



Legacy Loop September 2025 National WillWriting Survey



Our role

We make it easy for your supporters to leave you a gift in their will.

We provide you with data about the success of your campaign, helping you understand your legacy pipeline.

We support you in running your gifts in wills campaign.

Breakout 1

Share your key GiW
supporter message in
the group (short < 120
characters)

Question 1

1. Do you have a last will and testament?

Do you have a last will and testament?		Percent
Yes		42
No		58

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Do you have a last will and testament?

Yes

42

No

58

Unweighted N

1,002

Percent



MakeAWillOnline
.CO.UK

digilegal

Question 2

2. If you don't have a will, why not?

Too expensive	10
Don't have time	4
Don't need one	23
Don't want to visit a solicitor	3
Don't want to think about it	13
Keep putting it off	44
Other	4

2. If you don't have a will, why not?

If you don't have a will, why not?

Percent

Too expensive

10

Don't have time

4

Don't need one

23

Don't want to visit a solicitor

3

Don't want to think about it

13

Keep putting it off

44

Other

4

Unweighted N

542



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.CO.UK

Question 3

3. Did you know you can make a will online?

Yes	54
No	46

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Did you know you can make a will online?

Yes

54

No

46

Unweighted N

1,002

Question 4

4. Did you know will-writing is an unregulated industry and anyone can call themselves a will writer?



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Did you know will-writing is an unregulated industry and anyone can call themselves a will writer?

Percent

Yes

33

No

67

Unweighted N

1,002

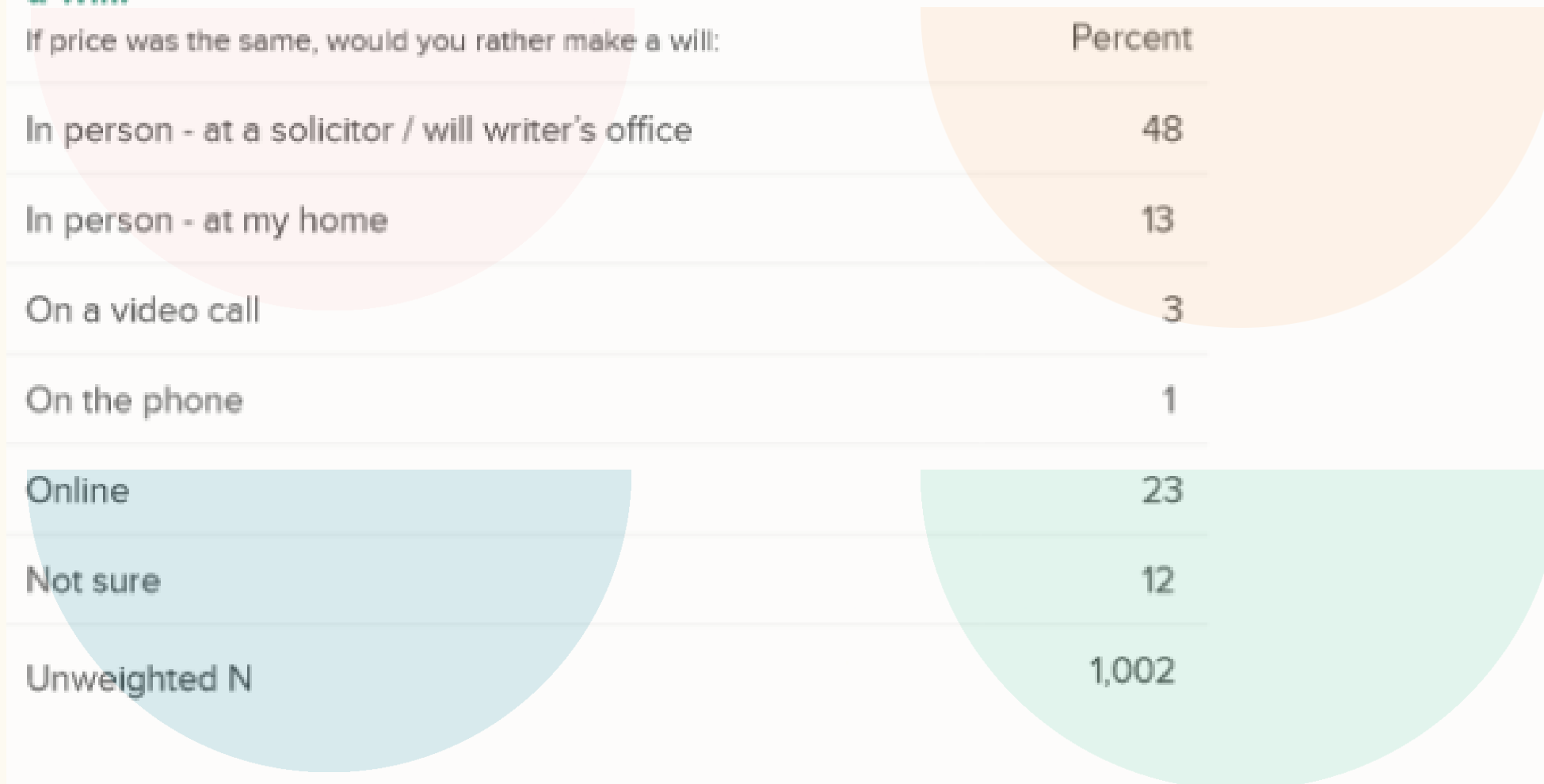
Question 5

5. If price was the same, would you rather make a will:

In person - at a solicitor / will writer's office	48
In person - at my home	13
On a video call	3
On the phone	1
Online	23
Not sure	12

5. If price was the same, would you rather make a will:

If price was the same, would you rather make a will:



Question 6

6. If price was the same, would you feel safer if your will was checked by a solicitor before you signed it?

Yes

94

No

6



MakeAWillOnline
.CO.UK

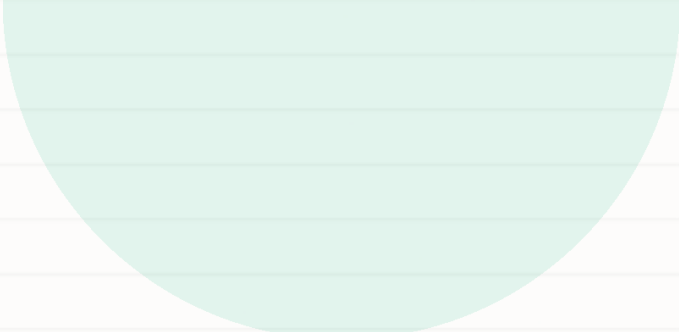
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If price was the same, would you feel safer if your will was checked by a solicitor before you signed it?

	Percent
Yes	94
No	6
Unweighted N	1,002

Question 7

7. How much would you be happy to pay for an online will checked by a solicitor?



Nothing	9
£10 - £50	37
£51 - £100	21
£101 - £200	11
£200+	4
Not sure	19

7. How much would you be happy to pay for an online will checked by a solicitor?

How much would you be happy to pay for an online will checked by a solicitor?	Percent
Nothing	9
£10 - £50	37
£51 - £100	21
£101 - £200	11
£200+	4
Not sure	19
Unweighted N	1,002

Question 8

8. Would you consider leaving a gift to charity in your will?

Yes

57

No

43

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Would you consider leaving a gift to charity in your will?

Yes

57

No

43

Unweighted N

1,002

Percent



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Question 9

9. Would a charity offering you a free will make you more likely to leave that charity a gift in your will?

Yes

42

No

58



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9. Would a charity offering you a free will make you more likely to leave that charity a gift in your will?

Would a charity offering you a free will make you more likely to leave that charity a gift in your will?

	Percent
Yes	42
No	58
Unweighted N	1,002

Question 10

10 . Why would you leave a gift in your will to a charity? Please select all that apply.

To say thank you / pay back	30
Because I believe in the work they do	55
To ensure my family don't get it	2
Because I won't need it	10
Other	1
None of the above	23
Not sure	7

10 . Why would you leave a gift in your will to a charity? Please select all that apply.

Why would you leave a gift in your will to a charity? Please select all that apply.

Percent

To say thank you / pay back

30

Because I believe in the work they do

55

To ensure my family don't get it

2

Because I won't need it

10

Other

1

None of the above

23

Not sure

7

Unweighted N

1,002



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Breakout 2

One way in which this will
inform your messaging?

Let's boost your gifts in wills campaign

For any questions or queries please contact:

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Charity Partnership Manager

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Email: marie@makeawillonline.co.uk



