

YouGov Survey Results

Sample Size: 1580 GB Adults
Fieldwork: 15th - 16th February 2015

	Westminster VI				2010 Vote			Gender		Age				Social Grade		Region					
Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1580	x	x	x	x	490	387	312	766	814	188	400	540	452	901	679	202	514	338	389	137
Unweighted Sample	1580	403	414	76	219	481	394	304	817	763	149	302	620	509	1053	527	203	555	307	371	144
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you currently use Facebook?

Yes, I do	69	65	73	64	58	63	73	70	63	74	79	79	66	58	69	69	60	69	73	66	75
No, I do not	31	35	27	36	42	37	27	30	37	26	21	21	34	42	31	31	40	31	27	34	25

In some places Facebook is giving users the ability to choose what happens to their accounts after they die. Users can choose between two options: the account is deleted or one other person called a "legacy contact" can be given control of some functions of the account. The legacy contact can post announcements, change your profile photo and accept friend requests, but it cannot see your private messages or post as you. Of these two options, which would you prefer to happen to your Facebook account after you die?

[Asked to respondents who currently use Facebook; n=1064]

Control over some functions is given to a "legacy contact"	27	27	25	33	21	24	24	34	29	26	41	39	23	11	29	24	31	31	26	24	19
The account is deleted	57	64	58	52	59	62	59	51	56	58	47	42	61	76	58	56	57	52	58	57	69
Don't know	16	9	18	15	20	14	17	15	15	16	12	19	17	14	13	20	12	16	16	19	12

Under the previous system, when a person dies the account is simply frozen, and people who could view it or post on it before death could continue to do so. If you also had this option, what would your preference be?

[Asked to respondents who currently use Facebook; n=1064]

Control over some functions is given to a "legacy contact"	19	18	18	25	16	18	18	23	23	16	23	29	18	8	22	16	26	22	19	16	13
The account is deleted	47	53	46	48	48	54	51	38	47	46	26	32	51	71	45	49	41	41	49	51	58
The account is frozen	19	18	19	17	14	14	15	26	17	21	38	23	16	10	22	16	19	23	19	16	18
Don't know	14	11	16	10	22	14	17	13	12	16	13	16	15	11	11	19	15	13	14	17	11

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

Have you ever posted a message on someone's Facebook after they passed away?

[Asked to respondents who currently use Facebook; n=1064]

Yes, I have	15	18	13	12	15	17	12	16	14	17	12	22	17	6	15	16	18	18	15	13	11
No, I have not	80	78	81	86	80	80	84	78	81	79	80	72	79	91	80	80	80	78	79	83	85
Can't remember	5	4	6	2	5	3	4	6	5	4	7	6	4	2	5	4	3	5	6	5	4

When a person dies, what do you think should generally happen to their Facebook?

[Asked to respondents who currently use Facebook; n=1064]

The page should stay up as a reminder of their life and a memorial for people to post tributes and share memories	33	27	33	34	34	28	26	40	34	32	46	45	30	15	33	32	34	37	31	31	23
The page should remain visible, but people shouldn't be able to make new posts	17	18	15	17	15	16	19	16	17	17	22	17	18	12	18	15	17	18	20	12	14
The page should be removed	36	45	34	41	41	44	39	26	36	36	16	21	38	64	33	40	30	31	36	41	47
Don't know	14	10	18	7	10	11	16	17	13	15	17	18	14	10	15	13	19	13	13	15	16