %	111
Greece	4.92 %	8.05 %	<b>24.04 %</b>	19.02 %	26.15 %	6.72 %	<b>11.11 %</b>	269
Hungary	<b>9.40 %</b>	7.93 %	19.84 %	14.09 %	<b>16.68 %</b>	3.16 %	<b>28.91 %</b>	166
Ireland	7.50 %	7.87 %	12.73 %	12.88 %	32.57 %	3.54 %	22.92 %	140

## Intellectual Property and Youth Scoreboard 2022



Italy	2.49 %	8.83 %	14.01 %	16.40 %	<b>34.59 %</b>	4.72 %	18.96 %	235
Latvia	2.32 %	11.70 %	16.67 %	19.01 %	23.07 %	<b>9.68 %</b>	17.54 %	125
Lithuania	5.89 %	12.47 %	26.27 %	17.36 %	21.24 %	4.80 %	<b>11.97 %</b>	93
Luxembourg	2.75 %	4.64 %	9.68 %	11.93 %	24.94 %	3.24 %	<b>42.83 %</b>	71
Malta	<b>0.69 %</b>	<b>14.64 %</b>	20.05 %	15.00 %	25.92 %	2.32 %	21.37 %	116
Netherlands	<b>1.03 %</b>	5.66 %	16.71 %	13.43 %	30.52 %	2.56 %	<b>30.08 %</b>	210
Poland	2.59 %	<b>4.51 %</b>	21.63 %	21.09 %	21.53 %	2.10 %	<b>26.55 %</b>	192
Portugal	<b>8.05 %</b>	10.72 %	16.54 %	12.86 %	22.28 %	2.57 %	<b>26.98 %</b>	166
Romania	5.45 %	<b>13.59 %</b>	22.62 %	14.17 %	<b>18.27 %</b>	7.68 %	18.23 %	145
Slovakia	1.81 %	5.92 %	23.93 %	22.38 %	25.17 %	6.07 %	14.73 %	159
Slovenia	3.19 %	10.28 %	19.38 %	15.97 %	19.33 %	7.15 %	24.70 %	99
Spain	4.74 %	<b>13.44 %</b>	<b>26.47 %</b>	18.53 %	<b>16.84 %</b>	4.48 %	<b>15.52 %</b>	251
Sweden	5.47 %	9.48 %	15.31 %	13.12 %	<b>39.95 %</b>	7.11 %	<b>9.56 %</b>	183

Q14a\_8 For the following types of content, do you use illegal or legal sources, or do you use a mix of both?

Concerts and other cultural/entertainment events

	1 Only illegal sources	2 Mainly illegal sources	3 A mixture of legal and illegal sources	4 Mainly legal sources	5 Only legal sources	6 Don't know	7 Not applicable	Unweighted base
<b>TOTAL</b>	4.16 %	6.02 %	11.51 %	13.09 %	36.69 %	4.94 %	23.60 %	4627
Austria	1.80 %	2.87 %	<b>5.24 %</b>	10.09 %	<b>50.45 %</b>	4.77 %	24.78 %	176
Belgium	3.84 %	7.62 %	<b>6.65 %</b>	13.66 %	33.95 %	6.24 %	28.04 %	305
Bulgaria	<b>7.19 %</b>	5.85 %	13.24 %	16.78 %	<b>26.42 %</b>	7.89 %	22.62 %	172
Croatia	2.16 %	4.03 %	6.95 %	11.36 %	35.74 %	<b>11.71 %</b>	28.03 %	141
Cyprus	3.75 %	<b>0.00 %</b>	12.48 %	14.01 %	37.25 %	<b>12.14 %</b>	20.36 %	69
Czechia	<b>1.42 %</b>	3.74 %	<b>5.06 %</b>	10.08 %	<b>53.59 %</b>	<b>8.38 %</b>	<b>17.72 %</b>	249
Denmark	3.71 %	<b>10.28 %</b>	13.24 %	15.49 %	<b>44.91 %</b>	4.36 %	<b>8.01 %</b>	183
Estonia	<b>0.86 %</b>	<b>1.59 %</b>	9.90 %	12.58 %	<b>45.60 %</b>	7.43 %	22.03 %	144
Finland	6.40 %	8.46 %	<b>6.72 %</b>	15.22 %	37.33 %	3.44 %	22.44 %	174
France	4.18 %	6.28 %	11.74 %	12.49 %	<b>30.31 %</b>	4.14 %	<b>30.85 %</b>	283
Germany	<b>8.76 %</b>	9.60 %	13.53 %	14.83 %	36.02 %	6.39 %	<b>10.86 %</b>	111
Greece	3.24 %	6.12 %	13.22 %	<b>20.52 %</b>	31.57 %	<b>9.64 %</b>	<b>15.70 %</b>	269
Hungary	5.92 %	6.23 %	11.12 %	11.98 %	36.07 %	4.94 %	23.75 %	166
Ireland	5.18 %	6.54 %	16.37 %	17.33 %	32.28 %	4.29 %	18.02 %	140

## Intellectual Property and Youth Scoreboard 2022



Italy	3.82 %	3.77 %	11.21 %	10.35 %	<b>45.83 %</b>	3.66 %	21.35 %	235
Latvia	3.96 %	3.02 %	13.48 %	12.96 %	35.23 %	6.56 %	24.78 %	125
Lithuania	3.15 %	9.39 %	15.10 %	14.67 %	33.06 %	4.80 %	19.83 %	93
Luxembourg	0.92 %	4.59 %	10.36 %	5.92 %	37.45 %	6.58 %	<b>34.18 %</b>	71
Malta	4.17 %	<b>0.00 %</b>	11.56 %	8.83 %	32.88 %	3.20 %	<b>39.37 %</b>	116
Netherlands	2.64 %	<b>1.49 %</b>	<b>4.90 %</b>	<b>7.89 %</b>	<b>48.24 %</b>	2.21 %	<b>32.62 %</b>	210
Poland	1.74 %	4.02 %	13.90 %	<b>20.88 %</b>	<b>27.04 %</b>	5.62 %	26.80 %	192
Portugal	3.32 %	7.04 %	9.71 %	<b>7.60 %</b>	39.27 %	<b>9.64 %</b>	23.41 %	166
Romania	5.71 %	7.93 %	13.17 %	<b>19.96 %</b>	<b>25.09 %</b>	6.95 %	21.20 %	145
Slovakia	<b>1.08 %</b>	4.44 %	<b>4.94 %</b>	13.16 %	<b>44.66 %</b>	<b>10.24 %</b>	21.48 %	159
Slovenia	1.95 %	<b>1.03 %</b>	8.45 %	<b>20.40 %</b>	38.19 %	8.01 %	21.95 %	99
Spain	3.98 %	7.68 %	14.11 %	10.66 %	37.45 %	2.37 %	23.77 %	251
Sweden	2.43 %	7.74 %	13.52 %	12.32 %	<b>46.22 %</b>	5.99 %	<b>11.79 %</b>	183

Q14a\_9 For the following types of content, do you use illegal or legal sources, or do you use a mix of both?

Educational content

	1 Only illegal sources	2 Mainly illegal sources	3 A mixture of legal and illegal sources	4 Mainly legal sources	5 Only legal sources	6 Don't know	7 Not applicable	Unweighted base
<b>TOTAL</b>	4.18 %	5.15 %	14.37 %	18.21 %	36.39 %	6.11 %	15.59 %	4627
Austria	<b>0.62 %</b>	2.44 %	13.58 %	<b>26.44 %</b>	43.14 %	4.26 %	<b>9.52 %</b>	176
Belgium	4.19 %	4.66 %	<b>10.44 %</b>	19.84 %	36.76 %	5.79 %	18.32 %	305
Bulgaria	5.12 %	7.97 %	<b>20.97 %</b>	21.16 %	<b>28.25 %</b>	8.36 %	<b>8.16 %</b>	172
Croatia	1.08 %	3.64 %	<b>21.94 %</b>	19.26 %	43.94 %	6.48 %	<b>3.65 %</b>	141
Cyprus	3.72 %	2.65 %	17.80 %	<b>30.26 %</b>	29.38 %	5.26 %	10.93 %	69
Czechia	<b>1.74 %</b>	3.12 %	17.75 %	<b>24.39 %</b>	41.14 %	4.68 %	<b>7.18 %</b>	249
Denmark	3.12 %	7.84 %	18.68 %	<b>27.35 %</b>	31.94 %	8.10 %	<b>2.97 %</b>	183
Estonia	<b>0.53 %</b>	6.02 %	11.32 %	23.02 %	<b>45.42 %</b>	6.61 %	<b>7.08 %</b>	144
Finland	5.09 %	<b>8.50 %</b>	13.13 %	17.00 %	38.88 %	7.42 %	<b>9.99 %</b>	174
France	4.51 %	6.05 %	11.42 %	<b>12.52 %</b>	31.80 %	6.01 %	<b>27.68 %</b>	283
Germany	<b>10.31 %</b>	6.32 %	16.39 %	18.02 %	34.82 %	7.62 %	<b>6.52 %</b>	111
Greece	4.29 %	<b>2.04 %</b>	16.13 %	<b>28.06 %</b>	35.73 %	6.03 %	<b>7.72 %</b>	269
Hungary	6.20 %	7.03 %	<b>23.70 %</b>	18.48 %	32.60 %	<b>1.91 %</b>	<b>10.08 %</b>	166
Ireland	2.75 %	7.59 %	17.51 %	20.49 %	39.89 %	4.39 %	<b>7.40 %</b>	140
Italy	<b>1.27 %</b>	5.06 %	11.90 %	15.99 %	<b>44.43 %</b>	6.10 %	15.24 %	235

## Intellectual Property and Youth Scoreboard 2022



Latvia	<b>7.88 %</b>	2.19 %	13.79 %	23.39 %	33.53 %	9.80 %	9.42 %	125
Lithuania	2.08 %	7.61 %	<b>30.05 %</b>	22.04 %	28.69 %	4.91 %	<b>4.62 %</b>	93
Luxembourg	1.84 %	1.89 %	11.42 %	15.68 %	43.45 %	9.22 %	16.50 %	71
Malta	0.64 %	3.44 %	18.47 %	20.87 %	40.57 %	4.11 %	11.91 %	116
Netherlands	2.76 %	2.29 %	12.32 %	18.53 %	<b>46.72 %</b>	5.74 %	11.63 %	210
Poland	1.74 %	4.24 %	<b>20.10 %</b>	<b>27.50 %</b>	<b>27.53 %</b>	7.08 %	11.82 %	192
Portugal	2.80 %	4.15 %	14.23 %	16.73 %	37.02 %	4.73 %	20.33 %	166
Romania	<b>9.55 %</b>	7.73 %	12.94 %	23.85 %	<b>26.61 %</b>	6.68 %	12.63 %	145
Slovakia	1.30 %	4.59 %	<b>26.14 %</b>	<b>26.92 %</b>	30.42 %	6.27 %	<b>4.36 %</b>	159
Slovenia	1.24 %	2.31 %	<b>22.80 %</b>	23.94 %	32.13 %	8.81 %	8.76 %	99
Spain	4.38 %	4.60 %	14.13 %	16.15 %	38.14 %	5.53 %	17.06 %	251
Sweden	4.77 %	3.94 %	12.15 %	19.64 %	<b>45.27 %</b>	6.11 %	<b>8.12 %</b>	183

Q14a\_10 For the following types of content, do you use illegal or legal sources, or do you use a mix of both?

Live sport events (including e-sports)

	1 Only illegal sources	2 Mainly illegal sources	3 A mixture of legal and illegal sources	4 Mainly legal sources	5 Only legal sources	6 Don't know	7 Not applicable	Unweighted base
<b>TOTAL</b>	5.99 %	8.87 %	16.74 %	14.46 %	24.13 %	3.88 %	25.92 %	4627
Austria	<b>2.34 %</b>	<b>2.87 %</b>	13.28 %	14.82 %	<b>32.55 %</b>	2.99 %	31.14 %	176
Belgium	8.18 %	8.74 %	15.51 %	11.29 %	<b>19.38 %</b>	<b>6.44 %</b>	30.46 %	305
Bulgaria	<b>10.80 %</b>	12.47 %	<b>10.52 %</b>	12.84 %	18.14 %	<b>11.11 %</b>	24.12 %	172
Croatia	2.64 %	7.71 %	<b>23.60 %</b>	13.21 %	18.53 %	6.87 %	27.44 %	141
Cyprus	1.04 %	3.12 %	<b>27.91 %</b>	16.18 %	<b>13.00 %</b>	<b>10.12 %</b>	28.62 %	69
Czechia	<b>1.85 %</b>	<b>4.62 %</b>	<b>7.88 %</b>	13.80 %	<b>40.52 %</b>	<b>7.06 %</b>	24.27 %	249
Denmark	3.27 %	12.68 %	14.93 %	18.28 %	<b>31.71 %</b>	5.71 %	<b>13.41 %</b>	183
Estonia	3.68 %	7.04 %	11.66 %	10.86 %	22.98 %	5.98 %	<b>37.80 %</b>	144
Finland	7.42 %	7.18 %	12.74 %	15.41 %	27.88 %	3.85 %	25.51 %	174
France	7.87 %	8.66 %	17.13 %	14.52 %	20.18 %	2.94 %	28.72 %	283
Germany	8.40 %	11.09 %	13.49 %	18.55 %	27.29 %	6.47 %	<b>14.71 %</b>	111
Greece	6.46 %	<b>13.58 %</b>	18.90 %	12.14 %	21.72 %	<b>10.39 %</b>	<b>16.80 %</b>	269
Hungary	4.58 %	4.75 %	12.14 %	17.58 %	27.57 %	3.11 %	30.28 %	166
Ireland	4.66 %	<b>15.38 %</b>	<b>25.44 %</b>	11.48 %	23.35 %	2.32 %	<b>17.37 %</b>	140
Italy	4.27 %	7.65 %	18.95 %	10.61 %	27.54 %	3.34 %	27.64 %	235

## Intellectual Property and Youth Scoreboard 2022



Latvia	<b>1.66 %</b>	6.88 %	13.85 %	12.09 %	27.39 %	5.98 %	32.15 %	125
Lithuania	4.34 %	11.43 %	12.61 %	14.55 %	26.41 %	4.75 %	25.89 %	93
Luxembourg	5.07 %	5.56 %	19.46 %	10.65 %	28.84 %	3.29 %	27.14 %	71
Malta	4.30 %	5.30 %	17.80 %	8.50 %	<b>15.73 %</b>	1.68 %	<b>46.70 %</b>	116
Netherlands	4.37 %	<b>4.25 %</b>	16.30 %	13.80 %	25.10 %	1.50 %	<b>34.68 %</b>	210
Poland	<b>1.74 %</b>	6.12 %	18.18 %	<b>21.66 %</b>	24.18 %	2.54 %	25.59 %	192
Portugal	<b>10.04 %</b>	<b>14.26 %</b>	19.05 %	<b>7.48 %</b>	19.05 %	4.34 %	25.79 %	166
Romania	7.05 %	7.46 %	12.70 %	16.33 %	27.32 %	3.04 %	26.09 %	145
Slovakia	<b>0.58 %</b>	<b>1.52 %</b>	12.62 %	18.25 %	<b>39.47 %</b>	3.18 %	24.38 %	159
Slovenia	<b>1.03 %</b>	4.32 %	16.71 %	14.21 %	21.32 %	<b>8.79 %</b>	33.61 %	99
Spain	7.03 %	11.89 %	17.44 %	13.66 %	19.64 %	1.84 %	28.49 %	251
Sweden	5.34 %	<b>13.62 %</b>	<b>22.41 %</b>	12.89 %	<b>30.33 %</b>	5.13 %	<b>10.28 %</b>	183

Q14a\_11 For the following types of content, do you use illegal or legal sources, or do you use a mix of both?

	Other							
	1 Only illegal sources	2 Mainly illegal sources	3 A mixture of legal and illegal sources	4 Mainly legal sources	5 Only legal sources	6 Don't know	7 Not applicable	Unweighted base
<b>TOTAL</b>	2.29 %	3.34 %	12.88 %	14.36 %	18.80 %	20.58 %	27.76 %	4627
Austria	1.27 %	<b>0.62 %</b>	11.22 %	16.30 %	19.34 %	17.18 %	34.06 %	176
Belgium	1.52 %	2.46 %	11.13 %	11.19 %	15.27 %	19.00 %	<b>39.43 %</b>	305
Bulgaria	3.63 %	5.21 %	<b>19.70 %</b>	10.72 %	<b>12.33 %</b>	<b>26.88 %</b>	21.54 %	172
Croatia	1.08 %	1.32 %	17.89 %	16.26 %	14.07 %	<b>34.46 %</b>	<b>14.91 %</b>	141
Cyprus	2.68 %	1.04 %	13.95 %	12.16 %	<b>6.87 %</b>	<b>32.96 %</b>	30.34 %	69
Czechia	1.09 %	1.47 %	<b>5.01 %</b>	<b>9.20 %</b>	<b>11.29 %</b>	<b>41.44 %</b>	30.51 %	249
Denmark	3.80 %	<b>9.77 %</b>	9.25 %	15.64 %	<b>31.84 %</b>	19.20 %	<b>10.50 %</b>	183
Estonia	0.00 %	3.16 %	10.22 %	<b>4.11 %</b>	14.09 %	<b>40.99 %</b>	27.43 %	144
Finland	2.82 %	5.12 %	11.00 %	11.55 %	<b>26.66 %</b>	18.57 %	24.29 %	174
France	2.32 %	3.54 %	12.32 %	13.18 %	18.30 %	17.37 %	<b>32.97 %</b>	283
Germany	<b>5.74 %</b>	<b>6.85 %</b>	13.00 %	15.90 %	<b>29.43 %</b>	15.44 %	<b>13.64 %</b>	111
Greece	1.70 %	2.09 %	16.26 %	13.66 %	<b>13.09 %</b>	<b>36.20 %</b>	<b>17.01 %</b>	269
Hungary	2.04 %	3.46 %	14.60 %	16.06 %	17.81 %	21.70 %	24.32 %	166
Ireland	3.46 %	<b>6.46 %</b>	14.60 %	10.66 %	20.09 %	17.33 %	27.41 %	140
Italy	1.42 %	2.12 %	<b>17.32 %</b>	12.83 %	18.16 %	21.44 %	26.72 %	235

## Intellectual Property and Youth Scoreboard 2022



Latvia	3.10 %	2.44 %	<b>18.86 %</b>	14.30 %	13.00 %	23.73 %	24.58 %	125
Lithuania	0.88 %	4.68 %	13.44 %	17.30 %	16.99 %	21.74 %	24.96 %	93
Luxembourg	0.00 %	0.97 %	12.01 %	19.56 %	16.59 %	14.91 %	35.96 %	71
Malta	0.64 %	0.69 %	15.24 %	10.87 %	12.40 %	14.55 %	<b>45.61 %</b>	116
Netherlands	1.84 %	1.91 %	<b>6.19 %</b>	<b>9.51 %</b>	22.69 %	<b>14.33 %</b>	<b>43.53 %</b>	210
Poland	1.19 %	1.74 %	10.65 %	<b>23.12 %</b>	16.77 %	21.40 %	25.14 %	192
Portugal	1.88 %	2.06 %	10.34 %	10.61 %	<b>9.53 %</b>	<b>30.17 %</b>	<b>35.40 %</b>	166
Romania	4.40 %	2.79 %	<b>18.42 %</b>	15.98 %	14.23 %	15.39 %	28.79 %	145
Slovakia	1.30 %	<b>0.50 %</b>	<b>19.33 %</b>	10.50 %	14.37 %	<b>30.94 %</b>	23.06 %	159
Slovenia	3.55 %	4.18 %	13.44 %	15.39 %	<b>11.16 %</b>	24.08 %	28.19 %	99
Spain	1.31 %	2.90 %	11.44 %	15.63 %	17.18 %	21.94 %	29.59 %	251
Sweden	2.80 %	<b>7.62 %</b>	14.27 %	<b>21.26 %</b>	<b>24.56 %</b>	18.43 %	<b>11.05 %</b>	183

Q15b\_1 From which of the following have you intentionally accessed content provided by illegal sources?

Films

	Q15b_1_1	Q15b_1_2	Q15b_1_3	Q15b_1_4	Q15b_1_5	Q15b_1_6	Q15b_1_7	Unweighted
	IPTV	Social	Dedicated	P2P	Apps	None of	Don't	base
	services	media	websites	networks		these	know	
<b>TOTAL</b>	11.36 %	18.11 %	63.19 %	13.87 %	18.97 %	3.09 %	5.16 %	3031
Austria	11.26 %	16.13 %	62.11 %	11.72 %	<b>28.40 %</b>	1.05 %	7.61 %	103
Belgium	<b>16.01 %</b>	18.46 %	60.67 %	13.94 %	20.76 %	<b>5.55 %</b>	5.03 %	197
Bulgaria	8.09 %	19.42 %	68.48 %	17.87 %	21.81 %	4.62 %	3.31 %	119
Croatia	16.24 %	16.26 %	64.64 %	<b>24.00 %</b>	19.69 %	3.32 %	6.39 %	112
Cyprus	<b>24.60 %</b>	18.39 %	70.62 %	<b>2.57 %</b>	23.95 %	3.84 %	7.09 %	56
Czechia	<b>4.28 %</b>	<b>11.11 %</b>	68.09 %	9.56 %	<b>10.56 %</b>	4.40 %	<b>11.27 %</b>	189
Denmark	14.19 %	<b>30.71 %</b>	<b>46.09 %</b>	17.02 %	<b>33.86 %</b>	6.62 %	4.44 %	86
Estonia	<b>4.93 %</b>	12.67 %	67.44 %	10.99 %	13.96 %	2.80 %	<b>15.02 %</b>	107
Finland	7.02 %	20.28 %	<b>49.27 %</b>	<b>23.84 %</b>	11.80 %	5.09 %	3.23 %	87
France	13.83 %	17.90 %	63.59 %	14.52 %	13.83 %	0.86 %	7.50 %	194
Germany	13.65 %	<b>33.26 %</b>	<b>45.44 %</b>	22.49 %	17.63 %	4.91 %	0.00 %	47
Greece	<b>16.78 %</b>	16.71 %	63.95 %	10.57 %	<b>33.98 %</b>	<b>6.95 %</b>	4.82 %	208
Hungary	<b>5.19 %</b>	19.45 %	63.72 %	11.47 %	15.55 %	6.01 %	<b>9.15 %</b>	124
Ireland	<b>19.02 %</b>	<b>25.69 %</b>	<b>45.00 %</b>	14.74 %	<b>31.50 %</b>	4.20 %	7.93 %	97
Italy	<b>6.08 %</b>	14.45 %	69.47 %	8.53 %	17.62 %	2.63 %	1.97 %	138
Latvia	5.91 %	24.78 %	69.13 %	11.84 %	18.41 %	5.90 %	3.02 %	90

## Intellectual Property and Youth Scoreboard 2022



Lithuania	13.35 %	16.64 %	52.51 %	10.44 %	14.41 %	11.56 %	7.55 %	76
Luxembourg	17.86 %	8.85 %	63.75 %	7.21 %	15.95 %	9.97 %	13.55 %	37
Malta	34.22 %	9.88 %	81.98 %	14.14 %	18.92 %	2.09 %	0.00 %	74
Netherlands	11.83 %	19.30 %	64.19 %	11.02 %	16.25 %	5.23 %	5.08 %	126
Poland	5.60 %	17.82 %	69.64 %	11.05 %	14.09 %	3.42 %	7.18 %	108
Portugal	14.30 %	9.55 %	74.25 %	9.85 %	25.58 %	2.37 %	2.50 %	123
Romania	11.87 %	18.25 %	64.48 %	11.16 %	19.16 %	2.93 %	7.68 %	96
Slovakia	6.35 %	16.86 %	64.70 %	8.07 %	16.25 %	4.30 %	12.59 %	117
Slovenia	4.34 %	12.19 %	71.92 %	7.66 %	22.05 %	0.89 %	7.20 %	81
Spain	11.47 %	14.32 %	63.03 %	19.31 %	29.04 %	2.33 %	1.41 %	139
Sweden	11.09 %	23.70 %	61.24 %	15.55 %	18.73 %	2.56 %	3.74 %	100

Q15b\_2 From which of the following have you intentionally accessed content provided by illegal sources?

TV series/shows

	Q15b_2_1	Q15b_2_2	Q15b_2_3	Q15b_2_4	Q15b_2_5	Q15b_2_6	Q15b_2_7	Unweighted
	IPTV	Social	Dedicated	P2P	Apps	None of	Don't	base
	services	media	websites	networks		these	know	
TOTAL	12.42 %	18.43 %	58.82 %	13.58 %	21.50 %	3.54 %	5.38 %	2589
Austria	14.18 %	11.09 %	<b>70.45 %</b>	11.27 %	19.07 %	1.73 %	6.16 %	93
Belgium	14.72 %	18.88 %	61.80 %	11.28 %	21.49 %	4.45 %	6.80 %	163
Bulgaria	9.10 %	<b>27.80 %</b>	63.40 %	15.36 %	25.00 %	3.79 %	4.92 %	106
Croatia	17.09 %	<b>9.35 %</b>	<b>69.25 %</b>	20.06 %	22.72 %	3.97 %	5.90 %	97
Cyprus	18.78 %	<b>34.96 %</b>	62.64 %	<b>1.51 %</b>	28.72 %	3.11 %	6.98 %	46
Czechia	<b>6.31 %</b>	<b>11.67 %</b>	<b>67.76 %</b>	<b>7.78 %</b>	<b>13.99 %</b>	5.73 %	<b>10.34 %</b>	140
Denmark	15.49 %	<b>27.35 %</b>	<b>47.13 %</b>	15.90 %	25.77 %	<b>11.72 %</b>	4.32 %	81
Estonia	9.41 %	16.32 %	67.36 %	9.83 %	<b>11.87 %</b>	4.23 %	<b>12.47 %</b>	91
Finland	10.32 %	21.32 %	<b>44.39 %</b>	<b>20.91 %</b>	16.52 %	7.20 %	4.24 %	89
France	<b>18.65 %</b>	19.81 %	53.38 %	16.34 %	15.71 %	2.84 %	7.19 %	147
Germany	5.28 %	<b>34.49 %</b>	<b>37.98 %</b>	8.21 %	32.16 %	5.44 %	5.44 %	39
Greece	16.66 %	23.87 %	57.12 %	11.37 %	<b>31.63 %</b>	5.26 %	3.27 %	165
Hungary	10.59 %	23.47 %	54.65 %	10.40 %	16.89 %	<b>8.33 %</b>	<b>9.85 %</b>	102
Ireland	14.75 %	19.62 %	<b>47.24 %</b>	18.43 %	<b>31.96 %</b>	3.86 %	2.92 %	95
Italy	<b>6.39 %</b>	13.74 %	<b>71.48 %</b>	<b>6.73 %</b>	19.81 %	0.75 %	1.97 %	132
Latvia	9.57 %	24.10 %	67.72 %	8.74 %	18.49 %	<b>11.07 %</b>	1.16 %	79

## Intellectual Property and Youth Scoreboard 2022



Lithuania	9.37 %	25.28 %	51.28 %	15.39 %	19.43 %	<b>12.60 %</b>	6.57 %	58
Luxembourg	13.76 %	11.41 %	60.58 %	7.49 %	8.94 %	6.63 %	<b>19.77 %</b>	36
Malta	<b>34.64 %</b>	13.32 %	<b>73.06 %</b>	13.97 %	18.87 %	1.13 %	1.05 %	71
Netherlands	9.81 %	20.22 %	59.96 %	12.67 %	18.69 %	4.14 %	4.50 %	92
Poland	5.99 %	17.79 %	55.20 %	15.36 %	20.20 %	3.72 %	9.99 %	90
Portugal	16.42 %	13.09 %	<b>77.77 %</b>	<b>6.96 %</b>	27.38 %	2.55 %	2.34 %	119
Romania	8.75 %	18.98 %	54.56 %	17.59 %	25.75 %	4.48 %	5.76 %	82
Slovakia	9.53 %	23.49 %	63.39 %	<b>1.10 %</b>	12.96 %	<b>7.86 %</b>	8.87 %	84
Slovenia	<b>4.74 %</b>	12.87 %	67.93 %	<b>5.16 %</b>	18.18 %	1.13 %	<b>10.47 %</b>	79
Spain	15.89 %	<b>11.19 %</b>	61.02 %	<b>20.11 %</b>	28.39 %	2.98 %	2.50 %	129
Sweden	10.49 %	19.66 %	63.18 %	<b>27.37 %</b>	<b>10.42 %</b>	2.27 %	5.33 %	84

Q15b\_3 From which of the following have you intentionally accessed content provided by illegal sources?

Music

	Q15b_3_1	Q15b_3_2	Q15b_3_3	Q15b_3_4	Q15b_3_5	Q15b_3_6	Q15b_3_7	Unweighted
	IPTV	Social	Dedicated	P2P	Apps	None of	Don't	base
	services	media	websites	networks		these	know	
TOTAL	9.63 %	23.01 %	37.83 %	14.96 %	38.63 %	4.75 %	5.30 %	1692
Austria	10.84 %	31.78 %	31.50 %	19.01 %	41.63 %	5.07 %	0.00 %	37
Belgium	8.02 %	15.72 %	43.64 %	12.73 %	36.28 %	7.65 %	6.56 %	109
Bulgaria	9.00 %	27.51 %	43.27 %	21.53 %	30.34 %	5.66 %	8.77 %	88
Croatia	6.44 %	26.47 %	54.29 %	10.09 %	46.74 %	6.53 %	7.12 %	72
Cyprus	0.00 %	19.10 %	61.55 %	2.38 %	49.64 %	0.00 %	8.51 %	30
Czechia	2.07 %	19.20 %	56.01 %	7.86 %	24.09 %	5.43 %	16.49 %	110
Denmark	12.97 %	29.96 %	26.44 %	26.21 %	32.97 %	6.48 %	4.35 %	46
Estonia	8.74 %	19.41 %	41.21 %	7.77 %	51.21 %	3.71 %	5.80 %	26
Finland	9.11 %	23.79 %	41.89 %	25.67 %	21.29 %	5.00 %	4.91 %	54
France	14.19 %	24.28 %	36.86 %	18.75 %	28.39 %	3.89 %	4.60 %	99
Germany	13.47 %	23.05 %	26.33 %	21.63 %	41.24 %	3.06 %	5.42 %	40
Greece	8.23 %	25.22 %	52.11 %	8.72 %	47.03 %	4.67 %	4.61 %	145
Hungary	7.42 %	37.30 %	44.25 %	11.36 %	34.02 %	7.26 %	9.65 %	66
Ireland	10.04 %	32.76 %	24.78 %	13.06 %	34.02 %	9.17 %	7.66 %	46
Italy	4.32 %	15.74 %	25.17 %	11.54 %	49.95 %	4.28 %	5.22 %	90
Latvia	2.13 %	32.39 %	50.73 %	9.54 %	53.29 %	4.88 %	5.60 %	50

## Intellectual Property and Youth Scoreboard 2022



Lithuania	8.44 %	30.42 %	35.74 %	6.67 %	38.25 %	5.43 %	<b>13.63 %</b>	39
Luxembourg	6.92 %	18.78 %	19.85 %	0.00 %	55.43 %	8.50 %	<b>15.50 %</b>	20
Malta	8.38 %	19.08 %	53.87 %	15.89 %	33.01 %	9.99 %	4.54 %	22
Netherlands	3.46 %	22.20 %	<b>52.23 %</b>	7.41 %	30.65 %	3.98 %	5.46 %	50
Poland	10.51 %	<b>37.31 %</b>	49.10 %	12.30 %	39.42 %	7.46 %	4.50 %	66
Portugal	<b>1.01 %</b>	19.96 %	<b>51.07 %</b>	<b>5.05 %</b>	40.91 %	<b>14.27 %</b>	1.77 %	68
Romania	10.27 %	19.00 %	<b>50.51 %</b>	<b>5.76 %</b>	36.60 %	4.43 %	8.06 %	70
Slovakia	3.11 %	26.07 %	<b>58.16 %</b>	<b>1.26 %</b>	28.98 %	5.93 %	2.92 %	65
Slovenia	7.89 %	23.23 %	41.21 %	9.57 %	40.21 %	0.00 %	11.05 %	46
Spain	11.68 %	18.38 %	33.23 %	20.05 %	46.22 %	3.05 %	2.69 %	99
Sweden	10.01 %	34.89 %	35.20 %	19.41 %	38.07 %	4.71 %	0.00 %	39

Q15b\_4 From which of the following have you intentionally accessed content provided by illegal sources?

Games

	Q15b_4_1	Q15b_4_2	Q15b_4_3	Q15b_4_4	Q15b_4_5	Q15b_4_6	Q15b_4_7	Unweighted
	IPTV	Social	Dedicated	P2P	Apps	None of	Don't	base
	services	media	websites	networks		these	know	
TOTAL	9.16 %	21.18 %	45.40 %	17.85 %	33.94 %	6.06 %	5.12 %	1615
Austria	<b>21.40 %</b>	25.80 %	47.12 %	20.21 %	36.49 %	11.58 %	0.00 %	33
Belgium	8.85 %	24.66 %	46.53 %	9.50 %	28.88 %	3.39 %	6.11 %	62
Bulgaria	6.94 %	20.35 %	49.70 %	15.84 %	38.39 %	6.54 %	8.28 %	89
Croatia	7.74 %	<b>7.11 %</b>	49.63 %	21.43 %	42.64 %	<b>13.14 %</b>	<b>13.39 %</b>	54
Cyprus	2.16 %	7.38 %	53.89 %	6.36 %	29.97 %	5.52 %	7.80 %	30
Czechia	<b>1.59 %</b>	<b>10.28 %</b>	40.00 %	<b>10.38 %</b>	37.61 %	6.43 %	<b>15.01 %</b>	99
Denmark	<b>18.83 %</b>	31.10 %	<b>18.42 %</b>	23.47 %	40.99 %	7.57 %	<b>12.59 %</b>	48
Estonia	<b>0.00 %</b>	14.23 %	<b>61.63 %</b>	14.97 %	23.67 %	3.56 %	<b>11.33 %</b>	54
Finland	11.55 %	29.51 %	36.54 %	16.00 %	34.05 %	6.78 %	6.61 %	67
France	11.70 %	27.07 %	45.84 %	<b>27.22 %</b>	27.12 %	3.76 %	4.79 %	83
Germany	15.48 %	32.08 %	<b>19.84 %</b>	16.43 %	44.43 %	3.19 %	2.63 %	37
Greece	5.40 %	15.68 %	53.46 %	14.03 %	41.86 %	3.85 %	6.70 %	117
Hungary	5.16 %	20.44 %	49.90 %	<b>8.80 %</b>	40.04 %	6.02 %	5.96 %	80
Ireland	10.51 %	21.93 %	34.53 %	24.95 %	32.38 %	<b>13.49 %</b>	1.74 %	45
Italy	2.83 %	13.98 %	47.45 %	18.86 %	26.96 %	<b>12.38 %</b>	3.30 %	66
Latvia	7.17 %	20.01 %	<b>59.54 %</b>	11.61 %	37.72 %	4.37 %	<b>13.16 %</b>	51

## Intellectual Property and Youth Scoreboard 2022



Lithuania	7.44 %	22.37 %	41.60 %	10.39 %	27.39 %	7.14 %	5.89 %	42
Luxembourg	10.82 %	10.82 %	58.75 %	0.00 %	24.24 %	5.10 %	5.10 %	15
Malta	0.00 %	7.34 %	<b>67.10 %</b>	28.63 %	23.30 %	4.81 %	4.81 %	32
Netherlands	9.69 %	21.72 %	36.83 %	12.92 %	23.38 %	<b>13.92 %</b>	10.04 %	49
Poland	7.05 %	18.05 %	56.41 %	10.68 %	41.56 %	3.88 %	6.11 %	69
Portugal	8.02 %	<b>7.24 %</b>	<b>66.79 %</b>	9.54 %	<b>23.24 %</b>	<b>11.99 %</b>	6.44 %	72
Romania	7.52 %	20.35 %	48.90 %	14.37 %	40.34 %	5.80 %	6.47 %	80
Slovakia	7.57 %	16.46 %	55.15 %	13.11 %	34.14 %	6.75 %	10.45 %	62
Slovenia	<b>0.00 %</b>	15.41 %	55.54 %	21.58 %	32.46 %	1.68 %	7.24 %	42
Spain	11.07 %	19.38 %	50.88 %	18.60 %	35.96 %	3.65 %	1.45 %	90
Sweden	11.41 %	23.48 %	50.47 %	14.33 %	31.17 %	2.47 %	2.47 %	47

Q15b\_5 From which of the following have you intentionally accessed content provided by illegal sources?

Photos

	Q15b_5_1	Q15b_5_2	Q15b_5_3	Q15b_5_4	Q15b_5_5	Q15b_5_6	Q15b_5_7	Unweighted
	IPTV services	Social media	Dedicated websites	P2P networks	Apps	None of these	Don't know	base
<b>TOTAL</b>	11.07 %	35.66 %	32.67 %	19.12 %	21.95 %	7.57 %	7.58 %	999
Austria	15.19 %	38.19 %	27.01 %	7.30 %	24.81 %	6.67 %	13.24 %	29
Belgium	6.65 %	39.56 %	28.82 %	24.24 %	26.04 %	8.35 %	8.62 %	52
Bulgaria	9.60 %	<b>50.03 %</b>	40.18 %	<b>9.36 %</b>	<b>36.94 %</b>	8.79 %	10.96 %	59
Croatia	<b>0.00 %</b>	45.66 %	40.89 %	7.54 %	<b>43.65 %</b>	5.81 %	2.25 %	31
Cyprus	0.00 %	37.90 %	21.58 %	<b>0.00 %</b>	30.81 %	11.96 %	<b>33.30 %</b>	17
Czechia	6.61 %	29.88 %	<b>18.79 %</b>	<b>3.02 %</b>	17.85 %	<b>15.75 %</b>	<b>25.95 %</b>	61
Denmark	11.30 %	26.46 %	32.91 %	<b>30.90 %</b>	21.88 %	8.97 %	8.02 %	47
Estonia	0.00 %	18.62 %	<b>56.75 %</b>	<b>0.00 %</b>	15.57 %	11.71 %	11.88 %	25
Finland	4.99 %	33.52 %	26.82 %	17.02 %	24.06 %	1.77 %	1.77 %	44
France	<b>20.52 %</b>	43.14 %	37.51 %	24.86 %	<b>9.70 %</b>	1.62 %	3.90 %	57
Germany	16.26 %	42.82 %	29.36 %	15.39 %	22.07 %	<b>16.90 %</b>	2.81 %	33
Greece	14.20 %	33.20 %	25.92 %	<b>7.72 %</b>	<b>39.32 %</b>	<b>18.80 %</b>	9.23 %	52
Hungary	11.31 %	48.28 %	26.99 %	12.04 %	18.31 %	11.34 %	5.89 %	51
Ireland	2.97 %	<b>57.11 %</b>	24.97 %	12.40 %	15.89 %	3.73 %	6.70 %	25
Italy	<b>0.00 %</b>	<b>17.03 %</b>	38.42 %	20.69 %	21.44 %	10.80 %	8.41 %	37
Latvia	9.39 %	51.57 %	<b>66.60 %</b>	13.10 %	19.76 %	2.92 %	2.65 %	32

## Intellectual Property and Youth Scoreboard 2022



Lithuania	19.64 %	36.84 %	40.58 %	16.89 %	18.33 %	8.28 %	9.15 %	33
Luxembourg	0.00 %	14.17 %	22.31 %	15.37 %	23.48 %	15.37 %	23.48 %	10
Malta	0.00 %	47.76 %	37.78 %	16.19 %	6.47 %	19.86 %	0.00 %	17
Netherlands	8.51 %	32.77 %	29.93 %	12.29 %	23.66 %	3.78 %	7.62 %	26
Poland	3.37 %	46.94 %	29.89 %	26.69 %	28.88 %	0.00 %	11.59 %	34
Portugal	3.00 %	27.77 %	47.04 %	12.33 %	32.04 %	4.97 %	5.07 %	37
Romania	11.46 %	26.24 %	34.02 %	14.50 %	40.50 %	2.37 %	7.42 %	39
Slovakia	0.00 %	37.39 %	44.97 %	0.00 %	14.29 %	10.42 %	14.60 %	28
Slovenia	5.24 %	30.35 %	49.72 %	8.95 %	34.70 %	0.00 %	14.14 %	34
Spain	10.07 %	23.16 %	25.79 %	24.19 %	26.52 %	7.27 %	10.26 %	45
Sweden	6.92 %	23.75 %	30.25 %	28.13 %	21.31 %	5.14 %	11.32 %	44

Q15b\_6 From which of the following have you intentionally accessed content provided by illegal sources?

Software/computer programmes

	Q15b_6_1	Q15b_6_2	Q15b_6_3	Q15b_6_4	Q15b_6_5	Q15b_6_6	Q15b_6_7	Unweighted
	IPTV	Social	Dedicated	P2P	Apps	None of	Don't	base
	services	media	websites	networks		these	know	
TOTAL	7.18 %	19.68 %	44.56 %	20.51 %	26.06 %	7.08 %	6.42 %	1690
Austria	13.45 %	11.41 %	41.75 %	<b>35.22 %</b>	27.63 %	10.43 %	4.40 %	45
Belgium	<b>12.64 %</b>	21.50 %	48.25 %	16.58 %	21.26 %	7.57 %	10.63 %	94
Bulgaria	3.85 %	19.55 %	47.77 %	17.33 %	<b>38.81 %</b>	3.81 %	6.58 %	91
Croatia	11.85 %	<b>7.66 %</b>	<b>57.74 %</b>	24.49 %	30.12 %	6.10 %	9.05 %	63
Cyprus	0.00 %	16.16 %	41.13 %	<b>6.34 %</b>	24.66 %	11.02 %	<b>25.28 %</b>	32
Czechia	3.35 %	<b>6.71 %</b>	47.26 %	19.39 %	31.87 %	4.35 %	<b>12.61 %</b>	84
Denmark	10.66 %	28.25 %	37.74 %	<b>31.23 %</b>	34.74 %	9.29 %	3.19 %	60
Estonia	3.81 %	12.68 %	48.79 %	15.63 %	<b>10.68 %</b>	<b>17.55 %</b>	<b>15.78 %</b>	50
Finland	11.79 %	23.25 %	37.27 %	19.96 %	29.77 %	6.77 %	8.78 %	57
France	8.36 %	27.27 %	35.10 %	26.01 %	19.61 %	5.86 %	8.28 %	90
Germany	11.88 %	30.46 %	<b>22.27 %</b>	23.80 %	30.84 %	10.76 %	4.64 %	42
Greece	9.04 %	16.27 %	<b>53.56 %</b>	17.65 %	31.52 %	6.35 %	7.58 %	118
Hungary	6.59 %	16.50 %	45.61 %	<b>11.11 %</b>	<b>36.76 %</b>	7.10 %	8.97 %	99
Ireland	3.80 %	22.37 %	34.63 %	14.10 %	31.28 %	<b>15.67 %</b>	3.05 %	47
Italy	1.42 %	18.88 %	<b>59.23 %</b>	17.37 %	<b>13.96 %</b>	4.07 %	4.25 %	69
Latvia	5.93 %	19.43 %	<b>67.65 %</b>	9.46 %	27.10 %	5.83 %	3.65 %	47

## Intellectual Property and Youth Scoreboard 2022

Lithuania	4.54 %	12.19 %	42.22 %	21.35 %	24.34 %	10.25 %	8.11 %	46
Luxembourg	8.97 %	7.81 %	46.56 %	19.51 %	36.02 %	4.23 %	4.49 %	17
Malta	6.18 %	<b>4.15 %</b>	<b>68.97 %</b>	18.72 %	24.35 %	4.56 %	5.21 %	36
Netherlands	10.98 %	15.52 %	46.85 %	20.86 %	17.93 %	14.15 %	7.74 %	45
Poland	6.00 %	13.71 %	46.40 %	14.11 %	<b>38.30 %</b>	8.86 %	3.52 %	55
Portugal	7.27 %	<b>8.02 %</b>	<b>58.89 %</b>	<b>10.83 %</b>	32.62 %	9.33 %	6.86 %	80
Romania	6.07 %	17.62 %	47.05 %	18.77 %	<b>37.00 %</b>	5.30 %	6.58 %	73
Slovakia	1.52 %	10.93 %	55.43 %	13.08 %	28.06 %	2.47 %	<b>15.53 %</b>	63
Slovenia	7.44 %	11.24 %	54.30 %	14.80 %	16.19 %	6.34 %	<b>14.50 %</b>	48
Spain	6.15 %	<b>12.03 %</b>	<b>54.51 %</b>	19.44 %	27.77 %	6.18 %	3.40 %	97
Sweden	1.74 %	23.76 %	42.85 %	<b>36.81 %</b>	26.54 %	4.11 %	4.40 %	42

Q15b\_7 From which of the following have you intentionally accessed content provided by illegal sources?

E-books, audio books, e-newspapers and magazines

	Q15b_7_1	Q15b_7_2	Q15b_7_3	Q15b_7_4	Q15b_7_5	Q15b_7_6	Q15b_7_7	Unweighted
	IPTV	Social	Dedicated	P2P	Apps	None of	Don't	base
	services	media	websites	networks		these	know	
TOTAL	6.74 %	25.25 %	47.67 %	16.93 %	21.21 %	8.14 %	6.41 %	1424
Austria	2.59 %	20.90 %	59.89 %	24.85 %	17.79 %	0.00 %	2.59 %	30
Belgium	11.11 %	23.97 %	39.32 %	16.08 %	19.72 %	6.55 %	8.38 %	86
Bulgaria	5.36 %	32.27 %	57.30 %	12.37 %	27.56 %	9.54 %	6.75 %	81
Croatia	0.00 %	10.06 %	57.42 %	15.57 %	28.32 %	8.29 %	8.91 %	28
Cyprus	7.02 %	13.39 %	44.16 %	2.91 %	32.00 %	8.88 %	<b>28.33 %</b>	22
Czechia	2.27 %	<b>10.66 %</b>	55.97 %	12.99 %	16.88 %	8.26 %	11.68 %	80
Denmark	9.49 %	22.88 %	52.81 %	27.11 %	24.55 %	12.13 %	4.49 %	42
Estonia	3.18 %	16.25 %	<b>73.08 %</b>	7.23 %	<b>6.61 %</b>	3.44 %	13.77 %	30
Finland	11.52 %	33.11 %	<b>13.61 %</b>	25.81 %	20.40 %	7.06 %	6.81 %	42
France	7.72 %	33.84 %	38.71 %	18.44 %	21.42 %	8.02 %	7.56 %	85
Germany	14.87 %	30.31 %	<b>26.61 %</b>	27.15 %	16.38 %	14.86 %	6.80 %	35
Greece	5.90 %	21.11 %	50.86 %	12.99 %	27.08 %	<b>13.53 %</b>	7.36 %	100
Hungary	7.39 %	33.91 %	<b>62.00 %</b>	12.97 %	18.79 %	2.03 %	6.82 %	60
Ireland	13.59 %	21.25 %	45.42 %	21.42 %	21.23 %	5.72 %	9.46 %	39
Italy	<b>0.00 %</b>	<b>9.80 %</b>	<b>60.16 %</b>	18.10 %	19.85 %	4.89 %	7.16 %	61
Latvia	7.50 %	25.59 %	59.18 %	9.30 %	26.24 %	7.31 %	9.44 %	38

## Intellectual Property and Youth Scoreboard 2022

Lithuania	5.08 %	23.14 %	46.98 %	14.96 %	15.28 %	<b>18.01 %</b>	5.58 %	40
Luxembourg	5.37 %	39.96 %	56.39 %	0.00 %	31.73 %	11.06 %	5.37 %	14
Malta	5.12 %	13.63 %	<b>79.45 %</b>	15.43 %	24.34 %	1.95 %	4.13 %	39
Netherlands	5.88 %	19.31 %	56.94 %	12.27 %	<b>5.91 %</b>	7.88 %	6.40 %	51
Poland	1.81 %	24.47 %	56.29 %	7.93 %	25.34 %	8.21 %	6.80 %	53
Portugal	1.62 %	14.37 %	<b>62.98 %</b>	<b>3.24 %</b>	19.24 %	4.76 %	9.66 %	58
Romania	12.16 %	21.81 %	39.57 %	9.68 %	<b>35.51 %</b>	4.38 %	6.84 %	61
Slovakia	1.59 %	25.31 %	58.42 %	<b>1.83 %</b>	16.57 %	8.60 %	11.76 %	50
Slovenia	3.15 %	37.89 %	43.69 %	6.91 %	25.76 %	3.15 %	5.28 %	32
Spain	5.90 %	27.77 %	55.71 %	17.40 %	22.09 %	8.39 %	<b>1.74 %</b>	115
Sweden	12.48 %	23.50 %	36.73 %	25.01 %	26.35 %	4.28 %	2.14 %	52

Q15b\_8 From which of the following have you intentionally accessed content provided by illegal sources?

Concerts and other cultural/entertainment events

	Q15b_8_1	Q15b_8_2	Q15b_8_3	Q15b_8_4	Q15b_8_5	Q15b_8_6	Q15b_8_7	Unweighted
	IPTV	Social	Dedicated	P2P	Apps	None of	Don't	base
	services	media	websites	networks		these	know	
<b>TOTAL</b>	12.71 %	32.00 %	33.45 %	22.54 %	20.21 %	8.53 %	4.72 %	896
Austria	11.30 %	29.61 %	49.68 %	21.34 %	18.18 %	9.91 %	0.00 %	18
Belgium	18.11 %	33.88 %	39.54 %	<b>9.47 %</b>	14.08 %	6.20 %	8.02 %	55
Bulgaria	22.06 %	37.81 %	20.06 %	14.29 %	22.23 %	8.83 %	10.27 %	44
Croatia	<b>29.23 %</b>	35.28 %	19.97 %	10.05 %	20.09 %	0.00 %	3.65 %	17
Cyprus	12.41 %	19.39 %	29.33 %	0.00 %	0.00 %	0.00 %	<b>45.27 %</b>	10
Czechia	<b>0.00 %</b>	27.35 %	28.18 %	<b>5.12 %</b>	17.95 %	16.28 %	<b>17.50 %</b>	26
Denmark	15.57 %	36.10 %	40.79 %	32.63 %	21.08 %	7.75 %	0.00 %	50
Estonia	5.92 %	28.56 %	45.80 %	<b>0.00 %</b>	17.93 %	11.47 %	4.28 %	17
Finland	11.51 %	24.41 %	21.41 %	28.11 %	29.12 %	4.08 %	2.04 %	38
France	16.46 %	29.58 %	32.23 %	31.63 %	23.17 %	<b>1.41 %</b>	9.28 %	60
Germany	14.08 %	40.85 %	21.15 %	22.19 %	13.59 %	15.91 %	0.00 %	34
Greece	19.12 %	<b>44.59 %</b>	<b>46.88 %</b>	19.72 %	28.90 %	<b>0.00 %</b>	1.48 %	61
Hungary	6.26 %	32.27 %	30.93 %	21.85 %	16.55 %	8.77 %	8.10 %	36
Ireland	7.89 %	33.38 %	20.57 %	20.55 %	<b>36.80 %</b>	4.55 %	5.08 %	38
Italy	6.95 %	20.63 %	42.90 %	11.26 %	17.80 %	<b>18.08 %</b>	2.47 %	44
Latvia	6.78 %	17.70 %	40.12 %	14.83 %	25.75 %	11.91 %	7.06 %	26

## Intellectual Property and Youth Scoreboard 2022

Lithuania	18.67 %	39.61 %	27.83 %	20.50 %	18.16 %	<b>21.31 %</b>	0.00 %	27
Luxembourg	17.68 %	12.26 %	<b>5.77 %</b>	17.70 %	5.77 %	<b>29.27 %</b>	11.55 %	14
Malta	16.64 %	39.07 %	43.48 %	19.99 %	19.15 %	15.53 %	0.00 %	18
Netherlands	10.15 %	38.99 %	29.24 %	11.44 %	<b>40.70 %</b>	0.00 %	3.81 %	20
Poland	5.27 %	38.79 %	38.65 %	21.38 %	17.21 %	7.78 %	2.34 %	38
Portugal	19.93 %	35.40 %	35.10 %	9.20 %	23.57 %	11.71 %	5.82 %	33
Romania	17.23 %	31.97 %	36.61 %	<b>7.50 %</b>	27.82 %	7.01 %	9.90 %	39
Slovakia	0.00 %	40.53 %	24.36 %	6.92 %	12.46 %	10.36 %	<b>23.37 %</b>	17
Slovenia	9.04 %	32.59 %	21.44 %	0.00 %	21.61 %	15.31 %	15.17 %	12
Spain	10.80 %	28.74 %	34.85 %	<b>32.95 %</b>	17.61 %	9.14 %	2.01 %	62
Sweden	10.99 %	32.91 %	<b>49.61 %</b>	15.31 %	21.52 %	2.73 %	1.52 %	42

Q15b\_9 From which of the following have you intentionally accessed content provided by illegal sources?

Educational content

	Q15b_9_1	Q15b_9_2	Q15b_9_3	Q15b_9_4	Q15b_9_5	Q15b_9_6	Q15b_9_7	Unweighted base
	IPTV services	Social media	Dedicated websites	P2P networks	Apps	None of these	Don't know	
<b>TOTAL</b>	15.25 %	27.01 %	42.88 %	17.19 %	22.71 %	8.62 %	6.09 %	1117
Austria	9.88 %	27.02 %	56.32 %	7.23 %	19.36 %	11.47 %	4.03 %	29
Belgium	8.91 %	29.91 %	40.00 %	10.99 %	24.61 %	6.96 %	3.01 %	57
Bulgaria	10.72 %	37.69 %	44.00 %	18.61 %	19.65 %	5.21 %	14.61 %	60
Croatia	0.00 %	14.17 %	52.66 %	9.26 %	3.44 %	21.12 %	18.38 %	37
Cyprus	0.00 %	17.39 %	60.88 %	0.00 %	12.75 %	22.06 %	0.00 %	15
Czechia	3.75 %	16.19 %	37.70 %	7.85 %	24.58 %	16.00 %	19.88 %	57
Denmark	7.05 %	33.66 %	39.65 %	28.14 %	30.88 %	6.10 %	1.80 %	53
Estonia	7.06 %	20.34 %	45.98 %	7.94 %	4.09 %	6.80 %	19.51 %	26
Finland	10.66 %	23.38 %	43.24 %	18.81 %	32.75 %	9.66 %	0.00 %	45
France	26.63 %	24.62 %	42.90 %	24.51 %	19.05 %	10.69 %	5.98 %	61
Germany	29.74 %	39.55 %	42.81 %	18.58 %	24.02 %	6.56 %	5.81 %	37
Greece	6.04 %	16.36 %	41.43 %	10.08 %	42.69 %	6.09 %	7.53 %	62
Hungary	8.70 %	29.73 %	57.71 %	7.81 %	11.91 %	6.52 %	3.49 %	59
Ireland	4.07 %	28.19 %	38.37 %	10.55 %	35.35 %	3.91 %	5.77 %	37
Italy	2.05 %	23.99 %	46.99 %	15.58 %	14.37 %	7.48 %	7.71 %	43
Latvia	6.94 %	38.86 %	21.24 %	15.80 %	16.35 %	17.49 %	5.77 %	29

## Intellectual Property and Youth Scoreboard 2022

Lithuania	<b>2.85 %</b>	30.94 %	55.02 %	13.95 %	18.87 %	2.85 %	6.27 %	37
Luxembourg	0.00 %	17.22 %	48.23 %	12.10 %	17.59 %	18.17 %	<b>27.55 %</b>	12
Malta	4.35 %	<b>5.91 %</b>	<b>76.05 %</b>	24.57 %	8.97 %	0.00 %	4.35 %	25
Netherlands	9.28 %	23.64 %	39.63 %	15.84 %	20.94 %	11.90 %	2.64 %	36
Poland	<b>0.00 %</b>	26.96 %	42.98 %	13.93 %	29.90 %	9.01 %	0.00 %	50
Portugal	7.02 %	22.99 %	<b>58.83 %</b>	7.89 %	10.20 %	4.68 %	13.41 %	36
Romania	16.69 %	27.72 %	39.92 %	13.66 %	29.81 %	10.13 %	4.52 %	44
Slovakia	<b>3.98 %</b>	30.03 %	<b>56.63 %</b>	<b>3.75 %</b>	24.52 %	12.31 %	9.77 %	50
Slovenia	14.88 %	20.18 %	60.95 %	10.04 %	16.95 %	3.93 %	12.40 %	27
Spain	21.76 %	25.15 %	32.51 %	18.92 %	27.44 %	7.41 %	5.73 %	56
Sweden	4.57 %	17.14 %	43.61 %	22.82 %	24.77 %	3.26 %	7.94 %	37

Q15b\_10 From which of the following have you intentionally accessed content provided by illegal sources?

Live sport events (including e-sports)

	Q15b_10_1	Q15b_10_2	Q15b_10_3	Q15b_10_4	Q15b_10_5	Q15b_10_6	Q15b_10_7	Unweighted
	IPTV services	Social media	Dedicated websites	P2P networks	Apps	None of these	Don't know	base
<b>TOTAL</b>	20.88 %	25.97 %	44.88 %	15.29 %	20.54 %	5.37 %	4.83 %	1361
Austria	23.36 %	14.61 %	58.86 %	13.59 %	16.25 %	5.79 %	3.35 %	32
Belgium	13.98 %	23.79 %	42.78 %	14.98 %	16.97 %	7.24 %	3.51 %	97
Bulgaria	12.24 %	20.81 %	35.59 %	6.99 %	21.35 %	10.30 %	<b>14.02 %</b>	59
Croatia	22.40 %	15.38 %	<b>69.50 %</b>	<b>4.74 %</b>	21.16 %	8.61 %	1.41 %	43
Cyprus	19.05 %	20.79 %	<b>67.36 %</b>	4.94 %	<b>0.00 %</b>	0.00 %	<b>21.42 %</b>	22
Czechia	<b>5.77 %</b>	38.94 %	52.51 %	6.61 %	19.67 %	1.83 %	7.01 %	35
Denmark	14.94 %	32.35 %	34.91 %	<b>32.92 %</b>	23.33 %	5.17 %	5.41 %	56
Estonia	8.59 %	25.20 %	<b>74.45 %</b>	7.13 %	10.15 %	3.92 %	<b>13.22 %</b>	31
Finland	16.03 %	18.57 %	<b>23.11 %</b>	<b>34.42 %</b>	24.18 %	6.15 %	0.00 %	47
France	27.09 %	33.65 %	44.94 %	15.35 %	14.05 %	4.91 %	7.28 %	96
Germany	25.33 %	32.48 %	<b>26.73 %</b>	15.45 %	<b>37.92 %</b>	6.57 %	0.00 %	37
Greece	25.11 %	21.08 %	52.26 %	11.51 %	27.46 %	6.78 %	4.37 %	105
Hungary	23.32 %	32.22 %	<b>26.34 %</b>	8.25 %	12.40 %	<b>23.21 %</b>	3.28 %	33
Ireland	25.45 %	32.04 %	38.74 %	14.20 %	24.77 %	2.71 %	7.49 %	64
Italy	12.92 %	19.25 %	49.69 %	16.11 %	17.80 %	3.97 %	5.22 %	73
Latvia	12.98 %	26.55 %	56.38 %	16.17 %	20.34 %	10.28 %	9.08 %	27

## Intellectual Property and Youth Scoreboard 2022



Lithuania	14.18 %	<b>43.37 %</b>	32.62 %	13.79 %	10.54 %	8.77 %	0.00 %	26
Luxembourg	36.89 %	27.87 %	44.72 %	9.15 %	9.13 %	12.38 %	0.00 %	24
Malta	<b>39.70 %</b>	15.72 %	<b>69.49 %</b>	15.99 %	18.69 %	0.00 %	4.89 %	34
Netherlands	<b>4.60 %</b>	21.08 %	53.79 %	23.03 %	<b>8.30 %</b>	1.67 %	5.52 %	52
Poland	14.79 %	<b>12.97 %</b>	50.80 %	10.55 %	24.21 %	10.30 %	5.74 %	49
Portugal	<b>30.19 %</b>	<b>14.87 %</b>	<b>62.42 %</b>	<b>4.62 %</b>	24.63 %	4.02 %	1.70 %	72
Romania	28.29 %	<b>43.54 %</b>	41.93 %	15.96 %	25.72 %	7.11 %	5.22 %	39
Slovakia	15.36 %	35.84 %	41.95 %	8.86 %	6.85 %	11.82 %	4.52 %	24
Slovenia	20.75 %	33.48 %	39.72 %	20.50 %	20.75 %	0.00 %	9.37 %	20
Spain	22.58 %	21.62 %	42.69 %	19.05 %	22.84 %	2.83 %	2.90 %	90
Sweden	13.34 %	19.45 %	<b>59.07 %</b>	10.12 %	18.09 %	5.71 %	5.92 %	74

## Q15b\_11 From which of the following have you intentionally accessed content provided by illegal sources?

## Other

	Q15b_11_1	Q15b_11_2	Q15b_11_3	Q15b_11_4	Q15b_11_5	Q15b_11_6	Q15b_11_7	Unweighted
	IPTV services	Social media	Dedicated websites	P2P networks	Apps	None of these	Don't know	base
<b>TOTAL</b>	9.56 %	21.41 %	35.64 %	17.69 %	20.76 %	9.61 %	15.32 %	842
Austria	13.75 %	9.84 %	32.64 %	27.65 %	16.13 %	4.60 %	17.65 %	23
Belgium	4.15 %	20.47 %	45.83 %	11.68 %	18.18 %	3.68 %	16.56 %	46
Bulgaria	7.83 %	22.26 %	34.93 %	8.81 %	27.46 %	11.83 %	20.92 %	49
Croatia	8.48 %	10.77 %	47.27 %	11.12 %	19.64 %	18.72 %	19.45 %	30
Cyprus	14.19 %	14.19 %	<b>64.29 %</b>	0.00 %	0.00 %	23.79 %	11.92 %	11
Czechia	4.20 %	6.95 %	24.22 %	<b>0.00 %</b>	31.07 %	18.89 %	18.16 %	20
Denmark	13.91 %	20.90 %	<b>18.57 %</b>	26.20 %	27.76 %	9.66 %	15.34 %	42
Estonia	9.43 %	21.03 %	39.92 %	17.05 %	27.90 %	0.00 %	15.54 %	18
Finland	8.88 %	32.79 %	21.94 %	25.47 %	8.88 %	10.23 %	8.77 %	33
France	13.81 %	23.37 %	27.93 %	19.57 %	23.57 %	10.63 %	13.67 %	55
Germany	13.75 %	29.38 %	37.04 %	19.90 %	8.51 %	11.74 %	6.54 %	28
Greece	14.18 %	27.82 %	43.40 %	18.90 %	<b>32.97 %</b>	8.70 %	15.93 %	55
Hungary	0.00 %	12.34 %	49.61 %	10.75 %	25.34 %	14.10 %	12.48 %	32
Ireland	10.58 %	22.04 %	35.30 %	9.96 %	19.60 %	10.44 %	20.23 %	33
Italy	4.12 %	14.40 %	38.18 %	16.21 %	12.17 %	14.67 %	18.05 %	49
Latvia	3.52 %	24.46 %	<b>60.24 %</b>	9.25 %	<b>36.35 %</b>	6.24 %	17.84 %	30

## Intellectual Property and Youth Scoreboard 2022

Lithuania	22.52 %	21.19 %	42.85 %	16.89 %	25.24 %	0.00 %	13.10 %	17
Luxembourg	0.00 %	0.00 %	14.13 %	7.05 %	21.18 %	7.05 %	<b>64.71 %</b>	9
Malta	16.91 %	17.84 %	<b>69.96 %</b>	23.25 %	22.63 %	3.88 %	13.96 %	18
Netherlands	4.61 %	9.23 %	45.34 %	4.61 %	8.36 %	3.46 %	<b>33.18 %</b>	22
Poland	12.78 %	26.84 %	37.91 %	26.65 %	27.96 %	6.96 %	11.26 %	25
Portugal	12.19 %	21.04 %	<b>58.06 %</b>	13.35 %	<b>44.18 %</b>	6.94 %	15.49 %	22
Romania	8.90 %	24.31 %	37.70 %	15.49 %	<b>43.75 %</b>	3.07 %	12.97 %	37
Slovakia	2.39 %	14.72 %	28.85 %	6.17 %	18.57 %	9.33 %	<b>34.01 %</b>	34
Slovenia	10.91 %	13.16 %	40.92 %	9.77 %	29.56 %	4.22 %	26.45 %	21
Spain	5.03 %	20.11 %	28.41 %	21.88 %	26.05 %	3.39 %	21.69 %	40
Sweden	6.46 %	23.17 %	<b>52.57 %</b>	13.24 %	19.12 %	6.91 %	8.22 %	43

Q16 You indicated that you used illegal sources intentionally for online content (for instance {#Q16\_cat}) during the past 12 months. What was the reason for this?

	Q16_1 Because friends or other people I know do this	Q16_2 Because influencers/famous people I follow do or recommend this	Q16_3 Because the content is available quicker from illegal sources	Q16_4 Because illegal sources offer a larger choice	Q16_5 Because the search engine I use shows illegal sources on top of the list	Q16_6 Because content from illegal sources is free of charge or cheaper	Q16_7 Because I can re-use content from illegal sources on any other device	Q16_8 Because content from illegal offers is much easier to find and access	Q16_9 Because I do not know why I should not do it	Q16_10 Because I only find the content that I want using illegal sources	Q16_11 Because it is for my personal use and I do not see anything wrong in it	Q16_12 Because I can use/access the content in another country	Q16_13 Because I do not need to register	Q16_14 Other, please specify	Unweighted base
<b>TOTAL</b>	17.45 %	7.93 %	20.76 %	25.10 %	9.90 %	54.54 %	11.88 %	20.10 %	10.83 %	29.18 %	23.83 %	17.47 %	18.78 %	2.72 %	4627
Austria	16.78 %	4.89 %	22.81 %	34.24 %	8.40 %	60.01 %	9.58 %	19.64 %	8.26 %	34.45 %	21.44 %	9.91 %	17.38 %	1.07 %	176
Belgium	14.62 %	10.20 %	21.27 %	26.97 %	9.39 %	51.42 %	11.56 %	20.26 %	14.58 %	37.24 %	22.74 %	19.59 %	16.89 %	1.97 %	305
Bulgaria	17.80 %	5.51 %	20.25 %	23.12 %	10.70 %	56.21 %	18.04 %	25.15 %	18.71 %	26.94 %	30.74 %	21.66 %	19.88 %	0.93 %	172
Croatia	23.05 %	1.79 %	24.31 %	35.52 %	14.27 %	72.42 %	17.94 %	36.70 %	8.53 %	27.26 %	40.61 %	18.83 %	34.64 %	0.77 %	141
Cyprus	11.54 %	3.05 %	25.55 %	45.12 %	14.03 %	85.44 %	18.82 %	45.33 %	7.21 %	35.52 %	46.49 %	28.57 %	38.47 %	1.04 %	69
Czechia	17.19 %	0.26 %	27.11 %	31.81 %	5.03 %	72.31 %	13.80 %	19.06 %	8.02 %	40.14 %	37.58 %	14.25 %	21.82 %	2.25 %	249
Denmark	22.33 %	14.01 %	16.06 %	24.42 %	10.55 %	38.21 %	11.15 %	19.24 %	13.23 %	23.92 %	13.33 %	28.39 %	21.04 %	2.36 %	183
Estonia	13.57 %	0.00 %	28.68 %	32.13 %	5.52 %	77.29 %	8.21 %	26.69 %	4.60 %	40.63 %	23.07 %	30.66 %	23.29 %	2.26 %	144
Finland	20.68 %	10.76 %	18.27 %	23.99 %	9.76 %	42.24 %	12.63 %	13.22 %	6.96 %	32.20 %	25.81 %	11.87 %	12.22 %	1.20 %	174
France	19.34 %	6.49 %	21.47 %	26.35 %	11.24 %	55.25 %	10.57 %	20.58 %	11.45 %	34.02 %	20.48 %	16.31 %	18.23 %	3.34 %	283
Germany	19.55 %	16.50 %	17.17 %	19.53 %	15.75 %	37.05 %	14.39 %	13.48 %	13.96 %	23.42 %	22.86 %	17.65 %	20.51 %	2.82 %	111

## Intellectual Property and Youth Scoreboard 2022

Greece	17.28 %	<b>4.71 %</b>	24.02 %	27.71 %	8.91 %	<b>64.80 %</b>	<b>22.64 %</b>	<b>33.80 %</b>	10.71 %	26.24 %	<b>32.27 %</b>	19.79 %	<b>31.07 %</b>	<b>0.77 %</b>	269
Hungary	<b>11.10 %</b>	6.39 %	<b>31.73 %</b>	21.33 %	7.72 %	52.42 %	13.52 %	16.34 %	10.81 %	30.21 %	29.55 %	12.59 %	17.73 %	2.96 %	166
Ireland	23.25 %	8.14 %	14.94 %	25.78 %	8.51 %	<b>42.39 %</b>	<b>6.14 %</b>	22.61 %	11.18 %	24.89 %	20.10 %	<b>29.97 %</b>	15.43 %	0.71 %	140
Italy	<b>9.56 %</b>	6.27 %	16.21 %	24.01 %	6.69 %	54.58 %	9.97 %	17.87 %	10.19 %	29.50 %	21.09 %	14.40 %	16.99 %	2.97 %	235
Latvia	15.33 %	4.68 %	20.51 %	25.19 %	5.29 %	<b>65.03 %</b>	<b>18.53 %</b>	23.65 %	<b>5.35 %</b>	26.96 %	23.12 %	22.00 %	22.35 %	3.50 %	125

Q16 You indicated that you used illegal sources intentionally for online content (for instance {#Q16\_cat}) during the past 12 months. What was the reason for this?

	Q16_1 Because friends or other people I know do this	Q16_2 Because influencers/famous people I follow do or recommend this	Q16_3 Because the content is available quicker from illegal sources	Q16_4 Because illegal sources offer a larger choice	Q16_5 Because the search engine I use shows illegal sources on top of the list	Q16_6 Because content from illegal sources is free of charge or cheaper	Q16_7 Because I can re-use content from illegal sources on any other device	Q16_8 Because content from illegal offers is much easier to find and access	Q16_9 Because I do not know why I should not do it	Q16_10 Because I only find the content that I want using illegal sources	Q16_11 Because it is for my personal use and I don't see anything wrong in it	Q16_12 Because I can use/access the content in another country	Q16_13 Because I do not need to register	Q16_14 Other, please specify:	Unweighted base
Lithuania	14.47 %	8.20 %	<b>32.92 %</b>	31.30 %	6.62 %	59.98 %	18.29 %	27.05 %	6.77 %	30.81 %	27.82 %	21.12 %	26.30 %	3.53 %	93
Luxembourg	14.61 %	3.29 %	27.25 %	<b>39.40 %</b>	6.04 %	58.42 %	11.13 %	21.03 %	15.52 %	37.74 %	<b>33.98 %</b>	<b>27.65 %</b>	17.92 %	6.01 %	71
Malta	24.06 %	<b>2.63 %</b>	<b>36.18 %</b>	<b>40.75 %</b>	6.16 %	<b>72.71 %</b>	7.63 %	23.36 %	11.86 %	<b>55.96 %</b>	<b>35.41 %</b>	<b>27.43 %</b>	21.15 %	4.67 %	116
Netherlands	17.82 %	<b>2.91 %</b>	<b>28.93 %</b>	<b>31.30 %</b>	<b>3.22 %</b>	60.17 %	<b>5.85 %</b>	<b>12.18 %</b>	9.00 %	34.82 %	18.99 %	12.54 %	<b>13.37 %</b>	<b>6.40 %</b>	210
Poland	21.80 %	8.06 %	19.78 %	24.30 %	13.50 %	54.65 %	13.26 %	23.08 %	11.74 %	<b>20.31 %</b>	27.55 %	19.99 %	19.38 %	<b>5.50 %</b>	192
Portugal	18.69 %	7.90 %	23.82 %	28.89 %	<b>3.70 %</b>	<b>70.51 %</b>	8.21 %	22.52 %	8.53 %	25.23 %	29.91 %	17.00 %	<b>12.40 %</b>	0.74 %	166
Romania	17.48 %	10.89 %	20.92 %	20.59 %	12.59 %	48.73 %	14.50 %	21.05 %	10.67 %	<b>20.89 %</b>	26.48 %	16.11 %	17.34 %	1.96 %	145
Slovakia	17.10 %	4.86 %	<b>33.96 %</b>	30.41 %	8.29 %	<b>73.10 %</b>	9.04 %	<b>37.68 %</b>	8.43 %	31.99 %	<b>37.24 %</b>	<b>25.04 %</b>	23.59 %	4.50 %	159
Slovenia	17.11 %	4.71 %	24.26 %	23.42 %	5.58 %	<b>68.09 %</b>	11.65 %	<b>31.21 %</b>	15.04 %	33.37 %	29.12 %	17.84 %	22.06 %	3.51 %	99
Spain	17.84 %	8.80 %	20.04 %	20.62 %	9.24 %	59.77 %	13.58 %	21.63 %	8.57 %	24.83 %	26.24 %	18.36 %	18.77 %	<b>0.26 %</b>	251
Sweden	20.50 %	<b>14.01 %</b>	15.72 %	27.49 %	10.43 %	<b>38.95 %</b>	<b>7.02 %</b>	14.65 %	9.81 %	28.96 %	<b>12.83 %</b>	<b>27.29 %</b>	17.51 %	1.80 %	183

Q17 You indicated that you used illegal sources intentionally for online content (for instance {#Q16\_cat}) during the past 12 months. What would make you stop using illegal sources?

	Q17_1 Risk of punishment	Q17_2 Experience of poor quality content	Q17_3 Experience of cyber-fraud (i.e. someone accessing your smartphone/computer to steal your personal or financial information)	Q17_4 Experience of a cyberthreat (i.e. an attempt to damage or disrupt the functioning of your computer/smartphone, for example through malware/a virus)	Q17_5 Availability of affordable content from legal sources	Q17_6 A better understanding of the harm caused by my behaviour to the musicians/writers/artists/creators	Q17_7 Nothing would make me stop	Unweighted base
<b>TOTAL</b>	29.26 %	24.07 %	39.53 %	40.79 %	47.42 %	20.66 %	4.21 %	4627
Austria	<b>36.61 %</b>	20.93 %	45.11 %	<b>48.55 %</b>	51.65 %	15.34 %	2.25 %	176
Belgium	27.73 %	21.31 %	38.79 %	42.12 %	<b>36.79 %</b>	22.24 %	<b>8.49 %</b>	305
Bulgaria	27.21 %	22.38 %	37.12 %	36.96 %	41.99 %	20.14 %	6.27 %	172
Croatia	<b>40.15 %</b>	22.67 %	44.25 %	43.80 %	54.44 %	21.18 %	3.75 %	141
Cyprus	24.53 %	32.78 %	48.17 %	38.98 %	51.73 %	26.93 %	7.93 %	69
Czechia	28.56 %	22.96 %	37.93 %	39.01 %	48.55 %	<b>15.01 %</b>	<b>7.02 %</b>	249
Denmark	32.46 %	21.77 %	38.11 %	35.62 %	<b>38.55 %</b>	22.03 %	4.24 %	183
Estonia	29.34 %	22.50 %	39.78 %	40.08 %	<b>65.35 %</b>	<b>13.54 %</b>	7.07 %	144
Finland	24.65 %	19.01 %	41.35 %	38.74 %	44.06 %	23.35 %	5.01 %	174
France	33.55 %	23.39 %	39.15 %	40.10 %	45.41 %	20.21 %	3.87 %	283

Germany	28.34 %	26.38 %	42.42 %	46.85 %	<b>33.50</b> %	19.88 %	2.65 %	111
Greece	25.96 %	25.05 %	42.03 %	40.66 %	53.04 %	<b>26.07</b> %	4.02 %	269
Hungary	32.24 %	18.22 %	<b>30.94 %</b>	38.46 %	53.82 %	19.21 %	4.34 %	166
Ireland	26.16 %	<b>34.78 %</b>	40.41 %	40.64 %	50.47 %	22.62 %	1.80 %	140
Italy	25.63 %	19.90 %	38.72 %	41.51 %	<b>56.70</b> %	23.51 %	<b>1.30 %</b>	235
Latvia	29.51 %	27.90 %	37.07 %	41.16 %	40.82 %	20.05 %	<b>10.10</b> %	125
Lithuania	27.04 %	29.71 %	32.69 %	33.33 %	50.13 %	18.06 %	<b>9.08 %</b>	93
Luxembourg	32.57 %	26.17 %	45.11 %	40.46 %	53.47 %	22.35 %	<b>12.59</b> %	71
Malta	22.40 %	<b>40.04 %</b>	42.28 %	47.57 %	<b>63.26</b> %	22.57 %	3.01 %	116
Netherlands	<b>35.91 %</b>	<b>29.99 %</b>	35.87 %	37.49 %	41.44 %	19.05 %	<b>8.57 %</b>	210
Poland	33.33 %	23.55 %	40.23 %	36.96 %	52.71 %	<b>26.99</b> %	2.91 %	192
Portugal	30.09 %	26.38 %	43.41 %	45.53 %	47.26 %	16.97 %	4.05 %	166
Romania	23.51 %	<b>31.97 %</b>	<b>29.90 %</b>	33.61 %	<b>38.99</b> %	15.04 %	<b>7.85 %</b>	145
Slovakia	26.67 %	22.59 %	<b>51.22 %</b>	<b>51.95 %</b>	<b>63.24</b> %	15.79 %	3.69 %	159
Slovenia	33.19 %	<b>32.51 %</b>	42.79 %	41.99 %	43.38 %	18.60 %	6.74 %	99
Spain	<b>21.97 %</b>	25.72 %	41.15 %	40.80 %	52.28 %	17.31 %	5.66 %	251
Sweden	29.85 %	<b>17.58 %</b>	36.76 %	37.98 %	45.87 %	23.80 %	3.10 %	183

Q18 You indicated that you have not used illegal sources intentionally for online content during the past 12 months. What was the reason for this?

	Q18_1 I don't trust illegal sources	Q18_2 It is not cool to access, download or stream content from illegal sources	Q18_3 The quality of content from legal sources is better	Q18_4 I am worried about/have experienced a cyberthreat (i.e. an attempt to damage or disrupt the functioning of your computer/smartphone, for example through malware/a virus)	Q18_5 I do not want to do anything illegal	Q18_6 I have had an experience of poor quality content	Q18_7 I am worried about/have experienced cyber-fraud (i.e. someone accessing your smartphone/computer to steal your personal or financial information)	Q18_8 I don't want to hurt the artists/creators	Q18_9 Other, please specify	Unweighted base
TOTAL	43.02 %	16.56 %	25.80 %	22.56 %	44.42 %	10.05 %	22.32 %	22.44 %	2.78 %	13104
Austria	45.87 %	20.03 %	27.19 %	26.51 %	45.54 %	8.53 %	25.80 %	22.40 %	1.53 %	648
Belgium	41.18 %	15.47 %	22.80 %	24.16 %	37.91 %	9.69 %	20.94 %	16.85 %	5.91 %	510
Bulgaria	47.36 %	23.59 %	27.62 %	26.75 %	37.25 %	13.38 %	25.14 %	20.77 %	0.77 %	626
Croatia	52.03 %	10.94 %	27.89 %	30.46 %	39.10 %	13.12 %	26.72 %	17.99 %	4.25 %	282
Cyprus	56.66 %	12.17 %	42.83 %	19.55 %	42.94 %	15.87 %	30.18 %	19.29 %	0.00 %	147
Czechia	38.93 %	26.97 %	32.36 %	18.89 %	35.48 %	15.17 %	16.69 %	23.07 %	4.28 %	580
Denmark	41.56 %	18.72 %	21.80 %	26.67 %	46.62 %	9.41 %	27.48 %	19.26 %	2.65 %	619
Estonia	45.90 %	13.41 %	33.94 %	25.32 %	38.92 %	17.13 %	31.87 %	18.87 %	4.65 %	241
Finland	48.78 %	21.34 %	32.87 %	21.80 %	41.99 %	10.86 %	21.82 %	26.99 %	1.59 %	645
France	38.48 %	14.09 %	22.64 %	21.24 %	48.67 %	11.16 %	20.08 %	20.51 %	3.98 %	588
Germany	41.23 %	22.44 %	20.08 %	18.78 %	51.48 %	7.66 %	21.53 %	22.95 %	2.50 %	710

## Intellectual Property and Youth Scoreboard 2022



Greece	<b>49.57 %</b>	<b>12.66 %</b>	28.87 %	<b>27.12 %</b>	<b>39.28 %</b>	<b>14.82 %</b>	<b>28.65 %</b>	24.85 %	<b>0.85 %</b>	572
Hungary	43.71 %	<b>11.91 %</b>	<b>30.75 %</b>	24.34 %	<b>38.45 %</b>	<b>15.38 %</b>	<b>36.92 %</b>	<b>17.95 %</b>	2.01 %	659
Ireland	46.14 %	19.63 %	<b>31.45 %</b>	<b>32.50 %</b>	<b>36.70 %</b>	12.16 %	26.21 %	<b>17.11 %</b>	2.51 %	291
Italy	<b>39.22 %</b>	<b>6.81 %</b>	27.44 %	25.57 %	45.65 %	9.09 %	<b>26.53 %</b>	23.60 %	2.51 %	631
Latvia	46.07 %	16.13 %	30.99 %	21.02 %	<b>34.05 %</b>	<b>14.72 %</b>	<b>28.05 %</b>	<b>17.07 %</b>	3.56 %	235
Lithuania	38.52 %	<b>21.61 %</b>	<b>37.07 %</b>	22.52 %	39.87 %	<b>14.85 %</b>	20.78 %	18.07 %	1.60 %	287
Luxembourg	<b>52.07 %</b>	17.29 %	23.92 %	19.40 %	41.21 %	9.26 %	23.05 %	17.33 %	3.29 %	137
Malta	42.95 %	17.03 %	<b>49.33 %</b>	22.43 %	<b>30.70 %</b>	<b>26.62 %</b>	<b>30.24 %</b>	21.39 %	1.31 %	109
Netherlands	<b>49.00 %</b>	<b>11.73 %</b>	23.44 %	<b>27.19 %</b>	<b>38.51 %</b>	9.43 %	<b>16.17 %</b>	<b>15.27 %</b>	<b>7.30 %</b>	656
Poland	<b>49.13 %</b>	17.92 %	<b>32.30 %</b>	<b>15.31 %</b>	42.18 %	9.31 %	<b>15.20 %</b>	25.19 %	<b>1.08 %</b>	578
Portugal	<b>48.13 %</b>	<b>24.37 %</b>	<b>29.14 %</b>	<b>11.29 %</b>	41.81 %	10.91 %	<b>11.46 %</b>	<b>29.51 %</b>	<b>0.70 %</b>	697
Romania	<b>49.09 %</b>	15.38 %	<b>32.71 %</b>	21.34 %	43.17 %	11.94 %	<b>18.15 %</b>	<b>19.13 %</b>	<b>1.01 %</b>	620
Slovakia	<b>52.10 %</b>	<b>9.60 %</b>	27.93 %	23.52 %	42.44 %	<b>16.30 %</b>	<b>17.83 %</b>	21.15 %	<b>1.24 %</b>	637
Slovenia	<b>48.73 %</b>	19.90 %	29.73 %	<b>30.27 %</b>	<b>26.24 %</b>	12.79 %	<b>29.88 %</b>	18.59 %	3.52 %	310
Spain	40.80 %	19.20 %	26.57 %	<b>31.37 %</b>	<b>37.57 %</b>	8.61 %	<b>28.80 %</b>	<b>29.59 %</b>	2.46 %	531
Sweden	<b>47.81 %</b>	14.81 %	27.01 %	23.07 %	<b>38.28 %</b>	9.62 %	<b>26.70 %</b>	<b>18.46 %</b>	3.68 %	558

Q19 You indicated that you don't know whether you have used, played, downloaded or streamed content from illegal sources during the past 12 months. What was the reason for this?

	Q19_1 Because I am not able to tell the difference between legal and illegal sources	Q19_2 Because I don't care whether the source of the content is legal or illegal	Q19_3 Other, please specify:	Unweighted base
<b>TOTAL</b>	69.18 %	26.08 %	9.10 %	1631
Austria	77.10 %	<b>16.51 %</b>	9.82 %	89
Belgium	78.33 %	19.87 %	6.52 %	60
Bulgaria	60.44 %	<b>38.16 %</b>	4.83 %	84
Croatia	59.57 %	28.55 %	11.88 %	33
Cyprus	<b>33.21 %</b>	<b>62.45 %</b>	4.34 %	16
Czechia	76.63 %	<b>17.76 %</b>	10.26 %	114
Denmark	66.32 %	23.94 %	<b>17.25 %</b>	55
Estonia	57.90 %	28.42 %	<b>18.62 %</b>	60
Finland	60.02 %	25.77 %	14.22 %	55
France	63.44 %	31.83 %	8.73 %	61
Germany	70.02 %	32.70 %	3.92 %	63
Greece	64.51 %	26.91 %	8.58 %	37
Hungary	70.69 %	35.07 %	<b>0.00 %</b>	77
Ireland	65.04 %	36.59 %	7.39 %	24
Italy	62.22 %	27.86 %	12.76 %	33
Latvia	62.96 %	<b>40.89 %</b>	7.54 %	39
Lithuania	<b>53.65 %</b>	35.10 %	11.25 %	34
Luxembourg	82.66 %	7.78 %	9.56 %	16
Malta	63.34 %	28.37 %	8.29 %	13
Netherlands	68.13 %	21.34 %	<b>18.53 %</b>	69
Poland	74.56 %	22.03 %	7.67 %	91
Portugal	62.12 %	20.73 %	<b>20.85 %</b>	82
Romania	68.04 %	25.22 %	9.84 %	119
Slovakia	64.78 %	23.96 %	13.94 %	93
Slovenia	72.18 %	30.65 %	4.15 %	42

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Spain	77.55 %	<b>15.76 %</b>	8.61 %	73
Sweden	68.96 %	22.07 %	13.98 %	99

Q21 What makes you think that a source that offers digital content online is legal? Please tick all that apply.

	Q21_1 Contact details of the company/seller (physical address and phone number) are available	Q21_2 Payment methods with logos are displayed	Q21_3 Advertisements of major brands are present	Q21_4 People I know use this source	Q21_5 The source is shown high in the search results	Q21_6 Prices are indicated on the site	Q21_7 No bad reviews of the source can be found	Q21_8 Other, please specify	Unweighted base
<b>TOTAL</b>	<b>43.88 %</b>	<b>26.90 %</b>	<b>22.46 %</b>	<b>34.95 %</b>	<b>30.17 %</b>	<b>23.49 %</b>	<b>26.73 %</b>	<b>3.98 %</b>	<b>22021</b>
Austria	<b>48.24 %</b>	<b>22.06 %</b>	21.01 %	<b>38.77 %</b>	<b>24.26 %</b>	<b>20.88 %</b>	26.54 %	4.94 %	1013
Belgium	<b>33.30 %</b>	<b>23.82 %</b>	22.47 %	37.46 %	31.08 %	23.97 %	28.70 %	4.50 %	1008
Bulgaria	<b>47.30 %</b>	<b>24.15 %</b>	<b>19.31 %</b>	<b>46.49 %</b>	30.60 %	<b>28.93 %</b>	28.18 %	<b>0.94 %</b>	1013
Croatia	<b>54.41 %</b>	29.73 %	<b>27.21 %</b>	<b>44.15 %</b>	<b>40.20 %</b>	<b>27.99 %</b>	<b>36.63 %</b>	<b>1.09 %</b>	507
Cyprus	<b>55.79 %</b>	<b>41.26 %</b>	21.97 %	39.93 %	<b>36.50 %</b>	<b>17.20 %</b>	31.28 %	2.43 %	259
Czechia	<b>53.35 %</b>	25.03 %	<b>15.41 %</b>	33.04 %	<b>26.87 %</b>	25.96 %	<b>34.11 %</b>	<b>5.31 %</b>	1012
Denmark	<b>34.52 %</b>	25.78 %	20.60 %	<b>39.36 %</b>	<b>27.26 %</b>	22.81 %	29.05 %	4.28 %	1008
Estonia	<b>57.92 %</b>	<b>38.59 %</b>	19.74 %	<b>43.15 %</b>	<b>44.13 %</b>	<b>34.14 %</b>	<b>30.87 %</b>	4.99 %	501
Finland	<b>47.50 %</b>	<b>44.17 %</b>	23.03 %	<b>40.03 %</b>	<b>36.42 %</b>	<b>36.05 %</b>	28.06 %	<b>2.76 %</b>	1014
France	<b>35.89 %</b>	<b>29.60 %</b>	<b>17.63 %</b>	33.76 %	28.28 %	25.59 %	<b>21.49 %</b>	<b>5.26 %</b>	1014
Germany	41.21 %	<b>22.07 %</b>	22.62 %	<b>31.78 %</b>	<b>24.81 %</b>	<b>20.46 %</b>	28.74 %	4.39 %	1012
Greece	<b>59.09 %</b>	<b>38.04 %</b>	23.43 %	35.69 %	<b>37.42 %</b>	24.02 %	<b>32.46 %</b>	<b>2.05 %</b>	1016
Hungary	<b>50.97 %</b>	<b>36.43 %</b>	20.95 %	<b>30.49 %</b>	<b>24.17 %</b>	<b>28.36 %</b>	<b>30.16 %</b>	<b>1.87 %</b>	1008
Ireland	<b>36.21 %</b>	<b>32.42 %</b>	<b>29.80 %</b>	<b>41.37 %</b>	<b>35.93 %</b>	21.74 %	27.18 %	2.84 %	509
Italy	<b>50.54 %</b>	<b>30.84 %</b>	22.99 %	<b>26.64 %</b>	31.98 %	21.26 %	25.14 %	3.12 %	1022
Latvia	42.75 %	24.81 %	24.26 %	<b>40.23 %</b>	27.45 %	<b>29.30 %</b>	<b>33.25 %</b>	3.18 %	504
Lithuania	<b>49.37 %</b>	<b>32.09 %</b>	<b>30.78 %</b>	<b>30.51 %</b>	<b>20.81 %</b>	<b>27.80 %</b>	29.61 %	3.15 %	508
Luxembourg	41.12 %	26.23 %	19.77 %	36.93 %	30.54 %	24.64 %	28.82 %	5.21 %	251
Malta	42.35 %	<b>32.32 %</b>	<b>28.55 %</b>	<b>42.37 %</b>	<b>40.87 %</b>	<b>37.09 %</b>	31.72 %	<b>6.65 %</b>	255
Netherlands	<b>34.82 %</b>	26.40 %	<b>16.80 %</b>	<b>43.24 %</b>	32.79 %	<b>19.20 %</b>	<b>31.58 %</b>	<b>8.70 %</b>	1012
Poland	44.09 %	<b>22.35 %</b>	<b>28.43 %</b>	36.38 %	<b>36.23 %</b>	24.40 %	27.01 %	3.29 %	1007

Portugal	<b>50.55 %</b>	<b>19.27 %</b>	<b>26.51 %</b>	<b>41.89 %</b>	30.38 %	23.67 %	26.73 %	2.97 %	1018
Romania	<b>56.25 %</b>	<b>20.79 %</b>	<b>25.84 %</b>	<b>39.96 %</b>	32.02 %	<b>29.10 %</b>	24.54 %	<b>1.75 %</b>	1016
Slovakia	<b>58.46 %</b>	28.10 %	<b>19.95 %</b>	<b>42.00 %</b>	<b>33.81 %</b>	25.07 %	<b>23.21 %</b>	2.92 %	1009
Slovenia	<b>53.06 %</b>	26.21 %	25.12 %	<b>44.47 %</b>	<b>37.10 %</b>	<b>33.58 %</b>	<b>22.03 %</b>	<b>1.84 %</b>	501
Spain	44.49 %	27.46 %	24.65 %	37.49 %	32.77 %	21.95 %	27.12 %	3.02 %	1013
Sweden	<b>40.16 %</b>	<b>30.04 %</b>	<b>27.00 %</b>	36.42 %	28.21 %	23.12 %	<b>23.97 %</b>	4.73 %	1011

Q22 Which 2 or 3 of the following, if any, would be most likely to make you think twice before using, playing, downloading or streaming content from an illegal source?

	Q22_1 Money goes to organised crime	Q22_2 Your credit card details could be stolen	Q22_3 Legal sources and creators can be hurt	Q22_4 Fakes and piracy are not cool	Q22_5 Illegal offers of content can cost jobs	Q22_6 You can risk punishment	Q22_7 You risk your computer or device becoming infected by viruses, or malware	Q22_8 Don't know	Unweighted base
<b>TOTAL</b>	23.88 %	48.78 %	25.93 %	22.43 %	18.51 %	35.56 %	53.43 %	7.49 %	22021
Austria	25.12 %	48.79 %	23.55 %	20.42 %	<b>15.54 %</b>	<b>44.37 %</b>	<b>58.04 %</b>	6.53 %	1013
Belgium	22.83 %	<b>44.85 %</b>	23.88 %	23.14 %	19.78 %	37.15 %	51.51 %	8.69 %	1008
Bulgaria	<b>19.63 %</b>	<b>55.47 %</b>	27.92 %	<b>28.55 %</b>	17.87 %	<b>23.92 %</b>	<b>58.61 %</b>	6.63 %	1013
Croatia	<b>15.06 %</b>	<b>72.09 %</b>	<b>16.22 %</b>	<b>15.19 %</b>	<b>14.93 %</b>	<b>46.24 %</b>	<b>68.33 %</b>	<b>1.85 %</b>	507
Cyprus	26.50 %	<b>74.51 %</b>	20.74 %	<b>10.51 %</b>	14.51 %	<b>21.07 %</b>	<b>66.34 %</b>	5.84 %	259
Czechia	<b>17.44 %</b>	<b>56.52 %</b>	24.07 %	<b>27.29 %</b>	<b>9.14 %</b>	36.76 %	<b>60.60 %</b>	8.14 %	1012
Denmark	21.75 %	48.59 %	24.61 %	<b>27.34 %</b>	17.13 %	<b>41.60 %</b>	<b>49.94 %</b>	6.77 %	1008
Estonia	<b>19.36 %</b>	<b>59.22 %</b>	<b>19.40 %</b>	19.16 %	<b>12.97 %</b>	<b>30.61 %</b>	<b>67.64 %</b>	7.16 %	501
Finland	<b>30.26 %</b>	<b>53.11 %</b>	25.93 %	20.13 %	16.71 %	<b>30.86 %</b>	<b>57.05 %</b>	6.14 %	1014
France	<b>19.97 %</b>	49.51 %	<b>21.94 %</b>	22.72 %	<b>15.01 %</b>	<b>41.01 %</b>	52.53 %	8.47 %	1014
Germany	25.40 %	<b>35.25 %</b>	28.29 %	24.39 %	20.59 %	<b>44.04 %</b>	<b>46.09 %</b>	<b>10.20 %</b>	1012
Greece	<b>27.60 %</b>	<b>59.08 %</b>	27.71 %	<b>17.75 %</b>	<b>22.25 %</b>	<b>24.40 %</b>	<b>59.71 %</b>	<b>3.67 %</b>	1016

## Intellectual Property and Youth Scoreboard 2022



Hungary	22.90 %	<b>59.33 %</b>	<b>22.17 %</b>	20.43 %	<b>11.28 %</b>	36.19 %	<b>57.04 %</b>	7.46 %	1008
Ireland	25.73 %	<b>61.67 %</b>	<b>21.13 %</b>	22.26 %	15.88 %	33.86 %	<b>61.90 %</b>	<b>2.96 %</b>	509
Italy	<b>30.14 %</b>	<b>53.00 %</b>	28.25 %	<b>14.09 %</b>	<b>24.14 %</b>	<b>23.79 %</b>	52.82 %	<b>5.80 %</b>	1022
Latvia	23.47 %	49.79 %	26.12 %	25.24 %	18.53 %	<b>29.19 %</b>	56.64 %	7.90 %	504
Lithuania	25.57 %	50.41 %	26.96 %	<b>29.55 %</b>	19.46 %	<b>30.83 %</b>	51.29 %	6.30 %	508
Luxembourg	23.30 %	52.06 %	23.27 %	17.64 %	17.27 %	35.70 %	57.93 %	8.44 %	251
Malta	20.86 %	<b>63.46 %</b>	25.60 %	17.59 %	16.12 %	<b>23.27 %</b>	<b>70.81 %</b>	4.61 %	255
Netherlands	21.43 %	<b>41.41 %</b>	25.05 %	<b>15.10 %</b>	<b>13.10 %</b>	<b>41.37 %</b>	<b>61.55 %</b>	<b>10.34 %</b>	1012
Poland	22.76 %	47.58 %	26.66 %	<b>31.00 %</b>	<b>15.76 %</b>	38.30 %	52.07 %	7.50 %	1007
Portugal	<b>19.61 %</b>	<b>58.74 %</b>	<b>30.75 %</b>	<b>27.74 %</b>	20.00 %	<b>28.16 %</b>	<b>56.86 %</b>	<b>4.37 %</b>	1018
Romania	<b>15.20 %</b>	<b>63.15 %</b>	26.66 %	<b>19.49 %</b>	<b>16.01 %</b>	<b>29.96 %</b>	<b>61.89 %</b>	<b>5.21 %</b>	1016
Slovakia	25.49 %	<b>58.07 %</b>	24.36 %	<b>15.18 %</b>	<b>13.14 %</b>	36.29 %	<b>56.57 %</b>	8.91 %	1009
Slovenia	21.83 %	<b>58.99 %</b>	22.71 %	22.17 %	17.27 %	<b>29.47 %</b>	<b>62.72 %</b>	<b>4.30 %</b>	501
Spain	26.24 %	49.60 %	27.58 %	<b>25.75 %</b>	<b>24.15 %</b>	<b>27.85 %</b>	54.15 %	<b>5.53 %</b>	1013
Sweden	<b>30.62 %</b>	47.97 %	26.53 %	24.13 %	18.24 %	<b>30.81 %</b>	<b>48.79 %</b>	8.12 %	1011

## ISCED Completed education

	No education completed (ISCED 0)	1 Primary education (ISCED 1)	2 Lower secondary education (ISCED 2)	3 Upper secondary education (ISCED 3)	4 Post-secondary including pre-vocational or vocational education but not tertiary (ISCED 4)	5 Tertiary education – first level (ISCED 5)	6 Tertiary education – advanced level (ISCED 6)	Unweighted base
<b>TOTAL</b>	0.27 %	4.25 %	21.24 %	42.78 %	8.07 %	22.14 %	1.26 %	22021
Austria	0.00 %	11.57 %	8.98 %	35.58 %	34.31 %	9.00 %	0.57 %	1013
Belgium	0.92 %	5.14 %	26.31 %	38.49 %	0.00 %	28.31 %	0.83 %	1008
Bulgaria	0.00 %	1.21 %	20.02 %	53.42 %	7.10 %	17.77 %	0.48 %	1013
Croatia	0.40 %	11.88 %	5.80 %	41.83 %	23.99 %	15.81 %	0.30 %	507
Cyprus	0.00 %	0.28 %	3.62 %	52.69 %	0.00 %	43.42 %	0.00 %	259
Czechia	0.90 %	3.52 %	34.09 %	50.64 %	3.02 %	7.69 %	0.14 %	1012
Denmark	0.57 %	0.70 %	35.01 %	41.73 %	5.84 %	14.99 %	1.16 %	1008
Estonia	0.00 %	14.13 %	34.64 %	31.46 %	8.07 %	11.25 %	0.46 %	501
Finland	0.00 %	0.85 %	30.73 %	47.89 %	2.94 %	16.31 %	1.27 %	1014
France	0.00 %	2.31 %	16.74 %	39.85 %	0.00 %	40.61 %	0.49 %	1014
Germany	0.00 %	8.45 %	32.99 %	34.15 %	11.81 %	11.78 %	0.81 %	1012
Greece	0.00 %	1.08 %	19.42 %	46.51 %	0.00 %	32.30 %	0.68 %	1016
Hungary	0.00 %	1.32 %	32.32 %	37.22 %	12.58 %	16.04 %	0.53 %	1008
Ireland	0.16 %	5.72 %	26.50 %	32.29 %	9.40 %	24.93 %	1.01 %	509

## Intellectual Property and Youth Scoreboard 2022



Italy	0.00 %	<b>0.41 %</b>	22.85 %	<b>55.43 %</b>	<b>0.00 %</b>	20.91 %	<b>0.40 %</b>	1022
Latvia	0.00 %	<b>0.00 %</b>	<b>28.54 %</b>	<b>37.52 %</b>	<b>15.92 %</b>	<b>17.11 %</b>	0.91 %	504
Lithuania	<b>1.03 %</b>	<b>2.20 %</b>	<b>28.45 %</b>	40.98 %	<b>3.78 %</b>	21.85 %	1.71 %	508
Luxembourg	<b>6.47 %</b>	4.58 %	<b>37.05 %</b>	40.29 %	<b>0.48 %</b>	<b>10.85 %</b>	0.28 %	251
Malta	0.69 %	<b>1.55 %</b>	16.56 %	<b>26.98 %</b>	<b>0.00 %</b>	<b>54.22 %</b>	0.00 %	255
Netherlands	<b>0.61 %</b>	<b>1.81 %</b>	19.30 %	<b>48.98 %</b>	<b>3.98 %</b>	<b>25.11 %</b>	<b>0.22 %</b>	1012
Poland	0.46 %	<b>11.08 %</b>	<b>9.86 %</b>	<b>52.77 %</b>	8.51 %	<b>16.70 %</b>	0.62 %	1007
Portugal	0.16 %	<b>2.29 %</b>	19.98 %	<b>54.35 %</b>	<b>0.00 %</b>	<b>17.78 %</b>	<b>5.43 %</b>	1018
Romania	<b>0.93 %</b>	<b>2.99 %</b>	<b>6.46 %</b>	<b>54.59 %</b>	<b>13.84 %</b>	20.41 %	0.79 %	1016
Slovakia	0.00 %	3.07 %	<b>26.16 %</b>	<b>54.37 %</b>	<b>1.20 %</b>	<b>14.74 %</b>	<b>0.45 %</b>	1009
Slovenia	0.00 %	3.01 %	<b>27.81 %</b>	45.24 %	<b>0.00 %</b>	23.80 %	<b>0.14 %</b>	501
Spain	0.47 %	<b>2.09 %</b>	<b>12.56 %</b>	<b>27.64 %</b>	<b>27.41 %</b>	23.95 %	<b>5.87 %</b>	1013
Sweden	<b>1.51 %</b>	3.23 %	<b>29.79 %</b>	<b>49.48 %</b>	<b>0.00 %</b>	<b>14.68 %</b>	1.29 %	1011

## Q29a Do you have an income?

	Q29a_1 Yes, I have a part- time or full- time job	Q29a_2 Yes, I have income from another source	Q29a_3 No, I do not have an income	Unweighted base
<b>TOTAL</b>	<b>40.23 %</b>	<b>15.79 %</b>	<b>45.49 %</b>	<b>22021</b>
Austria	<b>50.43 %</b>	14.46 %	<b>36.34 %</b>	1013
Belgium	<b>34.72 %</b>	<b>19.21 %</b>	47.90 %	1008
Bulgaria	38.09 %	<b>20.84 %</b>	42.94 %	1013
Croatia	<b>29.56 %</b>	<b>25.39 %</b>	48.25 %	507
Cyprus	40.97 %	13.07 %	48.84 %	259
Czechia	<b>31.60 %</b>	<b>23.76 %</b>	46.21 %	1012
Denmark	<b>55.52 %</b>	<b>27.29 %</b>	<b>20.74 %</b>	1008
Estonia	41.31 %	<b>20.66 %</b>	42.19 %	501
Finland	42.71 %	<b>27.14 %</b>	<b>33.12 %</b>	1014
France	38.34 %	<b>12.75 %</b>	<b>50.38 %</b>	1014
Germany	<b>49.34 %</b>	14.49 %	<b>37.73 %</b>	1012
Greece	<b>31.65 %</b>	16.62 %	<b>52.93 %</b>	1016
Hungary	37.93 %	<b>22.26 %</b>	<b>42.09 %</b>	1008
Ireland	<b>53.87 %</b>	<b>10.76 %</b>	<b>37.13 %</b>	509
Italy	<b>29.79 %</b>	<b>9.09 %</b>	<b>61.71 %</b>	1022
Latvia	41.51 %	<b>28.53 %</b>	<b>33.14 %</b>	504
Lithuania	40.02 %	<b>28.37 %</b>	<b>33.44 %</b>	508
Luxembourg	<b>30.57 %</b>	13.40 %	<b>57.27 %</b>	251
Malta	<b>53.85 %</b>	<b>20.41 %</b>	<b>28.12 %</b>	255
Netherlands	<b>61.42 %</b>	15.69 %	<b>25.15 %</b>	1012
Poland	42.60 %	16.24 %	42.79 %	1007
Portugal	<b>32.54 %</b>	<b>11.41 %</b>	<b>56.83 %</b>	1018
Romania	<b>36.44 %</b>	<b>23.47 %</b>	<b>41.03 %</b>	1016
Slovakia	<b>32.78 %</b>	<b>18.80 %</b>	<b>50.69 %</b>	1009
Slovenia	<b>28.89 %</b>	<b>30.08 %</b>	42.82 %	501
Spain	<b>32.87 %</b>	15.79 %	<b>52.49 %</b>	1013
Sweden	42.69 %	<b>27.56 %</b>	<b>32.47 %</b>	1011

	Gender		Unweighted base
	1 Male	2 Female	
TOTAL	51.55 %	48.45 %	22021
Austria	<b>51.46 %</b>	<b>48.54 %</b>	1013
Belgium	51.15 %	48.85 %	1008
Bulgaria	51.48 %	48.52 %	1013
Croatia	<b>51.74 %</b>	<b>48.26 %</b>	507
Cyprus	48.73 %	51.27 %	259
Czechia	<b>51.43 %</b>	<b>48.57 %</b>	1012
Denmark	51.10 %	<b>48.90 %</b>	1008
Estonia	<b>51.26 %</b>	<b>48.74 %</b>	501
Finland	51.41 %	<b>48.59 %</b>	1014
France	51.04 %	48.96 %	1014
Germany	<b>52.12 %</b>	47.88 %	1012
Greece	<b>52.33 %</b>	<b>47.67 %</b>	1016
Hungary	51.52 %	48.48 %	1008
Ireland	50.81 %	49.19 %	509
Italy	52.08 %	47.92 %	1022
Latvia	51.68 %	48.32 %	504
Lithuania	51.60 %	<b>48.40 %</b>	508
Luxembourg	51.44 %	48.56 %	251
Malta	53.16 %	<b>46.84 %</b>	255
Netherlands	<b>50.93 %</b>	<b>49.07 %</b>	1012
Poland	<b>51.16 %</b>	48.84 %	1007
Portugal	<b>50.87 %</b>	49.13 %	1018
Romania	51.48 %	<b>48.52 %</b>	1016
Slovakia	<b>51.30 %</b>	<b>48.70 %</b>	1009
Slovenia	52.64 %	47.36 %	501
Spain	<b>51.44 %</b>	<b>48.56 %</b>	1013
Sweden	52.45 %	<b>47.55 %</b>	1011

	Age_groups			Unweighted base
	1 15-17	2 18-21	3 22-24	
<b>TOTAL</b>	29.09 %	40.07 %	30.84 %	22021
Austria	<b>27.16 %</b>	<b>38.91 %</b>	<b>33.93 %</b>	1013
Belgium	28.89 %	39.79 %	31.32 %	1008
Bulgaria	30.49 %	40.43 %	29.07 %	1013
Croatia	<b>26.51 %</b>	<b>39.75 %</b>	<b>33.74 %</b>	507
Cyprus	24.92 %	39.42 %	35.66 %	259
Czechia	<b>30.10 %</b>	<b>39.15 %</b>	<b>30.75 %</b>	1012
Denmark	28.00 %	<b>39.48 %</b>	32.52 %	1008
Estonia	<b>30.44 %</b>	<b>38.52 %</b>	<b>31.04 %</b>	501
Finland	29.15 %	<b>39.18 %</b>	31.67 %	1014
France	31.48 %	40.55 %	27.97 %	1014
Germany	<b>26.75 %</b>	40.21 %	<b>33.03 %</b>	1012
Greece	<b>29.47 %</b>	<b>40.26 %</b>	<b>30.27 %</b>	1016
Hungary	27.97 %	38.96 %	33.07 %	1008
Ireland	31.09 %	40.43 %	28.48 %	509
Italy	29.27 %	40.26 %	30.47 %	1022
Latvia	31.28 %	39.41 %	29.32 %	504
Lithuania	26.67 %	<b>40.32 %</b>	33.01 %	508
Luxembourg	27.08 %	39.13 %	33.79 %	251
Malta	23.29 %	<b>37.51 %</b>	39.21 %	255
Netherlands	<b>28.51 %</b>	<b>41.15 %</b>	<b>30.34 %</b>	1012
Poland	<b>27.62 %</b>	39.36 %	<b>33.02 %</b>	1007
Portugal	<b>29.21 %</b>	41.15 %	<b>29.64 %</b>	1018
Romania	30.25 %	<b>40.50 %</b>	29.25 %	1016
Slovakia	<b>28.15 %</b>	<b>39.50 %</b>	<b>32.35 %</b>	1009
Slovenia	28.25 %	39.42 %	32.33 %	501
Spain	<b>30.48 %</b>	<b>39.72 %</b>	<b>29.80 %</b>	1013
Sweden	29.89 %	<b>39.16 %</b>	30.95 %	1011

## INTELLECTUAL PROPERTY AND YOUTH SCOREBOARD 2022



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