

2020 - The Year in Wills



*How the will writing industry evolved
in 2020.*

Contents

- 03** 2020 - The Year in Wills
- 04** Top Will Writing Trends
- 05** The Impact of the Pandemic on Will Writing
- 06** Solicitors in Decline
- 07** The Demographics of Will Writing
- 08** Funeral Choices
- 09** Music Choices
- 10** Most Popular Gifted Items
- 11** Legacy Donations
- 12** About Us



2020- The Year in Wills

Most Will writers reported an increase in business during 2020, and here at FreeWills we almost trebled our number of Wills written in 2020 over 2019.

Over 20,000 Wills were written via the FreeWills.co.uk platform in 2020 which has given us a detailed insight into the composition of Wills written during the year.

The major trends in Will writing during 2020 have been:

- Move to Online
- More people are writing Wills
- Solicitors share of Will Writing market is declining
- Age range of people writing Wills is getting younger
- More Wills are being completed on mobile devices
- Legacy donation to charities are on the rise

We now see the benefits of using online platforms to do things that just a few years would have been unthinkable - and now approximately 16% of all Wills are written online.

More Wills have been written in 2020 than any other year.

The mystique in Will writing put forward by many solicitors has been exposed, as their market share has been eroded.

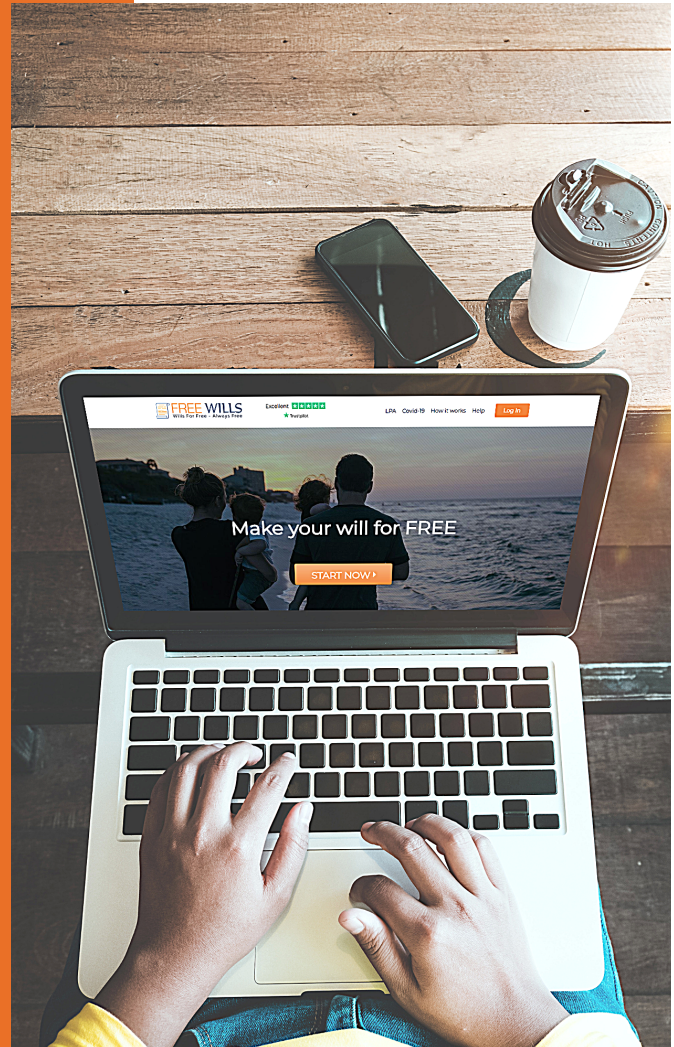
The average age range of people writing Wills has fallen.

Mobile devices now account for over 19% of Wills created via our site.

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

Top Will Writing Trends of 2020

1. Will Writing doubled in 2020.
2. Many more people are writing wills online.
3. Solicitors' share of Will writing market is declining.
4. Age range is getting younger.
5. More Wills are being completed on mobile devices.
6. Legacy donations to charities on the rise.





The Impact of the Pandemic on Will Writing

2020 was a highly unusual year for all of us, and one of the few industries that prospered was that of Will Writing.

March and April were the months the most Wills were written during the year.

Our busiest day of the year in terms of Wills written was 23rd March, the day Boris Johnson ordered UK citizens to stay at home.

We saw a 78% increase in Wills written on 23rd March, compared to the week before.

The pandemic played its part in more Wills being written as it focused peoples' minds on thinking about their own mortality and made us all realise that we needed to do something that we had been putting off.

Lockdown gave people plenty of time at home to think about their loved ones, and with most solicitors offices closed, many people turned to online Will writing options.

More people are writing wills online as solicitors market share declines

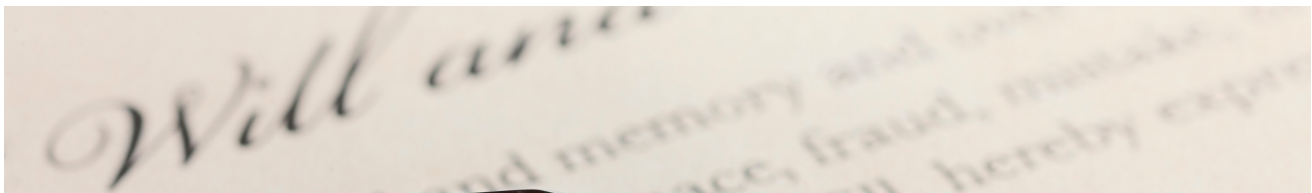
The move to writing Wills online gathered pace in 2020 in particular.

With more Wills written in total, the percentage of Wills written online is estimated at 16% of all Wills written.

As more companies offer online services, customers are able to take advantage of the value for money and convenience offered.



Are solicitors days numbered? It did not help that for many weeks during lockdown their offices were closed, and even when they were open, the limitations of social distancing and the difficulties of meeting at a solicitor's office, at their convenience, made people look at alternatives.



The Demographics of Will Writing

People of all ages are writing Wills

The average age for people writing their Wills has fallen to 55.

32% of all Wills written via the FreeWills.co.uk website were written by people aged under 50.

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

18% 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	5%
30-39	11%
40-49	16%
50-59	27%
60-69	23%
70-79	12%
80-89	6%

Marital Status

MARITAL STATUS	% OF PEOPLE WRITING A WILL
Married	49%
Single	27%
Divorced	10%
Widowed	7%
Engaged	5%
Other	2%

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

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

37% of all Wills written via the FreeWills.co.uk website were written by people who were single or divorced.

52% of Wills were written by men, and 48% by women.



Funeral Choices

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

57% of people would like to be cremated.

11% of people would prefer a burial in a cemetery.

New for 2020, we gave people the option to select a natural burial, and 1 in 30 have selected this as their preference.

CHOICE	% OF PEOPLE
Cremation	57%
Burial	11%
Medical Science	6%
Natural Burial	3%
No Preference	23%

Music Choices

With non-religious ceremonies gaining in popularity, we allow our customers to choose songs they would like played at their funeral service. Here is the top ten for 2020.

10. Wish Me Luck as You Wave Me Goodbye – Vera Flynn
9. Bye Bye Baby – The Bay City Rollers
8. You'll Never Walk Alone – Gerry and The Pacemakers
7. Another One Bites the Dust – Queen
6. Angels – Robbie Williams
5. Somewhere Over the Rainbow – Judy Garland
4. Spirit in the Sky - Doctor and the Medics
3. Time to Say Goodbye - Sarah Brightman & Andrea Bocelli
2. Highway to Hell – AC/DC
1. Always Look on the Bright Side of Life – Monty Python

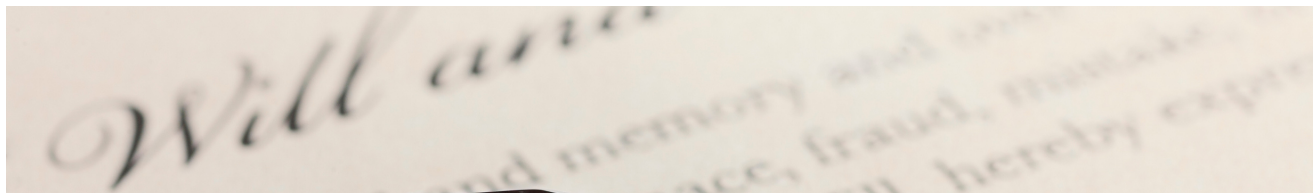


Most Popular Gifted Items

We allow people to leave gifts in their Wills.

Here are the top ten gifted items for 2020.

1. Jewellery
2. Money
3. Cars
4. Second properties
5. Home Contents
6. Antiques
7. Clothing
8. Shares
9. Tools
10. Money to look after pets



Legacy Donations in 2020

People were very generous...

10% of all Wills written via the FreeWills.co.uk website included a donation to charity.

Over £26 million was pledged to charity in 2020 via Freewills.co.uk which equates to the equivalent of £516,373 every week.

878 different charities were remembered...

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 - the UK's second largest 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 quickly grown to become the UK's second largest Will writing company and currently 1 in 25 Wills written in the UK are written via our Website.

We are profitable as we do offer optional add-on paid services.

We are full members of The Society of Will Writers, and are available 24 hours a day, 7 days a week.

Any queries on this report or any other matter please email us at hello@freewills.co.uk