

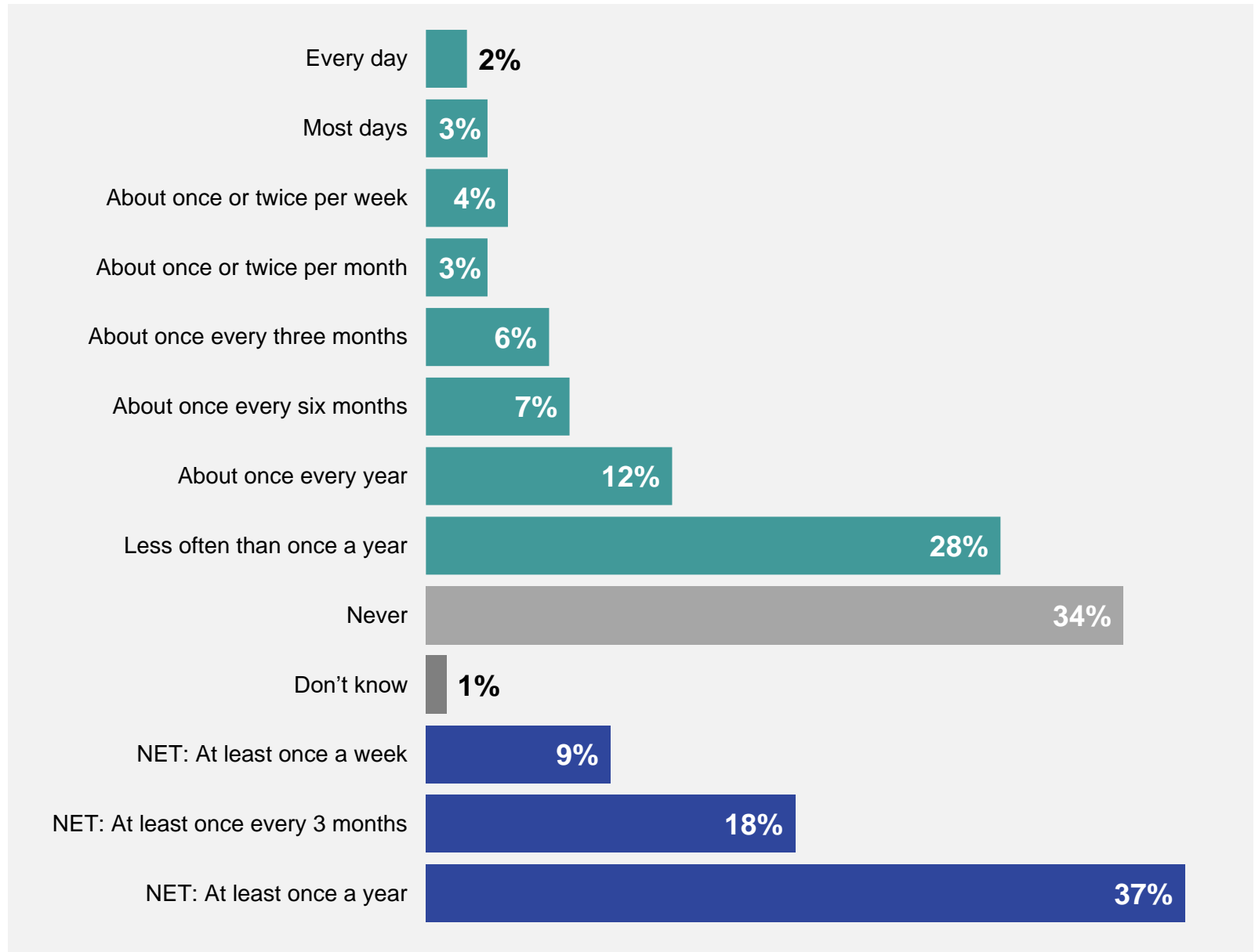
Matches

August 2022



Over a third of Britons surveyed say they never buy matches, whilst a further 28% buy them less often than once a year.

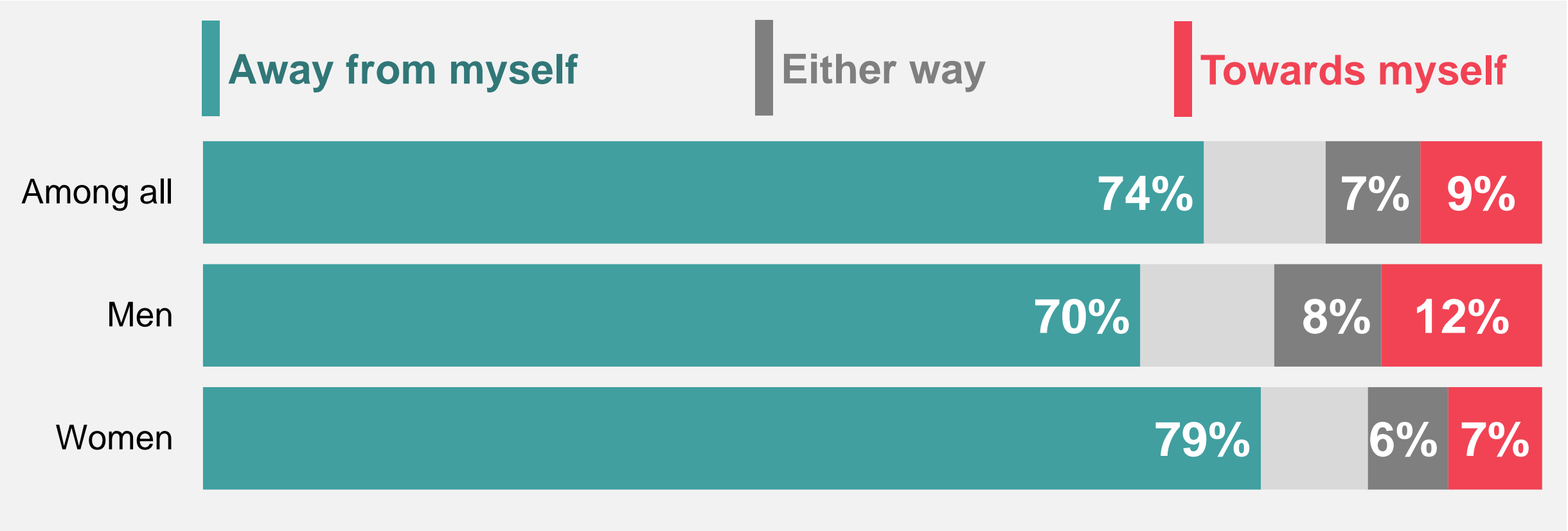
How often, if at all, do you normally buy a box of matches?



Base: 1,000 Online British adults aged 18-75, 25th – 26th August 2022

Three in four strike matches away from themselves. Men are almost twice as likely as women to strike matches towards themselves.

In what direction do you normally strike a match, is this towards or away from you?

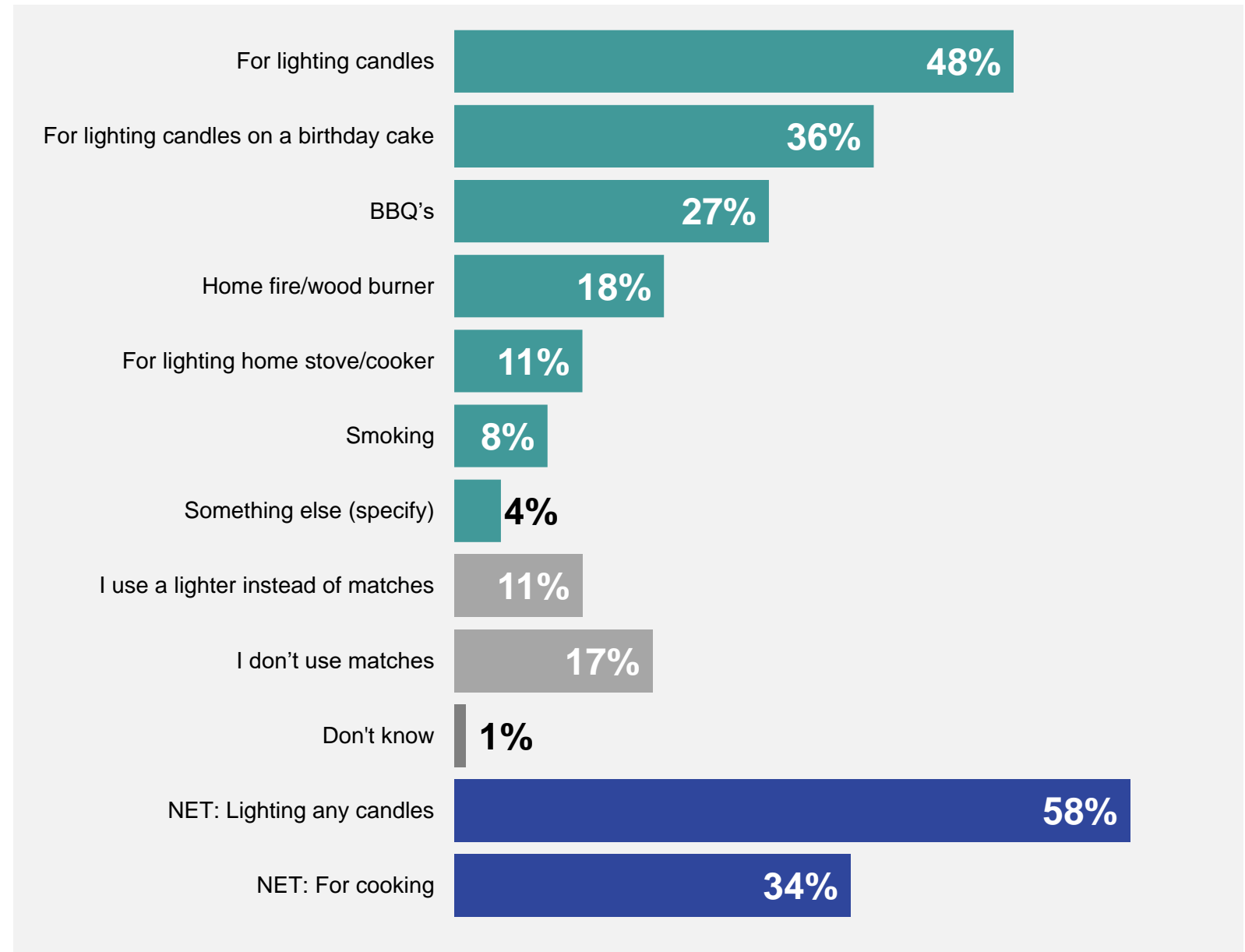


Base: 1,000 Online British adults aged 18-75, 25th – 26th August 2022



Nearly three in five of those who have used matches use them to light any candles, and one in three use them for cooking.

What do you tend to use matches for nowadays?
Please select all that apply.



Base: 977 Online British adults aged 18-75 who have used matches, 25th – 26th August 2022

Technical notes

- The research was carried out by Ipsos.
- Ipsos interviewed a representative quota sample of 1,000 adults aged 18-75 in the Great Britain using its online FastFacts platform from 25th to 26th August 2022.
- The sample obtained is representative of the population with quotas on:
 - Age
 - Gender
 - Region
 - Working Status
- The data has been weighted to the known offline population proportions for age crossed by gender, working status and social grade, and for government office region and education, to reflect the adult population of Great Britain.

For more information please contact the team at ipsos.com/en-uk/omnibus-surveys



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