

YouGov / Barnardo's Survey Results

Sample Size: 2221

Fieldwork: 9th to 11th March 2010

	Total	Gender		Age					Social Grade		Region							
	Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland
Unweighted Base	2221	1072	1149	219	402	347	385	868	1339	882	496	316	235	314	534	101	172	53
All GB Adults	2221	1068	1153	267	404	371	389	791	1222	999	531	355	207	275	493	109	189	62

Have you ever made a Will?

Yes, I have	42%	40%	43%	5%	9%	35%	49%	71%	48%	35%	41%	40%	46%	36%	47%	42%	43%	24%
No, I have not	58%	60%	57%	95%	91%	65%	51%	29%	52%	65%	59%	60%	54%	64%	53%	58%	57%	76%

At what age do you think it is sensible to make a Will?

Younger than 30 years old	31%	30%	32%	25%	26%	31%	31%	36%	35%	27%	34%	29%	32%	26%	35%	25%	32%	17%
30 to 40	32%	28%	35%	30%	40%	32%	29%	30%	34%	30%	29%	31%	32%	37%	31%	37%	34%	35%
41 to 50	15%	17%	14%	20%	16%	19%	13%	12%	15%	16%	16%	19%	14%	15%	12%	13%	16%	23%
51 to 60	9%	10%	8%	11%	6%	6%	13%	9%	7%	11%	10%	8%	9%	7%	9%	14%	6%	6%
61 to 70	3%	4%	3%	2%	0%	2%	2%	6%	2%	5%	2%	4%	3%	4%	4%	0%	3%	9%
71 to 80	0%	0%	-	-	-	-	0%	0%	0%	0%	0%	-	0%	0%	0%	-	-	2%
Older than 80	0%	1%	-	1%	0%	-	-	0%	0%	0%	-	1%	-	0%	-	-	-	-
Never	0%	1%	0%	-	0%	0%	1%	1%	0%	1%	0%	1%	0%	1%	0%	-	1%	-
Don't know	9%	9%	8%	11%	11%	9%	10%	6%	8%	10%	9%	7%	10%	9%	8%	10%	8%	9%

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Sample Size: 2221

Fieldwork: 9th to 11th March 2010

	Total	Working Status						Marital Status					Children in Household			
	Base	Working full time	Working part time	Full time student	Retired	Un-employed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/Divorced	Widowed	Never Married	0	1	2	3+
Unweighted Base	2221	1145	304	114	402	66	190	1144	274	200	65	504	1565	292	213	85
All GB Adults	2221	1179	287	128	359	68	200	1101	287	205	64	533	1522	315	219	101

Have you ever made a Will?

Yes, I have	42%	34%	53%	6%	73%	29%	41%	54%	26%	56%	73%	15%	45%	31%	37%	35%
No, I have not	58%	66%	47%	94%	27%	71%	59%	46%	74%	44%	27%	85%	55%	69%	63%	65%

At what age do you think it is sensible to make a Will?

Younger than 30 years old	31%	31%	27%	26%	38%	31%	30%	34%	34%	31%	37%	21%	31%	32%	31%	28%
30 to 40	32%	34%	35%	27%	30%	24%	28%	31%	33%	29%	36%	34%	32%	34%	30%	29%
41 to 50	15%	16%	16%	21%	9%	16%	15%	13%	17%	16%	11%	19%	15%	15%	19%	15%
51 to 60	9%	9%	9%	12%	8%	12%	8%	8%	6%	12%	1%	12%	9%	8%	5%	12%
61 to 70	3%	2%	4%	1%	9%	2%	2%	3%	2%	5%	11%	3%	4%	1%	1%	3%
71 to 80	0%	-	1%	-	0%	-	1%	0%	-	1%	-	-	0%	-	-	-
Older than 80	0%	0%	-	2%	-	-	-	-	-	1%	-	1%	0%	-	0%	3%
Never	0%	0%	1%	-	0%	2%	1%	1%	0%	-	-	1%	1%	0%	0%	-
Don't know	9%	8%	8%	11%	5%	13%	15%	9%	7%	5%	3%	11%	8%	10%	13%	11%

	Gender		Age					Social Grade		Region								
	Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland
Unweighted Base	2221	1072	1149	219	402	347	385	868	1339	882	496	316	235	314	534	101	172	53
All GB Adults	2221	1068	1153	267	404	371	389	791	1222	999	531	355	207	275	493	109	189	62

You stated that you have made a Will...

At what age were you when you FIRST made a Will?

	Unweighted Base	1030	510	520	9	44	123	199	655	692	338	218	136	121	126	286	47	79	17
All GB Adults who have made a will	930	432	498	14	37	129	192	558	584	346	217	144	95	100	233	45	81	15	
Younger than 31 years old	27%	28%	27%	100%	78%	56%	28%	15%	27%	28%	27%	27%	28%	27%	29%	10%	35%	26%	
31 to 40	34%	32%	36%	-	20%	39%	43%	31%	37%	29%	34%	30%	33%	37%	35%	43%	28%	29%	
41 to 50	24%	26%	23%	-	-	5%	25%	31%	23%	26%	25%	28%	22%	24%	22%	26%	23%	19%	
51 to 60	11%	11%	12%	-	-	0%	3%	18%	9%	14%	11%	9%	13%	10%	8%	21%	13%	26%	
61 to 70	3%	4%	2%	-	-	-	-	4%	3%	2%	2%	4%	3%	2%	4%	-	2%	-	
71 to 80	0%	0%	0%	-	-	-	-	0%	0%	-	1%	1%	-	-	-	-	-	-	
Older than 80	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Can't recall	1%	0%	1%	-	2%	-	1%	0%	0%	1%	0%	1%	-	-	1%	-	-	-	
No particular reason	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

Which ONE of the following BEST describes what prompted you to make a Will?

	Unweighted Base	1030	510	520	9	44	123	199	655	692	338	218	136	121	126	286	47	79	17
All GB Adults who have made a will	930	432	498	14	37	129	192	558	584	346	217	144	95	100	233	45	81	15	
I bought a house	9%	7%	10%	-	29%	15%	7%	6%	8%	10%	6%	9%	9%	9%	9%	8%	12%	12%	
I got married	9%	10%	8%	-	10%	13%	10%	8%	10%	7%	8%	9%	13%	9%	8%	4%	11%	11%	
I got separated/ divorced	7%	5%	9%	7%	2%	6%	13%	6%	8%	6%	9%	7%	7%	6%	7%	3%	9%	-	
I had a child/ children	22%	18%	26%	46%	25%	30%	23%	20%	22%	23%	23%	19%	21%	25%	24%	15%	21%	40%	
Someone close to me died	7%	7%	8%	7%	5%	7%	4%	9%	8%	7%	8%	11%	10%	7%	3%	12%	7%	-	
I had a health scare	2%	2%	2%	-	3%	1%	2%	3%	2%	2%	2%	2%	3%	3%	2%	-	1%	9%	
I had a grandchild/ grandchildren	1%	2%	1%	-	-	-	-	2%	1%	1%	0%	3%	4%	1%	0%	3%	-	-	
It was part of my financial planning	23%	27%	20%	-	17%	16%	21%	27%	25%	20%	19%	23%	15%	25%	28%	32%	23%	23%	
No particular reason	9%	9%	10%	8%	3%	5%	8%	11%	7%	13%	10%	11%	11%	9%	9%	12%	4%	6%	
Other	9%	11%	6%	32%	7%	6%	10%	8%	7%	11%	12%	7%	8%	3%	9%	9%	11%	-	
Don't know	1%	1%	0%	-	-	1%	2%	0%	1%	1%	2%	-	-	3%	1%	-	-	-	

Total	Working Status						Marital Status					Children in Household			
Base	Working full time	Working part time	Full time student	Retired	Un-employed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/Di vorced	Widowed	Never Married	0	1	2	3+
Unweighted Base 2221	1145	304	114	402	66	190	1144	274	200	65	504	1565	292	213	85
All GB Adults 2221	1179	287	128	359	68	200	1101	287	205	64	533	1522	315	219	101

You stated that you have made a Will...

At what age were you when you FIRST made a Will?

	1030	427	172	8	316	22	85	678	78	117	50	83	765	103	89	32
Unweighted Base	1030	427	172	8	316	22	85	678	78	117	50	83	765	103	89	32
All GB Adults who have made a will	930	406	151	8	263	20	82	593	76	115	47	79	678	99	82	35
Younger than 31 years old	27%	35%	28%	92%	13%	20%	32%	28%	44%	18%	6%	32%	22%	41%	48%	52%
31 to 40	34%	35%	34%	-	32%	37%	36%	34%	23%	38%	24%	46%	33%	39%	39%	22%
41 to 50	24%	22%	23%	8%	31%	21%	21%	24%	22%	27%	38%	16%	27%	13%	11%	25%
51 to 60	11%	7%	11%	-	18%	22%	7%	11%	10%	14%	21%	6%	14%	6%	2%	1%
61 to 70	3%	1%	2%	-	6%	-	2%	3%	1%	2%	10%	-	4%	-	-	-
71 to 80	0%	-	-	-	0%	-	1%	-	-	2%	-	-	0%	-	-	-
Older than 80	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Can't recall	1%	0%	2%	-	0%	-	-	1%	-	-	1%	1%	0%	2%	-	-
No particular reason	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Which ONE of the following BEST describes what prompted you to make a Will?

	1030	427	172	8	316	22	85	678	78	117	50	83	765	103	89	32
Unweighted Base	1030	427	172	8	316	22	85	678	78	117	50	83	765	103	89	32
All GB Adults who have made a will	930	406	151	8	263	20	82	593	76	115	47	79	678	99	82	35
I bought a house	9%	12%	7%	-	5%	4%	8%	7%	17%	4%	5%	17%	9%	7%	8%	-
I got married	9%	10%	11%	11%	8%	5%	8%	10%	5%	7%	15%	2%	8%	10%	12%	12%
I got separated/ divorced	7%	7%	7%	8%	7%	23%	6%	4%	6%	27%	7%	3%	6%	12%	8%	9%
I had a child/ children	22%	21%	26%	40%	19%	24%	33%	27%	16%	20%	1%	14%	17%	33%	48%	43%
Someone close to me died	7%	8%	7%	-	7%	8%	3%	6%	11%	2%	29%	6%	8%	5%	6%	5%
I had a health scare	2%	1%	0%	13%	4%	-	2%	2%	2%	2%	-	2%	2%	2%	1%	-
I had a grandchild/ grandchildren	1%	1%	1%	-	3%	-	-	2%	-	1%	3%	-	2%	0%	1%	-
It was part of my financial planning	23%	24%	21%	-	26%	27%	15%	26%	18%	18%	18%	21%	26%	20%	7%	17%
No particular reason	9%	7%	11%	15%	12%	9%	11%	10%	9%	11%	5%	9%	11%	6%	4%	-
Other	9%	8%	8%	13%	8%	-	14%	5%	15%	7%	15%	25%	10%	4%	3%	9%
Don't know	1%	1%	-	-	1%	-	-	1%	-	1%	1%	1%	1%	-	2%	5%

	Gender		Age					Social Grade		Region								
	Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland
Unweighted Base	2221	1072	1149	219	402	347	385	868	1339	882	496	316	235	314	534	101	172	53
All GB Adults	2221	1068	1153	267	404	371	389	791	1222	999	531	355	207	275	493	109	189	62

You stated that you have not made a Will...

Which ONE of the following BEST describes why you have not made a Will yet?

	Unweighted Base	1191	562	629	210	358	224	186	213	647	544	278	180	114	188	248	54	93	36
All GB Adults who have not made a will	1291	637	655	253	366	242	197	233	638	654	314	212	111	175	260	64	108	48	
It makes me think of dying	3%	3%	3%	3%	2%	3%	3%	4%	2%	4%	2%	4%	1%	4%	3%	2%	2%	7%	
I have nothing to leave	19%	18%	19%	30%	19%	14%	14%	14%	14%	23%	19%	18%	17%	17%	20%	23%	21%	7%	
I have no dependents	10%	11%	9%	15%	17%	5%	5%	2%	10%	9%	8%	11%	10%	11%	10%	11%	8%	14%	
Making a will has never crossed my mind	8%	9%	7%	19%	10%	5%	3%	2%	7%	9%	7%	6%	6%	8%	9%	3%	12%	18%	
It's too complicated	3%	3%	3%	4%	2%	2%	4%	3%	3%	3%	4%	3%	6%	1%	4%	1%	1%	4%	
I don't care what happens after I've gone	2%	2%	1%	-	1%	1%	1%	6%	1%	3%	1%	4%	1%	2%	2%	3%	-	-	
Whatever I have will go to my family anyway	16%	16%	15%	11%	13%	17%	14%	25%	16%	15%	14%	14%	14%	21%	15%	15%	22%	6%	
I have always meant to do it but never got around to it	32%	28%	35%	9%	25%	45%	46%	40%	38%	25%	35%	33%	35%	25%	28%	34%	30%	39%	
I don't know what will be left	2%	2%	2%	2%	2%	4%	3%	1%	3%	2%	4%	1%	1%	3%	3%	2%	-	-	
Other	3%	4%	3%	6%	3%	2%	3%	2%	3%	4%	3%	4%	7%	4%	3%	-	4%	-	
Don't know	3%	3%	3%	1%	5%	2%	4%	2%	3%	3%	3%	2%	2%	4%	4%	4%	-	4%	

Thinking about if you were to amend or update an existing Will, or make a new Will...

Which, if any, of the following would you consider leaving a gift in your Will to apart from friends and family? (Please tick all that apply)

A charity	35%	32%	38%	50%	41%	33%	28%	32%	38%	32%	31%	28%	34%	44%	37%	42%	37%	44%
Sporting associations	2%	4%	1%	6%	3%	2%	2%	1%	3%	2%	2%	2%	3%	1%	2%	3%	3%	9%
Political parties	2%	3%	1%	4%	3%	1%	1%	1%	3%	1%	1%	2%	1%	3%	1%	4%	3%	4%
Religious organisations	5%	6%	5%	11%	5%	2%	4%	5%	5%	5%	2%	4%	6%	9%	4%	3%	7%	15%
Other	4%	4%	3%	4%	3%	4%	4%	3%	4%	3%	3%	3%	4%	3%	4%	5%	5%	6%
Don't know	12%	12%	12%	12%	13%	11%	13%	11%	10%	15%	13%	12%	13%	9%	12%	10%	13%	13%
No one	40%	39%	40%	26%	36%	44%	43%	43%	39%	41%	45%	45%	40%	30%	40%	34%	38%	30%
Prefer not to say	8%	9%	6%	3%	5%	7%	10%	10%	8%	7%	6%	11%	6%	12%	6%	8%	5%	7%

Total	Working Status						Marital Status					Children in Household			
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Unweighted Base 2221	1145	304	114	402	66	190	1144	274	200	65	504	1565	292	213	85
All GB Adults 2221	1179	287	128	359	68	200	1101	287	205	64	533	1522	315	219	101

You stated that you have not made a Will...

Which ONE of the following BEST describes why you have not made a Will yet?

	Unweighted Base 1191	718	132	106	86	44	105	466	196	83	15	421	800	189	124	53
All GB Adults who have not made a will 1291	773	136	120	95	48	118	508	212	90	17	454	844	216	137	66	
It makes me think of dying	3%	3%	6%	3%	1%	6%	3%	3%	2%	4%	-	3%	4%	1%	4%	-
I have nothing to leave	19%	15%	19%	32%	13%	26%	32%	11%	20%	23%	30%	25%	18%	21%	12%	29%
I have no dependents	10%	11%	6%	18%	4%	16%	1%	2%	9%	2%	-	21%	13%	3%	2%	5%
Making a will has never crossed my mind	8%	9%	5%	12%	1%	7%	8%	4%	9%	3%	-	14%	9%	9%	5%	4%
It's too complicated	3%	3%	4%	5%	4%	1%	2%	4%	4%	3%	-	2%	2%	4%	3%	10%
I don't care what happens after I've gone	2%	2%	1%	1%	9%	-	-	2%	1%	5%	9%	1%	3%	-	0%	2%
Whatever I have will go to my family anyway	16%	15%	18%	10%	21%	15%	17%	21%	10%	15%	12%	12%	15%	14%	19%	18%
I have always meant to do it but never got around to it	32%	35%	36%	6%	42%	14%	26%	43%	39%	41%	48%	12%	28%	37%	49%	21%
I don't know what will be left	2%	3%	1%	1%	1%	1%	-	3%	1%	-	-	2%	2%	3%	-	2%
Other	3%	3%	2%	9%	3%	4%	2%	2%	4%	3%	-	5%	3%	5%	3%	2%
Don't know	3%	2%	4%	1%	-	10%	8%	5%	2%	2%	-	2%	2%	4%	2%	6%

Thinking about if you were to amend or update an existing Will, or make a new Will...

Which, if any, of the following would you consider leaving a gift in your Will to apart from friends and family? (Please tick all that apply)

A charity	35%	35%	34%	54%	32%	31%	31%	30%	32%	35%	38%	48%	37%	28%	30%	30%
Sporting associations	2%	3%	1%	8%	1%	-	1%	1%	4%	0%	1%	4%	3%	1%	3%	2%
Political parties	2%	2%	0%	4%	1%	6%	1%	1%	3%	0%	1%	3%	2%	2%	2%	1%
Religious organisations	5%	4%	7%	11%	7%	3%	4%	5%	1%	3%	11%	8%	5%	4%	6%	7%
Other	4%	3%	4%	5%	3%	2%	5%	3%	5%	3%	2%	4%	4%	2%	3%	2%
Don't know	12%	10%	14%	11%	11%	18%	16%	11%	14%	13%	11%	12%	11%	14%	11%	18%
No one	40%	42%	41%	19%	41%	36%	39%	45%	42%	41%	40%	27%	38%	46%	49%	35%
Prefer not to say	8%	7%	6%	5%	10%	8%	9%	9%	6%	8%	8%	6%	8%	6%	2%	12%