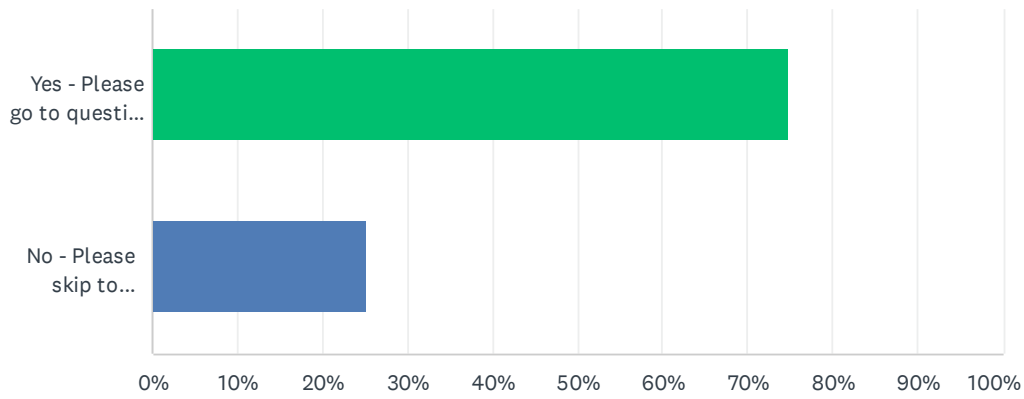


Q1 Have you already made a will?

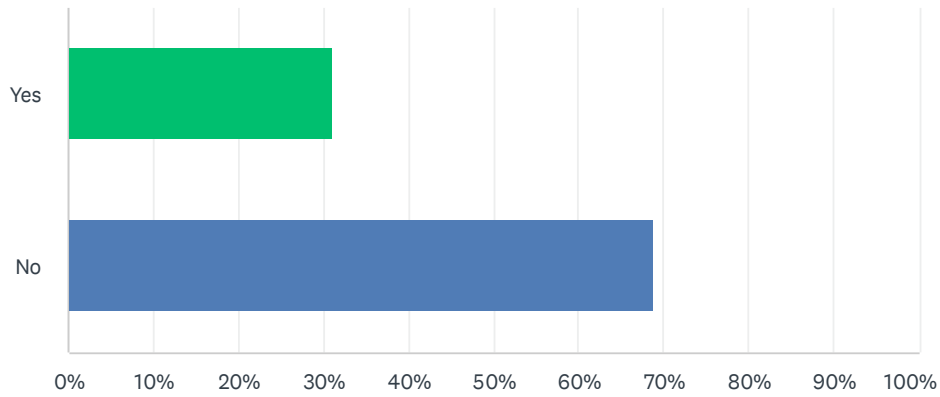
Answered: 115 Skipped: 2



ANSWER CHOICES	RESPONSES	
Yes - Please go to question 2	74.78%	86
No - Please skip to question 3	25.22%	29
TOTAL		115

Q2 Have you already remembered DWT in your will? (we will not ask for details)

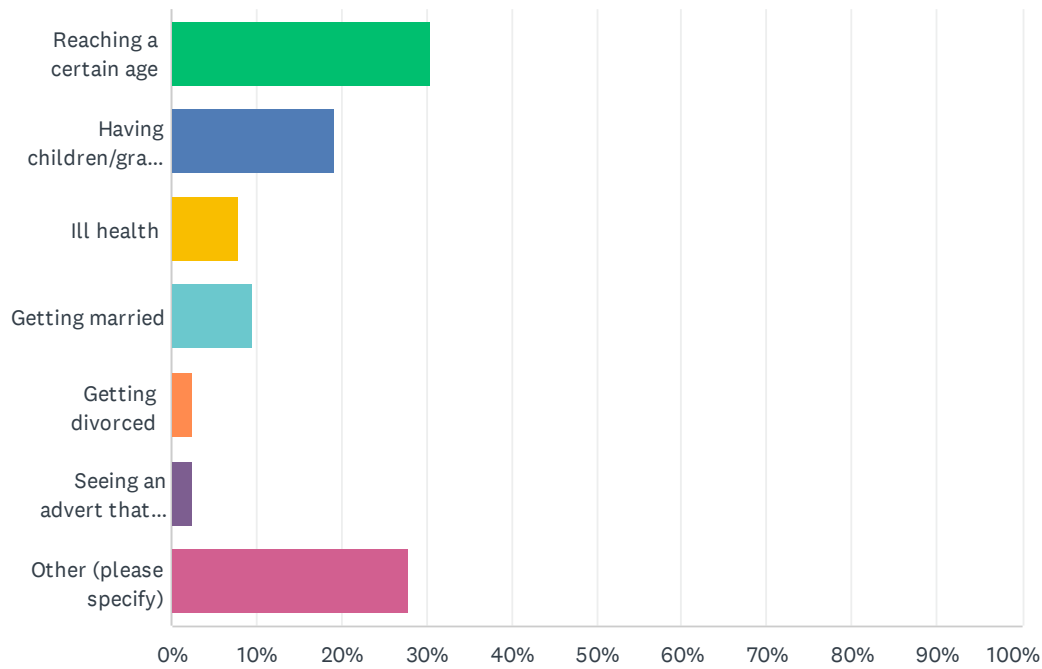
Answered: 93 Skipped: 24



ANSWER CHOICES	RESPONSES	
Yes	31.18%	29
No	68.82%	64
TOTAL		93

Q3 What prompted or would prompt you to make a will?

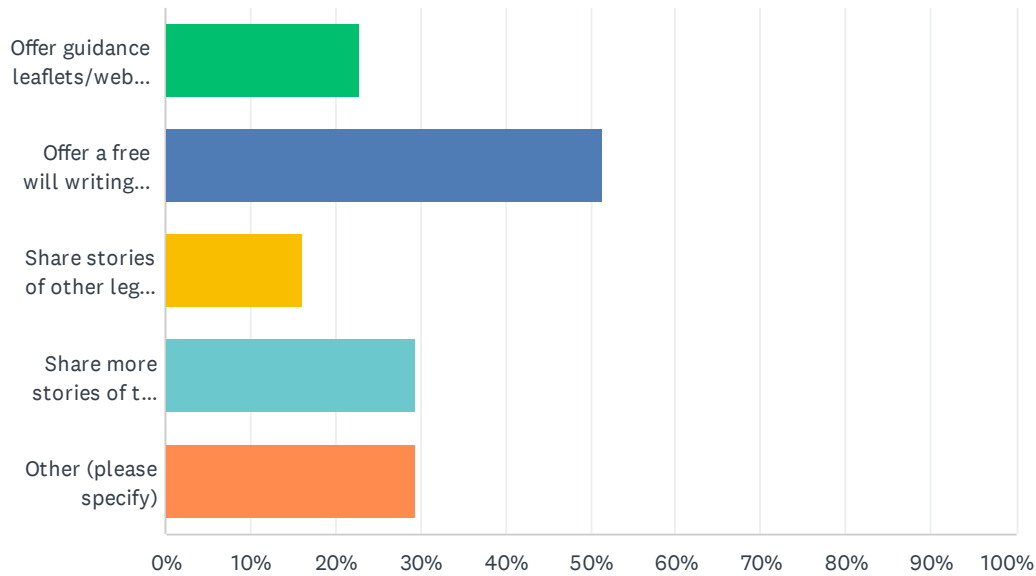
Answered: 115 Skipped: 2



ANSWER CHOICES	RESPONSES	
Reaching a certain age	30.43%	35
Having children/grandchildren	19.13%	22
Ill health	7.83%	9
Getting married	9.57%	11
Getting divorced	2.61%	3
Seeing an advert that prompted me	2.61%	3
Other (please specify)	27.83%	32
TOTAL		115

Q4 What support could we offer to enable to you to make or update your will? (Please tick all that apply)

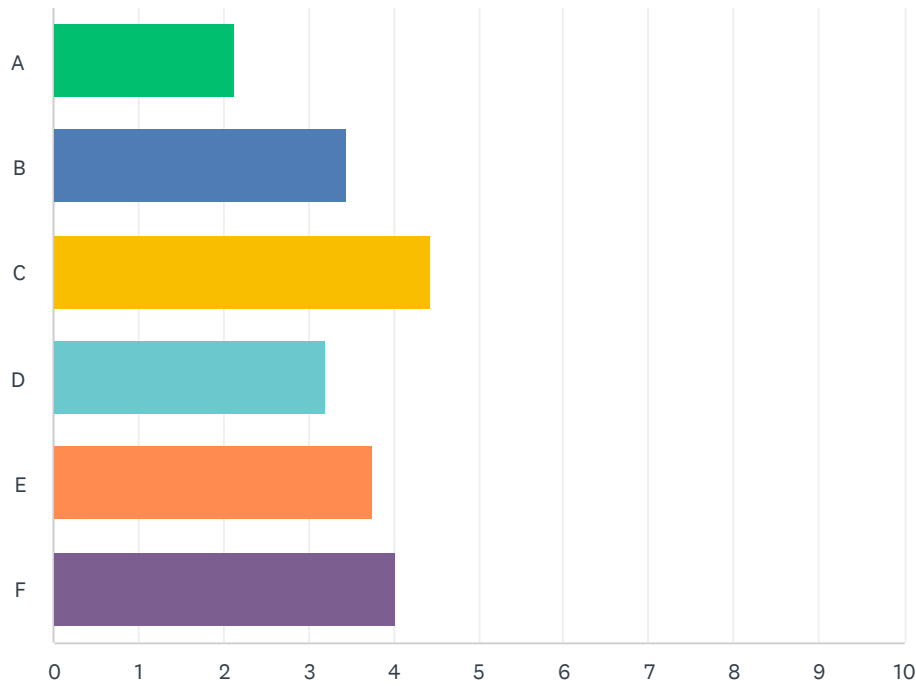
Answered: 105 Skipped: 12



ANSWER CHOICES	RESPONSES	
Offer guidance leaflets/web pages	22.86%	24
Offer a free will writing service	51.43%	54
Share stories of other legacy gift givers	16.19%	17
Share more stories of the work your legacy will support	29.52%	31
Other (please specify)	29.52%	31
Total Respondents: 105		

Q5 Please rank these adverts to which appeals to you the most (1) to the least (6)

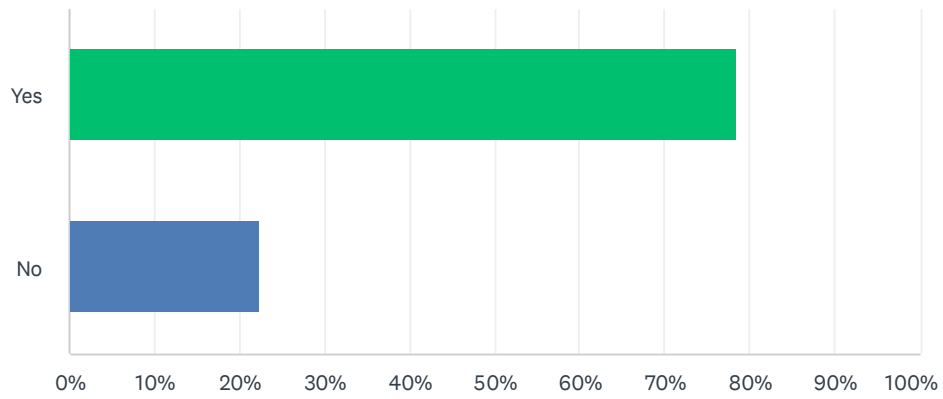
Answered: 116 Skipped: 1



	1	2	3	4	5	6	TOTAL	SCORE
A	7.02% 8	4.39% 5	8.77% 10	11.40% 13	12.28% 14	56.14% 64	114	2.14
B	14.78% 17	13.04% 15	15.65% 18	26.96% 31	19.13% 22	10.43% 12	115	3.46
C	28.45% 33	25.86% 30	20.69% 24	13.79% 16	7.76% 9	3.45% 4	116	4.43
D	9.73% 11	15.04% 17	12.39% 14	21.24% 24	31.86% 36	9.73% 11	113	3.20
E	16.52% 19	21.74% 25	20.87% 24	13.04% 15	17.39% 20	10.43% 12	115	3.76
F	23.28% 27	19.83% 23	22.41% 26	13.79% 16	11.21% 13	9.48% 11	116	4.02

Q6 Are you a member of Derbyshire Wildlife Trust?

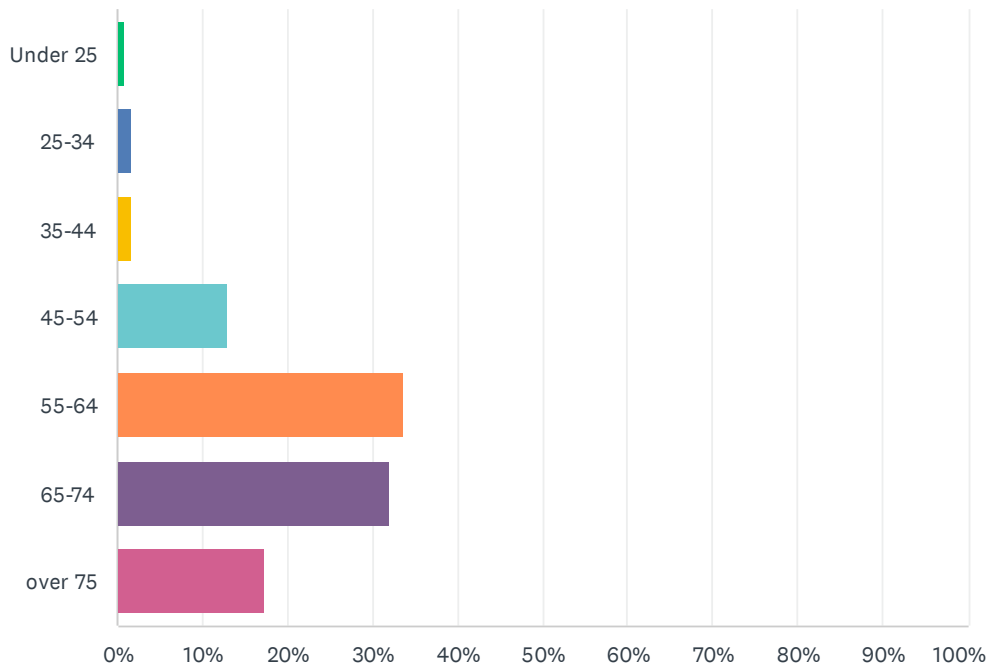
Answered: 116 Skipped: 1



ANSWER CHOICES	RESPONSES
Yes	78.45% 91
No	22.41% 26
Total Respondents: 116	

Q7 What is your age bracket?

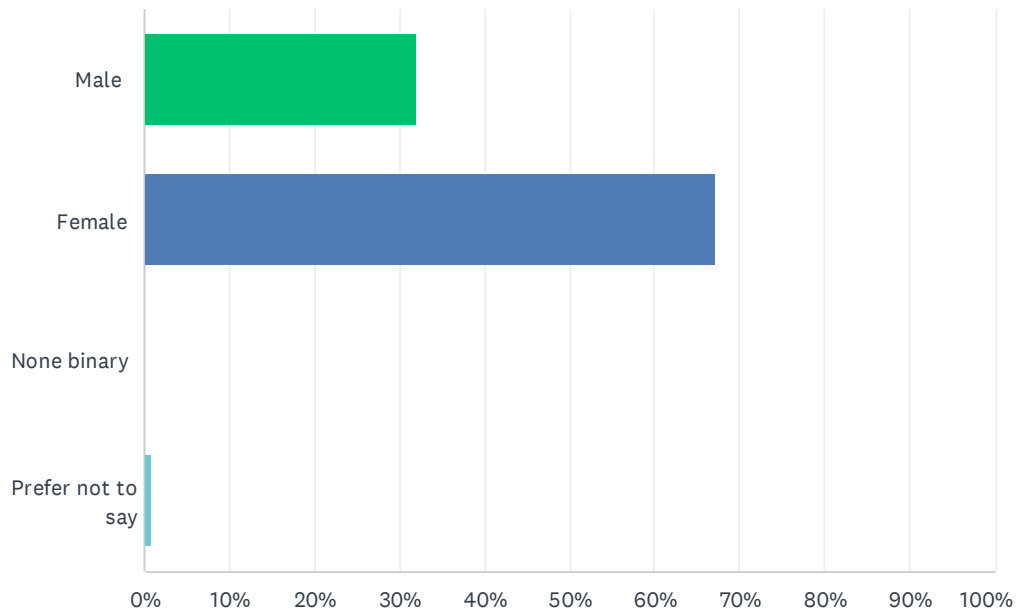
Answered: 116 Skipped: 1



ANSWER CHOICES	RESPONSES
Under 25	0.86% 1
25-34	1.72% 2
35-44	1.72% 2
45-54	12.93% 15
55-64	33.62% 39
65-74	31.90% 37
over 75	17.24% 20
TOTAL	116

Q8 Gender

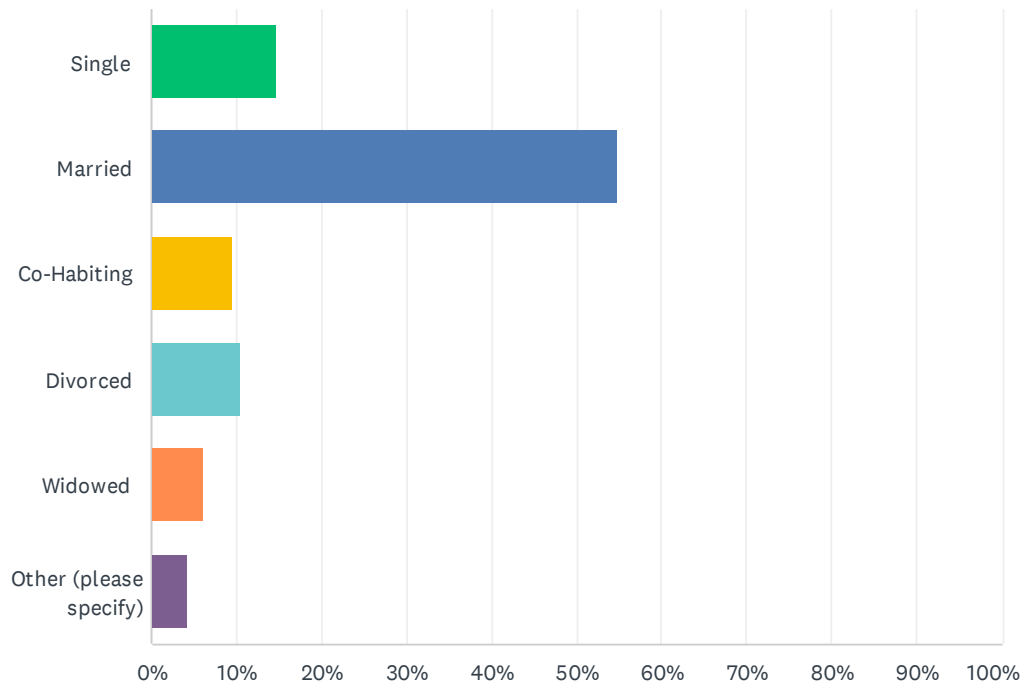
Answered: 116 Skipped: 1



ANSWER CHOICES	RESPONSES	
Male	31.90%	37
Female	67.24%	78
None binary	0.00%	0
Prefer not to say	0.86%	1
TOTAL		116

Q9 Marital Status

Answered: 115 Skipped: 2



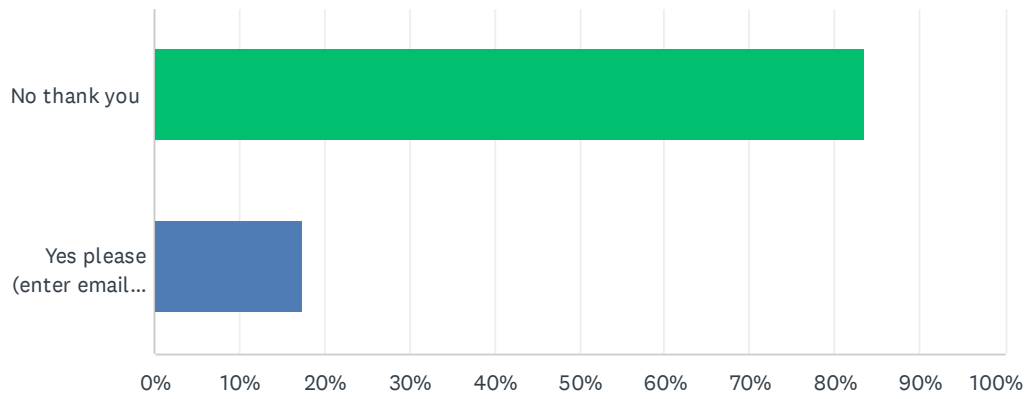
ANSWER CHOICES	RESPONSES
Single	14.78% 17
Married	54.78% 63
Co-Habiting	9.57% 11
Divorced	10.43% 12
Widowed	6.09% 7
Other (please specify)	4.35% 5
TOTAL	115

Q10 What is your home postcode?

Answered: 108 Skipped: 9

Q11 Would you like us to contact you about making a will?

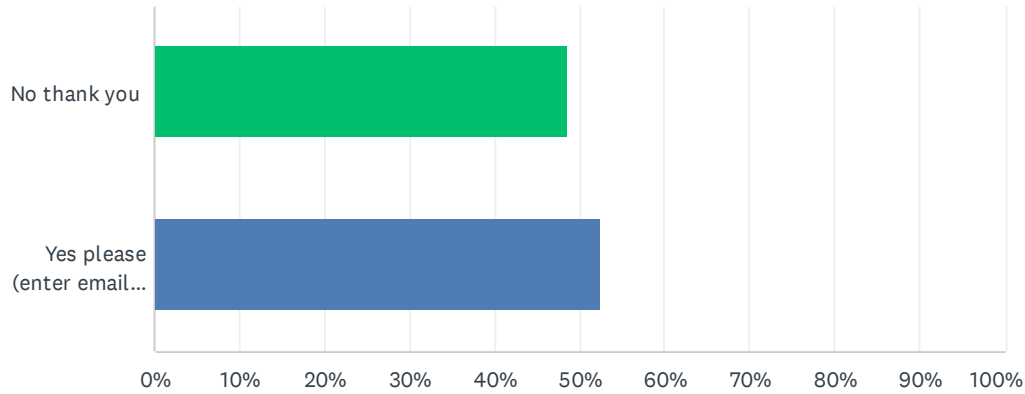
Answered: 115 Skipped: 2



ANSWER CHOICES	RESPONSES	
No thank you	83.48%	96
Yes please (enter email address)	17.39%	20
Total Respondents: 115		

Q12 Would you like to sign up to our wild weekly e-news letter for all the latest updates from Derbyshire Wildlife Trust? (Your information will never be shared with third parties)

Answered: 101 Skipped: 16



ANSWER CHOICES	RESPONSES	
No thank you	48.51%	49
Yes please (enter email address)	52.48%	53
Total Respondents: 101		