



**MARK WILKINS** COMMUNICATIONS  
MARKET RESEARCH + INNOVATION



# Canadians' Experience And Attitudes Toward Nudity and Naturism

## Research Report

**Project: 14-005**

**February 2014**



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## Context

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- In 1999, a national study was commissioned asking Canadians about their experience and openness to a series of naturism-related behaviours.
- In 2014, the Federation of Canadian Naturists (FCN) and the Fédération Québécoise de naturisme (FQN) determined the need to obtain an updated reading on Canadians' perspective on naturism.
- The current report presents the learnings and data associated with this initiative.



## Method

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- In order to meet the research objectives, an online survey was conducted amongst a nationally representative sample of 1,015 Canadians aged 18 years and over, sourced from the Ipsos online panel.
- The maximum margin of error associated with a sample of 1,015 respondents is  $\pm 2.3\%$ , 95 times out of 100.
- Mark Wilkins Communications designed the questions with the collaboration of Bare Oaks Family Naturist Park, acting as Manager / Consultant on behalf of the FCN and FQN.
- Questions were available to respondents in both English and French, allowing them to choose their preferred language.
- Data collection took place from February 21 – 24, 2014.



## Method

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### NOTE ON METHODOLOGY:

- Owing to budgetary constraints when the initial round of data collection took place in 1999, the two points – previous experience and openness to engaging in the behaviour in future – were co-mingled within a single question.
- Methodologically, this introduces an interpretation confound in that it is unclear how to interpret any positive response: a “yes” might refer to both previous experience and future openness, or to one but not the other.
- To resolve this interpretive ambiguity, the current initiative addresses these two points with two distinct questions.



## Learnings

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- Just over 2-in-3 Canadians (69%) claim to have engaged in at least 1 of 6 naturist behaviours tested. The exact same proportion claim to be open to doing so in future. Experience and openness are notably stronger amongst males, and, regionally, Albertans compared to Canadians living elsewhere.
- At roughly 6-in-10 overall, experience with sleeping in the nude and openness to doing so in future outstrips experience with and openness to other behaviours to a significant degree.
- This is followed at close to 1-in-2 by experience with / openness to walking around one's home in the nude.
- At roughly 1-in-5, a third tier of experience and openness is represented by swimming in the nude (not in mixed company scoring higher than doing so in mixed company particularly when future behaviour is considered).
- Finally, experience with visiting a naturist / nude beach or resort resides at roughly 1-in-20, but rises significantly to the 1-in-10 range when considering openness to doing so in future.



## Learnings

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- Regionally, Canadians demonstrate several noteworthy differences in their openness to various naturist behaviours:
  - Albertans have greater experience with and are more open to naturism in the home setting (sleeping, walking around) than Canadians elsewhere.
  - British Columbians and Ontarians lead the way in terms of experience with nude swimming, but Albertans show the greatest openness to consider doing so in future (both in unmixed and mixed company).
  - While British Columbians have the most experience with visiting nude beaches, Albertans and residents of the Prairie provinces are most open to doing so in future – and also lead in terms of openness to visiting a naturist resort in future.
- Finally, while younger Canadians (< 25 years of age) have not to-date shown a greater proclivity to naturist behaviours (their experience being generally on par with that of Canadians aged 35+), they do demonstrate a higher openness to engaging in all in future (exception: sleeping in the nude, to which Canadians of all ages are roughly equivalent in terms of openness).



## Learnings

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- When we collapse across public behaviours (ie. swimming nude in mixed company or going to a naturist/nude beach or resort), we find that 1-in-5 (21%) Canadians have engaged in such behavior and that 1-in-4 (25%) are open to the idea in future.

BEHAVIOUR	HAVE DONE	WOULD DO
Sleep in the nude	62%	60%
Walk around home in the nude	49%	48%
Swim nude not in mixed company	21%	28%
Swim nude in mixed company or go to either a naturist / nude beach or resort	21%	25%
Swim nude in mixed company	19%	21%
Go to either a naturist / nude beach or resort	8%	14%
Go to a naturist / nude beach	7%	12%
Go to a naturist / nude resort	3%	9%





## THE DATA



# Past Behaviour

Q: Which of the following have you ever done, either at home or on vacation?

	Total	Gender		AGE			REGION					
		Male	Female	18-34	35-54	55+	BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	F	G	H	I	J	K
<b>Base: All Respondents (Weighted)</b>	<b>1015</b>	<b>492</b>	<b>523</b>	<b>283</b>	<b>376</b>	<b>356</b>	<b>136</b>	<b>108</b>	<b>66</b>	<b>389</b>	<b>244</b>	<b>72</b>
Sleep in the nude	627	332	295	175	230	221	86	85	44	223	145	44
	62%	67%	56%	62%	61%	62%	63%	79%	66%	57%	60%	61%
Walk around the house in the nude		B						FIJK*	*			*
	497	264	233	158	179	161	63	74	37	198	89	36
	49%	54%	45%	56%	48%	45%	46%	69%	56%	51%	36%	50%
		B		E				FIJK*	J*	J		J*
Go to a naturist / nude beach OR a naturist / nudist club / resort OR swim nude in mixed company OR swim nude not in mixed company	291	159	133	90	104	97	50	26	20	135	42	17
	29%	32%	25%	32%	28%	27%	37%	24%	31%	35%	17%	24%
		B					J	*	J*	J		*
Go to a naturist / nude beach OR a naturist / nudist club / resort OR swim nude in mixed company	212	120	92	70	80	63	42	21	14	97	28	10
	21%	24%	18%	25%	21%	18%	31%	20%	21%	25%	11%	14%
		B					JK	*	J*	JK		*
Swim nude not in mixed company	209	111	98	67	75	67	36	20	16	104	20	13
	21%	23%	19%	24%	20%	19%	27%	18%	24%	27%	8%	18%
							J	J*	J*	J		E*
Swim nude in mixed company	188	108	80	65	70	53	33	20	14	91	20	9
	19%	22%	15%	23%	19%	15%	24%	19%	21%	23%	8%	13%
		B		E			JK	J*	J*	JK		*
Go to a naturist / nude beach OR a naturist / nudist club / resort	77	45	32	22	29	26	16	3	5	31	20	1
	8%	9%	6%	8%	8%	7%	12%	2%	8%	8%	8%	2%
							GK	*	*	K	K	*
Go to a naturist / nude beach	69	41	28	19	28	22	15	3	4	30	15	1
	7%	8%	5%	7%	8%	6%	11%	2%	7%	8%	6%	2%
							GK	*	*			*
Go to a naturist / nudist club / resort	32	20	12	12	10	11	7	1	3	14	8	-
	3%	4%	2%	4%	3%	3%	5%	1%	5%	4%	3%	-
							*	*	K*			*
None of the above	311	127	184	76	121	115	38	15	20	129	86	23
	31%	26%	35%	27%	32%	32%	28%	14%	30%	33%	35%	32%
			A				G	*	G*	G	G	G*



# Openness To Behaviour In Future

Q: Regardless of whether you have ever done so in the past, which of the following would you consider doing in future, either at home or on vacation?

	REGION											
	Total	Gender		AGE			BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	F	G	H	I	J	K
<b>Base: All Respondents (Weighted)</b>	<b>1015</b>	<b>492</b>	<b>523</b>	<b>283</b>	<b>376</b>	<b>356</b>	<b>136</b>	<b>108</b>	<b>66</b>	<b>389</b>	<b>244</b>	<b>72</b>
Sleep in the nude	608	317	291	176	233	199	79	83	40	222	140	43
	60%	64%	56%	62%	62%	56%	58%	78%	61%	57%	58%	59%
Walk around the house in the nude	485	259	226	160	180	146	58	74	35	189	97	32
	48%	53%	43%	56%	48%	41%	42%	69%	54%	49%	40%	45%
Go to a naturist / nude beach OR a naturist / nudist club / resort OR swim nude in mixed company OR swim nude not in mixed company	362	203	159	135	144	83	47	48	28	160	53	26
	36%	41%	30%	48%	38%	23%	34%	45%	42%	41%	22%	36%
Go to a naturist / nude beach OR a naturist / nudist club / resort OR swim nude in mixed company	251	151	99	102	95	53	32	32	22	109	40	16
	25%	31%	19%	36%	25%	15%	23%	30%	34%	28%	16%	22%
Swim nude, i.e. skinny dip, not in mixed company	284	146	138	111	113	60	37	43	22	132	30	20
	28%	30%	26%	39%	30%	17%	27%	40%	33%	34%	12%	28%
Swim nude, i.e. skinny dip, in mixed company	210	131	79	92	82	36	25	30	18	97	27	13
	21%	27%	15%	32%	22%	10%	18%	28%	28%	25%	11%	19%
Go to a naturist / nude beach OR a naturist / nudist club / resort	142	81	62	59	46	37	19	17	15	55	28	8
	14%	16%	12%	21%	12%	10%	14%	16%	23%	14%	12%	10%
Go to a naturist / nude beach	127	72	55	54	41	32	16	17	13	50	23	8
	12%	15%	10%	19%	11%	9%	12%	16%	19%	13%	10%	10%
Go to a naturist / nudist club / resort	91	54	38	41	28	22	12	13	12	34	17	4
	9%	11%	7%	15%	7%	6%	9%	12%	18%	9%	7%	6%
None of the above	317	128	189	73	109	135	42	19	20	129	83	24
	31%	26%	36%	26%	29%	38%	31%	18%	31%	33%	34%	33%
			A			CD	G	*	*	G	G	G*