

YouGov Results

Fieldwork: 8th - 9th October 2019

Sample Size: 1616 Adults in GB



Weighted Sample
Unweighted Sample

Total	Gender		Age				Social Grade		Region				
	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
1616	782	834	178	680	385	373	921	695	194	540	349	394	139
1616	731	885	103	696	416	401	972	644	160	552	347	401	156
%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which ONE of the following would you want to happen to your social media accounts after you die?

Them to remain online forever	7	8	7	7	12	5	1	7	7	8	7	6	10	4
Them to remain online for a certain time period, before being deleted	9	8	10	12	10	10	7	10	8	6	12	9	9	7
Them to be taken offline, but the contents to be passed to relatives, friends and loved ones	26	24	28	34	29	27	15	28	23	26	28	24	25	26
Them to be deleted entirely at the time of your death	25	24	25	17	21	25	34	24	26	21	24	25	24	32
Something else	2	3	1	4	2	1	2	2	2	3	1	2	3	1
Don't know	13	13	14	18	16	11	9	12	15	19	11	16	12	12
Not applicable, I don't have any social media accounts	17	20	15	8	9	21	31	17	18	17	17	19	17	18

Would you pass on your social media passwords to your relatives after you die?

Yes, for all my social media accounts	27	25	29	20	31	31	18	29	24	22	28	23	31	28
Yes, but only for certain accounts	8	8	7	8	10	6	6	7	8	5	7	8	8	10
No, I would not want to pass on any of my social media account passwords	28	28	28	33	28	25	26	27	29	28	28	30	27	21
Don't know	19	18	20	28	20	16	16	19	20	26	18	20	16	22
Not applicable, I don't have any social media accounts	19	22	16	11	10	22	34	18	20	19	18	20	19	18

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%	%	%	%	%	%	%	%	%	%	%	%	%	%

Will you pass on the passwords to the following devices before you die so your family or relatives can access them?

Smart phones

Yes, I would pass on the passwords for these devices	53	48	57	40	52	58	54	55	49	43	56	48	55	55
No, I would not want to pass on the passwords for this device	23	27	19	36	25	20	16	23	23	24	21	26	24	21
Don't know	16	17	16	22	19	14	12	15	18	24	16	16	13	20
Not applicable, I don't own this device	8	8	8	1	3	9	18	7	10	9	7	9	8	5

Computers and Laptops

Yes, I would pass on the passwords for these devices	58	54	62	51	53	63	66	62	54	51	61	55	60	57
No, I would not want to pass on the passwords for this device	20	23	17	22	23	18	16	19	21	21	18	23	21	17
Don't know	16	18	15	22	18	14	12	15	18	25	15	15	12	21
Not applicable, I don't own this device	6	5	7	5	6	5	6	4	8	4	6	6	6	5

Tablets

Yes, I would pass on the passwords for these devices	50	47	53	40	48	54	55	52	48	40	54	48	52	50
No, I would not want to pass on the passwords for this device	18	20	15	19	20	16	14	18	17	22	15	19	18	20
Don't know	13	13	13	17	16	10	9	12	14	21	12	12	11	16
Not applicable, I don't own this device	19	20	19	23	16	20	22	18	21	17	20	22	19	14

Portable harddrives and other data storage

Yes, I would pass on the passwords for these devices	44	43	44	43	45	45	40	48	38	35	45	40	46	50
No, I would not want to pass on the passwords for this device	16	19	14	19	18	15	13	16	16	19	14	17	16	18
Don't know	13	15	11	17	17	9	8	12	14	23	11	12	9	15
Not applicable, I don't own this device	28	23	31	22	21	30	39	24	32	23	30	30	28	16

Regardless of whether you own any cryptocurrency (e.g. bitcoin) or not... When someone who does own cryptocurrency dies, what should happen to it?

It should be treated like any other traditional currency and subject to tax	44	48	40	36	47	47	39	49	37	43	45	41	46	43
It should be treated like any other traditional currency but should not be subject to tax	16	18	15	23	19	15	9	16	16	19	15	17	19	11
It should not be allowed to be handed down, and should be deleted when its owner dies	6	6	5	5	5	5	8	6	6	3	6	5	8	5
Something else should happen to it [See Tab 1]	1	1	1	1	1	1	0	1	1	0	1	0	1	1
Don't know	33	27	39	34	28	32	44	28	40	34	34	37	27	40