Real Legacy Report 2026

September 2026

Contents

About the report

The Real Legacy Report 2026 is part of the Real Insurance Research Series, exploring what "leaving a legacy" means to modern Australians – from financial inheritance and family support, through to the emotional, practical and digital preparations that can shape what people leave behind. The report looks beyond money and assets to examine how Australians think about being remembered, passing on values, keeping things organised and reducing the burden on loved ones.

The report examines how cost-of-living pressures, housing affordability and family expectations are reshaping inheritance plans and conversations. It also explores the growing role of earlier financial support, the tension between spending in retirement and leaving wealth behind, and the fairness questions that can arise within families. Drawing on the views of Australian adults, the report highlights the planning tasks many people delay, the conversations families avoid, and the emerging blind spot around digital legacy.

Commissioned by Real Insurance and conducted by MYMAVINS, the research is based on a quantitative online survey (14th to 19th May 2026) of 1,208 Australian adults.

Important things to observe about the charts and figures

- Figures are based on self-reported estimates from survey respondents.
- Footnotes below charts may indicate:
  - A subset of the total sample size, as certain questions would only be asked to specific respondents.
  - Types of questions asked, for instance, multiple responses allowed, appear when the question calls for more than one answer from the respondent.
  - Data has been excluded from analysis (e.g., outliers removed in analysis).
  - Some charts and figures may not be equal to 100% due to rounding differences. This is also true for summed-up figures.

Key findings

Australians see legacy as financial, emotional and practical

- About 1 in 2 (51%) Australians say leaving a legacy means passing on money, property or other financial assets.
- However, over 2 in 5 also say legacy means being remembered positively by family and loved ones (44%), ensuring things are organised so others are not burdened (42%), or leaving personal memories, stories and keepsakes behind (41%).

The next generation is often counting on some help

- Nearly 1 in 2 (46%) have received, expect to receive or may receive a financial inheritance or significant family support.
- Over 2 in 5 (42%) of those who have received or expect to receive inheritance/support expect inheritance to play a critical or important role in their long-term financial security.
- Among those who have received or expect to receive a financial inheritance or significant financial support from family, over 2 in 5 (44%) would prefer to receive a portion of their inheritance earlier in life.

Climbing the property ladder often relies on the bank of mum and dad

- Among those who have or are planning to leave an inheritance to their children or grandchildren, about 7 in 10 (71%) have already provided, plan to provide, or might consider providing financial support to help their children enter the property market.
- Among those who have received or expect to receive support, over 7 in 10 (73%) say family financial help is important for affording property, rising to nearly 9 in 10 Gen Z (89%) and Gen Y (87%).

Economic pressure is changing what Australians feel they can leave

- Among those who have or are planning to leave an inheritance, nearly 2 in 5 (37%) are concerned about not being able to leave as much wealth as they would like.
- Nearly 1 in 2 (47%) Australians say cost of living and global instability have influenced their decisions about leaving an inheritance, most commonly becoming more conservative in what they can afford to give (28%).

Trade offs and sacrifices are being made

- Among those who have or are planning to leave an inheritance, nearly 1 in 2 (48%) have or expect to make some personal financial accommodations to achieve their plans.
- At least 1 in 4 (25%) say they already or expect to have to save more money to accommodate their plans. Around 1 in 5 say they will only spend money on the essentials (18%) or spend less money (17%), while around 1 in 10 mention making lifestyle sacrifices (11%), living below their means (11%), or cutting back on leisure activities (9%).

Spending some of the kids' inheritance remains guilt free for most

- Among those who have or are planning to leave an inheritance, 7 in 10 (70%) say they do not really feel guilty about spending money that could go towards an inheritance. Baby Boomers or older are more likely to say they do not really feel guilty (88%).
- On the receiving side, about 3 in 5 (61%) support parents prioritising spending all their money in retirement rather than leaving an inheritance.

Families are navigating obligations, expectations and fairness

- Among Australians with children, just over 1 in 2 (54%) feel they owe their children or grandchildren an inheritance, while about 2 in 3 (66%) who have or are planning to leave an inheritance to children or grandchildren feel they expect one. Around 1 in 5 (21%) are concerned about not being able to leave as much wealth as their family or loved ones may expect.
- Over 4 in 5 (83%) Australians who have or are planning to leave an inheritance to their children or grandchildren are confident their children will perceive their financial decisions as fair, yet around 3 in 10 (31%) are concerned family members would argue over their estate upon their passing.
- Among those who have received or expect to receive inheritance/support, nearly 1 in 2 (48%) believe inheritance should be distributed mostly equally with some adjustments based on circumstances.
- Nearly 1 in 2 (49%) say they often or sometimes feel guilty about expecting or relying on financial support or inheritance, and the same proportion, nearly 1 in 2 (49%), have often or sometimes felt judged or uncomfortable asking family for financial help.

Planning procrastination is common

- Only 2 in 5 (40%) of those providing a legacy feel very or extremely prepared in their planning.
- About 1 in 2 (50%) Australians have a Will in place, while nearly 2 in 5 (39%) do not have one but say they will draw one up.
- For those without a Will, around 1 in 3 cite procrastination (32%) or not having enough assets to warrant having one (31%) as reasons.
- Among Australians who have delayed or had their planning efforts impacted, the most common reasons are wanting to focus on living now, at around 3 in 10 (30%), and not getting around to it yet, also at around 3 in 10 (28%).

Legacy conversations can be confronting

- While nearly 3 in 5 (57%) of those leaving and receiving inheritance say they are comfortable discussing inheritance, money and end-of-life planning with their family, over 2 in 5 (43%) lack comfort discussing such topics.
- Only around 1 in 3 Australians have had conversations with family about their Will or distribution of financial assets (32%), or funeral arrangements and preferences (31%).
- About 1 in 3 (34%) Australians have not had conversations with family about any of the listed end-of-life wishes.

Digital legacy remains overlooked

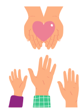
- Over 3 in 4 (77%) Australians have not had conversations with family about what should happen to their digital life after they die.
- Nearly 3 in 5 (58%) are not aware they can adjust any listed social media legacy settings, such as nominating a legacy contact, data archive permission, or setting an account to delete after passing.
- Nearly 2 in 3 (65%) have or would consider making formal arrangements for digital legacy wishes, while over 3 in 5 (63%) believe social media accounts should generally be deleted after death.

The meaning of legacy

Beyond financial legacy

When you think about "leaving a legacy", which of the following best describes what it means to you?

51%
Passing on money, property, or other financial assets



44%
Being remembered positively by family and loved ones

42%
Ensuring things are organised so others are not burdened

41%
Leaving personal memories, stories, or keepsakes behind

36%
Passing on values, beliefs, or life lessons

21%
Making a difference to other people or the community

16%
Lasting contribution to society or community through charitable donations, volunteer work, or other forms of philanthropy

12%
Lasting contribution to society or community through career achievements

11%
Enduring efforts to conserve nature and promote sustainability

*n=1,208 total sample. Multiple responses allowed. Top 9 responses only.

About 1 in 2 (51%) Australians say leaving a legacy means passing on money, property or other financial assets.

However, over 2 in 5 (44%) say it means being remembered positively by family and loved ones; similar proportions point to keeping things organised so others are not burdened (42%) or leaving memories, stories and keepsakes behind (41%). Around 1 in 3 (36%) say legacy means passing on values, beliefs or life lessons.

Leaving a meaningful legacy

When you think about "leaving a legacy", which of the following best describes what it means to you?

	Gen Z	Gen Y	Gen X	Baby Boomers+
Passing on money, property, or other financial assets	43%	47%	49%	58%
Being remembered positively by family and loved ones	42%	50%	41%	41%
Ensuring things are organised so others are not burdened	26%	38%	39%	52%
Leaving personal memories, stories, or keepsakes behind	39%	44%	37%	42%
Passing on values, beliefs, or life lessons	39%	42%	32%	33%
Making a difference to other people or the community	28%	30%	18%	13%
Lasting contribution to society or community through charitable donations, volunteer work, or other forms of philanthropy	22%	22%	13%	13%
Lasting contribution to society or community through career achievements	25%	19%	7%	6%
Enduring efforts to conserve nature and promote sustainability	19%	14%	10%	8%

*n=122 Gen Z, 344 Gen Y, 294 Gen X, 448 Baby Boomers+. Multiple responses allowed. Top 9 responses only.

For emerging generations, legacy is increasingly becoming more than just money. It can be financial, emotional and practical.

Baby Boomers or older are more likely to associate legacy with passing on money, property or other financial assets (58%), and ensuring things are organised so others are not burdened (52%).

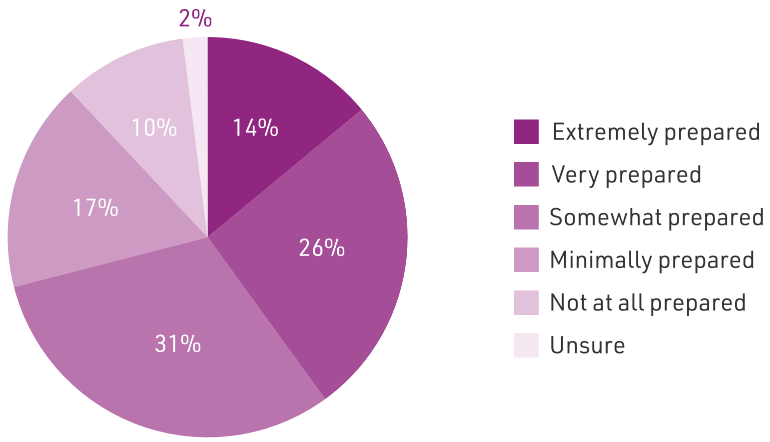
Gen Y are more likely to associate legacy with being remembered positively (50%), passing on values, beliefs or life lessons (42%), making a difference to other people or the community (30%), charitable or philanthropic contributions (22%), and career achievements (19%).

Gen Z are also more likely to associate legacy with career achievements (25%) and sustainability efforts (19%).

Legacy planning

Planning preparation

Thinking about all aspects of legacy planning, how prepared do you feel overall at this stage of your life?

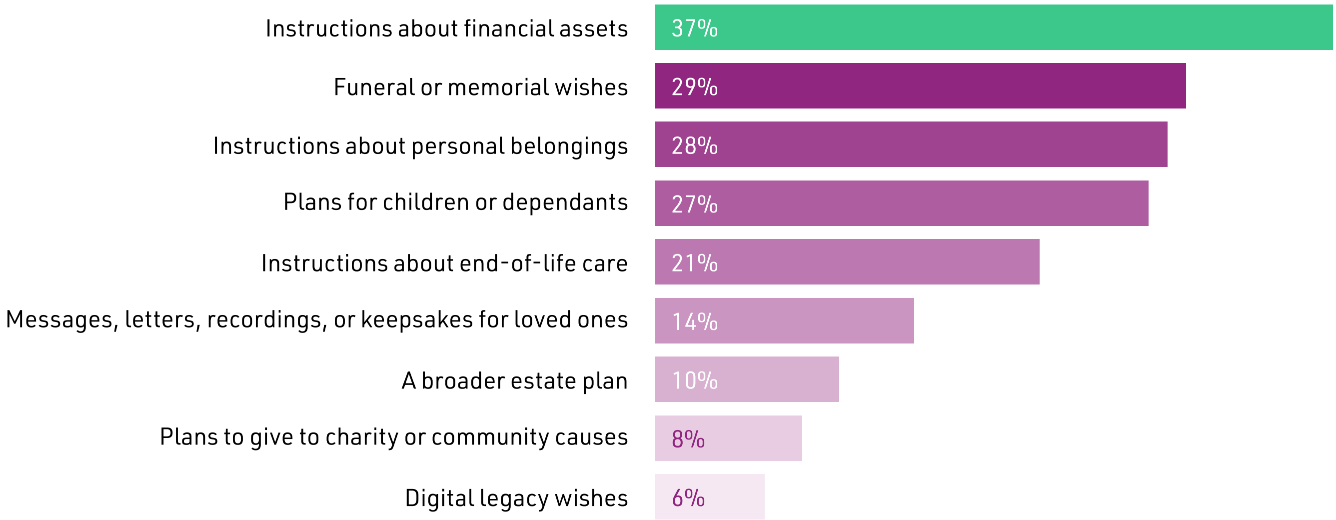


*n=797 those who have or are planning to leave inheritance before or after passing

For Australians with children, nearly 4 in 5 (78%) are likely to leave an inheritance for children or grandchildren after passing. Around 2 in 3 (67%) have already done so or are likely to leave an inheritance before passing.

However, only 2 in 5 (40%) of those feel highly prepared for legacy planning.

Which of the following have you already put in place to help shape the legacy you leave behind?



*n=797 those who have or are planning to leave inheritance before or after passing. Multiple responses allowed.

Among Australians who have or are planning to leave an inheritance before or after passing, the most common legacy planning step already in place is instructions about financial assets, mentioned by nearly 2 in 5 (37%). Around 3 in 10 have put funeral or memorial wishes in place (29%), instructions about personal belongings (28%), or plans for children or dependants (27%). Around 1 in 5 (21%) have instructions about end-of-life care.

Will you, won't you

Do you have a Will in place which clearly sets out how your estate is to be distributed upon your passing?

50% Yes

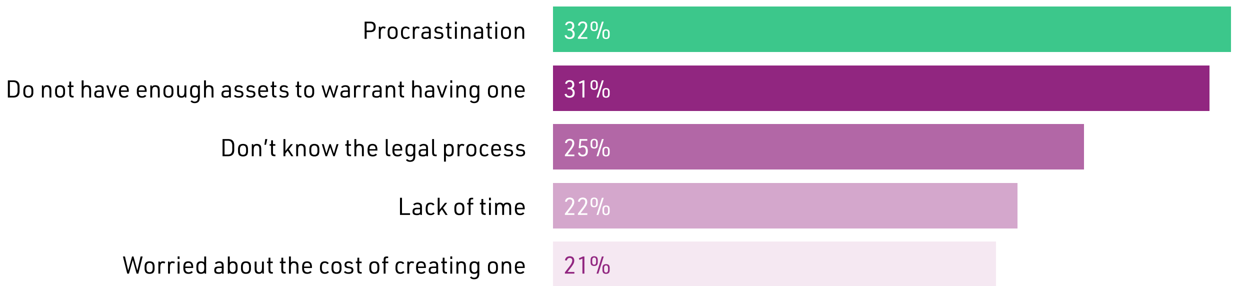
39% No, but I will draw one up

11% No, and I don't think I will draw one up

*n=1,208 total sample

About 1 in 2 (50%) Australians have a Will in place that clearly sets out how their estate is to be distributed. Nearly 2 in 5 (39%) plan to draw one up, while about 1 in 10 (11%) have no Will and no intention of making one.

Why don't you have a Will?

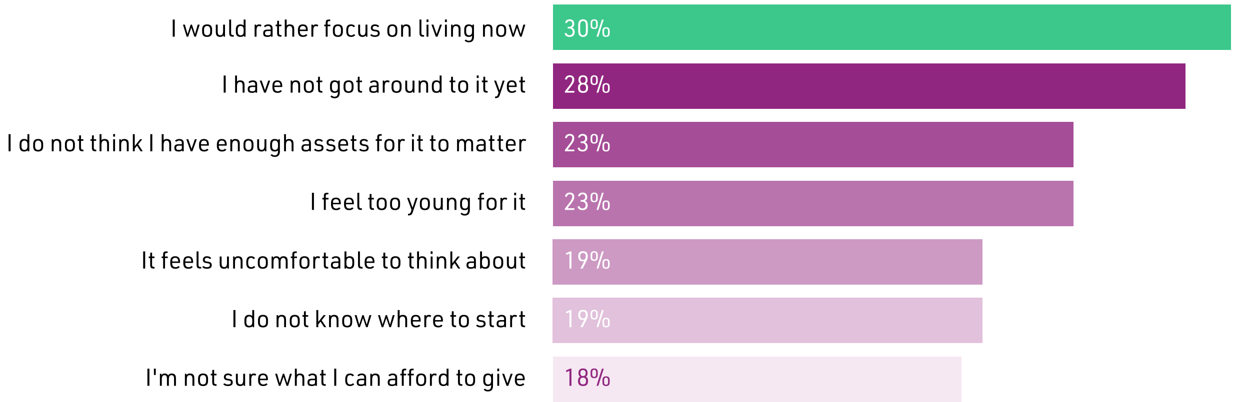


*n=605 those who don't have a Will in place. Multiple responses allowed. Top 5 responses only.

For those without a Will, around 1 in 3 cite procrastination (32%) or not having enough assets to warrant having one (31%) as reasons. Around 1 in 4 (25%) say they do not know the legal process, while just over 1 in 5 cite lack of time (22%) or worries about the cost of creating one (21%).

Planning procrastination

Have any of the following reasons delayed or impacted your planning efforts for what happens after you die?



*n=886 those who have delayed or had their planning efforts impacted. Multiple responses allowed. Top 7 responses only.

Among Australians who have delayed or had their planning efforts impacted, the most common reasons are wanting to focus on living now (30%) and not getting around to it yet (28%). Around 1 in 4 say they do not think they have enough assets for it to matter (23%) or feel too young for it (23%). Around 1 in 5 say it feels uncomfortable to think about (19%), they do not know where to start (19%), or they are not sure what they can afford to give (18%).

Planning pressures

Reshaping plans

Have the cost of living and global instability influenced your decisions about leaving an inheritance?

28%
Becoming more conservative in what I can afford to give

15%
Modifying the investment strategy of inheritance funds

16%
Shifting inheritance assets into more stable investments

18%
Considering inflation when planning how to leave inheritance

28%
Seeking professional advice

23%
Setting realistic expectations about the value and timing of inheritance

23%
Updating wills and trusts to better align with current economic realities

19%
Educating heirs on managing and sustaining their future inheritance

*n=565 those who say cost of living and global instability influenced their decisions about leaving an inheritance. Multiple responses allowed. Top 8 responses only.

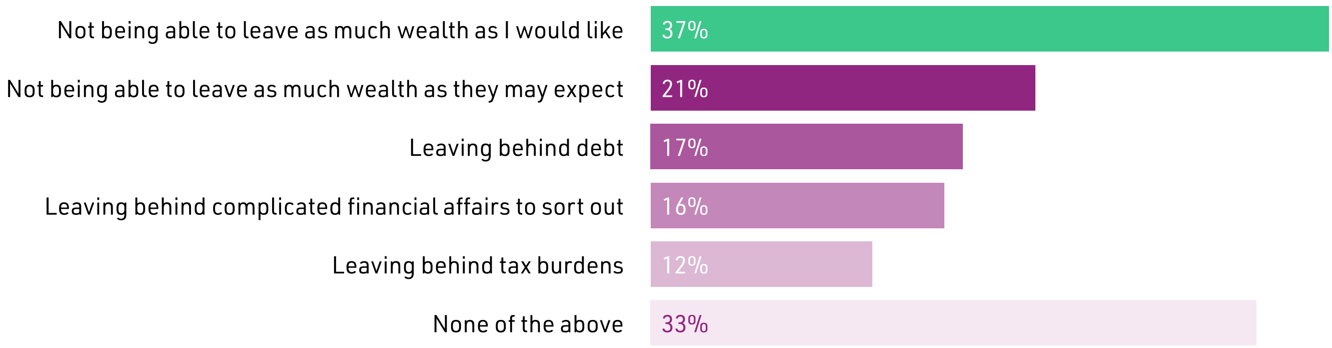
Nearly 1 in 2 (47%) Australians say cost of living and global instability have influenced their decisions about leaving an inheritance.

Among those influenced, the most common shifts are becoming more conservative in what they can afford to give (28%) and seeking professional advice (28%). Close to 1 in 4 are setting realistic expectations about the value and timing of inheritance (23%), or updating Wills and trusts to align with current economic realities (23%).

Gen Z and Gen Y are more likely to say cost of living and global instability have influenced their inheritance decisions (77% and 63% respectively, compared to 42% for Gen X and 30% for Baby Boomers or older).

What is left to give

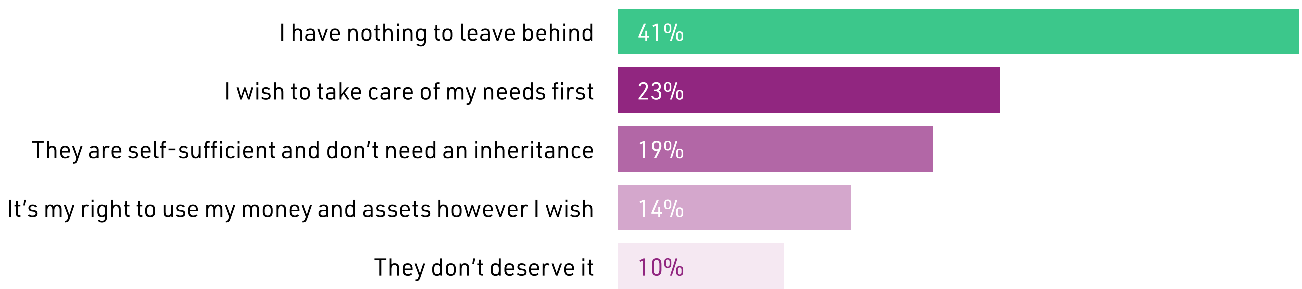
Do you have any of the following concerns about the financial legacy that you will leave to your family and loved ones?



*n=797 those who have or are planning to leave inheritance before or after passing. Multiple responses allowed.

Among Australians who have or are planning to leave an inheritance before or after passing, nearly 2 in 5 (37%) are concerned about not being able to leave as much wealth as they would like. Around 1 in 5 (21%) are concerned about not being able to leave as much wealth as their family or loved ones may expect, while smaller proportions are concerned about leaving behind debt (17%), complicated financial affairs to sort out (16%), or tax burdens (12%). Around 1 in 3 (33%) say they have none of these concerns.

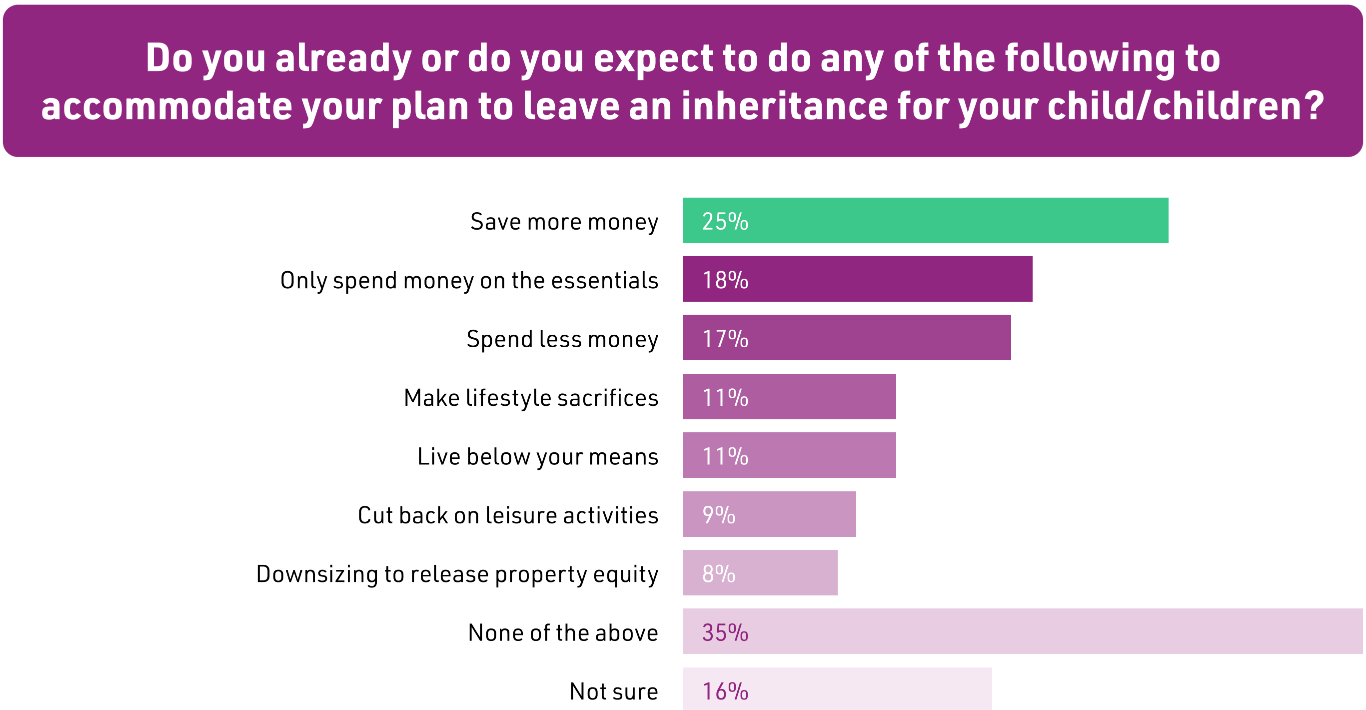
Why are you not likely to leave an inheritance?



*n=78 those who are not likely to leave inheritance. Multiple responses allowed. Top 5 responses only.

Among Australians who are not likely to leave an inheritance, about 2 in 5 (41%) say they have nothing to leave behind. Nearly 1 in 4 (23%) say they wish to take care of their own needs first, while about 1 in 5 (19%) say their children or grandchildren are self-sufficient and do not need an inheritance.

Sacrifices to make



*n=656 those who have or are planning to leave inheritance before or after passing. Multiple responses allowed.

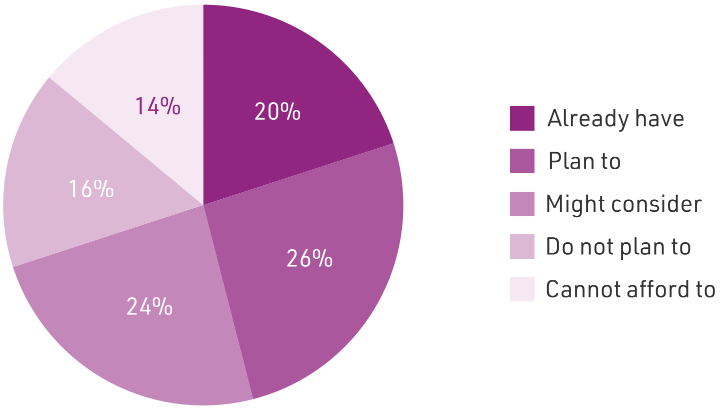
Among those who have or are planning to leave an inheritance, nearly 1 in 2 (48%) have or expect to make some personal financial accommodations to achieve their plans.

At least 1 in 4 (25%) say they already or expect to have to save more money to accommodate their plans. Around 1 in 5 say they will only spend money on the essentials (18%) or spend less money (17%), while around 1 in 10 mention making lifestyle sacrifices (11%), living below their means (11%), or cutting back on leisure activities (9%).

Early inheritance

Getting on the property ladder

Have you provided, or do you plan to provide, financial support to help your children enter the property market?

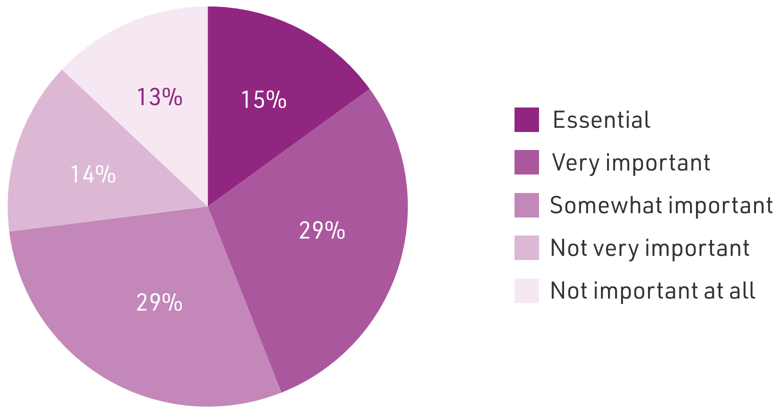


*n=656 those who have or are planning to leave inheritance to children or grandchildren before or after passing

Among Australians who have or are planning to leave an inheritance to their children or grandchildren before or after passing away, about 7 in 10 (71%) have provided, plan to provide, or might consider providing financial support to help their children enter the property market.

Around 1 in 6 (16%) do not plan to provide this support, while about 1 in 7 (14%) say they cannot afford to.

Do you believe financial help from your parents/family members is important for you to afford property?



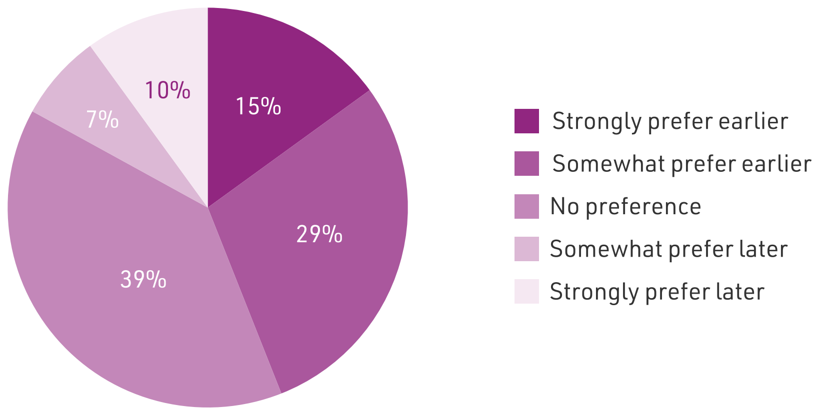
*n=551 those who have received or expect to receive financial inheritance or significant financial support from family

Nearly 1 in 2 (46%) Australians have received, expect to receive or may receive a financial inheritance or significant family support.

Among those who have received or expect to receive support, over 7 in 10 (73%) say family financial help is important for affording property. This rises to nearly 9 in 10 for Gen Z (89%) and Gen Y (87%).

Now vs later

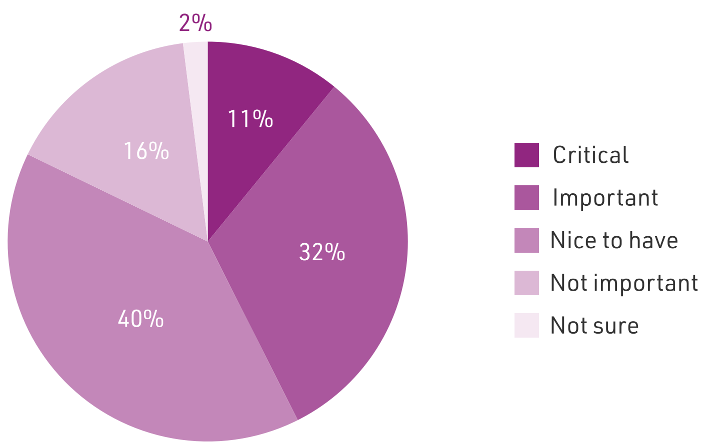
Would you prefer to receive a portion of your inheritance earlier in life rather than after your parents/family member(s) pass away?



*n=551 those who have received or expect to receive financial inheritance or significant financial support from family

Among Australians who have received, expect to or may receive a financial inheritance or significant financial support from family, over 2 in 5 (44%) would prefer to receive a portion of their inheritance earlier in life rather than after their parents or family members pass away.

To what extent do you expect inheritance to play a role in your long-term financial security?



*n=551 those who have received or expect to receive financial inheritance or significant financial support from family

Over 2 in 5 (42%) of those expecting or have received inheritance/support expect inheritance to play a critical (11%) or important role (32%) in their long-term financial security.

Clearly for many Australians, inheritance is tied up with property, long-term financial security, and the desire to get ahead earlier in life.

Great expectations

Meeting expectations

Do you feel you owe your children or grandchildren an inheritance?

18% Yes, to a great extent

36% Yes, to some extent

46% No, not really

*n=792 those who have children

Among Australians with children, just over 1 in 2 (54%) feel they owe their children or grandchildren an inheritance, including nearly 1 in 5 (18%) who feel this to a great extent and over 1 in 3 (36%) who feel this to some extent.

Thinking about your children or grandchildren, to what extent do you feel they expect an inheritance from you?

18% To a great extent

48% To some extent

34% Not at all

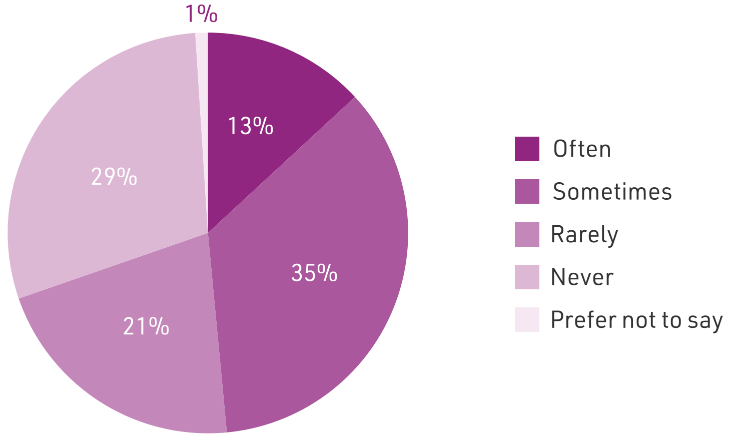
*n=656 those who have or are planning to leave inheritance to children or grandchildren before or after passing

Among Australians who have or are planning to leave an inheritance to their children or grandchildren before or after passing, about 2 in 3 (66%) feel their children or grandchildren expect an inheritance from them at least to some extent.

Nearly 2 in 5 (36%) believe their children are relying on a future inheritance as part of their financial plans. Close to 3 in 10 (28%) feel their children are too reliant on receiving an inheritance rather than building their own financial independence.

Expectation guilt

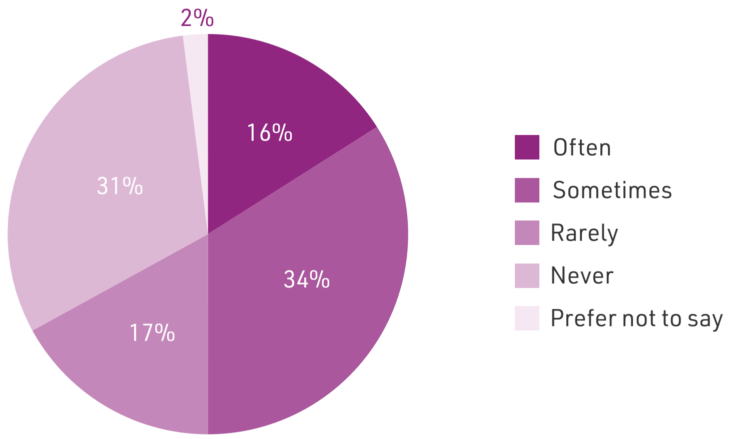
Do you ever feel guilty about expecting or relying on financial support or inheritance?



*n=551 those who have received or expect to receive financial inheritance or significant financial support from family

Among Australians who have received, expect to or may receive a financial inheritance or significant financial support from family, nearly 1 in 2 (49%) say they often (13%) or sometimes (35%) feel guilty about expecting or relying on financial support or inheritance.

Have you ever felt judged or uncomfortable asking for financial help from your parents or family?



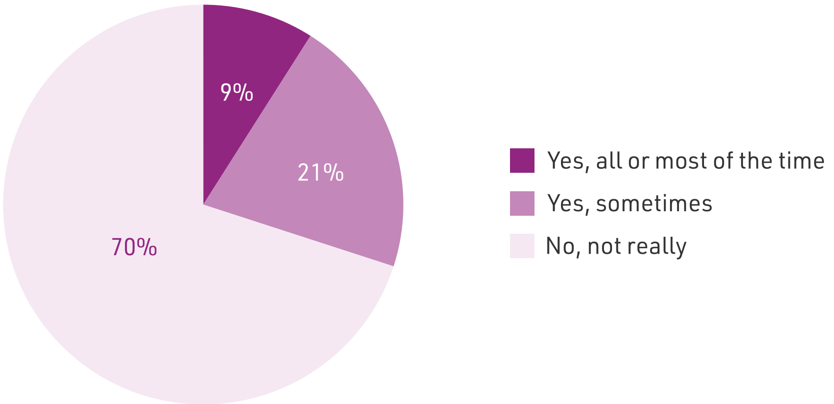
*n=551 those who have received or expect to receive financial inheritance or significant financial support from family

Nearly 1 in 2 (49%) of those expecting or have received inheritance/support say they have often (16%) or sometimes (34%) felt judged or uncomfortable asking for financial help from their parents or family.

Perceptions of fairness

Spending vs giving

Do you feel guilty about spending money that could go towards an inheritance for your children and/or grandchildren?

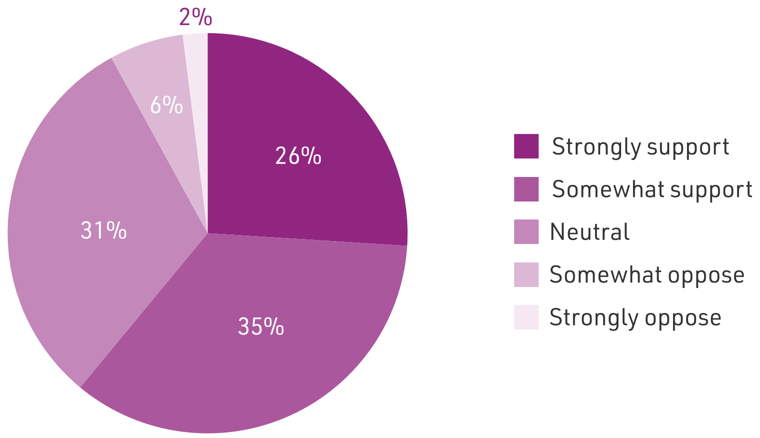


*n=656 those who have or are planning to leave inheritance to children or grandchildren before or after passing

Among Australians who have or are planning to leave an inheritance to their children or grandchildren before or after passing, 7 in 10 (70%) say they do not really feel guilty about spending money that could go towards an inheritance. Around 3 in 10 (30%) do feel guilty at least sometimes.

Baby Boomers or older are more likely to say they do not really feel guilty (88%).

How would you feel about your parents prioritising spending all their money in retirement rather than leaving an inheritance?



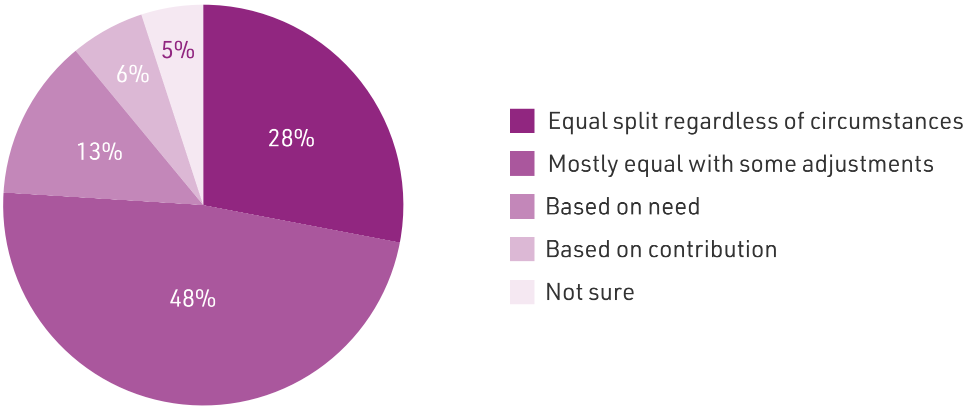
*n=551 those who have received or expect to receive financial inheritance or significant financial support from family

On the receiving end, about 3 in 5 (61%) of those who have received, expect to receive, or may receive an inheritance actively support parents prioritising their own spending in retirement.

So while many givers might feel guilty about spending their children's inheritance, it appears very few children actively oppose this (8%).

Fairness of distribution

Do you believe inheritance should be distributed equally in the immediate family, or based on individual need or contribution?

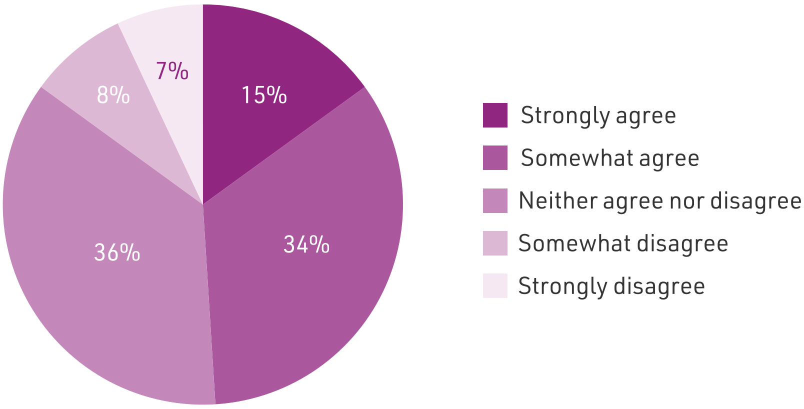


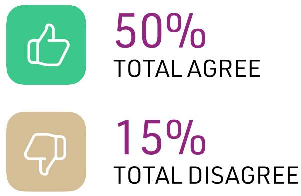
*n=551 those who have received or expect to receive financial inheritance or significant financial support from family

Among Australians who have received, expect to or may receive a financial inheritance or significant financial support from family, nearly 1 in 2 (48%) believe inheritance should be distributed mostly equally, with some adjustments based on circumstances. Around 3 in 10 (28%) believe it should be split equally regardless of circumstances.

Interestingly, Baby Boomers or older are more likely to prefer an equal split regardless of circumstances, at nearly 1 in 2 (49%), compared with about 1 in 7 Gen Z (14%).

Do you believe children who provide care later in life should receive a larger share of inheritance?





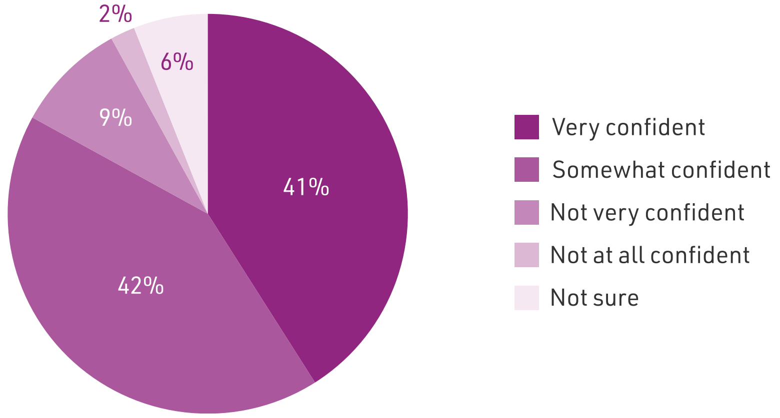
*n=925 those who have received or expect to receive financial inheritance/support from family OR are leaving inheritance before or after passing

Among Australians who have received, expect to or may receive financial inheritance or support from family, or those who are leaving an inheritance before or after passing, 1 in 2 (50%) agree that children who provide care later in life should receive a larger share of inheritance.

Overall, while about 1 in 2 (50%) Australians say it depends on the family situation, around 3 in 10 (32%) agree it is reasonable to attach expectations or conditions to financial support or inheritance.

Family tensions

How confident are you that your children will perceive your financial decisions as fair?

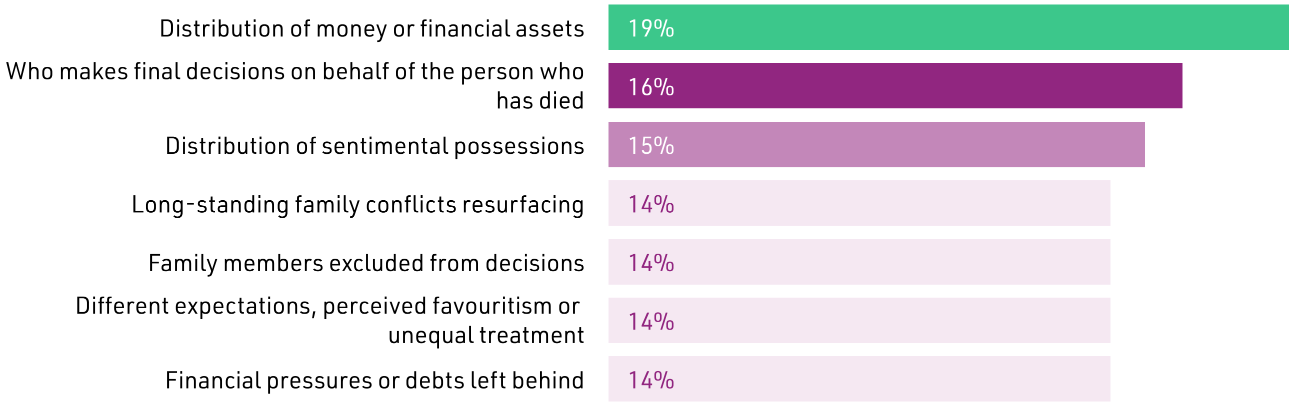


*n=656 those who have or are planning to leave inheritance to children or grandchildren before or after passing

Among Australians who have or are planning to leave an inheritance to their children or grandchildren before or after passing, over 4 in 5 (83%) are confident their children will perceive their financial decisions as fair.

However, around 3 in 10 (31%) Australians are concerned that members of their family would argue over their estate upon their passing.

Which of the following do you think would be most likely to cause tension or misunderstanding in your family after someone dies?



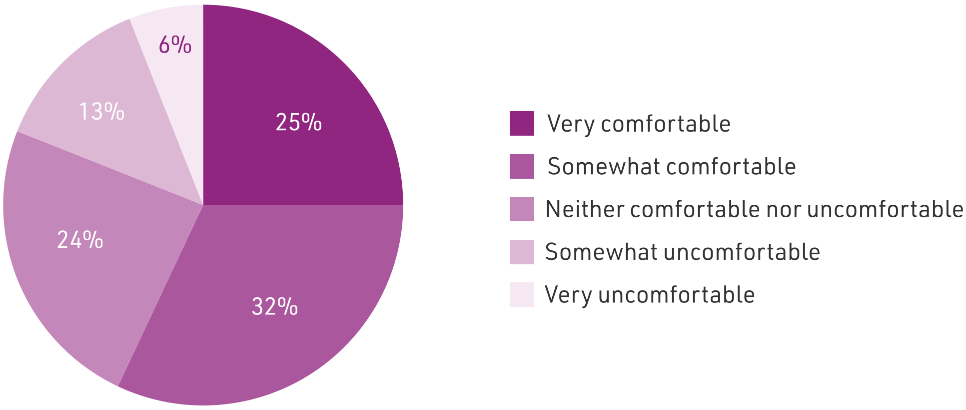
*n=1,208 total sample. Multiple responses allowed. Top 7 responses only.

The most common potential source of tension is the distribution of money or financial assets, including the family home or property, mentioned by around 1 in 5 (19%). Other potential sources include who makes final decisions on behalf of the person who has died (16%), distribution of sentimental possessions (15%), long-standing family conflicts resurfacing (14%), family members being excluded from decisions (14%), different expectations or perceived favouritism (14%), and financial pressures or debts left behind (14%).

Legacy conversations

Comfort with conversations

How comfortable are you discussing inheritance, money, and end-of-life planning with your family?



*n=1,057 those who have received or expect to receive financial inheritance/support from family OR are leaving inheritance before or after passing or are still unsure

While nearly 3 in 5 (57%) of those leaving and receiving inheritance say they are comfortable discussing inheritance, money and end-of-life planning with their family, over 2 in 5 (43%) lack comfort discussing such topics.

Have you ever had conversations with your family about the following end of life wishes?

32%
Will and/or distribution of financial assets

31%
Funeral arrangements and preferences

28%
Ensure your family knows where to find important financial and legal documents

25%
Medical decisions such as views on resuscitation, life support, and pain management

20%
Distribution of your personal items, especially ones that may have sentimental value to your family members

19%
End-of-life care

10%
Digital legacy i.e. how to handle your digital assets, such as social media accounts, email accounts, and digital photos or files

*n=1,208 total sample. Multiple responses allowed. Top 7 responses only.

Many family conversations around legacy planning are still incomplete.

Only around 1 in 3 Australians have had conversations with family about their Will or distribution of financial assets (32%), or funeral arrangements and preferences (31%). Close to 3 in 10 (28%) have discussed where to find important financial and legal documents.

About 1 in 3 (34%) Australians have not had conversations with family about any of the listed end-of-life wishes. Digital legacy is among the least discussed topics, with 1 in 10 (10%) having discussed how to handle digital assets such as social media accounts, email accounts, digital photos or files.

Difficult discussions

What makes these conversations about inheritance difficult in families like yours?

23%
It feels too early for these conversations

12%
Other family members avoid the topic

22%
It feels uncomfortable to talk about death

15%
I worry it will seem like I am talking about money too much

20%
I do not want to upset family members

16%
I worry about causing conflict or misunderstanding

18%
I am not sure what decisions I want yet

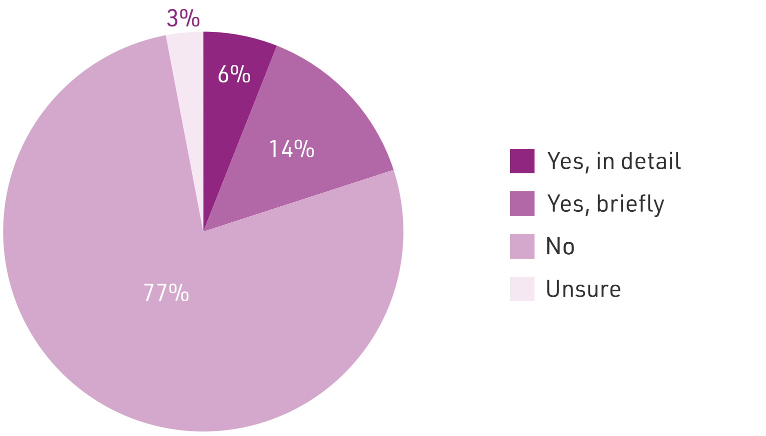
*n=1,208 total sample. Multiple responses allowed. Top 7 responses only.

Around 1 in 4 (23%) Australians say inheritance conversations are difficult because it feels too early to have them. Similar proportions say it feels uncomfortable to talk about death (22%) or they do not want to upset family members (20%). Around 1 in 5 (18%) say they are not sure what decisions they want yet, while 16% worry about causing conflict or misunderstanding.

Digital legacy

Digital legacy blind spot

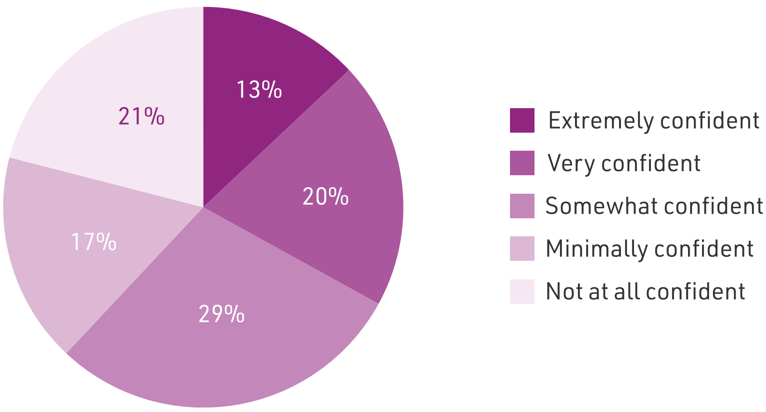
Have you ever had conversations with your family about what should happen to your digital life after you die?



*n=1,208 total sample

Digital legacy is one of the least discussed areas. Over 3 in 4 (77%) Australians have not had conversations with family about what should happen to their digital life after they die.

If you were to pass unexpectedly, how confident are you that someone close to you would know what to do with your digital accounts and files?



*n=1,208 total sample

Over 3 in 5 (63%) Australians are confident someone close would know what to do with their digital accounts and files, while nearly 2 in 5 (37%) have low confidence.

Awareness and planning

Are you aware you can adjust your social media account settings for any of the following?

23%
Nominate a legacy contact to have some controls over your account after passing
e.g. make posts, manage friend requests, update profile

13%
Provided data archive permission for your content to be downloaded by your legacy contact

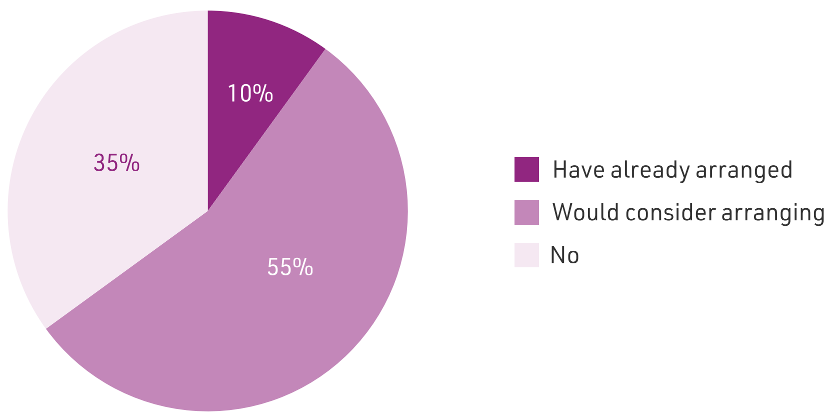
21%
Set account to delete after passing

58%
None of the above

*n=1,208 total sample. Multiple responses allowed.

Nearly 3 in 5 (58%) are not aware they can adjust any listed social media legacy settings such as nominating a legacy contact, data archive permission, or setting an account to delete after passing.

Would you consider making formal arrangements for your 'digital legacy wishes' to help ensure they are fulfilled?

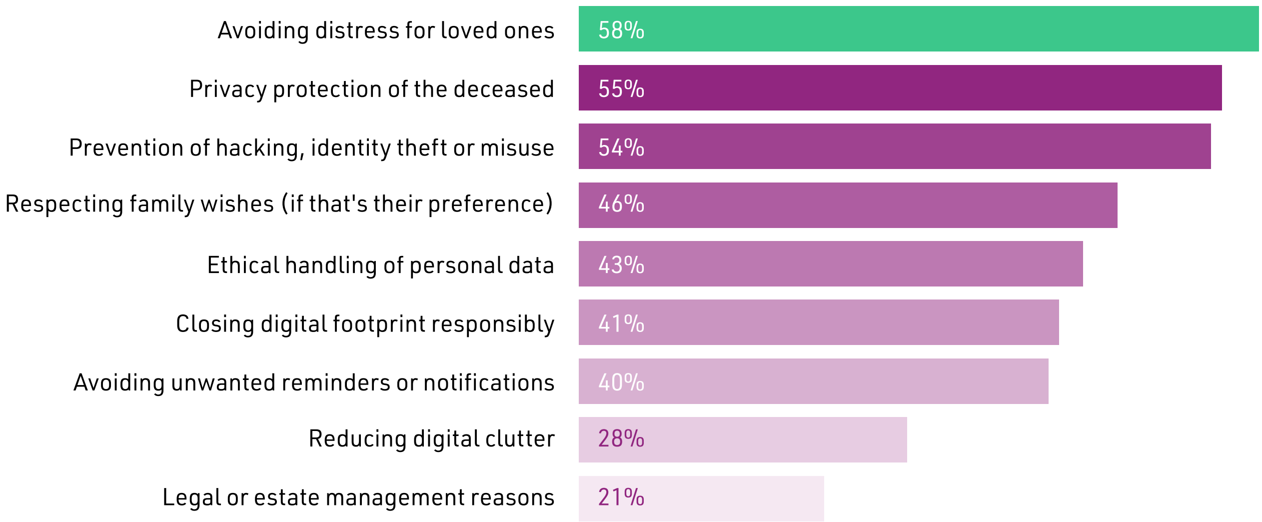


*n=1,208 total sample

Nearly 2 in 3 (65%) have or would consider making formal arrangements for digital legacy wishes. Among those, around 2 in 5 would arrange or have arranged decisions about social media accounts and other online profiles (42%) or communicating wishes and instructions to family members and loved ones about what should be done with digital assets after death (40%).

Online afterlife choices

Why do you believe social media accounts should be deleted after a person has died?



*n=757 those who believe social media accounts should be deleted after a person has died. Multiple responses allowed. Top 9 responses only.

Over 3 in 5 (63%) believe social media accounts should generally be deleted after death, mainly to avoid distress (58%), protect privacy (55%) and prevent misuse (54%).

Among the 1 in 5 (21%) who disagree, the main reasons are preserving memories and supporting the grieving process.

Would you follow an account if it continued to post with AI after their passing?

10%
Would continue following

59%
Would no longer follow

10%
Would consider starting to follow

22%
Unsure

*n=1,208 total sample. Multiple responses allowed.

Around 1 in 5 (20%) would follow or consider following an account that continued posting with AI after death and nearly as many (16%) would message or video call an AI simulation after someone's passing.

More research from Real Insurance coming soon...

About Real Insurance

At Real Insurance, we pride ourselves on providing trusted service and real value to our customers. Our passion for what we do has been recognised by 17 consecutive years of industry awards. We specialise in life, income protection, funeral, health, home, car, pet, travel and landlords insurance products. In the market since 2005, we have helped protect the quality of life of thousands of Australians, through the delivery of innovative products that protect the financial future of people across Australia.

real INSURANCE®