

Sample Size: 2185 GB Adults
Fieldwork: 12th - 13th February 2015

Region								Government Region											
North	Midlands	East	London	South	England	Wales	Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	England	Wales	Scotland

For the following question, if you have never been notified of changes to the Terms & Conditions of your online account(s), please select the 'Not applicable' option.

Thinking about the LAST time you were notified of changes to the Terms & Conditions of an online account (e.g. by email, text message etc.)...

Which ONE, if any, of the following BEST applies to you?

	Unweighted base	514	302	203	267	482	1768	141	276	98	234	182	158	144	203	267	273	209	1768	141	276
	Base: All GB Adults Online	538	358	210	280	500	1886	109	190	109	242	186	188	171	210	280	308	193	1886	109	190
I read and fully understood the updated Terms & Conditions, and decided to <u>continue</u> using my account		19%	15%	22%	18%	17%	18%	23%	19%	20%	19%	18%	14%	16%	22%	18%	18%	16%	18%	23%	19%
I read and fully understood the updated Terms & Conditions, and decided to <u>cancel</u> my account as a result		1%	-	0%	0%	1%	1%	-	1%	0%	0%	2%	-	-	0%	0%	1%	1%	1%	-	1%
I read the updated Terms & Conditions, didn't fully understand them, but decided to <u>continue</u> using my account		9%	8%	12%	9%	10%	10%	11%	7%	8%	7%	12%	7%	9%	12%	9%	11%	10%	10%	11%	7%
I read the updated Terms & Conditions, didn't fully understand them, and decided to <u>cancel</u> my account		1%	0%	-	0%	0%	0%	-	2%	-	0%	1%	-	1%	-	0%	0%	0%	0%	-	2%
I didn't read the updated Terms & Conditions, but decided to <u>continue</u> using my account		40%	39%	38%	43%	42%	41%	40%	38%	37%	41%	40%	39%	38%	38%	43%	44%	40%	41%	40%	38%
I didn't read the updated Terms & Conditions, and decided to <u>cancel</u> my account		2%	0%	2%	3%	3%	2%	3%	4%	1%	1%	4%	0%	0%	2%	3%	2%	4%	2%	3%	4%
None of these		5%	6%	6%	5%	3%	5%	2%	8%	7%	3%	6%	3%	9%	6%	5%	3%	2%	5%	2%	8%
Don't know		10%	10%	8%	5%	8%	9%	3%	6%	9%	12%	9%	10%	10%	8%	5%	7%	11%	9%	3%	6%
Not applicable - I have never been notified of changes to the Terms & Conditions of my online account(s)		14%	22%	12%	16%	15%	16%	17%	15%	17%	16%	9%	26%	17%	12%	16%	16%	15%	16%	17%	15%

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Working status							Marital Status					Children in Household					
Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

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Which ONE, if any, of the following BEST applies to you?

	Unweighted base	1050	262	1312	122	495	82	174	1103	260	164	67	590	1591	255	225	73	553	41
Base: All GB Adults Online		1063	263	1326	120	472	94	173	1084	271	161	61	606	1562	271	225	82	578	45
I read and fully understood the updated Terms & Conditions, and decided to <u>continue</u> using my account		18%	21%	18%	12%	21%	18%	15%	20%	15%	18%	33%	16%	19%	12%	20%	21%	16%	7%
I read and fully understood the updated Terms & Conditions, and decided to <u>cancel</u> my account as a result		0%	1%	1%	0%	-	-	2%	1%	0%	-	-	0%	0%	0%	1%	1%	1%	-
I read the updated Terms & Conditions, didn't fully understand them, but decided to <u>continue</u> using my account		8%	12%	8%	4%	12%	10%	13%	10%	7%	11%	10%	8%	10%	11%	6%	7%	9%	5%
I read the updated Terms & Conditions, didn't fully understand them, and decided to <u>cancel</u> my account		1%	-	1%	2%	0%	-	-	0%	-	-	4%	1%	0%	1%	0%	2%	1%	-
I didn't read the updated Terms & Conditions, but decided to <u>continue</u> using my account		47%	36%	45%	59%	25%	40%	34%	36%	48%	33%	14%	49%	39%	45%	46%	40%	45%	40%
I didn't read the updated Terms & Conditions, and decided to <u>cancel</u> my account		2%	2%	2%	5%	2%	6%	2%	2%	2%	5%	1%	3%	2%	4%	1%	1%	3%	1%
None of these		4%	7%	4%	4%	6%	0%	6%	6%	5%	6%	1%	3%	4%	3%	6%	3%	4%	20%
Don't know		7%	8%	8%	8%	9%	13%	9%	9%	10%	2%	10%	8%	8%	8%	9%	5%	8%	13%
Not applicable - I have never been notified of changes to the Terms & Conditions of my online account(s)		13%	12%	13%	7%	25%	13%	19%	16%	13%	25%	27%	13%	17%	15%	11%	20%	14%	14%

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Total	Gender		Age					Social Grade	
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

TTD_q6b. Which, if any, of the following people would be able to access any of your online accounts with your password(s) if anything were to happen to you (e.g. death, illness etc.)? (Please select all that apply. If no-one would be able to access any of your online accounts, please select the 'Not applicable' option)

Unweighted base	2185	1071	1114	243	250	390	497	805	1216	969
Base: All GB Adults Online	2185	1049	1136	262	328	413	417	765	1202	983
My spouse/ partner	32%	32%	31%	16%	30%	33%	28%	39%	34%	29%
My sibling(s)	3%	3%	3%	7%	3%	3%	3%	1%	3%	3%
My child(ren)	12%	10%	13%	-	1%	4%	15%	22%	11%	12%
My employer	0%	1%	0%	-	0%	1%	1%	-	0%	0%
My lawyer	0%	0%	0%	0%	-	-	1%	0%	0%	0%
My friend(s)	2%	1%	2%	6%	3%	0%	1%	1%	1%	2%
My parent(s)	3%	2%	4%	11%	5%	5%	1%	-	1%	5%
The executor(s) named in my will	1%	2%	1%	-	0%	0%	1%	3%	2%	1%
Other	1%	1%	1%	0%	0%	1%	1%	0%	1%	1%
Don't know	4%	5%	3%	9%	4%	4%	3%	2%	2%	6%
Not applicable - no-one would be able to access any of my online accounts if anything were to happen to me	52%	53%	52%	60%	59%	55%	56%	44%	54%	51%

Thinking now about Facebook...

In the event that a Facebook user passes away, who do you think, by default, owns their Facebook content (e.g. posts, photos, videos etc.)?

Unweighted base	2185	1071	1114	243	250	390	497	805	1216	969
Base: All GB Adults Online	2185	1049	1136	262	328	413	417	765	1202	983
The user's next-of-kin	20%	19%	21%	25%	27%	23%	17%	16%	17%	24%
Facebook	36%	38%	34%	38%	42%	44%	39%	26%	40%	31%
Someone else	0%	1%	0%	0%	1%	0%	0%	0%	0%	1%
No-one	17%	16%	18%	22%	11%	15%	17%	18%	16%	18%
Don't know	27%	26%	27%	14%	19%	18%	26%	39%	27%	27%

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Unweighted base	514	302	203	267	482	1768	141	276	98	234	182	158	144	203	267	273	209	1768	141	276
Base: All GB Adults Online	538	358	210	280	500	1886	109	190	109	242	186	188	171	210	280	308	193	1886	109	190
My spouse/ partner	35%	29%	36%	26%	30%	31%	35%	34%	36%	39%	30%	30%	28%	36%	26%	30%	29%	31%	35%	34%
My sibling(s)	2%	2%	5%	4%	2%	3%	4%	5%	2%	1%	3%	1%	3%	5%	4%	1%	2%	3%	4%	5%
My child(ren)	13%	11%	15%	7%	11%	11%	12%	15%	6%	14%	16%	9%	13%	15%	7%	12%	9%	11%	12%	15%
My employer	0%	-	0%	-	1%	0%	-	1%	-	-	0%	-	-	0%	-	1%	-	0%	-	1%
My lawyer	1%	-	0%	-	0%	0%	-	0%	-	1%	1%	-	-	0%	-	0%	-	0%	-	0%
My friend(s)	1%	2%	4%	2%	1%	2%	1%	1%	2%	1%	1%	0%	3%	4%	2%	1%	2%	2%	1%	1%
My parent(s)	3%	5%	3%	3%	2%	3%	4%	3%	5%	3%	2%	6%	3%	3%	3%	2%	1%	3%	4%	3%
The executor(s) named in my will	2%	0%	2%	1%	2%	1%	1%	2%	0%	2%	2%	1%	-	2%	1%	1%	3%	1%	1%	2%
Other	1%	1%	1%	1%	1%	1%	-	0%	-	1%	0%	2%	1%	1%	1%	0%	1%	1%	-	0%
Don't know	5%	5%	2%	5%	3%	4%	3%	3%	5%	7%	3%	3%	7%	2%	5%	1%	6%	4%	3%	3%
Not applicable - no-one would be able to access any of my online accounts if anything were to happen to me	48%	52%	48%	60%	57%	53%	50%	48%	50%	44%	54%	54%	50%	48%	60%	58%	55%	53%	50%	48%

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Base: All GB Adults Online	538	358	210	280	500	1886	109	190	109	242	186	188	171	210	280	308	193	1886	109	190
The user's next-of-kin	17%	27%	20%	21%	18%	20%	15%	24%	16%	16%	21%	24%	30%	20%	21%	21%	14%	20%	15%	24%
Facebook	38%	30%	41%	29%	40%	36%	33%	38%	37%	39%	37%	31%	30%	41%	29%	35%	48%	36%	33%	38%
Someone else	1%	-	-	1%	0%	0%	-	1%	1%	1%	-	-	-	-	1%	-	0%	0%	-	1%
No-one	15%	13%	16%	20%	18%	16%	23%	17%	13%	14%	17%	15%	10%	16%	20%	19%	16%	16%	23%	17%
Don't know	29%	30%	23%	30%	23%	27%	29%	20%	33%	30%	26%	30%	30%	23%	30%	24%	22%	27%	29%	20%

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My sibling(s)	2%	5%	3%	8%	2%	3%	3%	2%	1%	5%	3%	5%	2%	3%	6%	10%	5%	2%
My child(ren)	7%	11%	8%	-	25%	9%	16%	15%	7%	24%	38%	2%	12%	13%	9%	3%	10%	3%
My employer	1%	-	1%	-	-	-	-	0%	0%	2%	-	0%	0%	0%	-	-	0%	1%
My lawyer	0%	-	0%	-	1%	1%	-	0%	-	0%	1%	0%	0%	-	-	-	-	-
My friend(s)	1%	3%	1%	11%	0%	1%	1%	1%	-	0%	-	4%	1%	1%	5%	3%	3%	-
My parent(s)	2%	3%	2%	14%	1%	9%	3%	1%	1%	4%	-	8%	2%	7%	2%	8%	5%	1%
The executor(s) named in my will	1%	1%	1%	-	3%	1%	1%	2%	0%	2%	1%	1%	2%	0%	1%	-	0%	-
Other	0%	0%	0%	-	1%	3%	3%	0%	0%	1%	3%	2%	1%	1%	0%	-	0%	-
Don't know	5%	2%	4%	9%	2%	6%	3%	3%	5%	0%	2%	6%	3%	4%	7%	4%	5%	11%
Not applicable - no-one would be able to access any of my online accounts if anything were to happen to me	56%	58%	57%	56%	39%	65%	45%	40%	52%	62%	57%	71%	54%	48%	44%	51%	47%	64%

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The user's next-of-kin	19%	22%	20%	35%	16%	27%	22%	18%	25%	20%	12%	23%	20%	18%	21%	22%	20%	32%
Facebook	42%	39%	42%	30%	24%	23%	34%	34%	43%	32%	27%	38%	35%	42%	36%	41%	39%	25%
Someone else	0%	-	0%	-	0%	3%	-	0%	0%	-	-	0%	0%	-	-	2%	0%	-
No-one	15%	16%	15%	21%	18%	22%	15%	16%	14%	18%	18%	18%	16%	17%	21%	11%	18%	13%
Don't know	23%	24%	23%	13%	40%	25%	28%	31%	17%	29%	43%	21%	28%	23%	21%	25%	23%	30%