



Canadian  
**Legal Wills**

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**NATIONAL 2020 WILL WRITING SURVEY – FEBRUARY 18-28, 2021**

# Introduction

## WHY A SURVEY?

There was a clear spike in our sales trends across the board on our US, Canada, and UK sites (all three countries saw identical patterns of behaviour) in the second quarter of 2020, particularly in April, so this indicated that there may be a correlation between the global pandemic and an increase in Will writing. The emergence of COVID gave people the nudge that they needed to prepare their Wills and we were curious to learn more.

## PAST DATA

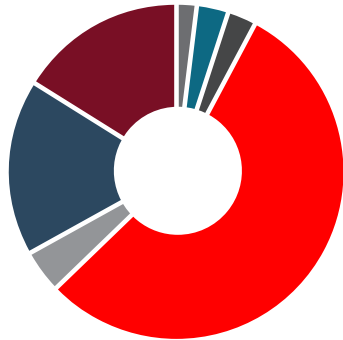
A survey conducted by LegalWills.ca in 2016 found that 62% of Canadians don't have a Will and of those who do, 12% have Wills that are out of date.

[Click here for more details!](#)



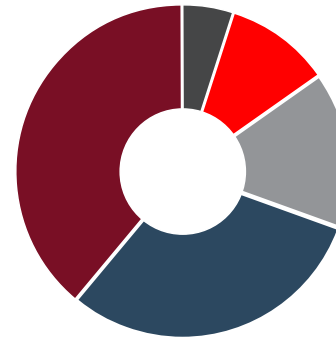
# SURVEY SAMPLES

## LOCATION



- Alberta
- British Columbia
- Manitoba
- Ontario
- Prince Edward Island
- Quebec
- Saskatchewan

## AGE BRACKET



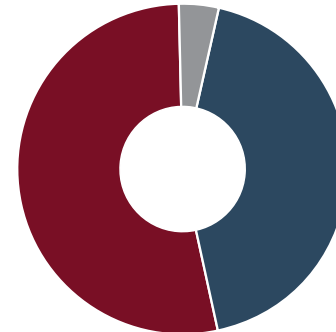
- 61-70
- 51-60
- 41-50
- 31-40
- 18-30

## MARITAL STATUS



- Single
- Separated
- Married
- Divorced
- Widowed

## GENDER IDENTITY



- Male
- Female
- N/A



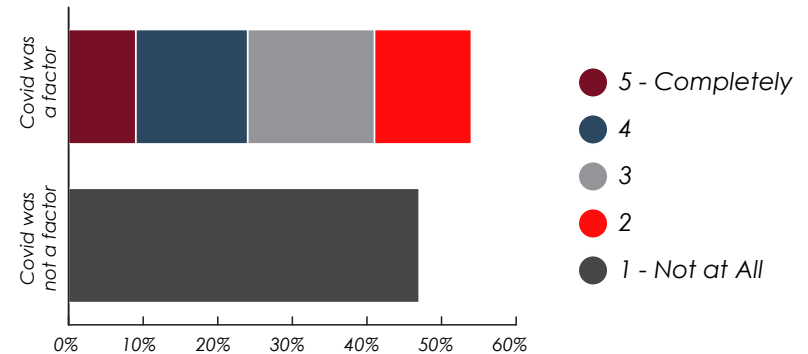
# Key Findings



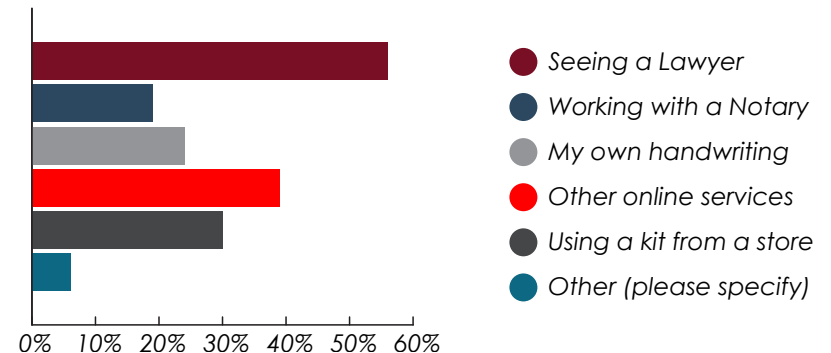
# COVID-19

- **LegalWills.ca sales spiked by 300% when COVID-19 hit Canada in March 2020**; sales have not returned to their normal pre-COVID levels.
- **April 2020 was our busiest month in our twenty year history.**
- More than half (**53%**) of survey participants said that **COVID-19 influenced them to write or update their Will** in the past 12 months.
- Women appeared to be more influenced than men, with 64% being female.
- COVID-19 clearly played a significant part in stopping the procrastination associated with writing a Will, as 66% of survey participants said that writing a Will was something they had been meaning to do for a while.
- 28% of survey participants said that they wrote a Will because the pandemic made them realize that they needed to be better prepared. Out of those, 64% were over the age of 50.

## COVID'S IMPACT ON WRITING/UPDATING



## WAYS TO WRITE A WILL (MULTI CHOICE)

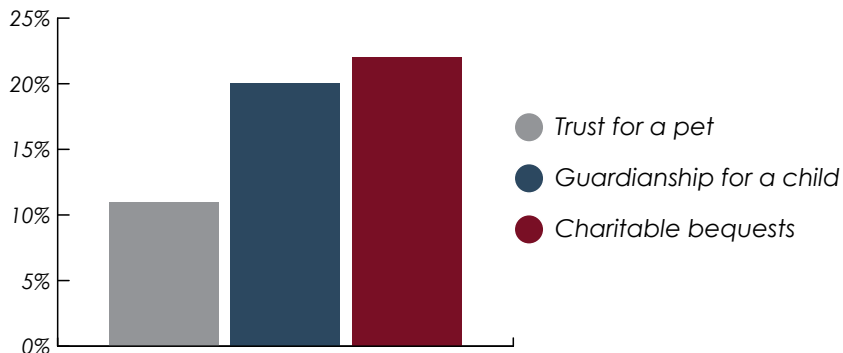


- Older adults were more influenced by COVID-19 to write a Will, as 79% of those who did so were over the age of 50.

## CHARITY & TRUSTS

- 21% of those who wrote a Will included a charitable bequest in their Will
- 11% included a trust for the care of their pet(s)

### WILL INCLUSIONS



## LEGALWILLS.CA'S SERVICES

- 42% also took advantage of the opportunity to create a Financial Power of Attorney, Living Will (Power of Attorney for Health Care), and to document their funeral wishes.
- 13% decided to write final messages to be delivered to their loved ones after they have passed away. 72% of them were female.
- **44% of those who wrote a Will did not even consider going to a lawyer** before using LegalWills.ca.
- Customers chose LegalWills.ca as their online Will service for many reasons, but primarily due to great customer reviews, great price, great company reputation, or a recommendation from a friend/family member.



# Observations



## FINAL OBSERVATIONS

Our main observation from this, and previous surveys, is that Will writing is something that is naturally put-off to a later date until people feel they have a reason to finally do it. Traditionally, this could be a change in family situation but often we have people using our service because they have just dealt with the estate of a relative who didn't have a Will. They don't want to put people through what they have just gone through. We also typically see people use our service when they have a surgery scheduled or have been diagnosed with an illness.

COVID-19 just gave people one more reason to be nudged into writing their Will. It was an easy action item that could help them feel more prepared in

an unpredictable situation. This also suggests that writing a Will has an element of impulse about it. Although it is often in the back of people's minds, they usually need a prompt - whether to see or hear something - to motivate them to get to it, right away. In the past, this may have meant phoning a lawyer to book an appointment, but now people can easily search online and discover online options. Accessibility was likely another contributing factor; even while in lockdown, people were still able to access our services from the comfort of their homes.

*Through this pandemic, we were all given the gift of time, and we are so glad that so many Canadians took a small portion of that time to ensure they are better prepared for the future.*

