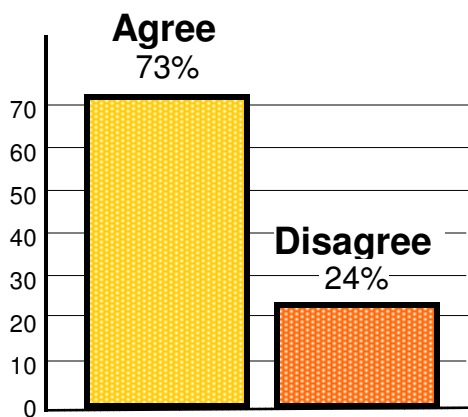


Naturist Education Foundation

NEF California Poll 2015



QUESTION number 1

Do you agree or disagree that people should be able to enjoy nude sunbathing on a beach or other location that is accepted for that purpose?

AGREE 73% Disagree 24%
Not sure 3%

NEF-COMMISSIONED ZOGBY ANALYTICS POLL OF 806 CALIFORNIA ADULTS - NOVEMBER, 2014
MARGIN OF ERROR IS ±3.5 PERCENTAGE POINTS WITH A 95% CONFIDENCE INTERVAL.

Strong Support for Nude Sunbathing

Relatively few Californians object to nude sunbathing that takes place on designated beaches or in other recognized areas. The acceptance of nude sunbathing in California is even greater than national acceptance figures (65%). Approximately three of every four California adults agree that clothing-optional recreation should be allowed.



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A public opinion poll

commissioned by The Naturist Education Foundation (NEF) tests the responses of Californians to questions about body acceptance, recreation and personal freedoms. The independent survey was conducted for NEF by the prestigious Zogby Analytics polling firm. Among the results:

- strong support for nude sunbathing.
- acceptance for the personal rights of those who are nude in their own homes or on their own property - even if they may occasionally be seen by others.
- significant rejection of the notion that the majority of Californians are personally offended by the non-sexual nudity of others.
- fifty-six percent agreement with those who are calling for the California Dept. of Parks & Recreation to exercise its legal authority to designate clothing-optional areas in state parks.

Californians to Government: Set Aside Clothing-Optional Areas

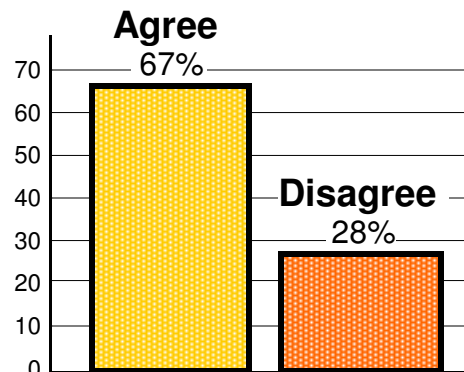
The 2015 NEF/California Poll indicates that the idea of setting aside areas for nude sunbathing enjoys enormous support. National polls show that public approval for the idea has been building steadily over the years.

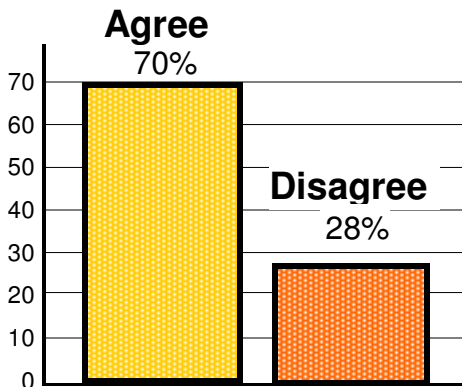
QUESTION number 2

Do you agree or disagree that areas should be set aside for people who enjoy clothing-optional recreation such as nude sunbathing and swimming?

AGREE 67% Disagree 28%
Not sure 5%

NEF-COMMISSIONED ZOGBY ANALYTICS POLL OF 806 CALIFORNIA ADULTS - NOVEMBER, 2014
MARGIN OF ERROR IS ±3.5 PERCENTAGE POINTS WITH A 95% CONFIDENCE INTERVAL.





QUESTION number 3

Do you agree or disagree that people have the right to be nude in their homes or on their property, even if they may occasionally be visible to others?

AGREE 70% Disagree 28%
Not sure 2%

NEF-COMMISSIONED ZOGBY ANALYTICS POLL OF 806 CALIFORNIA ADULTS - NOVEMBER, 2014
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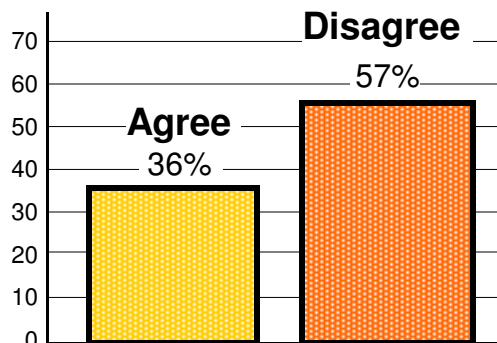
Noting that opinion survey sample subsets have larger margins of error than the entire data set, it is nevertheless striking that agreement for this question is uniformly strong across the various geographical, political, and cultural regions that often divide California. The NEF 2015 California Poll shows strong support in Orange County (74%) and Sacramento (79%), but it also identifies an 81% agreement in the Chico/Redding area. Only in the vicinity of Fresno did a scant majority disagree.

A 74% majority of those without children under 17 agree that people have the right to be nude in their homes or on their property, even if they may be occasionally visible to others. But 63% of Californians *with* children under the age of 17 also agree.

Californians see nudity as a personal right

In a time of eroding personal freedoms, Californians affirm their support for nudity as a personal right. By a margin of more than two to one, Californians believe that people have the right to be nude in their homes or on their property, even if they may occasionally be visible to others.

Note that Question 4 was asked “inside out.” Opinion survey respondents who are truly unoffended by the non-sexual nudity of others found themselves having to disagree with this question. Sometimes professional pollsters do this to assure that respondents are not simply falling into a pattern of agreeing with every question.



QUESTION number 4

Do you agree or disagree that you are personally offended by the non-sexual nudity of others?

DISAGREE 57% Agree 36%
Not sure 7%

NEF-COMMISSIONED ZOGBY ANALYTICS POLL OF 806 CALIFORNIA ADULTS - NOVEMBER, 2014
MARGIN OF ERROR IS ±3.5 PERCENTAGE POINTS WITH A 95% CONFIDENCE INTERVAL.

Most Californians are NOT offended by nudity

The notion that most Californians are offended by nudity is shown to be a myth. Fifty-seven percent of California adults say that they are NOT personally offended by the non-sexual nudity of others.

The significance of testing actual public response to this question is clear. Too many lawmakers and regulators justify restrictions or outright bans on nudity by saying that they’re doing “the will of the people.” However, when given a chance to speak for themselves, a substantial majority of the people of California say clearly that they are NOT personally offended by the non-sexual nudity of others.

Recalling that survey subsets have larger margins of error associated with them than does the entire data set, the NEF 2015 California Poll identifies that a 52% majority in San Francisco are not offended by the non-sexual nudity of others. That would seem to contradict contentions by a handful of local lawmakers that a majority of San

Franciscans favor the recent anti-nudity ordinance put into effect there.

Meanwhile, 65% of those in Los Angeles say they are not offended by simple nudity. Among military veterans and those on active duty, 58% say they are not offended by nudity. A similar 57% of those who have never served in the military say they are not offended.

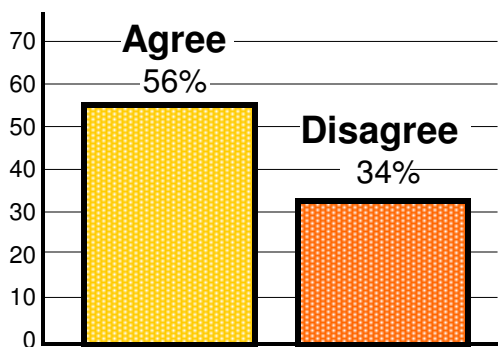
NEF/California Poll 2015



A Solid Majority Favors Designation of Clothing-Optional Areas in California State Parks

Under Title 14, Section 4322 of the California Code of Regulations, the California Department of Parks & Recreation has the legal authority *today* to designate clothing optional areas in State Parks. The

Parks Department has never done so, a position that appears to be *unresponsive* to the public it exists to serve. The NEF California Poll indicates that a solid majority of Californians favor the designation of clothing-optional areas in State Parks.



QUESTION number 5

Do you agree or disagree that the California Department of Parks and Recreation should exercise the legal authority it has to designate clothing-optional areas in state parks?

AGREE 56% Disagree **34%**
Not sure **10%**

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Whether or not they choose to label themselves as “nativists,” many Californians are among a growing number of Americans who enjoy clothing-optional recreation. Nativism is a family-friendly activity that’s often a way of life. Although this survey was limited to adults, nativist activities are not. Nativist parents frequently include their children in wholesome and traditional activities, like skinny-dipping, that simply don’t require the participants to be clothed.

One of the poll’s most significant outcomes was a strong support for the designation of clothing-optional recreational areas on public land and specifically, in California State Parks.

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Growing Support for the Abolishment of Dress Codes that Treat Women Unequally

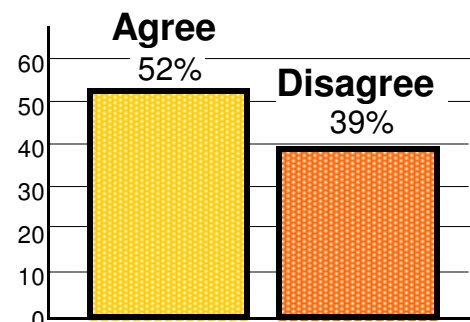
Although a majority of those surveyed in the 2015 NEF California Poll say that women should be forced to dressed differently from men, almost four out of ten believe that setting such dress codes is NOT an appropriate role for government.

QUESTION number 6

Women in some jurisdictions are required to cover their chests, even where men are not. Do you agree or disagree that the government should compel women to dress differently in this manner?

DISAGREE 39% Agree **52%**
Not sure **9%**

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NEF/California Poll 2015

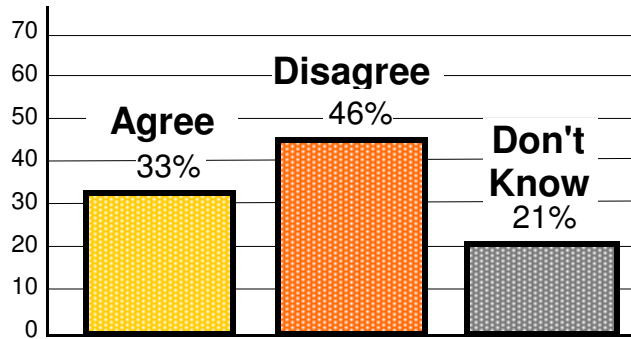
“Naked Reality” on TV? Almost a third of Californians believe it’s accurate

But greater numbers disagree, and a significant percentage is just not sure.

QUESTION number 7

Do you agree or disagree that the nudity included in some popular TV "reality" shows is an accurate portrayal of those who actually participate in nude recreation or live clothing-optional at home?

Agree 33% Disagree 46%
Not sure 21%



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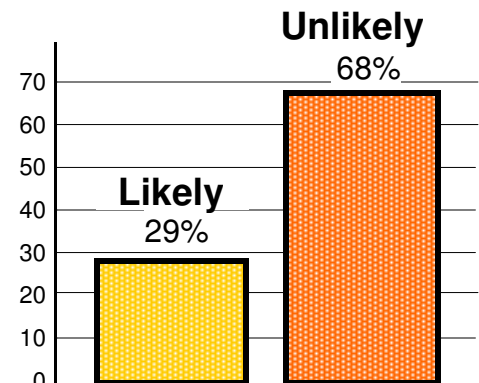
More than a quarter of Californians would try a clothing-optional beach

QUESTION number 8

How likely is it that you would consider going nude at a clothing-optional beach if you knew it was safe and legal?

NEF-COMMISSIONED ZOGBY ANALYTICS POLL OF 806 CALIFORNIA ADULTS - NOVEMBER, 2014
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LIKELY 29% Unlikely 68%
Not sure 3%



ZOGBY ANALYTICS POLLING METHODOLOGY

Zogby Analytics was commissioned by Nativist Education Foundation to conduct an online survey of 806 adults in California.

Using trusted interactive partner resources, thousands of adults were invited to participate in this interactive survey. Each invitation is password coded and secure so that one respondent can only access the survey one time.

Using information based on census data, voter registration figures, CIA fact books and exit polls, we use complex weighting techniques to best represent the demographics of the population being surveyed. Weighted variables may include age, race, gender, region, party, education, and religion.

Based on a confidence interval of 95%, the margin of error for 806 is +/- 3.5 percentage points. This means that all other things being equal, the identical survey repeated will have results within the margin of error 95 times out of 100.

Subsets of the data have a larger margin of error than the whole data set. As a rule we do not rely on the validity of very small subsets of the data especially sets smaller than 50-75 respondents. At that subset we can make estimations based on the data, but in these cases the data is more qualitative than quantitative.

Additional factors can create error, such as question wording and question order.

About Zogby Analytics:

Zogby Analytics is respected nationally and internationally for its opinion research capabilities. Since 1984, Zogby has empowered clients with powerful information and knowledge critical for making informed strategic decisions.

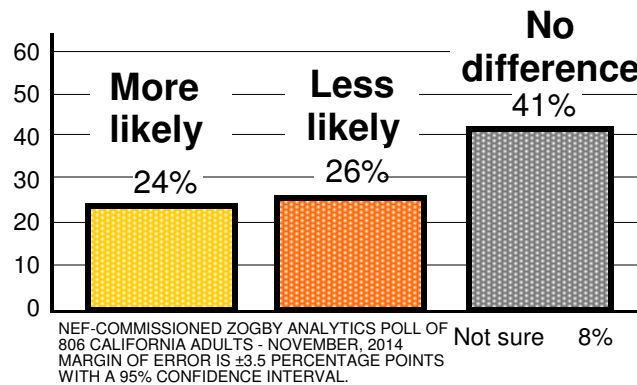
The options available to those seeking recreation are numerous and growing. This question asks about clothing-optional beaches. The California answers reflect, almost exactly, the responses given in the NEF 2015 US Poll, which asked the same question of a nationwide sample.

NEF/California Poll 2015



QUESTION number 9

If a candidate for public office supported the designation of clothing-optional areas on public land, would you be more or less likely to support the candidate, or would it make no difference?



Maybe You Wondered ...

Nude or Clothing-Optional?

Nudity, even at a “nude” public beach, is never a requirement or an exclusionary designation. It’s a personal option that many people choose when they’re permitted to do so. Places where such a choice exists are often called “clothing-optional.”

Private Resorts / Public Land

Private naturist parks, camps and resorts are wonderful places. They are businesses that cater to selected segments of the nude recreation industry. Nudist facilities range from tiny to large, rustic to posh, and inexpensive to pricey. They typically offer amenities not found at a beach. But for many people who seek a natural experience that doesn’t involve a concrete swimming pool behind fences, walls and gates, nothing comes close to the open freedom of a clothing-optional beach.

Who Chose the Questions?

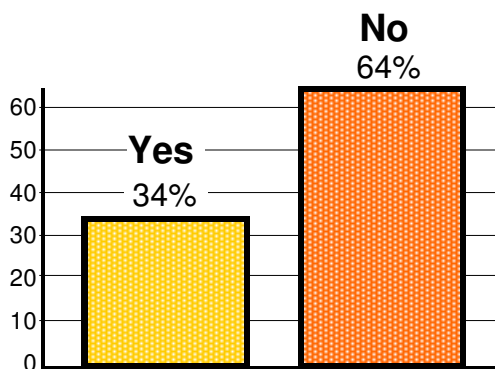
The questions were selected by a subcommittee of NEF board members, inspired by the original 1983 questions of Lee Baxandall, founder of The Naturist Society, and informed and refined by the experience of subsequent NEF polls. Questions were reviewed for form by Zogby Analytics, the independent polling organization that conducted the survey.

Naturist Education Foundation Board of Directors - 2015

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- **Jim Dickey** - Middleton, WI

Attn: Savvy California Political Candidates

If you're a politician who's considering supporting the designation of clothing-optional areas on public land, 41% of California adults won't hold it against you, and close to a quarter will be more likely to support you.



QUESTION number 10

Have you, personally, ever gone skinny-dipping or nude sunbathing with others?

YES 34% No 64%
Not sure 2%

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Ten Million California Skinny-dippers!

More than 10 million California adults have been skinny-dipping or nude sunbathing. If California skinny-dippers were to be considered separately, they would rank as the eighth most populous state in the U.S., behind Ohio, but ahead of Georgia, North Carolina, and Michigan.



More Information on the Poll

You can find more information about the NEF 2015 California Poll on the Web site of the Naturist Education Foundation.

naturisteducation.org

NEF/California Poll 2015



About the Naturist Education Foundation

Founded in 1993, The Naturist Education (NEF) is the informational and educational adjunct to The Naturist Society (TNS), a membership organization that grew and developed from the Free Beach movement. TNS serves tens of thousands of members throughout North America, and it is from that talented pool of naturists that the volunteer leadership of NEF is drawn.

The Naturist Education Foundation is dedicated to:

- **improving the awareness of naturism and body acceptance among both naturists and non-naturists.**
- **achieving an understanding and acceptance of naturists and their activities throughout North America.**

Because NEF is registered with the IRS as a 501(c)(3) nonprofit charitable foundation, the organization may not engage in lobbying for political purposes. However, it does become involved in judicial challenges, and it produces educational material for lawmakers, like *The Lawmaker's Guide to Skinny-dipping Issues*, a booklet among NEF's publications.

NEF operates a Speakers Bureau, making qualified speakers available for informational addresses, and NEF offers scholarship awards for students who write on naturist topics.

The Naturist Education Foundation complements the activities of the Naturist Action Committee (NAC), the volunteer, nonprofit political adjunct to The Naturist Society.

Choose to make a difference TODAY! Support NEF.

Projects like the NEF 2015 California Poll are expensive. The Naturist Education Foundation relies entirely on voluntary contributions from concerned and involved groups and individuals. Please make a generous donation to support the important work of NEF.

Naturist Education Foundation
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NEF is a 501(c)(3) nonprofit charitable foundation. Donations are tax deductible in most instances. Consult your tax professional.

Other NEF Projects

■ **Opinion Polling**

The Naturist Education Foundation has commissioned independent nationwide surveys in 2000, 2006 and 2015, and a previous California-specific survey in 2009 to test the opinions of the public toward nudity. The information from those polls, combined with a baseline survey commissioned by The Naturist Society in 1983, paint a clear picture of continuing and expanding respect and support for those who choose clothing-optional recreation on portions of public land.

■ **NEF Research Library**

The largest library of its kind in North America. Home to thousands of books and periodicals illuminating the history and culture of naturists and nudists. Located in Oshkosh, Wisconsin.

■ **Toni Egbert Naturist Law Library**

Named for the first chair of the Naturist Education Foundation, this online library includes an ever-expanding collection of legal opinions and other material essential to naturists.

■ **Publishing**

NEF is pleased to announce its 2nd printing of *Cinema au Naturel*, the definitive book about the fascinating and quirky world of nudist film. Acclaimed researcher and author Mark Storey has crafted an entertaining and informative reference that makes for delightful reading.

■ **Scholastic Awards**

NEF makes available two levels of scholastic awards:
- college - high school

FOR MORE INFO: naturisteducation.org