

**YouGov / The 10 Group**

**Digital Legacy**

Sample Size: 2185 GB Adults

Fieldwork: 12th - 13th February 2015

Total	Gender		Age					Social Grade	
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

For the following questions, by 'a will', we mean the legal document that communicates a person's final wishes concerning the distribution of his or her estate after death.

Do you currently have a will?

Unweighted base	2185	1071	1114	243	250	390	497	805	1216	969
Base: All GB Adults	2185	1049	1136	262	328	413	417	765	1202	983
Yes, I do	36%	34%	38%	4%	8%	19%	38%	67%	42%	29%
No, I don't	64%	66%	62%	96%	92%	81%	62%	33%	58%	71%

For the following question, please do not include any conversations you may have had with your lawyer in your answer.

Which, if any, of the following people have you ever discussed the contents of your will with? (Please select all that apply. If you have never discussed the contents of your will with anyone, please select the 'Not applicable' option)

Unweighted base	858	411	447	6	18	79	191	564	572	286
Base: All GB Adults who currently have a will	786	357	429	9	26	78	158	515	505	281
My spouse/ partner	72%	75%	69%	62%	64%	76%	66%	73%	74%	68%
My child(ren)	40%	35%	43%	22%	19%	9%	31%	49%	37%	45%
My friend(s)	15%	10%	18%	-	23%	13%	16%	14%	17%	10%
My sibling(s)	14%	10%	17%	-	11%	27%	17%	12%	15%	12%
My parent(s)	16%	13%	19%	33%	59%	39%	30%	6%	17%	14%
Other family member(s)	10%	13%	7%	22%	13%	9%	10%	10%	8%	13%
Other	3%	3%	2%	-	-	2%	6%	2%	3%	3%
Don't know/ can't recall	0%	1%	-	-	6%	-	1%	-	0%	1%
Not applicable - I have never discussed the contents of my will with anyone	8%	9%	7%	27%	3%	3%	8%	8%	8%	7%

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Sample Size: 2185 GB Adults

Fieldwork: 12th - 13th February 2015

Region								Government Region											
North	Midlands	East	London	South	England	Wales	Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	England	Wales	Scotland

For the following questions, by 'a will', we mean the legal document that communicates a person's final wishes concerning the distribution of his or her estate after death.

Do you currently have a will?

	North	Midlands	East	London	South	England	Wales	Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	England	Wales	Scotland
<b>Unweighted base</b>	514	302	203	267	482	1768	141	276	98	234	182	158	144	203	267	273	209	1768	141	276
<b>Base: All GB Adults</b>	538	358	210	280	500	1886	109	190	109	242	186	188	171	210	280	308	193	1886	109	190
Yes, I do	33%	32%	49%	30%	39%	36%	34%	37%	29%	35%	33%	34%	31%	49%	30%	40%	39%	36%	34%	37%
No, I don't	67%	68%	51%	70%	61%	64%	66%	63%	71%	65%	67%	66%	70%	51%	70%	60%	61%	64%	66%	63%

For the following question, please do not include any conversations you may have had with your lawyer in your answer.

Which, if any, of the following people have you ever discussed the contents of your will with? (Please select all that apply. If you have never discussed the contents of your will with anyone, please select the 'Not applicable' option)

	North	Midlands	East	London	South	England	Wales	Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	England	Wales	Scotland
<b>Unweighted base</b>	187	116	102	93	201	699	48	111	35	85	67	58	58	102	93	114	87	699	48	111
<b>Base: All GB Adults who currently have a will</b>	179	116	103	84	196	679	37	71	32	85	62	64	52	103	84	122	75	679	37	71
My spouse/ partner	71%	73%	77%	71%	72%	73%	65%	66%	71%	67%	77%	75%	71%	77%	71%	74%	69%	73%	65%	66%
My child(ren)	43%	40%	45%	32%	39%	40%	31%	42%	35%	43%	46%	42%	37%	45%	32%	38%	40%	40%	31%	42%
My friend(s)	17%	13%	13%	13%	15%	15%	14%	15%	16%	12%	24%	9%	18%	13%	13%	16%	14%	15%	14%	15%
My sibling(s)	15%	18%	11%	12%	11%	14%	17%	17%	19%	16%	13%	19%	18%	11%	12%	13%	8%	14%	17%	17%
My parent(s)	17%	12%	14%	21%	18%	17%	11%	15%	24%	13%	19%	7%	18%	14%	21%	22%	11%	17%	11%	15%
Other family member(s)	11%	7%	10%	11%	10%	10%	7%	13%	10%	11%	12%	10%	4%	10%	11%	10%	10%	10%	7%	13%
Other	5%	4%	1%	2%	3%	3%	-	1%	7%	5%	2%	1%	8%	1%	2%	3%	2%	3%	-	1%
Don't know/ can't recall	-	0%	-	2%	0%	0%	-	-	-	-	-	-	1%	-	2%	-	1%	0%	-	-
Not applicable - I have never discussed the contents of my will with anyone	8%	5%	6%	11%	9%	8%	10%	5%	6%	11%	4%	6%	3%	6%	11%	8%	10%	8%	10%	5%

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Sample Size: 2185 GB Adults

Fieldwork: 12th - 13th February 2015

Working status							Marital Status					Children in Household					
Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

For the following questions, by 'a will', we mean the legal document that communicates a person's final wishes concerning the distribution of his or her estate after death.

Do you currently have a will?

Unweighted base	1050	262	1312	122	495	82	174	1103	260	164	67	590	1591	255	225	73	553	41
Base: All GB Adults	1063	263	1326	120	472	94	173	1084	271	161	61	606	1562	271	225	82	578	45
Yes, I do	25%	40%	28%	6%	72%	18%	29%	49%	19%	47%	68%	15%	40%	25%	28%	22%	26%	17%
No, I don't	75%	60%	72%	94%	28%	82%	71%	51%	81%	53%	32%	85%	60%	75%	72%	78%	74%	83%

For the following question, please do not include any conversations you may have had with your lawyer in your answer.

Which, if any, of the following people have you ever discussed the contents of your will with? (Please select all that apply. If you have never discussed the contents of your will with anyone, please select the 'Not applicable' option)

Unweighted base	295	118	413	6	365	21	53	565	57	83	47	106	696	68	66	18	152	10
Base: All GB Adults who currently have a will	267	106	373	8	339	16	51	529	51	75	42	90	629	69	63	18	149	8
My spouse/ partner	74%	71%	73%	23%	73%	58%	67%	91%	93%	26%	21%	10%	70%	78%	77%	87%	79%	79%
My child(ren)	27%	31%	28%	54%	51%	32%	51%	42%	20%	56%	59%	14%	42%	31%	26%	18%	27%	61%
My friend(s)	18%	13%	17%	7%	12%	20%	17%	10%	8%	27%	18%	33%	14%	11%	22%	7%	15%	14%
My sibling(s)	16%	16%	16%	-	10%	16%	21%	11%	15%	16%	23%	26%	14%	20%	13%	7%	16%	4%
My parent(s)	24%	29%	25%	3%	3%	30%	36%	14%	14%	19%	10%	28%	13%	33%	24%	32%	29%	18%
Other family member(s)	10%	11%	10%	7%	10%	16%	8%	10%	5%	2%	8%	19%	9%	6%	23%	11%	14%	4%
Other	4%	1%	3%	-	2%	8%	2%	2%	-	3%	8%	4%	3%	2%	1%	-	1%	-
Don't know/ can't recall	0%	-	0%	-	-	9%	-	0%	-	-	-	-	-	1%	1%	8%	2%	-
Not applicable - I have never discussed the contents of my will with anyone	5%	6%	5%	30%	9%	9%	10%	3%	5%	17%	15%	22%	9%	6%	-	6%	4%	-

Sample Size: 2185 GB Adults  
Fieldwork: 12th - 13th February 2015

Total	Gender		Age					Social Grade	
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

Which, if any, of the following do you currently have an online account with? (Please select all that apply)

	Unweighted base	2185	1071	1114	243	250	390	497	805	1216	969
<b>Base: All GB Adults Online</b>		2185	1049	1136	262	328	413	417	765	1202	983
Facebook		71%	70%	73%	87%	82%	78%	70%	59%	71%	72%
Twitter		37%	41%	34%	56%	45%	49%	37%	21%	38%	36%
PayPal		65%	67%	64%	67%	66%	69%	69%	61%	67%	64%
Bitcoin		1%	2%	0%	4%	2%	1%	0%	0%	1%	1%
Avios (previously Airmiles)		6%	8%	4%	3%	6%	5%	7%	7%	8%	3%
Skype		36%	39%	32%	61%	37%	37%	28%	30%	39%	32%
YouTube		36%	46%	27%	66%	49%	42%	36%	18%	34%	39%
Google/ Google+ (including Gmail)		45%	51%	39%	59%	48%	46%	45%	37%	45%	44%
Instagram		14%	12%	16%	40%	27%	15%	6%	3%	14%	14%
A share trading/ currency trading service (e.g. XE Money, TD Direct Investing etc.)		3%	6%	1%	2%	4%	4%	4%	3%	4%	2%
None of these		9%	8%	10%	2%	4%	5%	10%	15%	10%	8%
Don't know		1%	1%	1%	2%	2%	1%	0%	0%	0%	1%

Thinking about the LAST time you went to open a new online account...

Which ONE, if any, of the following BEST applies to you?

	Unweighted base	2185	1071	1114	243	250	390	497	805	1216	969
<b>Base: All GB Adults Online</b>		2185	1049	1136	262	328	413	417	765	1202	983
I read and fully understood the Terms & Conditions, and <u>opened</u> the account		20%	17%	23%	15%	13%	20%	25%	24%	23%	17%
I read and fully understood the Terms & Conditions, and <u>didn't open</u> the account		2%	3%	2%	1%	1%	1%	2%	4%	2%	3%
I read the Terms & Conditions, didn't fully understand them, but <u>opened</u> the account anyway		12%	9%	14%	7%	8%	11%	13%	15%	12%	12%
I read the Terms & Conditions, but didn't fully understand them so I <u>didn't open</u> the account		2%	2%	2%	0%	2%	1%	0%	3%	1%	2%
I didn't read the Terms & Conditions, but <u>opened</u> the account anyway		48%	57%	40%	68%	66%	58%	40%	32%	48%	48%
None of these		9%	8%	10%	2%	4%	3%	13%	15%	8%	11%
Don't know		7%	4%	9%	7%	6%	5%	7%	7%	6%	7%

Sample Size: 2185 GB Adults  
Fieldwork: 12th - 13th February 2015

Region								Government Region											
North	Midlands	East	London	South	England	Wales	Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	England	Wales	Scotland

Which, if any, of the following do you currently have an online account with? (Please select all that apply)

	Unweighted base	514	302	203	267	482	1768	141	276	98	234	182	158	144	203	267	273	209	1768	141	276
<b>Base: All GB Adults Online</b>	538	358	210	280	500	1886	109	190	109	242	186	188	171	210	280	308	193	1886	109	190	
Facebook	71%	71%	67%	71%	71%	70%	81%	75%	73%	72%	68%	78%	64%	67%	71%	68%	76%	70%	81%	75%	
Twitter	36%	35%	35%	41%	37%	37%	37%	41%	36%	39%	33%	34%	35%	35%	41%	38%	35%	37%	37%	41%	
PayPal	64%	70%	73%	63%	64%	66%	64%	62%	57%	65%	65%	67%	73%	73%	63%	64%	64%	66%	64%	62%	
Bitcoin	1%	0%	1%	2%	2%	1%	-	1%	1%	1%	1%	1%	-	1%	2%	3%	1%	1%	-	1%	
Avios (previously Airmiles)	3%	4%	4%	10%	8%	6%	6%	7%	3%	3%	2%	3%	5%	4%	10%	9%	7%	6%	6%	7%	
Skype	28%	34%	39%	43%	42%	36%	35%	28%	22%	31%	27%	33%	35%	39%	43%	43%	40%	36%	35%	28%	
YouTube	32%	35%	33%	44%	38%	36%	38%	37%	35%	33%	29%	36%	34%	33%	44%	39%	37%	36%	38%	37%	
Google/ Google+ (including Gmail)	43%	43%	51%	46%	42%	44%	45%	50%	46%	41%	44%	47%	38%	51%	46%	39%	47%	44%	45%	50%	
Instagram	13%	13%	12%	16%	15%	14%	17%	13%	9%	17%	11%	10%	17%	12%	16%	15%	15%	14%	17%	13%	
A share trading/ currency trading service (e.g. XE Money, TD Direct Investing etc.)	2%	3%	2%	6%	4%	3%	1%	5%	2%	1%	2%	3%	3%	2%	6%	6%	2%	3%	1%	5%	
None of these	10%	7%	9%	10%	9%	9%	9%	8%	16%	7%	9%	6%	7%	9%	10%	10%	9%	9%	9%	8%	
Don't know	1%	1%	-	0%	1%	1%	1%	0%	1%	1%	1%	0%	2%	-	0%	1%	1%	1%	1%	0%	

Thinking about the LAST time you went to open a new online account...

Which ONE, if any, of the following BEST applies to you?

	Unweighted base	514	302	203	267	482	1768	141	276	98	234	182	158	144	203	267	273	209	1768	141	276
<b>Base: All GB Adults Online</b>	538	358	210	280	500	1886	109	190	109	242	186	188	171	210	280	308	193	1886	109	190	
I read and fully understood the Terms & Conditions, and <u>opened</u> the account	23%	19%	23%	17%	20%	20%	20%	19%	23%	21%	26%	21%	16%	23%	17%	21%	18%	20%	20%	19%	
I read and fully understood the Terms & Conditions, and <u>didn't open</u> the account	1%	2%	2%	3%	2%	2%	2%	5%	3%	-	1%	1%	3%	2%	3%	2%	2%	2%	2%	5%	
I read the Terms & Conditions, didn't fully understand them, but <u>opened</u> the account anyway	10%	13%	17%	10%	12%	12%	13%	13%	5%	12%	9%	12%	13%	17%	10%	13%	11%	12%	13%	13%	
I read the Terms & Conditions, but didn't fully understand them so I <u>didn't open</u> the account	3%	2%	1%	2%	1%	2%	2%	1%	-	2%	4%	2%	3%	1%	2%	1%	1%	2%	2%	1%	
I didn't read the Terms & Conditions, but <u>opened</u> the account anyway	44%	44%	40%	57%	52%	48%	50%	50%	50%	43%	44%	44%	43%	40%	57%	54%	49%	48%	50%	50%	
None of these	12%	13%	9%	7%	6%	9%	10%	6%	16%	13%	10%	13%	13%	9%	7%	3%	10%	9%	10%	6%	
Don't know	7%	7%	8%	4%	8%	7%	4%	7%	3%	9%	6%	7%	8%	8%	4%	8%	8%	7%	4%	7%	

Sample Size: 2185 GB Adults  
Fieldwork: 12th - 13th February 2015

Working status							Marital Status					Children in Household					
Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

Which, if any, of the following do you currently have an online account with? (Please select all that apply)

	Unweighted base	1050	262	1312	122	495	82	174	1103	260	164	67	590	1591	255	225	73	553	41
<b>Base: All GB Adults Online</b>		1063	263	1326	120	472	94	173	1084	271	161	61	606	1562	271	225	82	578	45
Facebook		73%	77%	74%	86%	58%	85%	73%	67%	78%	71%	56%	78%	69%	79%	76%	81%	78%	62%
Twitter		43%	36%	42%	57%	18%	44%	37%	31%	50%	38%	20%	43%	35%	40%	42%	49%	42%	40%
PayPal		68%	72%	69%	63%	58%	53%	68%	63%	70%	66%	58%	68%	65%	67%	69%	58%	67%	61%
Bitcoin		1%	2%	1%	2%	0%	2%	1%	1%	1%	1%	-	2%	1%	1%	1%	3%	1%	2%
Avios (previously Airmiles)		7%	3%	6%	4%	7%	1%	3%	7%	5%	5%	8%	4%	6%	5%	4%	7%	5%	1%
Skype		36%	33%	35%	61%	29%	39%	34%	31%	36%	36%	25%	44%	35%	35%	34%	44%	36%	44%
YouTube		41%	35%	40%	70%	15%	40%	44%	27%	46%	27%	20%	52%	35%	34%	43%	42%	39%	48%
Google/ Google+ (including Gmail)		45%	48%	46%	64%	36%	37%	52%	41%	46%	39%	42%	52%	45%	42%	44%	44%	43%	42%
Instagram		16%	13%	16%	38%	2%	21%	13%	9%	18%	9%	4%	23%	13%	18%	16%	14%	17%	24%
A share trading/ currency trading service (e.g. XE Money, TD Direct Investing etc.)		4%	2%	4%	4%	2%	2%	1%	3%	2%	2%	4%	4%	3%	4%	3%	3%	3%	1%
None of these		8%	8%	8%	4%	14%	4%	6%	11%	6%	9%	16%	5%	10%	7%	6%	6%	7%	10%
Don't know		1%	-	1%	3%	0%	4%	1%	1%	0%	-	-	1%	1%	-	0%	2%	0%	8%

Thinking about the LAST time you went to open a new online account...

Which ONE, if any, of the following BEST applies to you?

	Unweighted base	1050	262	1312	122	495	82	174	1103	260	164	67	590	1591	255	225	73	553	41
<b>Base: All GB Adults Online</b>		1063	263	1326	120	472	94	173	1084	271	161	61	606	1562	271	225	82	578	45
I read and fully understood the Terms & Conditions, and <u>opened</u> the account		18%	25%	20%	15%	23%	18%	22%	20%	16%	22%	29%	21%	22%	15%	18%	15%	16%	21%
I read and fully understood the Terms & Conditions, and <u>didn't open</u> the account		2%	2%	2%	0%	3%	1%	5%	3%	1%	1%	2%	2%	3%	2%	0%	1%	1%	2%
I read the Terms & Conditions, didn't fully understand them, but <u>opened</u> the account anyway		10%	14%	11%	10%	16%	7%	16%	13%	9%	10%	15%	11%	11%	15%	9%	17%	13%	11%
I read the Terms & Conditions, but didn't fully understand them so I <u>didn't open</u> the account		1%	3%	1%	1%	3%	4%	2%	2%	1%	3%	4%	2%	2%	2%	2%	1%	2%	1%
I didn't read the Terms & Conditions, but <u>opened</u> the account anyway		56%	41%	53%	69%	31%	56%	35%	42%	59%	45%	33%	56%	46%	54%	58%	53%	55%	38%
None of these		7%	8%	8%	1%	17%	5%	8%	12%	7%	15%	13%	4%	10%	6%	7%	6%	7%	13%
Don't know		5%	7%	6%	4%	7%	10%	13%	8%	7%	5%	4%	5%	7%	6%	5%	8%	6%	14%

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Fieldwork: 12th - 13th February 2015

Total	Gender		Age					Social Grade	
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

For the following question, if you have never been notified of changes to the Terms & Conditions of your online account(s), please select the 'Not applicable' option.

Thinking about the LAST time you were notified of changes to the Terms & Conditions of an online account (e.g. by email, text message etc.)...

Which ONE, if any, of the following BEST applies to you?

	Unweighted base	1071	1114	243	250	390	497	805	1216	969
	Base: All GB Adults Online	1049	1136	262	328	413	417	765	1202	983
I read and fully understood the updated Terms & Conditions, and decided to <u>continue</u> using my account	18%	19%	17%	12%	12%	16%	24%	21%	20%	16%
I read and fully understood the updated Terms & Conditions, and decided to <u>cancel</u> my account as a result	1%	1%	0%	0%	-	0%	1%	1%	1%	0%
I read the updated Terms & Conditions, didn't fully understand them, but decided to <u>continue</u> using my account	9%	8%	10%	5%	6%	7%	11%	13%	9%	10%
I read the updated Terms & Conditions, didn't fully understand them, and decided to <u>cancel</u> my account	0%	1%	0%	1%	0%	1%	0%	1%	0%	1%
I didn't read the updated Terms & Conditions, but decided to <u>continue</u> using my account	40%	45%	36%	57%	53%	55%	34%	25%	43%	37%
I didn't read the updated Terms & Conditions, and decided to <u>cancel</u> my account	2%	2%	3%	5%	4%	2%	2%	1%	2%	2%
None of these	5%	5%	4%	3%	4%	2%	5%	7%	3%	7%
Don't know	8%	8%	9%	9%	7%	9%	9%	8%	6%	10%
Not applicable - I have never been notified of changes to the Terms & Conditions of my online account(s)	16%	11%	20%	9%	14%	9%	14%	23%	15%	17%

Sample Size: 2185 GB Adults  
Fieldwork: 12th - 13th February 2015

Region								Government Region											
North	Midlands	East	London	South	England	Wales	Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	England	Wales	Scotland

For the following question, if you have never been notified of changes to the Terms & Conditions of your online account(s), please select the 'Not applicable' option.

Thinking about the LAST time you were notified of changes to the Terms & Conditions of an online account (e.g. by email, text message etc.)...

Which ONE, if any, of the following BEST applies to you?

	Unweighted base	514	302	203	267	482	1768	141	276	98	234	182	158	144	203	267	273	209	1768	141	276
	Base: All GB Adults Online	538	358	210	280	500	1886	109	190	109	242	186	188	171	210	280	308	193	1886	109	190
I read and fully understood the updated Terms & Conditions, and decided to <u>continue</u> using my account		19%	15%	22%	18%	17%	18%	23%	19%	20%	19%	18%	14%	16%	22%	18%	18%	16%	18%	23%	19%
I read and fully understood the updated Terms & Conditions, and decided to <u>cancel</u> my account as a result		1%	-	0%	0%	1%	1%	-	1%	0%	0%	2%	-	-	0%	0%	1%	1%	1%	-	1%
I read the updated Terms & Conditions, didn't fully understand them, but decided to <u>continue</u> using my account		9%	8%	12%	9%	10%	10%	11%	7%	8%	7%	12%	7%	9%	12%	9%	11%	10%	10%	11%	7%
I read the updated Terms & Conditions, didn't fully understand them, and decided to <u>cancel</u> my account		1%	0%	-	0%	0%	0%	-	2%	-	0%	1%	-	1%	-	0%	0%	0%	0%	-	2%
I didn't read the updated Terms & Conditions, but decided to <u>continue</u> using my account		40%	39%	38%	43%	42%	41%	40%	38%	37%	41%	40%	39%	38%	38%	43%	44%	40%	41%	40%	38%
I didn't read the updated Terms & Conditions, and decided to <u>cancel</u> my account		2%	0%	2%	3%	3%	2%	3%	4%	1%	1%	4%	0%	0%	2%	3%	2%	4%	2%	3%	4%
None of these		5%	6%	6%	5%	3%	5%	2%	8%	7%	3%	6%	3%	9%	6%	5%	3%	2%	5%	2%	8%
Don't know		10%	10%	8%	5%	8%	9%	3%	6%	9%	12%	9%	10%	10%	8%	5%	7%	11%	9%	3%	6%
Not applicable - I have never been notified of changes to the Terms & Conditions of my online account(s)		14%	22%	12%	16%	15%	16%	17%	15%	17%	16%	9%	26%	17%	12%	16%	16%	15%	16%	17%	15%



Sample Size: 2185 GB Adults  
Fieldwork: 12th - 13th February 2015

Working status							Marital Status					Children in Household					
Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

For the following question, if you have never been notified of changes to the Terms & Conditions of your online account(s), please select the 'Not applicable' option.

Thinking about the LAST time you were notified of changes to the Terms & Conditions of an online account (e.g. by email, text message etc.)...

Which ONE, if any, of the following BEST applies to you?

	Unweighted base	1050	262	1312	122	495	82	174	1103	260	164	67	590	1591	255	225	73	553	41
	Base: All GB Adults Online	1063	263	1326	120	472	94	173	1084	271	161	61	606	1562	271	225	82	578	45
I read and fully understood the updated Terms & Conditions, and decided to <u>continue</u> using my account		18%	21%	18%	12%	21%	18%	15%	20%	15%	18%	33%	16%	19%	12%	20%	21%	16%	7%
I read and fully understood the updated Terms & Conditions, and decided to <u>cancel</u> my account as a result		0%	1%	1%	0%	-	-	2%	1%	0%	-	-	0%	0%	0%	1%	1%	1%	-
I read the updated Terms & Conditions, didn't fully understand them, but decided to <u>continue</u> using my account		8%	12%	8%	4%	12%	10%	13%	10%	7%	11%	10%	8%	10%	11%	6%	7%	9%	5%
I read the updated Terms & Conditions, didn't fully understand them, and decided to <u>cancel</u> my account		1%	-	1%	2%	0%	-	-	0%	-	-	4%	1%	0%	1%	0%	2%	1%	-
I didn't read the updated Terms & Conditions, but decided to <u>continue</u> using my account		47%	36%	45%	59%	25%	40%	34%	36%	48%	33%	14%	49%	39%	45%	46%	40%	45%	40%
I didn't read the updated Terms & Conditions, and decided to <u>cancel</u> my account		2%	2%	2%	5%	2%	6%	2%	2%	2%	5%	1%	3%	2%	4%	1%	1%	3%	1%
None of these		4%	7%	4%	4%	6%	0%	6%	6%	5%	6%	1%	3%	4%	3%	6%	3%	4%	20%
Don't know		7%	8%	8%	8%	9%	13%	9%	9%	10%	2%	10%	8%	8%	8%	9%	5%	8%	13%
Not applicable - I have never been notified of changes to the Terms & Conditions of my online account(s)		13%	12%	13%	7%	25%	13%	19%	16%	13%	25%	27%	13%	17%	15%	11%	20%	14%	14%

Sample Size: 2185 GB Adults  
Fieldwork: 12th - 13th February 2015

Total	Gender		Age					Social Grade	
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

TTD\_q6b. Which, if any, of the following people would be able to access any of your online accounts with your password(s) if anything were to happen to you (e.g. death, illness etc.)? (Please select all that apply. If no-one would be able to access any of your online accounts, please select the 'Not applicable' option)

Unweighted base	2185	1071	1114	243	250	390	497	805	1216	969
Base: All GB Adults Online	2185	1049	1136	262	328	413	417	765	1202	983
My spouse/ partner	32%	32%	31%	16%	30%	33%	28%	39%	34%	29%
My sibling(s)	3%	3%	3%	7%	3%	3%	3%	1%	3%	3%
My child(ren)	12%	10%	13%	-	1%	4%	15%	22%	11%	12%
My employer	0%	1%	0%	-	0%	1%	1%	-	0%	0%
My lawyer	0%	0%	0%	0%	-	-	1%	0%	0%	0%
My friend(s)	2%	1%	2%	6%	3%	0%	1%	1%	1%	2%
My parent(s)	3%	2%	4%	11%	5%	5%	1%	-	1%	5%
The executor(s) named in my will	1%	2%	1%	-	0%	0%	1%	3%	2%	1%
Other	1%	1%	1%	0%	0%	1%	1%	0%	1%	1%
Don't know	4%	5%	3%	9%	4%	4%	3%	2%	2%	6%
Not applicable - no-one would be able to access any of my online accounts if anything were to happen to me	52%	53%	52%	60%	59%	55%	56%	44%	54%	51%

Thinking now about Facebook...

In the event that a Facebook user passes away, who do you think, by default, owns their Facebook content (e.g. posts, photos, videos etc.)?

Unweighted base	2185	1071	1114	243	250	390	497	805	1216	969
Base: All GB Adults Online	2185	1049	1136	262	328	413	417	765	1202	983
The user's next-of-kin	20%	19%	21%	25%	27%	23%	17%	16%	17%	24%
Facebook	36%	38%	34%	38%	42%	44%	39%	26%	40%	31%
Someone else	0%	1%	0%	0%	1%	0%	0%	0%	0%	1%
No-one	17%	16%	18%	22%	11%	15%	17%	18%	16%	18%
Don't know	27%	26%	27%	14%	19%	18%	26%	39%	27%	27%

Sample Size: 2185 GB Adults  
Fieldwork: 12th - 13th February 2015

Region								Government Region											
North	Midlands	East	London	South	England	Wales	Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	England	Wales	Scotland

TTD\_q6b. Which, if any, of the following people would be able to access any of your online accounts with your password(s) if anything were to happen to you (e.g. death, illness etc.)? (Please select all that apply. If no-one would be able to access any of your online accounts, please select the 'Not applicable' option)

<b>Unweighted base</b>	514	302	203	267	482	1768	141	276	98	234	182	158	144	203	267	273	209	1768	141	276
<b>Base: All GB Adults Online</b>	538	358	210	280	500	1886	109	190	109	242	186	188	171	210	280	308	193	1886	109	190
My spouse/ partner	35%	29%	36%	26%	30%	31%	35%	34%	36%	39%	30%	30%	28%	36%	26%	30%	29%	31%	35%	34%
My sibling(s)	2%	2%	5%	4%	2%	3%	4%	5%	2%	1%	3%	1%	3%	5%	4%	1%	2%	3%	4%	5%
My child(ren)	13%	11%	15%	7%	11%	11%	12%	15%	6%	14%	16%	9%	13%	15%	7%	12%	9%	11%	12%	15%
My employer	0%	-	0%	-	1%	0%	-	1%	-	-	0%	-	-	0%	-	1%	-	0%	-	1%
My lawyer	1%	-	0%	-	0%	0%	-	0%	-	1%	1%	-	-	0%	-	0%	-	0%	-	0%
My friend(s)	1%	2%	4%	2%	1%	2%	1%	1%	2%	1%	1%	0%	3%	4%	2%	1%	2%	2%	1%	1%
My parent(s)	3%	5%	3%	3%	2%	3%	4%	3%	5%	3%	2%	6%	3%	3%	3%	2%	1%	3%	4%	3%
The executor(s) named in my will	2%	0%	2%	1%	2%	1%	1%	2%	0%	2%	2%	1%	-	2%	1%	3%	1%	1%	1%	2%
Other	1%	1%	1%	1%	1%	1%	-	0%	-	1%	0%	2%	1%	1%	1%	0%	1%	1%	-	0%
Don't know	5%	5%	2%	5%	3%	4%	3%	3%	5%	7%	3%	3%	7%	2%	5%	1%	6%	4%	3%	3%
Not applicable - no-one would be able to access any of my online accounts if anything were to happen to me	48%	52%	48%	60%	57%	53%	50%	48%	50%	44%	54%	54%	50%	48%	60%	58%	55%	53%	50%	48%

Thinking now about Facebook...

In the event that a Facebook user passes away, who do you think, by default, owns their Facebook content (e.g. posts, photos, videos etc.)?

<b>Unweighted base</b>	514	302	203	267	482	1768	141	276	98	234	182	158	144	203	267	273	209	1768	141	276
<b>Base: All GB Adults Online</b>	538	358	210	280	500	1886	109	190	109	242	186	188	171	210	280	308	193	1886	109	190
The user's next-of-kin	17%	27%	20%	21%	18%	20%	15%	24%	16%	16%	21%	24%	30%	20%	21%	21%	14%	20%	15%	24%
Facebook	38%	30%	41%	29%	40%	36%	33%	38%	37%	39%	37%	31%	30%	41%	29%	35%	48%	36%	33%	38%
Someone else	1%	-	-	1%	0%	0%	-	1%	1%	1%	-	-	-	-	1%	-	0%	0%	-	1%
No-one	15%	13%	16%	20%	18%	16%	23%	17%	13%	14%	17%	15%	10%	16%	20%	19%	16%	16%	23%	17%
Don't know	29%	30%	23%	30%	23%	27%	29%	20%	33%	30%	26%	30%	30%	23%	30%	24%	22%	27%	29%	20%

Sample Size: 2185 GB Adults  
Fieldwork: 12th - 13th February 2015

Working status							Marital Status					Children in Household					
Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

TTD\_q6b. Which, if any, of the following people would be able to access any of your online accounts with your password(s) if anything were to happen to you (e.g. death, illness etc.)? (Please select all that apply. If no-one would be able to access any of your online accounts, please select the 'Not applicable' option)

<b>Unweighted base</b>	1050	262	1312	122	495	82	174	1103	260	164	67	590	1591	255	225	73	553	41
<b>Base: All GB Adults Online</b>	1063	263	1326	120	472	94	173	1084	271	161	61	606	1562	271	225	82	578	45
My spouse/ partner	33%	26%	31%	12%	41%	12%	31%	49%	41%	7%	-	6%	31%	34%	35%	36%	35%	19%
My sibling(s)	2%	5%	3%	8%	2%	3%	3%	2%	1%	5%	3%	5%	2%	3%	6%	10%	5%	2%
My child(ren)	7%	11%	8%	-	25%	9%	16%	15%	7%	24%	38%	2%	12%	13%	9%	3%	10%	3%
My employer	1%	-	1%	-	-	-	-	0%	0%	2%	-	0%	0%	0%	-	-	0%	1%
My lawyer	0%	-	0%	-	1%	1%	-	0%	-	0%	1%	0%	0%	-	-	-	-	-
My friend(s)	1%	3%	1%	11%	0%	1%	1%	1%	-	0%	-	4%	1%	1%	5%	3%	3%	-
My parent(s)	2%	3%	2%	14%	1%	9%	3%	1%	1%	4%	-	8%	2%	7%	2%	8%	5%	1%
The executor(s) named in my will	1%	1%	1%	-	3%	1%	1%	2%	0%	2%	1%	1%	2%	0%	1%	-	0%	-
Other	0%	0%	0%	-	1%	3%	3%	0%	0%	1%	3%	2%	1%	1%	0%	-	0%	-
Don't know	5%	2%	4%	9%	2%	6%	3%	3%	5%	0%	2%	6%	3%	4%	7%	4%	5%	11%
Not applicable - no-one would be able to access any of my online accounts if anything were to happen to me	56%	58%	57%	56%	39%	65%	45%	40%	52%	62%	57%	71%	54%	48%	44%	51%	47%	64%

Thinking now about Facebook...

In the event that a Facebook user passes away, who do you think, by default, owns their Facebook content (e.g. posts, photos, videos etc.)?

<b>Unweighted base</b>	1050	262	1312	122	495	82	174	1103	260	164	67	590	1591	255	225	73	553	41
<b>Base: All GB Adults Online</b>	1063	263	1326	120	472	94	173	1084	271	161	61	606	1562	271	225	82	578	45
The user's next-of-kin	19%	22%	20%	35%	16%	27%	22%	18%	25%	20%	12%	23%	20%	18%	21%	22%	20%	32%
Facebook	42%	39%	42%	30%	24%	23%	34%	34%	43%	32%	27%	38%	35%	42%	36%	41%	39%	25%
Someone else	0%	-	0%	-	0%	3%	-	0%	0%	-	-	0%	0%	-	-	2%	0%	-
No-one	15%	16%	15%	21%	18%	22%	15%	16%	14%	18%	18%	18%	16%	17%	21%	11%	18%	13%
Don't know	23%	24%	23%	13%	40%	25%	28%	31%	17%	29%	43%	21%	28%	23%	21%	25%	23%	30%