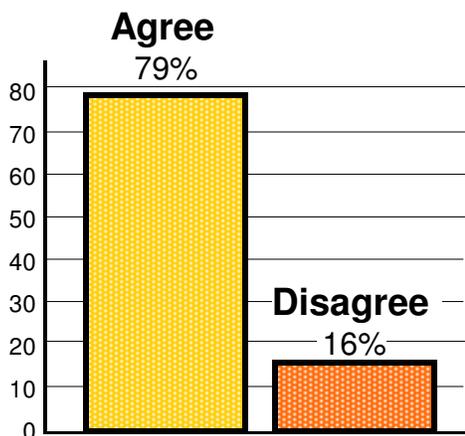


Naturist Education Foundation

NEF California Poll 2009



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 designated for that purpose?

AGREE 79% Disagree 16%
Not sure 6%

NEF-COMMISSIONED ZOGBY INT'L POLL OF 889 CALIFORNIA ADULTS - NOVEMBER, 2009
MARGIN OF ERROR IS ±3.4 PERCENTAGE POINTS

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 International 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.
- sixty-two 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.

Strong Support for Nude Sunbathing

Very 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 consistent with national acceptance figures in 1983 (72%), 2000 (80%) and 2006 (74%). Approximately four of every five California adults agree that clothing-optional recreation should be allowed.



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Californians to Government: Set Aside Clothing-Optional Areas

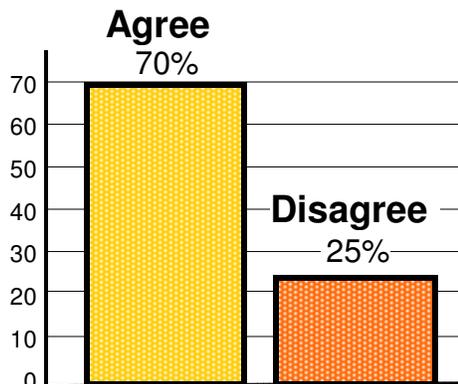
The 2009 NEF/California Poll indicates that the idea of setting aside areas for nude sunbathing enjoys enormous support. National polls show that public approval for the idea has been building steadily over the years.

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 70% Disagree 25%
Not sure 5%

NEF-COMMISSIONED ZOGBY INT'L POLL OF 889 CALIFORNIA ADULTS - NOVEMBER, 2009
MARGIN OF ERROR IS ±3.4 PERCENTAGE POINTS



NEF/California Poll 2009

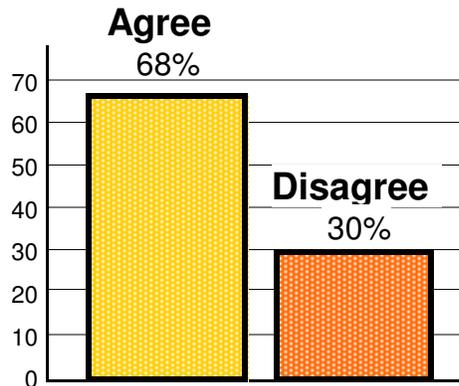
Whether or not they choose to label themselves as “naturists,” many Californians are among a growing number of Americans who enjoy clothing-optional recreation. Naturism is a family-friendly activity that’s often a way of life. Although this survey was limited to adults, naturist activities are not. Naturist 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.

www.naturisteducation.org

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 68% Disagree 30%
Not sure 2%

NEF-COMMISSIONED ZOGBY INT'L POLL OF 889 CALIFORNIA ADULTS - NOVEMBER, 2009
MARGIN OF ERROR IS ±3.4 PERCENTAGE POINTS

Californians see nudity as a personal right

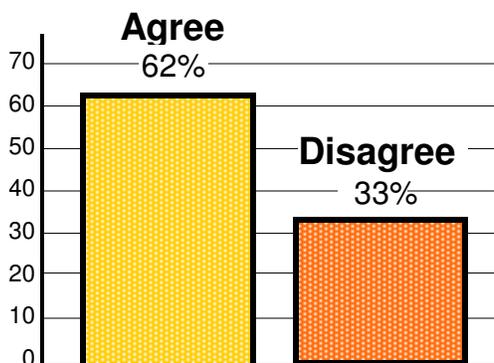
In a time of eroding personal freedoms, Californians affirm their support for nudity as a personal right. By a margin of more than two to one, Californians believe that people have the right to be nude in their homes or on their property, even if they may occasionally be visible to others.

California State Parks:

Sixty-two Percent Favor Designation of Clothing-Optional Areas

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 by an impressive margin, Californians favor the designation of clothing-optional areas in State Parks.



QUESTION number 4

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?

YES 62% Disagree 33%
Not sure 5%

NEF-COMMISSIONED ZOGBY INT'L POLL OF 889 CALIFORNIA ADULTS - NOVEMBER, 2009
MARGIN OF ERROR IS ±3.4 PERCENTAGE POINTS

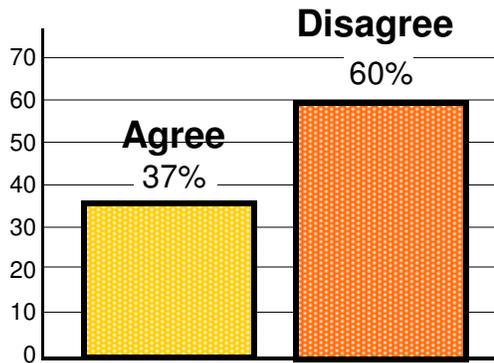


Methodology Statement from Zogby International

Zogby International was commissioned by the Naturist Education Foundation to conduct an online survey of 889 adults in California.

A sampling of Zogby International's online panel was invited to participate and approximately 6 questions were asked from 11/6/09 to 11/9/09. Slight weights were added to age, race, gender, and education to more accurately reflect the population. The margin of error is +/- 3.4 percentage points. Margins of error are higher in sub-groups.

NEF/California Poll 2009



QUESTION number 5

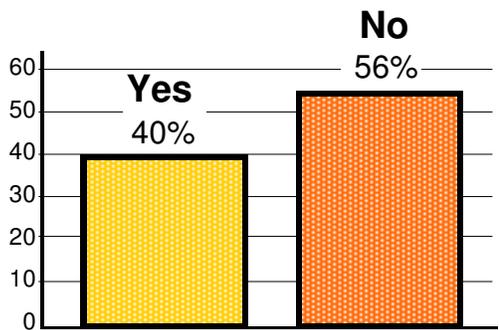
Do you agree or disagree that you are personally offended by the non-sexual nudity of others?

DISAGREE 60% Agree 37%
Not sure 7%

NEF-COMMISSIONED ZOGBY INT'L POLL OF
889 CALIFORNIA ADULTS - NOVEMBER, 2009
MARGIN OF ERROR IS ±3.4 PERCENTAGE POINTS

Most Californians are NOT offended by nudity

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



QUESTION number 6

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

YES 40% No 56%
Refuse 3%
Not sure 1%

NEF-COMMISSIONED ZOGBY INT'L POLL OF
889 CALIFORNIA ADULTS - NOVEMBER, 2009
MARGIN OF ERROR IS ±3.4 PERCENTAGE POINTS

Ten Million California Skinny-dippers?

Forty percent of all California adults have been skinny-dipping or nude sunbathing with others. That calculates to be about 10 million people, more than the entire population of a state the size of North Carolina or Michigan.



More Information on the Poll

You can find more information about the NEF California Poll 2009 on the Web site of the Naturist Education Foundation.

www.naturisteducation.org

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. form by Zogby International, the independent polling organization that conducted the survey.

Naturist Education Foundation

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NEF/California Poll 2009



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 California Poll 2009 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
P.O. Box 132
Oshkosh, WI 54903

TEL (512) 282-6621
FAX (512) 282-2503
EMAIL nef@naturisteducation.org

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 commissioned independent nationwide surveys in 2000 and 2006 to test the opinions of the public toward nudity. The information from those surveys, combined with an independent baseline survey commissioned by The Naturist Society in 1983, have documented a clear trend of expanding support

■ **Chasing the Sun**

An 18-minute video by award winning director Edin Velez. Intended for audiences of civic groups, lawmakers or planners, this is not a recruiting video or a film for insiders. Instead, it presents an informative view of naturists, their activities and their place in the community.

■ **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.

■ **NEF Speakers Bureau**

The Naturist Education Foundation has informative public speakers in cities across North America. Available for public and private events, NEF's speakers address social, legal, cultural and historic aspects of naturism. Scheduled by request.