

# *2023 - The Year in Wills*



*How the will writing industry evolved  
in 2023.*

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# 2023 - The Year in Wills

Most Will writers reported an increase in business and over 25,000 Wills were written via the FreeWills.co.uk platform which has given us a detailed insight into the composition of Wills written during the year.

The major trends in Will writing have been:

- Many more people are writing Wills online.
- The average range of people making Wills is getting younger.
- More Wills are being completed on mobile devices.
- Solicitors' share of Will writing market declined yet again.
- Legacy donations to charities continue to rise.
- Video Will witnessing, introduced in 2020, continued to be negligible.

Approximately 20% of all UK Wills are now written online.

We now see the benefits of using online platforms to do things that just a few years would have been unthinkable.

More Wills have been written in 2023 than in any previous year before.

The average age range of people writing Wills has fallen.

Mobile devices now account for 45% of all Wills created via our site.

The mystique in Will writing put forward by many solicitors continues to be exposed, with their market share eroding.

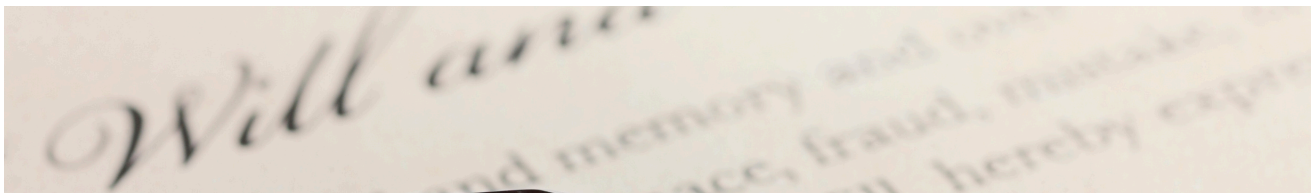
Pledges to charity through gifts in our Wills this year have been more generous than ever before.

# *Top Will Writing Trends of 2023*

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1. Many more people are writing Wills online.
2. The average range of people making Wills is getting younger.
3. More Wills are being completed on mobile devices.
4. Solicitors' share of Will writing market declined yet again.
5. Legacy donations to charities continue to rise.





# The Demographics of Will Writing

## People of all ages are writing Wills

The average age for people writing their Wills was 54.5.

31% of all Wills written via the FreeWills.co.uk website were written by people aged under 50.

48% of all Wills written via the FreeWills.co.uk website were written by people aged in their 50s or 60s.

20% of all Wills written via the FreeWills.co.uk website were written by people aged 70 or older.

| AGE   | % OF PEOPLE WRITING A WILL |
|-------|----------------------------|
| <30   | 4%                         |
| 30-39 | 12%                        |
| 40-49 | 15%                        |
| 50-59 | 25%                        |
| 60-69 | 23%                        |
| 70-79 | 13%                        |
| 80+   | 7%                         |

## Marital Status

| MARITAL STATUS | % OF PEOPLE WRITING A WILL |
|----------------|----------------------------|
| Married        | 49%                        |
| Single         | 27%                        |
| Divorced       | 9%                         |
| Widowed        | 7%                         |
| Engaged        | 5%                         |
| Other          | 3%                         |

49% of all Wills written via the FreeWills.co.uk website were written by people who were married.

36% of all Wills written via the FreeWills.co.uk website were written by people who were single or divorced.

7% of all Wills written via the FreeWills.co.uk website were written by people who were widowed.

51% of Wills were written by men, and 49% by women.



# Funeral Choices

We provide multiple options for people to choose what they would like to happen to their body after they die.

56% of people would like to be cremated.

10% of people would prefer a burial in a cemetery.

4% of people would prefer a natural woodland burial.

| CHOICE          | % OF PEOPLE |
|-----------------|-------------|
| Cremation       | 56%         |
| Burial          | 10%         |
| Medical Science | 6%          |
| Natural Burial  | 4%          |
| No Preference   | 24%         |



## *Most Popular Gifted Items*

We allow people to leave gifts in their Wills.

Here are the top ten gifted items for 2023.

1. Money
2. Jewellery
3. Cars
4. Watches
5. Second Properties
6. Home Contents
7. Money to Look After Pets
8. Tools
9. Clothing
10. Shares



# *Legacy Donations in 2023*

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## *People were very generous...*

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11% of all Wills written via the FreeWills.co.uk website included a donation to charity.

Over £41 million was pledged to charity in 2023 via Freewills.co.uk which equates to the equivalent of £788,000 every week.

## *987 different charities were remembered...*

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Legacy donations came in large and small amounts and covered the full breadth of charitable organisations, both large and small.

People chose to remember causes close to them, which spanned major fundraising organisations and many medium sized and smaller non-profits covering animal welfare, armed and ex-services, children's charities, community, culture, disabled, education, elderly, environment, family, health, hospices, housing, human rights, medical research and welfare, mental health, overseas aid, rescue services, social welfare, sport and recreation as well as religious charities.

People gave generously to all types of non-profits and the donations for the second half of the year eclipsed those of the first half, showing legacy donations are increasing.

For charities wishing to explore how FreeWills.co.uk can help with your legacy programmes, request a free demo at <https://www.freewills.co.uk/charity>





# FreeWills.co.uk - a leading online Will writing company.

We created FreeWills.co.uk with a clear mission - to provide an easy way for every British adult to make a personalised will, for free.

We have grown to become one of the UK's largest Will writing companies.

Currently 1 in 20 Wills written in the UK are written via our Website.

We are available 24 hours a day, 7 days a week.

We are full members of The Society of Will Writers.

ALL Wills are checked, vetted and approved by practising solicitors.

Any queries on this report or any other matter please email us at [hello@freewills.co.uk](mailto:hello@freewills.co.uk)