

	Total	Region							Gender		Age			Age_Fine						Age Gender						Education				Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer	
Sample Size	1501	202	152	100	94*	499	352	102	733	768	435	524	543	178	257	247	276	248	294	224	253	256	210	271	287	632	475	395	490	479	251	281	

Regional sample sizes are unweighted. All other sample sizes, including totals, are weighted to census data. Blank cells indicate zero responses were received. Cells containing "0%" are statistically zero, though at least one response was received.

[Summary of Metric]Below are different types of measurements that we deal with in our day-to-day lives. For each one, please indicate which unit of measurement you personally think of first:

	Total	Region							Gender		Age			Age_Fine						Age Gender						Education				Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer	
The distance between two locations	66%	65%	69%	62%	62%	63%	73%	58%	67%	66%	83%	71%	47%	87%	81%	79%	64%	53%	43%	82%	72%	48%	85%	71%	47%	57%	69%	77%	60%	66%	80%	64%	
Your own height	8%	10%	7%	6%	5%	5%	14%	6%	9%	7%	12%	8%	6%	17%	9%	9%	6%	7%	5%	11%	9%	9%	14%	7%	2%	8%	5%	12%	10%	7%	10%	6%	
The weight of produce at the grocery store	27%	33%	30%	24%	33%	22%	32%	16%	31%	22%	31%	26%	25%	39%	25%	26%	26%	23%	33%	30%	30%	28%	21%	19%	23%	26%	34%	26%	29%	29%	22%		
Your own weight	8%	10%	7%	5%	5%	7%	10%	5%	10%	5%	9%	7%	8%	11%	7%	7%	6%	8%	8%	10%	9%	12%	7%	5%	4%	6%	7%	11%	9%	7%	10%	4%	
The air temperature outside	87%	88%	88%	97%	92%	84%	91%	81%	89%	85%	94%	89%	79%	96%	94%	85%	83%	76%	96%	88%	84%	93%	90%	75%	81%	91%	93%	86%	88%	93%	82%		
Oven/cooking temperature	21%	25%	18%	21%	12%	20%	24%	27%	23%	20%	32%	22%	13%	37%	28%	25%	19%	15%	11%	31%	23%	17%	32%	21%	10%	24%	19%	20%	26%	18%	23%	18%	
Beverage volume	64%	66%	57%	57%	61%	62%	70%	67%	61%	61%	82%	73%	40%	86%	80%	85%	63%	45%	37%	85%	73%	46%	80%	73%	35%	54%	67%	76%	63%	63%	72%	59%	
The internal area of a home	10%	9%	5%	4%	7%	8%	17%	12%	12%	8%	17%	11%	4%	25%	11%	11%	10%	3%	5%	18%	15%	5%	16%	6%	3%	9%	9%	12%	12%	9%	10%	10%	
The volume of everyday liquid products at home like soap and shampoo	56%	56%	52%	44%	53%	52%	66%	56%	62%	50%	73%	62%	36%	78%	70%	69%	56%	39%	33%	81%	67%	41%	65%	58%	32%	43%	61%	71%	52%	56%	71%	50%	
The size of a large plot of land	10%	5%	6%	3%	8%	4%	23%	8%	11%	8%	15%	9%	5%	20%	12%	8%	10%	6%	5%	17%	11%	7%	14%	8%	4%	7%	11%	12%	11%	10%	12%	5%	

[Summary of Imperial]Below are different types of measurements that we deal with in our day-to-day lives. For each one, please indicate which unit of measurement you personally think of first:

	Total	Region							Gender		Age			Age_Fine						Age Gender						Education				Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer	
The distance between two locations	31%	33%	29%	38%	37%	34%	25%	36%	32%	31%	12%	25%	52%	9%	14%	16%	34%	47%	57%	15%	26%	52%	9%	25%	52%	39%	29%	21%	36%	33%	19%	31%	
Your own height	91%	89%	90%	94%	95%	93%	85%	92%	89%	92%	85%	92%	94%	81%	88%	90%	94%	92%	95%	86%	91%	91%	83%	93%	97%	90%	94%	88%	89%	93%	89%	91%	
The weight of produce at the grocery store	69%	62%	65%	73%	65%	72%	65%	80%	65%	72%	61%	69%	74%	51%	68%	67%	72%	71%	76%	61%	64%	69%	61%	74%	78%	72%	70%	61%	71%	69%	66%	67%	
Your own weight	91%	88%	93%	95%	95%	93%	89%	93%	89%	94%	89%	93%	92%	85%	92%	92%	94%	91%	92%	87%	91%	88%	91%	95%	95%	93%	92%	88%	90%	93%	89%	93%	
The air temperature outside	11%	11%	9%	3%	7%	15%	7%	17%	10%	13%	3%	10%	20%	2%	4%	5%	14%	17%	22%	2%	11%	16%	4%	9%	23%	17%	7%	7%	13%	11%	7%	14%	
Oven/cooking temperature	76%	73%	79%	76%	88%	77%	75%	69%	74%	78%	65%	75%	85%	60%	68%	70%	80%	84%	87%	65%	74%	82%	65%	76%	89%	73%	79%	77%	71%	81%	76%	76%	
Beverage volume	33%	33%	40%	40%	37%	34%	29%	31%	30%	37%	12%	25%	59%	8%	15%	13%	36%	54%	63%	10%	25%	53%	14%	25%	64%	42%	30%	23%	35%	35%	26%	35%	
The internal area of a home	85%	87%	90%	95%	91%	88%	77%	83%	84%	87%	75%	85%	94%	65%	82%	82%	87%	96%	93%	76%	82%	94%	74%	87%	95%	85%	86%	85%	82%	89%	88%	82%	
The volume of everyday liquid products at home like soap and shampoo	37%	36%	41%	50%	39%	39%	29%	38%	31%	42%	17%	31%	58%	11%	20%	22%	40%	54%	62%	10%	27%	54%	24%	35%	62%	48%	31%	25%	41%	39%	24%	37%	
The size of a large plot of land	74%	86%	83%	89%	87%	85%	38%	88%	73%	74%	64%	73%	81%	57%	69%	72%	75%	79%	83%	66%	72%	80%	62%	74%	82%	78%	72%	69%	70%	77%	73%	75%	

A.[The distance between two locations]Please indicate which unit of measurement you personally think of first:

	Total	Region							Gender		Age			Age_Fine						Age Gender						Education			Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Metres/kilometres	66%	65%	69%	62%	62%	63%	73%	58%	67%	66%	83%	71%	47%	87%	81%	79%	64%	53%	43%	82%	72%	48%	85%	71%	47%	57%	69%	77%	60%	66%	80%	64%
Feet/miles	31%	33%	29%	38%	37%	34%	25%	36%	32%	31%	12%	25%	52%	9%	14%	16%	34%	47%	57%	15%	26%	52%	9%	25%	52%	39%	29%	21%	36%	33%	19%	31%
Don't know	3%	2%	2%	1%	1%	3%	2%	6%	2%	4%	5%	3%	0%	5%	5%	5%	2%	1%	0%	3%	2%	6%	4%	1%	4%	1%	1%	4%	1%	1%	5%	

B.[Your own height]Please indicate which unit of measurement you personally think of first:

	Total	Region							Gender		Age			Age_Fine						Age Gender						Education			Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Centimetres/metres	8%	10%	7%	6%	5%	5%	14%	6%	9%	7%	12%	8%	6%	17%	9%	9%	6%	7%	5%	11%	9%	9%	14%	7%	2%	8%	5%	12%	10%	7%	10%	6%
Inches/feet	91%	89%	90%	94%	95%	93%	85%	92%	89%	92%	85%	92%	94%	81%	88%	90%	94%	92%	95%	86%	91%	91%	83%	93%	97%	90%	94%	88%	89%	93%	89%	91%
Don't know	1%	1%	2%		1%	1%	1%	1%	1%	1%	3%	0%	0%	2%	3%	1%	1%	1%	3%	0%	0%	2%	1%	1%	2%	1%	0%	1%	0%	1%	0%	3%

C.[The weight of produce at the grocery store]Please indicate which unit of measurement you personally think of first:

	Total	Region							Gender		Age			Age_Fine						Age Gender						Education			Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Grams	27%	33%	30%	24%	33%	22%	32%	16%	31%	22%	31%	26%	25%	39%	25%	26%	26%	23%	33%	30%	30%	28%	21%	19%	23%	26%	34%	26%	29%	29%	22%	
Pounds	69%	62%	65%	73%	65%	72%	65%	80%	65%	72%	61%	69%	74%	51%	68%	67%	72%	71%	76%	61%	64%	69%	61%	74%	78%	72%	70%	61%	71%	69%	66%	67%
Don't know	5%	6%	5%	2%	2%	5%	3%	5%	4%	5%	8%	5%	1%	10%	7%	8%	2%	2%	1%	6%	5%	0%	11%	5%	2%	5%	4%	5%	4%	2%	5%	10%

D.[Your own weight]Please indicate which unit of measurement you personally think of first:

	Total	Region							Gender		Age			Age_Fine						Age Gender						Education			Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Kilograms?	8%	10%	7%	5%	5%	7%	10%	5%	10%	5%	9%	7%	8%	11%	7%	6%	8%	8%	10%	9%	12%	7%	5%	4%	6%	7%	11%	9%	7%	10%	4%	
Pounds	91%	88%	93%	95%	95%	93%	89%	93%	89%	94%	89%	93%	92%	85%	92%	92%	94%	91%	92%	87%	91%	88%	91%	95%	95%	93%	92%	88%	90%	93%	89%	93%
Don't know	1%	2%	1%		1%	1%	1%	1%	1%	1%	2%	0%	0%	4%	1%	1%	1%	0%	2%	1%	8%	2%	1%	1%	1%	1%	1%	1%	1%	0%	3%	

E.[The volume of everyday liquid products at home like soap and shampoo]Please indicate which unit of measurement you personally think of first:

	Total	Region							Gender		Age			Age_Fine						Age Gender						Education			Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Ounces	37%	36%	41%	50%	39%	39%	29%	38%	31%	42%	17%	31%	58%	11%	20%	22%	40%	54%	62%	10%	27%	54%	24%	35%	62%	48%	31%	25%	41%	39%	24%	37%
Millilitres	56%	56%	52%	44%	53%	52%	66%	56%	62%	50%	73%	62%	36%	78%	70%	69%	56%	39%	33%	81%	67%	41%	65%	58%	32%	43%	61%	71%	52%	56%	71%	50%
Don't know	7%	8%	8%	6%	7%	9%	5%	6%	6%	8%	10%	7%	6%	11%	10%	10%	4%	7%	5%	9%	6%	5%	11%	7%	9%	8%	4%	7%	5%	5%	13%	

F.[The air temperature outside]Please indicate which unit of measurement you personally think of first:

	Total	Region							Gender		Age			Age_Fine						Age Gender						Education			Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Celsius	87%	88%	88%	97%	92%	84%	91%	81%	89%	85%	94%	89%	79%	96%	94%	94%	85%	83%	76%	96%	88%	84%	93%	90%	75%	81%	91%	93%	86%	88%	93%	82%
Fahrenheit	11%	11%	9%	3%	7%	15%	7%	17%	10%	13%	3%	10%	20%	2%	4%	5%	14%	17%	22%	2%	11%	16%	4%	9%	23%	17%	7%	7%	13%	11%	7%	14%
Don't know	1%	1%	3%		1%	1%	2%	1%	1%	2%	3%	1%	1%	3%	3%	1%	0%	1%	1%	2%	1%	0%	4%	1%	2%	2%	2%	0%	1%	1%	4%	

G.[Oven/cooking temperature]Please indicate which unit of measurement you personally think of first:

	Total	Region							Gender		Age			Age_Fine						Age Gender						Education			Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Celsius	21%	25%	18%	21%	12%	20%	24%	27%	23%	20%	32%	22%	13%	37%	28%	25%	19%	15%	11%	31%	23%	17%	32%	21%	10%	24%	19%	20%	26%	18%	23%	18%
Fahrenheit	76%	73%	79%	76%	88%	77%	75%	69%	74%	78%	65%	75%	85%	60%	68%	70%	80%	84%	87%	65%	74%	82%	65%	76%	89%	73%	79%	77%	71%	81%	76%	76%
Don't know	3%	2%	3%	3%	3%	2%	4%	3%	3%	3%	3%	2%	3%	4%	5%	1%	1%	2%	4%	3%	2%	3%	3%	2%	2%	2%	3%	2%	2%	2%	1%	6%

H.[Beverage volume]Please indicate which unit of measurement you personally think of first:

	Total	Region							Gender		Age			Age_Fine						Age Gender						Education			Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Millilitres/litres	64%	66%	57%	57%	61%	62%	70%	67%	67%	61%	82%	73%	40%	86%	80%	85%	63%	45%	37%	85%	73%	46%	80%	73%	35%	54%	67%	76%	63%	63%	72%	59%
Ounces/quarts/gallons	33%	33%	40%	40%	37%	34%	29%	31%	30%	37%	12%	25%	59%	8%	15%	13%	36%	54%	63%	10%	25%	53%	14%	25%	64%	42%	30%	23%	35%	35%	26%	35%
Don't know	3%	1%	3%	3%	2%	4%	1%	2%	3%	2%	6%	2%	1%	6%	6%	2%	1%	0%	6%	2%	1%	6%	2%	1%	3%	2%	1%	2%	2%	2%	5%	

I.[The internal area of a home]Please indicate which unit of measurement you personally think of first:

	Total	Region							Gender		Age			Age_Fine						Age Gender						Education			Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Square metres	10%	9%	5%	4%	7%	8%	17%	12%	12%	8%	17%	11%	4%	25%	11%	11%	10%	3%	5%	18%	15%	5%	16%	6%	3%	9%	9%	12%	12%	9%	10%	10%
Square feet	85%	87%	90%	95%	91%	88%	77%	83%	84%	87%	75%	85%	94%	65%	82%	82%	87%	96%	93%	76%	82%	94%	74%	87%	95%	85%	86%	85%	82%	89%	88%	82%
Don't know	4%	4%	5%	1%	2%	4%	6%	5%	3%	6%	8%	5%	1%	9%	7%	7%	3%	1%	2%	6%	3%	1%	10%	6%	2%	6%	4%	3%	6%	2%	2%	8%

J.[The size of a large plot of land]Please indicate which unit of measurement you personally think of first:

	Total	Region							Gender		Age			Age_Fine						Age Gender						Education			Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Acres	74%	86%	83%	89%	87%	85%	38%	88%	73%	74%	64%	73%	81%	57%	69%	72%	75%	79%	83%	66%	72%	80%	62%	74%	82%	78%	72%	69%	70%	77%	73%	75%
Hectares	10%	5%	6%	3%	8%	4%	23%	8%	11%	8%	15%	9%	5%	20%	12%	8%	10%	6%	5%	17%	11%	7%	14%	8%	4%	7%	11%	12%	11%	10%	12%	5%
Don't know	17%	9%	10%	8%	5%	11%	39%	5%	16%	18%	21%	17%	13%	23%	19%	20%	15%	15%	12%	18%	17%	13%	24%	18%	14%	15%	17%	20%	19%	14%	15%	20%

Q2.Canada has officially been a metric-using country since the 1970s, but lots of people still use the imperial system of measurement for different things. Overall, what do you think about this?

	Total	Region							Gender		Age			Age_Fine						Age Gender						Education			Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	Male 18- 34	Male 35- 54	Male 55+	Female 18- 34	Female 35- 54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
It's okay for Canadians to keep using a mix of both systems	67%	61%	78%	71%	71%	67%	65%	65%	65%	70%	71%	68%	64%	69%	72%	73%	63%	64%	63%	71%	64%	60%	71%	71%	67%	66%	70%	66%	67%	68%	62%	70%
Canada should go back to the imperial system	16%	17%	14%	14%	13%	18%	13%	15%	15%	17%	7%	15%	24%	4%	8%	7%	21%	23%	24%	5%	16%	22%	8%	13%	26%	23%	14%	6%	17%	17%	10%	17%
Canada should work harder to use the official metric system	17%	22%	8%	15%	16%	15%	22%	20%	20%	14%	22%	18%	12%	26%	19%	20%	16%	12%	13%	24%	20%	18%	20%	16%	7%	12%	16%	27%	16%	15%	28%	13%

Q3.[The metric system (kilometres, litres, grams, Celsius)]Setting aside whatever system of measurement you might use for different things – how well do you personally know the two systems?

	Total	Region							Gender		Age			Age_Fine						Age Gender						Education			Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	Male 18- 34	Male 35- 54	Male 55+	Female 18- 34	Female 35- 54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Don't know this system at all	2%	1%	2%		6%	2%	1%	1%	3%	1%	3%	2%	1%		4%	2%	1%	1%	1%	4%	2%	1%	1%	1%	1%	3%	1%	0%	2%	2%	1%	1%
Not very well	12%	12%	8%	14%	6%	16%	9%	17%	9%	16%	7%	10%	19%	9%	6%	7%	13%	18%	20%	5%	6%	16%	10%	14%	22%	18%	11%	6%	17%	9%	6%	16%
Know it fairly well	52%	52%	46%	63%	42%	53%	52%	51%	47%	56%	48%	48%	58%	44%	50%	47%	48%	57%	60%	42%	43%	55%	54%	52%	52%	54%	48%	52%	53%	46%	55%	
Know it very well, for all types of measurements	34%	35%	45%	23%	46%	29%	38%	30%	42%	27%	43%	41%	21%	47%	40%	44%	38%	24%	19%	49%	49%	28%	36%	33%	15%	27%	34%	46%	29%	37%	48%	27%

Q3.[The imperial system (miles, gallons, ounces, Fahrenheit)]Setting aside whatever system of measurement you might use for different things – how well do you personally know the two systems?

	Total	Region							Gender		Age			Age_Fine						Age Gender						Education			Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	Male 18- 34	Male 35- 54	Male 55+	Female 18- 34	Female 35- 54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Don't know this system at all	3%	2%	3%	1%	4%	3%	3%	6%	4%	2%	7%	3%	0%	5%	8%	5%	1%		0%	9%	3%	0%	4%	3%	4%	4%	4%	1%	5%	1%	4%	2%
Not very well	23%	24%	22%	26%	19%	22%	27%	18%	20%	27%	46%	27%	2%	52%	41%	39%	17%	2%	1%	36%	24%	1%	55%	30%	2%	20%	27%	25%	25%	21%	21%	27%
Know it fairly well	39%	37%	43%	44%	38%	43%	33%	37%	39%	39%	40%	47%	30%	36%	43%	46%	35%	25%	45%	46%	26%	35%	48%	34%	36%	37%	46%	36%	40%	44%	39%	
Know it very well, for all types of measurements	35%	37%	32%	29%	39%	32%	38%	40%	38%	32%	8%	23%	68%	7%	8%	8%	36%	62%	73%	10%	27%	73%	5%	19%	64%	40%	33%	28%	34%	38%	31%	33%