



Opinium Research Results/ Tables July 2013

2,001 Online Interviews (UK Nat. Rep)

Field: 19th to 22nd July 2013

If the Base is not otherwise specified, the table is based on the full sample and is representative of all UK adults

Where column base is below 50 respondents, figures should be seen as indicative only and we advise against using these when reporting unless appropriate caveats are given

Gender

For each of the types of measurement below, please tell us which units you tend to "think" in most often and feels most natural to you.

Temperature

	Total	Male	Female	Total	Under 20	20-29	30-39	40-49	50-59	60-69	70+
<i>Base: all respondents</i>	2001	973	1028	2001	9	305	384	347	392	407	157
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Celsius / Centegrade (°C)	1033	526	507	1033	8	253	285	170	149	131	37
	52%	54%	49%	52%	91%	83%	74%	49%	38%	32%	24%
Fahrenheit (°F)	412	189	224	412	1	20	29	71	103	128	60
	21%	19%	22%	21%	9%	7%	8%	20%	26%	32%	38%
Both of these	489	235	253	489	0	22	53	88	126	140	59
	24%	24%	25%	24%	0	7%	14%	25%	32%	34%	38%
Neither of these	18	6	13	18	0	2	3	6	6	1	0
	1%	1%	1%	1%	0	1%	1%	2%	1%	0%	0
Don't know	49	18	31	49	0	7	13	12	9	6	1
	2%	2%	3%	2%	0	2%	3%	3%	2%	1%	1%

Region

Total North East North West Yorks & Humber East Midlands West Midlands East of England London South East South West Wales Scotland Northern Ireland

For each of the types of measurement below, please tell us which units you tend to "think" in most often and feels most natural to you.

Temperature

	2001	85	223	171	145	173	187	250	273	172	97	170	56
<i>Base: all respondents</i>	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Celsius / Centegrade (°C)	1033	36	101	79	70	85	96	156	140	97	52	87	37
	52%	42%	45%	46%	49%	49%	51%	62%	51%	56%	53%	51%	66%
Fahrenheit (°F)	412	25	58	40	32	37	46	32	59	26	18	33	6
	21%	30%	26%	24%	22%	21%	25%	13%	22%	15%	18%	19%	10%
Both of these	489	20	55	44	42	45	43	52	67	45	22	45	10
	24%	24%	25%	26%	29%	26%	23%	21%	24%	26%	23%	26%	18%
Neither of these	18	1	3	2	0	1	0	4	2	2	0	2	0
	1%	1%	1%	1%	0	1%	0	2%	1%	1%	0	1%	0
Don't know	49	3	6	6	1	5	2	6	4	2	5	4	3
	2%	4%	3%	4%	1%	3%	1%	2%	2%	1%	6%	2%	6%