



**The Digital
Legacy Association**

Digital Death Survey 2017

Overview report

The Digital Legacy Association run an annual survey to help explore attitudes and behaviours towards death and bereavement in today's increasingly, digital world.

The Digital Death Survey 2017 overview dataset can be viewed below. Further analysis was published and showcased at Hospice UK's annual conference in November 2017.

About the Digital Legacy Association

The Digital Legacy Association supports healthcare, legal, funeral, bereavement and social care professionals with digital estate planning, digital legacy and bereavement.

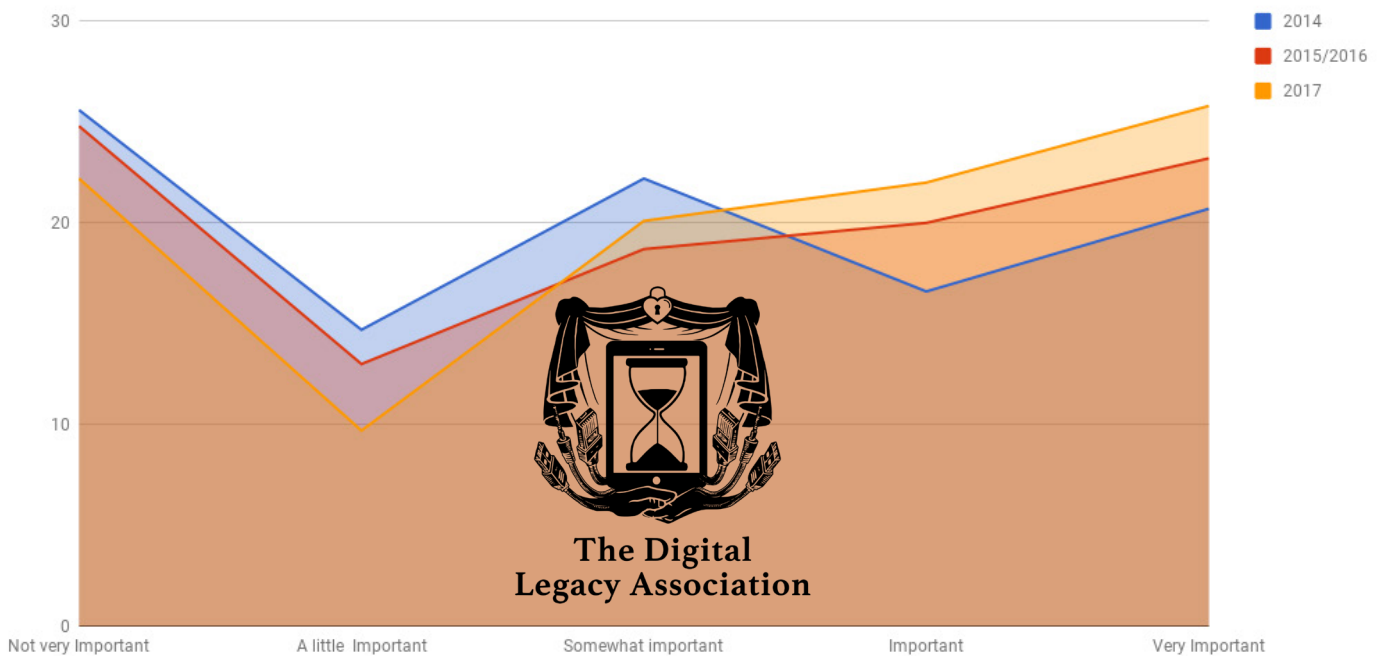
We also support the general public through campaigning, support literature, online tutorials and lobbying.



Key Findings

The value we are placing on our digital legacy and accessing our loved ones digital legacy continues to increase each year.

If someone you care about dies how important would it be for you to be able to view their social media profiles? (2014-2017 Comparison)

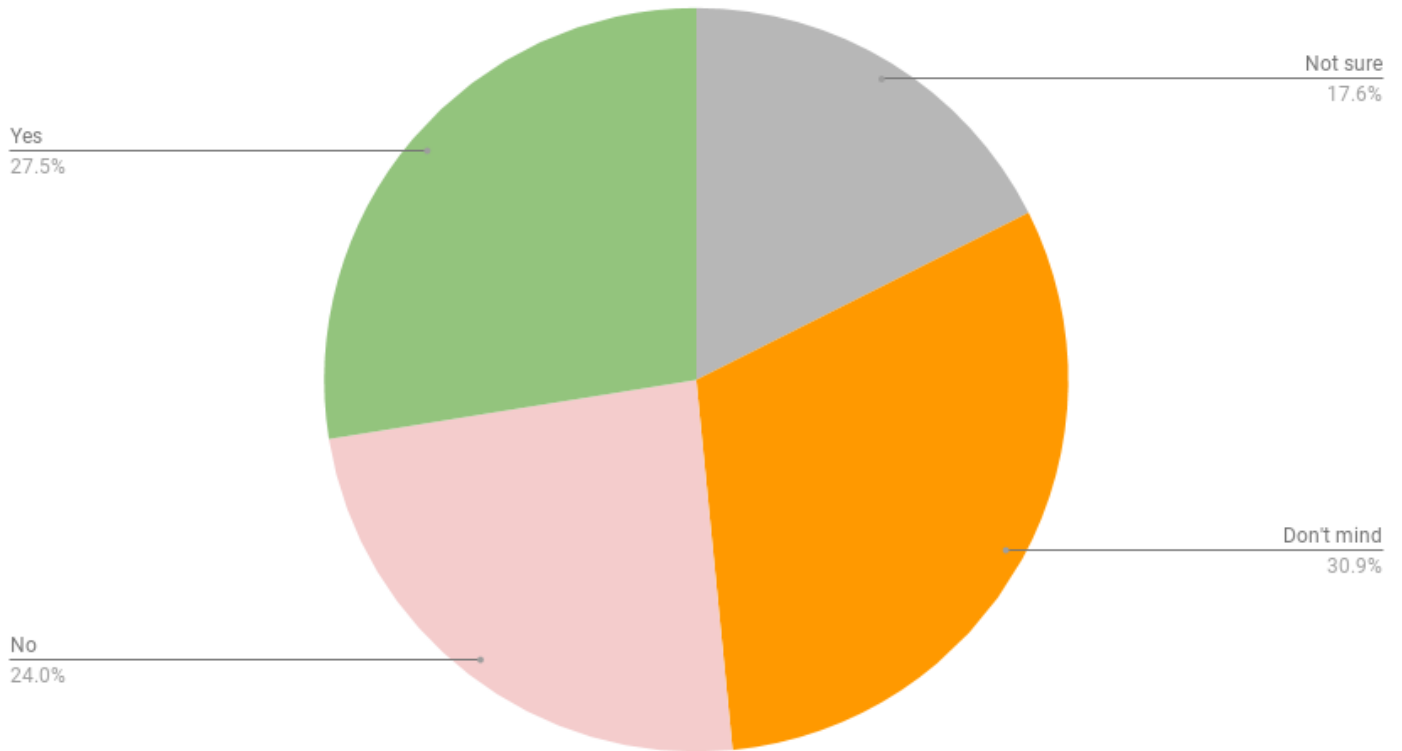


There is an increasing importance placed on peoples digital assets and digital legacy.

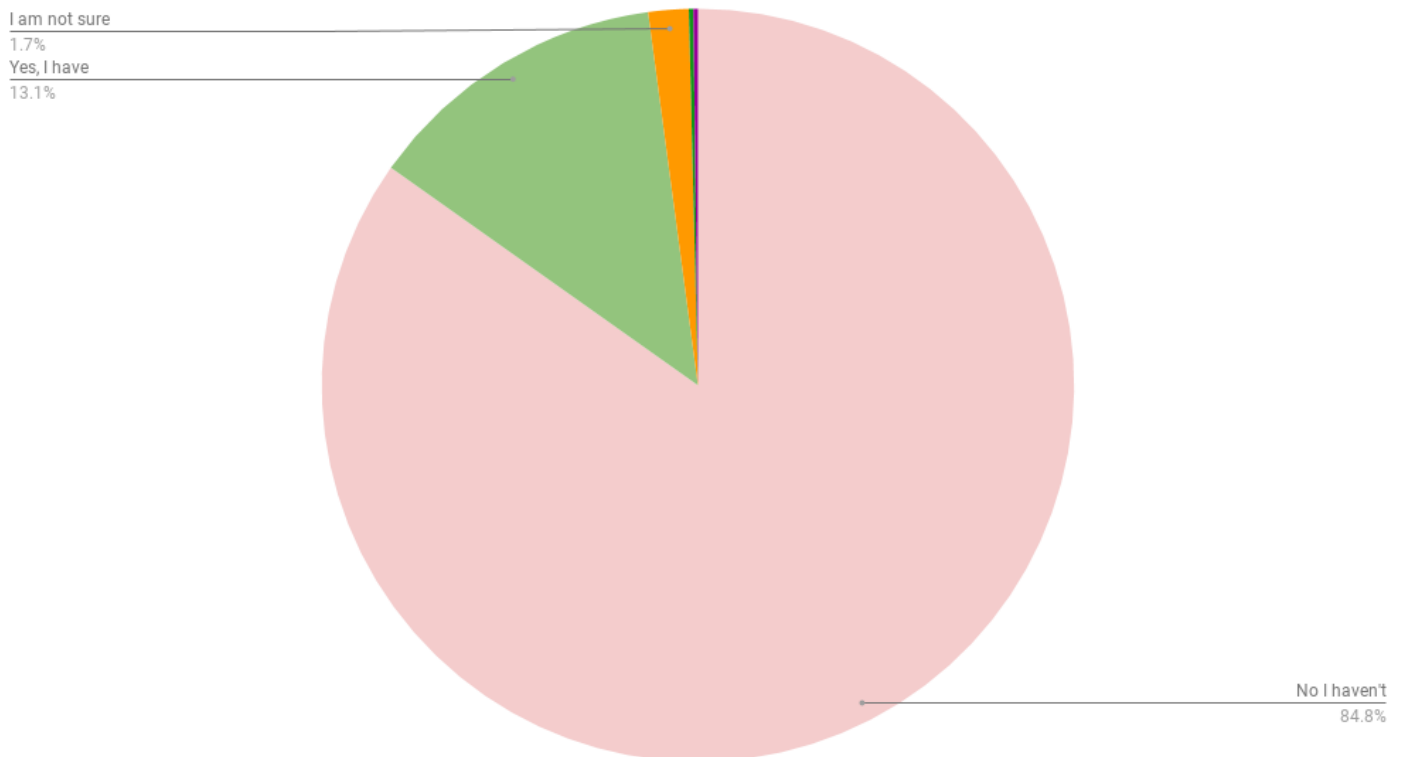
The amount of people making plans for their digital estate and their digital legacy is increasing.



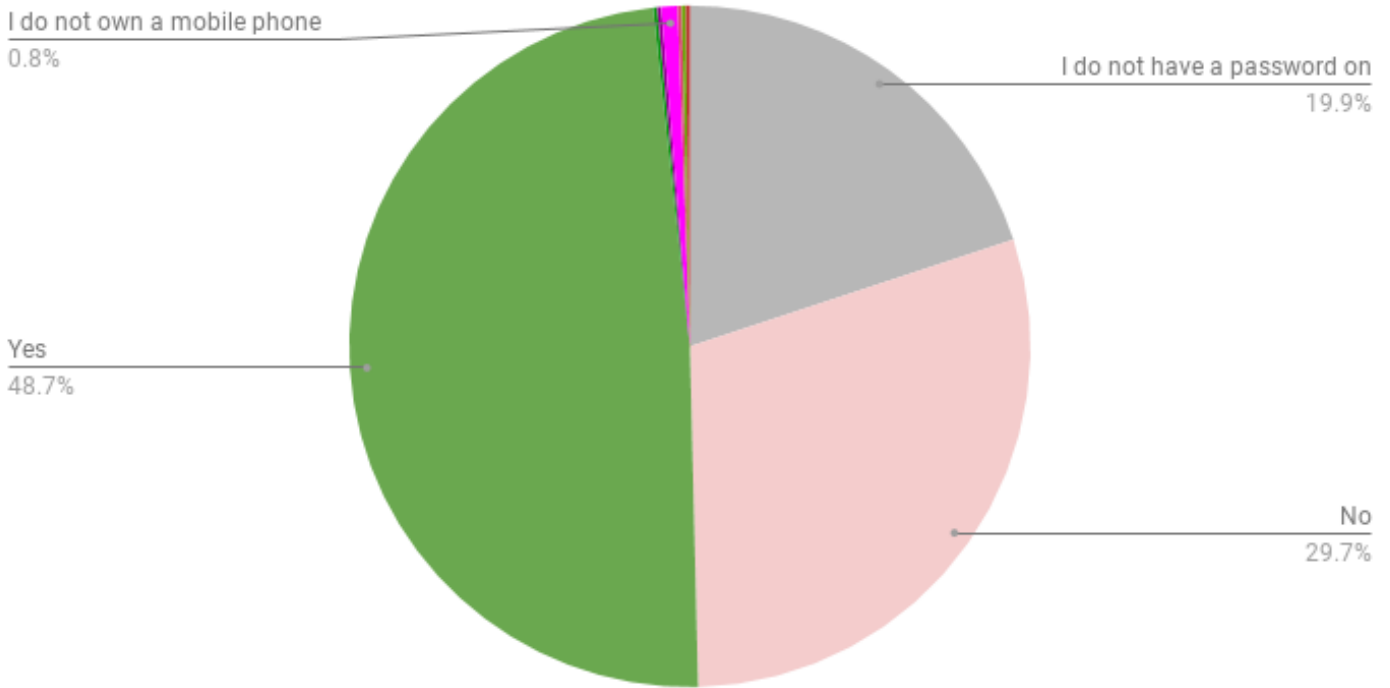
Would you like your social media profiles to remain present online once you have died?



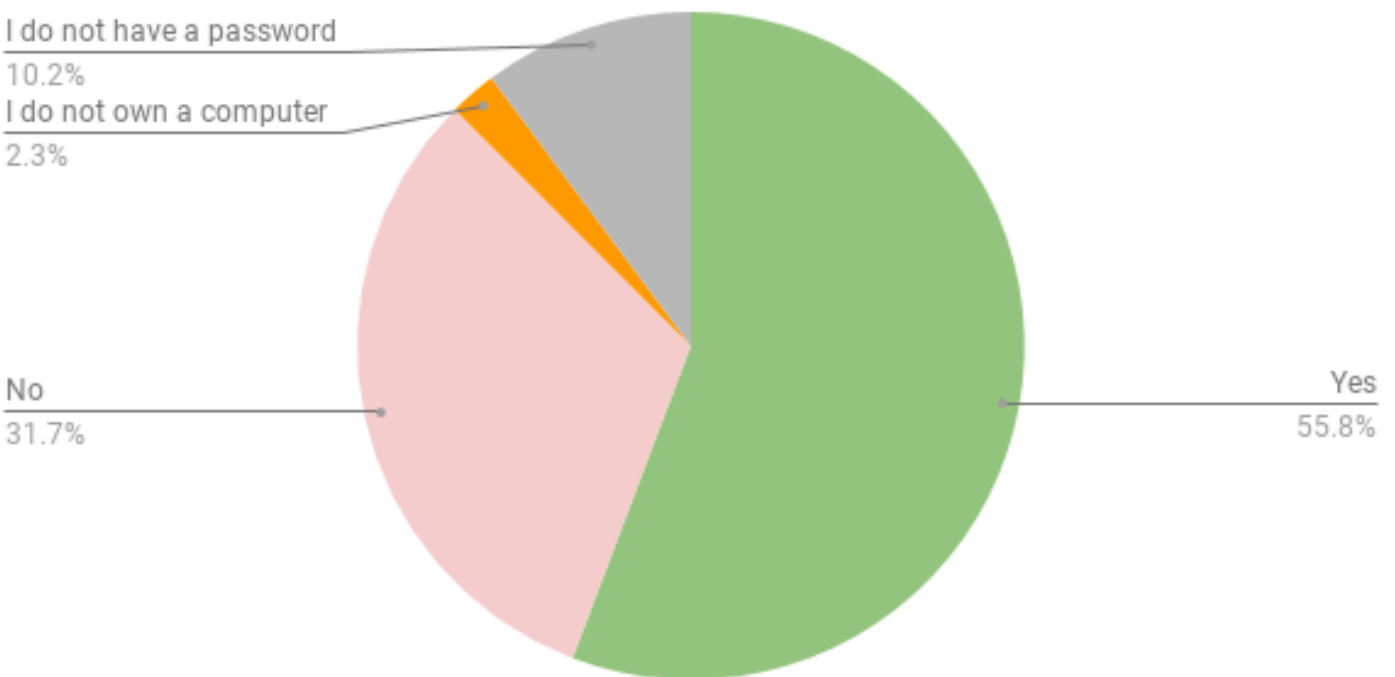
Have you made any plans for your any of your social media accounts following your death?



Does anyone other than yourself know the password for your mobile phone?

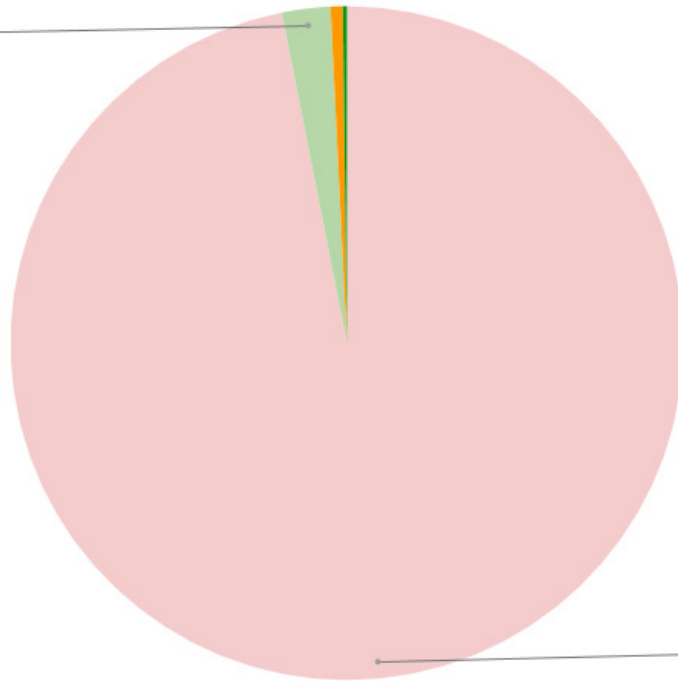


Does someone other than yourself know the password for your computer?



Have you made any plans for your purchased digital assets once you die?

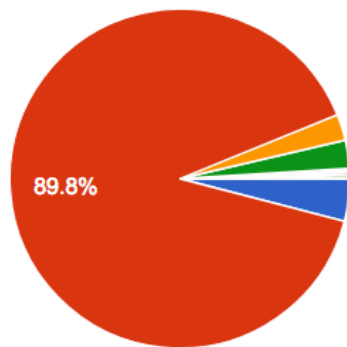
Yes, I have
2.3%



No I haven't
96.9%

Have you setup Google's Inactive Account Manager?

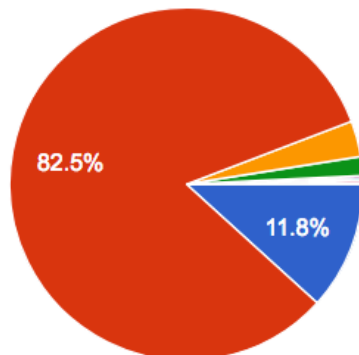
520 responses



- Yes
- No
- Not sure
- I do not use any Google services
- Next of kin doesn't have sm account
- No, but I intend to
- i didnt know this existed
- I will
- i am about to do it

Have you setup Facebook's Legacy Contact?

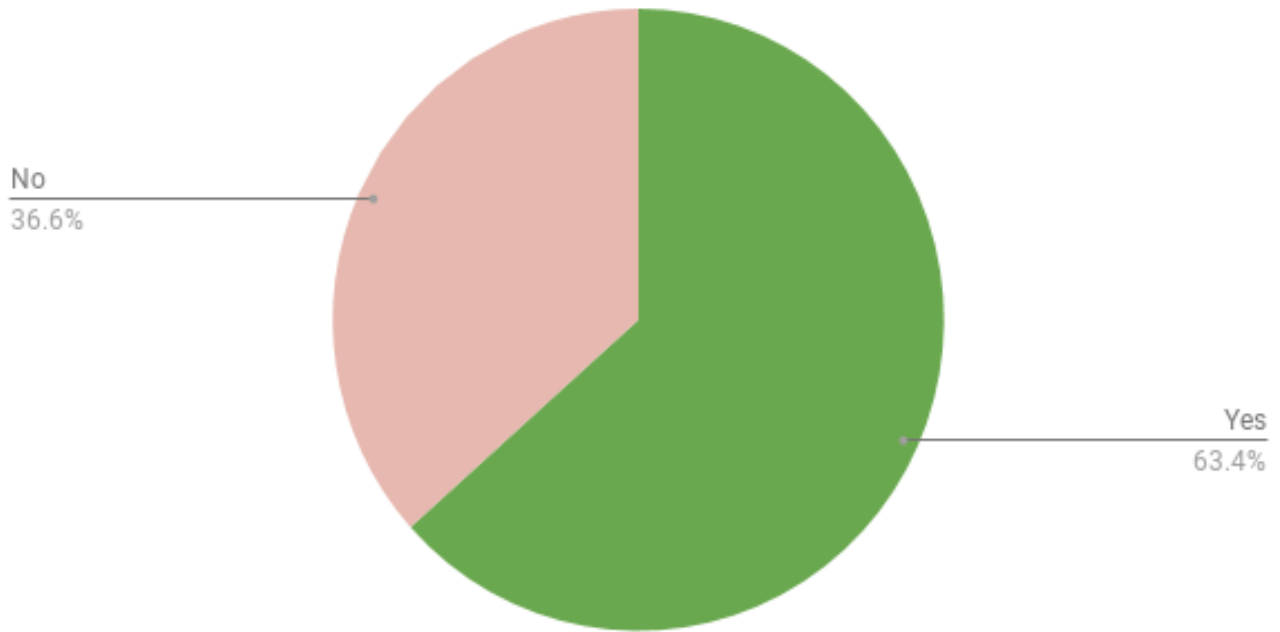
519 responses



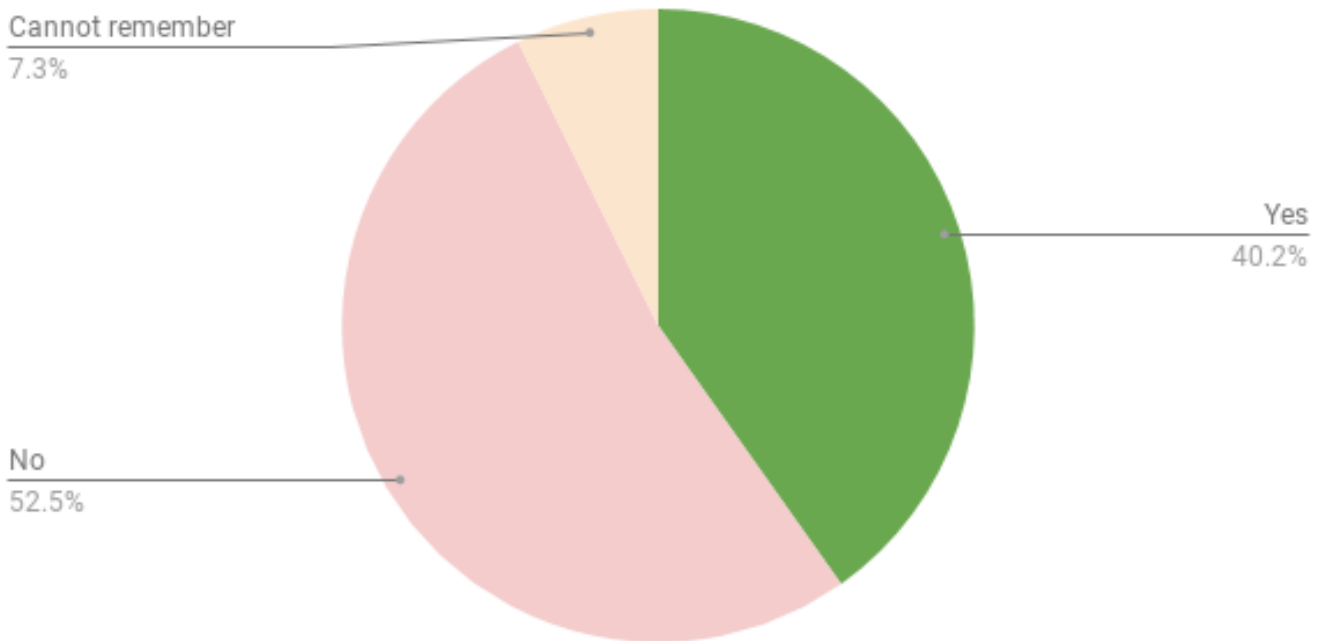
- Yes
- No
- Not sure
- I do not have a Facebook account
- No, but I intend to
- didnt no this existed
- I will
- i am about to do it



Have you thought about which song(s) you would like to be played at your funeral?

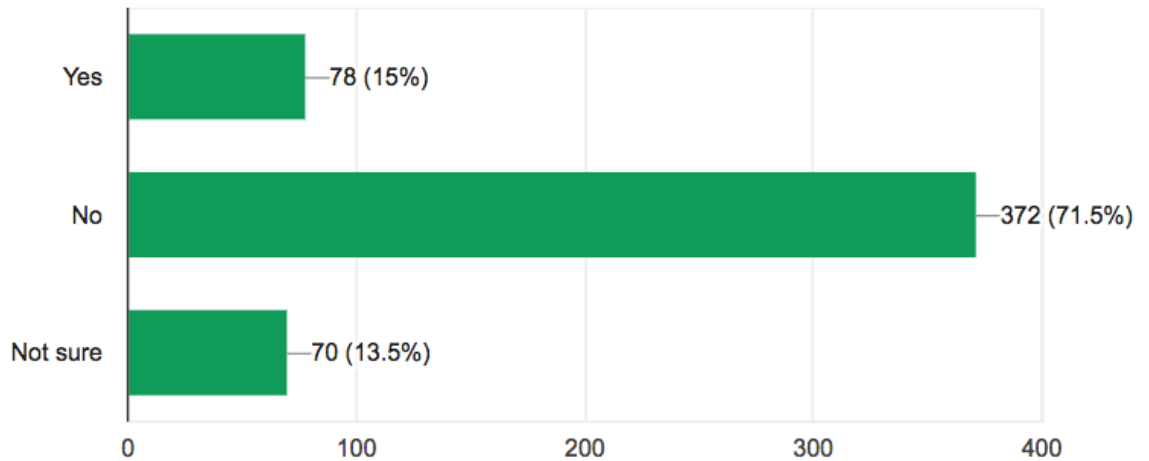


If you have thought about which song(s) you would like to have played at your funeral have you told anyone?



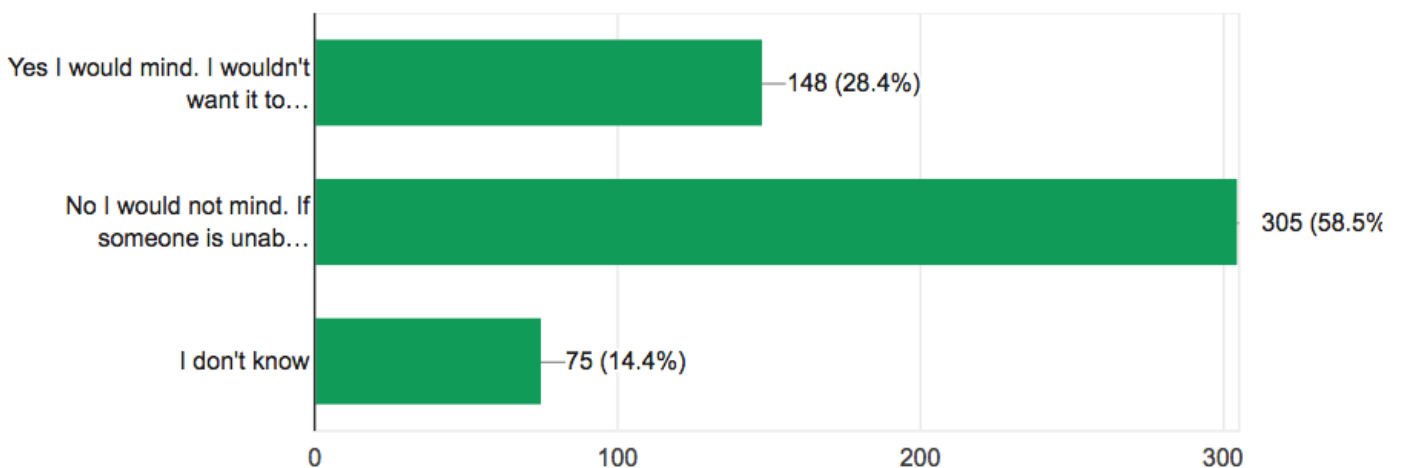
Would you mind if photos were taken at your funeral?

520 responses

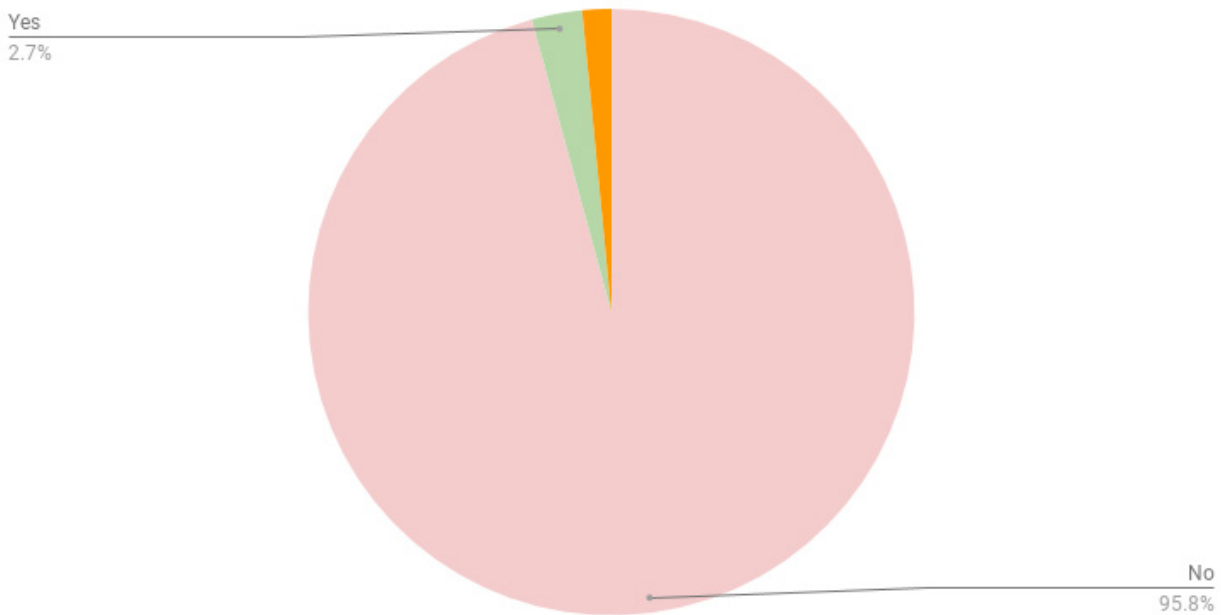


If a friend or family member could not attend your funeral would you mind if it was video streamed live and made available to watch on the internet?

521 responses

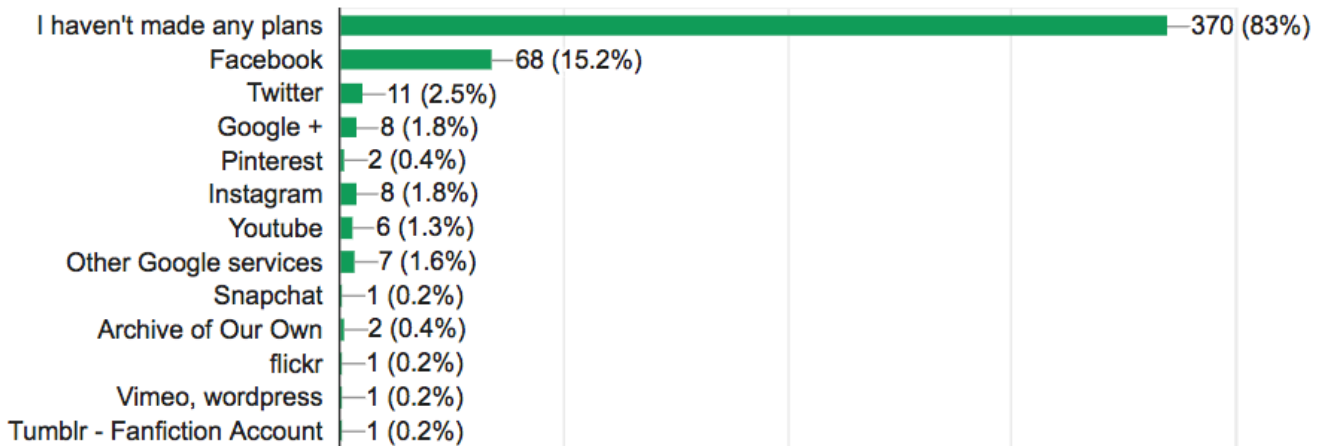


Have you completed a 'social media will' to document what you would like to happen to your social media profiles upon death?



If you have made plans for your social media accounts following your death which ones are they?

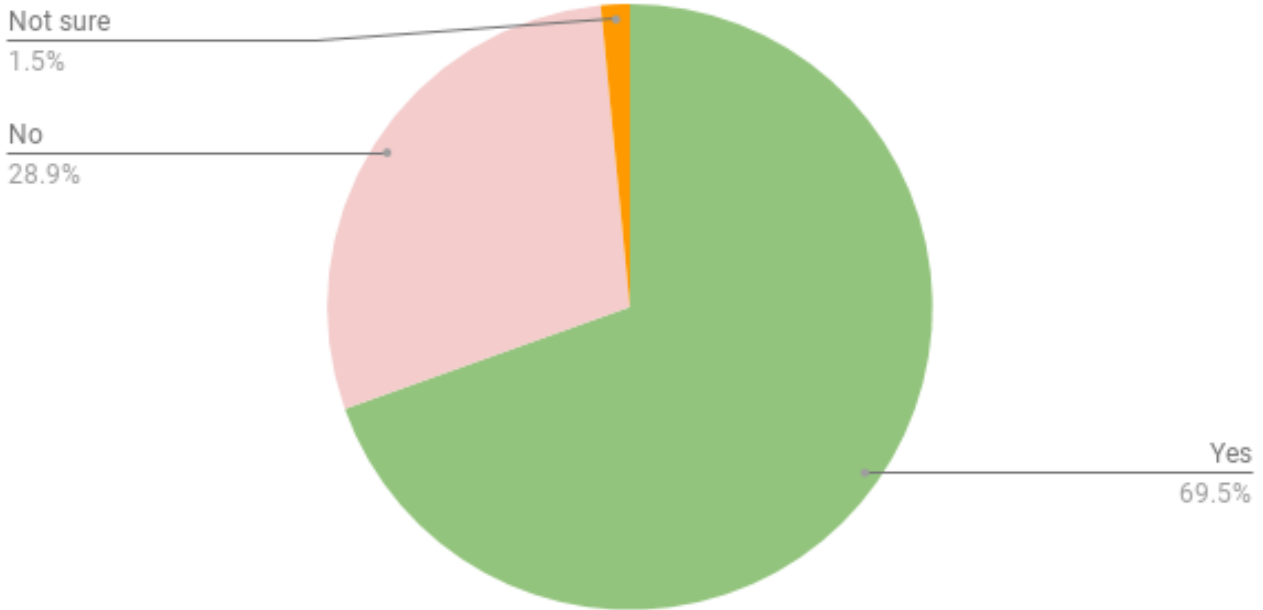
446 responses



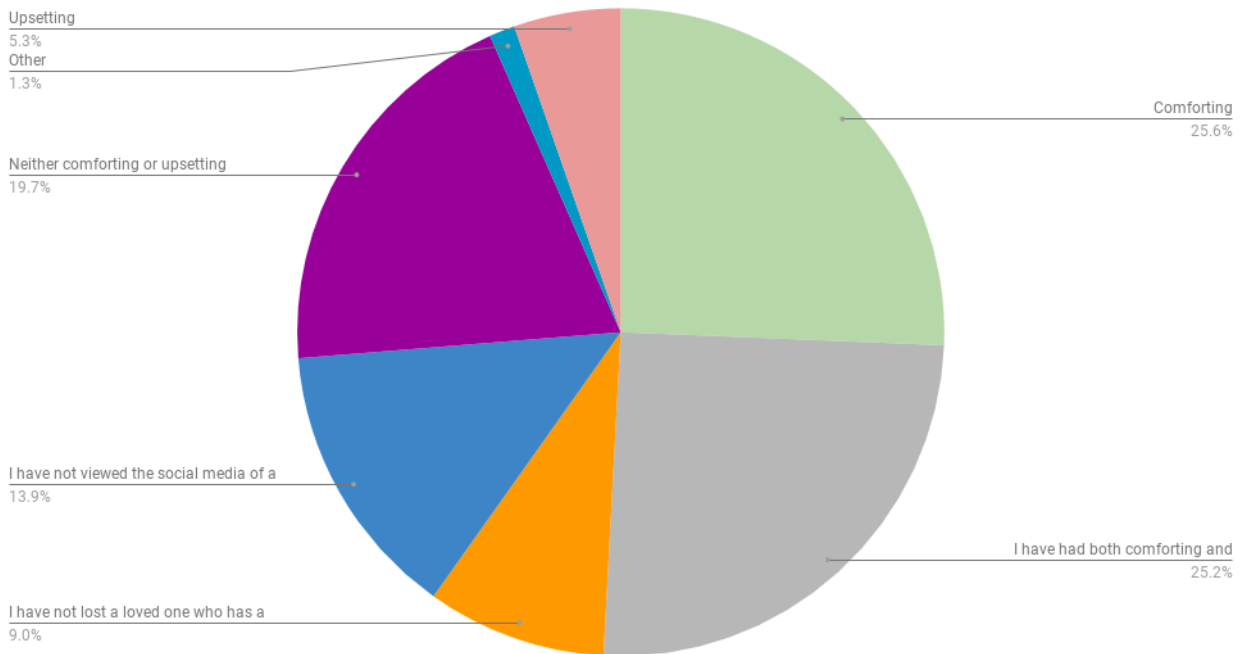
[Click here to download The Digital Legacy Association's Social Media Will Template](#)



Have you viewed a social media profile of a friend or family member after their death?



If you have viewed a social media profile of a friend or family member after their death how did you find the experience?



www.DigitalLegacyAssociation.org

