

# DCA PIRACY POLLING, 2,216 RESPONDENTS, 7/28/2021-7/29/2021

## HIGHLIGHTS

- 26% report visiting a pirate website or app
- Report malware issue – based on whether visit websites/apps or not

	Reported malware
Don't view pirated content:	12%
View pirated content (both websites/apps):	31%

- For those who said they viewed pirated content and reported malware issue, where typically viewed pirated content

Typically visit pirate websites:	22%
Typically visit pirate apps:	53%

- Impact of Ads on Piracy websites and apps

Clicked on ads	16%
Made website/app seem more credible	33%
Surprised to see ads for Fortune 500 companies	23%
Didn't have impact	40%

- Reputational view learning Amazon, FB and Google have ads on pirate websites/apps

	Viewed Pirate content	Didn't view Pirate content
Makes me think much/somewhat less of them	41%	40%
Doesn't affect my view	39%	32%
Makes think much/somewhat more of them	11%	4%

## Not necessarily for report but interesting

- For those who view piracy, how are they most apt to do so

Typically use pirate websites	34%
Typically use pirate apps	20%
Typically use websites and apps equally	31%

- **How piracy use affects viewing habits**

What ways have you watched movies, TV shows, and live events during the lockdown?  
(Check as many as apply)

	Visit pirate websites/apps	Don't visit pirate websites/apps
Live television	38%	59%
Streaming sites	78%	82%
Pre-recorded content	18%	28%

- **Likelihood of visiting pirate websites/apps by age**

18-29:	46%
30-60:	23%
60-plus:	6%

- **Where a person works as factor in whether viewed pirated content**

	<u>Yes</u>	<u>No</u>
Corporation:	36%	30%
Small business owner:	13%	13%
Small business employee:	26%	12%
Non-profit:	14%	8%
Student:	17%	7%
Retired:	18%	5%

Note: Could check as many as apply