

YouGov - Women's pockets

3,696 GB adults aged 18+

11th September - 4th October 2020

Total	Gender		Female by age				
	Male	Female	Female 18-29	Female 30-39	Female 40-49	Female 50-59	Female 60+

Moving on...For each of the following items of clothing that you ever wear, please say whether or not you prefer them to have pockets on the sides large enough to comfortably fit your hands in.

Coat/jacket								
Unweighted base	3696	1662	2034	342	367	337	289	699
Base: All GB adults	3696	1793	1903	339	341	307	287	629
Prefer to have pockets	93%	92%	95%	94%	94%	96%	97%	94%
Prefer not to have pockets	1%	2%	1%	1%	2%	1%	0%	2%
No preference	3%	4%	3%	2%	4%	2%	3%	4%
Don't know	1%	1%	1%	2%	0%	0%	-	0%
N/A - I don't ever wear this item of clothing	1%	1%	0%	1%	-	1%	-	-

Trousers								
Unweighted base	3696	1662	2034	342	367	337	289	699
Base: All GB adults	3696	1793	1903	339	341	307	287	629
Prefer to have pockets	86%	93%	80%	84%	81%	81%	81%	77%
Prefer not to have pockets	5%	1%	8%	3%	7%	8%	8%	11%
No preference	7%	4%	10%	10%	11%	10%	11%	10%
Don't know	1%	1%	1%	2%	1%	0%	-	0%
N/A - I don't ever wear this item of clothing	1%	1%	1%	1%	1%	1%	1%	1%

Dress								
Unweighted base	3696	1662	2034	342	367	337	289	699
Base: All GB adults	3696	1793	1903	339	341	307	287	629
Prefer to have pockets	19%	4%	33%	41%	42%	33%	29%	25%
Prefer not to have pockets	15%	1%	27%	25%	21%	30%	27%	30%
No preference	17%	3%	30%	26%	28%	26%	34%	33%
Don't know	1%	2%	1%	3%	1%	1%	1%	1%
N/A - I don't ever wear this item of clothing	48%	90%	9%	5%	7%	10%	9%	11%

YouGov - Women's pockets

3,696 GB adults aged 18+

11th September - 4th October 2020

	Total	Gender		Female by age				
		Male	Female	Female 18-29	Female 30-39	Female 40-49	Female 50-59	Female 60+
Skirt								
Unweighted base	3696	1662	2034	342	367	337	289	699
Base: All GB adults	3696	1793	1903	339	341	307	287	629
Prefer to have pockets	19%	4%	33%	41%	37%	32%	32%	28%
Prefer not to have pockets	14%	2%	25%	22%	23%	27%	24%	27%
No preference	15%	2%	27%	23%	25%	26%	32%	28%
Don't know	2%	2%	2%	5%	1%	1%	0%	1%
N/A - I don't ever wear this item of clothing	50%	90%	13%	10%	13%	14%	12%	15%
Shorts								
Unweighted base	3696	1662	2034	342	367	337	289	699
Base: All GB adults	3696	1793	1903	339	341	307	287	629
Prefer to have pockets	74%	80%	69%	72%	70%	73%	75%	63%
Prefer not to have pockets	3%	2%	5%	5%	6%	5%	3%	5%
No preference	9%	6%	11%	13%	13%	11%	9%	10%
Don't know	1%	2%	1%	3%	1%	1%	1%	1%
N/A - I don't ever wear this item of clothing	12%	11%	14%	7%	10%	10%	12%	22%
Pyjama bottoms								
Unweighted base	3696	1662	2034	342	367	337	289	699
Base: All GB adults	3696	1793	1903	339	341	307	287	629
Prefer to have pockets	35%	37%	33%	51%	47%	35%	28%	18%
Prefer not to have pockets	18%	12%	25%	15%	23%	25%	29%	29%
No preference	26%	21%	30%	28%	27%	33%	31%	29%
Don't know	1%	2%	1%	2%	1%	1%	-	1%
N/A - I don't ever wear this item of clothing	20%	28%	12%	4%	3%	5%	12%	23%

YouGov - Women's pockets

3,696 GB adults aged 18+

11th September - 4th October 2020

Total	Gender		Female by age				
	Male	Female	Female 18-29	Female 30-39	Female 40-49	Female 50-59	Female 60+

Please imagine you were clothes shopping and found the following items of clothing in a size and style you liked...How would the presence or absence of pockets on the sides large enough to comfortably fit your hands in affect your willingness to buy that item?

Coat/jacket								
	Unweighted base	1662	2034	342	367	337	289	699
	Base: All GB adults	1793	1903	339	341	307	287	629
I would only buy it if it had pockets	74%	79%	69%	64%	68%	76%	69%	70%
I would only buy it if it did not have pockets	2%	2%	1%	2%	3%	1%	0%	1%
I would buy it whether or not it had pockets	18%	12%	24%	24%	23%	20%	27%	24%
Don't know	5%	5%	5%	9%	5%	4%	4%	4%
N/A - I wouldn't ever buy this item of clothing	1%	2%	0%	1%	0%	-	-	-

Trousers								
	Unweighted base	1662	2034	342	367	337	289	699
	Base: All GB adults	1793	1903	339	341	307	287	629
I would only buy it if it had pockets	61%	86%	38%	37%	35%	39%	36%	39%
I would only buy it if it did not have pockets	3%	2%	3%	1%	5%	2%	3%	5%
I would buy it whether or not it had pockets	30%	6%	51%	50%	52%	53%	54%	50%
Don't know	5%	4%	6%	12%	7%	6%	5%	5%
N/A - I wouldn't ever buy this item of clothing	1%	1%	1%	1%	1%	1%	1%	2%

Dress								
	Unweighted base	1662	2034	342	367	337	289	699
	Base: All GB adults	1793	1903	339	341	307	287	629
I would only buy it if it had pockets	3%	2%	4%	5%	6%	5%	2%	4%
I would only buy it if it did not have pockets	6%	1%	11%	7%	9%	10%	12%	14%
I would buy it whether or not it had pockets	37%	3%	68%	71%	72%	69%	69%	63%
Don't know	5%	3%	7%	11%	7%	6%	7%	6%
N/A - I wouldn't ever buy this item of clothing	48%	90%	9%	6%	6%	10%	10%	11%

YouGov - Women's pockets

3,696 GB adults aged 18+

11th September - 4th October 2020

	Total	Gender		Female by age				
		Male	Female	Female 18-29	Female 30-39	Female 40-49	Female 50-59	Female 60+
Skirt								
Unweighted base	3696	1662	2034	342	367	337	289	699
Base: All GB adults	3696	1793	1903	339	341	307	287	629
I would only buy it if it had pockets	4%	2%	6%	5%	5%	5%	6%	7%
I would only buy it if it did not have pockets	5%	1%	10%	4%	8%	10%	8%	14%
I would buy it whether or not it had pockets	34%	4%	63%	67%	67%	66%	67%	56%
Don't know	6%	3%	8%	12%	7%	7%	5%	7%
N/A - I wouldn't ever buy this item of clothing	51%	90%	14%	12%	13%	13%	14%	15%
Shorts								
Unweighted base	3696	1662	2034	342	367	337	289	699
Base: All GB adults	3696	1793	1903	339	341	307	287	629
I would only buy it if it had pockets	45%	61%	30%	26%	29%	30%	32%	32%
I would only buy it if it did not have pockets	3%	2%	3%	3%	5%	4%	2%	3%
I would buy it whether or not it had pockets	33%	19%	45%	53%	48%	52%	48%	36%
Don't know	7%	7%	7%	11%	7%	5%	5%	6%
N/A - I wouldn't ever buy this item of clothing	13%	11%	15%	8%	11%	9%	13%	23%
Pyjama bottoms								
Unweighted base	3696	1662	2034	342	367	337	289	699
Base: All GB adults	3696	1793	1903	339	341	307	287	629
I would only buy it if it had pockets	12%	17%	7%	7%	8%	9%	6%	5%
I would only buy it if it did not have pockets	7%	5%	9%	4%	8%	9%	10%	12%
I would buy it whether or not it had pockets	55%	43%	66%	75%	73%	72%	69%	53%
Don't know	7%	7%	6%	10%	8%	5%	3%	5%
N/A - I wouldn't ever buy this item of clothing	20%	28%	12%	4%	4%	4%	12%	25%

YouGov - Women's pockets

3,696 GB adults aged 18+

11th September - 4th October 2020

Total	Gender		Female by age				
	Male	Female	Female 18-29	Female 30-39	Female 40-49	Female 50-59	Female 60+

When clothes shopping, have you ever previously found an item of clothing that you liked but then decided not to buy it...

Because it had pockets

Unweighted base	3696	1662	2034	342	367	337	289	699
Base: All GB adults	3696	1793	1903	339	341	307	287	629
Yes I have	17%	16%	19%	21%	20%	20%	18%	17%
No I haven't	72%	72%	71%	68%	70%	69%	70%	75%
Don't know	11%	12%	10%	11%	10%	11%	12%	8%

Because it did not have pockets

Unweighted base	3696	1662	2034	342	367	337	289	699
Base: All GB adults	3696	1793	1903	339	341	307	287	629
Yes I have	38%	38%	38%	51%	44%	38%	36%	30%
No I haven't	49%	47%	50%	35%	44%	50%	50%	61%
Don't know	13%	15%	12%	14%	12%	12%	14%	9%

When it comes to pockets on clothing, are there any brands that you purchase from...

Specifically because they do have pockets as standard

Unweighted base	3696	1662	2034	342	367	337	289	699
Base: All GB adults	3696	1793	1903	339	341	307	287	629
Yes there are	12%	15%	9%	10%	12%	6%	8%	8%
No there are not	69%	64%	73%	67%	70%	79%	76%	74%
Don't know	20%	21%	18%	23%	19%	15%	16%	18%

Specifically because they do NOT have pockets as standard?

Unweighted base	3696	1662	2034	342	367	337	289	699
Base: All GB adults	3696	1793	1903	339	341	307	287	629
Yes there are	4%	4%	3%	4%	3%	3%	3%	3%
No there are not	76%	74%	77%	72%	79%	81%	79%	76%
Don't know	21%	22%	20%	24%	18%	15%	18%	21%