

21-087515-27 - 6th - 7th July 2022

Public

British Naturism

UK Adults aged 16-75, online

Q1. How often, if at all, do you usually check each of the following social media accounts? - Summary

UK adults aged 16-75, online

Q1. How often, if at all, do you usually check each of the following social media accounts? By "check", we mean occasions when you actively look at social media, rather than just being logged on. Please choose the answer that best applies.			
	Facebook (A)	Instagram (B)	TikTok (C)
Unweighted base	2249	2249	2249
Weighted base	2249	2249	2249
Never: I do not have an active account	401 18%	849 38% A	1290 57% AB
Less often than once a week	148 7% C	142 6% C	103 5%
About once a week	83 4%	93 4% C	57 3%
About 2-3 times per week	117 5% C	107 5%	79 4%
About 4-6 times a week	99 4%	83 4%	77 3%
Daily, once per typical day	242 11% BC	166 7% C	87 4%
Daily, a couple of times per day	370 16% BC	238 11% C	147 7%
Daily, every few hours	342 15% BC	233 10% C	117 5%
Daily, about hourly	162 7% BC	122 5%	105 5%
Daily, more often than once an hour	278 12% BC	203 9% C	168 7%
Don't know	6 *	14 1%	19 1% A

NET: At least daily	1395 62% BC	961 43% C	624 28%
NET: At least every few hours	783 35% BC	557 25% C	390 17%

: with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A/B/C Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

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British Nativism
UK Adults aged 16-75, online

Q1. How often, if at all, do you usually check each of the following social media accounts? By "check", we mean occasions when you actively look at social media, rather than just being logged on. Please choose the answer that best applies. - Facebook

UK adults aged 16-75, online

	Total	Gender			Age				Social grade				Region (Government office region)										Urban / Rural			
		Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	AB (I)	C1 (J)	C2 (K)	DE (L)	North East (M)	North West (N)	Yorkshire and Humberside (O)	West Midlands (P)	East Midlands (Q)	East of England (R)	South West (S)	South East (T)	Greater London (U)	Wales (V)	Scotland (W)	Northern Ireland (X)	Urban (Y)
Unweighted base	2249	1084	1151	345	417	395	426	666	1070	651	199	329	89	252	190	198	161	209	189	304	305	108	184	60	1829	360
Weighted base	2249	1107	1128	335	414	383	414	704	600	659	482	508	89	246	184	196	163	208	188	307	308	106	192	63	1838	348
Never: I do not have an active account	401 18%	197 18%	201 18%	51 15% E	28 7%	44 12% E	80 19% EF	198 28% DEFG	104 17%	120 18%	73 15%	104 21%	13 *	49 20% U	41 22% U	33 17% MNR	40 24% U	34 16% U	33 18% MNR	55 10% MNR	39 13% MNR	18 17% MNR*	37 19% MNR*	9 5% MNR*	312 15% MNR*	79 23% MNR*
Less often than once a week	148 7%	88 8% C	60 5%	32 10% F	24 6%	12 3%	29 7% F	50 7% F	30 5%	48 7%	35 7%	35 7%	1 *	11 4%	15 8%	21 11% MNR	8 5%	8 4%	19 10% MNR	21 7%	20 6%	11 10% MNR*	9 5% MNR*	3 5% MNR*	120 7% MNR*	25 7% MNR*
About once a week	83 4%	50 5%	32 3%	17 5% F	18 4%	8 2%	16 4% F	23 3% F	18 3%	33 5%	14 3%	18 4%	* *	11 4%	6 3%	6 3%	9 6%	5 3%	6 3%	11 4%	16 5%	5 4% MNR*	6 3% MNR*	2 3% MNR*	70 4% MNR*	11 3% MNR*
About 2-3 times per week	117 5%	60 5%	54 5%	31 9% FGH	21 5% FGH	17 4%	15 4% FGH	34 5% FGH	32 5%	36 5%	21 4%	28 5%	- *	12 5% M	11 6% M	18 9% MQ	4 3%	11 5% M	12 6% M	20 7% M	14 5% M	3 3% M	8 4% M	3 4% M	103 6% M	12 3% M
About 4-6 times a week	99 4%	46 4%	52 5%	23 7% H	28 7% H	18 5% H	18 4% H	12 2% H	24 4% H	21 3%	34 7% J	20 4%	4 5% *	10 4%	9 5% H	9 4% H	2 1% H	9 4% H	7 4% H	16 5% H	25 8% QVW	2 2% QVW	5 2% QVW	3 4% QVW	84 5% QVW	12 4% QVW
Daily, once per typical day	242 11%	113 10%	129 11%	35 10% H	38 9% H	43 11% H	44 11% H	83 12% H	62 10% H	78 12% H	61 13% H	41 8% H	4 5% *	24 10% H	12 7% H	17 9% H	16 10% H	29 14% H	24 13% H	39 13% H	39 13% H	9 8% H	23 12% H	6 9% H	209 11% H	27 8% H
Daily, a couple of times per day	370 16%	178 16% I	192 17% I	43 13% I	67 16% I	45 12% I	88 21% I	128 18% I	96 16% I	112 17% I	82 17% I	80 16% I	23 26% I	47 19% I	31 17% I	34 17% I	24 15% I	42 20% I	29 15% I	42 14% I	30 10% I	22 21% I	39 20% I	8 12% I	292 16% I	70 20% I
Daily, every few hours	342 15%	143 13% B	197 17% B	36 11% B	74 18% B	65 17% B	69 17% B	99 14% B	107 16% B	107 17% B	80 16% B	57 11% B	24 27% B	40 16% B	17 10% B	22 11% B	29 18% B	33 16% B	30 16% B	46 15% B	36 12% B	13 13% B	39 19% B	12 15% B	283 15% B	47 14% B
Daily, about hourly	162 7%	73 7% H	88 8% H	30 9% H	44 11% GH	39 10% GH	20 5% GH	28 4% GH	58 10% JK	35 5% JK	24 5% JK	46 9% JK	5 5% *	16 6% JK	14 7% JK	13 7% JK	15 9% JK	12 6% JK	9 5% JK	22 7% JK	30 10% JK	9 9% JK	15 8% JK	3 4% JK	135 7% JK	25 7% JK
Daily, more often than once an hour	278 12%	158 14% C	119 11% C	34 10% C	69 17% DGH	90 24% DGH	35 9% DGH	50 7% DGH	76 13% DGH	68 10% DGH	58 12% DGH	77 15% DGH	13 15% W*	26 11% W	27 15% W	23 12% W	15 9% W	23 11% W	19 10% W	34 11% W	58 19% NQRSTW	14 13% NQRSTW	10 5% NQRSTW	15 23% NQRSTW*	227 12% NQRSTW*	36 10% NQRSTW*
Don't know	6 *	2 *	3 *	3 1% H	1 *	2 *	- *	- *	2 *	2 *	- *	2 *	- *	- *	1 *	1 *	1 *	3 1% H	- *	- *	1 *	- *	- *	- *	3 *	3 1% H
NET: At least daily	1395 62%	664 60% I	726 64% I	178 53% I	292 71% DGH	282 74% DGH	256 62% D	387 55% D	391 65% D	399 61% D	305 63% D	301 59% D	70 79% NQRSTU*	153 62% D	102 55% D	109 56% D	98 60% D	139 67% D	111 59% D	183 60% D	193 63% D	67 64% D	126 66% D	43 69% D	1146 62% D	206 59% D
NET: At least every few hours	783 35%	374 34% I	404 36% I	100 30% I	188 45% DGH	194 51% DGH	124 30% DGH	177 25% DGH	232 39% J	209 32% J	162 34% J	179 35% J	42 47% DPRST*	82 33% D	59 32% D	58 30% D	58 36% D	68 33% D	58 31% D	103 33% D	124 40% P	36 34% P	64 34% P	30 47% P	645 35% P	108 31% P

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (EN): A/B/C/D/E/F/G/H/U/V/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (EN): A/B/C/D/E/F/G/H/U/V/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z Minimum Base: 30(**) Small Base: 100(*)

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Q1. How often, if at all, do you usually check each of the following social media accounts? By "check", we mean occasions when you actively look at social media, rather than just being logged on. Please choose the answer that best applies. - Facebook
UK adults aged 16-75, online

	Total	Education				Education (2)		Employment status						Income				Main Shopper	
		GCSE/O Level/NVQ 12	A Level or equivalent	Degree/M asters/Ph D	No formal qualifica tions	Graduate (F)	Non- graduate (G)	Full-time (H)	Part-time (I)	Self- Employed (J)	ANY WORKING (K)	ANY NOT WORKING (L)	UP TO £18,999 (M)	£20,000- £34,999 (N)	£35,000- £54,999 (O)	£55,000+ (P)	Prefer not to say (Q)	mainshop per (R)	No, not mainshop per (S)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Unweighted base	2249	461	484	1199	105	1199	1050	1051	306	129	1486	763	411	516	565	558	199	2112	137
Weighted base	2249	542	538	1048	121	1048	1201	1013	287	129	1429	820	494	571	556	427	202	2110	139
Never: I do not have an active account	401 18%	101 19%	99 18%	181 17%	19 15% +	181 17%	219 18%	139 14%	39 14%	27 21% +	205 14%	196 24% HK	90 18%	122 21% P	84 15%	53 12%	52 26% OP	370 18%	31 22% +
Less often than once a week	148 7%	30 6%	34 6%	75 7%	8 7% +	75 7%	73 6%	69 7%	10 4%	8 6% +	87 6%	60 7% I	30 6%	40 7%	35 6%	21 5%	22 11% P	126 6%	22 16% R*
About once a week	83 4%	23 4%	22 4%	38 4%	- -	38 4%	45 4%	41 4%	8 3%	8 6% +	57 4%	27 3%	22 5%	13 2%	30 5%	12 3%	6 3% N	78 4%	6 4% +
About 2-3 times per week	117 5%	20 4%	27 5%	64 6%	5 4% +	64 6%	53 4%	46 5%	15 5%	11 9% +	72 5%	45 5%	19 4%	33 6%	32 6%	23 5%	11 5%	105 5%	12 9% +
About 4-6 times a week	99 4%	12 2%	32 6% B	48 5%	7 5% +	48 5%	51 4%	54 5%	13 5%	2 2% +	70 5%	29 4%	31 6%	21 4%	23 4%	17 3%	7 3%	96 5%	4 3% +
Daily, once per typical day	242 11%	56 10%	68 13%	105 10%	13 11% +	105 10%	137 11%	106 10%	30 10%	18 14% +	153 11%	89 11%	54 11%	64 11%	60 11%	39 9%	26 13%	222 11%	20 14% +
Daily, a couple of times per day	370 16%	97 18%	93 17%	163 16%	18 15% +	163 16%	208 17%	161 16%	55 19%	21 16% +	237 17%	133 16%	65 13%	115 20% MP	92 17%	61 14%	37 18%	356 17%	14 10% +
Daily, every few hours	342 15%	84 15%	79 15%	163 16%	17 14% +	163 16%	180 15%	142 14%	62 22% HKL	20 16% +	225 16%	118 16%	85 17%	72 13%	92 17%	69 16%	25 12%	329 16%	13 9% +
Daily, about hourly	162 7%	44 8%	21 4%	85 8%	12 10% C*	85 8%	77 6%	86 9%	19 7%	4 3% +	109 8%	53 7%	35 7%	41 7%	33 6%	46 11% OQ	7 4%	155 7%	7 5% +
Daily, more often than once an hour	278 12%	73 14%	62 11%	124 12%	19 16% +	124 12%	155 13%	167 16%	35 12%	8 6% +	210 15%	68 8%	60 12%	52 9%	73 13%	85 20% MNOQ	8 4%	269 13%	9 7% +
Don't know	6 +	1 +	- -	2 +	3 2% BCD*	2 +	3 +	2 +	1 +	2 1% +	4 +	2 +	3 1%	- -	1 +	1 +	1 +	4 +	2 1% R*

NET: At least daily	1395 62%	354 65%	323 60%	639 61%	80 66%	639 61%	756 63%	662 65% L	201 70% JL	71 55% +	934 65% JL	461 56%	299 60%	343 60%	350 63% Q	300 70% MNOQ	103 51%	1331 63% S	64 46% +
NET: At least every few hours	783 35%	201 37% C	162 30%	371 35%	48 40% +	371 35%	412 34%	395 39% JL	116 41% JL	33 25% +	544 38% JL	239 29%	180 36% NQ	164 29% Q	198 36% NQ	200 47% MNOQ	40 20%	753 36% S	30 21% +

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Overlap formulae used

ColumnProportions (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S Minimum Base: 30 (**) Small Base: 100 (**)

ColumnMeans (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S Minimum Base: 30 (**) Small Base: 100 (**)

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Q1. How often, if at all, do you usually check each of the following social media accounts? By "check", we mean occasions when you actively look at social media, rather than just being logged on. Please choose the answer that best applies. - Facebook
UK adults aged 16-75, online

	Total	Pres of children HH (17 or under)		Count of children HH (17 or under)					Marital Status				Household Size				Ethnicity						
		At least one child present	No children present	1 Child	2 Children	3 Children	4 Children +	Married/Living as Married	Single	Widowed/Divorced/Separated	1	2	3	4+	White ethnic group	Minority ethnic group	Mixed / multiple ethnic groups	Asian / Asian British	Black / African / Caribbean / Black British	Other ethnic group			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)			
Unweighted base	2249	813	1436	379	340	73	21	1440	623	186	357	764	474	654	1977	241	48	125	59	9			
Weighted base	2249	757	1492	369	303	68	17	1386	660	202	398	768	469	614	1992	228	47	115	57	9			
Never: I do not have an active account	401	63	338	33	23	5	2	226	129	46	96	165	67	73	356	38	8	20	7	4			
	18%	8%	23%	9%	8%	7%	14%	16%	19%	23%	24%	21%	14%	12%	18%	17%	17%	17%	12%	42%			
			b			+			HN		HN					+		+	+	**			
Less often than once a week	148	36	111	17	13	6	1	73	55	19	27	50	21	50	120	22	3	11	5	3			
	7%	5%	7%	5%	4%	9%	7%	5%	8%	9%	7%	7%	5%	8%	6%	10%	7%	10%	9%	31%			
			b			*	**		H	H				M		+		+	+	**			
About once a week	83	29	54	12	8	7	1	48	29	5	9	30	18	26	66	15	4	6	5	-			
	4%	4%	4%	3%	3%	11%	7%	3%	4%	3%	2%	4%	4%	4%	3%	7%	9%	5%	10%	-			
						DE*	**								O	+	-	O*		**			
About 2-3 times per week	117	34	83	18	10	4	1	62	42	13	30	32	29	27	98	18	5	9	4	-			
	5%	4%	6%	5%	3%	6%	7%	4%	6%	7%	7%	4%	6%	4%	5%	8%	10%	7%	7%	-			
						+	**				L					+	+	+	+	**			
About 4-6 times a week	99	39	60	28	10	*	1	52	41	7	21	27	20	32	82	14	2	8	3	1			
	4%	5%	4%	8%	3%	1%	7%	4%	6%	3%	5%	3%	4%	5%	4%	6%	4%	7%	6%	10%			
				e		+	**		H							+	+	+	+	**			
Daily, once per typical day	242	75	167	37	32	3	3	150	71	21	42	94	55	51	222	18	4	10	3	1			
	11%	10%	11%	10%	11%	5%	21%	11%	11%	10%	11%	12%	12%	8%	11%	8%	9%	9%	5%	9%			
						+	**					N				+	-	+	+	**			
Daily, a couple of times per day	370	98	272	44	41	12	1	239	97	34	61	149	73	88	339	28	2	22	4	*			
	16%	13%	18%	12%	13%	18%	5%	17%	15%	17%	15%	19%	15%	14%	17%	12%	3%	19%	8%	3%			
			b			+	**				N				Q	+	+	+	+	**			
Daily, every few hours	342	137	206	61	60	14	1	223	95	25	58	121	59	104	315	26	6	11	9	-			
	15%	18%	14%	17%	20%	20%	8%	16%	14%	12%	15%	16%	13%	17%	16%	12%	13%	9%	16%	-			
			c			+	**									+	+	+	+	**			
Daily, about hourly	162	86	76	49	35	1	1	121	31	10	14	48	50	50	142	19	6	7	6	-			
	7%	11%	5%	13%	12%	2%	3%	9%	5%	5%	4%	6%	11%	8%	7%	8%	12%	6%	10%	-			
			c		F	F	+	**	J					KL	K	+	-	-	+	**			
Daily, more often than once an hour	278	157	121	68	71	15	4	189	68	21	38	51	75	114	249	28	7	11	9	1			
	12%	21%	8%	18%	23%	22%	21%	14%	10%	10%	10%	7%	16%	19%	13%	12%	15%	10%	16%	6%			
			c			+	**					KL				+	+	+	+	**			
Don't know	6	3	3	3	-	-	-	2	3	1	1	2	3	*	3	2	-	1	1	-			
	*	+	+	1%	-	-	-	*	+	1%	*	*	1%	*	+	1%	-	1%	2%	-			
						+	**									+	+	O*		**			
NET: At least daily	1395	553	842	259	239	45	10	923	362	111	214	463	311	407	1267	119	25	61	31	2			
	62%	73%	56%	70%	79%	66%	59%	67%	55%	55%	54%	60%	66%	66%	64%	52%	53%	53%	55%	18%			
			c		DE	+	**	U					K	KL	PR	+	+	+	+	**			
NET: At least every few hours	783	380	403	178	166	30	6	533	194	56	111	220	184	268	706	73	19	29	24	1			
	35%	50%	27%	48%	55%	44%	33%	38%	29%	27%	28%	29%	39%	44%	35%	32%	41%	25%	42%	6%			
			c			+	**	U					KL	KL	R	R	+	+	+	**			

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Overlap formulae used
ColumnProportions (SN): A-B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T Minimum Base: 30** Small Base: 100*
ColumnMeans (SN): A-B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T Minimum Base: 20** Small Base: 100*
* = 95% CI ** = 90% CI

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British Naturism
UK Adults aged 16-75, online

Q1. How often, if at all, do you usually check each of the following social media accounts? By "check", we mean occasions when you actively look at social media, rather than just being logged on. Please choose the answer that best applies. - Facebook UK adults aged 16-75, online

	Total	Social Media site: Daily user				Social Media site: Hourly user (or more)				Social Media site: Daily & for more than 1 hour per day				Naturist / Nudist				
		Total	Facebook	Instagram	Tik Tok	ANY FB/Insta/TikTok	Facebook	Instagram	Tik Tok	ANY FB/Insta/TikTok	Facebook	Instagram	Tik Tok	ANY FB/Insta/TikTok	Naturist	Nudist	Neither	ANY Naturist/Nudist
Unweighted base	2249	1412	1024	653	1677	445	349	294	650	642	518	433	904	254	85	1792	339	
Weighted base	2249	1395	961	624	1654	440	324	273	627	620	490	402	878	227	83	1810	309	
Never: I do not have an active account	401 18%	- -	70 8%	49 8%	90 5%	- -	15 5%	25 9%	36 6%	- -	32 7%	34 9%	54 6%	12 5%	7 9%	365 20%	19 6%	
Less often than once a week	148 7%	- -	42 4%	24 4%	46 3%	- -	13 4%	13 5%	21 3%	- -	18 4%	17 4%	25 3%	6 3%	3 3%	132 7%	9 3%	
About once a week	83 4%	- -	23 2%	16 3%	29 2%	- -	4 1%	5 2%	8 1%	- -	10 2%	6 1%	13 2%	9 4%	5 6%	64 4%	14 4%	
About 2-3 times per week	117 5%	- -	39 4%	27 4%	45 3%	- -	4 1%	4 2%	6 1%	- -	18 4%	18 4%	26 3%	12 5%	6 7%	93 5%	17 6%	
About 4-6 times a week	99 4%	- -	41 4%	28 4%	47 3%	- -	9 3%	8 3%	13 2%	- -	28 6%	15 4%	31 4%	8 3%	17 20%	62 3%	24 8%	
Daily, once per typical day	242 11%	242 17%	94 10%	56 9%	242 15%	- -	14 4%	10 4%	19 3%	45 7%	32 6%	27 7%	64 7%	22 10%	7 9%	199 11%	29 9%	
Daily, a couple of times per day	370 16%	370 27%	172 18%	98 16%	370 22%	- -	21 7%	21 8%	32 5%	111 18%	67 14%	57 14%	152 17%	25 11%	9 11%	312 17%	34 11%	
Daily, every few hours	342 15%	342 25%	179 19%	99 16%	342 21%	- -	35 11%	27 10%	49 8%	153 25%	82 17%	57 14%	183 21%	29 13%	11 13%	290 16%	40 13%	
Daily, about hourly	162 7%	162 12%	106 11%	74 12%	162 10%	162 37%	60 18%	38 14%	162 26%	106 17%	68 14%	50 12%	110 13%	33 15%	6 8%	114 6%	39 13%	
Daily, more often than once an hour	278 12%	278 20%	192 20%	153 24%	278 17%	278 63%	146 45%	121 44%	278 44%	204 33%	136 28%	119 30%	219 25%	71 31%	12 14%	175 10%	82 27%	
Don't know	6 *	- -	2 *	2 *	3 *	- -	2 *	1 *	2 *	- -	1 *	2 *	2 *	1 *	- -	3 *	1 *	

NET: At least daily	1395 62%	1395 100%	744 77%	479 77%	1395 84%	440 100%	276 85%	216 79%	541 86%	620 100%	384 78%	310 77%	728 83%	180 79%	46 55%	1090 60%	225 73%
NET: At least every few hours	783 35%	783 56%	477 50%	325 52%	783 47%	440 100%	240 74%	185 68%	490 78%	463 75%	285 58%	226 56%	512 58%	133 59%	29 36%	579 32%	162 52%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used
ColumnProportions (5%): A,B/C/D/E/F/G/H/I/J/K/L/M,N/O/P/Q Minimum Base: 30 (**) Small Base: 100 (**)
ColumnMeans (5%): A,B/C/D/E/F/G/H/I/J/K/L/M,N/O/P/Q Minimum Base: 30 (**) Small Base: 100 (**)

21-087515-27 - 6th - 7th July 2022

Public
British Nativism
UK Adults aged 16-75, online

Q1. How often, if at all, do you usually check each of the following social media accounts? By "check", we mean occasions when you actively look at social media, rather than just being logged on. Please choose the answer that best applies. - Instagram
UK adults aged 16-75, online

	Total	Gender			Age					Social grade				Region (Government office region)										Urban / Rural		
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2249	1084	1151	345	417	395	426	666	1070	651	199	329	89	252	190	198	161	209	189	304	305	108	184	60	1829	360
Weighted base	2249	1107	1128	335	414	383	414	704	600	659	482	508	89	246	184	196	163	208	188	307	308	106	192	63	1838	348
Never: I do not have an active account	849 38%	425 38%	422 37%	31 9%	48 12%	103 27%	206 50%	461 65%	186 31%	279 42%	166 34%	218 43%	26 29%	99 40%	76 42%	66 34%	82 50%	87 42%	91 48%	134 44%	59 19%	38 36%	71 37%	21 33%	664 36%	164 47%
Less often than once a week	142 6%	70 6%	70 6%	16 5%	21 5%	16 4%	35 8%	53 8%	32 5%	44 7%	28 6%	38 8%	4 4%	13 5%	12 7%	12 6%	12 7%	9 5%	11 6%	15 5%	14 5%	11 10%	21 11%	8 13%	106 6%	28 8%
About once a week	93 4%	43 4%	49 4%	12 4%	17 4%	15 4%	25 6%	23 3%	18 3%	31 5%	32 5%	12 7%	5 3%	11 4%	5 3%	7 4%	6 4%	8 4%	11 6%	5 2%	15 5%	4 3%	13 7%	2 3%	75 4%	16 5%
About 2-3 times per week	107 5%	50 5%	55 5%	24 7%	16 4%	14 4%	15 4%	38 5%	24 4%	31 5%	30 6%	22 4%	3 4%	16 7%	8 5%	13 7%	6 4%	11 6%	10 5%	10 3%	12 4%	5 5%	6 3%	5 7%	93 5%	9 3%
About 4-6 times a week	83 4%	47 4%	35 3%	23 7%	23 6%	19 5%	13 3%	5 1%	24 4%	20 3%	14 3%	24 5%	6 7%	7 3%	14 7%	7 4%	3 2%	7 3%	8 4%	8 3%	14 5%	4 4%	1 *	4 6%	70 4%	9 3%
Daily, once per typical day	166 7%	79 7%	87 8%	31 9%	38 9%	24 6%	31 7%	42 6%	51 8%	43 7%	40 8%	31 6%	10 11%	19 8%	11 6%	15 8%	11 7%	15 7%	13 7%	16 5%	25 8%	10 9%	19 10%	1 2%	133 7%	32 9%
Daily, a couple of times per day	238 11%	110 10%	126 11%	55 16%	64 16%	42 11%	42 10%	36 5%	66 11%	73 11%	50 10%	49 10%	13 14%	21 8%	15 8%	26 13%	18 11%	21 10%	10 5%	36 12%	38 12%	10 10%	24 13%	7 11%	204 11%	28 8%
Daily, every few hours	233 10%	105 10%	125 11%	52 16%	81 20%	58 15%	21 5%	21 3%	82 14%	62 9%	47 10%	41 8%	7 8%	29 12%	13 7%	19 10%	11 7%	22 11%	17 9%	36 12%	45 14%	13 13%	18 10%	2 3%	201 11%	30 9%
Daily, about hourly	122 5%	53 5%	67 6%	32 10%	40 10%	34 9%	11 3%	4 1%	41 7%	31 5%	24 5%	26 5%	6 7%	12 5%	10 6%	9 5%	5 3%	10 5%	6 3%	14 5%	30 10%	4 3%	11 6%	4 7%	104 6%	13 4%
Daily, more often than once an hour	203 9%	116 10%	86 8%	55 17%	64 15%	58 15%	10 2%	15 2%	74 12%	43 7%	47 10%	39 8%	10 11%	19 8%	17 9%	21 11%	9 5%	12 6%	13 7%	26 8%	55 18%	6 6%	7 4%	8 13%	178 10%	16 5%
Don't know	14 1%	8 1%	6 1%	3 1%	1 *	- 1%	5 1%	5 1%	2 *	2 *	3 1%	8 1%	- 1%	- 1%	2 1%	* 1%	- 1%	4 2%	* 2%	6 2%	1 *	- *	- *	1 1%	12 1%	2 *
NET: At least daily	961 43%	464 42%	491 44%	225 67%	288 70%	215 56%	115 28%	119 17%	315 52%	252 38%	208 43%	186 37%	45 51%	101 41%	67 36%	90 46%	54 33%	80 38%	57 30%	128 42%	193 63%	44 42%	79 41%	23 36%	819 45%	119 34%
NET: At least every few hours	557 25%	274 25%	278 25%	140 42%	185 45%	150 39%	42 10%	40 6%	197 33%	136 21%	118 24%	106 21%	23 26%	60 25%	41 22%	50 25%	25 15%	44 21%	35 19%	75 25%	129 42%	24 22%	36 19%	15 23%	482 26%	60 17%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used
ColumnProportions (E%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z Minimum Base: 30(**) Small Base: 100(*)
ColumnMeans (E%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

Public
British Naturism
UK Adults aged 16-75, online

Q1. How often, if at all, do you usually check each of the following social media accounts? By "check", we mean occasions when you actively look at social media, rather than just being logged on. Please choose the answer that best applies. - Instagram
UK adults aged 16-75, online

	Total	Education				Education (2)		Employment status						Income				Main Shopper	
		GCSE/O Level/NVQ 12	A Level or equivalent	Degree/M asters/Ph D	No formal qualifica tions	Graduate (F)	Non- graduate (G)	Full-time (H)	Part-time (I)	Self- Employed (J)	ANY WORKING (K)	ANY NOT WORKING (L)	UP TO £19,999 (M)	£20,000- £34,999 (N)	£35,000- £54,999 (O)	£55,000+ (P)	Prefer not to say (Q)	mainshop per (R)	No, not mainshop per (S)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Unweighted base	2249	461	484	1199	105	1199	1050	1051	306	129	1486	763	411	516	565	558	199	2112	137
Weighted base	2249	542	538	1048	121	1048	1201	1013	287	129	1429	820	494	571	556	427	202	2110	139
Never: I do not have an active account	849 38%	252 46% CD	202 38%	342 33%	52 43% +	342 33%	506 42% F	276 27%	101 35% HK	48 *	425 37% H	424 47% HK	232 47% OP	244 34% OP	188 24% P	104 40% P	81 38% P	796 38% P	52 38% +
Less often than once a week	142 6%	27 5%	36 7%	71 7%	8 7% +	71 7%	71 6%	58 6%	17 6% +	6 *	81 6% HKL*	61 7% L	34 7% L	38 7% L	42 8% P	18 4% P	10 5% P	134 6% P	8 6% +
About once a week	93 4%	23 4%	14 3%	55 5%	1 * CE	55 3%	38 3% G	48 5% L	8 3% L	15 12% HKL*	72 5% L	21 3% L	24 5% L	24 4% L	22 4% L	13 3% L	9 5% L	84 4% L	8 6% +
About 2-3 times per week	107 5%	22 4%	36 7% D	41 4%	9 7% +	41 4%	66 6% L	49 5% L	13 4% L	7 5% +	68 5% L	39 4% L	22 4% P	23 4% P	31 6% P	8 2% L	23 11% MNQP	98 5% L	9 7% +
About 4-6 times a week	83 4%	22 4%	16 3%	39 4%	7 6% +	39 4%	44 4% L	44 5% L	15 5% L	7 5% +	66 5% L	17 2% L	15 3% L	28 4% L	22 4% L	15 4% L	4 2% L	75 4% L	8 6% +
Daily, once per typical day	166 7%	33 6%	53 10%	71 7%	8 7% +	71 7%	94 8% L	73 7% L	26 9% L	17 13% HL*	115 8% L	51 6% L	34 7% L	51 9% L	39 7% L	25 6% L	18 9% L	151 7% L	15 11% +
Daily, a couple of times per day	238 11%	50 9%	49 9%	122 12%	17 14% +	122 12%	116 10% L	133 13% HL	19 7% L	11 8% L	163 11% L	76 9% L	34 7% L	60 10% L	56 10% L	71 17% MNQ	19 9% L	228 11% L	10 7% +
Daily, every few hours	233 10%	37 7%	62 11% BE	130 12%	5 4% +	130 12%	103 9% G	133 13% JL	43 15% JL	7 5% +	183 11% L	50 6% L	36 7% L	49 9% L	65 12% L	70 16% MNQ	13 6% L	223 11% L	10 7% +
Daily, about hourly	122 5%	24 4%	19 4%	73 7%	5 4% +	73 7%	48 4% L	66 7% L	19 7% L	7 5% +	92 6% L	29 4% L	20 4% L	20 6% L	33 10% MNQ	41 17% MNQ	7 4% L	118 6% L	4 3% +
Daily, more often than once an hour	203 9%	47 9%	46 9%	100 10%	9 8% +	100 10%	102 9% L	131 13% JL	24 9% L	5 4% +	160 11% L	43 5% L	37 8% L	32 6% L	58 10% N	63 15% MNQ	13 6% L	191 9% L	12 9% +
Don't know	14 1%	6 1%	4 1%	4 *	1 1% +	4 *	11 1% L	3 *	1 *	- *	5 *	9 1% K	6 1% P	2 *	1 *	- -	5 2% NDP	13 1% L	2 1% +

NET: At least daily	961 43%	191 35%	230 43% B	497 47% BE	44 36% +	497 47% G	465 39% JL	535 53% L	132 46% +	46 36% L	713 50% L	248 30% L	161 33% L	211 37% L	249 45% MNQ	269 63% MNQ	70 35% L	910 43% L	52 37% +
NET: At least every few hours	557 25%	107 20%	127 24%	303 29% BE	19 16% +	303 29% G	254 21% L	330 33% JL	87 30% L	18 14% +	435 30% L	122 15% L	94 19% L	101 18% L	155 28% MNQ	174 41% MNQ	33 17% L	531 25% L	26 19% +

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Overlap formulae used

ColumnProportions (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S Minimum Base: 30(*) Small Base: 100(*)

ColumnMeans (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S Minimum Base: 30(*) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

Public
British Naturism
UK Adults aged 16-75, online

Q1. How often, if at all, do you usually check each of the following social media accounts? By "check", we mean occasions when you actively look at social media, rather than just being logged on. Please choose the answer that best applies. - Instagram UK adults aged 16-75, online

	Total	Pres of children HH (17 or under)			Count of children HH (17 or under)					Marital Status				Household Size				Ethnicity						
		At least one child present	No children present		1 Child	2 Children	3 Children	4 Children +	Married/Living as Married	Single	Widowed/Divorced/Separated	1	2	3	4+	White ethnic group	Minority ethnic group	Mixed/multiple ethnic groups	Asian/Asian British	Black/African/Caribbean/Black British	Other ethnic group			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)				
Unweighted base	2249	813	1436	379	340	73	21	1440	623	186	357	764	474	654	1977	241	48	125	59	9				
Weighted base	2249	757	1492	369	303	68	17	1386	660	202	398	768	469	614	1992	228	47	115	57	9				
Never: I do not have an active account	849 38%	147 19%	702 47% 6	77 21%	56 19%	12 17%	2 **	539 39%	189 29%	120 59%	201 50%	363 47%	156 33%	129 21%	805 40%	33 14%	9 19%	18 15%	4 8%	2 20%				
Less often than once a week	142 6%	49 7%	93 6%	26 7%	18 6%	4 6%	1 8%	90 7%	41 6%	11 5%	23 6%	54 7%	31 5%	33 5%	130 7%	12 5%	2 5%	8 7%	2 3%	* 5%				
About once a week	93 4%	34 5%	58 4%	19 5%	11 4%	3 4%	1 **	55 4%	31 5%	6 3%	10 2%	31 4%	27 4%	25 4%	85 3%	7 6%	3 1%	1 1%	3 5%	- **				
About 2-3 times per week	107 5%	30 4%	77 5%	13 4%	15 5%	2 3%	- **	67 5%	31 5%	10 5%	21 5%	39 4%	18 5%	29 5%	86 4%	19 9%	2 4%	12 10%	5 10%	- **				
About 4-6 times a week	83 4%	41 5%	42 3%	21 6%	17 5%	- **	3 20%	58 4%	24 4%	1 *	4 1%	23 3%	20 4%	35 6%	69 3%	13 6%	5 10%	3 3%	5 9%	- **				
Daily, once per typical day	166 7%	61 8%	105 7%	30 8%	21 7%	7 10%	3 **	89 6%	63 10%	13 6%	23 7%	55 7%	32 9%	56 7%	132 15%	34 12%	6 11%	6 13%	12 22%	3 32%				
Daily, a couple of times per day	238 11%	92 12%	147 10%	50 14%	27 9%	10 15%	4 26%	145 10%	81 12%	13 7%	32 7%	84 8%	42 11%	80 13%	211 11%	21 9%	2 5%	10 9%	6 11%	3 31%				
Daily, every few hours	233 10%	111 15%	122 8%	49 13%	52 17%	10 15%	- **	143 10%	77 12%	13 7%	30 7%	64 8%	53 11%	87 14%	185 9%	45 20%	11 23%	24 21%	9 15%	1 12%				
Daily, about hourly	122 5%	72 9%	50 3%	33 9%	29 10%	10 14%	* **	80 6%	38 6%	3 2%	19 5%	20 3%	29 6%	54 9%	100 5%	19 7%	3 5%	10 8%	6 11%	- **				
Daily, more often than once an hour	203 9%	116 15%	87 6%	49 13%	55 18%	11 16%	* **	112 8%	79 12%	11 6%	33 8%	29 4%	59 13%	82 13%	178 9%	23 10%	4 9%	14 13%	4 8%	- **				
Don't know	14 1%	4 *	11 1%	2 1%	2 1%	- **	- **	7 1%	6 1%	1 *	4 1%	6 1%	2 *	3 *	11 1%	2 1%	- **	2 1%	- **	- **				
NET: At least daily	961 43%	451 60%	510 34%	211 57%	184 61%	48 71%	8 **	569 41%	339 51%	54 27%	136 34%	252 33%	214 46%	360 59%	806 40%	142 63%	26 56%	72 62%	38 67%	7 75%				
NET: At least every few hours	557 25%	299 40%	258 17%	131 36%	136 45%	31 45%	1 **	335 24%	195 29%	28 14%	81 20%	113 15%	140 30%	223 36%	463 23%	87 38%	18 39%	49 42%	19 34%	1 12%				

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used
ColumnProportions (S): A-B/C,D,E/F,G,H/I,J,K,L,M,N,O/P/Q,R/S/T Minimum Base: 30 (**); Small Base: 100 (*)
ColumnMeans (S): A-B,C,D,E/F,G,H/I,J,K,L,M,N,O/P/Q,R/S/T Minimum Base: 20 (**); Small Base: 100 (*)

21-087515-27 - 6th - 7th July 2022

Public
British Naturism
UK Adults aged 16-75, online

Q1. How often, if at all, do you usually check each of the following social media accounts? By "check", we mean occasions when you actively look at social media, rather than just being logged on. Please choose the answer that best applies. - Instagram UK adults aged 16-75, online

	Total	Social Media site: Daily user				Social Media site: Hourly user (or more)				Social Media site: Daily & for more than 1 hour per day				Naturist / Nudist				
		Total (A)	Facebook (B)	Instagram (C)	Tik Tok (D)	ANY FB/Insta/T iTok (E)	Facebook (F)	Instagram (G)	Tik Tok (H)	ANY FB/Insta/T iTok (I)	Facebook (J)	Instagram (K)	Tik Tok (L)	ANY FB/Insta/T iTok (M)	Naturist (N)	Nudist (O)	Neither (P)	ANY Naturist/N udist (Q)
Unweighted base	2249	1412	1024	653	1677	445	349	294	650	642	518	433	904	254	85	1792	339	
Weighted base	2249	1395	961	624	1654	440	324	273	627	620	490	402	878	227	83	1810	309	
Never: I do not have an active account	849 38%	404 29%	-	34 5%	420 25%	92 21%	-	14 5%	103 16%	127 20%	-	21 5%	140 16%	16 7%	7 8%	797 44%	23 7%	
		CDE		C	CD	GH		G	GH	KL		K	KL		*	NDQ		
Less often than once a week	142 6%	79 6%	-	16 3%	81 5%	16 4%	-	3 1%	19 3%	30 5%	-	8 2%	34 4%	11 5%	6 7%	117 6%	17 6%	
		CDE		C	CD	GH		G	GH	KL		K	KL		*			
About once a week	93 4%	52 4%	-	13 2%	60 4%	7 2%	-	5 2%	13 2%	13 2%	-	8 2%	21 2%	12 6%	5 6%	74 4%	18 6%	
		CD		C	CD	G		G	G	K		K	K		*			
About 2-3 times per week	107 5%	60 4%	-	19 3%	70 4%	7 2%	-	7 2%	13 2%	21 3%	-	12 3%	31 4%	13 6%	3 4%	83 5%	16 5%	
		C		C	C	G		G	G	K		K	K		*			
About 4-6 times a week	83 4%	50 4%	-	31 5%	54 3%	19 4%	-	9 3%	20 3%	29 5%	-	21 5%	34 4%	18 8%	5 6%	52 3%	23 7%	
		C		CE	C	G		G	G	K		K	K		*	P		
Daily, once per typical day	166 7%	122 9%	166 17%	51 8%	166 10%	26 6%	-	7 3%	30 5%	44 7%	37 8%	27 7%	73 8%	8 4%	10 12%	139 8%	18 6%	
			BDE	B	B	GH		G	GH						NQ*		N	
Daily, a couple of times per day	238 11%	172 12%	238 25%	102 16%	238 14%	30 7%	-	24 9%	48 8%	80 13%	91 19%	61 15%	128 15%	22 10%	13 16%	186 10%	35 11%	
			BDE	B	B	G		G	ILM				J		*			
Daily, every few hours	233 10%	174 12%	233 24%	123 20%	233 14%	36 8%	-	31 11%	57 9%	84 14%	125 26%	73 18%	149 17%	39 17%	9 11%	168 9%	48 16%	
			BDE	BE	B	G		G	G	ILM		J	J	P	*	P		
Daily, about hourly	122 5%	101 7%	122 13%	79 13%	122 7%	57 13%	122 38%	41 15%	122 19%	60 10%	82 17%	51 13%	92 10%	25 11%	12 15%	74 4%	37 12%	
			BE	BE			FH		FH	ILM		ILM		P	P*	P	P	
Daily, more often than once an hour	203 9%	175 13%	203 21%	156 25%	203 12%	149 34%	203 62%	132 48%	203 32%	126 20%	155 32%	119 30%	171 19%	62 27%	12 15%	112 6%	75 24%	
			BE	BCE		FH	FH	FI		ILM	JM	JM		P	P*	P	P	
Don't know	14 1%	7 *	-	* *	7 *	1 *	-	-	1 *	5 1%	-	* 1%	5 1%	-	-	8 *	-	
		C		C	C				KL			K		*				

NET: At least daily	961 43%	744 53%	961 100%	511 82%	961 58%	298 68%	324 100%	236 86%	459 73%	395 64%	490 100%	331 82%	613 70%	156 69%	56 68%	678 37%	213 69%
			BDE	BE	B		FH	FI	F		ILM	JM	J	P	P*	P	P
NET: At least every few hours	557 25%	450 32%	557 58%	358 57%	557 34%	242 55%	324 100%	204 75%	381 61%	271 44%	362 74%	244 61%	412 47%	126 56%	34 41%	353 20%	160 52%
			BE	BE	B		FH	FI	F		ILM	JM	J	PQ	P*	P	P

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Overlap formulae used
ColumnProportions (5%): A,B/C/D/E/F/G/H/I/L/K/U/M,N/O/P/Q Minimum Base: 30 (**) Small Base: 100 (**)
ColumnMeans (5%): A,B/C/D/E/F/G/H/I/L/K/U/M,N/O/P/Q Minimum Base: 30 (**) Small Base: 100 (**)

21-087515-27 - 6th - 7th July 2022

Public
British Nativism
UK Adults aged 16-75, online

Q1. How often, if at all, do you usually check each of the following social media accounts? By "check", we mean occasions when you actively look at social media, rather than just being logged on. Please choose the answer that best applies. - TikTok
UK adults aged 16-75, online

	Total	Gender			Age					Social grade				Region (Government office region)										Urban / Rural		
		Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	AB (I)	C1 (J)	C2 (K)	DE (L)	North East (M)	North West (N)	Yorkshire and Humberside (O)	West Midlands (P)	East Midlands (Q)	East of England (R)	South West (S)	South East (T)	Greater London (U)	Wales (V)	Scotland (W)	Northern Ireland (X)	Urban (Y)
Unweighted base	2249	1084	1151	345	417	395	426	666	1070	651	199	329	89	252	190	198	161	209	189	304	305	108	184	60	1829	360
Weighted base	2249	1107	1128	335	414	383	414	704	600	659	482	508	89	246	184	196	163	208	188	307	308	106	192	63	1838	348
Never: I do not have an active account	1290 57%	583 53%	702 62%	41 12%	122 29%	190 50%	317 76%	621 88%	322 54%	422 64%	280 58%	265 52%	42 48%	148 60%	107 58%	106 54%	111 68%	133 64%	131 70%	194 63%	91 30%	67 63%	129 67%	31 49%	1012 55%	246 71%
Less often than once a week	103 5%	56 5%	46 4%	10 3%	18 4%	20 5%	25 6%	30 4%	25 4%	38 6%	17 4%	23 4%	7 8%	10 4%	8 4%	9 5%	5 3%	6 3%	6 3%	9 3%	20 7%	6 6%	10 5%	4 6%	80 4%	19 6%
About once a week	57 3%	28 3%	28 2%	11 3%	14 3%	10 3%	12 3%	10 1%	21 3%	10 2%	10 2%	17 3%	3 3%	8 3%	3 2%	5 3%	7 4%	3 1%	4 2%	12 4%	6 2%	2 2%	1 1%	2 3%	49 3%	6 2%
About 2-3 times per week	79 4%	40 4%	37 3%	22 7%	20 5%	21 5%	5 1%	11 2%	19 3%	22 3%	19 4%	19 4%	1 1%	10 4%	5 2%	5 3%	5 3%	6 3%	4 2%	13 4%	18 6%	4 4%	4 2%	3 4%	70 4%	6 2%
About 4-6 times a week	77 3%	51 5%	26 2%	26 8%	29 7%	15 4%	4 1%	3 *	15 2%	15 2%	23 5%	25 5%	6 7%	8 3%	5 3%	10 5%	3 2%	6 3%	3 2%	6 2%	20 6%	5 4%	5 3%	1 2%	69 4%	7 2%
Daily, once per typical day	87 4%	43 4%	44 4%	28 8%	29 7%	11 3%	13 3%	5 1%	19 3%	24 4%	24 5%	20 4%	3 3%	6 2%	10 5%	11 6%	3 2%	10 5%	6 3%	5 2%	19 6%	3 3%	6 3%	6 9%	72 4%	10 3%
Daily, a couple of times per day	147 7%	83 8%	62 5%	42 13%	55 13%	20 5%	16 4%	13 2%	39 6%	42 6%	25 5%	41 8%	12 14%	17 7%	4 2%	10 5%	6 4%	16 8%	9 5%	18 6%	32 10%	8 7%	9 5%	6 9%	127 7%	14 4%
Daily, every few hours	117 5%	67 6%	50 4%	47 14%	44 11%	19 5%	5 1%	1 *	39 6%	26 4%	25 5%	27 5%	3 3%	16 7%	13 7%	11 6%	9 5%	8 4%	9 5%	8 2%	29 9%	3 3%	9 5%	- -	109 6%	8 2%
Daily, about hourly	105 5%	61 5%	44 4%	39 12%	30 7%	30 8%	5 1%	2 *	44 7%	22 3%	14 3%	25 5%	10 11%	7 3%	9 5%	11 6%	4 3%	6 3%	4 2%	12 4%	27 9%	4 4%	7 3%	4 6%	90 5%	11 3%
Daily, more often than once an hour	168 7%	87 8%	80 7%	67 20%	50 12%	46 12%	4 1%	1 *	55 9%	33 5%	41 8%	39 8%	2 2%	13 10%	19 16%	16 6%	10 6%	11 5%	11 6%	23 8%	44 14%	3 3%	9 5%	6 10%	145 8%	17 5%
Don't know	19 1%	9 1%	8 1%	2 1%	3 1%	1 *	7 2%	5 1%	3 1%	5 1%	3 1%	8 1%	- -	2 1%	2 1%	- -	- -	3 1%	1 *	7 2%	2 1%	- -	2 1%	- -	15 1%	3 1%
NET: At least daily	624 28%	340 31%	280 25%	223 67%	208 50%	127 33%	44 11%	23 3%	196 33%	147 22%	130 27%	151 30%	29 33%	59 24%	55 30%	59 30%	32 20%	51 24%	39 21%	66 22%	151 49%	22 21%	40 21%	22 34%	543 30%	60 17%
NET: At least every few hours	390 17%	214 19%	174 15%	153 46%	124 30%	95 25%	14 3%	4 1%	138 23%	81 12%	81 17%	91 18%	14 16%	36 14%	41 22%	39 20%	23 14%	25 12%	24 13%	43 14%	100 32%	11 11%	25 13%	10 16%	345 19%	35 10%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used
ColumnProportions (E%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z Minimum Base: 30(**) Small Base: 100(*)
ColumnMeans (E%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

Public
British Naturism
UK Adults aged 16-75, online

Q1. How often, if at all, do you usually check each of the following social media accounts? By "check", we mean occasions when you actively look at social media, rather than just being logged on. Please choose the answer that best applies. - TikTok
UK adults aged 16-75, online

	Total	Education				Education (2)		Employment status						Income				Main Shopper	
		GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Ph D	No formal qualifica ons	Graduate (F)	Non- graduate (G)	Full-time (H)	Part-time (I)	Self- Employed (J)	ANY WORKING (K)	ANY NOT WORKING (L)	UP TO £13,999 (M)	£20,000- £34,999 (N)	£35,000- £54,999 (O)	£55,000+ (P)	Prefer not to say (Q)	mainshop per (R)	No, not mainshop per (S)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Unweighted base	2249	461	484	1199	105	1199	1050	1051	306	129	1486	763	411	516	565	558	199	2112	137
Weighted base	2249	542	538	1048	121	1048	1201	1013	287	129	1429	820	494	571	556	427	202	2110	139
Never: I do not have an active account	1290 57%	330 61%	291 54%	604 58%	65 53% *	604 58%	685 57%	475 47%	155 54%	82 63% HK*	712 50%	578 70% HK	293 59% P	346 61% P	324 58% P	186 44%	141 70% MNOP	1213 58%	76 55% *
Less often than once a week	103 5%	20 4%	27 5%	54 5%	2 2% *	54 5%	49 4%	49 4%	10 4%	7 6% *	66 5%	36 4%	12 2%	35 5% M	27 5%	16 4%	13 6% M	96 5%	6 5% *
About once a week	57 3%	8 1%	21 4%	23 2%	5 4% *	23 2%	34 3%	27 3%	9 3%	10 8% HKL*	46 3%	12 1%	9 2%	15 3%	11 2%	15 3%	8 4%	52 2%	5 4% *
About 2-3 times per week	79 4%	14 3%	26 5%	38 4%	1 * *	38 4%	41 3%	41 4%	14 5%	2 1% *	57 4%	22 3%	19 4%	13 2% N	30 5%	14 3%	3 2%	75 4%	4 3% *
About 4-6 times a week	77 3%	18 3%	19 3%	35 3%	6 5% *	35 4%	42 4%	56 2% HKL	4 2%	2 2% *	63 4% IL	15 2%	15 3%	27 5%	13 2%	17 4%	5 2%	74 3%	3 2% *
Daily, once per typical day	87 4%	26 5%	25 5%	31 3%	5 4% *	31 3%	56 5%	48 5%	18 6%	4 3% L	70 5% L	17 2%	13 3%	25 4% MQ	33 6%	13 3%	4 2%	83 4%	5 3% *
Daily, a couple of times per day	147 7%	27 5%	34 6%	73 7%	13 11% B*	73 7%	74 6%	85 8% L	19 6%	5 4% *	109 8% L	38 5%	30 6% Q	44 8% Q	28 5%	42 10% OQ	4 2%	134 6%	13 9% *
Daily, every few hours	117 5%	23 4%	38 7%	49 5%	7 6% *	49 5%	68 6%	59 6%	17 6%	10 8% *	86 6%	31 4%	32 6%	25 4%	20 4%	33 8% NO	7 4%	110 5%	7 5% *
Daily, about hourly	105 5%	27 5%	17 3%	54 5%	7 6% *	54 5%	51 4%	68 7% JL	16 5%	* 7% *	84 3% JL	21 4%	18 3%	16 3% Q	30 5% Q	39 9% MNOQ	2 1%	99 5%	6 4% *
Daily, more often than once an hour	168 7%	41 8%	36 7%	81 8%	10 8% *	81 8%	87 7%	96 9% L	25 9%	6 5% *	127 9% L	41 5%	44 9%	27 5% N	38 7%	50 12% NOQ	9 5%	158 7%	10 7% *
Don't know	19 1%	8 1%	4 1%	5 *	2 2% *	5 *	14 1%	9 1%	1 *	- - *	10 1% L	9 1%	9 2%	- *	2 *	2 3% NDP	6 1%	15 1%	4 R* *
NET: At least daily	624 28%	144 27%	151 28%	288 28%	41 34% *	288 28%	336 28%	357 35% JL	94 33%	26 20% *	477 33% JL	148 18%	137 Q	136 Q	149 Q	178 42% MNOQ	25 13%	584 28%	40 29% *
NET: At least every few hours	390 17%	91 17%	92 17%	185 18%	23 19% *	185 18%	206 17%	223 22% L	57 20%	17 13% *	297 21% L	93 11%	94 NQ	67 12%	88 16% Q	122 29% MNOQ	18 9%	367 17%	23 17% *

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S Minimum Base: 30(*) Small Base: 100(*)

ColumnMeans (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S Minimum Base: 30(*) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

Public
British Naturism
UK Adults aged 16-75, online

Q1. How often, if at all, do you usually check each of the following social media accounts? By "check", we mean occasions when you actively look at social media, rather than just being logged on. Please choose the answer that best applies. - TikTok
UK adults aged 16-75, online

	Total	Pres of children HH (17 or under)			Count of children HH (17 or under)						Marital Status				Household Size				Ethnicity					
		At least one child present	No children present		1 Child	2 Children	3 Children	4 Children +	Married/Living as Married	Single	Widowed/Divorced/Separated					White ethnic group	Minority ethnic group	Mixed / multiple ethnic groups	Asian / Asian British	Black / African / Caribbean / Black British	Other ethnic group			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)				
Unweighted base	2249	813	1436	379	340	73	21	1440	623	186	357	764	474	654	1977	241	48	125	59	9				
Weighted base	2249	757	1492	369	303	68	17	1386	660	202	398	768	469	614	1992	228	47	115	57	9				
Never: I do not have an active account	1290 57%	286 38%	1003 67%	150 41%	110 37%	21 30%	5 29%	826 60%	295 45%	168 83%	266 70%	534 54%	255 38%	235 61%	1209 28%	64 35%	16 29%	33 20%	11 20%	3 34%				
Less often than once a week	103 5%	38 5%	65 4%	16 4%	14 5%	6 10%	2 9%	72 5%	24 4%	7 3%	13 3%	37 5%	21 4%	32 5%	86 4%	14 6%	1 2%	10 9%	3 5%	- -				
About once a week	57 3%	27 4%	30 2%	17 4%	9 3%	1 1%	1 7%	44 3%	10 1%	4 2%	4 1%	16 2%	14 3%	23 4%	48 3%	8 5%	2 2%	2 2%	3 6%	- -				
About 2-3 times per week	79 4%	34 4%	45 3%	16 4%	15 5%	3 5%	- -	43 3%	14 5%	1 1%	10 3%	23 3%	14 3%	31 5%	58 3%	21 9%	8 17%	10 9%	3 5%	- -				
About 4-6 times a week	77 3%	39 5%	38 3%	26 7%	13 4%	- -	1 3%	36 3%	40 6%	1 1%	12 3%	19 2%	17 4%	29 5%	62 3%	15 6%	2 4%	8 7%	4 8%	1 10%				
Daily, once per typical day	87 4%	40 5%	47 3%	16 4%	17 6%	3 4%	4 26%	52 4%	31 5%	4 2%	20 5%	19 2%	17 4%	32 5%	73 4%	14 6%	1 2%	6 5%	7 12%	- -				
Daily, a couple of times per day	147 7%	64 8%	83 6%	29 8%	26 9%	8 11%	1 5%	84 6%	59 9%	4 2%	18 5%	52 7%	28 6%	49 8%	123 6%	24 10%	3 7%	12 11%	8 14%	- -				
Daily, every few hours	117 5%	61 8%	56 4%	22 6%	28 9%	9 13%	1 8%	66 5%	48 7%	4 2%	11 3%	23 3%	23 5%	59 10%	94 5%	21 9%	5 11%	9 8%	4 7%	3 32%				
Daily, about hourly	105 5%	68 9%	37 2%	35 9%	29 9%	3 5%	1 7%	66 5%	32 5%	7 3%	12 3%	9 1%	40 9%	44 7%	85 4%	20 13%	6 4%	9 8%	5 9%	- -				
Daily, more often than once an hour	168 7%	95 13%	73 5%	39 10%	41 14%	14 21%	1 5%	84 6%	82 12%	1 1%	28 7%	26 3%	35 7%	79 13%	141 7%	26 11%	2 3%	14 12%	8 14%	2 25%				
Don't know	19 1%	4 1%	15 1%	4 1%	- -	- -	- -	13 1%	4 1%	2 1%	3 1%	10 1%	5 1%	1 *	13 1%	3 2%	1 2%	2 2%	- -	- -				
NET: At least daily	624 28%	328 43%	296 20%	141 38%	142 47%	37 54%	9 51%	352 25%	253 38%	19 10%	90 23%	128 17%	143 30%	264 43%	516 26%	104 46%	17 36%	51 44%	32 56%	5 57%				
NET: At least every few hours	390 17%	224 30%	166 11%	96 26%	98 33%	27 39%	3 21%	216 16%	163 25%	12 6%	52 13%	58 8%	98 21%	182 30%	320 16%	67 29%	13 27%	32 28%	17 30%	5 57%				

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Overlap formulae used
ColumnProportions (S): A-B/C,D,E/F,G,H/I,J,K,L,M,N,O/P/Q,R/S/T Minimum Base: 30 (**); Small Base: 100 (*)
ColumnMeans (S): A-B/C,G/E,F/I,G-H/J,K/L,M/N,O/P/Q,R/S/T Minimum Base: 20 (**); Small Base: 100 (*)

21-087515-27 - 6th - 7th July 2022

Public
British Naturism
UK Adults aged 16-75, online

Q1. How often, if at all, do you usually check each of the following social media accounts? By "check", we mean occasions when you actively look at social media, rather than just being logged on. Please choose the answer that best applies. - TikTok UK adults aged 16-75, online

	Total	Social Media site: Daily user				Social Media site: Hourly user (or more)				Social Media site: Daily & for more than 1 hour per day				Naturist / Nudist				
		Total (A)	Facebook (B)	Instagram (C)	Tik Tok (D)	ANY FB/Insta/T iTok (E)	Facebook (F)	Instagram (G)	Tik Tok (H)	ANY FB/Insta/T iTok (I)	Facebook (J)	Instagram (K)	Tik Tok (L)	ANY FB/Insta/T iTok (M)	Naturist (N)	Nudist (O)	Neither (P)	ANY Naturist/N udist (Q)
Unweighted base	2249	1412	1024	653	1677	445	349	294	650	642	518	433	904	254	85	1792	339	
Weighted base	2249	1395	961	624	1654	440	324	273	627	620	490	402	878	227	83	1810	309	
Never: I do not have an active account	1290 57%	725 52%	302 31%	-	796 48%	157 36%	56 17%	-	183 29%	224 36%	85 17%	-	263 30%	23 10%	11 14%	1218 67%	35 11%	
Less often than once a week	103 5%	72 5%	43 5%	-	78 5%	27 6%	17 5%	-	28 5%	37 6%	19 4%	-	43 5%	11 5%	4 5%	82 5%	14 5%	
About once a week	57 3%	29 2%	25 3%	-	38 2%	9 2%	5 1%	-	13 2%	13 2%	13 3%	-	19 2%	9 4%	8 9%	38 2%	16 5%	
About 2-3 times per week	79 4%	39 3%	36 4%	-	51 3%	7 2%	3 1%	-	10 2%	17 3%	11 2%	-	24 3%	13 6%	4 5%	59 3%	18 6%	
About 4-6 times a week	77 3%	40 3%	42 4%	-	55 3%	12 3%	8 2%	-	18 3%	28 5%	25 5%	-	41 5%	16 7%	13 16%	33 2%	29 9%	
Daily, once per typical day	87 4%	62 4%	52 5%	87 14%	87 5%	12 3%	6 2%	-	16 3%	29 5%	23 5%	34 8%	51 6%	14 6%	5 6%	57 3%	20 6%	
Daily, a couple of times per day	147 7%	107 8%	120 12%	147 24%	147 9%	21 5%	22 7%	-	36 6%	54 9%	68 14%	68 19%	101 11%	23 10%	12 14%	97 5%	35 11%	
Daily, every few hours	117 5%	94 7%	103 11%	117 19%	117 7%	35 8%	34 11%	-	49 8%	61 10%	65 13%	80 20%	93 11%	33 15%	7 8%	66 4%	40 13%	
Daily, about hourly	105 5%	89 6%	91 9%	105 17%	105 6%	54 12%	58 18%	105 38%	105 17%	54 9%	62 13%	76 19%	86 15%	35 10%	5 6%	59 3%	40 13%	
Daily, more often than once an hour	168 7%	127 9%	145 15%	168 27%	168 10%	205 24%	115 35%	168 62%	168 27%	95 15%	118 24%	138 34%	152 17%	47 21%	13 15%	92 5%	60 19%	
Don't know	19 1%	10 1%	2 *	-	11 1%	2 1%	-	-	2 *	8 1%	1 *	-	8 1%	1 1%	2 2%	8 *	3 1%	

NET: At least daily	624 28%	479 34%	511 53%	624 100%	624 38%	226 51%	235 72%	273 100%	374 60%	293 47%	336 69%	402 100%	481 55%	153 68%	41 50%	371 21%	195 63%
NET: At least every few hours	390 17%	310 22%	339 35%	390 62%	390 24%	193 44%	207 64%	273 100%	322 51%	210 34%	245 50%	294 73%	330 38%	116 51%	24 30%	217 12%	140 45%

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Overlap formulae used
ColumnProportions (5%): A-B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q Minimum Base: 30 (**) Small Base: 100 (**)
ColumnMeans (5%): A-B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q Minimum Base: 30 (**) Small Base: 100 (**)

21-087515-27 - 6th - 7th July 2022

Public

British Naturism

UK Adults aged 16-75, online

Q2. How long do you typically spend looking at it over the course of the whole day? - Summary

All with active account

	Q2. Please now think about how much time you spend on the following social media sites. On days when you go on to the social media site shown, how long do you typically spend looking at it over the course of the whole day?		
	Facebook	Instagram	TikTok
	(A)	(B)	(C)
Unweighted base	1841	1436	966
Weighted base	1842	1386	941
5 minutes or less	225 12% c	203 15% c	85 9%
More than 5 minutes up to 15 minutes	310 17% c	226 16% c	93 10%
More than 15 minutes up to 30 minutes	314 17% b	185 13%	138 15%
More than 30 minutes up to 1 hour	313 17%	213 15%	158 17%
More than 1 hour up to 2 hours	273 15%	228 16%	147 16%
More than 2 hours up to 4 hours	178 10%	153 11%	127 13% a
More than 4 hours up to 6 hours	120 7%	93 7%	97 10% ab
More than 6 hours	95 5%	69 5%	85 9% ab
Don't know	14 1%	17 1%	13 1%

NET: More than 15 minutes	1293 70%	939 68%	751 80% ab
NET: More than 30 minutes	980 53%	755 54%	613 65% ab
NET: More than 1 hour	666 36%	542 39%	456 48% ab
NET: More than 2 hours	393 21%	314 23%	309 33% ab
NET: More than 4 hours	216 12%	162 12%	182 19% ab

e with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

*ColumnProportions (SN): A/B/C Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (SN): A/B/C Minimum Base: 30(**) Small Base: 100(*)*

21-087515-27 - 6th - 7th July 2022

Public
British Naturism
UK Adults aged 16-75, online

Q2. Please now think about how much time you spend on the following social media sites. On days when you go on to the social media site shown, how long do you typically spend looking at it over the course of the whole day? - Facebook

All with active account

	Total	Gender			Age					Social grade					Region (Government office region)										Urban / Rural	
		Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	AB (I)	C1 (J)	C2 (K)	DE (L)	North East (M)	North West (N)	Yorkshire and Humber (O)	West Midlands (P)	East Midlands (Q)	East of England (R)	South West (S)	South East (T)	Greater London (U)	Wales (V)	Scotland (W)	Northern Ireland (X)	Urban (Y)
Unweighted base	1841	885	946	291	381	352	340	477	879	532	170	260	76	205	152	160	119	170	157	251	261	89	150	51	1518	272
Weighted base	1842	908	924	281	385	337	334	506	495	537	409	401	76	197	143	162	123	171	155	252	267	88	155	54	1523	266
5 minutes or less	225 12%	114 13%	110 12%	32 11% F	39 10%	19 6%	48 14% F	87 17% EF	60 12%	80 15%	40 10%	45 11%	3 4%	20 10%	20 14%	23 14% M	9 8%	19 11%	31 20% MNQ	37 15% M	31 12% M	10 12% +	19 12% +	3 6% +	189 12%	33 18%
More than 5 minutes up to 15 minutes	310 17%	137 15%	171 18%	42 15% F	55 16%	53 16%	65 20% F	94 19% EF	77 16%	92 17%	78 19%	63 16%	4 5% +	32 16%	31 22% MU	28 17% M	25 21% M*	36 15% MU	23 15% M	42 12% M	32 12% M	15 17% +	32 21% M	10 15% +	252 17%	47 18%
More than 15 minutes up to 30 minutes	314 17%	139 15%	174 19%	53 19% E	33 8%	59 18% E	68 20% E	100 20% E	72 15%	91 17%	69 17%	81 20% I	15 20% O	49 9% ORLUW	13 9% M	23 14% M*	24 20% O*	25 15% MU	27 17% M	46 13% O	27 13% O	23 31% ORSTLWX*	7 13% +	260 17%	47 18%	
More than 30 minutes up to 1 hour	313 17%	150 16%	162 18%	37 13% H	73 19% H	58 17% H	53 16% H	93 18% H	83 17%	89 17%	76 18%	66 16% +	11 15% +	32 16% +	27 19% +	26 16% +	25 21% +	32 19% +	27 17% +	41 16% +	35 13% +	11 12% +	35 22% U	13 24% +	249 16%	51 19%
More than 1 hour up to 2 hours	273 15%	134 15%	138 13% H	37 12% H	63 12% H	51 15% H	48 14% H	73 17% H	89 16% H	79 12% H	48 14% H	56 15% H	19 25% H	23 12% H	16 11% H	20 13% H	18 15% H	30 17% H	19 12% H	40 16% H	51 19% H	10 11% H	21 14% H	5 10% H	230 15%	37 14%
More than 2 hours up to 4 hours	178 10%	95 10%	81 9% H	33 12% H	47 11% H	38 12% H	27 8% H	34 7% H	48 10% H	49 9% H	47 12% H	34 8% H	16 20% H	16 8% H	15 11% H	12 9% H	12 10% H	16 9% H	14 9% H	20 8% H	24 9% H	7 7% H	13 8% H	9 17% H	142 9%	27 10%
More than 4 hours up to 6 hours	120 7%	72 8% C	48 5% GH	22 8% GH	47 12% GH	30 9% GH	11 3% GH	11 2% GH	37 8% J	22 4% GH	25 6% GH	36 9% J	6 8% +	8 4% +	10 7% +	15 9% +	8 7% +	7 4% +	5 3% +	11 5% NRST	30 11% +	5 5% +	7 5% +	6 12% +	99 6%	15 6%
More than 6 hours	95 5%	61 7% C	35 4% GH	24 8% GH	27 7% GH	28 8% GH	7 2% GH	10 2% GH	35 7% J	22 4% GH	22 5% GH	16 4% +	3 4% +	16 6% QR	9 1% Q	9 6% Q	1 * +	3 2% +	7 4% +	13 5% QR	25 9% QR	3 4% +	6 4% +	- + +	87 6%	9 3%
Don't know	14 1%	9 1%	6 1%	1 * F	2 1% F	1 * F	8 2% F	3 1% F	3 1% F	2 * F	5 1% F	4 1% F	- * F	1 * F	3 * F	3 2% F	- * F	3 2% F	3 2% F	1 * F	3 1% F	- * F	- * F	- * F	14 1%	-

NET: More than 15 minutes	1293 70%	649 71%	638 69%	206 73% GH	289 75% GH	264 78% GH	213 64% GH	321 64% GH	354 72% GH	363 68% GH	287 70% GH	289 72% GH	69 91% NORSTUVW*	145 74% GH	92 64% GH	109 67% GH	88 72% GH	113 66% GH	99 64% GH	171 68% OS	201 75% OS	62 71% +	104 67% +	41 75% +	1067 70%	186 70%
NET: More than 30 minutes	980 53%	510 56% C	465 50% GH	153 54% GH	257 67% DGH	205 61% GH	145 43% GH	221 44% GH	281 57% J	272 51% GH	218 53% GH	208 52% GH	54 71% NORSTVW*	96 49% GH	79 55% GH	86 53% GH	64 52% +	88 51% +	72 46% +	125 50% NSTV	166 62% +	35 40% +	81 53% +	34 62% V*	807 53%	139 52%
NET: More than 1 hour	666 36%	360 40% C	302 33% GH	116 41% GH	183 48% GH	147 44% GH	92 28% GH	128 25% GH	199 40% J	182 34% GH	143 35% GH	142 35% GH	43 57% NORQSTVW*	64 32% GH	51 36% GH	60 37% GH	39 32% +	56 33% +	45 29% +	85 34% NORSTVW	131 49% +	25 28% +	47 30% +	21 39% +	558 37%	88 33%
NET: More than 2 hours	393 21%	227 25% C	164 18% GH	79 28% GH	120 31% GH	95 28% GH	44 13% GH	55 11% GH	120 24% J	93 17% GH	94 23% GH	86 21% GH	24 32% ORSTVW*	41 21% GH	35 25% GH	40 25% GH	21 17% +	26 15% +	26 17% +	45 18% ORSTVW	80 30% +	15 17% +	26 17% +	15 29% +	327 21%	51 19%
NET: More than 4 hours	216 12%	132 15% C	83 9% GH	46 16% GH	74 19% GH	58 17% GH	17 5% GH	21 4% GH	73 15% J	44 8% GH	47 11% GH	52 13% J	9 12% +	25 13% H	19 13% H	25 15% H	9 7% H	10 6% H	12 8% H	25 10% ORSTVW	55 21% +	8 9% +	13 8% +	6 12% +	185 12%	24 9%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used
ColumnProportions (SN): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z Minimum Base: 30 (** Small Base: 100*)
ColumnMeans (SN): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z Minimum Base: 30 (** Small Base: 100*)

21-087515-27 - 6th - 7th July 2022

Public
British Naturism
UK Adults aged 16-75, online

Q2. Please now think about how much time you spend on the following social media sites. On days when you go on to the social media site shown, how long do you typically spend looking at it over the course of the whole day? - Facebook
All with active account

	Total	Education					Education (2)		Employment status					Income					Main Shopper	
		GCSE/O Level/NVQ 12 (A)	A Level or equivalent (B)	Diplomas/PhD (C)	Degree/Masters/PhD (D)	No formal qualifications (E)	Graduate (F)	Non-graduate (G)	Full-time (H)	Part-time (I)	Self-Employed (J)	ANY WORKING (K)	ANY NOT WORKING (L)	UP TO £19,999 (M)	£20,000-£34,999 (N)	£35,000-£54,999 (O)	£55,000+ (P)	Prefer not to say (Q)	mainshopper (R)	mainshopper (S)
Unweighted base	1841	369	398	989	85	989	852	913	260	99	1272	569	323	410	472	487	149	1740	101	
Weighted base	1842	440	439	864	100	864	979	872	247	100	1220	623	401	449	471	373	148	1736	107	
5 minutes or less	225	48	55	114	9	114	112	95	20	12	127	99	44	58	55	34	35	201	25	
	12%	11%	13%	13%	9%	13%	11%	11%	8%	12%	10%	16%	11%	13%	12%	9%	23%	12%	23%	
					+												MNDP		R*	
More than 5 minutes up to 15 minutes	310	67	83	146	14	146	164	124	41	28	193	117	68	72	90	55	24	281	28	
	17%	15%	19%	17%	14%	17%	17%	14%	17%	28%	16%	19%	17%	16%	19%	15%	17%	16%	27%	
					+					HK*	H	H							R*	
More than 15 minutes up to 30 minutes	314	91	61	146	16	146	168	134	43	20	197	117	73	68	89	54	30	296	17	
	17%	21%	14%	17%	16%	17%	17%	15%	18%	20%	16%	19%	18%	15%	19%	14%	20%	17%	16%	
					+														+	
More than 30 minutes up to 1 hour	313	69	80	145	19	145	168	146	50	17	214	99	77	83	78	58	17	299	14	
	17%	16%	18%	17%	19%	17%	17%	17%	20%	17%	18%	16%	19%	17%	16%	11%	17%	14%	14%	
					+														+	
More than 1 hour up to 2 hours	273	64	67	125	17	125	148	140	39	10	189	84	49	78	67	60	19	268	5	
	15%	14%	15%	15%	17%	15%	15%	16%	16%	10%	15%	14%	12%	17%	14%	16%	13%	15%	5%	
					+													15%	5%	
More than 2 hours up to 4 hours	178	57	44	68	8	68	109	89	31	4	125	53	39	41	42	40	15	172	5	
	10%	13%	10%	8%	8%	8%	11%	10%	13%	4%	10%	8%	10%	9%	11%	10%	10%	10%	5%	
					+		F												+	
More than 4 hours up to 6 hours	120	26	21	62	12	62	58	75	16	2	93	27	24	31	28	36	1	112	8	
	7%	6%	5%	7%	12%	7%	6%	9%	6%	2%	8%	4%	6%	7%	6%	10%	1%	6%	8%	
					C*			JL		+	L		Q	Q	Q	Q			+	
More than 6 hours	95	17	19	56	3	56	39	62	7	4	72	23	25	10	20	36	3	93	3	
	5%	4%	4%	6%	3%	6%	4%	7%	3%	4%	6%	4%	6%	2%	4%	10%	2%	5%	3%	
					+	G		HL		+	I		N		NOQ			5%	3%	
Don't know	14	2	8	2	2	2	12	8	-	3	10	4	2	8	1	-	4	14	1	
	1%	+	2%	+	2%	+	1%	1%	-	3%	1%	1%	+	+	-	2%	2%	1%	1%	
				D	D*		F			I*			OP	OP		OP	OP		+	

NET: More than 15 minutes	1293	323	292	603	76	603	691	646	186	58	890	403	287	311	325	284	86	1240	53
	70%	73%	67%	70%	76%	70%	71%	74%	75%	58%	73%	65%	72%	69%	69%	76%	58%	71%	50%
					+			JL	JL	+	JL		Q	Q	Q	QQ		5%	+
NET: More than 30 minutes	980	232	231	456	60	456	523	512	143	38	693	287	215	244	235	231	55	944	36
	53%	53%	53%	53%	60%	53%	53%	59%	58%	38%	57%	46%	54%	54%	50%	62%	37%	54%	34%
					+			JL	JL	+	JL		Q	Q	Q	MOQ		5%	+
NET: More than 1 hour	666	163	151	312	41	312	355	366	93	20	479	187	138	160	158	172	38	645	21
	36%	37%	34%	36%	41%	36%	36%	42%	37%	20%	39%	30%	34%	36%	33%	46%	26%	37%	20%
					+			HL	J	+	JL				MNDQ			5%	+
NET: More than 2 hours	393	99	84	186	24	186	207	226	54	10	290	103	89	82	91	112	19	377	16
	21%	23%	19%	22%	24%	22%	21%	26%	22%	10%	24%	17%	22%	18%	19%	30%	13%	22%	15%
					+			HL	J	+	JL		Q		MNDQ			15%	+
NET: More than 4 hours	216	42	40	118	16	118	98	137	22	6	165	50	49	42	48	72	4	205	11
	12%	10%	9%	14%	16%	14%	10%	16%	9%	6%	14%	8%	12%	9%	10%	19%	3%	12%	10%
					+		G	HL		+	IL		Q	Q	Q	MNDQ			+

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Overlap formulae used

ColumnProportions (SN): A,B/C/D,E,F/G,H/I/J,K/L,M/N/O/P/Q,R/S Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (SN): A,B/C/D,E,F/G,H/I/J,K/L,M/N/O/P/Q,R/S Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

Public

British Nativism

UK Adults aged 16-75, online

Q2. Please now think about how much time you spend on the following social media sites. On days when you go on to the social media site shown, how long do you typically spend looking at it over the course of the whole day? - Facebook

All with active account

	Total	Pres of children HH (17 or under)			Count of children HH (17 or under)				Marital Status			Household Size				Ethnicity					
		Total (A)	At least one child present (B)	No children present (C)	1 Child (D)	2 Children (E)	3 Children (F)	4 Children + (G)	Married/Living as Married (H)	Single (I)	Widowed/Divorced/Separated (J)	1 (K)	2 (L)	3 (M)	4+ (N)	White ethnic group (O)	Minority ethnic group (P)	Mixed / multiple ethnic groups (Q)	Asian / Asian British (R)	Black / African / Caribbean / Black British (S)	Other ethnic group (T)
Unweighted base	1841	741	1100	341	315	68	17	1208	490	143	264	596	402	579	1623	196	39	102	49	6	
Weighted base	1842	691	1151	334	279	63	14	1158	529	155	300	602	400	541	1633	188	39	94	49	5	
5 minutes or less	225 12%	41 6%	185 16%	20 6%	14 5%	5 8%	1 7%	128 11%	73 14%	24 16%	42 14%	93 15%	37 9%	53 10%	194 12%	24 13%	5 12%	15 16%	3 7%	- -	
More than 5 minutes up to 15 minutes	310 17%	89 13%	221 19%	37 11%	44 16%	7 12%	1 4%	197 17%	88 17%	24 16%	44 15%	119 20%	72 18%	74 14%	284 17%	23 12%	3 8%	12 13%	5 10%	3 60%	
More than 15 minutes up to 30 minutes	314 17%	109 16%	205 18%	63 19%	34 12%	18 11%	1 4%	199 17%	83 16%	31 20%	60 17%	104 17%	66 15%	83 15%	283 17%	27 15%	8 21%	16 17%	2 3%	1 24%	
More than 30 minutes up to 1 hour	313 17%	121 18%	192 17%	62 18%	38 14%	18 29%	3 23%	204 18%	86 16%	23 15%	48 16%	104 17%	61 15%	100 19%	276 17%	34 18%	10 27%	17 18%	6 11%	* 5%	
More than 1 hour up to 2 hours	273 15%	107 15%	166 14%	47 14%	54 19%	4 7%	2 13%	164 14%	81 18%	29 17%	51 13%	78 16%	63 15%	80 15%	247 15%	24 13%	3 8%	9 10%	11 23%	- *	
More than 2 hours up to 4 hours	178 10%	94 14%	84 7%	46 14%	38 14%	5 8%	5 35%	113 10%	57 11%	8 5%	22 7%	59 10%	42 10%	54 10%	157 10%	20 11%	4 9%	10 11%	6 13%	- *	
More than 4 hours up to 6 hours	120 7%	68 10%	53 5%	39 12%	23 8%	4 6%	1 9%	84 7%	31 6%	5 3%	13 4%	25 4%	38 9%	44 8%	99 6%	20 11%	1 4%	10 10%	9 18%	1 10%	
More than 6 hours	95 5%	58 8%	38 3%	18 5%	31 11%	8 13%	1 6%	63 5%	26 5%	7 4%	14 3%	18 5%	18 5%	46 7%	81 11%	14 7%	4 11%	4 5%	6 11%	- *	
Don't know	14 1%	5 1%	9 1%	3 1%	3 1%	- -	- -	5 *	6 1%	4 2%	7 2%	1 *	2 *	5 1%	12 1%	2 1%	- -	- -	2 4%	- *	

NET: More than 15 minutes	1293 70%	556 80%	737 64%	275 82%	218 78%	51 80%	13 89%	828 71%	363 69%	102 66%	207 69%	388 65%	288 72%	409 76%	1144 70%	139 74%	31 80%	67 71%	39 79%	2 40%
NET: More than 30 minutes	980 53%	447 65%	532 46%	212 63%	184 66%	39 62%	12 85%	629 54%	280 53%	71 46%	148 49%	284 47%	222 56%	326 60%	861 53%	112 59%	23 58%	51 54%	37 76%	1 16%
NET: More than 1 hour	666 36%	326 47%	340 30%	150 45%	146 52%	21 34%	9 62%	424 37%	194 37%	48 31%	100 33%	180 30%	161 40%	225 42%	584 36%	78 42%	12 32%	33 35%	32 64%	1 10%
NET: More than 2 hours	393 21%	220 32%	174 15%	104 31%	92 33%	17 27%	7 49%	261 22%	113 21%	20 13%	49 16%	102 17%	98 24%	145 27%	338 21%	54 29%	9 24%	24 25%	20 41%	1 10%
NET: More than 4 hours	216 12%	125 18%	90 8%	58 17%	54 19%	12 19%	2 15%	147 13%	56 11%	12 8%	27 9%	42 7%	56 14%	90 17%	180 11%	34 18%	6 15%	14 15%	14 29%	1 10%

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Overlap formulae used

Column Proportions (S%): A,B/C,D,E,F,G,H/I/J,K/L,M,N,O,P/Q,R/S/T Minimum Base: 30 (** Small Base: 100*)

Column Means (S%): A,B/C,D,E,F,G,H/I/J,K/L,M,N,O,P/Q/R/S/T Minimum Base: 30 (** Small Base: 100*)

21-087515-27 - 6th - 7th July 2022

Public

British Naturism

UK Adults aged 16-75, online

Q2. Please now think about how much time you spend on the following social media sites. On days when you go on to the social media site shown, how long do you typically spend looking at it over the course of the whole day? - Facebook All with active account

	Total	Social Media site: Daily user				Social Media site: Hourly user (or more)				Social Media site: Daily & for more than 1 hour per day				Naturist / Nudist				
		Total (A)	Facebook (B)	Instagram (C)	Tik Tok (D)	ANY FB/Insta/TikTok (E)	Facebook (F)	Instagram (G)	Tik Tok (H)	ANY FB/Insta/TikTok (I)	Facebook (J)	Instagram (K)	Tik Tok (L)	ANY FB/Insta/TikTok (M)	Naturist (N)	Nudist (O)	Neither (P)	ANY Naturist/Nudist (Q)
Unweighted base	1841	1412	948	603	1581	445	333	269	615	642	485	398	849	240	80	1419	320	
Weighted base	1842	1395	889	574	1561	440	307	247	589	620	457	366	823	214	75	1441	289	
5 minutes or less	225	67	72	33	115	6	24	13	32	-	23	17	29	4	4	200	9	
	12%	5%	8%	6%	7%	1%	8%	5%	5%	-	5%	5%	3%	2%	6%	14%	3%	
			BD		B		FI	F	F		JM	J	J		*	NQ		
More than 5 minutes up to 15 minutes	310	204	124	59	242	16	22	16	41	-	15	21	27	21	6	269	27	
	17%	15%	14%	10%	16%	4%	7%	6%	7%	-	3%	6%	3%	10%	8%	19%	9%	
			D		BD		F		F		J	JM	J		*	NQ		
More than 15 minutes up to 30 minutes	314	239	118	68	263	34	22	29	59	-	25	28	40	17	13	271	29	
	17%	17%	13%	12%	17%	8%	7%	12%	10%	-	5%	8%	5%	8%	17%	19%	10%	
			CD		CD			FG	FG		J	JM	J		*	NQ	N	
More than 30 minutes up to 1 hour	313	257	152	100	285	72	48	37	100	-	62	45	87	20	18	259	38	
	17%	18%	17%	17%	18%	16%	16%	15%	17%	-	14%	12%	11%	9%	24%	18%	13%	
											JM	J	J		NQ*	N	N	
More than 1 hour up to 2 hours	273	249	146	87	260	78	47	37	100	249	96	62	256	38	11	200	49	
	15%	18%	16%	15%	17%	18%	15%	15%	17%	40%	21%	17%	31%	18%	15%	14%	17%	
										KLM	L		KL		*			
More than 2 hours up to 4 hours	178	165	104	78	176	69	32	26	77	165	83	62	174	41	8	123	49	
	10%	12%	12%	14%	11%	16%	11%	11%	13%	27%	18%	17%	21%	19%	10%	9%	17%	
						GHI				KLM			KL		*		P	
More than 4 hours up to 6 hours	120	112	89	76	115	84	53	43	93	112	75	70	115	41	8	63	49	
	7%	8%	10%	13%	7%	19%	17%	17%	16%	18%	16%	19%	14%	19%	10%	4%	17%	
			E			I				M		M			*		P	
More than 6 hours	95	94	79	70	95	80	57	45	84	94	76	59	95	32	7	44	39	
	5%	7%	9%	12%	6%	18%	19%	18%	14%	15%	17%	16%	12%	15%	9%	3%	13%	
			E			I				M	M	M		P	P*		P	
Don't know	14	7	5	3	9	2	3	1	3	-	1	1	1	-	-	12	-	
	1%	1%	1%	*	1%	*	1%	*	*	-	*	*	*	-	-	1%	-	

NET: More than 15 minutes	1293	1116	688	479	1194	416	260	217	513	620	418	327	767	188	65	960	253
	70%	80%	77%	84%	76%	94%	84%	88%	87%	100%	92%	89%	93%	88%	86%	67%	88%
		CE		BCE		GHI				KLM			L	P	P*		P
NET: More than 30 minutes	980	877	570	411	931	382	238	188	454	620	393	299	727	172	52	688	224
	53%	63%	64%	72%	60%	87%	77%	76%	77%	100%	86%	82%	88%	80%	69%	48%	77%
		E		BCE		GHI				KLM			L	P	P*		P
NET: More than 1 hour	666	620	418	311	645	310	190	151	355	620	330	254	639	152	34	430	186
	36%	44%	47%	54%	41%	70%	62%	61%	60%	100%	72%	69%	78%	71%	45%	30%	64%
		E		BCE		GHI				KLM			KL	OPQ	P*		OP
NET: More than 2 hours	393	371	272	224	386	233	143	114	255	371	234	192	384	114	22	230	136
	21%	27%	31%	39%	25%	53%	46%	46%	43%	60%	51%	52%	47%	53%	30%	16%	47%
		E		BCE		GI				KLM	M	M	OPQ		P*		OP
NET: More than 4 hours	216	206	168	146	210	164	110	88	178	206	151	129	210	73	15	107	87
	12%	15%	19%	25%	13%	37%	36%	36%	30%	33%	33%	35%	25%	34%	19%	7%	30%
		E		BCE		I	I	I		M	M	M		PQ	P*		OP

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A-B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q. Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A-B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q. Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

Public
British Natorism
UK Adults aged 16-75, online

Q2. Please now think about how much time you spend on the following social media sites. On days when you go on to the social media site shown, how long do you typically spend looking at it over the course of the whole day? - Instagram

All with active account

	Total	Gender			Age					Social grade				Region (Government office region)										Urban / Rural		
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	AB (I)	C1 (J)	C2 (K)	DE (L)	North East (M)	North West (N)	Yorkshire and Humber (O)	West Midlands (P)	East Midlands (Q)	East of England (R)	South West (S)	South East (T)	Greater London (U)	Wales (V)	Scotland (W)	Northern Ireland (X)	Urban (Y)	Rural (Z)
Unweighted base	1436	683	741	314	369	304	217	232	736	380	132	188	63	164	116	131	87	123	105	171	251	69	116	40	1206	190
Weighted base	1386	674	700	301	365	280	202	238	412	378	313	282	64	147	106	130	81	116	97	167	248	68	120	42	1162	182
5 minutes or less	203 15%	92 14%	110 16%	21 7%	22 6%	27 10%	51 25% DEF	82 35% DEF	51 12%	64 17% I	48 15%	39 14%	10 16% U*	18 12%	17 16% U*	16 12% *	15 18% U*	23 20% SU*	8 17% *	29 17% U	16 7%	16 23% SU*	28 23% SU*	7 18% **	157 14%	39 21% Y
More than 5 minutes up to 15 minutes	226 16%	90 13%	132 19% S	33 11% S	37 10% S	38 14% DEF	57 28% DEF	61 26% DEF	62 15% DEF	72 19% DEF	42 13% DEF	51 18% DEF	3 5% *	39 26% MTU	19 17% MTU	26 20% MTU*	19 23% MTU*	16 14% *	28 29% MTUW*	17 10% MTU*	26 11% MTU*	16 24% MTU*	18 15% *	- 15% **	187 16%	39 21% Z
More than 15 minutes up to 30 minutes	185 13%	89 13%	94 13%	31 10%	51 14% DG	47 17% DG	19 10% DG	36 15% DG	53 13% DG	51 14% DG	44 14% DG	36 13% DG	11 17% *	23 16% *	8 8% *	16 12% *	9 11% *	20 17% *	9 10% *	24 14% *	30 12% *	6 8% *	19 15% *	10 24% **	158 14%	17 9% *
More than 30 minutes up to 1 hour	213 15%	110 16%	101 14%	52 H	60 H	51 H	28 14%	23 10%	58 14%	68 18% I	40 13% I	47 17% I	8 13% *	12 8% *	15 14% *	19 15% *	13 16% *	19 17% *	17 17% N	29 16% N	40 25% N*	17 15% *	17 21% **	9 16% Z	188 16%	16 9% Z
More than 1 hour up to 2 hours	228 16%	118 17%	110 16%	59 H	69 H	47 GH	29 14% GH	24 10% GH	73 J	43 12% L	55 13% L	57 18% L	16 20% W*	23 15% W*	21 20% W*	16 13% W*	12 15% W*	14 13% W*	12 15% W*	25 22% V	54 4% V	4 5% V	21 17% *	9 22% **	182 16%	37 20% Z
More than 2 hours up to 4 hours	153 11%	69 10%	80 11%	48 GH	66 GH	30 GH	6 3%	4 1%	49 L	45 12% L	42 13% L	17 6%	9 14% W*	12 8% W*	11 10% W*	22 17% W*	8 9% W*	15 13% W*	8 8% W	22 13% W	32 11% W	8 4% W	4 7% **	3 12% **	134 12%	16 9% Z
More than 4 hours up to 6 hours	93 7%	55 8%	38 5%	34 FGH	35 GH	14 5%	5 2%	5 2%	30 7%	21 6%	26 8%	15 5%	6 9%	9 6%	11 10% P*	4 3% *	3 4% *	4 4% *	8 8% *	14 10% P	26 2% P	2 3% *	6 5% *	1 2% **	84 7%	8 4% Z
More than 6 hours	69 5%	40 6%	28 4%	17 GH	24 GH	26 GH	3 1%	- 8%	33 JK	13 3%	9 3%	14 5%	1 1%	8 6%	5 5% *	9 7% *	4 5% *	2 2% *	5 5% *	8 8% *	20 1% *	1 3% *	4 4% *	2 2% **	59 5%	9 5% Z
Don't know	17 1%	10 2%	7 1%	6 2%	2 1%	1 *	6 3%	3 1%	2 1%	2 1%	7 2%	6 2%	- *	3 2%	- *	- 2%	- 2%	3 2% *	2 2% *	- 2%	4 2% *	- *	3 2% *	1 3% **	14 1%	3 1% Z

NET: More than 15 minutes	939 68%	481 71% C	451 64% GH	240 80% GH	304 83% GH	214 77% GH	89 44%	91 38%	296 72% J	240 64% J	216 69% J	186 66% NQVW*	50 79% NQVW*	88 60% *	70 66% *	86 66% *	48 59% *	75 64% *	59 61% *	121 73% NV	201 81% NQRKSW	36 53% *	72 60% *	33 79% **	804 69% Z	102 56% Z
NET: More than 30 minutes	755 54%	392 58% C	209 51% FGH	253 69% FGH	167 60% GH	70 35% H	55 23% J	243 59% J	189 50% J	172 55% J	150 53% J	39 62% N*	65 44% N*	62 59% N*	70 54% N*	39 48% N*	39 47% N*	54 47% N*	50 52% N	97 58% N	171 69% NQRKSW	31 45% *	53 44% **	23 55% **	646 56% Z	86 47% Z
NET: More than 1 hour	542 39%	282 42% C	256 37% FGH	157 52% FGH	193 53% GH	117 42% GH	42 21% JL	32 14% JL	185 45% JL	122 32% J	132 42% J	103 37% RVW*	31 49% RVW*	53 36% WV*	47 45% WV*	51 39% V*	26 33% *	36 31% *	33 35% *	69 41% V	131 53% NQRKSTW	14 20% *	36 30% *	14 34% **	458 39% Z	69 38% Z
NET: More than 2 hours	314 23%	164 24% C	146 21% GH	99 33% GH	124 34% GH	70 25% GH	13 6%	9 4%	112 27% JK	79 21% J	77 25% J	46 16% *	15 24% *	30 20% W*	27 25% W*	35 27% W*	14 18% *	21 18% *	21 22% *	44 26% W	77 31% NQRKW	10 15% *	15 12% *	5 5% **	277 24% Z	32 18% Z
NET: More than 4 hours	162 12%	95 14% C	66 9% GH	51 17% GH	58 16% GH	40 14% GH	8 4%	5 2%	63 15% J	34 9% J	35 11% J	29 10% J	6 10% *	18 12% RV*	16 15% *	13 10% *	7 8% *	7 6% *	13 13% *	22 13% *	45 18% RVW	3 4% *	10 9% *	2 5% **	143 12% Z	16 9% Z

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

Column Proportions (SN): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z Minimum Base: 30 (** Small Base: 100*)

Column Means (SN): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z Minimum Base: 30 (** Small Base: 100*)

21-087515-27 - 6th - 7th July 2022

Public
British Naturism
UK Adults aged 16-75, online

Q2. Please now think about how much time you spend on the following social media sites. On days when you go on to the social media site shown, how long do you typically spend looking at it over the course of the whole day? - Instagram
All with active account

	Total	Education					Education (2)		Employment status						Income					Main Shopper	
		GCSE/O Level/NVQ 12 (A)	A Level or equivalent (B)	Degree/PhD (C)	Master/PhD (D)	No formal qualifications (E)	Graduate (F)	Non-graduate (G)	Full-time (H)	Part-time (I)	Self-Employed (J)	ANY WORKING (K)	ANY NOT WORKING (L)	UP TO £19,999 (M)	£20,000-£34,999 (N)	£35,000 - £54,999 (O)	£55,000+ (P)	Prefer not to say (Q)	mainshopper (R)	mainshopper (S)	
Unweighted base	1436	250	311	813	62	813	623	788	204	82	1074	362	226	299	371	425	115	1348	88		
Weighted base	1386	284	332	702	68	702	684	733	185	81	999	387	256	325	367	322	116	1301	85		
5 minutes or less	203	38	50	107	8	107	96	84	21	21	127	77	39	64	55	20	25	190	13		
More than 5 minutes up to 15 minutes	226	64	47	106	10	106	120	87	38	11	136	90	49	50	64	36	27	208	18		
More than 15 minutes up to 30 minutes	185	36	54	85	9	85	99	118	20	9	147	37	25	50	54	42	14	178	7		
More than 30 minutes up to 1 hour	213	39	59	105	9	105	108	123	27	14	164	49	51	37	49	61	14	195	18		
More than 1 hour up to 2 hours	228	45	50	120	13	120	108	122	31	13	165	62	34	61	62	58	13	218	9		
More than 2 hours up to 4 hours	153	26	40	77	10	77	75	92	27	6	125	28	20	30	49	41	12	147	6		
More than 4 hours up to 6 hours	93	22	15	51	5	51	42	52	10	5	67	26	13	23	18	33	5	80	13		
More than 6 hours	69	7	11	49	2	49	20	48	9	*	58	11	14	5	15	30	4	67	2		
Don't know	17	8	6	1	2	1	16	7	2	2	11	7	9	4	1	1	2	17	-		

NET: More than 15 minutes	939	174	230	488	48	488	452	555	124	47	726	213	158	207	247	265	62	886	54
NET: More than 30 minutes	755	139	175	402	39	402	353	437	104	38	579	176	133	156	194	224	48	708	47
NET: More than 1 hour	542	100	116	297	29	297	245	314	77	24	415	127	82	119	144	162	34	512	29
NET: More than 2 hours	314	55	66	177	17	177	137	192	46	12	250	64	48	58	82	105	22	294	20
NET: More than 4 hours	162	29	26	100	7	100	62	100	19	6	125	37	27	28	33	64	10	147	14

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (SN): A,B/C/D,E,F,G,H/I/J,K/L,M/N/O/P/Q,R/S Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (SN): A,B/C/D,E,F,G,H/I/J,K/L,M/N/O/P/Q,R/S Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

Public
British Naturism
UK Adults aged 16-75, online

Q2. Please now think about how much time you spend on the following social media sites. On days when you go on to the social media site shown, how long do you typically spend looking at it over the course of the whole day? - Instagram
All with active account

	Total	Pres of children HH (17 or under)			Count of children HH (17 or under)				Marital Status				Household Size				Ethnicity					
		At least one child present (A)	No children present (B)	No children present (C)	1 Child (D)	2 Children (E)	3 Children (F)	4 Children + (G)	Married/Living as Married (H)	Single (I)	Widowed/Divorced/Separated (J)	1 (K)	2 (L)	3 (M)	4+ (N)	White ethnic group (O)	Minority ethnic group (P)	Mixed / multiple ethnic groups (Q)	Asian / Asian British (R)	Black / African / Caribbean / Black British (S)	Other ethnic group (T)	
Unweighted base	1436	657	779	303	275	60	19	908	446	82	180	408	326	522	1213	206	41	104	54	7		
Weighted base	1386	606	780	290	245	56	14	839	465	81	194	399	311	482	1177	193	38	96	53	7		
5 minutes or less	203 15%	58 9%	146 19%	24 8%	25 10%	7 12%	2 15%	135 16%	54 12%	14 17%	31 16%	88 22%	38 12%	46 10%	191 16%	12 6%	3 8%	6 7%	2 4%	* 6%		
More than 5 minutes up to 15 minutes	226 16%	70 12%	156 20%	31 11%	31 13%	5 10%	2 16%	140 17%	64 14%	23 28%	36 19%	93 23%	34 11%	63 13%	195 17%	29 15%	6 15%	15 16%	8 16%	- 16%		
More than 15 minutes up to 30 minutes	185 13%	81 13%	103 13%	39 13%	30 12%	12 22%	1 7%	122 15%	52 11%	11 13%	21 11%	50 13%	51 16%	62 13%	155 13%	25 5%	2 16%	16 11%	6 11%	2 23%		
More than 30 minutes up to 1 hour	213 15%	88 15%	125 16%	47 16%	34 14%	4 6%	3 20%	115 14%	89 19%	9 11%	40 21%	53 13%	46 15%	73 15%	181 15%	30 15%	10 25%	13 14%	3 5%	5 67%		
More than 1 hour up to 2 hours	228 16%	105 17%	123 16%	58 20%	33 14%	11 19%	3 19%	131 16%	88 19%	8 10%	22 11%	71 18%	52 17%	83 17%	189 16%	37 19%	4 12%	13 14%	20 37%	- 37%		
More than 2 hours up to 4 hours	153 11%	89 15%	63 8%	43 15%	33 14%	9 16%	3 23%	83 10%	65 14%	4 5%	22 12%	19 5%	34 11%	78 16%	120 10%	31 16%	7 20%	19 20%	5 9%	* 4%		
More than 4 hours up to 6 hours	93 7%	58 10%	34 4%	29 10%	26 10%	3 6%	- 1%	56 7%	29 6%	8 10%	12 6%	16 4%	31 10%	34 7%	75 6%	17 9%	2 6%	11 12%	3 6%	- 1%		
More than 6 hours	69 5%	48 8%	20 3%	16 6%	27 11%	5 9%	- 1%	48 6%	20 4%	1 3%	6 2%	8 6%	18 8%	37 5%	56 9%	9 5%	4 9%	2 2%	4 8%	- 1%		
Don't know	17 1%	8 1%	9 1%	3 1%	5 2%	- 1%	- 1%	10 1%	4 1%	3 4%	3 2%	1 *	8 2%	5 1%	13 1%	2 1%	* 1%	- 1%	2 4%	- 1%		

NET: More than 15 minutes	939 68%	470 78%	470 60%	232 80%	183 75%	44 79%	10 69%	554 66%	343 74%	42 51%	124 64%	217 54%	232 75%	367 76%	777 66%	150 77%	29 76%	74 77%	40 76%	7 94%
NET: More than 30 minutes	755 54%	388 64%	366 47%	194 67%	154 63%	32 57%	9 62%	432 51%	292 63%	31 38%	103 53%	166 42%	181 58%	305 63%	621 53%	125 65%	27 71%	58 61%	35 66%	5 71%
NET: More than 1 hour	542 39%	301 50%	241 31%	147 50%	119 49%	29 51%	6 42%	317 38%	203 44%	22 27%	62 32%	113 28%	135 43%	231 48%	440 37%	95 49%	18 46%	45 47%	32 61%	* 4%
NET: More than 2 hours	314 23%	196 32%	118 15%	89 31%	86 35%	18 31%	3 23%	186 22%	114 25%	14 17%	40 21%	42 11%	83 27%	149 31%	252 21%	58 30%	13 35%	32 33%	12 23%	* 4%
NET: More than 4 hours	162 12%	107 18%	55 7%	45 16%	53 22%	9 15%	- 1%	103 12%	49 11%	9 11%	18 9%	24 6%	49 16%	71 15%	132 11%	26 14%	6 15%	13 14%	7 14%	- 1%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used
Column Proportions (S%): A,B/C,D,E,F,G,H/I,J,K,L,M,N,O,P/Q,R/S,T Minimum Base: 30 (** Small Base: 100 (**)
Column Means (S%): A,B/C,D,E,F,G,H/I,J,K,L,M,N,O,P/Q,R/S,T Minimum Base: 30 (** Small Base: 100 (**)

21-087515-27 - 6th - 7th July 2022

Public

British Naturism

UK Adults aged 16-75, online

Q2. Please now think about how much time you spend on the following social media sites. On days when you go on to the social media site shown, how long do you typically spend looking at it over the course of the whole day? - Instagram

All with active account

	Total	Social Media site: Daily user				Social Media site: Hourly user (or more)				Social Media site: Daily & for more than 1 hour per day				Naturist / Nudist			
		Facebook	Instagram	Tik Tok	ANY FB/Insta/TikTok	Facebook	Instagram	Tik Tok	ANY FB/Insta/TikTok	Facebook	Instagram	Tik Tok	ANY FB/Insta/TikTok	Naturist	Nudist	Neither	ANY Naturist/Nudist
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Unweighted base	1436	1032	1024	621	1281	363	349	282	560	526	518	413	775	235	79	1029	314
Weighted base	1386	984	961	590	1226	347	324	259	523	488	490	380	733	210	76	1004	286
5 minutes or less	203 15%	149 15%	54 6%	32 5%	160 13%	23 7%	6 2%	9 3%	28 5%	36 7%	- -	17 4%	48 7%	12 6%	3 3%	182 18%	15 5%
More than 5 minutes up to 15 minutes	226 16%	147 15%	117 12%	49 8%	181 15%	26 7%	15 5%	13 5%	42 8%	30 6%	- -	15 4%	42 6%	12 6%	9 12%	197 20%	22 8%
More than 15 minutes up to 30 minutes	185 13%	119 12%	129 13%	58 10%	159 13%	32 9%	24 7%	15 6%	48 9%	28 6%	- -	12 3%	35 5%	17 8%	8 11%	147 15%	26 9%
More than 30 minutes up to 1 hour	213 15%	145 15%	165 17%	89 15%	189 15%	50 13%	41 13%	36 14%	77 15%	54 11%	- -	44 12%	87 12%	31 15%	19 25%	140 14%	50 17%
More than 1 hour up to 2 hours	228 16%	166 17%	193 20%	121 21%	213 17%	64 19%	56 17%	50 19%	101 19%	117 24%	193 40%	86 23%	212 29%	42 20%	11 15%	160 16%	53 18%
More than 2 hours up to 4 hours	153 11%	113 11%	146 15%	106 18%	149 12%	50 14%	72 22%	51 20%	96 28%	96 20%	146 30%	90 24%	149 20%	26 12%	10 14%	107 11%	36 13%
More than 4 hours up to 6 hours	93 7%	73 7%	83 9%	70 12%	92 7%	45 13%	51 16%	40 16%	63 16%	67 12%	83 14%	64 17%	91 12%	39 19%	8 10%	36 4%	47 16%
More than 6 hours	69 5%	61 6%	67 7%	59 10%	68 6%	52 15%	58 18%	43 16%	63 12%	59 12%	67 14%	53 14%	68 9%	31 15%	7 9%	25 3%	37 13%
Don't know	17 1%	11 1%	7 1%	7 1%	15 1%	4 1%	2 1%	2 1%	6 1%	- -	- -	- -	- -	1 1%	* 1%	9 1%	1 1%

NET: More than 15 minutes	939 68%	677 69%	784 82%	502 85%	870 71%	294 85%	301 93%	236 91%	447 85%	421 86%	490 100%	348 91%	643 88%	185 88%	63 84%	616 61%	248 87%
NET: More than 30 minutes	755 54%	558 57%	655 68%	445 75%	712 58%	262 76%	278 86%	220 85%	399 76%	393 81%	490 100%	336 88%	607 83%	167 80%	55 73%	469 47%	223 78%
NET: More than 1 hour	542 39%	413 42%	490 51%	355 60%	522 43%	212 61%	237 73%	184 71%	322 62%	339 70%	490 100%	292 77%	521 71%	137 65%	36 48%	329 33%	173 60%
NET: More than 2 hours	314 23%	247 25%	296 31%	234 40%	309 25%	148 42%	181 56%	134 52%	221 42%	222 45%	296 60%	206 54%	309 42%	95 45%	25 33%	169 17%	120 42%
NET: More than 4 hours	162 12%	134 14%	150 16%	129 22%	160 13%	97 28%	109 34%	83 32%	125 24%	126 26%	150 31%	116 31%	159 22%	70 33%	15 19%	62 6%	84 29%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A-B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q. Minimum Base: 30 (** Small Base: 100*)

ColumnMeans (5%): A-B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q. Minimum Base: 30 (** Small Base: 100*)

21-087515-27 - 6th - 7th July 2022

Public
British Natorism
UK Adults aged 16-75, online

Q2. Please now think about how much time you spend on the following social media sites. On days when you go on to the social media site shown, how long do you typically spend looking at it over the course of the whole day? - TikTok

All with active account

	Total	Gender			Age					Social grade					Region (Government office region)										Urban / Rural	
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	AB (I)	C1 (J)	C2 (K)	DE (L)	North East (M)	North West (N)	Yorkshire and Humber (O)	West Midlands (P)	East Midlands (Q)	East of England (R)	South West (S)	South East (T)	Greater London (U)	Wales (V)	Scotland (W)	Northern Ireland (X)	Urban (Y)	Rural (Z)
Unweighted base	966	528	430	299	275	208	103	81	497	230	83	156	45	103	79	89	52	77	59	105	211	45	70	31	833	102
Weighted base	941	515	418	292	289	192	90	77	275	232	199	235	47	95	75	90	52	72	56	106	215	39	61	32	810	98
5 minutes or less	85 9%	48 9%	35 8%	7 2%	19 6%	13 D	21 7%	25 32%	26 10%	30 L	15 *	13 6%	5 11%	11 *	2 *	5 *	4 *	6 *	1 *	13 O*	18 8%	4 *	11 19%	3 9%	66 8%	16 16%
More than 5 minutes up to 15 minutes	93 10%	56 11%	35 8%	15 5%	25 9%	27 D	19 14%	17 22%	27 10%	20 L	19 *	28 12%	1 1%	12 13%	7 9%	3 3%	9 17%	9 8%	4 10%	11 10%	22 10%	7 17%	6 11%	3 9%	82 10%	7 8%
More than 15 minutes up to 30 minutes	138 15%	63 12%	75 18%	35 12%	44 15%	29 15%	18 20%	12 16%	33 12%	33 14%	27 14%	45 19%	6 13%	16 17%	13 17%	10 14%	14 19%	13 22%	13 12%	13 13%	27 13%	3 7%	8 13%	2 7%	124 15%	12 12%
More than 30 minutes up to 1 hour	158 17%	93 18%	64 15%	41 14%	58 20%	35 18%	16 18%	7 9%	39 14%	45 19%	41 21%	32 14%	7 14%	17 18%	10 13%	13 15%	5 10%	14 19%	14 20%	21 20%	35 16%	5 13%	10 17%	7 22%	129 16%	22 22%
More than 1 hour up to 2 hours	147 16%	85 16%	61 15%	47 16%	46 16%	36 19%	10 11%	7 10%	44 16%	30 13%	38 15%	35 24%	11 11%	11 11%	8 11%	17 19%	9 13%	9 14%	8 13%	14 15%	14 15%	15 26%	7 12%	9 29%	117 14%	21 21%
More than 2 hours up to 4 hours	127 13%	56 11%	70 17%	60 20%	41 14%	19 10%	4 4%	3 4%	43 16%	25 11%	28 14%	31 13%	9 18%	16 16%	16 22%	12 13%	7 13%	9 20%	11 7%	7 12%	25 13%	5 13%	7 12%	3 10%	117 14%	6 6%
More than 4 hours up to 6 hours	97 10%	52 10%	43 10%	48 16%	31 11%	12 6%	6 11%	1 12%	32 11%	27 11%	18 9%	21 9%	8 17%	6 6%	7 9%	13 15%	2 4%	6 8%	2 3%	13 12%	31 14%	4 9%	6 9%	1 3%	91 11%	5 5%
More than 6 hours	85 9%	56 11%	28 7%	37 13%	22 8%	20 10%	4 4%	2 3%	30 11%	20 9%	8 4%	27 11%	1 2%	7 7%	11 15%	8 9%	6 12%	5 8%	3 6%	11 11%	23 11%	-	5 8%	3 10%	72 9%	9 10%
Don't know	13 1%	7 1%	6 1%	2 1%	4 1%	1 *	3 3%	3 3%	2 1%	3 1%	5 3%	3 1%	-	-	1 6%	5 6%	-	-	1 1%	2 2%	2 1%	2 4%	-	-	12 1%	-

NET: More than 15 minutes	751 80%	404 78%	341 82%	268 92%	241 84%	151 79%	57 63%	33 43%	221 80%	179 77%	160 81%	191 81%	41 88%	72 76%	65 87%	76 85%	39 75%	58 80%	50 89%	79 75%	173 80%	27 68%	43 71%	26 82%	650 80%	75 76%
NET: More than 30 minutes	613 65%	341 66%	266 64%	234 80%	198 69%	123 64%	39 43%	20 26%	188 68%	146 63%	133 67%	146 62%	35 76%	56 59%	53 70%	63 71%	29 56%	44 61%	37 66%	66 63%	146 68%	24 61%	35 58%	24 75%	526 65%	63 64%
NET: More than 1 hour	456 48%	248 48%	202 48%	192 66%	139 48%	87 45%	23 26%	14 18%	149 54%	102 44%	92 46%	114 48%	29 61%	39 41%	43 57%	50 56%	24 46%	30 42%	24 42%	45 43%	111 52%	19 48%	25 41%	17 53%	397 49%	42 42%
NET: More than 2 hours	309 33%	164 32%	141 34%	145 50%	93 32%	51 26%	14 15%	6 8%	105 38%	72 31%	54 27%	79 34%	17 37%	28 29%	34 46%	33 37%	15 28%	21 29%	16 28%	31 30%	79 37%	9 22%	18 29%	8 24%	280 35%	21 21%
NET: More than 4 hours	182 19%	108 21%	71 17%	85 29%	52 18%	32 17%	10 11%	3 4%	62 22%	47 20%	26 13%	48 20%	9 19%	13 13%	18 24%	22 24%	8 16%	12 16%	5 9%	24 23%	54 25%	4 9%	11 17%	4 14%	163 20%	14 15%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (SN): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z Minimum Base: 30 (** Small Base: 100*)

ColumnMeans (SN): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z Minimum Base: 30 (** Small Base: 100*)

21-087515-27 - 6th - 7th July 2022

Public
British Naturism
UK Adults aged 16-75, online

Q2. Please now think about how much time you spend on the following social media sites. On days when you go on to the social media site shown, how long do you typically spend looking at it over the course of the whole day? - TikTok
All with active account

	Total	Education					Education (2)		Employment status						Income					Main Shopper	
		GCSE/O Level/NVQ 12 (A)	A Level or equivalent (B)	Degree/PhD (C)	Master/PhD (D)	No formal qualifications (E)	Graduate (F)	Non-graduate (G)	Full-time (H)	Part-time (I)	Self-Employed (J)	ANY WORKING (K)	ANY NOT WORKING (L)	UP TO £19,999 (M)	£20,000-£34,999 (N)	£35,000 - £54,999 (O)	£55,000+ (P)	Prefer not to say (Q)	mainshopp er (R)	mainshopp er (S)	
Unweighted base	966	178	218	517	53	517	449	566	140	51	757	209	166	205	230	314	51	905	61		
Weighted base	941	204	243	438	55	438	502	529	131	47	708	233	192	225	230	240	54	882	59		
5 minutes or less	85	20	21	42	2	42	43	40	9	9	58	27	13	24	18	20	10	81	4		
	9%	10%	8%	10%	3%	10%	8%	8%	7%	18%	8%	12%	7%	11%	8%	8%	18%	9%	7%		
					*				HK*							MP*			*		
More than 5 minutes up to 15 minutes	93	25	27	41	*	41	52	53	11	3	67	26	19	19	27	24	4	89	3		
	10%	12%	11%	9%	1%	9%	10%	10%	8%	6%	9%	11%	10%	8%	12%	10%	8%	10%	5%		
		E	E		*					*									*		
More than 15 minutes up to 30 minutes	138	31	30	63	13	63	74	69	19	8	95	42	39	35	30	27	6	129	9		
	15%	15%	12%	14%	24%	14%	15%	13%	14%	16%	13%	18%	20%	16%	13%	11%	11%	15%	15%		
					*					*			P						*		
More than 30 minutes up to 1 hour	158	29	48	74	6	74	84	101	23	7	132	26	33	43	44	33	5	147	11		
	17%	14%	20%	17%	12%	17%	17%	19%	18%	16%	19%	11%	17%	19%	14%	10%	10%	17%	18%		
					*			L		*	L								*		
More than 1 hour up to 2 hours	147	28	34	74	11	74	73	94	19	4	117	29	26	34	36	42	9	139	8		
	16%	14%	14%	17%	20%	17%	15%	18%	15%	9%	17%	13%	14%	15%	16%	17%	17%	16%	13%		
					*					*									*		
More than 2 hours up to 4 hours	127	35	33	47	11	47	80	72	12	6	90	37	26	35	26	32	8	113	14		
	13%	17%	13%	11%	21%	11%	16%	14%	9%	12%	13%	16%	14%	16%	11%	13%	14%	13%	24%		
					*					*									R*		
More than 4 hours up to 6 hours	97	13	39	42	4	42	56	47	21	5	73	25	15	18	27	28	8	91	6		
	10%	6%	16%	10%	8%	10%	11%	9%	16%	10%	10%	11%	8%	8%	12%	12%	15%	10%	10%		
			BD					HK		*									*		
More than 6 hours	85	20	13	49	4	49	36	48	15	4	67	18	20	14	17	33	1	80	4		
	9%	10%	5%	11%	7%	11%	7%	9%	11%	8%	9%	8%	10%	6%	7%	14%	1%	9%	8%		
				c	*					*						NOQ			*		
Don't know	13	4	-	7	2	7	6	4	2	3	9	3	-	4	5	*	3	13	-		
	1%	2%	-	2%	4%	2%	1%	1%	2%	5%	1%	1%	-	2%	2%	*	5%	1%	-		
				C*						HK*						MP*			*		

NET: More than 15 minutes	751	155	196	349	51	349	402	431	110	33	574	177	160	179	180	195	37	699	52
	80%	76%	81%	80%	92%	80%	80%	82%	83%	70%	81%	76%	84%	79%	78%	82%	68%	79%	88%
					BD*					*			Q						*
NET: More than 30 minutes	613	124	166	286	37	286	328	362	91	26	479	135	121	143	150	168	31	570	43
	65%	61%	68%	65%	68%	65%	65%	68%	69%	54%	68%	58%	63%	64%	65%	70%	58%	65%	73%
					*			L		*	L								*
NET: More than 1 hour	456	95	118	212	31	212	244	261	67	18	347	109	88	101	106	135	26	423	32
	48%	47%	48%	48%	56%	48%	49%	49%	51%	30%	49%	47%	46%	45%	46%	56%	48%	48%	55%
					*					*				N					*
NET: More than 2 hours	309	68	84	137	20	137	171	167	48	14	229	80	61	67	70	93	17	284	25
	33%	33%	34%	31%	36%	31%	34%	32%	37%	30%	32%	34%	32%	30%	31%	39%	31%	32%	42%
					*					*									*
NET: More than 4 hours	182	32	51	90	8	90	92	95	36	8	139	43	35	32	44	62	9	171	11
	19%	16%	21%	21%	15%	21%	18%	18%	27%	17%	20%	18%	18%	14%	19%	26%	16%	19%	18%
					*				HK	*					N				*

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Overlap formulae used

ColumnProportions (SN): A,B/C/D,E,F/G,H/I/J,K/L,M/N/O/P/Q,R/S Minimum Base: 30(**) Small Base: 10Q(*)

ColumnMeans (SN): A,B/C/D,E,F/G,H/I/J,K/L,M/N/O/P/Q,R/S Minimum Base: 30(**) Small Base: 10Q(*)

21-087515-27 - 6th - 7th July 2022

Public

British Nativism

UK Adults aged 16-75, online

Q2. Please now think about how much time you spend on the following social media sites. On days when you go on to the social media site shown, how long do you typically spend looking at it over the course of the whole day? - TikTok

All with active account

	Pres of children HH (17 or under)			Count of children HH (17 or under)				Marital Status				Household Size				Ethnicity					
	Total	At least one child present	No children present	1 Child	2 Children	3 Children	4 Children +	Married/Living as Married	Single	Widowed/Divorced/Separated	1	2	3	4+	White ethnic group	Minority ethnic group	Mixed / multiple ethnic groups	Asian / Asian British	Black / African / Caribbean / Black British	Other ethnic group	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
Unweighted base	966	512	454	224	222	50	16	604	330	32	112	217	224	413	791	165	30	83	47	5	
Weighted base	941	467	474	215	192	47	12	547	361	33	129	224	209	379	770	161	30	80	45	6	
5 minutes or less	85 9%	23 5%	62 13% B	9 4%	7 4%	5 11%	2 **	58 11%	20 6%	6 19%	16 **	36 16%	10 5%	22 6%	64 8%	18 11%	2 8%	9 12%	6 13%	- **	
More than 5 minutes up to 15 minutes	93 10%	46 10%	47 10%	18 8%	35 13%	2 4%	1 **	64 12%	26 7%	2 6%	11 8%	18 8%	25 12%	39 10%	80 10%	13 8%	2 7%	7 9%	3 8%	- **	
More than 15 minutes up to 30 minutes	138 15%	65 14%	73 15%	37 17%	22 12%	4 9%	1 **	84 15%	50 14%	4 12%	14 11%	45 20%	28 13%	52 14%	119 15%	16 10%	6 22%	6 8%	3 6%	1 14%	
More than 30 minutes up to 1 hour	158 17%	79 17%	79 17%	37 17%	31 16%	7 15%	3 29%	83 15%	70 19%	5 15%	27 21%	36 16%	28 13%	67 18%	131 17%	27 17%	4 13%	16 20%	7 15%	1 9%	
More than 1 hour up to 2 hours	147 16%	74 16%	73 15%	36 17%	26 14%	10 21%	2 19%	90 16%	51 14%	6 19%	22 17%	37 17%	31 15%	56 16%	123 13%	22 12%	4 20%	16 5*	2 5%	- **	
More than 2 hours up to 4 hours	127 13%	65 14%	61 13%	27 13%	30 16%	6 13%	2 18%	61 11%	60 16%	6 17%	14 11%	23 10%	39 18%	51 13%	105 14%	22 13%	- **	11 14%	8 17%	2 39%	
More than 4 hours up to 6 hours	97 10%	53 11%	44 9%	20 9%	27 14%	6 12%	* **	44 8%	51 14%	2 7%	15 12%	12 5%	23 11%	48 13%	75 10%	21 13%	3 11%	11 13%	5 12%	2 37%	
More than 6 hours	85 9%	56 12%	29 6%	30 14%	21 11%	4 8%	1 **	51 9%	32 9%	1 **	9 7%	15 7%	24 10%	37 10%	68 9%	16 10%	5 16%	3 3%	9 19%	- **	
Don't know	13 1%	7 1%	6 1%	1 *	3 2%	3 7%	- **	10 2%	2 1%	2 **	1 1%	2 1%	2 1%	8 2%	4 1%	7 4%	3 11%	1 1%	2 5%	- **	

NET: More than 15 minutes	751 80%	392 84%	359 76%	188 87%	157 82%	37 78%	10 82%	414 76%	312 87%	24 74%	102 79%	167 75%	172 82%	310 82%	621 81%	124 77%	22 74%	63 78%	34 74%	6 100%
NET: More than 30 minutes	613 65%	327 70%	286 60%	151 70%	135 70%	32 68%	9 **	330 60%	263 73%	20 63%	88 68%	123 55%	144 69%	258 68%	503 65%	108 67%	16 52%	56 70%	31 68%	5 86%
NET: More than 1 hour	456 48%	248 53%	207 44%	113 53%	104 54%	25 54%	6 47%	247 45%	193 53%	16 48%	61 47%	87 39%	117 56%	191 50%	372 48%	81 50%	12 40%	40 53%	24 53%	4 77%
NET: More than 2 hours	309 33%	174 37%	135 28%	77 36%	78 41%	15 33%	3 28%	157 29%	142 39%	9 29%	39 30%	50 22%	85 41%	135 36%	249 32%	59 37%	8 27%	25 31%	22 49%	4 77%
NET: More than 4 hours	182 19%	109 23%	73 15%	50 23%	48 25%	9 20%	1 10%	96 17%	83 23%	4 12%	24 19%	27 12%	47 22%	84 22%	144 19%	38 23%	8 27%	13 17%	14 31%	2 37%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used
 Column Proportions (SN): A,B/C,D,E,F,G,H/I,J,K,L,M,N,O,P/Q,R/S,T Minimum Base: 30 (** Small Base: 100*)
 Column Means (SN): A,B/C,D,E,F,G,H/I,J,K,L,M,N,O,P/Q,R/S,T Minimum Base: 30 (** Small Base: 100*)

21-087515-27 - 6th - 7th July 2022

Public

British Naturism

UK Adults aged 16-75, online

Q2. Please now think about how much time you spend on the following social media sites. On days when you go on to the social media site shown, how long do you typically spend looking at it over the course of the whole day? - TikTok All with active account

	Total	Social Media site: Daily user				Social Media site: Hourly user (or more)				Social Media site: Daily & for more than 1 hour per day				Naturist / Nudist			
		Facebook	Instagram	Tik Tok	ANY FB/Insta/TikTok	Facebook	Instagram	Tik Tok	ANY FB/Insta/TikTok	Facebook	Instagram	Tik Tok	ANY FB/Insta/TikTok	Naturist	Nudist	Neither	ANY Naturist/Nudist
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Unweighted base	966	691	695	653	877	299	291	294	478	418	428	433	638	223	71	590	294
Weighted base	941	660	657	624	847	281	268	273	442	388	404	402	607	202	70	584	271
5 minutes or less	85	59	44	10	65	17	13	1	21	22	11	-	26	3	4	73	8
	9%	9%	7%	2%	8%	6%	5%	*	5%	6%	3%	-	4%	2%	6%	13%	3%
		CDE	D	D	D	H	H	H	H	KLM	L	-	KL	-	*	NQ	-
More than 5 minutes up to 15 minutes	93	63	55	35	82	22	17	16	29	21	18	-	27	15	4	63	20
	10%	10%	8%	6%	10%	8%	7%	6%	7%	5%	4%	-	4%	8%	6%	11%	7%
		D	D	D	D	H	H	H	H	L	L	-	L	-	*	-	-
More than 15 minutes up to 30 minutes	138	93	80	75	114	26	19	14	37	29	23	-	43	19	15	85	34
	15%	14%	12%	12%	13%	9%	7%	5%	8%	7%	6%	-	7%	10%	21%	15%	13%
						H	H	H	H	L	L	-	L	-	H*	N	-
More than 30 minutes up to 1 hour	158	98	112	98	136	37	38	29	67	45	56	-	72	27	14	98	41
	17%	15%	17%	16%	16%	13%	14%	10%	15%	11%	14%	-	12%	13%	20%	17%	15%
			B					H	H	L	L	-	L	-	*	-	-
More than 1 hour up to 2 hours	147	110	112	120	139	48	41	47	77	78	82	-	120	134	43	7	89
	16%	17%	17%	19%	16%	17%	15%	17%	17%	20%	20%	-	30%	22%	21%	10%	18%
				BCE						JHM	JHM	-	JHM	-	*	-	-
More than 2 hours up to 4 hours	127	95	101	121	124	37	48	50	67	69	80	-	121	124	33	7	80
	13%	14%	15%	19%	15%	13%	18%	18%	15%	18%	20%	-	30%	20%	16%	10%	14%
				BCE		F	F	F	F	JHM	JHM	-	JHM	-	*	-	-
More than 4 hours up to 6 hours	97	74	79	85	94	41	43	53	70	63	68	-	85	94	22	11	54
	10%	11%	12%	14%	14%	16%	16%	19%	16%	16%	17%	-	23%	15%	11%	16%	9%
				BE				I				-	JHM	-	*	-	-
More than 6 hours	85	64	65	76	83	51	47	64	73	58	62	-	76	82	39	8	33
	9%	10%	10%	12%	10%	18%	18%	23%	17%	15%	15%	-	19%	13%	19%	11%	6%
				BCE				GI				-	JHM	-	P	*	P
Don't know	13	4	8	4	11	2	1	-	2	3	4	-	6	-	-	8	-
	1%	1%		BD	1%	1%	*	-	H	L	L	-	L	-	*	1%	-

NET: More than 15 minutes	751	534	550	575	690	240	236	256	391	342	371	-	402	548	183	61	439	244
	80%	81%	84%	92%	81%	85%	88%	94%	88%	88%	92%	-	100%	90%	91%	87%	75%	90%
			BE	BCE				FGI		J	JHM	-	JHM	J	P	*	-	P
NET: More than 30 minutes	613	441	470	500	576	214	217	243	354	313	348	-	402	505	164	46	354	210
	65%	67%	71%	80%	68%	76%	81%	89%	80%	81%	86%	-	100%	83%	81%	66%	61%	77%
			BE	BCE			F	FGI	F	JM	JHM	-	JHM	-	OPQ	*	-	P
NET: More than 1 hour	456	343	357	402	440	177	179	214	287	269	292	-	402	433	137	33	256	169
	48%	52%	54%	64%	52%	63%	67%	78%	65%	69%	72%	-	100%	71%	68%	47%	44%	62%
			E	BCE				FGI			JHM	-	JHM	-	OPQ	*	-	OP
NET: More than 2 hours	309	233	246	282	301	128	138	167	210	191	211	-	282	299	94	26	167	120
	33%	35%	37%	45%	36%	46%	51%	61%	48%	49%	52%	-	70%	49%	47%	37%	29%	44%
				BCE				FGI			JHM	-	JHM	-	P	*	-	P
NET: More than 4 hours	182	138	144	161	177	92	90	117	144	121	131	-	161	175	62	19	87	80
	19%	21%	22%	26%	21%	33%	34%	43%	32%	31%	32%	-	40%	29%	31%	27%	15%	30%
				BCE				FGI		M	JHM	-	JHM	-	P	**	-	P

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A-B/C/D/E-F/G/H/I/J/K/L/M/N/O/P/Q. Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A-B/C/D/E-F/G/H/I/J/K/L/M/N/O/P/Q. Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

Public
British Naturism
UK Adults aged 16-75, online

Q3. Which of the following have you ever done? Please select all that apply. (Please don't include anything you only did as a young child)

UK adults aged 16-75, online

	Total	Gender		Age					Social grade				Region (Government office region)										Urban / Rural			
		Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland	Urban
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted base	2249	1084	1151	345	417	395	426	666	1070	651	199	329	89	252	190	198	161	209	189	304	305	108	184	60	1829	360
Weighted base	2249	1107	1128	335	414	383	414	704	600	659	482	508	89	246	184	196	163	208	188	307	308	106	192	63	1838	348
Swum without a costume	465 21%	283 26% C	181 16%	84 25% H	86 21%	86 23%	80 19%	129 18%	144 24% JL	113 17%	120 25% JL	88 17%	15 17% *	42 17%	39 21%	29 15%	22 14%	50 24% PQ	28 15%	65 21%	90 29% NPQS	20 19% *	49 26% PQS	16 25% *	373 20%	77 22%
Sunbathed without a costume to get an all-over tan	427 19%	260 23% C	163 14%	68 20% GH	112 27% GH	105 28% DGH	52 13%	90 13%	125 21% J	108 16%	102 21%	93 18%	20 23% *	33 14%	30 16%	31 16%	19 12%	32 15%	30 16%	60 19%	111 36% NOPQRSTVWX	21 20% *	31 16%	10 16% *	358 19%	59 17%
Been on a foreign naturist beach	382 17%	241 22% C	139 12%	69 21% GH	98 24% GH	88 23% GH	48 12%	79 11%	134 22% JL	97 15%	81 17%	69 14%	11 12% *	42 17%	31 17%	28 14%	16 10%	32 16%	26 14%	44 14%	98 32% MNOPQRSTVW	19 18% *	21 11%	12 20% *	317 17%	52 15%
Visited a British clothes-optional beach, resort or club	345 15%	219 20% C	124 11%	82 25% GH	103 25% GH	92 24% GH	29 7%	39 6%	126 21% JKL	90 14%	58 12%	71 14%	13 14% Q*	31 13% Q	26 14% Q	27 14% Q	9 5%	26 13% Q	22 12%	42 14% Q	97 31% MNOPQRSTW	23 22% QSW*	17 9%	12 19% Q*	294 16% Z	38 11%
None of these	1280 57%	541 49%	731 65% B	123 37%	179 43%	206 54% DE	278 67% DEF	494 70% DEF	310 52%	412 63% IK	254 53%	304 60% I	57 63% U*	151 61% U	109 59% U	127 65% UV	69% UVWX	124 60% U	114 61% U	186 61% U	111 36% U	54 51% U*	104 55% U	31 49% *	1030 56%	220 63% Y
Don't know	45 2%	23 2%	21 2%	14 4% FH	13 3% H	5 1%	8 2%	4 1%	6 1%	12 2% I	16 3% I	12 2%	3 3% *	6 2%	1 1%	10 5% OQTW	-	4 2%	7 4% QW	5 1%	7 2%	1 1% *	1 *	-	39 2%	6 2%
Prefer not to answer	41 2%	26 2%	15 1%	14 4% GH	11 3%	7 2%	3 1%	6 1%	7 1%	6 1%	18 4% U	10 2%	2 2% *	4 2%	5 2%	-	1 *	2 1%	2 1%	7 2%	7 2%	6 6% PQRS*	5 3%	1 2% *	38 2%	2 1%
NET. Done any listed activity	882 39%	517 47% C	360 32%	184 55% FGH	210 51% GH	165 43% GH	125 30%	199 28%	277 46% JL	229 35%	195 40%	182 36%	28 32% *	85 35%	69 37%	59 30%	50 31%	77 37%	65 35%	109 35%	183 60% MNOPQRSTVW	44 42% *	82 43% P	31 49% PQ*	732 40%	120 34%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z Minimum Base: 30(**) Small Base: 100(**)

ColumnMeans (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z Minimum Base: 30(**) Small Base: 100(**)

21-087515-27 - 6th - 7th July 2022

Public

British Naturism

UK Adults aged 16-75, online

Q3. Which of the following have you ever done? Please select all that apply. (Please don't include anything you only did as a young child)

UK adults aged 16-75, online

	Total	Education				Education (2)		Employment status					Income					Main Shopper		
		Total	GCSE/O	A Level or	Degree/M	No formal	Graduate	Non-graduate	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Prefer not to say	Yes, mainshopper	No, not mainshopper
			Level/ NVQ 12	equivalent	asters/PhD	qualifications														
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)		
Unweighted base	2249	461	484	1199	105	1199	1050	1051	306	129	1486	763	411	516	565	558	199	2112	137	
Weighted base	2249	542	538	1048	121	1048	1201	1013	287	129	1429	820	494	571	556	427	202	2110	139	
Swum without a costume	465 21%	82 15%	108 20%	259 25% BE	16 13% *	259 25% G	206 17%	270 27% IKL	45 16%	22 17% *	337 24% IL	128 16%	74 15%	121 21% MQ	116 21% MQ	138 32% MNOQ	17 9%	437 21%	28 20% *	
Sunbathed without a costume to get an all-over tan	427 19%	90 17%	95 18%	231 22% BE	11 9% *	231 22% G	196 16%	266 26% IKL	42 14%	17 13% *	325 23% IIL	102 12%	73 15% Q	108 19% Q	119 21% MQ	111 26% MNQ	16 8%	408 19%	19 14% *	
Been on a foreign naturist beach	382 17%	56 10%	88 16% B	223 21% BE	14 12% *	223 21% G	159 13%	230 23% IKL	44 15%	13 10% *	286 20% IIL	95 12%	60 12% Q	77 13% Q	108 20% MNQ	125 29% MNOQ	11 5%	360 17%	22 16% *	
Visited a British clothes-optional beach, resort or club	345 15%	52 10%	73 14%	203 19% BC	16 13% *	203 19% G	141 12%	233 23% IKL	38 13% L	11 8% *	281 20% IIL	63 8%	52 11% Q	69 12% Q	90 16% MQ	124 29% MNOQ	9 4%	340 16% S	5 3% *	
None of these	1280 57%	343 63% D	307 57%	557 53%	74 61% *	557 53% G	724 60% F	480 47% IKL	170 59% HK	71 55% *	720 50% H	560 68% HIJK	291 59% P	343 60% P	301 54% P	191 45% P	154 76% MNOP	1194 57%	86 62% *	
Don't know	45 2%	12 2%	12 2%	14 1%	7 6% D*	14 1%	31 3%	20 2%	5 2%	6 5% L*	31 2%	14 2%	16 3% P	11 2%	11 2%	4 1%	4 2%	39 2%	5 4% *	
Prefer not to answer	41 2%	18 3% D	7 1%	13 1%	3 3% *	13 1%	29 2%	16 2%	7 2%	5 4% *	28 2%	13 2%	12 3%	6 1%	7 1%	5 1%	11 5% NOP	37 2%	4 3% *	
NET: Done any listed activity	882 39%	169 31% B	212 39% B	464 44% BE	38 31% *	464 44% G	418 35%	497 49% IKL	106 37% L	47 36% *	650 45% IL	233 28%	174 35% Q	211 37% Q	237 43% MQ	227 53% MNOQ	33 17%	839 40%	43 31% *	

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Overlap formulae used

ColumnProportions (5%): A,B/C/D/E/F/G,H/I/J/K/L,M/N/O/P/Q,R/S Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G,H/I/J/K/L,M/N/O/P/Q,R/S Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

Public
British Naturism
UK Adults aged 16-75, online

Q3. Which of the following have you ever done? Please select all that apply. (Please don't include anything you only did as a young child)

UK adults aged 16-75, online

	Pres of children HH (17 or under)			Count of children HH (17 or under)				Marital Status				Household Size				Ethnicity					
	Total	At least one child present	No children present	1 Child	2 Children	3 Children	4 Children +	Married/Living as Married	Single	Widowed/Divorced/Separated	1	2	3	4+	White ethnic group	Minority ethnic group	Mixed / multiple ethnic groups	Asian / Asian British	Black / African / Caribbean / Black British	Other ethnic group	
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted base	2249	813	1436	379	340	73	21	1440	623	186	357	764	474	654	1977	241	48	125	59	9	
Weighted base	2249	757	1492	369	303	68	17	1386	660	202	398	768	469	614	1992	228	47	115	57	9	
Swum without a costume	465 21%	200 26% c	265 18%	85 23%	88 29%	21 31% *	6 35% **	303 22%	116 18%	46 23%	75 19%	146 19%	93 20%	150 24% L	413 21%	49 22%	15 32% *	20 17% *	15 26% *	- - **	
Sunbathed without a costume to get an all-over tan	427 19%	217 29% c	210 14%	90 24%	99 33% d	24 35% *	3 20% **	272 20%	116 18%	38 19%	68 17%	105 14%	98 21% L	156 25% KL	381 19%	44 19%	11 23% *	21 18% *	12 21% *	- - **	
Been on a foreign naturist beach	382 17%	186 25% c	195 13%	79 21%	92 31% d	13 19% *	2 14% **	249 18% j	112 17% j	20 10%	53 13%	110 14%	65 14% KLM	153 25% KLM	327 16%	53 23% o	8 17% *	27 23% *	18 32% o*	- - **	
Visited a British clothes-optional beach, resort or club	345 15%	215 28% c	129 9%	97 26%	98 32%	17 25% *	4 23% **	230 17% j	98 15% j	16 8%	32 8%	69 9%	88 19% KL	156 25% KLM	291 15%	52 23% o	7 14% *	29 25% o*	16 29% o*	- - **	
None of these	1280 57%	342 45% b	939 63% b	172 47%	132 44%	31 46% *	7 40% **	801 58%	352 53%	127 63% i	238 60% N	476 62% N	273 58% N	293 48% N	1158 58% PS	104 46% s	20 42% *	58 51% s*	17 31% *	8 91% **	
Don't know	45 2%	11 1%	34 2%	4 1%	7 2%	- - *	- - **	19 1%	24 4% H	2 1%	11 3%	10 1%	8 2%	16 3% M	35 2%	9 4% o	3 6% *	3 3% *	2 4% *	1 9% **	
Prefer not to answer	41 2%	11 1%	30 2%	6 1%	2 1%	3 5% e*	- - **	22 2%	15 2%	4 2%	7 2%	17 2%	3 1%	15 2% M	32 2%	5 2%	1 2% *	1 1% *	3 5% *	- - **	

NET: Done any listed activity	882 39%	393 52% c	489 33%	188 51%	161 53%	34 50% *	10 60% **	543 39%	270 41%	70 34%	142 36%	265 34%	185 39%	291 47% KLM	768 39%	110 48% o	23 50% *	52 45% *	34 60% o*	- - **
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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J,K/L,M/N,O/P/Q/R/S/T Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J,K/L,M/N,O,P/Q/R/S/T Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

Public

British Naturism

UK Adults aged 16-75, online

Q3. Which of the following have you ever done? Please select all that apply. (Please don't include anything you only did as a young child)

UK adults aged 16-75, online

	Total	Social Media site: Daily user					Social Media site: Hourly user (or more)					Social Media site: Daily & for more than 1 hour per day				Naturist / Nudist			
		Total	Facebook	Instagram	Tik Tok	ANY	Facebook	Instagram	Tik Tok	ANY	Facebook	Instagram	Tik Tok	ANY	Naturist	Nudist	Neither	ANY	
						FB/Insta/Ti kTok				FB/Insta/Ti kTok				FB/Insta/Ti kTok				Naturist/Nudist	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			
Unweighted base	2249	1412	1024	653	1677	445	349	294	650	642	518	433	904	254	85	1792	339		
Weighted base	2249	1395	961	624	1654	440	324	273	627	620	490	402	878	227	83	1810	309		
Swum without a costume	465 21%	322 23%	249 26% BE	191 31% BCE	371 22% 22%	130 30%	100 31%	96 35% I	173 28%	176 28%	154 31% M	140 35% JM	243 28%	111 49% P	42 50% P*	298 16%	152 49% P		
Sunbathed without a costume to get an all-over tan	427 19%	302 22%	247 26% BE	194 31% BCE	349 21%	135 31%	115 35% I	99 36% I	179 29%	182 29%	160 33% M	132 33% M	238 27%	126 55% P	35 42% P*	249 14%	160 52% P		
Been on a foreign naturist beach	382 17%	258 19%	232 24% BE	179 29% BCE	312 19%	118 27%	104 32% I	89 33% I	165 26%	149 24%	147 30% JM	120 30% JM	213 24%	107 47% P	39 47% P*	222 12%	146 47% P		
Visited a British clothes-optional beach, resort or club	345 15%	247 18%	240 25% BE	208 33% BCE	296 18%	140 32%	120 37% I	105 38% FI	184 29%	179 29%	172 35% JM	150 37% JM	236 27%	143 63% OPQ	29 36% P*	148 8%	172 56% OP		
None of these	1280 57%	756 54% CD	438 46% D	212 34%	884 53% CD	190 43% GH	106 33%	78 29%	260 41% GH	271 44% KL	166 34%	123 31%	371 42% KL	18 8%	6 7% *	1203 66% NOQ	24 8% 8%		
Don't know	45 2%	29 2%	27 3%	18 3%	36 2%	11 3%	14 4%	10 4%	20 3%	14 2%	12 2%	11 3%	18 2%	1 * 1%	1 * 1%	27 1%	2 1%		
Prefer not to answer	41 2%	20 1%	19 2%	16 3% B	29 2% B	6 1%	9 3%	8 3%	11 2%	16 3%	16 3%	12 3%	24 3%	7 3% P	2 2% *	13 1%	9 3% P		
NET: Done any listed activity	882 39%	590 42%	477 50% BE	378 61% BCE	705 43%	233 53%	195 60% FI	177 65% FI	337 54%	320 52%	296 60% JM	256 64% JM	465 53%	200 88% P	74 90% P*	566 31%	275 89% P		

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Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G/H/I,J/K/L,M,N/O/P/Q Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G/H/I,J/K/L,M,N/O/P/Q Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

Public

British Naturism

UK Adults aged 16-75, online

Q4. To what extent, if at all, do you agree or disagree that naturists are... - Summary

UK adults aged 16-75, online

	Q4. As you may know, naturists are people who engage in activities such as sunbathing and swimming without clothes. Here are some words that people have used to describe naturists. To what extent, if at all, do you agree or disagree that naturists are...			
	Criminal	Disgusting	Harmless	Sensible
	(A)	(B)	(C)	(D)
Unweighted base	2249	2249	2249	2249
Weighted base	2249	2249	2249	2249
Strongly agree	128 6%	140 6%	503 22% ABD	205 9% AB
Tend to agree	158 7%	212 9% A	871 39% ABD	315 14% AB
Neither agree nor disagree	510 23%	634 28% AC	561 25% A	1180 52% ABC
Tend to disagree	576 26% CD	559 25% CD	177 8%	331 15% C
Strongly disagree	817 36% BCD	666 30% CD	90 4%	155 7% C
Don't know	61 3% B	38 2%	48 2%	64 3% BC

NET: All agree	286 13%	352 16% A	1374 61% ABD	520 23% AB
NET: All disagree	1392 62% BCD	1225 54% CD	267 12%	485 22% C

n accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A/B/C/D Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/D Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

Public
British Naturism
UK Adults aged 16-75, online

Q4. As you may know, naturists are people who engage in activities such as sunbathing and swimming without clothes. Here are some words that people have used to describe naturists. To what extent, if at all, do you agree or disagree that naturists are... - Criminal UK adults aged 16-75, online

	Total	Gender		Age					Social grade					Region (Government office region)										Urban / Rural		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland	Urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted base	2249	1084	1151	345	417	395	426	666	1070	651	199	329	89	252	190	198	161	209	189	304	305	108	184	60	1829	360
Weighted base	2249	1107	1128	335	414	383	414	704	600	659	482	508	89	246	184	196	163	208	188	307	308	106	192	63	1838	348
Strongly agree	128 6%	84 8% c	42 4%	23 7% H	46 11% GH	37 10% GH	15 4% H	7 1% J	48 8% J	20 3% J	34 7% J	26 5% J	2 2% *	15 6% Q	13 7% Q	9 5% Q	2 2% Q	6 3% Q	5 3% Q	19 6% MNPQRSW	35 11% MNPQRSW	10 9% QRS*	8 4% Q	4 6% *	104 6% Q	21 6% Q
Tend to agree	158 7%	105 9% c	51 5%	47 14% FGH	54 13% FGH	30 8% GH	14 3% GH	13 2% GH	50 8% GH	45 7% GH	34 7% GH	29 6% GH	10 11% *	13 5% Q	12 7% Q	11 6% Q	10 6% Q	8 4% Q	14 5% NOPQRSTV	44 14% NOPQRSTV	4 4% *	16 8% Q	3 4% *	137 7% Q	18 5% Q	
Neither agree nor disagree	510 23%	225 20%	283 25% B	108 32% EFGH	94 23% EFGH	76 20% EFGH	99 24% EFGH	132 19% EFGH	122 20% EFGH	132 20% EFGH	123 25% EFGH	134 26% EFGH	20 23% *	53 22% EFGH	33 18% EFGH	54 28% EFGH	36 22% EFGH	55 26% EFGH	35 19% EFGH	68 22% EFGH	71 23% EFGH	23 22% *	42 22% EFGH	19 30% *	421 23% EFGH	70 20% EFGH
Tend to disagree	576 26%	256 23% B	317 28% B	84 25% B	116 28% B	95 25% B	116 28% B	165 24% B	145 24% B	189 29% B	121 25% B	121 24% B	21 23% *	64 26% B	57 31% B	43 22% B	36 22% B	52 25% B	64 34% B	77 25% B	72 23% B	31 29% *	48 25% B	11 18% *	468 25% B	96 28% B
Strongly disagree	817 36%	412 37%	401 36%	66 20% DE	91 22% DE	133 35% DE	163 39% DE	364 52% DEFG	225 38% DEFG	254 39% DEFG	161 33% DEFG	177 35% DEFG	34 38% *	89 36% U	63 34% U	72 37% U	71 44% U	76 37% U	72 38% U	121 39% U	81 26% U	38 36% *	75 39% U	25 39% *	661 36% U	131 38% U
Don't know	61 3%	26 2%	34 3%	7 2% I	12 3% I	12 3% I	8 2% I	22 3% I	11 2% I	19 3% I	10 2% I	21 4% I	3 4% *	12 5% I	6 3% I	7 3% I	6 4% I	7 3% I	4 2% I	8 2% I	5 2% I	- - *	2 1% I	1 2% I	47 3% I	12 4% I
NET: All agree	286 13%	189 17% c	93 8%	70 21% GH	100 24% GH	67 17% GH	29 7% H	21 3% J	98 16% JL	66 10% JL	68 14% JL	55 11% JL	12 13% *	28 11% Q	25 14% Q	20 10% Q	13 8% Q	19 9% Q	13 7% Q	33 11% MNPQRSTVWX	79 26% MNPQRSTVWX	14 13% *	24 13% Q	7 10% *	241 13% Q	38 11% Q
NET: All disagree	1392 62%	668 60%	718 64%	150 45% DE	207 50% DE	228 60% DE	278 67% DEF	529 75% DEFG	370 62% IHL	443 67% IHL	282 58% IHL	298 59% IHL	54 61% *	153 62% U	121 66% U	115 59% U	107 66% U	128 61% U	136 72% PRU	198 65% U	153 50% U	69 65% U*	123 64% U	36 57% *	1129 61% U	227 65% U

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Overlap formulae used

ColumnProportions (5%): A,B/C,D,E/F/G,H,I/J/K/L,M/N/O/P/Q/R/S/T/U/V/W,X,Y,Z Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D,E/F/G,H,I/J/K/L,M/N/O/P/Q/R/S/T/U/V/W,X,Y,Z Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

Public

British Naturism

UK Adults aged 16-75, online

Q4. As you may know, naturists are people who engage in activities such as sunbathing and swimming without clothes. Here are some words that people have used to describe naturists. To what extent, if at all, do you agree or disagree that naturists are... - Criminal UK adults aged 16-75, online

	Total	Education				Education (2)		Employment status					Income				Main Shopper		
		GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Graduate	Non-graduate	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Prefer not to say	Yes, mainshopper	No, not mainshopper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Unweighted base	2249	461	484	1199	105	1199	1050	1051	306	129	1486	763	411	516	565	558	199	2112	137
Weighted base	2249	542	538	1048	121	1048	1201	1013	287	129	1429	820	494	571	556	427	202	2110	139
Strongly agree	128 6%	39 7% C	11 2%	71 7% C	7 6% C*	71 7%	58 5%	92 9% IKL	11 4%	4 3% *	107 7% IL	21 3%	20 4%	29 5% Q	26 5% Q	51 12% MNQ	2 1%	122 6%	6 4% *
Tend to agree	158 7%	39 7%	36 7%	73 7%	10 8% *	73 7%	84 7%	95 9% L	18 6%	5 4% *	119 8% L	39 5%	29 6%	43 8%	38 7%	36 8%	12 6%	153 7%	4 3% *
Neither agree nor disagree	510 23%	129 24%	125 23%	213 20%	44 36% BCD*	213 20%	297 25% F	228 23%	81 28% L	27 21% *	337 24%	174 21%	131 27% O	126 22%	109 20%	97 23%	48 24%	482 23%	28 20% *
Tend to disagree	576 26%	132 24% E	157 29% E	270 26% E	17 14% *	270 26%	306 25%	253 25% L	74 26%	33 26% *	360 25%	216 26%	122 25%	141 25%	166 30% P	85 20%	61 30% P	539 26%	37 26% *
Strongly disagree	817 36%	183 34%	199 37%	397 38%	38 31% *	397 38%	420 35%	325 32%	94 33%	55 43% HK*	475 33%	342 42% HIK	175 35%	218 38%	210 38%	151 35%	63 31%	759 36%	58 42% *
Don't know	61 3%	20 4%	11 2%	24 2%	5 4% *	24 2%	36 3%	20 2%	8 3%	4 3% *	32 2%	29 3%	16 3%	14 3%	7 1%	8 2%	16 8% MNOP	54 3%	6 5% *

NET: All agree	286 13%	78 14% C	46 9%	144 14% C	17 14% *	144 14%	142 12%	187 18% IJKL	29 10%	10 8% *	226 16% IJKL	60 7%	50 10%	73 13% Q	64 11%	86 20% MNQ	13 7%	275 13%	10 7% *
NET: All disagree	1392 62%	315 58% E	356 66% BE	667 64% E	55 45% *	667 64%	726 60%	578 57%	168 59%	89 69% HK*	835 58%	558 68% HIK	297 60%	358 63% P	376 68% MP	236 55%	124 62%	1298 62%	95 68% *

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Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G,H/I/J/K/L,M/N/O/P/Q,R/S Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G,H/I/J/K/L,M/N/O/P/Q,R/S Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

Public

British Naturism

UK Adults aged 16-75, online

Q4. As you may know, naturists are people who engage in activities such as sunbathing and swimming without clothes. Here are some words that people have used to describe naturists. To what extent, if at all, do you agree or disagree that naturists are... - Criminal UK adults aged 16-75, online

	Total	Pres of children HH (17 or under)		Count of children HH (17 or under)				Marital Status			Household Size				Ethnicity						
		Total	At least one child present	No children present	1 Child	2 Children	3 Children	4 Children +	Married/Living as Married	Single	Widowed/Divorced/Separated	1	2	3	4+	White ethnic group	Minority ethnic group	Mixed / multiple ethnic groups	Asian / Asian British	Black / African / Caribbean / Black British	Other ethnic group
Unweighted base	2249	813	1436	379	340	73	21	1440	623	186	357	764	474	654	1977	241	48	125	59	9	
Weighted base	2249	757	1492	369	303	68	17	1386	660	202	398	768	469	614	1992	228	47	115	57	9	
Strongly agree	128 6%	90 12% C	38 3%	42 11%	43 14%	3 4%	2 *	96 7%	32 5%	1 *	12 3%	19 2%	28 6%	70 11%	113 6%	15 7%	3 6%	10 9%	* 1%	1 13%	
Tend to agree	158 7%	76 10% C	81 5%	40 11%	30 10%	4 7%	2 11%	89 6%	55 8%	13 7%	29 7%	32 4%	48 10%	48 8%	127 6%	30 13%	2 4%	14 13%	14 24%	- *	
Neither agree nor disagree	510 23%	196 26% C	315 21%	113 30%	61 20%	19 28%	3 17%	308 22%	162 24%	41 20%	74 19%	167 22%	129 27%	141 23%	438 22%	65 29%	10 22%	41 35%	11 20%	3 29%	
Tend to disagree	576 26%	172 23%	404 27%	71 19%	75 25%	19 29%	5 33%	336 24%	193 29%	47 23%	107 27%	217 28%	93 20%	159 26%	501 25%	70 31%	17 37%	32 28%	15 27%	5 57%	
Strongly disagree	817 36%	205 27% B	611 41%	95 26%	87 29%	21 31%	2 13%	527 38%	198 30%	92 46%	157 39%	318 41%	160 34%	182 30%	773 39%	38 17%	9 20%	14 12%	15 26%	- *	
Don't know	61 3%	18 2%	43 3%	7 2%	7 2%	1 2%	3 15%	31 2%	22 3%	8 4%	19 5%	16 2%	11 2%	14 2%	40 2%	10 4%	5 11%	3 3%	1 3%	- *	

NET: All agree	286 13%	166 22% C	119 8%	83 22%	73 24%	8 11%	4 22%	185 13%	87 13%	14 7%	41 10%	50 7%	76 16%	118 19%	240 12%	45 20%	5 10%	25 22%	14 24%	1 13%
NET: All disagree	1392 62%	377 50% B	1015 68%	167 45%	162 54%	40 60%	8 46%	863 62%	390 59%	140 69%	264 66%	535 70%	252 54%	342 56%	1274 64%	108 47%	27 57%	46 40%	30 53%	5 57%

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Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J,K,L/M,N,O/P/Q/R/S/T Minimum Base: 30(**) Small Base: 100(*)

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UK Adults aged 16-75, online

Q4. As you may know, naturists are people who engage in activities such as sunbathing and swimming without clothes. Here are some words that people have used to describe naturists. To what extent, if at all, do you agree or disagree that naturists are... - Criminal UK adults aged 16-75, online

	Total	Social Media site: Daily user				Social Media site: Hourly user (or more)				Social Media site: Daily & for more than 1 hour per day				Naturist / Nudist				
		Total	Facebook	Instagram	Tik Tok	ANY	Facebook	Instagram	Tik Tok	ANY	Facebook	Instagram	Tik Tok	ANY	Naturist	Nudist	Neither	ANY
						FB/Insta/T				FB/Insta/T				FB/Insta/T				Naturist/N
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)		
Unweighted base	2249	1412	1024	653	1677	445	349	294	650	642	518	433	904	254	85	1792	339	
Weighted base	2249	1395	961	624	1654	440	324	273	627	620	490	402	878	227	83	1810	309	
Strongly agree	128 6%	94 7%	88 9% BE	75 12% BCE	117 7%	50 11%	46 14% I	47 17% FI	68 11%	60 10%	63 13% JM	53 13% JM	82 9%	56 25% P	14 17% P*	49 3%	70 23% P	
Tend to agree	158 7%	94 7%	91 10% BE	80 13% BCE	116 7%	44 10%	36 11%	31 11%	64 10%	67 11%	69 14% JM	55 14% M	88 10%	51 22% P	15 18% P*	81 4%	65 21% P	
Neither agree nor disagree	510 23%	317 23%	227 24%	144 23%	378 23%	111 25%	74 23%	65 24%	155 25%	143 23%	110 22%	87 22%	202 23%	31 14%	12 15% *	417 23% NQ	43 14%	
Tend to disagree	576 26%	361 26%	262 27%	169 27%	437 26%	93 21%	91 28% F	67 25%	153 24% F	146 24%	130 27%	100 25%	225 26%	41 18%	14 17% *	497 27% NQ	54 18%	
Strongly disagree	817 36%	497 36% CDE	272 28% D	142 23%	565 34% CD	134 30% GH	71 22%	58 21%	176 28% GH	190 31% KL	107 22%	98 24%	262 30% KL	46 20%	25 30% *	729 40% NQ	71 23%	
Don't know	61 3%	31 2%	22 2%	14 2%	39 2%	8 2%	6 2%	6 2%	12 2%	14 2%	11 2%	10 2%	19 2%	2 1%	3 4% *	36 2%	5 2%	

NET: All agree	286 13%	188 13% BE	179 19% BE	155 25% BCE	233 14%	94 21%	82 25% I	78 29% FI	132 21%	127 20%	133 27% JM	108 27% JM	170 19%	106 47% P	29 35% P*	130 7%	135 44% P
NET: All disagree	1392 62%	858 62% CD	534 56% D	311 50% CD	1003 61% CD	227 51%	162 50%	125 46% H	329 52% H	336 54% K	237 48%	198 49%	488 56% KL	87 38%	38 46% *	1227 68% NOQ	125 41%

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ColumnMeans (5%): A,B/C/D/E,F/G/H/I,J/K/L,M,N/O/P/Q Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

Public
British Naturism
UK Adults aged 16-75, online

Q4. As you may know, naturists are people who engage in activities such as sunbathing and swimming without clothes. Here are some words that people have used to describe naturists. To what extent, if at all, do you agree or disagree that naturists are... - Disgusting

UK adults aged 16-75, online

	Total	Gender		Age					Social grade					Region (Government office region)										Urban / Rural		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland	Urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted base	2249	1084	1151	345	417	395	426	666	1070	651	199	329	89	252	190	198	161	209	189	304	305	108	184	60	1829	360
Weighted base	2249	1107	1128	335	414	383	414	704	600	659	482	508	89	246	184	196	163	208	188	307	308	106	192	63	1838	348
Strongly agree	140 6%	95 9% c	43 4%	30 9% GH	45 11% GH	33 9% GH	17 4% GH	15 2% GH	54 9% J	28 4%	24 5%	35 7%	2 2% *	18 7%	13 7%	12 6%	5 3%	12 6%	11 6%	11 4%	32 10% QTW	13 12% MQTW*	8 4%	4 7% *	120 7%	15 4%
Tend to agree	212 9%	111 10%	100 9%	51 15% GH	68 16% GH	41 11% GH	21 5% GH	31 4%	70 12% J	45 7%	47 10%	50 10%	14 15% QS*	20 8%	21 11%	15 8%	9 5%	14 7%	10 5%	32 10%	52 17% NPQRSWX	9 9% *	13 7%	3 5% *	178 10%	31 9%
Neither agree nor disagree	634 28%	288 26%	344 31% B	127 38% EFGH	123 30% F	85 22% GH	123 30% F	176 25% F	151 25% F	171 26% F	155 32% F	158 31% I	26 29% *	66 27% I	49 27% I	70 36% U	56 35% U	58 28% U	58 31% U	80 26% U	75 24% U	26 24% *	50 26% *	21 32% *	513 28% *	101 29% *
Tend to disagree	559 25%	250 23%	306 27% B	70 21% B	101 24% B	92 24% B	110 27% B	185 26% B	132 22% IL	190 29% IL	127 26% IL	111 22% IL	25 28% *	58 24% *	40 22% *	43 22% *	36 22% *	58 28% *	46 24% *	87 29% *	68 22% *	21 20% *	57 30% *	18 29% *	450 24% *	91 26% *
Strongly disagree	666 30%	351 32%	310 28%	53 16% DE	65 16% DE	125 33% DE	138 33% DE	285 41% DEFG	187 31% DE	213 32% DE	124 26% DE	141 28% DE	21 24% *	78 32% *	57 31% *	54 28% *	51 31% *	62 30% *	60 32% *	92 30% *	75 24% *	37 35% *	62 33% *	16 26% *	545 30% *	104 30% *
Don't know	38 2%	13 1%	24 2%	4 1% B	12 3% B	8 2% B	5 1% B	10 1% B	6 1% B	13 2% B	6 1% B	13 3% B	2 2% *	7 3% *	4 2% *	2 1% *	5 3% *	3 1% *	3 2% *	5 1% *	6 2% *	- - *	2 1% *	1 1% *	32 2% *	5 2% *

NET: All agree	352 16%	206 19% c	142 13%	81 24% GH	113 27% FGH	74 19% GH	38 9% GH	47 7% GH	124 21% JK	73 11% JK	70 15% JK	84 17% J	16 18% *	37 15% *	33 18% Q	27 14% Q	14 9% Q	26 13% Q	21 11% Q	43 14% Q	84 27% NPQRSTWX	22 21% QW*	21 11% QW*	7 12% *	298 16% *	46 13% *
NET: All disagree	1225 54%	600 54%	617 55%	124 37% DE	166 40% DE	217 57% DE	248 60% DE	470 67% DEFG	319 53% IKL	403 61% IKL	251 52% IKL	252 50% IKL	46 52% *	136 55% *	97 53% *	97 49% *	87 54% *	121 58% U	106 56% U	179 58% U	143 47% U	58 55% *	120 63% PU	35 55% *	995 54% *	195 56% *

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J/K/L,M/N/O/P/Q/R/S/T/U/V/W/X,Y/Z Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J/K/L,M/N/O/P/Q/R/S/T/U/V/W/X,Y/Z Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

Public

British Naturism

UK Adults aged 16-75, online

Q4. As you may know, naturists are people who engage in activities such as sunbathing and swimming without clothes. Here are some words that people have used to describe naturists. To what extent, if at all, do you agree or disagree that naturists are... - Disgusting UK adults aged 16-75, online

	Total	Education				Education (2)		Employment status					Income				Main Shopper		
		GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Graduate	Non-graduate	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Prefer not to say	Yes, mainshopper	No, not mainshopper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Unweighted base	2249	461	484	1199	105	1199	1050	1051	306	129	1486	763	411	516	565	558	199	2112	137
Weighted base	2249	542	538	1048	121	1048	1201	1013	287	129	1429	820	494	571	556	427	202	2110	139
Strongly agree	140 6%	39 7% C	18 3%	76 7% C	7 6% *	76 7%	64 5%	89 9% KL	15 5%	6 5% *	109 8% L	31 4%	28 6% Q	31 5% Q	28 5% Q	52 12% MNQ	1 1%	134 6%	6 4% *
Tend to agree	212 9%	39 7%	49 9%	109 10%	14 11% *	109 10%	103 9%	122 12% L	26 9%	11 8% *	159 11% L	53 6%	29 6%	52 9%	57 10% M	59 14% MNQ	14 7%	200 9%	12 8% *
Neither agree nor disagree	634 28%	155 29%	170 32% D	266 25%	43 35% D*	266 25%	369 31% F	261 26% HK	98 34% HK	38 29% *	398 28% H	237 29%	176 36% NOP	162 28%	130 23%	99 23%	66 33% OP	591 28%	43 31% *
Tend to disagree	559 25%	139 26% E	147 27% E	256 24% E	17 14% *	256 24%	303 25%	253 25% E	74 26%	35 27% *	362 25% E	197 24%	113 23%	144 25% P	159 29% P	92 22%	51 25%	533 25%	25 18% *
Strongly disagree	666 30%	158 29%	146 27%	322 31%	39 32% *	322 31%	343 29%	271 27% E	68 24%	38 29% *	377 26% HIK	289 35% HIK	136 28%	176 31%	176 32%	121 28%	56 28%	616 29%	50 36% *
Don't know	38 2%	11 2%	7 1%	18 2%	2 1% *	18 2%	20 2%	17 2%	6 2%	1 1% *	25 2%	14 2%	11 2%	5 1%	6 1%	4 1%	12 6% MNOP	35 2%	3 2% *

NET: All agree	352 16%	78 14%	68 13%	185 18% C	21 17% *	185 18% G	167 14%	211 21% IKL	41 14%	17 13% *	268 19% IL	83 10%	57 12%	84 15% Q	85 15% Q	111 26% MNQ	15 8%	335 16%	17 12% *
NET: All disagree	1225 54%	297 55%	293 54%	579 55%	56 46% *	579 55%	646 54%	524 52%	142 49%	73 57% *	739 52% HIK	486 59% HIK	250 51%	320 56%	335 60% MP	213 50%	108 53%	1149 54%	76 54% *

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ColumnMeans (5%): A,B/C/D/E,F/G,H/I/J/K/L,M/N/O/P/Q,R/S Minimum Base: 30(**) Small Base: 100(*)

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	Total	Pres of children HH (17 or under)		Count of children HH (17 or under)				Marital Status			Household Size				Ethnicity						
		Total	At least one child present	No children present	1 Child	2 Children	3 Children	4 Children +	Married/Living as Married	Single	Widowed/Divorced/Separated	1	2	3	4+	White ethnic group	Minority ethnic group	Mixed / multiple ethnic groups	Asian / Asian British	Black / African / Caribbean / Black British	Other ethnic group
Unweighted base	2249	813	1436	379	340	73	21	1440	623	186	357	764	474	654	1977	241	48	125	59	9	
Weighted base	2249	757	1492	369	303	68	17	1386	660	202	398	768	469	614	1992	228	47	115	57	9	
Strongly agree	140 6%	96 13% C	44 3%	48 13%	41 14%	5 7% *	3 15% **	92 7%	39 6%	8 4%	17 4%	23 3%	35 7% L	65 11% KL	116 6%	24 10% O	3 7% *	13 11% O*	6 10% *	2 18% **	
Tend to agree	212 9%	92 12% C	119 8%	40 11%	45 15%	4 6% *	3 18% **	124 9%	77 12% J	11 5%	35 9%	45 6%	55 12% L	77 12% L	168 8%	43 19% O	8 16% *	25 22% O*	11 19% O*	- - **	
Neither agree nor disagree	634 28%	234 31%	400 27%	131 35% E	73 24%	26 38% E*	4 26% **	377 27%	201 30%	56 28%	96 24%	221 29%	145 31%	173 28%	550 28%	76 33%	13 28% *	44 38% O*	14 25% *	4 48% **	
Tend to disagree	559 25%	152 20% B	407 27% B	61 17%	76 25% D	13 20% *	2 12% **	349 25%	162 25%	48 24%	102 26%	215 28% M	92 20%	149 24%	506 25%	46 20%	10 21% *	20 18% *	13 23% *	3 34% **	
Strongly disagree	666 30%	172 23% B	494 33% B	82 22%	66 22% D	19 29% *	4 24% **	426 31% I	166 25%	74 37% I	133 33% N	257 33% N	134 29%	142 23%	628 32% PR	33 14% R	10 21% *	10 9% *	13 23% R*	- - **	
Don't know	38 2%	10 1%	28 2%	7 2%	2 1%	- 5% *	1 24% **	19 1%	15 2%	5 2%	15 4% LN	8 1%	8 2%	8 1%	24 1%	5 2%	3 7% O*	2 2% *	- - *	- - **	

NET: All agree	352 16%	189 25% C	163 11%	88 24%	86 28% F	9 14% *	5 33% **	216 16%	117 18% J	19 9%	52 13%	69 9% KL	89 19% KL	142 23% KL	284 14%	67 29% O	11 23% *	38 33% O*	16 29% O*	2 18% **
NET: All disagree	1225 54%	324 43% B	901 60% B	144 39%	141 47% D	33 48% *	6 36% **	775 56% I	328 50%	122 60% I	235 59% MN	472 61% MN	226 48%	292 48%	1134 57% PR	79 35% R	20 42% *	30 26% *	26 47% R*	3 34% **

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ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J,K,L/M,N,O/P/Q/R/S/T Minimum Base: 30(**) Small Base: 100(*)

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	Total	Social Media site: Daily user				Social Media site: Hourly user (or more)				Social Media site: Daily & for more than 1 hour per day				Naturist / Nudist				
		Total	Facebook	Instagram	Tik Tok	ANY	Facebook	Instagram	Tik Tok	ANY	Facebook	Instagram	Tik Tok	ANY	Naturist	Nudist	Neither	ANY
						FB/Insta/T				FB/Insta/T				FB/Insta/T				Naturist/N
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)		
Unweighted base	2249	1412	1024	653	1677	445	349	294	650	642	518	433	904	254	85	1792	339	
Weighted base	2249	1395	961	624	1654	440	324	273	627	620	490	402	878	227	83	1810	309	
Strongly agree	140 6%	97 7%	88 9%	74 12%	116 7%	48 11%	45 14%	40 15%	66 10%	53 9%	56 11%	45 11%	75 9%	48 21%	11 13%	69 4%	59 19%	
			BE	BCE			I	I			JM	M		P	P*		P	
Tend to agree	212 9%	133 10%	115 12%	94 15%	161 10%	59 13%	54 17%	40 15%	87 14%	83 13%	79 16%	72 18%	119 14%	52 23%	17 21%	129 7%	69 22%	
			BE	BCE							M	JM		P	P*		P	
Neither agree nor disagree	634 28%	385 28%	273 28%	186 30%	468 28%	116 26%	82 25%	81 30%	175 28%	157 25%	131 27%	116 29%	239 27%	38 17%	20 24%	531 29%	59 19%	
															*	NQ		
Tend to disagree	559 25%	341 24%	239 25%	140 22%	409 25%	83 19%	76 23%	52 19%	131 21%	158 25%	125 26%	84 21%	224 26%	43 19%	9 11%	483 27%	52 17%	
										L	L		L		*	NOQ		
Strongly disagree	666 30%	420 30%	234 24%	124 20%	478 29%	129 29%	66 20%	58 21%	160 26%	164 26%	96 20%	82 20%	215 24%	42 19%	26 31%	577 32%	68 22%	
		CDE	D		CD	GHI			GH	KL			KL		*	NQ	N	
Don't know	38 2%	19 1%	12 1%	7 1%	23 1%	7 2%	2 1%	2 1%	8 1%	5 1%	3 1%	3 1%	7 1%	2 1%	-	20 1%	2 1%	
															-			

NET: All agree	352 16%	231 17%	203 21%	168 27%	276 17%	107 24%	99 30%	80 29%	152 24%	136 22%	135 28%	117 29%	194 22%	100 44%	28 34%	198 11%	128 41%
			BE	BCE			FI	I			JM	JM		P	P*		P
NET: All disagree	1225 54%	761 55%	473 49%	264 42%	886 54%	211 48%	141 44%	109 40%	291 46%	321 52%	221 45%	166 41%	439 50%	86 38%	35 42%	1061 59%	120 39%
		CD	D		CD	H			H	KL			KL		*	NOQ	

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Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G/H/I,J/K/L,M,N/O/P/Q Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G/H/I,J/K/L,M,N/O/P/Q Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

Public
British Naturism
UK Adults aged 16-75, online

Q4. As you may know, naturists are people who engage in activities such as sunbathing and swimming without clothes. Here are some words that people have used to describe naturists. To what extent, if at all, do you agree or disagree that naturists are... - Harmless UK adults aged 16-75, online

	Total	Gender			Age				Social grade				Region (Government office region)										Urban / Rural			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North East	North West	Yorkshire and Humber	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland	Urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted base	2249	1084	1151	345	417	395	426	666	1070	651	199	329	89	252	190	198	161	209	189	304	305	108	184	60	1829	360
Weighted base	2249	1107	1128	335	414	383	414	704	600	659	482	508	89	246	184	196	163	208	188	307	308	106	192	63	1838	348
Strongly agree	503 22%	298 27% C	204 18%	59 18%	86 21%	101 26% D	94 23%	164 23%	160 27% JL	144 22%	101 21%	98 19%	20 22% *	60 24%	32 17%	40 20%	40 24%	46 22%	41 22%	64 21%	82 27% O	27 26% *	43 22%	10 16% *	415 23%	77 22%
Tend to agree	871 39%	408 37%	459 41%	116 35%	130 32%	139 36%	165 40% E	320 46% DEF	230 38%	274 42%	177 37%	189 37%	33 37% *	97 39%	66 36%	75 38%	52 32%	74 36%	82 44%	136 44% QU	103 34%	40 37% *	89 46% QU	23 37% *	700 38%	147 42%
Neither agree nor disagree	561 25%	245 22%	314 28% B	108 32% H	108 26% H	95 25%	116 28% H	134 19%	126 21%	156 24%	134 28% I	144 28% I	26 29% *	57 23%	33 18%	52 27%	50 31% OT	59 28% O	48 26%	61 20%	75 24%	28 26% *	46 24%	25 40% NOTUW*	458 25%	78 22%
Tend to disagree	177 8%	87 8%	86 8%	27 8%	53 13% FGH	24 6%	21 5%	51 7%	49 8%	43 6%	39 8%	46 9%	2 2% *	16 6%	36 20% MNPQRSTU VWX	16 8%	7 5%	20 10%	10 5%	27 9%	23 8%	8 8% *	8 4%	2 3% *	149 8%	26 8%
Strongly disagree	90 4%	48 4%	39 3%	24 7% GH	23 6% H	18 5% H	10 2%	15 2%	25 4%	25 4%	22 4%	18 4%	6 6% *	10 4%	10 6%	7 4%	8 5%	4 2%	3 2%	11 4%	20 6% RS	3 3% *	5 2%	2 3% *	78 4%	10 3%
Don't know	48 2%	21 2%	25 2%	2 1%	13 3% D	6 2%	8 2%	19 3% D	9 1%	17 3%	9 2%	12 2%	3 3% *	7 3%	6 3%	5 3%	5 3%	4 2%	4 2%	7 2%	4 1%	- -	1 1%	1 1% *	38 2%	9 3%

NET: All agree	1374 61%	705 64% C	663 59%	175 52%	216 52%	240 63% DE	259 63% DE	484 69% DE	391 65% L	418 63% L	278 58%	288 57%	53 59% *	156 64%	98 53%	115 59%	92 56%	120 58%	123 65% O	200 65% O	185 60%	67 63% *	132 69% OQ	34 53% *	1116 61%	225 65%
NET: All disagree	267 12%	136 12%	126 11%	51 15% GH	76 18% FGH	42 11%	31 8%	66 9%	74 12%	68 10%	60 13%	64 13%	8 9% *	26 10%	47 25% MNPQRSTU VWX	24 12%	16 10%	24 12%	13 7%	39 13%	43 14% SW	12 11% *	13 7%	4 6% *	227 12%	36 10%

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G,H,I/J,K,L,M,N/O/P/Q/R/S/T/U/V/W/X/Y/Z Minimum Base: 30(**) Small Base: 100(**)

ColumnMeans (5%): A,B/C,D/E/F/G,H,I/J,K,L,M,N/O/P/Q/R/S/T/U/V/W/X,Y,Z Minimum Base: 30(**) Small Base: 100(**)

21-087515-27 - 6th - 7th July 2022

Public

British Naturism

UK Adults aged 16-75, online

Q4. As you may know, naturists are people who engage in activities such as sunbathing and swimming without clothes. Here are some words that people have used to describe naturists. To what extent, if at all, do you agree or disagree that naturists are... - Harmless

UK adults aged 16-75, online

	Total	Education				Education (2)		Employment status					Income					Main Shopper	
		GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Graduate	Non-graduate	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Prefer not to say	Yes, mainshopper	No, not mainshopper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Unweighted base	2249	461	484	1199	105	1199	1050	1051	306	129	1486	763	411	516	565	558	199	2112	137
Weighted base	2249	542	538	1048	121	1048	1201	1013	287	129	1429	820	494	571	556	427	202	2110	139
Strongly agree	503 22%	111 20%	98 18%	263 25% C	31 25% *	263 25% G	240 20%	262 26% IJKL	55 19%	18 14% *	334 23% J	169 21%	88 18%	125 22% Q	134 24% MQ	128 30% MNQ	27 14%	472 22%	31 22% *
Tend to agree	871 39%	208 38%	219 41%	404 39%	41 34% *	404 39%	467 39%	371 37%	113 39%	50 39% *	534 37%	337 41%	187 38%	220 38%	223 40%	167 39%	75 37%	819 39%	52 37% *
Neither agree nor disagree	561 25%	141 26%	140 26%	239 23%	41 34% D*	239 23%	322 27%	236 23%	76 26%	36 28% *	348 24%	213 26%	144 29% P	150 26% P	132 24% P	74 17%	61 30% P	523 25%	38 27% *
Tend to disagree	177 8%	46 9%	43 8%	84 8%	3 3% *	84 8%	93 8%	82 8%	22 8%	14 11% *	119 8%	58 7%	39 8%	40 7%	44 8%	36 8%	18 9%	166 8%	10 8% *
Strongly disagree	90 4%	25 5%	24 5%	39 4%	2 1% *	39 4%	51 4%	40 4%	16 6%	6 5% *	63 4%	27 3%	23 5%	23 4%	17 3%	19 4%	8 4%	83 4%	6 5% *
Don't know	48 2%	12 2%	13 3%	19 2%	3 3% *	19 2%	29 2%	22 2%	5 2%	5 4% *	32 2%	16 2%	12 3%	13 2%	6 1%	4 1%	12 6% NOP	46 2%	1 1% *

NET: All agree	1374 61%	319 59%	317 59%	667 64%	72 59% *	667 64% G	707 59%	633 62%	168 58%	68 52% *	868 61%	506 62%	275 56%	345 60% Q	357 64% MQ	295 69% MNQ	102 51%	1291 61%	83 60% *
NET: All disagree	267 12%	71 13% E	68 13% E	123 12% E	5 4% *	123 12%	144 12%	123 12%	38 13%	21 16% *	182 13%	85 10%	63 13%	63 11%	60 11%	54 13%	26 13%	250 12%	17 12% *

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Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G,H/I/J/K/L,M/N/O/P/Q,R/S Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G,H/I/J/K/L,M/N/O/P/Q,R/S Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

Public

British Naturism

UK Adults aged 16-75, online

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	Total	Pres of children HH (17 or under)		Count of children HH (17 or under)				Marital Status			Household Size				Ethnicity						
		Total	At least one child present	No children present	1 Child	2 Children	3 Children	4 Children +	Married/Living as Married	Single	Widowed/Divorced/Separated	1	2	3	4+	White ethnic group	Minority ethnic group	Mixed / multiple ethnic groups	Asian / Asian British	Black / African / Caribbean / Black British	Other ethnic group
Unweighted base	2249	813	1436	379	340	73	21	1440	623	186	357	764	474	654	1977	241	48	125	59	9	
Weighted base	2249	757	1492	369	303	68	17	1386	660	202	398	768	469	614	1992	228	47	115	57	9	
Strongly agree	503 22%	178 24%	325 22%	77 21%	84 28%	12 18%	4 26%	338 24%	122 18%	43 21%	84 21%	170 22%	107 23%	142 23%	464 23%	36 16%	15 31%	7 6%	15 26%	- -	
Tend to agree	871 39%	256 34%	615 41%	128 35%	102 34%	22 32%	4 21%	551 40%	235 36%	84 42%	151 38%	319 42%	171 36%	229 37%	791 40%	74 32%	13 27%	45 39%	15 26%	1 16%	
Neither agree nor disagree	561 25%	203 27%	358 24%	112 30%	62 20%	25 36%	4 24%	314 23%	196 30%	51 25%	97 24%	190 25%	129 27%	145 24%	489 25%	64 28%	15 31%	34 29%	13 23%	2 27%	
Tend to disagree	177 8%	69 9%	108 7%	32 9%	31 10%	4 5%	2 14%	115 8%	56 8%	6 3%	31 8%	53 7%	38 8%	55 9%	143 7%	29 13%	3 6%	14 12%	11 19%	2 17%	
Strongly disagree	90 4%	42 6%	48 3%	14 4%	22 7%	4 6%	2 11%	44 3%	34 5%	12 6%	17 4%	23 3%	15 3%	34 6%	70 4%	18 8%	- -	11 10%	3 6%	3 40%	
Don't know	48 2%	9 1%	39 3%	6 2%	1 *	1 2%	1 5%	24 2%	18 3%	6 3%	18 5%	13 2%	8 2%	8 1%	34 2%	6 3%	2 5%	4 3%	- -	- -	

NET: All agree	1374 61%	434 57%	940 63%	206 56%	187 62%	34 50%	8 47%	889 64%	357 54%	128 63%	236 59%	489 64%	278 59%	371 60%	1255 63%	110 48%	27 58%	52 45%	29 51%	1 16%
NET: All disagree	267 12%	111 15%	156 10%	46 12%	53 18%	8 11%	4 24%	159 11%	90 14%	18 9%	47 12%	76 10%	54 11%	89 15%	214 11%	47 21%	3 6%	25 22%	14 25%	5 57%

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ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J,K,L/M,N,O/P/Q/R/S/T Minimum Base: 30(**) Small Base: 100(*)

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	Total	Social Media site: Daily user				Social Media site: Hourly user (or more)				Social Media site: Daily & for more than 1 hour per day				Naturist / Nudist				
		Total	Facebook	Instagram	Tik Tok	ANY	Facebook	Instagram	Tik Tok	ANY	Facebook	Instagram	Tik Tok	ANY	Naturist	Nudist	Neither	ANY
						FB/Insta/T				FB/Insta/T				FB/Insta/T				Naturist/N
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)		
Unweighted base	2249	1412	1024	653	1677	445	349	294	650	642	518	433	904	254	85	1792	339	
Weighted base	2249	1395	961	624	1654	440	324	273	627	620	490	402	878	227	83	1810	309	
Strongly agree	503 22%	323 23%	215 22%	150 24%	373 23%	131 30%	80 25%	69 25%	157 25%	150 24%	104 21%	93 23%	188 21%	92 41%	30 37%	361 20%	123 40%	
Tend to agree	871 39%	554 40%	354 37%	188 30%	637 39%	140 32%	101 31%	77 28%	208 33%	212 34%	178 36%	118 29%	311 35%	56 25%	24 30%	764 42%	80 26%	
Neither agree nor disagree	561 25%	346 25%	240 25%	160 26%	417 25%	109 25%	79 24%	67 24%	161 26%	160 26%	115 24%	102 25%	227 26%	40 18%	13 16%	461 25%	53 17%	
Tend to disagree	177 8%	100 7%	85 9%	70 11%	130 8%	34 8%	37 12%	30 11%	58 9%	58 9%	53 11%	45 11%	91 10%	20 9%	9 10%	129 7%	29 9%	
Strongly disagree	90 4%	52 4%	51 5%	47 7%	70 4%	21 5%	24 8%	28 10%	37 6%	31 5%	34 7%	38 9%	50 6%	17 7%	6 7%	63 3%	23 7%	
Don't know	48 2%	21 2%	18 2%	10 2%	27 2%	4 1%	3 1%	2 1%	6 1%	10 2%	6 1%	5 1%	11 1%	1 1%	* *	31 2%	2 1%	

NET: All agree	1374 61%	876 63%	568 59%	338 54%	1010 61%	272 62%	181 56%	146 53%	365 58%	363 58%	282 58%	211 52%	499 57%	148 65%	55 66%	1125 62%	203 66%
NET: All disagree	267 12%	152 11%	136 14%	117 19%	199 12%	56 13%	62 19%	58 21%	95 15%	88 14%	87 18%	83 21%	141 16%	37 17%	15 18%	192 11%	52 17%

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	Total	Gender			Age					Social grade					Region (Government office region)										Urban / Rural	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland	Urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted base	2249	1084	1151	345	417	395	426	666	1070	651	199	329	89	252	190	198	161	209	189	304	305	108	184	60	1829	360
Weighted base	2249	1107	1128	335	414	383	414	704	600	659	482	508	89	246	184	196	163	208	188	307	308	106	192	63	1838	348
Strongly agree	205 9%	130 12% C	76 7%	37 11% GH	49 12% GH	60 16% GH	26 6%	33 5%	79 13% JKL	44 7%	37 8%	45 9%	7 8% *	19 8%	14 8%	14 7%	9 5%	23 11%	11 6%	34 11% NOPQSWX	50 16% *	11 11% *	12 6%	1 2% *	170 9%	35 10%
Tend to agree	315 14%	189 17% C	119 11%	65 19% GH	79 19% GH	56 15% G	34 8%	81 11%	86 14%	76 11%	62 13%	91 18% J	8 9% *	41 17% R	27 15%	25 13%	17 11%	19 9%	23 12%	37 12% MOPRST	67 22% *	19 18% R*	27 14%	5 9% *	278 15% z	31 9%
Neither agree nor disagree	1180 52%	539 49%	639 57% B	142 42%	171 41%	168 44%	256 62% DEF	443 63% DEF	285 47%	364 55% IL	286 59% IL	245 48%	48 54% *	127 52% OU	73 39%	109 55% OU	94 58% OU	114 55% OU	118 63% NOU	166 54% OU	124 40%	52 50% *	109 57% OU	45 72% NOTUV*	947 52%	187 54%
Tend to disagree	331 15%	148 13%	180 16%	57 17%	63 15%	65 17%	59 14%	87 12%	88 15%	102 16%	56 12%	84 17%	20 22% UV*	33 13%	38 21% UV	31 16%	24 15%	34 16%	26 14%	43 14%	36 12%	8 8% *	30 16%	9 13% *	257 14%	65 19%
Strongly disagree	155 7%	76 7%	77 7%	32 10% H	36 9% H	24 6%	27 6%	35 5%	47 8%	51 8%	28 6%	29 6%	5 5% *	15 6%	29 16% MNPQRSTUWX	14 7%	12 8%	9 4%	5 3%	20 6%	23 7%	11 10% S*	9 5%	2 3% *	132 7%	20 6%
Don't know	64 3%	26 2%	37 3%	3 1%	16 4% D	10 3%	12 3%	24 3% D	15 2%	22 3%	13 3%	14 3%	2 2% *	10 4%	3 2%	3 2%	6 4%	9 5%	5 3%	7 2%	9 3%	4 4% *	4 2%	1 1% *	53 3%	10 3%

NET: All agree	520 23%	318 29% C	195 17%	102 30% GH	129 31% GH	116 30% GH	60 15%	114 16%	165 28% JK	120 18%	99 21%	136 27% J	15 17% *	60 24% X	41 22%	39 20%	26 16%	42 20%	34 18%	70 23%	116 38% MNPQRSTUWX	31 29% QX*	39 20%	7 11% *	448 24%	66 19%
NET: All disagree	485 22%	224 20%	257 23%	89 27% H	99 24% H	89 23% H	86 21%	123 17%	135 22%	153 23%	84 17%	113 22%	24 27% *	48 20%	67 37% NQRSTUUVWX	45 23%	36 22%	43 21%	31 16%	63 21%	58 19%	19 18% *	39 21%	11 17% *	390 21%	85 24%

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Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E/F/G,H,I/J,K,L,M,N/O/P/Q,R/S/T/U/V/W,X,Y,Z Minimum Base: 30(**) Small Base: 100(**)

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Q4. As you may know, naturists are people who engage in activities such as sunbathing and swimming without clothes. Here are some words that people have used to describe naturists. To what extent, if at all, do you agree or disagree that naturists are... - Sensible UK adults aged 16-75, online

	Total	Education				Education (2)		Employment status					Income				Main Shopper		
		GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Graduate	Non-graduate	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Prefer not to say	Yes, mainshopper	No, not mainshopper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Unweighted base	2249	461	484	1199	105	1199	1050	1051	306	129	1486	763	411	516	565	558	199	2112	137
Weighted base	2249	542	538	1048	121	1048	1201	1013	287	129	1429	820	494	571	556	427	202	2110	139
Strongly agree	205 9%	36 7%	36 7%	120 11% BC	14 11% *	120 11% G	86 7%	137 14% IJKL	16 6%	5 4% *	158 11% IJKL	48 6%	27 5%	40 7%	44 8%	84 20% MNQ	10 5%	192 9%	13 9% *
Tend to agree	315 14%	71 13%	78 15%	147 14%	19 15% *	147 14%	167 14%	155 15%	36 13%	12 10% *	204 14%	111 14%	72 15% Q	74 13%	92 17% Q	61 14% Q	15 7%	294 14%	20 15% *
Neither agree nor disagree	1180 52%	313 58% D	291 54%	515 49%	62 51% *	515 49%	665 55% F	485 48%	154 54%	66 52% *	705 49%	474 58% HK	277 56% P	312 55% P	293 53% P	180 42%	118 59% P	1109 53%	71 51% *
Tend to disagree	331 15%	74 14%	74 14%	163 16%	19 16% *	163 16%	167 14%	142 14%	51 18%	27 21% *	219 15%	111 14%	62 12%	87 15%	88 16%	60 14%	35 17%	309 15%	21 15% *
Strongly disagree	155 7%	32 6%	47 9%	71 7%	5 4% *	71 7%	83 7%	70 7%	20 7%	13 10% *	104 7%	51 6%	39 8%	40 7%	32 6%	34 8%	9 5%	143 7%	12 8% *
Don't know	64 3%	17 3%	12 2%	32 3%	3 3% *	32 3%	32 3%	24 2%	10 3%	5 4% *	38 3%	25 3%	18 4% O	18 3% O	6 1%	8 2%	15 7% NOP	61 3%	3 2% *

NET: All agree	520 23%	106 20%	115 21%	267 25% B	32 27% *	267 25% G	253 21%	292 29% IJKL	52 18%	17 13% *	362 25% IJKL	158 19%	99 20% Q	114 20% Q	136 25% Q	146 34% MNQ	25 13%	487 23%	33 24% *
NET: All disagree	485 22%	106 20%	121 22%	235 22%	24 19% *	235 22%	251 21%	212 21%	71 25%	41 31% HKL*	323 23% H	162 20%	101 20%	127 22%	120 22%	94 22%	44 22%	452 21%	33 23% *

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Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G,H/I/J/K/L,M/N/O/P/Q,R/S Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G,H/I/J/K/L,M/N/O/P/Q,R/S Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

Public

British Naturism

UK Adults aged 16-75, online

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	Total	Pres of children HH (17 or under)		Count of children HH (17 or under)				Marital Status			Household Size				Ethnicity						
		Total	At least one child present	No children present	1 Child	2 Children	3 Children	4 Children +	Married/Living as Married	Single	Widowed/Divorced/Separated	1	2	3	4+	White ethnic group	Minority ethnic group	Mixed / multiple ethnic groups	Asian / Asian British	Black / African / Caribbean / Black British	Other ethnic group
Unweighted base	2249	813	1436	379	340	73	21	1440	623	186	357	764	474	654	1977	241	48	125	59	9	
Weighted base	2249	757	1492	369	303	68	17	1386	660	202	398	768	469	614	1992	228	47	115	57	9	
Strongly agree	205 9%	122 16% C	83 6%	48 13%	61 20% D	10 14% *	3 19% **	154 11% II	41 6%	10 5%	19 5%	45 6%	39 8%	102 17% KLM	179 9%	23 10%	7 15% *	11 9% *	6 10% *	- -	
Tend to agree	315 14%	136 18% C	179 12%	78 21%	47 16%	10 14% *	1 6% **	196 14% J	103 16% J	16 8%	49 12%	92 12%	75 16%	98 16%	272 14%	42 18%	5 11% *	23 20% *	13 23% *	- -	
Neither agree nor disagree	1180 52%	304 40%	876 59% B	158 43%	112 37%	30 44% *	4 22% **	706 51% J	335 51% J	139 68% HI	236 59% N	452 59% MN	244 52% N	248 40%	1077 54% PRS	93 41%	24 51% *	45 39% *	22 39% *	2 22% **	
Tend to disagree	331 15%	112 15%	219 15%	48 13%	44 15%	15 22% *	4 26% **	203 15% J	110 17% J	18 9%	49 12%	111 14%	74 16%	97 16%	291 15%	32 14%	4 9% *	17 15% *	7 13% *	3 34% **	
Strongly disagree	155 7%	69 9% C	86 6%	29 8%	32 11%	4 5% *	4 23% **	92 7% J	51 8%	12 6%	23 6%	50 7%	26 6%	56 9%	121 6% O	33 14% O	4 8% *	17 15% O*	8 14% O*	4 44% **	
Don't know	64 3%	14 2%	50 3%	8 2%	5 2%	- 2% *	1 5% **	36 3% J	21 3%	7 4%	22 5% LMN	18 2%	11 2%	13 2%	52 3%	5 2%	2 5% *	1 1% *	1 2% *	- -	

NET: All agree	520 23%	258 34% C	262 18%	126 34%	108 36%	20 29% *	4 25% **	349 25% J	144 22% J	27 13%	69 17% K	137 18% KL	114 24% KLM	200 33% KLM	451 23%	65 29%	12 26% *	34 29% *	19 33% *	- -
NET: All disagree	485 22%	181 24%	304 20%	77 21%	77 25%	19 28% *	8 49% **	295 21% J	160 24% J	30 15%	72 18% K	161 21% K	100 25% K	153 25% K	412 21%	65 28% O	8 17% *	34 30% O*	15 27% *	7 78% **

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Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J,K,L/M,N,O/P/Q/R/S/T Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

Public

British Naturism

UK Adults aged 16-75, online

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	Total	Social Media site: Daily user				Social Media site: Hourly user (or more)				Social Media site: Daily & for more than 1 hour per day				Naturist / Nudist				
		Total	Facebook	Instagram	Tik Tok	ANY	Facebook	Instagram	Tik Tok	ANY	Facebook	Instagram	Tik Tok	ANY	Naturist	Nudist	Neither	ANY
						FB/Insta/T				FB/Insta/T				FB/Insta/T				Naturist/N
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)		
Unweighted base	2249	1412	1024	653	1677	445	349	294	650	642	518	433	904	254	85	1792	339	
Weighted base	2249	1395	961	624	1654	440	324	273	627	620	490	402	878	227	83	1810	309	
Strongly agree	205 9%	145 10%	120 13% BE	95 15% BCE	167 10%	82 19%	52 16%	58 21% GI	95 15%	89 14%	79 16% M	61 15%	114 13%	72 32% P	23 27% P*	90 5%	95 31% P	
Tend to agree	315 14%	215 15%	165 17% E	110 18%	251 15%	81 18%	65 20%	46 17%	108 17%	125 20% M	95 19%	73 18%	159 18%	66 29% P	27 33% P*	202 11%	93 30% P	
Neither agree nor disagree	1180 52%	709 51% CD	433 45% D	243 39%	830 50% CD	189 43% H	125 39%	94 34%	270 43% GH	267 43% L	195 40% L	141 35%	386 44% KL	48 21%	19 23% *	1058 58% NQ	67 22%	
Tend to disagree	331 15%	212 15%	142 15%	101 16%	259 16%	46 10%	49 15% F	41 15% F	89 14% F	87 14%	68 14%	74 19% JK	138 16% JK	22 10%	6 7% *	291 16% NQ	27 9%	
Strongly disagree	155 7%	82 6%	80 8% BE	66 10% BCE	107 6%	39 9%	29 9%	32 12%	59 9%	40 7%	45 9% J	47 12% JM	68 8%	16 7%	8 10% *	125 7%	24 8%	
Don't know	64 3%	32 2%	21 2%	11 2%	39 2%	4 1%	4 1%	1 1%	7 1%	12 2%	8 2%	5 1%	13 2%	3 1%	- *	43 2%	3 1%	

NET: All agree	520 23%	360 26%	286 30% BE	205 33% BE	418 25%	163 37% I	117 36%	105 38% I	203 32%	214 34% M	174 36% M	135 33%	273 31%	138 61% P	50 60% P*	292 16%	187 61% P
NET: All disagree	485 22%	294 21%	222 23%	167 27% BCE	366 22% B	85 19%	78 24% F	73 27% F	147 23% F	128 21%	113 23%	121 30% JKM	206 23% J	38 17%	14 17% *	416 23% Q	51 17%

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ColumnMeans (5%): A,B/C/D/E,F/G/H/I,J/K/L,M,N/O/P/Q Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

Public
British Naturism
UK Adults aged 16-75, online

Q5. If you were walking along the coast on a hot day, and you came across a group of naked people sunbathing or swimming or playing sport, which of the following might you do? Please select all that apply.

UK adults aged 16-75, online

	Total	Gender		Age					Social grade				Region (Government office region)											Urban / Rural		
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	AB (I)	C1 (J)	C2 (K)	DE (L)	North East (M)	North West (N)	Yorkshire and Humberside (O)	West Midlands (P)	East Midlands (Q)	East of England (R)	South West (S)	South East (T)	Greater London (U)	Wales (V)	Scotland (W)	Northern Ireland (X)	Urban (Y)	Rural (Z)
Unweighted base	2249	1084	1151	345	417	395	426	666	1070	651	199	329	89	252	190	198	161	209	189	304	305	108	184	60	1829	360
Weighted base	2249	1107	1128	335	414	383	414	704	600	659	482	508	89	246	184	196	163	208	188	307	308	106	192	63	1838	348
Ignore them and keep walking	1586 71%	722 65%	855 76% B	192 57%	246 60%	251 65%	325 78% DEF	572 81% DEF	422 70%	479 73%	344 71%	341 67%	65 73% *	166 67%	116 63%	129 66%	120 74% U	142 68%	150 80% NOPRU	232 76% OPU	188 61%	91 86% NOPQRUX*	145 76% OU	41 65% *	1267 69%	277 80% Y
Be alarmed and keep well away from them	310 14%	167 15%	142 13%	86 26% FGH	93 22% GH	65 17% GH	29 7% I	37 5% J	92 15% J	73 11%	63 13%	81 16% J	6 7% *	22 9%	35 19% MNS	28 14%	20 12%	24 12%	16 8%	42 14%	74 24% MNPQRSTVW	11 10% *	24 13%	7 10% *	263 14%	41 12%
Stop for a while but stay clothed	282 13%	193 17% C	89 8%	56 17% GH	67 16% GH	62 16% GH	32 8% I	64 9% J	89 15% J	68 10%	64 13%	60 12%	12 14% S*	33 13% S	29 16% SV	26 13% S	18 11%	25 12% S	10 5%	35 11%	51 16% SV	6 6% *	25 13% S	11 17% SV*	230 13%	41 12%
Go naked yourself	186 8%	138 12% C	48 4%	50 15% GH	41 10% GH	47 12% GH	19 4% I	30 4% I	55 9% J	43 7% J	41 8% J	47 9% J	14 16% OPQSW*	25 10% QW	10 5% QW	12 6% QW	3 2% QW	15 7% QW	9 5% QW	30 10% QW	48 16% OPQSW	9 9% Q*	6 3% Q*	5 7% *	163 9%	19 5%
Call the police because you were frightened or distressed	154 7%	101 9% C	50 4%	43 13% GH	47 11% GH	45 12% GH	14 3% H	5 1% I	64 11% JL	24 4% J	32 7% J	34 7% J	3 3% *	20 8% QRS	13 7% Q	15 8% QS	3 2% QS	7 3% QS	4 2% QS	21 7% Q	54 18% MNOPQRSTVWX	5 5% *	8 4% *	1 2% *	131 7% 7%	22 6%
None of these	166 7%	84 8%	81 7%	20 6% D	27 6% D	41 11% D	28 7% D	50 7% D	40 7% D	53 8% D	28 6% D	45 9% D	9 10% *	18 7% D	17 9% D	17 9% D	14 8% D	14 7% D	7 4% D	16 5% D	26 8% D	5 5% *	13 7% D	11 17% NRSTVW*	134 7% 7%	21 6%
Don't know	73 3%	38 3%	35 3%	8 2% I	15 4% I	17 4% I	18 4% I	15 2% I	11 2% I	26 4% I	16 3% I	21 4% I	1 1% *	9 4% O	1 3% *	13 7% OTUV	7 4% O	13 6% OT	11 6% OT	5 2% OT	7 2% OT	1 1% *	5 2% *	2 3% *	59 3% 3%	12 3%
Prefer not to answer	28 1%	15 1%	11 1%	8 2% FGH	12 3% FGH	2 1% FGH	2 1% FGH	5 1% FGH	5 1% FGH	7 1% FGH	7 2% FGH	9 2% FGH	- *	3 1% FGH	5 3% FGH	2 1% FGH	1 1% FGH	1 1% FGH	1 1% FGH	7 2% FGH	5 2% FGH	2 2% FGH	1 1% FGH	1 2% FGH	27 1% 2	- -

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21-087515-27 - 6th - 7th July 2022

Public

British Naturism

UK Adults aged 16-75, online

Q5. If you were walking along the coast on a hot day, and you came across a group of naked people sunbathing or swimming or playing sport, which of the following might you do? Please select all that apply.

UK adults aged 16-75, online

	Total	Education				Education (2)		Employment status					Income					Main Shopper	
		GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PHD	No formal qualifications	Graduate	Non-graduate	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	UP TO £19,999	£20,000-£34,999	£35,000-£54,999	£55,000+	Prefer not to say	Yes, mainshop per	No, not mainshop per
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Unweighted base	2249	461	484	1199	105	1199	1050	1051	306	129	1486	763	411	516	565	558	199	2112	137
Weighted base	2249	542	538	1048	121	1048	1201	1013	287	129	1429	820	494	571	556	427	202	2110	139
Ignore them and keep walking	1586 71%	377 70%	379 70%	767 73%	63 52%	767 73%	819 68%	660 65%	213 74%	91 70%	963 67%	622 76%	330 67%	401 70%	409 74%	296 69%	150 74%	1479 70%	107 77%
Be alarmed and keep well away from them	310 14%	73 13%	66 12%	159 15%	12 10%	159 15%	150 13%	170 17%	36 13%	16 13%	222 16%	88 11%	59 12%	64 11%	64 12%	96 22%	27 13%	290 14%	19 14%
Stop for a while but stay clothed	282 13%	57 10%	60 11%	143 14%	22 18%	143 14%	139 12%	161 16%	33 11%	8 6%	202 14%	80 10%	64 13%	55 10%	74 13%	82 19%	8 4%	262 12%	19 14%
Go naked yourself	186 8%	42 8%	42 8%	91 9%	12 10%	91 9%	95 8%	130 13%	15 5%	4 3%	149 10%	37 5%	41 8%	35 6%	49 9%	51 12%	10 5%	181 9%	6 4%
Call the police because you were frightened or distressed	154 7%	19 4%	25 5%	101 10%	9 7%	101 10%	53 4%	115 11%	15 5%	2 1%	132 9%	22 3%	24 5%	32 6%	34 6%	62 15%	2 1%	149 7%	5 4%
None of these	166 7%	33 6%	39 7%	78 7%	16 13%	78 7%	88 7%	80 8%	14 5%	15 12%	109 8%	57 7%	42 8%	45 8%	39 7%	31 7%	9 5%	159 8%	7 5%
Don't know	73 3%	20 4%	22 4%	23 2%	8 7%	23 2%	50 4%	37 4%	7 2%	6 5%	49 3%	24 3%	19 4%	22 4%	13 2%	6 1%	13 6%	68 3%	5 4%
Prefer not to answer	28 1%	10 2%	3 1%	9 1%	7 5%	9 1%	19 2%	11 1%	5 2%	2 2%	18 1%	10 1%	11 2%	5 1%	2 *	3 1%	7 4%	24 1%	5 3%

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21-087515-27 - 6th - 7th July 2022

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	Total	Pres of children HH (17 or under)		Count of children HH (17 or under)				Marital Status			Household Size				Ethnicity						
		Total	At least one child present	No children present	1 Child	2 Children	3 Children	4 Children +	Married/Living as Married	Single	Widowed/Divorced/Separated	1	2	3	4+	White ethnic group	Minority ethnic group	Mixed / multiple ethnic groups	Asian / Asian British	Black / African / Caribbean / Black British	Other ethnic group
Unweighted base	2249	813	1436	379	340	73	21	1440	623	186	357	764	474	654	1977	241	48	125	59	9	
Weighted base	2249	757	1492	369	303	68	17	1386	660	202	398	768	469	614	1992	228	47	115	57	9	
Ignore them and keep walking	1586 71%	468 62%	1118 75% B	217 59%	196 65%	49 72% *	6 33% **	1017 73% I	412 62% I	156 77% I	272 68%	581 76% KMN	312 67%	421 68%	1435 72% PR	136 60%	28 61% *	64 56% *	38 66% *	6 66% **	
Be alarmed and keep well away from them	310 14%	176 23% C	133 9%	84 23%	78 26%	12 18% *	3 15% **	186 13% J	112 17% J	11 6%	42 10%	50 7%	71 15% L	146 24% KLM	240 12%	64 28% O	9 19% *	37 32% O*	13 23% O*	6 66% **	
Stop for a while but stay clothed	282 13%	140 19% C	141 9%	63 17%	67 22%	9 13% *	2 10% **	182 13% J	85 13% J	15 7%	42 11%	77 10%	52 11%	111 18% KLM	245 12%	36 16%	11 24% O*	20 17% *	5 9% *	- - **	
Go naked yourself	186 8%	92 12% C	94 6%	34 9%	50 17% D	5 7% *	2 13% **	103 7% J	66 10% J	17 8%	43 11% L	30 4%	36 8% L	77 13% LM	171 9%	13 6%	2 4% *	5 4% *	7 12% *	- - **	
Call the police because you were frightened or distressed	154 7%	113 15% C	41 3%	50 13%	56 18%	5 8% *	2 11% **	108 8% J	43 6% J	4 2%	17 4%	18 2%	32 7% L	87 14% KLM	129 6%	26 11% O	6 14% *	9 8% *	10 18% O*	- - **	
None of these	166 7%	62 8%	104 7%	37 10%	18 6%	5 8% *	1 8% **	95 7% J	55 8% J	15 8%	34 9%	48 6%	48 10% LN	36 6%	150 8%	14 6%	- *	11 10% P*	2 3% *	1 10% **	
Don't know	73 3%	19 2%	54 4%	7 2%	8 3%	1 1% *	2 14% **	38 3% J	28 4% J	6 3%	15 4%	28 4%	15 3%	16 3%	60 3%	8 4%	3 7% *	3 3% *	1 2% *	1 6% **	
Prefer not to answer	28 1%	9 1%	19 1%	2 1%	1 *	3 5% DE*	3 17% **	15 1%	11 2%	2 1%	1 *	12 2%	4 1%	12 2%	17 1%	5 2%	* 1% *	2 2% *	3 5% O*	- - **	

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ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J,K/L,M/N,O/P/Q/R/S/T Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

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	Total	Social Media site: Daily user					Social Media site: Hourly user (or more)					Social Media site: Daily & for more than 1 hour per day				Naturist / Nudist			
		Total	Facebook	Instagram	Tik Tok	ANY	Facebook	Instagram	Tik Tok	ANY	Facebook	Instagram	Tik Tok	ANY	Naturist	Nudist	Neither	ANY	
						FB/Insta/TikTok				FB/Insta/TikTok				FB/Insta/TikTok				Naturist/Nudist	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			
Unweighted base	2249	1412	1024	653	1677	445	349	294	650	642	518	433	904	254	85	1792	339		
Weighted base	2249	1395	961	624	1654	440	324	273	627	620	490	402	878	227	83	1810	309		
Ignore them and keep walking	1586 71%	981 70% CD	629 65% D	367 59%	1149 69% CD	283 64% H	191 59%	154 57%	399 64% GH	400 64% KL	290 59%	232 58%	564 64% KL	112 49% OQ	28 34% *	1395 77% NOQ	140 45% O		
Be alarmed and keep well away from them	310 14%	199 14%	186 19% BE	150 24% BCE	246 15%	107 24%	80 25%	74 27% I	141 22%	128 21%	125 26% JM	111 28% JM	179 20%	85 38% P	27 33% P*	179 10%	112 36% P		
Stop for a while but stay clothed	282 13%	190 14%	162 17% BE	130 21% BCE	226 14%	84 19%	73 23%	59 22%	120 19%	121 19%	111 23% M	98 24% JM	168 19%	69 30% P	21 26% P*	179 10%	90 29% P		
Go naked yourself	186 8%	130 9%	119 12% BE	94 15% BCE	152 9%	69 16%	65 20%	57 21% I	91 15%	90 15% M	73 15% M	69 17% M	111 13%	72 32% P	35 42% P*	66 4%	107 35% P		
Call the police because you were frightened or distressed	154 7%	115 8%	112 12% BE	96 15% BCE	132 8%	70 16%	60 19% I	54 20% I	90 14%	84 14% M	83 17% JM	68 17% M	102 12%	70 31% P	19 23% P*	58 3%	89 29% P		
None of these	166 7%	93 7%	66 7%	46 7%	113 7%	27 6%	19 6%	19 7%	37 6%	40 6%	39 8%	30 7%	66 8%	15 7%	2 3% *	133 7%	18 6%		
Don't know	73 3%	50 4% C	23 2%	14 2%	56 3% C	15 3%	12 4%	7 3%	24 4%	21 3%	10 2%	8 2%	22 3%	1 *	1 1% *	51 3% Q	1 *		
Prefer not to answer	28 1%	15 1%	14 1%	14 2% BE	22 1%	6 1%	5 2%	4 2%	7 1%	13 2%	11 2%	6 2%	17 2%	2 1%	2 3% *	11 1%	4 1%		

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

Public

British Nudism

UK Adults aged 16-75, online

Q6. Given this context, how acceptable or unacceptable do you think nudity is in each of the following settings? - Summary

UK adults aged 16-75, online

Q6. Given this context, how acceptable or unacceptable do you think nudity is in each of the following settings?							
	On some beaches	Anywhere that is specifically declared a clothing-optional zone	In the countryside	At clothes-optional sessions in a public swimming pool	In quiet areas of public parks	In back gardens, where it may be possible for someone outside of the property to see into the garden (e.g. from a pavement by those walking past, etc.)	In the home, where it may be possible for someone outside of the property to see into the home (e.g. from a pavement by those walking past, etc.)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
Unweighted base	2249	2249	2249	2249	2249	2249	2249
Weighted base	2249	2249	2249	2249	2249	2249	2249
Totally acceptable	486 22% CE	891 40% ACDEFG	235 10% E	575 26% ACEF	174 8%	451 20% CE	712 32% ACDEF
Somewhat acceptable	812 36% BCDEFG	581 26% E	519 23% E	539 24% E	291 13%	605 27% CDE	567 25% E
No views either way	466 21%	423 19%	614 27% ABDEFG	473 21%	430 19%	479 21% B	450 20%
Somewhat unacceptable	253 11% B	139 6%	501 22% ABDG	290 13% B	666 30% ABCDFG	464 21% ABDG	318 14% AB
Totally unacceptable	146 7%	130 6%	286 13% ABFG	288 13% ABFG	608 27% ABCDFG	173 8% BG	132 6%
Don't know	85 4%	85 4%	95 4% G	84 4%	79 4%	78 3%	69 3%
NET: All acceptable	1299 58% CDEF	1471 65% ACDEFG	754 34% E	1114 50% CE	465 21%	1055 47% CE	1279 57% CDEF
NET: All unacceptable	399 18% B	269 12%	786 35% ABDFG	578 26% ABG	1274 57% ABCDFG	637 28% ABG	451 20% AB

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Overlap formulae used

ColumnProportions (5%): A/B/C/D/E/F/G Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/D/E/F/G Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022
Public
British Naturism
UK Adults aged 16-75, online

Q6. Given this context, how acceptable or unacceptable do you think nudity is in each of the following settings? - On some beaches
 UK adults aged 16-75, online

	Total	Gender		Age					Social grade					Region (Government office region)										Urban / Rural		
		Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland	Urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted base	2249	1084	1151	345	417	395	426	666	1070	651	199	329	89	252	190	198	161	209	189	304	305	108	184	60	1829	360
Weighted base	2249	1107	1128	335	414	383	414	704	600	659	482	508	89	246	184	196	163	208	188	307	308	106	192	63	1838	348
Totally acceptable	486 22%	295 27% c	187 17%	63 19%	81 20%	113 29% DEGH	80 19%	150 21%	135 23%	139 21%	113 23%	98 19%	15 17% *	60 25% o	27 15%	37 19%	28 17%	36 17%	34 18%	70 23%	78 25% o	32 30% oQRS*	52 27% OR	17 26% *	396 22%	73 21%
Somewhat acceptable	812 36%	416 38%	391 35%	99 29%	138 33%	123 32%	169 41% DF	283 40% DF	225 37%	237 36%	170 35%	180 36%	38 43% *	74 30%	74 40%	71 36%	65 40%	69 33%	74 39%	109 36%	104 34%	32 30% *	78 41%	24 38% *	661 36%	128 37%
No views either way	466 21%	208 19%	257 23%	89 27% FGH	94 23%	73 19%	73 18%	137 19%	119 20%	147 22%	97 20%	103 20%	20 22% *	55 22%	27 14%	38 20%	37 23%	56 27% o	41 22%	64 21%	60 20%	22 21% *	36 19%	12 19% *	398 22% z	56 16%
Somewhat unacceptable	253 11%	95 9%	156 14% B	41 12%	49 12%	40 11%	58 14% H	64 9%	65 11%	73 11%	52 11%	62 12%	9 11% *	29 12% w	31 17% uvw	27 14% uw	18 11%	36 17% uvw	22 12%	37 12% w	22 7%	6 6% *	10 5%	5 7% *	196 11%	53 15% y
Totally unacceptable	146 7%	56 5%	89 8% B	32 9% FG	31 7%	17 5%	18 4%	49 7%	42 7%	40 6%	32 7%	33 6%	4 4% *	21 8% R	17 9% R	14 7% R	6 4%	2 1%	9 5%	16 5% R	36 12% QRSTW	8 8% R*	9 5%	4 6% *	118 6%	24 7%
Don't know	85 4%	36 3%	47 4%	12 3%	21 5%	15 4%	16 4%	21 3%	14 2%	23 3%	17 4%	31 6% i	3 4% *	7 3%	7 4%	9 4%	8 5%	8 4%	9 5%	10 3%	8 3%	6 5% *	7 4%	3 4% *	69 4%	13 4%
NET: All acceptable	1299 58%	712 64% c	578 51%	161 48%	218 53%	236 62% DE	249 60% D	433 62% DE	360 60%	376 57%	283 59%	279 55%	53 60% *	134 54%	102 55%	108 55%	94 57%	106 51%	108 57%	179 58%	181 59%	64 60% *	130 68% NOPR	41 64% *	1057 58%	201 58%
NET: All unacceptable	399 18%	152 14%	246 22% B	73 22% F	80 19%	58 15%	76 18%	112 16%	107 18%	113 17%	85 18%	95 19%	13 15% *	49 20% w	49 26% OSTVW	41 21% w	24 15%	38 18% w	31 16%	53 17% w	58 19% w	14 14% *	19 10%	8 13% *	314 17%	77 22%

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J/K/L,M/N/O/P/Q/R/S/T/U/V/W/X,Y,Z Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J/K,L,M/N/O/P/Q/R/S/T/U/V/W/X,Y,Z Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

Public

British Naturism

UK Adults aged 16-75, online

Q6. Given this context, how acceptable or unacceptable do you think nudity is in each of the following settings? - On some beaches

UK adults aged 16-75, online

	Total	Education				Education (2)		Employment status					Income					Main Shopper	
		GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Graduate	Non-graduate	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Prefer not to say	Yes, mainshopper	No, not mainshopper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Unweighted base	2249	461	484	1199	105	1199	1050	1051	306	129	1486	763	411	516	565	558	199	2112	137
Weighted base	2249	542	538	1048	121	1048	1201	1013	287	129	1429	820	494	571	556	427	202	2110	139
Totally acceptable	486 22%	112 21%	96 18%	252 24% C	27 22% *	252 24% G	235 20%	248 24% L	56 20%	23 18% *	327 23%	159 19%	90 18%	125 22%	129 23% Q	113 27% MQ	30 15%	461 22%	25 18% *
Somewhat acceptable	812 36%	174 32%	204 38% E	406 39% BE	28 23% *	406 39% G	406 34%	358 35%	90 31%	45 35% *	493 34%	320 39% I	166 34%	206 36%	204 37%	179 42% MQ	58 29%	763 36%	49 35% *
No views either way	466 21%	117 22%	128 24% D	181 17%	40 33% BD*	181 17%	286 24% F	204 20%	73 26% L	35 27% *	312 22% H	154 19%	122 25% P	113 20%	113 20%	74 17%	44 22%	436 21%	30 22% *
Somewhat unacceptable	253 11%	76 14% E	61 11%	108 10%	7 6% *	108 10%	145 12%	106 10%	40 14%	11 9% *	157 11%	96 12%	55 11% P	74 13% P	66 12% P	27 6%	31 15% P	237 11%	16 12% *
Totally unacceptable	146 7%	39 7%	28 5%	70 7%	10 9% *	70 7%	77 6%	60 6%	17 6%	12 10% *	90 6%	57 7%	35 7%	31 5%	38 7%	24 6%	18 9%	134 6%	12 9% *
Don't know	85 4%	25 5%	21 4%	31 3%	8 7% D*	31 3%	54 4%	37 4%	11 4%	2 1% *	50 4%	34 4%	26 5% DP	21 4% O	7 1%	10 2%	21 10% MNOP	78 4%	6 4% *

NET: All acceptable	1299 58%	285 53%	300 56%	658 63% BCE	55 45% *	658 63% G	641 53%	605 60% IK	146 51%	68 53% *	820 57% I	479 58% I	256 52%	331 58% Q	333 60% MQ	292 68% MNDQ	87 43%	1224 58%	74 53% *
NET: All unacceptable	399 18%	115 21%	89 17%	178 17%	18 15% *	178 17%	221 18%	167 16%	57 20%	24 18% *	247 17%	153 19%	90 18% P	105 18% P	103 19% P	51 12%	50 25% P	371 18%	29 21% *

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Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G,H/I/J/K/L,M/N/O/P/Q,R/S Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G,H/I/J/K/L,M/N/O/P/Q,R/S Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

Public

British Naturism

UK Adults aged 16-75, online

Q6. Given this context, how acceptable or unacceptable do you think nudity is in each of the following settings? - On some beaches

UK adults aged 16-75, online

	Total	Pres of children HH (17 or under)			Count of children HH (17 or under)				Marital Status			Household Size				Ethnicity						
		Total	At least one child present	No children present	1 Child	2 Children	3 Children	4 Children +	Married/Living as Married	Single	Widowed/Divorced/Separated	1	2	3	4+	White ethnic group	Minority ethnic group	Mixed / multiple ethnic groups	Asian / Asian British	Black / African / Caribbean / Black British	Other ethnic group	
																						(A)
Unweighted base	2249	813	1436	379	340	73	21	1440	623	186	357	764	474	654	1977	241	48	125	59	9		
Weighted base	2249	757	1492	369	303	68	17	1386	660	202	398	768	469	614	1992	228	47	115	57	9		
Totally acceptable	486 22%	169 22%	317 21%	71 19%	78 26%	20 30%	- *	325 23%	121 18%	40 20%	92 23%	168 22%	99 21%	128 21%	454 23%	30 13%	17 36%	7 6%	6 11%	- *		
Somewhat acceptable	812 36%	260 34%	552 37%	135 37%	98 32%	25 36%	3 18%	514 37%	214 32%	85 42%	137 34%	294 38%	166 35%	215 35%	738 37%	69 30%	10 22%	35 31%	23 40%	* 3%		
No views either way	466 21%	161 21%	306 20%	85 23%	56 18%	10 15%	10 59%	275 20%	152 23%	39 19%	69 17%	168 22%	111 24%	118 19%	415 21%	45 20%	10 22%	24 21%	8 13%	3 37%		
Somewhat unacceptable	253 11%	94 12%	159 11%	38 10%	47 16%	7 11%	1 7%	158 11%	77 12%	18 9%	38 10%	77 10%	50 11%	87 14%	211 11%	35 15%	3 6%	23 20%	9 16%	* 5%		
Totally unacceptable	146 7%	49 6%	98 7%	28 8%	16 5%	3 5%	2 13%	79 6%	58 9%	9 5%	34 8%	36 5%	29 6%	48 8%	105 5%	40 18%	5 10%	20 17%	11 19%	4 49%		
Don't know	85 4%	24 3%	61 4%	12 3%	9 3%	3 4%	1 3%	35 2%	38 6%	12 6%	27 7%	25 3%	15 3%	18 3%	69 3%	9 4%	2 4%	6 5%	1 1%	1 6%		

NET: All acceptable	1299 58%	429 57%	869 58%	206 56%	175 58%	45 66%	3 18%	839 61%	335 51%	125 62%	229 58%	462 60%	264 56%	343 56%	1192 60%	99 43%	27 58%	42 37%	29 50%	* 3%
NET: All unacceptable	399 18%	143 19%	257 17%	66 18%	63 21%	10 15%	3 20%	238 17%	135 20%	27 13%	72 18%	113 15%	79 17%	135 22%	316 16%	75 33%	7 16%	43 37%	20 35%	5 54%

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J,K,L/M/N,O/P/Q/R/S/T Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J,K,L/M,N,O/P/Q/R/S/T Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

Public

British Naturism

UK Adults aged 16-75, online

Q6. Given this context, how acceptable or unacceptable do you think nudity is in each of the following settings? - On some beaches

UK adults aged 16-75, online

	Total	Social Media site: Daily user				Social Media site: Hourly user (or more)				Social Media site: Daily & for more than 1 hour per day				Naturist / Nudist				
		Total	Facebook	Instagram	Tik Tok	ANY	Facebook	Instagram	Tik Tok	ANY	Facebook	Instagram	Tik Tok	ANY	Naturist	Nudist	Neither	ANY
						FB/Insta/T				FB/Insta/T				FB/Insta/T				Naturist/N
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)		
Unweighted base	2249	1412	1024	653	1677	445	349	294	650	642	518	433	904	254	85	1792	339	
Weighted base	2249	1395	961	624	1654	440	324	273	627	620	490	402	878	227	83	1810	309	
Totally acceptable	486 22%	334 24%	227 24%	144 23%	382 23%	120 27%	85 26%	81 30%	159 25%	159 26%	115 23%	103 26%	216 25%	92 41% P	31 38% P*	349 19%	123 40% P	
Somewhat acceptable	812 36%	508 36% D	325 34%	203 32%	597 36% CD	134 30%	90 28%	76 28%	192 31%	208 34%	160 33%	133 33%	295 34%	69 30%	17 21% *	693 38% NOQ	86 28%	
No views either way	466 21%	268 19%	211 22% BE	151 24% BE	331 20%	90 20%	69 21%	61 22%	128 20%	120 19%	115 23% J	90 22%	186 21%	31 14%	14 16% *	387 21% NQ	45 15%	
Somewhat unacceptable	253 11%	145 10%	99 10%	64 10%	175 11%	48 11%	40 12%	25 9%	75 12%	71 11% L	51 10% L	30 7%	96 11% L	12 5%	16 19% NQ*	211 12% N	27 9% N	
Totally unacceptable	146 7%	94 7%	68 7%	47 8%	114 7%	34 8%	29 9%	21 8%	53 8%	46 7%	36 7%	34 8%	64 7%	18 8%	4 5% *	116 6%	23 7%	
Don't know	85 4%	47 3%	31 3%	17 3%	55 3%	14 3%	11 3%	8 3%	20 3%	16 3%	13 3%	13 3%	21 2%	5 2%	* 1% *	53 3%	5 2%	

NET: All acceptable	1299 58%	841 60% CD	552 57%	346 55%	980 59% D	254 58%	175 54%	157 58%	351 56%	368 59%	275 56%	235 58%	511 58%	161 71% P	49 59% *	1042 58%	209 68% P
NET: All unacceptable	399 18%	239 17%	167 17%	111 18%	288 17%	82 19%	69 21%	46 17%	128 20%	117 19%	87 18%	64 16%	160 18%	30 13%	20 24% *	327 18%	50 16% N

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Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G/H/I,J/K/L,M,N/O/P/Q Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G/H/I,J/K/L,M,N/O/P/Q Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

Public
British Naturism
UK Adults aged 16-75, online

Q6. Given this context, how acceptable or unacceptable do you think nudity is in each of the following settings? - Anywhere that is specifically declared a clothing-optional zone
UK adults aged 16-75, online

	Total	Gender		Age					Social grade					Region (Government office region)										Urban / Rural		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland	Urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted base	2249	1084	1151	345	417	395	426	666	1070	651	199	329	89	252	190	198	161	209	189	304	305	108	184	60	1829	360
Weighted base	2249	1107	1128	335	414	383	414	704	600	659	482	508	89	246	184	196	163	208	188	307	308	106	192	63	1838	348
Totally acceptable	891 40%	472 43% c	411 36%	102 30%	142 34%	166 43% DE	187 45% DE	294 42% DE	244 41% L	292 44% L	193 40%	162 32%	32 36% *	89 36%	65 35%	74 38%	59 36%	91 44%	85 45%	131 43%	115 38%	38 36% *	86 45%	24 38% *	721 39%	146 42%
Somewhat acceptable	581 26%	293 26%	288 26%	84 25%	114 27%	88 23%	102 25%	193 27%	165 28%	155 24%	123 26%	137 27%	27 30% *	61 25%	51 28%	46 23%	52 32% R	43 21%	55 29%	76 25%	84 27%	25 24% *	43 23%	17 27% *	467 25%	96 28%
No views either way	423 19%	196 18%	227 20%	71 21%	81 19%	73 19%	77 18%	122 17%	111 19%	125 19%	86 18%	101 20%	15 17% *	56 23% S	32 18%	40 21%	34 21%	45 22% S	23 12%	49 16%	51 16%	26 24% S*	38 20%	14 22% *	345 19%	65 19%
Somewhat unacceptable	139 6%	55 5%	82 7%	37 11% EFGH	23 5%	20 5%	18 4%	42 6%	39 6%	37 6%	34 7%	29 6%	3 3% *	18 7% Q	13 7% Q	13 7% Q	2 1%	12 6%	11 6%	21 7% Q	20 7% Q	3 3% *	16 9% Q	6 9% Q*	117 6%	16 5%
Totally unacceptable	130 6%	58 5%	70 6%	30 9% GH	34 8% GH	19 5%	14 3%	33 5%	28 5%	32 5%	27 6%	42 8% U	9 10% Q*	16 6%	12 6%	11 6%	4 3%	9 4%	7 4%	17 6%	29 10% QSW	9 8% *	6 3%	1 1% *	114 6%	15 4%
Don't know	85 4%	33 3%	50 4%	12 4%	21 5%	17 5%	16 4%	18 3%	13 2%	17 3%	19 4%	36 7% U	3 4% *	7 3%	10 5% W	12 6% W	11 7% W	8 4%	6 3%	12 4%	8 3%	5 5% *	2 1%	2 3% *	73 4%	10 3%

NET: All acceptable	1471 65%	765 69% c	699 62%	185 55%	256 62%	254 66% D	289 70% DE	488 69% DE	409 68% L	447 68% L	316 66%	299 59%	59 66% *	150 61%	117 63%	120 61%	112 68%	134 64%	140 75% NOPV	207 67%	200 65%	63 60% *	129 68%	41 65% *	1188 65%	242 70%
NET: All unacceptable	269 12%	113 10%	152 13% B	66 20% FGH	57 14% G	38 10%	32 8%	75 11%	66 11%	70 11%	61 13%	71 14%	12 13% Q*	34 14% Q	25 14% Q	24 12% Q	6 4%	21 10% Q	18 10%	38 13% Q	50 16% Q	12 11% Q*	22 12% Q	7 10% *	232 13%	31 9%

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J/K/L,M/N/O/P/Q/R/S/T/U/V/W/X,Y/Z Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J/K/L,M/N/O/P/Q/R/S/T/U/V/W/X,Y/Z Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

Public

British Naturism

UK Adults aged 16-75, online

Q6. Given this context, how acceptable or unacceptable do you think nudity is in each of the following settings? - Anywhere that is specifically declared a clothing-optional zone

UK adults aged 16-75, online

	Total	Education				Education (2)		Employment status					Income				Main Shopper		
		GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Graduate	Non-graduate	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Prefer not to say	Yes, mainshopper	No, not mainshopper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Unweighted base	2249	461	484	1199	105	1199	1050	1051	306	129	1486	763	411	516	565	558	199	2112	137
Weighted base	2249	542	538	1048	121	1048	1201	1013	287	129	1429	820	494	571	556	427	202	2110	139
Totally acceptable	891 40%	184 34%	211 39%	460 44% BE	36 30% *	460 44% G	431 36%	403 40%	102 36%	49 38% *	555 39%	336 41%	170 34%	217 38%	224 40%	212 50% MNQD	67 33%	832 39%	59 42% *
Somewhat acceptable	581 26%	134 25%	140 26%	285 27% E	21 17% *	285 27%	295 25%	269 27%	70 25%	28 22% *	368 26%	212 26%	121 25%	156 27%	134 24%	116 27%	52 26%	548 26%	33 23% *
No views either way	423 19%	115 21%	102 19%	175 17%	31 26% D*	175 17%	248 21% F	193 19%	63 22%	33 26% L*	289 20%	134 16%	98 20% P	112 20% P	117 21% P	55 13%	42 21% P	404 19%	19 14% *
Somewhat unacceptable	139 6%	44 8% D	32 6%	50 5%	13 11% D*	50 5%	89 7% F	55 5%	27 9% HK	8 6% *	90 6%	49 6%	36 7% P	38 7%	37 7%	16 4%	12 6%	129 6%	10 7% *
Totally unacceptable	130 6%	32 6%	35 6%	53 5%	10 8% *	53 5%	77 6%	52 5%	20 7%	5 4% *	78 5%	52 6%	42 8% N	26 4%	31 6%	20 5%	11 6%	119 6%	11 8% *
Don't know	85 4%	32 6% D	18 3%	25 2%	10 8% CD*	25 2%	60 5% F	40 4%	4 1%	5 4% *	50 3% I	36 4% I	27 6% DP	22 4%	12 2%	7 2%	17 9% NOP	77 4%	8 6% *

NET: All acceptable	1471 65%	318 59%	351 65% E	745 71% BE	57 47% *	745 71% G	727 60%	673 66%	173 60%	77 60% *	923 65%	549 67%	291 59%	374 65%	359 65%	329 77% MNQD	119 59%	1380 65%	91 65% *
NET: All unacceptable	269 12%	77 14% D	67 12%	103 10%	23 19% D*	103 10%	166 14% F	107 11%	47 16% HK	13 10% *	168 12%	101 12%	78 16% P	64 11%	68 12%	37 9%	23 11%	248 12%	21 15% *

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ColumnMeans (5%): A,B/C/D/E,F/G,H/I/J/K/L,M/N/O/P/Q,R/S Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

Public

British Naturism

UK Adults aged 16-75, online

Q6. Given this context, how acceptable or unacceptable do you think nudity is in each of the following settings? - Anywhere that is specifically declared a clothing-optional zone

UK adults aged 16-75, online

	Total	Pres of children HH (17 or under)		Count of children HH (17 or under)				Marital Status			Household Size				Ethnicity						
		Total	At least one child present	No children present	1 Child	2 Children	3 Children	4 Children +	Married/Living as Married	Single	Widowed/Divorced/Separated	1	2	3	4+	White ethnic group	Minority ethnic group	Mixed / multiple ethnic groups	Asian / Asian British	Black / African / Caribbean / Black British	Other ethnic group
Unweighted base	2249	813	1436	379	340	73	21	1440	623	186	357	764	474	654	1977	241	48	125	59	9	
Weighted base	2249	757	1492	369	303	68	17	1386	660	202	398	768	469	614	1992	228	47	115	57	9	
Totally acceptable	891 40%	269 36%	622 42% B	108 29%	129 43% D	29 43% D*	3 20% **	538 39%	260 39%	93 46%	177 44% M	320 42% M	152 33%	242 39% M	833 42% PRS	54 24% R	23 48% PR*	14 12% *	15 27% R*	2 21% **	
Somewhat acceptable	581 26%	189 25%	392 26%	104 28%	67 22%	14 21% -	3 15% **	376 27%	157 24%	47 23%	95 24%	206 27%	126 27%	154 25%	519 26%	57 25%	11 24% *	31 27% *	12 21% *	3 28% **	
No views either way	423 19%	163 22% C	261 17%	84 23%	60 20%	13 19% -	6 38% **	280 20%	112 17%	31 16%	50 12%	143 19% K	104 22% K	127 21% K	361 18%	56 24% OQ	5 10% *	37 32% OPQ*	12 20% *	2 26% **	
Somewhat unacceptable	139 6%	48 6%	91 6%	26 7%	18 6%	1 1% -	3 17% **	81 6%	49 7%	10 5%	27 7%	45 6% N	38 5% N	29 6%	111 5%	25 11% O	4 9% *	15 13% O*	5 9% *	* 5% **	
Totally unacceptable	130 6%	57 8% C	72 5%	34 9%	19 6%	3 5% -	1 7% **	71 5%	51 8%	7 4%	21 5%	36 5% 7%	35 7%	37 6%	100 5%	26 12% O	3 6% *	13 11% O*	10 17% O*	1 13% **	
Don't know	85 4%	31 4%	54 4%	14 4%	9 3%	7 11% DE*	1 3% **	39 3%	31 5%	14 7% H	29 7% LM	18 2% 3%	13 3%	25 4%	68 3%	10 5%	2 3% *	5 4% *	3 5% *	1 6% **	

NET: All acceptable	1471 65%	458 60%	1014 68% B	212 57%	196 65%	44 64% -	6 35% **	915 66%	417 63%	139 69%	271 68% M	526 68% M	279 59%	396 64%	1352 68% PRS	111 49% R	34 72% PRS*	45 39% *	27 48% *	4 50% **
NET: All unacceptable	269 12%	105 14%	164 11%	60 16%	37 12%	4 6% -	4 24% **	152 11%	100 15% HJ	17 8%	48 12%	82 11% LN	73 16% LN	66 11%	211 11%	51 22% O	7 15% *	28 24% O*	15 26% O*	2 18% **

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J,K,L/M/N,O/P/Q/R/S/T Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J,K,L/M,N,O/P/Q/R/S/T Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

Public

British Naturism

UK Adults aged 16-75, online

Q6. Given this context, how acceptable or unacceptable do you think nudity is in each of the following settings? - Anywhere that is specifically declared a clothing-optional zone

UK adults aged 16-75, online

	Total	Social Media site: Daily user				Social Media site: Hourly user (or more)				Social Media site: Daily & for more than 1 hour per day				Naturist / Nudist				
		Total	Facebook	Instagram	Tik Tok	ANY	Facebook	Instagram	Tik Tok	ANY	Facebook	Instagram	Tik Tok	ANY	Naturist	Nudist	Neither	ANY
						FB/Insta/T				FB/Insta/T				FB/Insta/T				Naturist/N
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)		
Unweighted base	2249	1412	1024	653	1677	445	349	294	650	642	518	433	904	254	85	1792	339	
Weighted base	2249	1395	961	624	1654	440	324	273	627	620	490	402	878	227	83	1810	309	
Totally acceptable	891 40%	547 39% D	368 38% D	215 34%	643 39% D	166 38%	110 34%	107 39%	231 37%	234 38%	172 35%	141 35%	325 37%	98 43%	32 39% *	727 40%	129 42%	
Somewhat acceptable	581 26%	353 25%	239 25%	171 27%	413 25%	99 22%	81 25%	73 27%	148 24%	146 24%	134 27%	114 28% J	227 26% J	67 29%	23 28% *	467 26%	90 29%	
No views either way	423 19%	270 19%	186 19%	119 19%	326 20%	85 19%	58 18%	40 15%	121 19% H	122 20%	95 19%	76 19%	173 20%	33 14%	12 15% *	349 19%	45 15%	
Somewhat unacceptable	139 6%	94 7%	64 7%	51 8%	111 7%	32 7%	32 10%	23 8%	49 8%	46 7%	34 7%	29 7%	63 7%	16 7%	9 11% *	106 6%	25 8%	
Totally unacceptable	130 6%	87 6%	65 7%	50 8%	104 6%	43 10%	33 10%	24 9%	58 9%	56 9%	42 9%	32 8%	68 8%	11 5%	5 6% *	107 6%	16 5%	
Don't know	85 4%	45 3%	39 4%	19 3%	56 3%	16 4%	10 3%	6 2%	21 3%	15 2%	13 3%	11 3%	22 3%	2 1%	1 1% *	53 3%	3 1%	

NET: All acceptable	1471 65%	899 64%	607 63%	386 62%	1057 64%	265 60%	191 59%	181 66% GI	379 60%	380 61%	306 62%	254 63%	553 63%	164 73%	55 67% *	1194 66%	220 71%
NET: All unacceptable	269 12%	180 13%	129 13%	100 16% BCE	215 13%	75 17%	65 20%	47 17%	107 17%	102 16%	76 15%	61 15%	130 15%	27 12%	14 17% *	213 12%	41 13%

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ColumnMeans (5%): A,B/C/D/E,F/G/H/I,J/K/L,M,N/O/P/Q Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

Public
British Naturism
UK Adults aged 16-75, online

Q6. Given this context, how acceptable or unacceptable do you think nudity is in each of the following settings? - In the countryside
UK adults aged 16-75, online

	Total	Gender		Age					Social grade					Region (Government office region)										Urban / Rural		
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	AB (I)	C1 (J)	C2 (K)	DE (L)	North East (M)	North West (N)	Yorkshire and Humberside (O)	West Midlands (P)	East Midlands (Q)	East of England (R)	South West (S)	South East (T)	Greater London (U)	Wales (V)	Scotland (W)	Northern Ireland (X)	Urban (Y)	Rural (Z)
Unweighted base	2249	1084	1151	345	417	395	426	666	1070	651	199	329	89	252	190	198	161	209	189	304	305	108	184	60	1829	360
Weighted base	2249	1107	1128	335	414	383	414	704	600	659	482	508	89	246	184	196	163	208	188	307	308	106	192	63	1838	348
Totally acceptable	235 10%	162 15% C	71 6%	37 11% H	57 14% GH	64 17% GH	35 9%	42 6%	76 13% J	62 9%	51 11%	46 9%	10 11% *	22 9%	14 7%	18 9%	11 7%	16 8%	14 7%	29 10%	53 17% NOPQRST	18 13% OQRS*	25 13%	5 8% *	200 11%	29 8%
Somewhat acceptable	519 23%	302 27% C	214 19%	77 23% H	111 27% H	110 29% GH	87 21%	135 19%	157 26% J	140 21%	96 20%	127 25%	22 24% *	55 22%	35 19%	35 18%	32 20%	33 16%	47 25%	75 25% R	88 29% OPR	24 23% *	58 30% OPR	14 22% *	446 24% Z	59 17%
No views either way	614 27%	286 26%	326 29%	90 27%	107 26%	79 21%	120 F	218 31% F	154 26% I	200 30% I	127 26%	132 26%	20 22% *	80 33% TU	52 28%	45 23%	56 34% TU	65 31% TU	60 32% TU	68 22%	67 22%	33 31% *	51 27%	17 27% *	495 27%	101 29%
Somewhat unacceptable	501 22%	219 20%	278 25% B	62 19%	66 16%	71 19%	100 24% E	201 29% DEF	125 21%	153 23%	115 24%	108 21%	25 28% UV*	43 17%	48 26% UV	55 28% NUV	35 21%	54 26% UV	40 21%	82 27% NUV	48 16%	12 12% *	38 20%	21 32% NUV*	389 21%	91 26%
Totally unacceptable	286 13%	97 9%	188 17% B	55 17% F	51 12%	40 11%	53 13%	86 12%	72 12%	76 11%	71 15%	67 13%	9 11% *	40 16%	31 17% W	31 16%	19 12%	28 13%	20 10%	33 11%	39 13%	14 13% *	17 9%	4 7% *	231 13%	50 14%
Don't know	95 4%	42 4%	51 5%	14 4%	21 5%	19 5%	20 5%	22 3%	15 3%	29 4%	22 5%	29 6%	3 4% *	6 3%	4 2%	12 6% W	11 6% W	12 6% W	7 4%	19 4% W	12 4% *	4 4% *	2 1%	2 3% *	76 4%	17 5%
NET: All acceptable	754 34%	464 42% C	284 25%	114 34% H	168 41% GH	174 45% DGH	122 29%	176 25%	233 39% JK	201 31%	147 30%	173 34%	31 35% *	77 31%	49 26%	53 27%	43 26%	50 24%	61 32%	105 34% R	141 46% NOPQRST	42 40% OPQR*	83 43% NOPQR	19 30% *	646 35% Z	88 25%
NET: All unacceptable	786 35%	316 29%	466 41% B	118 35%	118 28%	112 29%	152 37% EF	287 41% EF	198 33%	229 35%	186 39%	174 34%	35 39% *	83 34%	79 43% UVW	86 44% SUVW	54 33%	81 39% UV	60 32%	115 38% UV	88 28%	26 25% *	55 29%	25 39% *	620 34%	141 41% Y

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ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J/K/L,M/N/O/P/Q/R/S/T/U/V/W/X,Y/Z Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

Public

British Naturism

UK Adults aged 16-75, online

Q6. Given this context, how acceptable or unacceptable do you think nudity is in each of the following settings? - In the countryside

UK adults aged 16-75, online

	Total	Education				Education (2)		Employment status					Income				Main Shopper		
		GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Graduate	Non-graduate	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Prefer not to say	Yes, mainshopper	No, not mainshopper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Unweighted base	2249	461	484	1199	105	1199	1050	1051	306	129	1486	763	411	516	565	558	199	2112	137
Weighted base	2249	542	538	1048	121	1048	1201	1013	287	129	1429	820	494	571	556	427	202	2110	139
Totally acceptable	235 10%	50 9%	45 8%	131 12% c	8 7% *	131 12% g	104 9%	149 15% IKL	20 7%	14 11% *	184 13% IL	51 6%	35 7%	63 11%	52 9%	68 16% MNOQ	16 8%	221 10%	14 10% *
Somewhat acceptable	519 23%	106 20%	129 24%	263 25% b	20 17% *	263 25%	256 21%	268 26% L	66 23%	22 17% *	357 25% L	163 20%	100 Q	124 22% Q	146 26% Q	124 29% MNQ	25 12%	490 23%	29 21% *
No views either way	614 27%	152 28%	161 30%	265 25%	36 30% *	265 25%	348 29%	259 26%	81 28%	37 29% *	377 26%	237 29%	163 33% NOP	146 26%	146 26%	100 24%	58 29%	574 27%	40 29% *
Somewhat unacceptable	501 22%	137 25%	114 21%	224 21%	26 21% *	224 21%	277 23%	174 17%	74 26% HK	28 22% *	276 19% H	224 27% HK	103 21%	133 23%	134 24%	78 18%	53 26% p	472 22%	29 21% *
Totally unacceptable	286 13%	75 14%	66 12%	127 12%	18 15% *	127 12%	159 13%	122 12%	34 12%	24 19% *	180 13%	105 13%	75 15%	68 12%	67 12%	45 11%	30 15%	266 13%	19 14% *
Don't know	95 4%	22 4%	23 4%	38 4%	13 10% BCD*	38 4%	57 5%	41 4%	11 4%	3 3% *	55 4%	40 5%	17 4%	37 7% OP	10 2%	11 2%	20 10% MOP	87 4%	9 6% *

NET: All acceptable	754 34%	157 29%	175 32%	394 38% BE	29 24% *	394 38% g	360 30%	418 41% IJKL	87 30%	36 28% *	541 38% IJKL	213 26%	136 27%	187 33% Q	198 36% MQ	192 45% MNOQ	40 20%	711 34%	43 31% *
NET: All unacceptable	786 35%	212 39%	180 33%	350 33%	44 36% *	350 33%	436 36%	296 29%	108 38% HK	52 41% H*	457 32% H	330 40% HK	178 36% P	200 35%	201 36% P	124 29%	83 41% P	738 35%	48 34% *

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Overlap formulae used

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ColumnMeans (5%): A,B/C/D/E,F/G,H/I/J/K/L,M/N/O/P/Q,R/S Minimum Base: 30(**) Small Base: 100(*)

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British Naturism
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Q6. Given this context, how acceptable or unacceptable do you think nudity is in each of the following settings? - In the countryside

UK adults aged 16-75, online

	Total	Pres of children HH (17 or under)		Count of children HH (17 or under)				Marital Status			Household Size				Ethnicity						
		Total	At least one child present	No children present	1 Child	2 Children	3 Children	4 Children +	Married/Living as Married	Single	Widowed/Divorced/Separated	1	2	3	4+	White ethnic group	Minority ethnic group	Mixed / multiple ethnic groups	Asian / Asian British	Black / African / Caribbean / Black British	Other ethnic group
Unweighted base	2249	813	1436	379	340	73	21	1440	623	186	357	764	474	654	1977	241	48	125	59	9	
Weighted base	2249	757	1492	369	303	68	17	1386	660	202	398	768	469	614	1992	228	47	115	57	9	
Totally acceptable	235 10%	109 14% C	126 8%	41 11%	56 18% D	11 16%	1 4% **	159 11%	60 9%	15 7%	34 9%	71 9%	43 9%	86 14% KLM	203 10%	31 14% R	12 26% OPR*	8 7% *	11 19% R*	- -	
Somewhat acceptable	519 23%	213 28% C	307 21%	109 29%	90 30%	13 19%	1 7% **	319 23%	151 23%	49 24%	94 24%	161 21%	110 24%	155 25%	465 23%	47 21%	11 23% *	24 21% *	12 21% *	1 10% **	
No views either way	614 27%	175 23%	439 29% B	94 25%	58 19%	15 23% *	8 47% **	379 27%	176 27%	59 29%	103 26%	234 30% N	137 29% N	140 23%	554 28%	53 23%	10 20% *	28 24% *	12 21% *	4 40% **	
Somewhat unacceptable	501 22%	141 19% B	359 24% B	63 17%	56 19%	17 26% *	5 27% **	326 24%	131 20%	44 22%	71 18%	193 25% K	111 24%	125 20%	455 23%	43 19%	5 11% *	23 20% *	14 25% *	5 5% **	
Totally unacceptable	286 13%	88 12% C	198 13%	47 13%	33 11%	6 8% *	2 11% **	162 12%	102 15% H	21 11%	59 15%	89 12%	57 12%	80 13%	237 12%	44 19% OS	8 16% *	27 24% OS*	5 9% *	3 40% **	
Don't know	95 4%	31 4%	64 4%	15 4%	10 3%	5 8% *	1 3% **	41 3%	40 7% H	14 9% H	37 3% LMN	21 3%	11 2%	27 4%	78 4%	9 4%	2 3% *	4 4% *	3 5% *	1 6% **	

NET: All acceptable	754 34%	322 42% C	432 29%	150 41%	146 48%	24 36% *	2 11% **	478 34%	211 32%	65 32%	128 32%	232 30%	153 33%	241 39% L	668 34%	79 35%	23 49% R*	32 28% *	23 40% *	1 10% **
NET: All unacceptable	786 35%	229 30%	557 37% B	111 30%	89 29%	23 34% *	6 38% **	488 35%	233 35%	65 32%	130 33%	282 37%	169 36%	206 34%	692 35%	87 38%	13 28% *	50 44% *	20 34% *	4 44% **

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J,K,L/M/N,O/P/Q/R/S/T Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J,K,L/M,N,O/P/Q/R/S/T Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

Public

British Naturism

UK Adults aged 16-75, online

Q6. Given this context, how acceptable or unacceptable do you think nudity is in each of the following settings? - In the countryside

UK adults aged 16-75, online

	Total	Social Media site: Daily user				Social Media site: Hourly user (or more)				Social Media site: Daily & for more than 1 hour per day				Naturist / Nudist				
		Total	Facebook	Instagram	Tik Tok	ANY	Facebook	Instagram	Tik Tok	ANY	Facebook	Instagram	Tik Tok	ANY	Naturist	Nudist	Neither	ANY
						FB/Insta/T				FB/Insta/T				FB/Insta/T				Naturist/N
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)		
Unweighted base	2249	1412	1024	653	1677	445	349	294	650	642	518	433	904	254	85	1792	339	
Weighted base	2249	1395	961	624	1654	440	324	273	627	620	490	402	878	227	83	1810	309	
Totally acceptable	235 10%	164 12%	123 13%	100 16% BCE	191 12%	73 17%	55 17%	52 19% I	96 15%	88 14%	71 15%	73 18% JKM	120 14%	65 29% OPQ	8 10% *	148 8%	73 24% OP	
Somewhat acceptable	519 23%	327 23%	263 27% BE	176 28% BE	393 24%	122 28%	100 31%	82 30%	172 27%	180 29%	149 30%	113 28%	242 28%	90 40% P	35 43% P*	369 20%	125 41% P	
No views either way	614 27%	373 27%	244 25%	147 24%	436 26%	97 22%	59 18%	50 18%	138 22% G	146 24%	107 22%	91 23%	208 24%	24 11%	19 22% NQ*	538 30% NQ	42 14% N	
Somewhat unacceptable	501 22%	302 22% D	190 20%	108 17%	353 21% D	78 18%	66 20%	46 17%	123 20%	112 18%	96 20% L	64 16%	172 20% L	21 9%	13 16% *	448 25% NQ	34 11%	
Totally unacceptable	286 13%	181 13%	108 11%	76 12%	220 13% C	57 13%	37 11%	38 14%	81 13%	75 12%	56 11%	51 13%	110 13%	24 10%	7 8% *	244 13%	31 10%	
Don't know	95 4%	48 3%	33 3%	17 3%	60 4%	13 3%	8 2%	4 1%	18 3%	19 3%	10 2%	10 3%	27 3%	4 2%	- - *	64 4%	4 1%	

NET: All acceptable	754 34%	490 35%	386 40% BE	276 44% BCE	584 35%	195 44%	155 48% I	135 49% I	268 43%	267 43%	220 45% M	186 46% M	362 41%	155 68% OPQ	44 53% P*	517 29%	199 64% P
NET: All unacceptable	786 35%	483 35% CD	298 31%	184 30%	573 35% CD	136 31%	103 32%	85 31%	204 32%	187 30%	152 31%	115 29%	282 32%	44 20%	20 24% *	691 38% NOQ	64 21%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G/H/I,J/K/L,M,N/O/P/Q Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G/H/I,J/K/L,M,N/O/P/Q Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

Public
British Naturism
UK Adults aged 16-75, online

Q6. Given this context, how acceptable or unacceptable do you think nudity is in each of the following settings? - At clothes-optional sessions in a public swimming pool

UK adults aged 16-75, online

	Total	Gender		Age					Social grade					Region (Government office region)										Urban / Rural		
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	AB (I)	C1 (J)	C2 (K)	DE (L)	North East (M)	North West (N)	Yorkshire and Humberside (O)	West Midlands (P)	East Midlands (Q)	East of England (R)	South West (S)	South East (T)	Greater London (U)	Wales (V)	Scotland (W)	Northern Ireland (X)	Urban (Y)	Rural (Z)
Unweighted base	2249	1084	1151	345	417	395	426	666	1070	651	199	329	89	252	190	198	161	209	189	304	305	108	184	60	1829	360
Weighted base	2249	1107	1128	335	414	383	414	704	600	659	482	508	89	246	184	196	163	208	188	307	308	106	192	63	1838	348
Totally acceptable	575 26%	306 28% C	264 23%	89 27%	87 21%	123 32% EH	115 28%	161 23%	166 28% L	183 28%	114 24%	112 22%	27 30% *	70 29%	42 23%	51 26%	36 22%	51 24%	43 23%	88 29%	69 23%	28 26% *	52 27%	19 30% *	458 25%	98 28%
Somewhat acceptable	539 24%	282 25%	256 23%	67 20%	97 23%	107 28% D	95 23%	173 25%	162 27% L	159 24%	115 24%	103 20%	17 20% *	44 18%	43 24%	36 18%	51 31% NPX	49 24%	58 31% NPX	75 25%	83 27% NX	22 21% *	53 28% NX	7 11% *	438 24%	94 27%
No views either way	473 21%	240 22%	232 21%	78 F 23%	94 F 23%	60 16%	90 22%	151 F 22%	114 19%	139 21%	97 20%	123 24%	12 13% *	55 22%	36 20%	42 21%	36 22%	51 25%	34 18%	59 19%	64 21%	26 25% *	44 23%	14 22% *	395 22%	64 18%
Somewhat unacceptable	290 13%	119 11%	169 15% B	42 12%	65 16% F	38 10%	48 12%	96 14%	80 13%	79 12%	68 14%	64 13%	11 12% *	40 16% QW	31 17% QW	38 19% QSUW	12 8%	28 13%	20 11%	43 14% W	34 11%	10 9% *	13 7%	10 16% *	232 13%	48 14%
Totally unacceptable	288 13%	122 11%	165 15% B	52 16% F	52 13%	37 10%	49 12%	98 14%	63 11%	82 12%	71 15%	72 14%	20 23% NPQRT*	30 12%	29 16%	22 11%	16 10%	19 9%	27 14%	29 10%	50 16% RT	14 13% *	23 12%	8 13% *	250 14% Z	29 8%
Don't know	84 4%	39 3%	43 4%	7 2%	18 4%	18 5%	17 4%	24 3%	15 2%	17 3%	18 4%	35 7% U	2 3% *	6 3%	2 1%	9 4%	11 7% OU	10 5%	7 4%	11 4%	7 2%	6 5% *	7 3%	5 8% O*	65 4%	14 4%

NET: All acceptable	1114 50%	588 53% C	519 46%	156 47%	184 44%	230 60% DEGH	210 51%	334 47%	328 55% L	343 52% L	229 47%	215 42%	44 49% *	115 47%	86 47%	86 44%	87 53%	100 48%	100 53%	164 53%	152 50%	50 47% *	104 55%	26 41% *	896 49%	192 55%
NET: All unacceptable	578 26%	241 22%	334 30% B	94 28% F	118 28% F	75 20%	97 23%	194 28% F	143 24%	161 24%	138 29%	135 27%	31 35% QW*	70 28% Q	60 33% QW	59 30% QW	29 18%	47 23%	47 25%	73 24%	84 27%	24 23% *	37 19%	18 29% *	482 26%	77 22%

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J/K/L,M/N/O/P/Q/R/S/T/U/V/W/X,Y/Z Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J/K,L,M/N/O/P/Q/R/S/T/U/V/W/X,Y/Z Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

Public

British Naturism

UK Adults aged 16-75, online

Q6. Given this context, how acceptable or unacceptable do you think nudity is in each of the following settings? - At clothes-optional sessions in a public swimming pool

UK adults aged 16-75, online

	Total	Education				Education (2)		Employment status					Income				Main Shopper		
		GCSE/O Level/NVQ 12	A Level or equivalent	Degree/M asters/Ph D	No formal qualificati ons	Graduate	Non- graduate	Full-time	Part-time	Self- Employed	ANY WORKING	ANY NOT WORKING	UP TO £19,999	£20,000- £34,999	£35,000 - £54,999	£55,000+	Prefer not to say	Yes, mainshop per	No, not mainshop per
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Unweighted base	2249	461	484	1199	105	1199	1050	1051	306	129	1486	763	411	516	565	558	199	2112	137
Weighted base	2249	542	538	1048	121	1048	1201	1013	287	129	1429	820	494	571	556	427	202	2110	139
Totally acceptable	575 26%	110 20%	129 24%	315 30% BCE	21 18% *	315 30% G	260 22%	284 28% I	62 21%	32 25% *	378 26% I	197 24%	101 20%	142 25%	139 25%	157 37% MNQD	36 18%	545 26%	30 22% *
Somewhat acceptable	539 24%	118 22% E	128 24% E	280 27% E	13 10% *	280 27% G	259 22%	255 25%	70 24%	28 22% *	353 25%	186 23%	109 22%	133 23%	133 24%	118 28%	46 23%	500 24%	40 28% *
No views either way	473 21%	121 22%	125 23%	194 19%	34 28% D*	194 19%	279 23% F	208 21%	57 20%	41 32% HIKL*	306 21%	167 20%	116 23% P	125 22% P	123 22% P	68 16%	41 20%	453 21%	20 15% *
Somewhat unacceptable	290 13%	85 16% D	79 15% D	105 10%	21 18% D*	105 10%	185 15% F	120 12%	41 14%	13 10% *	174 12%	116 14%	58 12%	88 15% P	86 15% P	36 8%	23 11%	272 13%	18 13% *
Totally unacceptable	288 13%	80 15%	63 12%	122 12%	22 19% *	122 12%	166 14%	109 11%	52 18% HK	14 11% *	175 12% H	112 14%	78 16% P	62 11%	68 12%	39 9%	40 20% NOP	261 12%	27 19% *
Don't know	84 4%	27 5%	15 3%	32 3%	10 8% CD*	32 3%	52 4%	36 4%	4 1%	2 2% *	43 3%	41 5%	31 6% DP	21 4% O	7 1%	8 2%	16 8% NOP	79 4%	5 4% *

NET: All acceptable	1114 50%	229 42% E	257 48% E	595 57% BCE	34 28% *	595 57% G	519 43%	539 46% KL	132 46%	60 46% *	731 51%	383 47%	210 43%	275 48%	272 49%	275 64% MNQD	82 41%	1045 50%	70 50% *
NET: All unacceptable	578 26%	165 30% D	142 26%	227 22%	44 36% D*	227 22%	351 29% F	230 23% HIK	94 33% HIK	26 20% *	350 24% H	228 28% H	137 28% P	150 26% P	154 28% P	75 18%	63 31% P	533 25%	44 32% *

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Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G,H/I/J/K/L,M/N/O/P/Q,R/S Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G,H/I/J/K/L,M/N/O/P/Q,R/S Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

Public

British Naturism

UK Adults aged 16-75, online

Q6. Given this context, how acceptable or unacceptable do you think nudity is in each of the following settings? - At clothes-optional sessions in a public swimming pool

UK adults aged 16-75, online

	Total	Pres of children HH (17 or under)		Count of children HH (17 or under)				Marital Status			Household Size				Ethnicity						
		Total	At least one child present	No children present	1 Child	2 Children	3 Children	4 Children +	Married/Living as Married	Single	Widowed/Divorced/Separated	1	2	3	4+	White ethnic group	Minority ethnic group	Mixed / multiple ethnic groups	Asian / Asian British	Black / African / Caribbean / Black British	Other ethnic group
Unweighted base	2249	813	1436	379	340	73	21	1440	623	186	357	764	474	654	1977	241	48	125	59	9	
Weighted base	2249	757	1492	369	303	68	17	1386	660	202	398	768	469	614	1992	228	47	115	57	9	
Totally acceptable	575 26%	195 26%	380 25%	79 21%	97 32% D	19 27% *	1 7% **	355 26%	169 26%	51 25%	111 28%	183 24%	108 23%	172 28%	532 27% PR	42 18%	13 28% R*	13 11% *	16 28% R*	- - **	
Somewhat acceptable	539 24%	177 23%	363 24%	96 26%	65 21%	14 21% *	2 10% **	342 25%	151 23%	47 23%	84 21%	210 27%	103 22%	143 23%	486 24%	47 20%	9 19% *	28 24% *	9 17% *	* 3% **	
No views either way	473 21%	158 21%	315 21%	77 21%	60 20%	15 22% *	6 34% **	292 21%	139 21%	42 21%	81 20%	167 22%	111 24%	115 19%	409 21%	56 25%	6 12% *	37 32% OPQ*	12 20% *	2 25% **	
Somewhat unacceptable	290 13%	105 14%	185 12%	45 12%	47 15%	10 14% *	4 27% **	188 14%	77 12%	26 13%	37 9%	100 13%	55 12%	98 16% K	248 12%	38 17%	9 20% *	16 14% *	10 18% *	2 26% **	
Totally unacceptable	288 13%	100 13%	188 13%	61 16% E	30 10%	6 9% *	3 20% **	170 12%	94 14%	23 11%	55 14%	85 11%	78 17% LN	69 11%	245 12%	39 17%	7 16% *	19 16% *	9 17% *	3 40% **	
Don't know	84 4%	21 3%	63 4%	12 3%	4 1%	4 6% E*	1 3% **	40 3%	32 5%	13 6% H	30 8% LMN	24 3%	13 3%	17 3%	71 4%	6 3%	2 5% *	3 3% *	1 1% *	1 6% **	

NET: All acceptable	1114 50%	372 49%	742 50%	175 47%	161 53%	33 48% *	3 16% **	696 50%	320 48%	98 48%	196 49%	393 51%	211 45%	315 51%	1019 51% PR	88 39%	22 47% *	40 35% *	25 44% *	* 3% **
NET: All unacceptable	578 26%	205 27%	372 25%	105 28%	77 25%	16 23% *	8 46% **	358 26%	170 26%	49 24%	91 23%	185 24%	133 28%	167 27%	494 25%	77 34% O	17 36% *	35 30% *	20 34% *	6 66% **

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J,K,L/M/N,O/P/Q/R/S/T Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J,K,L/M,N,O/P/Q/R/S/T Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

Public

British Naturism

UK Adults aged 16-75, online

Q6. Given this context, how acceptable or unacceptable do you think nudity is in each of the following settings? - At clothes-optional sessions in a public swimming pool

UK adults aged 16-75, online

	Total	Social Media site: Daily user				Social Media site: Hourly user (or more)				Social Media site: Daily & for more than 1 hour per day				Naturist / Nudist				
		Total	Facebook	Instagram	Tik Tok	ANY	Facebook	Instagram	Tik Tok	ANY	Facebook	Instagram	Tik Tok	ANY	Naturist	Nudist	Neither	ANY
						FB/Insta/T				FB/Insta/T				FB/Insta/T				Naturist/N
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)		
Unweighted base	2249	1412	1024	653	1677	445	349	294	650	642	518	433	904	254	85	1792	339	
Weighted base	2249	1395	961	624	1654	440	324	273	627	620	490	402	878	227	83	1810	309	
Totally acceptable	575 26%	358 26%	266 28% E	172 28%	424 26%	126 29%	87 27%	88 32%	173 28%	170 27%	133 27%	118 29%	236 27%	91 40% P	30 37% P*	437 24%	122 39% P	
Somewhat acceptable	539 24%	318 23%	227 24%	147 24%	382 23%	98 22%	64 20%	59 22%	139 22%	126 20%	113 23%	83 21%	194 22%	60 26%	21 26% *	435 24%	81 26%	
No views either way	473 21%	311 22%	194 20%	123 20%	364 22%	78 18%	52 16%	38 14%	103 16%	138 22%	93 19%	83 21%	186 21%	37 16%	15 18% *	388 21%	52 17%	
Somewhat unacceptable	290 13%	193 14%	127 13%	86 14%	225 14%	64 14%	55 17%	40 14%	92 15%	88 14%	76 15%	50 13%	124 14%	17 8%	10 12% *	248 14% NQ	27 9%	
Totally unacceptable	288 13%	176 13%	124 13%	87 14%	212 13%	68 16%	60 19%	46 17%	108 17%	90 15%	69 14%	61 15%	124 14%	19 8%	6 7% *	248 14% Q	25 8%	
Don't know	84 4%	39 3% D	23 2%	9 2%	46 3% D	7 1%	6 2%	3 1%	13 2%	8 1%	5 1%	7 2%	15 2%	2 1%	1 1% *	54 3%	3 1%	

NET: All acceptable	1114 50%	676 48%	493 51% BE	319 51%	806 49%	224 51%	151 46%	147 54% G	312 50%	296 48%	246 50%	201 50%	429 49%	151 67% P	52 63% P*	871 48%	203 66% P
NET: All unacceptable	578 26%	369 26%	251 26%	173 28%	437 26%	132 30%	116 36% F	85 31%	200 32%	178 29%	145 30%	111 28%	249 28%	36 16%	16 19% *	496 27% NQ	52 17%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G/H/I,J/K/L,M,N/O/P/Q Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G/H/I,J/K/L,M,N/O/P/Q Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

Public
British Naturism
UK Adults aged 16-75, online

Q6. Given this context, how acceptable or unacceptable do you think nudity is in each of the following settings? - In quiet areas of public parks
UK adults aged 16-75, online

	Total	Gender		Age					Social grade					Region (Government office region)										Urban / Rural		
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	AB (I)	C1 (J)	C2 (K)	DE (L)	North East (M)	North West (N)	Yorkshire and Humberside (O)	West Midlands (P)	East Midlands (Q)	East of England (R)	South West (S)	South East (T)	Greater London (U)	Wales (V)	Scotland (W)	Northern Ireland (X)	Urban (Y)	Rural (Z)
Unweighted base	2249	1084	1151	345	417	395	426	666	1070	651	199	329	89	252	190	198	161	209	189	304	305	108	184	60	1829	360
Weighted base	2249	1107	1128	335	414	383	414	704	600	659	482	508	89	246	184	196	163	208	188	307	308	106	192	63	1838	348
Totally acceptable	174 8%	125 11% C	47 4%	25 7% H	41 10% H	60 16% DEGH	23 6%	25 3% J	64 11% J	41 6%	33 7%	36 7%	8 9% *	18 7%	10 6%	13 7%	6 3%	13 6%	10 5%	31 10% Q	34 11% Q	14 13% QS*	12 6%	5 8% *	138 7%	31 9%
Somewhat acceptable	291 13%	182 16% C	105 9%	49 15% H	70 17% GH	59 16% H	43 10%	69 10% J	88 15% J	74 11%	60 13%	69 14%	9 10% *	32 13% O	11 6%	26 13% O	16 10%	21 10%	26 14% O	33 11% MNOQRTV	64 21% MNOQRTV	10 10% *	35 18% OT	9 14% *	238 13%	45 13%
No views either way	430 19%	226 20%	204 18%	73 22% H	89 22% H	76 20%	84 20%	109 15%	112 19%	130 20%	89 18%	100 20%	16 18% *	53 21%	40 22%	31 16%	34 21%	38 18%	41 22%	60 19%	55 18%	18 17% *	32 16%	14 23% *	365 20% Z	51 15%
Somewhat unacceptable	666 30%	307 28%	356 32%	90 27% H	101 25% H	89 23%	124 30%	262 37% DEFG	172 29% J	207 31%	147 30%	141 28%	30 34% X*	70 29%	61 33% UX	64 33% X	63 39% TUVX	81 39% NTUVX	55 29%	78 25%	73 24%	23 22% *	59 31% X	9 14% *	545 30%	112 32%
Totally unacceptable	608 27%	227 21% B	378 34% B	88 26% H	88 21% H	85 22% H	124 30% EF	222 31% EF	150 25%	190 29%	136 28%	131 26%	21 23% *	71 29%	58 31%	54 28%	37 23%	51 25%	48 25%	91 30%	74 24%	34 32% *	46 24%	23 37% *	487 26%	98 28%
Don't know	79 4%	40 4%	38 3%	10 3% H	23 6% H	14 4%	15 4%	18 3%	15 2%	17 3%	17 4%	30 6% U	6 6% N*	3 1%	5 2%	8 4%	8 5% N	3 2%	8 4%	14 5% N	9 3%	7 6% N*	8 4%	2 3% *	65 4%	12 3%

NET: All acceptable	465 21%	308 28% C	152 13%	74 22% H	112 27% GH	119 31% DGH	67 16%	94 13%	152 25% J	115 17%	93 19%	106 21%	17 19% *	49 20% O	21 11%	39 20% O	21 13%	34 17%	37 19%	64 21% O	98 32% MNOPQRST	24 23% O*	47 25% OQ	14 23% *	375 20%	76 22%
NET: All unacceptable	1274 57%	534 48%	735 65% B	178 53% H	190 46% H	174 45% H	248 60% EF	483 69% DEFG	322 54% I	397 60% I	283 59%	272 54%	51 57% *	142 58% U	119 65% U	118 60% U	100 61% U	132 63% U	103 55%	169 55%	146 48%	57 54% *	105 55%	33 51% *	1032 56%	209 60%

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J/K/L,M/N/O/P/Q/R/S/T/U/V/W/X,Y/Z Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J/K,L,M/N/O/P/Q/R/S/T/U/V/W/X,Y,Z Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

Public

British Naturism

UK Adults aged 16-75, online

Q6. Given this context, how acceptable or unacceptable do you think nudity is in each of the following settings? - In quiet areas of public parks

UK adults aged 16-75, online

	Total	Education				Education (2)		Employment status					Income					Main Shopper		
		Total	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Graduate	Non-graduate	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Prefer not to say	Yes, mainshopper	No, not mainshopper
Unweighted base	2249	461	484	1199	105	1199	1050	1051	306	129	1486	763	411	516	565	558	199	2112	137	
Weighted base	2249	542	538	1048	121	1048	1201	1013	287	129	1429	820	494	571	556	427	202	2110	139	
Totally acceptable	174 8%	25 5%	19 4%	116 11% BC	14 11% BC*	116 11% G	58 5%	124 12% IKL	12 4%	13 10% IL*	149 10% IL	25 3%	21 4%	33 6% M	46 8% MNOQ	62 14% MNOQ	12 6%	170 8%	4 3% *	
Somewhat acceptable	291 13%	65 12%	80 15%	131 12% BC	16 13% *	131 12% G	161 13% G	165 16% JKL	35 12% J	5 4% *	206 14% JL	86 10% J	57 11% M	72 13% Q	72 13% Q	78 18% MNOQ	13 6%	272 13%	19 14% *	
No views either way	430 19%	103 19%	119 22%	186 18% BC	22 18% *	186 18% G	244 20% G	214 21% IKL	44 15% J	26 20% *	284 20% I	146 18% JKL	113 23% PQ	101 18% PQ	129 23% PQ	62 15% MNOQ	26 13%	413 20%	17 12% *	
Somewhat unacceptable	666 30%	153 28%	161 30%	316 30% BC	37 30% *	316 30% G	350 29% G	248 25% IKL	93 32% HK	46 36% H*	388 27% H	278 34% HK	146 30% M	170 30% M	171 31% M	119 28% MNOQ	59 29%	625 30%	41 29% *	
Totally unacceptable	608 27%	178 33% DE	142 26%	264 25% BC	24 20% *	264 25% G	344 29% G	224 22% IKL	99 34% HK	38 30% *	360 25% H	247 30% HK	136 28% M	166 29% M	131 23% M	98 23% MNOQ	77 38% MNOP	558 26%	50 36% R*	
Don't know	79 4%	18 3%	16 3%	35 3% BC	10 8% CD*	35 3% G	44 4% G	37 4% IKL	4 2%	1 * *	42 3% I	38 5% I	22 4% OP	29 5% OP	7 1% OP	7 2% OP	15 7% OP	72 3%	8 5% *	

NET: All acceptable	465 21%	90 17%	99 18%	247 24% B	29 24% *	247 24% G	219 18% G	290 29% IKL	47 16% J	18 14% *	355 25% IIL	110 13% JKL	78 16% M	105 18% M	118 21% Q	140 33% MNOQ	25 12%	442 21%	23 17% *
NET: All unacceptable	1274 57%	330 61%	303 56%	580 55% BC	61 50% *	580 55% G	694 58% G	472 47% IKL	191 67% HK	85 66% HK*	748 52% H	525 64% HK	282 57% M	336 59% P	302 54% M	217 51% MNOQ	136 67% MOP	1183 56%	91 65% *

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Overlap formulae used

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ColumnMeans (5%): A,B/C/D/E,F/G,H/I/J/K/L,M/N/O/P/Q,R/S Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

Public

British Naturism

UK Adults aged 16-75, online

Q6. Given this context, how acceptable or unacceptable do you think nudity is in each of the following settings? - In quiet areas of public parks

UK adults aged 16-75, online

	Total	Pres of children HH (17 or under)		Count of children HH (17 or under)				Marital Status			Household Size				Ethnicity						
		Total	At least one child present	No children present	1 Child	2 Children	3 Children	4 Children +	Married/Living as Married	Single	Widowed/Divorced/Separated	1	2	3	4+	White ethnic group	Minority ethnic group	Mixed / multiple ethnic groups	Asian / Asian British	Black / African / Caribbean / Black British	Other ethnic group
Unweighted base	2249	813	1436	379	340	73	21	1440	623	186	357	764	474	654	1977	241	48	125	59	9	
Weighted base	2249	757	1492	369	303	68	17	1386	660	202	398	768	469	614	1992	228	47	115	57	9	
Totally acceptable	174 8%	100 13% C	74 5%	42 11%	49 16%	8 12% *	1 4% **	125 9%	34 5%	15 8%	22 5%	39 5%	39 8%	75 12% KL	155 8%	15 7%	4 9% *	7 6% *	4 8% *	- -	
Somewhat acceptable	291 13%	117 15% C	174 12%	59 16%	53 17% F	4 6% *	2 9% **	174 13%	94 14%	23 11%	61 15% L	69 9%	61 13%	98 16% L	254 13%	36 16%	4 9% *	18 16% *	12 22% *	1 12% **	
No views either way	430 19%	175 23% C	256 17%	97 26% E	56 18%	16 23% *	5 33% **	273 20%	130 20%	28 14%	63 16%	144 19%	125 27% KLN	98 16%	376 19%	49 22%	13 27% *	21 18% *	15 26% *	1 10% **	
Somewhat unacceptable	666 30%	160 21% B	506 34% B	58 16%	72 24% D	25 36% D*	6 33% **	397 29%	202 31%	68 34%	116 29% M	277 36% KMN	102 22% M	171 28% M	604 30%	57 25%	12 25% *	25 22% *	15 26% *	5 59% **	
Totally unacceptable	608 27%	181 24% B	427 29% B	99 27%	66 22% F	13 19% *	3 17% **	388 28%	164 25%	56 28%	106 27%	221 29%	129 28%	151 25% M	539 27%	63 28%	12 26% *	40 34% P5*	10 18% *	1 13% **	
Don't know	79 4%	24 3%	55 4%	14 4%	7 2%	2 3% *	1 3% **	30 2%	37 6% H	13 6% H	31 8% LMN	19 2%	13 3%	17 3%	65 3%	8 3%	2 5% *	4 4% *	1 4% *	1 6% **	

NET: All acceptable	465 21%	217 29% C	248 17%	101 27%	102 34% F	12 18% *	2 14% **	299 22%	129 19%	38 19%	82 21% L	108 14%	99 21% L	176 29% KLM	408 20%	51 22%	8 17% *	25 22% *	17 30% *	1 12% **
NET: All unacceptable	1274 57%	341 45% B	933 63% B	157 42%	138 46% F	37 55% *	8 50% **	785 57%	365 55%	124 61%	222 56% KMN	498 65% KMN	232 49%	323 53%	1143 57%	120 53%	24 51% *	65 56% *	25 43% *	6 72% **

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J,K,L/M/N,O/P/Q/R/S/T Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J,K,L/M,N,O/P/Q/R/S/T Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

Public

British Naturism

UK Adults aged 16-75, online

Q6. Given this context, how acceptable or unacceptable do you think nudity is in each of the following settings? - In quiet areas of public parks

UK adults aged 16-75, online

	Total	Social Media site: Daily user				Social Media site: Hourly user (or more)				Social Media site: Daily & for more than 1 hour per day				Naturist / Nudist				
		Total	Facebook	Instagram	Tik Tok	ANY	Facebook	Instagram	Tik Tok	ANY	Facebook	Instagram	Tik Tok	ANY	Naturist	Nudist	Neither	ANY
						FB/Insta/T				FB/Insta/T				FB/Insta/T				Naturist/N
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)		
Unweighted base	2249	1412	1024	653	1677	445	349	294	650	642	518	433	904	254	85	1792	339	
Weighted base	2249	1395	961	624	1654	440	324	273	627	620	490	402	878	227	83	1810	309	
Totally acceptable	174 8%	118 8%	112 12% BE	91 15% BCE	143 9%	65 15%	54 17% I	54 20% I	81 13%	70 11%	80 16% JM	62 15% JM	99 11%	66 29% P	15 18% P*	84 5%	81 26% P	
Somewhat acceptable	291 13%	182 13%	145 15% BE	117 19% BCE	221 13%	77 17%	59 18%	53 19%	105 17%	101 16%	80 16%	76 19% M	135 15%	56 25% P	32 39% NP*	179 10%	89 29% NP	
No views either way	430 19%	276 20%	185 19%	125 20%	317 19%	93 21% I	58 18%	47 17%	116 18%	134 22% M	94 19%	87 22%	171 20%	38 17%	14 17% *	354 20%	52 17%	
Somewhat unacceptable	666 30%	411 29% D	262 27% D	146 23%	490 30% CD	94 21%	68 21%	48 18%	141 22% H	166 27% KL	110 22%	80 20%	244 28% KL	37 16%	10 12% *	595 33% NOQ	47 15%	
Totally unacceptable	608 27%	371 27% CD	232 24%	133 21%	436 26% CD	101 23%	80 25%	66 24%	168 27% F	133 21%	113 23%	86 22%	205 23%	29 13%	9 11% *	549 30% NOQ	38 12%	
Don't know	79 4%	37 3%	26 3%	12 2%	46 3%	12 3%	5 2%	4 2%	16 3%	15 2%	13 3%	10 2%	23 3%	-	2 2% *	48 3% N	2 1% N	

NET: All acceptable	465 21%	300 22%	257 27% BE	208 33% BCE	364 22%	142 32%	113 35% I	107 39% FI	187 30%	172 28%	159 33% JM	138 34% JM	234 27%	123 54% P	47 57% P*	263 15%	170 55% P
NET: All unacceptable	1274 57%	782 56% CD	493 51% D	280 45% CD	927 56% CD	194 44%	148 46%	115 42%	308 49% FH	299 48% L	223 45%	167 42%	450 51% JKL	66 29%	19 24% *	1144 63% NOQ	86 28%

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Overlap formulae used

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ColumnMeans (5%): A,B/C/D/E,F/G/H/I,J/K/L,M,N/O/P/Q Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

Public
British Naturism
UK Adults aged 16-75, online

Q6. Given this context, how acceptable or unacceptable do you think nudity is in each of the following settings? - In back gardens, where it may be possible for someone outside of the property to see into the garden (e.g. from a pavement by those walking past, etc.)

UK adults aged 16-75, online

	Total	Gender		Age					Social grade					Region (Government office region)										Urban / Rural		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland	Urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted base	2249	1084	1151	345	417	395	426	666	1070	651	199	329	89	252	190	198	161	209	189	304	305	108	184	60	1829	360
Weighted base	2249	1107	1128	335	414	383	414	704	600	659	482	508	89	246	184	196	163	208	188	307	308	106	192	63	1838	348
Totally acceptable	451 20%	248 22% c	200 18%	71 21% H	99 24% H	106 28% GH	82 20% H	91 13%	134 22%	130 20%	97 20%	89 17%	15 16% *	47 19%	45 25% Q	36 19%	22 14%	40 19%	40 21%	62 20%	70 23%	30 28% Q*	34 18%	9 14% *	360 20%	82 24%
Somewhat acceptable	605 27%	300 27%	300 27%	87 26%	117 28%	116 30%	105 25%	179 25%	174 29% L	181 28%	135 28%	114 23%	21 23% *	61 25%	42 23%	43 22%	47 29% V	68 32% PV	71 38% NOPUVX	87 28% V	82 27% V	16 15% *	55 29% V	12 19% *	484 26%	108 31%
No views either way	479 21%	229 21%	248 22%	80 24%	78 19%	72 19%	104 25%	144 21%	122 20%	136 21%	94 20%	127 25%	19 21% *	48 20%	36 19%	41 21%	44 27%	43 21%	34 18%	69 22%	68 22%	26 24% *	36 19%	16 26% *	403 22%	60 17%
Somewhat unacceptable	464 21%	214 19%	248 22%	56 17%	58 14%	55 14%	81 20%	214 30% DEFG	108 18%	143 22%	100 21%	113 22%	26 29% RSU*	57 23%	41 22%	53 27% RSU	35 21%	34 16%	31 17%	60 20%	50 16%	19 18% *	42 22%	14 22% *	385 21%	64 18%
Totally unacceptable	173 8%	74 7%	97 9%	31 9%	39 10%	24 6%	25 6%	54 8%	47 8%	49 7%	36 7%	40 8%	5 5% *	27 11% S	13 7%	11 6%	8 5%	17 8%	8 4%	18 6%	30 10% S	10 9% *	18 10%	9 14% S*	142 8%	22 6%
Don't know	78 3%	42 4%	34 3%	10 3%	22 5%	9 2%	15 4%	21 3%	14 2%	19 3%	20 4%	24 5%	4 4% I	5 2%	7 4%	11 6%	7 4%	7 3%	5 3%	11 3%	7 2%	5 5% *	5 3%	3 5% *	63 3%	11 3%

NET: All acceptable	1055 47%	549 50% c	501 44%	158 47% H	216 52% H	222 58% DGH	188 45%	271 38%	308 51% L	312 47% L	233 48%	203 40%	35 40% *	108 44%	87 47%	80 41%	69 42%	107 52% X	110 59% MNPQVWX	149 49%	153 50% X	46 44% *	89 47%	21 33% *	844 46%	190 55% Y
NET: All unacceptable	637 28%	288 26%	346 31% B	86 26%	97 24%	79 21%	107 26%	267 38% DEFG	155 26%	192 29%	135 28%	154 30%	31 35% S*	84 34% S	54 29%	65 33% S	43 26%	51 24%	39 21%	78 25%	80 26%	29 27% *	61 32% S	23 36% S*	528 29%	86 25%

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Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J/K,L,M/N/O/P/Q/R/S/T/U/V/W/X,Y/Z Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

Public

British Naturism

UK Adults aged 16-75, online

Q6. Given this context, how acceptable or unacceptable do you think nudity is in each of the following settings? - In back gardens, where it may be possible for someone outside of the property to see into the garden (e.g. from a pavement by those walking past, etc.)

UK adults aged 16-75, online

	Total	Education				Education (2)		Employment status					Income					Main Shopper	
		GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Graduate	Non-graduate	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Prefer not to say	Yes, mainshopper	No, not mainshopper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Unweighted base	2249	461	484	1199	105	1199	1050	1051	306	129	1486	763	411	516	565	558	199	2112	137
Weighted base	2249	542	538	1048	121	1048	1201	1013	287	129	1429	820	494	571	556	427	202	2110	139
Totally acceptable	451 20%	88 16%	99 18%	251 24% BCE	13 10% *	251 24% G	199 17%	254 25% IKL	41 14%	22 17% *	316 22% IL	134 16%	73 15%	94 17%	122 22% M	127 30% MNOQ	34 17%	427 20%	24 17% *
Somewhat acceptable	605 27%	120 22%	156 29% B	300 29% B	28 23% *	300 29%	305 25%	282 28%	85 30%	37 29% *	403 28%	201 25%	128 26%	139 24%	163 29%	121 28%	54 27%	568 27%	36 26% *
No views either way	479 21%	131 24% D	120 22%	194 19%	34 28% D*	194 19%	285 24% F	217 21%	59 20%	28 22% *	303 21%	176 21%	110 22%	135 24% P	120 22%	75 17%	41 20%	456 22%	23 17% *
Somewhat unacceptable	464 21%	128 24%	105 19%	202 19%	29 24% *	202 19%	262 22%	152 15%	74 26% HK	36 28% HK*	263 18% H	201 25% HK	117 24% P	138 24% P	103 19%	68 16%	37 19%	423 20%	40 29% R*
Totally unacceptable	173 8%	55 10% D	38 7%	69 7%	10 8% *	69 7%	104 9%	71 7%	22 8%	6 5% *	99 7%	73 9%	45 9%	43 8%	40 7%	30 7%	15 7%	162 8%	11 8% *
Don't know	78 3%	19 4%	19 4%	32 3%	8 6% *	32 3%	46 4%	37 4%	7 2%	- - *	44 3%	34 4%	21 4% OP	22 4% O	8 1%	7 2%	21 10% MNOP	73 3%	5 3% *

NET: All acceptable	1055 47%	208 38% BE	256 47% BE	551 53% BE	40 33% *	551 53% G	504 42%	536 53% IKL	126 44%	59 45% *	720 50% IL	335 41%	201 41%	233 41%	285 51% MN	248 58% MNQ	88 44%	995 47%	60 43% *
NET: All unacceptable	637 28%	184 34% CD	143 27%	271 26%	39 32% *	271 26%	366 30% F	223 22%	96 34% HK	42 33% H*	362 25% H	275 34% HK	162 33% OP	181 32% P	143 26%	98 23%	52 26%	585 28%	51 37% *

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ColumnMeans (5%): A,B/C/D/E,F/G,H/I/J/K/L,M/N/O/P/Q,R/S Minimum Base: 30(**) Small Base: 100(*)

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UK adults aged 16-75, online

	Total	Pres of children HH (17 or under)		Count of children HH (17 or under)				Marital Status			Household Size				Ethnicity						
		Total	At least one child present	No children present	1 Child	2 Children	3 Children	4 Children +	Married/Living as Married	Single	Widowed/Divorced/Separated	1	2	3	4+	White ethnic group	Minority ethnic group	Mixed / multiple ethnic groups	Asian / Asian British	Black / African / Caribbean / Black British	Other ethnic group
Unweighted base	2249	813	1436	379	340	73	21	1440	623	186	357	764	474	654	1977	241	48	125	59	9	
Weighted base	2249	757	1492	369	303	68	17	1386	660	202	398	768	469	614	1992	228	47	115	57	9	
Totally acceptable	451 20%	180 24% C	271 18%	69 19%	87 29% D	22 33% D*	1 8% **	281 20% J	143 22% J	27 13%	74 19%	129 17%	96 20%	152 25% L	409 21% R	40 18% R	19 39% OPR*	10 8% *	12 21% R*	- - **	
Somewhat acceptable	605 27%	220 29%	384 26%	112 30%	91 30%	15 23% *	3 15% **	352 25% J	190 29% J	62 31%	108 27%	206 27%	128 27%	163 26% L	549 28% R	52 23% R	8 17% *	32 28% *	9 17% *	2 21% **	
No views either way	479 21%	155 20%	325 22%	84 23% F	60 20%	6 9% *	5 29% **	312 23% J	122 18% J	45 22%	70 18%	172 22%	113 24%	124 20%	419 21% R	52 23% R	7 14% *	24 20% *	17 29% *	5 55% **	
Somewhat unacceptable	464 21%	122 16% B	342 23% B	62 17%	42 14%	16 24% *	2 11% **	299 22% J	117 18% J	47 23%	77 19%	191 25% MN	77 17%	119 19%	412 21% R	44 19% R	4 9% *	24 21% *	15 27% *	5 5% **	
Totally unacceptable	173 8%	60 8% C	113 8%	33 9%	18 6% D	6 8% *	3 18% **	107 8% J	56 8% J	10 5%	40 10% L	46 6% L	46 10% L	40 7% L	140 7% R	33 14% OS	7 15% *	22 19% OS*	3 5% *	1 13% **	
Don't know	78 3%	20 3%	57 4%	10 3%	5 2%	2 3% *	3 19% **	34 2% H	32 5% H	11 6% H	29 7% LMN	24 3%	8 2%	17 3%	63 3% LMN	7 3% LMN	2 4% *	4 4% *	1 1% *	1 6% **	

NET: All acceptable	1055 47%	400 53% C	656 44%	181 49% D	177 59% D	38 55% *	4 23% **	633 46% J	333 50% J	89 44% J	182 46% J	335 44% J	224 48% J	314 51% L	958 48% R	92 40% R	27 57% PR*	42 36% *	22 38% *	2 21% **
NET: All unacceptable	637 28%	182 24% B	455 30% B	95 26% D	60 20% D	22 32% E*	5 29% **	406 29% J	173 26% J	57 28% J	117 29% LMN	237 31% LMN	124 26% LMN	159 26% LMN	552 28% R	77 34% R	11 24% *	45 40% O*	18 32% *	2 18% **

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J,K,L/M/N,O/P/Q/R/S/T Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J,K,L/M,N,O/P/Q/R/S/T Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

Public

British Naturism

UK Adults aged 16-75, online

Q6. Given this context, how acceptable or unacceptable do you think nudity is in each of the following settings? - In back gardens, where it may be possible for someone outside of the property to see into the garden (e.g. from a pavement by those walking past, etc.)

UK adults aged 16-75, online

	Total	Social Media site: Daily user				Social Media site: Hourly user (or more)				Social Media site: Daily & for more than 1 hour per day				Naturist / Nudist				
		Total	Facebook	Instagram	Tik Tok	ANY	Facebook	Instagram	Tik Tok	ANY	Facebook	Instagram	Tik Tok	ANY	Naturist	Nudist	Neither	ANY
						FB/Insta/T				FB/Insta/T				FB/Insta/T				Naturist/N
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)		
Unweighted base	2249	1412	1024	653	1677	445	349	294	650	642	518	433	904	254	85	1792	339	
Weighted base	2249	1395	961	624	1654	440	324	273	627	620	490	402	878	227	83	1810	309	
Totally acceptable	451 20%	283 20%	236 25% BE	149 24% B	350 21%	99 22%	84 26%	76 28% I	144 23%	133 21%	117 24%	98 24%	195 22%	79 35% OPQ	15 19% *	339 19%	94 30% OP	
Somewhat acceptable	605 27%	369 26%	273 28%	178 29%	444 27%	108 25%	87 27%	78 28%	159 25%	167 27%	147 30%	119 30%	246 28%	66 29%	35 42% P*	480 27%	101 33%	
No views either way	479 21%	308 22%	200 21%	133 21%	357 22%	99 22% GH	57 18%	41 15%	130 21% H	127 21%	96 20%	78 19%	181 21%	35 16%	14 17% *	403 22% NQ	49 16%	
Somewhat unacceptable	464 21%	283 20% CD	153 16%	96 15%	325 20% CD	70 16%	53 16%	42 15%	106 17%	117 19% L	77 16%	57 14%	159 18% L	22 10%	12 15% *	411 23% NQ	34 11%	
Totally unacceptable	173 8%	110 8%	72 8%	55 9%	130 8%	53 12%	31 10%	33 12%	69 11%	56 9%	41 8%	42 10%	74 8%	23 10%	6 8% *	129 7%	30 10%	
Don't know	78 3%	42 3%	27 3%	14 2%	47 3%	12 3%	11 3%	4 2%	19 3%	19 3%	11 2%	8 2%	24 3%	2 1%	- - *	48 3%	2 1%	

NET: All acceptable	1055 47%	652 47%	509 53% BE	327 52% BE	794 48% B	207 47%	172 53% FI	154 56% FI	303 48%	300 48%	264 54% JM	217 54% J	441 50%	145 64% P	50 60% P*	819 45%	195 63% P
NET: All unacceptable	637 28%	393 28% CD	226 23%	151 24%	455 28% CD	123 28%	84 26%	75 27%	175 28%	173 28%	118 24%	99 25%	233 27%	45 20%	18 22% *	540 30% NQ	63 20%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G/H/I,J/K/L,M,N/O/P/Q Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G/H/I,J/K/L,M,N/O/P/Q Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

Public

British Naturism

UK Adults aged 16-75, online

Q6. Given this context, how acceptable or unacceptable do you think nudity is in each of the following settings? - In the home, where it may be possible for someone outside of the property to see into the home (e.g. from a pavement by those walking past, etc.)

UK adults aged 16-75, online

	Total	Gender		Age					Social grade					Region (Government office region)										Urban / Rural		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland	Urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted base	2249	1084	1151	345	417	395	426	666	1070	651	199	329	89	252	190	198	161	209	189	304	305	108	184	60	1829	360
Weighted base	2249	1107	1128	335	414	383	414	704	600	659	482	508	89	246	184	196	163	208	188	307	308	106	192	63	1838	348
Totally acceptable	712 32%	384 35% c	324 29%	101 30%	135 33% H	151 40% DH	149 36% H	176 25%	198 33%	209 32%	164 34%	142 28%	26 29% *	74 30%	61 33%	54 28%	46 28%	66 32%	75 40% PU	100 33%	88 29%	39 37% *	68 36%	15 24% *	571 31%	126 36%
Somewhat acceptable	567 25%	273 25%	290 26%	77 23%	106 26%	98 26%	102 25%	185 26%	163 27%	177 27%	101 21%	127 25%	20 22% *	67 27% v	46 25%	42 22%	34 21%	61 29% v	55 29% v	82 27% v	82 27% v	15 14% *	52 27% v	11 18% *	469 26%	87 25%
No views either way	450 20%	210 19%	238 21%	65 19%	86 21%	66 17%	81 20%	152 22%	117 19%	129 20%	104 22%	99 20%	20 22% *	47 19%	26 14%	40 20%	40 25% O	38 18%	32 17%	62 20%	69 23%	25 23% *	35 18%	16 25% *	369 20%	65 19%
Somewhat unacceptable	318 14%	142 13%	176 16%	50 15%	40 10%	43 11%	56 14%	129 18% EF	72 12%	98 15%	70 15%	77 15%	14 16% *	38 15%	29 16%	39 20% SUW	26 16%	28 14%	16 9%	43 14%	37 12%	13 12% *	21 11%	14 21% 5*	258 14%	47 13%
Totally unacceptable	132 6%	65 6%	67 6%	38 11% EFGH	25 6%	13 3%	13 3%	44 6% G	36 6% J	24 4%	31 7%	41 8% J	6 7% *	17 7%	14 8% s	13 7%	9 6%	10 5%	4 2%	11 4%	24 8% s	8 8% s*	5 5%	10 7% *	114 6%	14 4%
Don't know	69 3%	33 3%	33 3%	5 1%	21 5% D	11 3%	14 3%	18 3%	15 2%	22 3%	11 2%	21 4%	3 4% *	4 1%	8 4%	7 4%	8 5%	4 2%	5 3%	9 3%	7 2%	6 5% *	5 3%	3 4% *	57 3%	10 3%
NET: All acceptable	1279 57%	658 59% c	614 54%	178 53%	241 58%	250 65% DH	250 60% H	360 51%	360 60% L	386 59%	265 55%	269 53%	45 51% *	141 57%	107 58%	96 49%	80 49%	127 61% PQX	130 69% MNPQUVX	182 59% x	170 55%	54 51% *	120 63% PQX	27 42% *	1040 57%	212 61%
NET: All unacceptable	451 20%	207 19%	243 22%	88 26% EFG	65 16%	56 15%	69 17%	173 25% EFG	108 18%	122 19%	102 21%	118 23% I	21 23% s*	55 22% s	43 23% s	52 27% STW	35 21% s	38 18%	21 11%	54 17%	61 20% s	21 20% *	32 17%	18 29% 5*	372 20%	61 17%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J/K/L,M/N/O/P/Q/R/S/T/U/V/W/X,Y/Z Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J/K,L,M/N/O/P/Q/R/S/T/U/V/W/X,Y/Z Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

Public

British Naturism

UK Adults aged 16-75, online

Q6. Given this context, how acceptable or unacceptable do you think nudity is in each of the following settings? - In the home, where it may be possible for someone outside of the property to see into the home (e.g. from a pavement by those walking past, etc.)

UK adults aged 16-75, online

	Total	Education				Education (2)		Employment status					Income				Main Shopper		
		GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Graduate	Non-graduate	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Prefer not to say	Yes, mainshopper	No, not mainshopper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Unweighted base	2249	461	484	1199	105	1199	1050	1051	306	129	1486	763	411	516	565	558	199	2112	137
Weighted base	2249	542	538	1048	121	1048	1201	1013	287	129	1429	820	494	571	556	427	202	2110	139
Totally acceptable	712 32%	154 28%	175 33%	359 34%	24 20%	359 34%	353 29%	361 36%	75 26%	43 33%	478 33%	234 29%	134 27%	174 30%	190 34%	159 37%	56 28%	665 32%	47 33%
Somewhat acceptable	567 25%	114 21%	136 25%	291 28%	26 22%	291 28%	276 23%	265 26%	69 24%	26 20%	361 25%	207 25%	108 22%	147 26%	130 23%	123 29%	59 29%	533 25%	34 24%
No views either way	450 20%	109 20%	105 20%	201 19%	35 29%	201 19%	249 21%	194 19%	64 22%	29 22%	286 20%	163 20%	112 23%	118 21%	115 21%	75 18%	31 15%	424 20%	26 18%
Somewhat unacceptable	318 14%	110 20%	73 14%	113 11%	22 18%	113 11%	205 17%	113 11%	54 19%	21 16%	188 13%	130 16%	83 17%	92 16%	81 15%	36 8%	26 13%	299 14%	19 14%
Totally unacceptable	132 6%	41 7%	30 6%	56 5%	6 5%	56 5%	77 6%	44 4%	20 7%	8 7%	72 5%	60 7%	38 8%	22 4%	31 6%	27 6%	13 7%	123 6%	9 6%
Don't know	69 3%	15 3%	19 4%	28 3%	7 6%	28 3%	41 3%	36 4%	5 2%	2 1%	43 3%	26 3%	18 4%	9 3%	7 2%	17 9%	64 3%	5 4%	

NET: All acceptable	1279 57%	268 49%	311 58%	650 62%	51 42%	650 62%	629 52%	626 62%	144 50%	69 53%	839 59%	440 54%	242 49%	321 56%	320 58%	282 66%	115 57%	1199 57%	81 58%
NET: All unacceptable	451 20%	150 28%	103 19%	169 16%	29 24%	169 16%	282 23%	157 16%	74 26%	29 23%	261 18%	190 23%	122 25%	115 20%	112 20%	63 15%	39 19%	423 20%	28 20%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G,H/I/J/K/L,M/N/O/P/Q,R/S Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G,H/I/J/K/L,M/N/O/P/Q,R/S Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

Public

British Naturism

UK Adults aged 16-75, online

Q6. Given this context, how acceptable or unacceptable do you think nudity is in each of the following settings? - In the home, where it may be possible for someone outside of the property to see into the home (e.g. from a pavement by those walking past, etc.)

UK adults aged 16-75, online

	Total	Pres of children HH (17 or under)			Count of children HH (17 or under)				Marital Status			Household Size				Ethnicity						
		Total	At least one child present	No children present	1 Child	2 Children	3 Children	4 Children +	Married/Living as Married	Single	Widowed/Divorced/Separated	1	2	3	4+	White ethnic group	Minority ethnic group	Mixed / multiple ethnic groups	Asian / Asian British	Black / African / Caribbean / Black British	Other ethnic group	
																						(A)
Unweighted base	2249	813	1436	379	340	73	21	1440	623	186	357	764	474	654	1977	241	48	125	59	9		
Weighted base	2249	757	1492	369	303	68	17	1386	660	202	398	768	469	614	1992	228	47	115	57	9		
Totally acceptable	712 32%	241 32%	471 32%	99 27%	110 36% D	30 44% D*	2 12% **	423 31%	236 36% J	53 26%	127 32%	231 30%	140 30%	214 35%	646 32% R	65 29% R	25 53% OPRS*	25 22% *	13 23% *	2 21% **		
Somewhat acceptable	567 25%	204 27%	364 24%	105 28%	84 28%	13 19% *	3 18% **	350 25%	159 24%	58 29%	105 26%	193 25%	113 24%	156 25%	504 25%	56 25%	7 15% *	29 25% *	17 30% *	3 38% **		
No views either way	450 20%	147 19%	302 20%	76 20%	55 18%	11 17% *	5 30% **	306 22% I	104 16%	39 19%	56 14%	175 23% K	104 22% K	115 19%	404 20%	37 16%	3 7% *	21 18% *	11 20% *	1 16% **		
Somewhat unacceptable	318 14%	93 12%	225 15%	51 14%	34 11%	4 6% *	4 25% **	195 14%	89 14%	34 17%	63 16%	109 14%	66 14%	80 13%	284 14%	32 14%	6 12% *	21 18% *	5 9% *	* 5% **		
Totally unacceptable	132 6%	49 7%	83 6%	29 8%	13 4%	6 9% *	2 11% **	76 6%	47 7%	9 4%	28 7%	35 5%	35 7%	35 6%	98 5%	33 14% O	6 13% O*	16 14% O*	10 17% O*	1 13% **		
Don't know	69 3%	22 3%	47 3%	11 3%	7 2%	3 5% *	1 3% **	35 3%	25 4%	9 4%	19 5%	25 3%	11 2%	14 2%	56 3%	5 2%	- *	4 3% O*	1 1% *	1 6% **		

NET: All acceptable	1279 57%	445 59%	835 56%	203 55%	193 64% D	43 63% *	5 30% **	773 56%	395 60%	111 55%	232 58%	425 55%	253 54%	369 60%	1149 58% R	122 53% R	32 68% R*	54 47% *	30 53% *	5 60% **
NET: All unacceptable	451 20%	142 19%	308 21%	79 21%	47 15%	10 15% *	6 36% **	271 20%	137 21%	43 21%	91 23%	144 19%	101 22%	115 19%	382 19%	65 28% O	12 25% *	36 32% O*	15 26% *	2 18% **

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J,K,L/M/N,O/P/Q/R/S/T Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J,K,L/M,N,O/P/Q/R/S/T Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

Public

British Naturism

UK Adults aged 16-75, online

Q6. Given this context, how acceptable or unacceptable do you think nudity is in each of the following settings? - In the home, where it may be possible for someone outside of the property to see into the home (e.g. from a pavement by those walking past, etc.)

UK adults aged 16-75, online

	Total	Social Media site: Daily user				Social Media site: Hourly user (or more)				Social Media site: Daily & for more than 1 hour per day				Naturist / Nudist				
		Total	Facebook	Instagram	Tik Tok	ANY	Facebook	Instagram	Tik Tok	ANY	Facebook	Instagram	Tik Tok	ANY	Naturist	Nudist	Neither	ANY
						FB/Insta/T				FB/Insta/T				FB/Insta/T				Naturist/N
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)		
Unweighted base	2249	1412	1024	653	1677	445	349	294	650	642	518	433	904	254	85	1792	339	
Weighted base	2249	1395	961	624	1654	440	324	273	627	620	490	402	878	227	83	1810	309	
Totally acceptable	712 32%	451 32%	322 34%	196 31%	538 33%	131 30%	108 33%	100 37% FI	193 31%	199 32%	158 32%	130 32%	289 33%	90 40% P	27 33% *	570 32%	117 38%	
Somewhat acceptable	567 25%	349 25%	253 26%	171 27%	418 25%	107 24%	74 23%	64 23%	147 23%	167 27%	129 26%	111 28%	232 26%	59 26%	27 33% *	455 25%	86 28%	
No views either way	450 20%	293 21%	190 20%	114 18%	332 20%	86 20%	54 17%	43 16%	120 19%	119 19%	87 18%	67 17%	157 18%	40 18%	13 16% *	373 21%	53 17%	
Somewhat unacceptable	318 14%	185 13% C	101 11%	82 13% C	221 13% C	58 13%	37 11%	34 13%	87 14%	74 12%	58 12%	48 12%	114 13%	23 10%	9 11% *	274 15%	32 10%	
Totally unacceptable	132 6%	82 6% BE	72 8% BE	52 8% BE	103 6%	46 10%	44 13% I	29 10%	62 10%	48 8%	49 10% M	38 9%	68 8%	11 5%	6 8% *	96 5%	17 6%	
Don't know	69 3%	35 3%	23 2%	9 1%	42 3% D	13 3%	8 2%	4 1%	18 3%	14 2%	9 2%	9 2%	19 2%	3 1%	- - *	41 2%	3 1%	

NET: All acceptable	1279 57%	800 57%	576 60%	367 59%	956 58%	237 54%	182 56%	164 60% I	340 54%	366 59%	287 59%	241 60%	521 59%	149 66% P	54 65% *	1026 57%	203 66% P
NET: All unacceptable	451 20%	267 19%	174 18%	134 22% C	324 20%	104 24%	80 25%	63 23%	149 24%	122 20%	106 22%	85 21%	182 21%	34 15%	16 19% *	369 20%	50 16%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G/H/I,J/K/L,M,N/O/P/Q Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G/H/I,J/K/L,M,N/O/P/Q Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

Public
British Naturism
UK Adults aged 16-75, online

Q7. And would you describe yourself as a naturist, nudist or neither?

UK adults aged 16-75, online

	Total	Gender		Age					Social grade				Region (Government office region)											Urban / Rural		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland	Urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted base	2249	1084	1151	345	417	395	426	666	1070	651	199	329	89	252	190	198	161	209	189	304	305	108	184	60	1829	360
Weighted base	2249	1107	1128	335	414	383	414	704	600	659	482	508	89	246	184	196	163	208	188	307	308	106	192	63	1838	348
Naturist	227 10%	167 15% C	59 5%	53 16% GH	61 15% GH	82 21% EGH	13 3%	17 2%	102 17% JKL	44 7%	43 9%	38 7%	8 9% *	20 8%	15 8%	13 7%	7 4%	19 9%	11 6%	28 9% MNOPQRSTWX	73 24% QS*	15 14% QS*	12 6%	5 8% *	198 11% Z	23 7%
Nudist	83 4%	52 5% C	30 3%	23 7% GH	27 7% GH	16 4% H	7 2%	9 1%	22 4%	25 4%	18 4%	17 3%	5 5% *	13 5%	8 4%	3 1%	7 4%	4 2%	3 2%	13 4%	18 6% P	3 3% *	6 3%	1 1% *	74 4%	8 2%
Neither	1810 80%	823 74%	976 87% B	220 65%	287 69%	268 70%	380 92% DEF	655 93% DEF	452 75%	557 84% I	394 82%	407 80%	71 80% U*	198 80% U	147 80% U	155 79% U	147 90% NOPRU	169 81% U	165 88% PU	255 83% U	194 63%	87 82% U*	167 87% U	54 85% U*	1450 79%	306 88% Y
Don't know	96 4%	46 4%	49 4%	34 10% FGH	29 7% FGH	9 2%	12 3%	12 2%	15 2%	22 3%	23 5%	36 7% U	2 2% *	13 5% Q	8 5%	21 11% MOSTUVW	2 1%	16 8% QTV	6 3%	7 2%	12 4%	* *	5 3%	2 4% *	84 5%	9 3%
Prefer not to say	35 2%	19 2%	14 1%	5 1%	9 2%	9 2%	3 1%	9 1%	9 2%	11 2%	5 1%	10 2%	3 4% Q*	2 1%	5 3%	4 2%	- -	1 *	2 1%	3 1%	10 3%	1 1% *	2 1%	1 2% *	32 2%	1 *

NET: Naturist or nudist	309 14%	219 20% C	89 8%	76 23% GH	89 21% GH	98 25% GH	20 5%	27 4%	124 21% JKL	69 11%	61 13%	55 11%	13 14% *	33 13%	23 12%	16 8%	14 9%	23 11%	14 8%	42 14%	91 30% MNOPQRSTVWX	18 17% S*	18 9%	6 9% *	272 15% Z	32 9%
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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G,H,I/J,K,L,M/N/O/P/Q/R/S/T/U/V/W/X,Y/Z Minimum Base: 30(**) Small Base: 100(**)

ColumnMeans (5%): A,B/C,D/E/F/G,H,I/J,K,L,M/N/O/P/Q/R/S/T/U/V/W/X,Y/Z Minimum Base: 30(**) Small Base: 100(**)

21-087515-27 - 6th - 7th July 2022

Public
British Nativism
UK Adults aged 16-75, online

Q7. And would you describe yourself as a naturist, nudist or neither?

UK adults aged 16-75, online

	Total	Education				Education (2)		Employment status					Income				Main Shopper		
		GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Graduate	Non-graduate	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Prefer not to say	mainshopper	mainshopper
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted base	2249	461	484	1199	105	1199	1050	1051	306	129	1486	763	411	516	565	558	199	2112	137
Weighted base	2249	542	538	1048	121	1048	1201	1013	287	129	1429	820	494	571	556	427	202	2110	139
Naturist	227 10%	36 7%	27 5%	158 15% BCE	6 5% *	158 15% G	69 6%	176 17% IJKL	16 6%	6 5% *	199 14% IJKL	28 3%	23 5% Q	34 6% Q	66 12% MNQ	103 24% MNOQ	- -	219 10%	8 6% *
Nudist	83 4%	10 2%	30 6% B	35 3%	7 5% *	35 3%	47 4%	52 5% L	11 4%	1 1% *	64 4% L	19 2%	20 4%	19 3%	23 4%	18 4%	3 1%	83 4% S	- - *
Neither	1810 80%	456 84% DE	449 83% D	814 78%	91 75% *	814 78%	995 83% F	738 73%	243 85% HK	112 87% HK*	1093 76% H	717 87% HK	401 81% P	489 86% P	452 81% P	290 68%	178 88% MOP	1694 80%	116 83% *
Don't know	96 4%	30 5% D	25 5% D	24 2%	17 14% BCD*	24 2%	71 6% F	34 3%	12 4%	8 6% *	54 4%	41 5%	40 8% NOP	26 4%	12 2%	10 2%	8 4%	85 4%	11 8% *
Prefer not to say	35 2%	10 2%	7 1%	17 2%	1 1% *	17 2%	18 2%	13 1%	5 2%	2 1% *	19 1%	15 2%	10 2%	3 1%	3 1%	6 1%	12 6% MNOP	30 1%	5 3% *

NET: Naturist or nudist	309 14%	47 9%	57 11%	193 18% BC	12 10% *	193 18% G	116 10%	228 23% IJKL	27 10% L	7 6% *	263 18% IJKL	46 6%	43 9% Q	53 9% Q	89 16% MNQ	121 28% MNOQ	3 1%	301 14% S	8 6% *
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ColumnMeans (5%): A,B/C/D/E,F,G,H/I/J/K/L,M/N/O/P/Q,R/S Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

Public
British Naturism
UK Adults aged 16-75, online

Q7. And would you describe yourself as a naturist, nudist or neither?

UK adults aged 16-75, online

	Total	Pres of children HH (17 or under)		Count of children HH (17 or under)				Marital Status			Household Size				Ethnicity					
		At least one child present	No children present	1 Child	2 Children	3 Children	4 Children +	Married/Living as Married	Single	Widowed/Divorced/Separated	1	2	3	4+	White ethnic group	Minority ethnic group	Mixed / multiple ethnic groups	Asian / Asian British	Black / African / Caribbean / Black British	Other ethnic group
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted base	2249	813	1436	379	340	73	21	1440	623	186	357	764	474	654	1977	241	48	125	59	9
Weighted base	2249	757	1492	369	303	68	17	1386	660	202	398	768	469	614	1992	228	47	115	57	9
Naturist	227 10%	168 22% C	58 4%	57 15%	99 33% DF	11 16% *	2 11% **	174 13% U	44 7%	9 4%	19 5%	33 4%	53 11% KL	120 20% KLM	197 10%	29 13%	6 13% *	14 12% *	9 15% *	- - **
Nudist	83 4%	37 5%	46 3%	21 6%	14 5%	2 3% *	- - **	43 3%	32 5%	7 4%	22 5% LM	19 2%	11 2%	31 5% LM	69 3%	14 6%	4 9% *	5 5% *	4 8% *	- - **
Neither	1810 80%	503 67%	1306 88% B	270 73% E	170 56%	51 75% E*	12 70% **	1108 80%	525 80%	176 87% HI	325 82% N	688 90% KMN	383 82% N	414 67%	1638 82% PQRS	156 69%	30 63% *	81 71% *	37 65% *	8 91% **
Don't know	96 4%	36 5%	60 4%	18 5%	13 4%	3 4% *	3 15% **	38 3%	48 7%	9 4%	29 7% LM	14 2%	17 4%	36 6% L	74 4%	18 8% O	5 10% *	8 7% *	5 9% *	* 3% **
Prefer not to say	35 2%	12 2%	22 2%	4 1%	7 2%	1 2% *	1 3% **	23 2%	11 2%	1 *	3 1%	14 2%	5 1%	13 2%	14 1%	11 5% O	2 5% O*	6 5% O*	2 3% *	1 6% **

NET: Naturist or nudist	309 14%	205 27% C	104 7%	77 21%	113 37% DF	13 19% *	2 11% **	217 16% U	76 11%	16 8%	41 10%	52 7%	64 14% L	152 25% KLM	266 13%	43 19%	10 22% *	19 17% *	13 23% *	- - **
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ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J,K/L/M/N,O/P/Q/R/S/T Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

Public
British Naturism
UK Adults aged 16-75, online

Q7. And would you describe yourself as a naturist, nudist or neither?

UK adults aged 16-75, online

	Total	Social Media site: Daily user				Social Media site: Hourly user (or more)				Social Media site: Daily & for more than 1 hour per day				Naturist / Nudist				
		Total	Facebook	Instagram	Tik Tok	ANY	Facebook	Instagram	Tik Tok	ANY	Facebook	Instagram	Tik Tok	ANY	Naturist	Nudist	Neither	ANY
						FB/Insta/TikTok				FB/Insta/TikTok				FB/Insta/TikTok				Naturist/Nudist
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)		
Unweighted base	2249	1412	1024	653	1677	445	349	294	650	642	518	433	904	254	85	1792	339	
Weighted base	2249	1395	961	624	1654	440	324	273	627	620	490	402	878	227	83	1810	309	
Naturist	227 10%	180 13%	156 16% BE	153 25% BCE	202 12%	103 23%	87 27% I	82 30% FI	132 21%	141 23% M	120 25% M	121 30% JKM	170 19%	227 100% OPQ	- - *	- - -	227 73% OP	
Nudist	83 4%	46 3%	56 6% BE	41 7% BE	63 4% B	18 4%	25 8% FI	17 6%	31 5%	27 4%	33 7% J	24 6%	46 5%	- -	83 100% NPQ*	- -	83 27% NP	
Neither	1810 80%	1090 78% CD	678 71% D	371 59% D	1283 78% CD	289 66% GH	185 57% GH	151 55% GH	415 66% GH	404 65% L	299 61% L	231 58% L	592 67% KL	- -	- - *	1810 100% NOQ	- -	
Don't know	96 4%	58 4%	50 5%	47 8% BCE	78 5% B	19 4%	21 6%	18 6%	38 6% F	31 5%	28 6%	19 5%	48 5%	- -	- - *	- -	- -	
Prefer not to say	35 2%	22 2%	21 2%	11 2%	26 2%	11 2%	6 2%	5 2%	12 2%	18 3%	10 2%	7 2%	23 3%	- -	- - *	- -	- -	

NET: Naturist or nudist	309 14%	225 16%	213 22% BE	195 31% BCE	266 16%	122 28%	112 34% FI	100 36% FI	163 26%	168 27% M	153 31% JM	145 36% JKM	215 25%	227 100% P	83 100% P*	- -	309 100% P
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Overlap formulae used

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ColumnMeans (5%): A,B/C/D/E,F/G/H/I,J/K/L/M,N/O/P/Q Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

Public

British Naturism

UK Adults aged 16-75, online

Q8. For the following question, we would like to ask you about naturist activities, both in-person and virtual (i.e. through videoconferencing such as Zoom, Teams etc.) In the last 12 months, on how many occasions, if any, have you been naked in the company of people (i.e. either in-person or via videoconferencing) other than your partner, immediate family or in a healthcare setting (that is you have engaged in naturist activities)?
UK adults aged 16-75, online

	Total	Gender			Age					Social grade					Region (Government office region)										Urban / Rural	
		Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	AB (I)	C1 (J)	C2 (K)	DE (L)	North East (M)	North West (N)	Yorkshire and Humber (O)	West Midlands (P)	East Midlands (Q)	East of England (R)	South West (S)	South East (T)	Greater London (U)	Wales (V)	Scotland (W)	Northern Ireland (X)	Urban (Y)
Unweighted base	2249	1084	1151	345	417	395	426	666	1070	651	199	329	89	252	190	198	161	209	189	304	305	108	184	60	1829	360
Weighted base	2249	1107	1128	335	414	383	414	704	600	659	482	508	89	246	184	196	163	208	188	307	308	106	192	63	1838	348
Not at all	1649 73%	711 64%	930 82% B	154 46%	227 55% D	251 65% E	364 88% DEF	653 93% DEFG	415 69%	522 63%	333 39%	379 75%	60 67%	182 74% U	143 78% U	133 68% U	140 86% U	168 81% MPLUVX	156 83% MPLUVX	237 77% PU	161 52%	72 68% U*	156 81% MPLUV	43 67% *	1308 71%	299 86% Y
Once	85 4%	51 5%	33 3%	30 9%	33 8% FGH	14 4% FGH	4 1% GH	4 1%	27 5%	24 4%	18 4%	15 3%	7 8% T*	12 5%	8 4%	7 4%	4 3%	5 2%	4 2%	7 2%	19 6% T	4 4%	5 3%	2 3%	76 4%	6 2%
Twice	130 6%	81 7% C	48 4%	45 14% FGH	44 11% GH	26 7% GH	5 1%	10 1%	33 5%	29 4%	43 9%	25 5%	9 10% OW*	14 6%	5 3%	16 8% D	7 4%	11 5%	9 5%	17 6%	25 8% O	7 6% *	5 3%	5 8% *	120 7% Z	5 1%
3 to 5 occasions	142 6%	94 8% C	47 4%	47 14% GH	48 12% GH	34 9% GH	8 2%	5 1%	50 8% J	33 5%	28 6%	32 6%	4 5% *	13 5%	10 5%	12 6% R	3 2%	3 2%	6 3%	16 5%	54 17% MNOPQRSTVWX	7 6% *	10 5%	3 5% *	126 7% Z	13 4%
6 to 10 occasions	76 3%	54 5% C	22 2%	21 14% GH	28 7% GH	19 5% GH	5 1% *	3 *	34 6% JL	16 2%	16 3%	11 2%	5 5% S*	6 3%	9 5% RS	5 2%	5 3%	2 1%	1 1%	11 4%	21 7% RSW	2 2% *	4 2%	4 6% S*	69 4% Z	4 1%
More than 10 times	63 3%	49 4% C	14 1%	14 4% H	13 3% H	20 5% GH	9 2%	7 1%	24 4% J	11 2%	11 3%	17 4% *	1 3% *	7 3%	6 3%	10 5% S	3 2%	9 5% S	* 2%	6 4% S	11 7% S	8 7% STW*	3 2% *	4 2% *	51 3% Z	13 4%
Don't know	62 3%	42 4% C	18 2%	18 5% H	10 2% H	10 3%	13 3%	11 2%	12 2%	16 2%	20 4%	13 3%	2 2% *	10 4%	2 1%	8 4%	1 1%	7 3%	7 4%	4 1%	11 4%	3 3% *	4 2% *	4 6% OQT*	50 3% Z	8 2%
Prefer not to say	42 2%	26 2%	15 1%	6 2% GH	11 3% GH	10 3% GH	5 1%	9 1%	5 1%	9 1%	13 3%	15 3% I	2 2% *	2 1%	1 *	6 3%	- -	2 1%	5 3%	7 2%	5 2%	4 4% Q*	5 3% Q*	3 4% Q*	39 2% Z	1 *

NET: In past year	496 22%	329 30% C	164 15%	157 47% FGH	165 40% FGH	113 29% GH	32 8% H	30 4%	168 28% JL	112 17%	116 24% J	101 20%	26 29% QRSW*	53 22% S	38 21% S	50 25% QRSW	22 14%	31 15%	20 11%	58 19% S	130 42% NOPQRSTVWX	27 25% QSW*	27 14%	14 22% *	441 24% Z	41 12%
NET: At least twice	412 18%	278 25% C	131 12%	127 38% FGH	132 32% GH	98 26% GH	28 7% H	26 4%	141 23% JL	88 13%	97 20% J	86 17%	19 21% S*	41 17% S	30 16% S	42 22% QRSW	18 11%	26 13%	16 9%	51 17% S	111 36% MNOPQRSTVWX	23 22% QSW*	22 11%	12 19% *	365 20% Z	34 10%
NET: At least 3-5 occasions	281 13%	197 18% C	83 7%	82 24% GH	89 21% GH	73 19% GH	23 5% H	16 2%	108 18% JKL	59 9%	55 11%	60 12%	10 11% *	27 11% S	25 14% S	27 14% S	11 7%	15 7%	8 4%	33 11% S	86 28% MNOPQRSTVWX	16 15% S*	17 9%	7 11% *	245 13% Z	29 8%
NET: At least 6-10 occasions	140 6%	104 9% C	36 3%	35 10% GH	41 10% GH	39 10% GH	14 3%	10 1%	58 10% JL	26 4%	27 6%	28 6%	5 6% S*	13 5% S	15 8% S	14 7% S	8 5%	12 6% S	2 1%	17 6% S	33 11% SW	10 9% S*	7 4%	4 6% S*	119 6% Z	17 5%

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ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

Public

British Naturism

UK Adults aged 16-75, online

Q8. For the following question, we would like to ask you about naturist activities, both in-person and virtual (i.e. through videoconferencing such as Zoom, Teams etc.) In the last 12 months, on how many occasions, if any, have you been naked in the company of people (i.e. either in-person or via videoconferencing) other than your partner, immediate family or in a healthcare setting (that is you have engaged in naturist activities)?
UK adults aged 16-75, online

	Total	Education				Education (2)		Employment status						Income					Main Shopper	
		GCSE/O Level/NV Q12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Graduate	Non-graduate	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	UP TO £19,999	£20,000-£34,999	£35,000-£54,999	£55,000+	Prefer not to say	Yes, per	No, not mainshop per	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	
Unweighted base	2249	461	484	1199	105	1199	1050	1051	306	129	1486	763	411	516	565	558	199	2112	137	
Weighted base	2249	542	538	1048	121	1048	1201	1013	287	129	1429	820	494	571	556	427	202	2110	139	
Not at all	1649	432	391	742	84	742	907	629	214	108	951	699	368	436	408	263	174	1542	107	
	73%	80% CDE	73%	71%	70% *	71%	76% F	62%	75% HK	84% HK*	67% H	85% HKK	75% P	76% P	73% P	62%	86% MNDP	73%	77% *	
Once	85	15	25	38	7	38	47	50	15	3	68	17	19	26	21	15	4	82	3	
	4%	3%	5%	4%	6% *	4%	4%	5% L	5% L	2% *	5% L	2%	4%	4%	4%	4%	2%	4%	2% *	
Twice	130	30	35	62	3	62	68	91	14	6	111	19	27	28	42	30	3	124	7	
	6%	6%	7%	6%	2% *	6%	6%	9% KL	5% L	5% *	8% L	2%	6% Q	5% Q	8% Q	7% Q	1%	6%	5% *	
3 to 5 occasions	142	20	33	79	10	79	62	92	18	5	115	27	19	38	36	46	3	134	8	
	6%	4%	6%	8% B	8% *	8% G	5%	9% L	4% L	4% *	8% L	3%	4%	7% Q	6% Q	11% MNDQ	1%	6%	6% *	
6 to 10 occasions	76	15	17	44	1	44	33	52	10	1	63	13	13	16	15	31	-	72	4	
	3%	3%	3%	4%	1% *	4%	3%	5% JL	4% JL	4% *	4% JL	2%	3% Q	3% Q	3% Q	7% MNDQ	-	3%	3% *	
More than 10 times	63	10	8	43	3	43	21	45	2	2	50	14	13	4	16	30	1	61	2	
	3%	2%	1%	4% C	2% *	4% G	2%	4% IKL	1% IKL	2% *	3% IL	2%	3% N	1% N	3% N	7% MNDQ	1% *	3%	1% *	
Don't know	62	8	25	20	9	20	42	33	8	3	44	18	18	16	14	9	5	57	5	
	3%	2%	5% BD	2% BD*	7% BD*	2% F	3%	3% F	3% *	2% *	3% *	2%	4%	3%	3% *	2%	3%	3%	3% *	
Prefer not to say	42	11	5	21	5	21	21	21	5	1	28	14	16	7	4	3	12	38	4	
	2%	2%	1%	2% C*	4% C*	2% G	2% G	2% IKL	2% IKL	1% *	2% IL	2%	3% OP	1% Q	1% Q	1% Q	6% NOP	2%	3% *	

NET: In past year	496	90	118	265	23	265	231	330	60	17	407	89	92	112	130	152	10	472	24
	22%	17%	22%	25% B	19% *	25% G	19%	33% IKL	21% L	13% *	28% IL	11%	19% Q	20% Q	23% Q	36% MNDQ	5%	22%	17% *
NET: At least twice	412	75	93	227	16	227	184	280	45	14	339	72	73	87	109	137	7	391	21
	18%	14%	17%	22% B	13% *	22% G	15%	28% IKL	16% L	11% *	24% IL	9%	15% Q	15% Q	20% Q	32% MNDQ	3%	19%	15% *
NET: At least 3-5 occasions	281	45	57	166	14	166	116	189	31	8	228	54	45	59	67	106	4	267	14
	13%	8%	11%	16% BC	11% *	16% G	10%	19% IKL	11% L	6% *	16% IL	7%	9% Q	10% Q	12% Q	25% MNDQ	2%	13%	10% *
NET: At least 6-10 occasions	140	25	25	86	4	86	53	98	13	3	113	27	26	21	31	61	1	133	6
	6%	5%	5%	8% BC	3% *	8% G	4%	10% IKL	4% IKL	2% *	8% IL	3%	5% Q	4% Q	6% Q	14% MNDQ	1% *	6%	4% *

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Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G,H/I/J/K/L,M/N/O/P/Q,R/S Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G,H/I/J/K/L,M/N/O/P/Q,R/S Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

Public
British Naturism
UK Adults aged 16-75, online

Q8. For the following question, we would like to ask you about naturist activities, both in-person and virtual (i.e. through videoconferencing such as Zoom, Teams etc.) In the last 12 months, on how many occasions, if any, have you been naked in the company of people (i.e. either in-person or via videoconferencing) other than your partner, immediate family or in a healthcare setting (that is you have engaged in naturist activities)?
UK adults aged 16-75, online

	Total	Pres of children HH (17 or under)			Count of children HH (17 or under)				Marital Status				Household Size				Ethnicity						
		At least one child present	No children present		1 Child	2 Children	3 Children	4 Children	Married/Living as Married	Single	Widowed/Divorced/Separated	1	2	3	4+	White ethnic group	Minority ethnic group	Mixed / multiple ethnic groups	Asian / Asian British	Black / African / Black British	Other ethnic group		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)			
Unweighted base	2249	813	1436	379	340	73	21	1440	623	186	357	764	474	654	1977	241	48	125	59	9			
Weighted base	2249	757	1492	369	303	68	17	1386	660	202	398	768	469	614	1992	228	47	115	57	9			
Not at all	1649 73%	434 57%	1215 81%	225 61%	156 52%	43 64%	9 56%	1039 75%	438 66%	172 85%	306 77%	635 83%	335 71%	374 61%	1494 75%	140 61%	28 60%	72 63%	31 55%	9 100%			
Once	85 4%	34 4%	51 3%	19 5%	12 4%	1 2%	2 12%	34 2%	45 7%	5 3%	21 5%	24 3%	14 3%	26 4%	68 3%	16 7%	2 4%	11 10%	2 4%	-			
Twice	130 6%	72 9%	58 4%	33 9%	32 11%	4 6%	3 17%	74 5%	49 7%	8 4%	23 6%	22 3%	35 7%	50 8%	112 6%	16 7%	5 10%	8 7%	3 5%	-			
3 to 5 occasions	142 6%	98 13%	44 3%	52 14%	39 13%	6 9%	* 3%	94 7%	42 6%	5 3%	8 2%	27 4%	39 8%	67 11%	111 6%	30 13%	3 6%	15 13%	13 22%	-			
6 to 10 occasions	76 3%	48 6%	28 2%	19 5%	25 8%	3 4%	1 7%	55 4%	21 3%	1 *	5 1%	21 3%	16 3%	35 3%	70 3%	6 3%	1 2%	4 3%	2 3%	-			
More than 10 times	63 3%	43 6%	20 1%	6 2%	30 10%	8 11%	- -	47 3%	15 2%	1 1%	8 2%	9 1%	10 2%	37 6%	57 3%	6 3%	4 9%	* *	2 3%	-			
Don't know	62 3%	16 2%	45 3%	11 3%	4 1%	1 1%	1 5%	20 1%	32 5%	10 5%	21 5%	16 2%	11 2%	14 2%	52 3%	7 3%	2 5%	2 2%	3 5%	-			
Prefer not to say	42 2%	11 1%	31 2%	5 1%	4 1%	2 3%	- *	23 2%	19 3%	- -	6 1%	14 2%	10 2%	12 2%	28 1%	6 3%	2 3%	3 2%	2 3%	-			
NET: In past year	496 22%	295 39%	201 13%	128 35%	138 46%	22 33%	6 39%	304 22%	172 26%	20 10%	66 16%	103 13%	113 24%	214 35%	419 21%	75 33%	15 32%	38 33%	22 38%	-			
NET: At least twice	412 18%	261 35%	150 10%	109 30%	126 42%	21 31%	4 26%	270 19%	127 19%	15 7%	45 11%	79 10%	99 21%	189 31%	351 18%	59 26%	13 28%	27 23%	19 34%	-			
NET: At least 3-5 occasions	281 13%	190 25%	92 6%	77 21%	94 31%	17 25%	2 10%	196 14%	78 12%	7 4%	22 5%	57 7%	65 14%	139 23%	238 12%	43 19%	8 18%	19 16%	16 29%	-			
NET: At least 6-10 occasions	140 6%	92 12%	48 3%	25 7%	55 18%	11 16%	1 7%	102 7%	36 5%	2 1%	13 3%	29 4%	25 5%	71 12%	127 6%	13 6%	5 11%	4 3%	3 6%	-			

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used
ColumnProportions (S%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T Minimum Base: 30(**) Small Base: 100(*)
ColumnMeans (S%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

Public

British Naturism

UK Adults aged 16-75, online

Q8. For the following question, we would like to ask you about naturist activities, both in-person and virtual (i.e. through videoconferencing such as Zoom, Teams etc.) In the last 12 months, on how many occasions, if any, have you been naked in the company of people (i.e. either in-person or via videoconferencing) other than your partner, immediate family or in a healthcare setting (that is you have engaged in naturist activities)?
UK adults aged 16-75, online

	Total	Social Media site: Daily user				Social Media site: Hourly user (or more)				Social Media site: Daily & for more than 1 hour per day				Naturist / Nudist			
		Total	Facebook	Instagram	Tik Tok	ANY FB/Insta/TikTok	Facebook	Instagram	Tik Tok	ANY FB/Insta/TikTok	Facebook	Instagram	Tik Tok	ANY FB/Insta/TikTok	Naturist	Nudist	Neither
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Unweighted base	2249	1412	1024	653	1677	445	349	294	650	642	518	433	904	254	85	1792	339
Weighted base	2249	1395	961	624	1654	440	324	273	627	620	490	402	878	227	83	1810	309
Not at all	1649 73%	988 71% CDE	567 43%	270 43%	1145 69%	247 56%	135 42%	105 39%	339 54%	339 55%	218 45%	154 38%	479 55%	21 9%	7 8%	1564 86% NOQ	28 9%
Once	85 4%	59 4%	57 6%	57 9%	55 7%	15 3%	16 5%	20 7%	32 5%	41 7%	38 8%	43 11%	63 7%	25 11%	7 8%	45 3%	32 10%
Twice	130 6%	77 6%	92 10%	79 13%	106 6%	38 9%	44 13%	41 15%	62 10%	51 8%	56 11%	53 13%	84 10%	45 20%	13 16%	62 3%	58 19%
3 to 5 occasions	142 6%	94 7%	90 9%	91 15%	118 7%	52 12%	39 12%	41 15%	72 12%	70 11%	78 16%	74 18%	105 12%	57 25%	26 31%	50 3%	82 27%
6 to 10 occasions	76 3%	62 4%	63 7%	55 9%	72 4%	35 8%	39 12%	28 10%	50 8%	49 8%	48 10%	37 9%	60 7%	39 17%	18 22%	17 1%	57 18%
More than 10 times	63 3%	49 3%	43 4%	39 4%	59 4%	30 7%	30 9%	21 8%	37 6%	34 6%	31 7%	29 5%	44 16%	36 8%	6 1%	17 14%	43 14%
Don't know	62 3%	41 3%	32 3%	26 4%	48 3%	14 3%	13 4%	11 4%	22 4%	21 3%	12 2%	10 3%	26 3%	2 1%	5 6%	39 2%	7 2%
Prefer not to say	42 2%	25 2%	17 2%	9 2%	30 2%	11 2%	9 3%	5 2%	13 2%	15 2%	9 2%	3 1%	18 2%	2 1%	* *	15 1%	2 1%

NET: In past year	496 22%	340 24%	345 36%	319 51%	430 26%	169 38%	168 52%	151 55%	253 40%	245 40%	251 51%	235 58%	355 40%	202 89%	71 85%	192 11%	272 88%
NET: At least twice	412 18%	282 20%	287 30%	264 42%	355 21%	154 35%	152 47%	131 48%	221 35%	204 33%	213 43%	192 48%	292 33%	177 78%	64 77%	146 8%	240 78%
NET: At least 3-5 occasions	281 13%	205 15%	196 20%	185 30%	248 15%	117 26%	108 33%	91 33%	159 25%	153 25%	157 32%	140 35%	208 24%	132 58%	50 61%	84 5%	182 59%
NET: At least 6-10 occasions	140 6%	111 8%	106 11%	94 15%	131 8%	65 15%	69 21%	49 18%	86 14%	83 13%	79 16%	66 16%	104 12%	75 33%	25 30%	33 2%	100 32%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used
 ColumnProportions (5%): A,B/C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q Minimum Base: 30(**) Small Base: 100(*)
 ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

Public
British Naturism
UK Adults aged 16-75, online

Q10. How much of the time, if at all, you feel this statement applies to you personally? - Summary
UK adults aged 16-75, online

	Q10. For each of the following statements shown here, we would like you to say how much of the time, if at all, you feel this statement applies to you personally. Is it never, seldom, sometimes, often or always?									
	I respect my body (A)	I feel good about my body (B)	I feel that my body has at least some good qualities (C)	I take a positive attitude towards my body (D)	I am attentive to my body's needs (E)	I feel love for my body (F)	I appreciate the different and unique characteristics of my body (G)	My behaviour reveals my positive attitude toward my body; for example, I hold my head high and smile (H)	I am comfortable in my body (I)	I compare myself with media images of attractive people (e.g., models, actresses, actors etc.) (J)
Unweighted base	2249	2249	2249	2249	2249	2249	2249	2249	2249	2249
Weighted base	2249	2249	2249	2249	2249	2249	2249	2249	2249	2249
Never	105 5%	245 11% ACDEGI	162 7% A	194 9% ACE	146 6% A	292 13% ABCDEGHI	184 8% AE	219 10% ACEG	206 9% ACE	871 39% ABCDEFGHI
Seldom	195 9%	394 18% ACDEHI	256 11% A	346 15% ACEI	240 11% A	396 18% ACDEHI	349 15% ACEI	311 14% ACEI	250 11% A	410 18% ACDEGHI
Sometimes	693 31% J	740 33% FJ	759 34% AFJ	726 32% J	761 34% AFJ	680 30% J	732 33% J	706 31% J	708 32% J	415 18%
Often	596 26% BDFGHJ	470 21% FJ	575 26% BFGJ	526 23% BFJ	598 27% BDFGHJ	419 19% J	493 22% FJ	531 24% BFJ	545 24% BFJ	278 12%
Always	542 24% BCDEFGHJ	287 13% J	392 17% BDFGHJ	343 15% BFJ	369 16% BFJ	285 13% J	347 15% BFJ	337 15% BFJ	432 19% BDEFGHJ	206 9%
Don't know	89 4% J	86 4% J	82 4% J	81 4% J	110 5% CDJ	151 7% ABCDEGHJ	118 5% ABCDJ	113 5% BCDJ	84 4% J	49 2%
Prefer not to say	29 1%	26 1%	25 1%	32 1% IJ	24 1%	26 1%	26 1%	31 1% J	23 1%	21 1%
NET: Always/ often	1137 51% BCDEFGHJ	757 34% FJ	966 43% BDFGHJ	869 39% BFJ	968 43% BDFGHJ	704 31% J	840 37% BFJ	868 39% BFJ	978 43% BDFGHJ	485 22%
NET: Never/seldom	300 13%	640 28% ACDEGHI	418 19% A	540 24% ACEI	386 17% A	688 31% ABCDEGHI	532 24% ACEI	530 24% ACEI	456 20% AE	1280 57% ABCDEFGHI
NET: at least sometimes	1830 81% BCDEFGHJ	1497 67% FJ	1725 77% BDFGHJ	1596 71% BFJ	1728 77% BDFGHJ	1384 62% J	1572 70% BFJ	1575 70% BFJ	1686 75% BDFGHJ	899 40%

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Overlap formulae used

ColumnProportions (5%): A/B/C/D/E/F/G/H/I/J Minimum Base: 30(**) Small Base: 10Q(*)

ColumnMeans (5%): A/B/C/D/E/F/G/H/I/J Minimum Base: 30(**) Small Base: 10Q(*)

21-087515-27 - 6th - 7th July 2022

Public

British Naturism

UK Adults aged 16-75, online

Q10. For each of the following statements shown here, we would like you to say how much of the time, if at all, you feel this statement applies to you personally. Is it never, seldom, sometimes, often or always? - I respect my body
UK adults aged 16-75, online

	Total	Gender			Age				Social grade				Region (Government office region)										Urban / Rural			
		Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	AB (I)	C1 (J)	C2 (K)	DE (L)	North East (M)	North West (N)	Yorkshire and Humber (O)	West Midlands (P)	East Midlands (Q)	East of England (R)	South West (S)	South East (T)	Greater London (U)	Wales (V)	Scotland (W)	Northern Ireland (X)	Urban (Y)
Unweighted base	2249	1084	1151	345	417	395	426	666	1070	651	199	329	89	252	190	198	161	209	189	304	305	108	184	60	1829	360
Weighted base	2249	1107	1128	335	414	383	414	704	600	659	482	508	89	246	184	196	163	208	188	307	308	106	192	63	1838	348
Never	105 5%	43 4%	63 6%	26 8% EH	15 4%	19 5%	21 5%	25 4%	14 2%	35 5% I	15 3%	42 8% K	3 4% *	19 8% TU	5 3%	11 6%	12 7% U	11 5%	5 3%	10 3%	7 2%	8 7% U*	10 5%	5 7% *	82 4%	19 5%
Seldom	195 9%	108 10%	85 8%	34 10%	29 7%	35 9%	40 10%	57 8%	46 8%	61 9%	38 8%	49 10%	9 10% *	21 8%	14 8%	14 7%	16 10%	8 4%	23 12% R	33 11% R	27 9%	13 12% R*	12 6%	7 11% *	163 9%	25 7%
Sometimes	693 31%	324 29%	363 32%	80 24%	128 31%	101 26%	139 34% D	245 35% DF	160 27%	206 31%	172 36% I	154 30%	25 29% *	72 29%	63 34%	58 30%	49 30%	65 31%	52 28%	99 32%	92 30%	34 32% *	67 35%	17 27% *	559 30%	117 34%
Often	596 26%	296 27%	299 26%	80 24%	106 26%	94 25%	121 29%	194 28%	177 30% L	170 26%	127 26%	121 24%	30 33% *	57 23%	49 27%	50 25%	40 25%	74 36% NU	51 27%	83 24%	73 24%	25 23% *	52 27%	13 20% *	489 27%	94 27%
Always	542 24%	270 24%	270 24%	87 26% G	108 26% G	113 30% GH	73 18%	161 23%	180 30% JKL	155 23%	109 23%	99 19%	15 16% *	64 26% R	43 23%	49 25%	34 21%	35 17%	46 24%	76 25%	94 31% MR	23 22% *	44 23%	19 30% R*	443 24%	79 23%
Don't know	89 4%	47 4%	41 4%	21 6% H	21 5%	18 5%	13 3%	17 2%	17 3%	24 4%	17 4%	30 6% I	5 6% I*	10 4%	8 4%	10 5%	12 8% T	14 7% TW	8 4%	4 1%	10 3%	4 3% *	3 2%	* 1% *	77 4%	12 3%
Prefer not to say	29 1%	21 2% C	7 1%	8 2%	7 2%	2 1%	7 2%	5 1%	6 1%	9 1%	3 1%	12 2%	3 3% *	3 1%	2 1%	3 2%	- -	1 1%	4 2%	2 1%	5 2%	1 1% *	2 1%	3 5% QT*	24 1%	3 1%
NET: Always/ often	1137 51%	566 51%	569 50%	167 50%	213 52%	207 54%	194 47%	355 51%	357 59% JKL	325 49%	236 49%	220 43%	44 50% *	121 49%	92 50%	99 51%	74 45%	109 52%	97 52%	159 52%	166 54%	48 45% *	97 50%	32 50% *	932 51%	173 50%
NET: Never/seldom	300 13%	150 14%	148 13%	60 18% EH	44 11%	54 14%	61 15%	82 12%	60 10%	95 14% I	54 11% K	91 18% K	12 13% *	40 16%	20 11%	25 13%	28 17%	19 9%	28 15%	42 14%	33 11%	20 19% R*	22 12%	11 18% *	245 13%	44 13%
NET: at least sometimes	1830 81%	890 80%	932 83%	247 74%	342 83% D	308 80%	333 80%	600 85% D	517 86% JL	531 81% L	409 85% L	374 74%	70 78% *	193 78%	154 84%	158 80%	123 75%	173 83%	149 79%	258 84% Q	258 84%	81 77% *	164 85% Q	49 77% *	1492 81%	290 83%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J,K/L,M/N/O/P/Q/R/S/T/U/V/W/X,Y/Z Minimum Base: 30(**) Small Base: 100(**)

ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J,K/L,M/N/O/P/Q/R/S/T,U/V,W,X,Y/Z Minimum Base: 30(**) Small Base: 100(**)

21-087515-27 - 6th - 7th July 2022

Public

British Nativism

UK Adults aged 16-75, online

Q10. For each of the following statements shown here, we would like you to say how much of the time, if at all, you feel this statement applies to you personally. Is it never, seldom, sometimes, often or always? - I respect my body
UK adults aged 16-75, online

	Total	Education				Education (Z)		Employment status					Income				Main Shopper		
		GCSE/O Level/NVQ 12 (B)	A Level or equivalent (C)	Degree/Masters/PhD (D)	No formal qualifications (E)	Graduate (F)	Non-graduate (G)	Full-time (H)	Part-time (I)	Self-Employed (J)	ANY WORKING (K)	ANY NOT WORKING (L)	UP TO £19,999 (M)	£20,000-£34,999 (N)	£35,000 - £54,999 (O)	£55,000+ (P)	Prefer not to say (Q)	Yes, mainshop per (R)	No, not mainshop per (S)
Unweighted base	2249	461	484	1199	105	1199	1050	1051	306	129	1486	763	411	516	565	558	199	2112	137
Weighted base	2249	542	538	1048	121	1048	1201	1013	287	129	1429	820	494	571	556	427	202	2110	139
Never	105 5%	47 9% D	28 5% D	25 2%	5 5% *	25 2%	81 7% F	38 4%	15 5%	3 2% *	56 4%	50 6% HK	39 8% OPQ	31 6%	17 3%	11 3%	6 3%	96 5%	9 7% *
Seldom	195 9%	50 9%	48 9%	72 7%	25 20% BCD*	72 7%	123 10% F	89 9%	27 9%	5 4% *	121 9%	73 9%	63 13% NOP	44 8%	40 7%	32 7%	17 8%	173 8%	22 16% R*
Sometimes	693 31%	174 32%	165 31%	315 30%	39 32% *	315 30%	378 31%	285 28%	92 32%	46 35% *	423 30%	270 33%	156 31% P	196 34% P	171 31% P	103 24%	67 33% P	655 31%	38 27% *
Often	596 26%	122 22%	147 27%	306 29% BE	21 18% *	306 29% G	290 24%	283 28%	75 26%	39 30% *	397 28%	199 24%	100 20%	143 25%	181 32% MN	120 28% M	52 26%	560 27%	36 26% *
Always	542 24%	111 20%	123 23%	287 27% B	22 18% *	287 27% G	255 21%	260 26%	71 25%	27 21% *	358 25%	184 22%	107 22%	125 22%	123 22%	147 34% MNOQ	39 19%	518 25%	24 17% *
Don't know	89 4%	28 5% D	23 4%	30 3%	8 6% *	30 3%	59 5% F	46 4%	5 2%	6 5% *	56 4% I	33 4%	25 5% P	26 5%	15 3%	9 2%	14 7% OP	81 4%	8 6% *
Prefer not to say	29 1%	10 2%	5 1%	13 1%	1 1% *	13 1%	16 1%	13 1%	2 1%	3 2% *	18 1%	11 1%	4 1%	6 1%	9 2%	5 1%	6 3% M	27 1%	2 1% *

NET: Always/ often	1137 51%	232 43%	269 50% E	593 57% BCE	43 36% *	593 57% G	545 45%	542 54% L	146 51%	66 51% *	755 53% L	382 47%	208 42%	268 47%	304 55% MNQ	267 62% MNOQ	91 45%	1077 51%	60 43% *
NET: Never/seldom	300 13%	97 18% D	76 14% D	97 9%	30 25% CD*	97 9%	204 17% F	127 13%	42 15% J	8 6% *	177 12% J	123 15% J	102 21% NOPQ	75 13%	57 10%	43 10%	23 11%	269 13%	31 22% R*
NET: at least sometimes	1830 81%	406 75%	434 81% E	908 87% BCE	82 68% *	908 87% G	922 77%	827 82%	238 83%	112 87% *	1178 82% J	652 80%	363 74%	464 81% M	475 85% MQ	370 87% MNQ	158 78%	1732 82% S	98 70% *

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Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G,H/I/J/K/L,M/N/O/P/Q,R/S Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G,H/I/J/K/L,M/N/O/P/Q,R/S Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

Public

British Nativism

UK Adults aged 16-75, online

Q10. For each of the following statements shown here, we would like you to say how much of the time, if at all, you feel this statement applies to you personally. Is it never, seldom, sometimes, often or always? - I respect my body

UK adults aged 16-75, online

	Total	Pres of children HH (17 or under)			Count of children HH (17 or under)				Marital Status			Household Size				Ethnicity					
		Total (A)	At least one child present (B)	No children present (C)	1 Child (D)	2 Children (E)	3 Children (F)	4 Children + (G)	Married/ Living as Married (H)	Single (I)	Widowed/ Divorced/S eparated (J)	1 (K)	2 (L)	3 (M)	4+ (N)	White ethnic group (O)	Minority ethnic group (P)	Mixed / multiple ethnic groups (Q)	Asian / Asian British (R)	Black / African / Caribbean / Black British (S)	Other ethnic group (T)
Unweighted base	2249	813	1436	379	340	73	21	1440	623	186	357	764	474	654	1977	241	48	125	59	9	
Weighted base	2249	757	1492	369	303	68	17	1386	660	202	398	768	469	614	1992	228	47	115	57	9	
Never	105 5%	30 4%	76 5%	14 4%	11 4%	3 5%	2 11%	55 4%	41 6%	9 5%	27 7%	24 3%	28 6%	26 4%	94 5%	10 4%	- *	7 6%	3 5%	- *	
Seldom	195 9%	62 8%	133 9%	29 8%	28 9%	5 7%	- **	105 8%	70 11%	19 10%	47 12%	70 9%	26 6%	51 8%	181 9%	13 6%	3 6%	7 6%	3 6%	- **	
Sometimes	693 31%	217 29%	476 32%	111 30%	82 27%	20 30%	3 20%	431 31%	193 29%	69 34%	116 29%	267 35%	144 31%	167 27%	630 32%	56 25%	9 20%	35 30%	12 21%	- **	
Often	596 26%	179 24%	416 28%	86 23%	74 24%	15 22%	4 27%	370 27%	171 26%	54 27%	101 25%	197 26%	131 28%	168 27%	521 26%	71 31%	15 33%	35 30%	16 29%	4 45%	
Always	542 24%	233 31%	309 21%	107 29%	98 32%	22 34%	6 27%	368 27%	130 20%	44 22%	80 20%	172 22%	115 25%	175 24%	471 28%	64 28%	18 38%	23 20%	19 34%	4 49%	
Don't know	89 4%	28 4%	61 4%	17 5%	9 3%	2 3%	1 3%	45 3%	41 6%	4 2%	20 5%	28 4%	20 4%	22 4%	77 4%	9 4%	* 1%	6 5%	2 4%	1 6%	
Prefer not to say	29 1%	8 1%	21 1%	5 1%	1 *	1 2%	1 5%	12 1%	14 2%	2 1%	8 2%	10 1%	5 1%	6 1%	20 1%	4 2%	2 3%	2 2%	* 1%	- **	
NET: Always/ often	1137 51%	412 54%	726 49%	193 52%	172 57%	36 54%	10 60%	738 53%	301 46%	98 49%	180 45%	369 48%	246 52%	343 56%	991 50%	134 59%	33 70%	57 50%	36 63%	8 94%	
NET: Never/seldom	300 13%	92 12%	208 14%	43 12%	39 13%	8 11%	2 11%	160 12%	112 17%	29 14%	74 18%	95 12%	54 12%	78 13%	275 14%	23 10%	3 6%	14 12%	6 11%	- **	
NET: at least sometimes	1830 81%	629 83%	1201 81%	304 82%	254 84%	57 84%	13 80%	1169 84%	494 75%	167 83%	296 74%	636 83%	390 83%	509 83%	1621 81%	191 84%	42 90%	92 80%	48 84%	8 94%	

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Overlap formulae used

ColumnProportions (S%): A,B/C,D/E/F/G,H/I,J,K/L,M/N,O/P/Q,R/S/T Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (S%): A,B/C,D/E/F/G,H/I,J,K/L,M/N,O/P/Q/R/S/T Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

Public

British Naturism

UK Adults aged 16-75, online

Q10. For each of the following statements shown here, we would like you to say how much of the time, if at all, you feel this statement applies to you personally. Is it never, seldom, sometimes, often or always? - I respect my body
UK adults aged 16-75, online

	Total	Social Media site: Daily user				Social Media site: Hourly user (or more)				Social Media site: Daily & for more than 1 hour per day				Naturist / Nudist				
		Total (A)	Facebook (B)	Instagram (C)	Tik Tok (D)	ANY FB/Insta/TikTok (E)	Facebook (F)	Instagram (G)	Tik Tok (H)	ANY FB/Insta/TikTok (I)	Facebook (J)	Instagram (K)	Tik Tok (L)	ANY FB/Insta/TikTok (M)	Naturist (N)	Nudist (O)	Neither (P)	ANY Naturist/Nudist (Q)
						30%				25%				20%				
Unweighted base	2249	1412	1024	653	1677	445	349	294	650	642	518	433	904	254	85	1792	339	
Weighted base	2249	1395	961	624	1654	440	324	273	627	620	490	402	878	227	83	1810	309	
Never	105 5%	70 5%	47 5%	34 5%	84 5%	30 7%	19 6%	20 7%	45 7%	30 5%	23 5%	24 6%	48 5%	6 3%	2 3%	88 5%	8 3%	
Seldom	195 9%	123 9%	88 9%	68 11%	147 9%	41 9%	30 9%	31 11%	63 10%	57 9%	43 9%	45 11%	85 10%	13 6%	10 13%	162 9%	23 8%	
Sometimes	693 31%	432 31%	274 28%	167 27%	504 30%	121 28%	72 22%	59 22%	158 25%	197 32%	141 29%	105 26%	271 31%	46 20%	25 31%	600 33%	72 23%	
Often	596 26%	351 25%	233 24%	131 21%	424 26%	83 19%	69 21%	52 19%	126 20%	132 21%	107 22%	74 18%	197 22%	46 20%	14 17%	509 28%	60 20%	
Always	542 24%	349 25%	274 28%	192 31%	407 25%	148 34%	114 35%	98 36%	198 32%	169 27%	152 31%	132 33%	225 26%	105 46%	25 30%	380 21%	130 42%	
Don't know	89 4%	56 4%	33 3%	26 4%	66 4%	14 3%	13 4%	9 3%	27 4%	27 4%	18 4%	17 4%	38 4%	8 4%	3 4%	58 3%	11 4%	
Prefer not to say	29 1%	14 1%	13 1%	7 1%	20 1%	4 1%	6 2%	4 1%	10 2%	9 1%	7 1%	5 1%	14 2%	2 1%	3 3%	13 1%	4 1%	

NET: Always/ often	1137 51%	700 50%	507 53%	323 52%	831 50%	231 52%	184 57%	150 55%	324 52%	301 49%	259 53%	206 51%	422 48%	151 67%	39 47%	889 49%	190 62%
NET: Never/seldom	300 13%	193 14%	135 14%	101 16%	232 14%	71 16%	50 15%	51 19%	108 17%	86 14%	66 13%	69 17%	133 15%	19 8%	13 15%	250 14%	31 10%
NET: at least sometimes	1830 81%	1132 81%	781 81%	490 79%	1336 81%	352 80%	255 79%	209 77%	482 77%	498 80%	399 82%	311 77%	693 79%	198 87%	64 78%	1488 82%	262 85%

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Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q. Minimum Base: 30(**) Small Base: 100(**)

ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q. Minimum Base: 30(**) Small Base: 100(**)

21-087515-27 - 6th - 7th July 2022

Public

British Naturism

UK Adults aged 16-75, online

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UK adults aged 16-75, online

	Total	Gender			Age					Social grade					Region (Government office region)										Urban / Rural	
		Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North East	North West	Yorkshire and Humber	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland	Urban
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted base	2249	1084	1151	345	417	395	426	666	1070	651	199	329	89	252	190	198	161	209	189	304	305	108	184	60	1829	360
Weighted base	2249	1107	1128	335	414	383	414	704	600	659	482	508	89	246	184	196	163	208	188	307	308	106	192	63	1838	348
Never	245 11%	78 7%	166 15% B	30 9%	37 9%	43 11%	51 12%	85 12%	49 8%	64 10%	46 10%	87 17%	7 8%	38 15%	28 15%	24 12%	21 13%	23 11%	10 5%	32 10%	18 6%	18 17% SU*	19 10%	8 12%	199 11%	39 11%
Seldom	394 18%	173 16%	219 19% B	40 12%	68 16%	58 15%	86 21% D	143 20% D	91 15%	136 21% I	80 17%	87 17%	23 26%	33 14%	29 16%	34 17%	32 20%	39 21%	64 21%	48 16%	21 20% *	29 15%	10 16%	19 16% *	318 17%	67 19%
Sometimes	740 33%	331 30%	403 36% B	92 28%	113 27%	112 29%	151 37% DE	271 39% DEF	198 33%	220 33% I	161 33%	161 32%	29 33% *	71 29%	59 32%	57 29%	62 38% U	75 36% U	81 43% NPTU	96 31%	78 25%	39 37% *	74 38% U	19 31% *	570 31%	151 43% Y
Often	470 21%	269 24% C	201 18%	93 28% FGH	94 23%	78 20%	74 18%	130 19%	141 24% JL	123 19%	127 26% JL	79 16%	13 14% *	57 23%	39 21%	40 21%	27 17%	51 24%	30 16%	69 22%	71 23%	15 14% *	45 23% *	12 20% *	409 22% Z	49 14%
Always	287 13%	194 18% C	92 8%	52 15% GH	77 19% GH	77 20% GH	25 6%	56 8%	104 17% JKL	76 12%	46 10%	61 12%	15 16% R*	35 14% R	20 11% QRS	32 17% QRS	12 8%	12 6%	15 8%	34 11% NOQRSTVW	71 23% *	11 11% *	20 10% R*	10 15% R*	245 13%	32 9%
Don't know	86 4%	47 4%	38 3%	23 7% H	19 5% H	13 4% H	18 4% H	12 2%	13 2%	30 5% I	17 4%	26 1%	2 3% *	7 3%	4% *	5 3%	6 6% W	12 6% W	11 4% W	16 5% W	2 1% *	3 1% *	3 5% *	75 4% *	8 2%	
Prefer not to say	26 1%	16 1%	10 1%	6 2%	6 1%	2 *	8 2%	5 1%	4 1%	9 1%	5 1%	8 2%	- *	4 2%	1 1%	2 1%	3 2%	5 2%	1 *	5 2%	1 *	2 1% *	1 2% *	23 1%	2 1%	
NET: Always/ often	757 34%	463 42% C	293 26%	145 43% GH	171 41% GH	156 41% GH	99 24%	186 26%	245 41% JL	199 30%	173 36%	140 28%	27 31% *	92 38% QSV	59 32%	73 37% QS	40 24%	62 30%	45 24%	103 34% S	143 46% MOQRSTVW	26 25% *	65 34%	22 35% *	654 36% Z	81 23%
NET: Never/seldom	640 28%	250 23% B	384 34% B	70 21%	104 25% DE	100 26% DE	137 33% DE	229 32% DE	140 23% I	200 30% I	126 26% I	173 34% I	30 34% *	71 29% *	57 31% U	58 30% U	53 33% U	55 26% U	49 26% U	95 31% U	66 22% U	39 36% U*	48 25% U*	17 27% *	516 28% *	106 30%
NET: at least sometimes	1497 67%	794 72% C	696 62%	237 71% G	284 69% G	267 70% G	458 60% G	443 65% JL	420 64% L	334 69% L	301 59% L	57 64% *	164 67% *	118 64% *	130 66% *	102 62% *	137 66% *	126 67% *	199 65% *	220 72% *	65 62% *	138 72% *	42 66% *	1224 67% *	232 67%	

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Overlap formulae used

ColumnProportions (5%): A,B/C,D,E/F,G,H,I,J,K,L,M,N/O,P/Q,R/S,T,U/V,W,X,Y,Z Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D,E/F,G,H,I,J,K,L,M,N/O,P/Q,R/S,T,U/V,W,X,Y,Z Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

Public

British Nativism

UK Adults aged 16-75, online

Q10. For each of the following statements shown here, we would like you to say how much of the time, if at all, you feel this statement applies to you personally. Is it never, seldom, sometimes, often or always? - I feel good about my body
UK adults aged 16-75, online

	Total	Education				Education (Z)		Employment status					Income					Main Shopper	
		GCSE/O Level/NVQ 12 (B)	A Level or equivalent (C)	Degree/Masters/PhD (D)	No formal qualifications (E)	Graduate (F)	Non-graduate (G)	Full-time (H)	Part-time (I)	Self-Employed (J)	ANY WORKING (K)	ANY NOT WORKING (L)	UP TO £19,999 (M)	£20,000-£34,999 (N)	£35,000 - £54,999 (O)	£55,000+ (P)	Prefer not to say (Q)	Yes, mainshop per (R)	No, not mainshop per (S)
Unweighted base	2249	461	484	1199	105	1199	1050	1051	306	129	1486	763	411	516	565	558	199	2112	137
Weighted base	2249	542	538	1048	121	1048	1201	1013	287	129	1429	820	494	571	556	427	202	2110	139
Never	245 11%	98 18% CD	55 10%	77 7%	15 12% *	77 7%	168 14% F	78 8%	33 11%	10 8% *	121 8%	125 15% HK	88 18% NOP	62 11% P	46 8%	26 6%	23 11% P	227 11%	18 13% *
Seldom	394 18%	106 20%	92 17%	177 17%	20 16% *	177 17%	217 18%	158 16%	54 19%	18 14% *	231 16%	164 20% HK	90 18%	99 17%	105 19%	66 15%	34 17%	369 17%	26 18% *
Sometimes	740 33%	163 30%	186 35%	350 33%	41 34% *	350 33%	390 33%	305 30%	104 36%	44 34% *	453 32%	287 35% HK	160 32%	208 36% P	177 32%	114 27%	81 40% P	691 33%	49 35% *
Often	470 21%	87 16% B	132 25% B	230 22% B	20 17% *	230 22%	240 20%	237 23% L	53 18%	31 24% *	320 22%	150 18%	78 16%	126 22% M	133 24% MQ	102 24% MQ	30 15% P	443 21%	28 20% *
Always	287 13%	55 10%	45 8%	171 16% BC	16 13% *	171 16% G	116 10%	185 18% IKL	31 11%	13 10% *	230 16% IL	57 7%	46 9%	50 9%	77 14% NQ	104 24% MNOQ	10 5% OP	277 13%	10 7% *
Don't know	86 4%	24 4%	25 5%	29 3%	9 7% D*	29 3%	57 5% F	40 4%	10 4%	10 8% L*	61 4% IL	25 3%	28 6% OP	22 4%	13 2%	10 2% OP	12 6% OP	79 4%	7 5% *
Prefer not to say	26 1%	10 2%	2 *	13 1%	1 1% *	13 1%	13 1%	11 1%	2 1%	2 2% *	15 1%	11 1%	4 1%	4 1%	4 1%	4 1%	11 6% MNOP	24 1%	2 2% *
NET: Always/ often	757 34%	142 26% B	178 33% B	402 38% B	36 30% *	402 38% G	355 30%	422 42% IKL	84 29%	43 34% *	549 38% IL	208 25%	124 25%	176 31% Q	210 38% MNQ	207 48% MNOQ	40 20%	719 34%	38 27% *
NET: Never/seldom	640 28%	204 38% CD	147 27%	254 24% B	35 28% *	254 24% F	385 32% F	236 23% HK	87 30% HK	28 22% *	351 25% HK	288 35% NOP	179 36% P	161 28% P	151 27%	92 21%	57 28% OP	596 28%	44 31% *
NET: at least sometimes	1497 67%	305 56% B	364 68% B	751 72% B	77 63% *	746 72% G	746 62%	727 72% L	188 65%	88 68% *	1002 70% L	495 60%	284 57%	384 67% M	387 70% MQ	321 75% MNQ	121 60%	1411 67%	86 62% *

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Overlap formulae used

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ColumnMeans (5%): A,B/C/D/E,F,G,H/I/J/K/L,M/N/O/P/Q,R/S Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

Public

British Natorism

UK Adults aged 16-75, online

Q10. For each of the following statements shown here, we would like you to say how much of the time, if at all, you feel this statement applies to you personally. Is it never, seldom, sometimes, often or always? - I feel good about my body

UK adults aged 16-75, online

	Total	Pres of children HH (17 or under)			Count of children HH (17 or under)				Marital Status			Household Size				Ethnicity					
		Total	At least one child present	No children present	1 Child	2 Children	3 Children	4 Children +	Married/ Living as Married	Single	Widowed/ Divorced/S eparated	1	2	3	4+	White ethnic group	Minority ethnic group	Mixed / multiple ethnic groups	Asian / Asian British	Black / African / Caribbean / Black British	Other ethnic group
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
Unweighted base	2249	813	1436	379	340	73	21	1440	623	186	357	764	474	654	1977	241	48	125	59	9	
Weighted base	2249	757	1492	369	303	68	17	1386	660	202	398	768	469	614	1992	228	47	115	57	9	
Never	245 11%	59 8%	187 13%	33 9%	17 6%	7 11%	1 3%	133 10%	83 13%	29 15%	56 14%	85 11%	58 12%	46 7%	233 12%	11 5%	1 2%	6 6%	4 6%	- -	
Seldom	394 18%	125 17%	269 18%	66 18%	43 14%	14 20%	2 9%	243 18%	112 17%	39 19%	70 17%	151 20%	76 16%	98 16%	359 18%	32 14%	3 7%	23 20%	6 10%	* 5%	
Sometimes	740 33%	203 27%	537 36%	97 26%	82 27%	15 22%	9 53%	457 33%	212 32%	71 35%	136 34%	288 37%	119 25%	197 32%	672 34%	61 27%	14 30%	30 26%	14 25%	4 40%	
Often	470 21%	179 24%	291 19%	95 26%	66 22%	16 24%	2 10%	305 22%	126 19%	39 19%	78 20%	150 20%	123 16%	119 19%	412 21%	54 24%	12 27%	26 23%	14 24%	1 13%	
Always	287 13%	155 21%	131 9%	59 16%	80 26%	12 18%	4 21%	192 14%	80 12%	15 7%	35 9%	57 7%	73 15%	122 20%	231 12%	50 22%	15 31%	15 13%	18 32%	2 26%	
Don't know	86 4%	30 4%	56 4%	16 4%	11 4%	2 3%	1 3%	42 3%	37 6%	6 3%	19 5%	26 3%	18 4%	24 4%	69 3%	15 7%	- 11%	13 11%	1 2%	1 6%	
Prefer not to say	26 1%	5 1%	21 1%	2 *	2 1%	1 2%	- *	14 1%	11 2%	2 1%	4 1%	11 1%	3 1%	8 1%	16 1%	4 2%	2 3%	1 1%	* 1%	1 10%	
NET: Always/ often	757 34%	335 44%	422 28%	155 42%	146 48%	29 42%	5 31%	497 36%	206 31%	54 27%	114 29%	207 27%	195 42%	241 39%	643 32%	104 46%	27 58%	42 36%	32 56%	3 40%	
NET: Never/seldom	640 28%	183 24%	456 31%	100 27%	60 20%	21 31%	2 13%	377 27%	195 29%	68 34%	126 32%	236 31%	134 29%	144 23%	592 30%	43 19%	4 9%	29 25%	9 16%	* 5%	
NET: at least sometimes	1497 67%	538 71%	959 64%	252 68%	228 75%	43 64%	14 84%	954 69%	418 63%	125 62%	249 63%	495 64%	314 67%	439 71%	1315 66%	166 73%	41 87%	72 62%	46 81%	7 80%	

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ColumnMeans (S%): A,B/C,D/E/F/G,H/I,J,K/L,M/N,O/P/Q/R/S/T Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

Public

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UK adults aged 16-75, online

	Total	Social Media site: Daily user				Social Media site: Hourly user (or more)				Social Media site: Daily & for more than 1 hour per day				Naturist / Nudist				
		Total (A)	Facebook (B)	Instagram (C)	Tik Tok (D)	ANY FB/Insta/T ikTok (E)	Facebook (F)	Instagram (G)	Tik Tok (H)	ANY FB/Insta/T ikTok (I)	Facebook (J)	Instagram (K)	Tik Tok (L)	ANY FB/Insta/T ikTok (M)	Naturist (N)	Nudist (O)	Neither (P)	ANY Naturist/N udist (Q)
						Facebook (E)				Instagram (I)				Tik Tok (M)				
Unweighted base	2249	1412	1024	653	1677	445	349	294	650	642	518	433	904	254	85	1792	339	
Weighted base	2249	1395	961	624	1654	440	324	273	627	620	490	402	878	227	83	1810	309	
Never	245 11%	153 11% C	89 9%	59 9%	173 10%	53 12%	28 9%	32 12%	71 11% G	55 9%	37 9%	36 9%	82 9%	4 2%	4 5% *	224 12% NQ	8 3%	
Seldom	394 18%	253 18% CD	151 16%	85 14%	298 18% CD	73 17% GH	40 12%	31 11%	102 16% GH	114 18% KL	73 15%	55 14%	166 19% KL	19 8%	13 15% *	350 19% NQ	32 10%	
Sometimes	740 33%	440 32% D	281 29% D	157 25%	526 32% CD	116 26% GH	80 25%	60 22%	171 27% H	173 28% L	132 27% L	90 22%	255 29% L	41 18%	21 26% *	653 36% NQ	63 20%	
Often	470 21%	291 21%	212 22%	145 23%	339 21%	79 18%	57 18%	51 19%	114 18%	122 20%	108 22%	99 25% JM	170 19%	60 26%	22 27% *	364 20% P	82 26% P	
Always	287 13%	200 14% BE	181 19% BE	142 23% BCE	241 15% I	110 25% FI	99 31% FI	87 32% FI	140 22% M	129 21% M	113 23% M	100 25% M	165 19% OPQ	91 40% OPQ	17 21% P*	155 9% OP	109 35% OP	
Don't know	86 4%	47 3%	39 4%	35 6% BE	61 4% BE	7 2% F	18 6% F	12 4% F	26 4% F	23 4% F	22 4% F	20 5% F	34 4% F	11 5% F	5 6% *	49 3% P	16 5% P	
Prefer not to say	26 1%	11 1%	9 1%	3 1%	14 1%	2 *	3 1%	* *	3 1%	4 1%	4 1%	2 *	6 1%	- -	- -	15 1%	- -	

NET: Always/ often	757 34%	491 35%	393 41% BE	287 46% BCE	580 35% I	190 43% FI	156 48% FI	138 50% FI	254 40% M	251 40% M	221 45% JM	199 49% JM	335 38% OPQ	151 67% OPQ	39 48% P*	519 29% NQ	190 61% OP
NET: Never/seldom	640 28%	406 29% CD	239 25% CD	143 23% CD	471 29% CD	126 29% G	67 21%	63 23%	174 28% GH	170 27% KL	110 22%	92 23%	248 28% KL	23 10%	17 21% N*	574 32% NQ	40 13% N
NET: at least sometimes	1497 67%	931 67%	674 70% BE	443 71% BE	1107 67% I	306 69% I	236 73% I	198 72% I	424 68% M	423 68% M	353 72% M	288 72% M	590 67% PQ	192 85% PQ	60 73% *	1172 65% NQ	253 82% P

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (S%): A,B/C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q. Minimum Base: 30(**) Small Base: 100(**)

ColumnMeans (S%): A,B/C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q. Minimum Base: 30(**) Small Base: 100(**)

21-087515-27 - 6th - 7th July 2022

Public

British Naturism

UK Adults aged 16-75, online

Q10. For each of the following statements shown here, we would like you to say how much of the time, if at all, you feel this statement applies to you personally. Is it never, seldom, sometimes, often or always? - I feel that my body has at least some good qualities

UK adults aged 16-75, online

	Total	Gender			Age					Social grade				Region (Government office region)											Urban / Rural	
		Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	AB (I)	C1 (J)	C2 (K)	DE (L)	North East (M)	North West (N)	Yorkshire and Humberside (O)	West Midlands (P)	East Midlands (Q)	East of England (R)	South West (S)	South East (T)	Greater London (U)	Wales (V)	Scotland (W)	Northern Ireland (X)	Urban (Y)
Unweighted base	2249	1084	1151	345	417	395	426	666	1070	651	199	329	89	252	190	198	161	209	189	304	305	108	184	60	1829	360
Weighted base	2249	1107	1128	335	414	383	414	704	600	659	482	508	89	246	184	196	163	208	188	307	308	106	192	63	1838	348
Never	162 7%	69 6%	93 8%	32 10%	24 6%	30 8%	25 6%	51 7%	26 4%	44 7%	32 7%	60 12%	5 5%	27 11%	13 7%	14 7%	15 9%	11 5%	7 4%	24 8%	9 3%	11 10%	19 10%	8 13%	131 7%	23 7%
Seldom	256 11%	107 10%	146 13%	30 9%	40 10%	44 11%	53 13%	89 13%	57 9%	79 12%	51 11%	70 14%	12 13%	22 9%	20 11%	26 13%	26 16%	23 9%	17 9%	47 15%	38 12%	10 9%	8 4%	8 12%	208 11%	40 12%
Sometimes	759 34%	366 33%	389 34%	95 28%	129 31%	110 29%	162 39%	263 37%	191 32%	228 35%	194 40%	146 29%	32 36%	76 31%	56 31%	63 32%	57 35%	68 33%	72 39%	109 36%	91 30%	41 39%	65 34%	27 43%	597 32%	134 39%
Often	575 26%	287 26%	285 25%	93 28%	114 27%	91 24%	107 26%	170 24%	169 28%	155 23%	121 25%	130 26%	15 17%	65 27%	55 30%	50 26%	36 22%	65 31%	48 25%	69 23%	78 25%	25 24%	61 32%	7 11%	484 26%	83 24%
Always	392 17%	214 19%	175 16%	67 20%	83 20%	90 23%	50 12%	102 15%	133 22%	113 17%	74 15%	72 14%	20 22%	43 18%	30 16%	37 19%	19 12%	27 13%	34 18%	48 16%	75 25%	14 13%	34 18%	10 15%	328 18%	54 15%
Don't know	82 4%	49 4%	32 3%	14 4%	17 4%	16 4%	12 3%	22 3%	17 3%	32 5%	10 2%	22 4%	6 6%	10 4%	8 4%	3 2%	11 6%	13 6%	10 5%	5 2%	9 3%	4 3%	2 1%	2 3%	69 4%	10 3%
Prefer not to say	25 1%	16 1%	8 1%	4 1%	6 2%	2 1%	5 1%	7 1%	8 1%	9 1%	-	8 2%	-	3 1%	2 1%	2 1%	-	2 1%	1 *	4 1%	7 2%	1 *	2 1%	1 *	21 1%	2 1%
NET: Always/ often	966 43%	501 45%	460 41%	160 48%	196 47%	180 47%	157 38%	273 39%	302 50%	267 41%	195 40%	202 40%	35 39%	108 44%	85 46%	87 45%	55 34%	92 44%	81 43%	118 38%	153 50%	40 37%	95 50%	17 27%	812 44%	137 39%
NET: Never/seldom	418 19%	176 16%	239 21%	62 18%	64 16%	74 19%	78 19%	139 20%	83 14%	123 19%	83 17%	130 26%	16 18%	49 20%	33 18%	40 21%	40 25%	33 16%	24 13%	71 23%	47 15%	21 20%	27 14%	16 25%	339 18%	63 18%
NET: at least sometimes	1725 77%	867 78%	849 75%	255 76%	325 79%	290 76%	319 77%	535 76%	493 82%	495 75%	389 81%	349 69%	67 75%	184 75%	141 77%	150 77%	112 69%	160 77%	154 82%	227 74%	244 79%	81 76%	160 84%	44 70%	1409 77%	271 78%

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J,K/L,M/N/O/P/Q/R/S/T/U/V/W,X,Y/Z Minimum Base: 30(**) Small Base: 100(**)

ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J,K/L,M/N/O/P/Q/R/S/T,U/V,W,X,Y,Z Minimum Base: 30(**) Small Base: 100(**)

21-087515-27 - 6th - 7th July 2022

Public

British Naturism

UK Adults aged 16-75, online

Q10. For each of the following statements shown here, we would like you to say how much of the time, if at all, you feel this statement applies to you personally. Is it never, seldom, sometimes, often or always? - I feel that my body has at least some good qualities
UK adults aged 16-75, online

	Total	Education				Education (Z)		Employment status					Income				Main Shopper		
		GCSE/O Level/NVQ 12 (B)	A Level or equivalent (C)	Degree/Postgrads/PhD (D)	No formal qualifications (E)	Graduate (F)	Non-graduate (G)	Full-time (H)	Part-time (I)	Self-Employed (J)	ANY WORKING (K)	ANY NOT WORKING (L)	UP TO £19,999 (M)	£20,000-£34,999 (N)	£35,000 - £54,999 (O)	£55,000+ (P)	Prefer not to say (Q)	Yes, mainshop per (R)	No, not mainshop per (S)
Unweighted base	2249	461	484	1199	105	1199	1050	1051	306	129	1486	763	411	516	565	558	199	2112	137
Weighted base	2249	542	538	1048	121	1048	1201	1013	287	129	1429	820	494	571	556	427	202	2110	139
Never	162 7%	62 11% D	40 7% D	42 4%	18 15% CD*	42 4%	120 10% F	59 6%	26 9% J	3 2% *	88 6%	74 9% HK	57 12% OPQ	43 8%	29 5%	21 5%	12 6%	148 7%	14 10% *
Seldom	256 11%	84 15% D	58 11%	99 9%	15 13% *	99 9%	157 13% F	106 10%	32 11%	10 8% *	147 10%	109 13% HK	72 15% OP	79 14% OP	51 9%	34 8%	20 10%	236 11%	20 15% *
Sometimes	759 34%	195 36%	190 35%	330 31%	44 36% *	330 31%	429 36%	316 31%	96 34%	38 29% *	451 32%	308 38% HK	161 33%	198 35% P	204 37% P	115 27%	81 40% P	713 34%	46 33% *
Often	575 26%	104 19% B	144 27% B	305 29% BE	22 18% *	305 29% G	270 22%	281 28% L	80 28% L	41 32% L*	402 28% L	173 21% L	107 22%	142 25% M	156 29% M	124 29% M	46 23%	543 26%	32 23% *
Always	392 17%	61 11%	82 15%	236 23% BCE	12 10% *	236 23% G	155 13% G	205 20% L	49 17%	28 22% L*	282 20% L	110 13% L	67 13%	91 16% Q	97 17% Q	121 28% MNOQ	16 8%	375 18%	16 12% *
Don't know	82 4%	30 6% D	21 4%	22 2%	8 7% D*	22 2%	60 5% F	37 4% I	2 1%	7 6% I*	47 3% I	35 4% I	26 5% P	14 3% P	17 3%	6 2% NOP	18 9% NOP	72 3%	9 7% *
Prefer not to say	25 1%	6 1%	3 1%	14 1%	1 1% *	14 1%	11 1%	9 1%	2 1%	2 1% *	13 1%	11 1%	4 1%	3 1%	3 1%	5 1%	9 5% MNOP	23 1%	2 1% *

NET: Always/ often	966 43%	165 30%	226 42% BE	541 52% BCE	34 28% *	541 52% G	425 35%	485 48% L	129 45% L	69 54% L*	683 48% L	283 34%	173 35%	233 41% Q	252 45% MQ	245 58% MNOQ	62 31%	918 44%	48 35% *
NET: Never/seldom	418 19%	146 27% CD	98 18% D	141 13%	34 28% CD*	141 13% F	277 23% F	165 16% J	57 20% J	13 10% *	235 16% HK	183 22% HK	130 21% OPQ	123 14% OP	80 13%	55 14%	31 16%	383 18%	34 25% *
NET: at least sometimes	1725 77%	360 66% BE	416 77% BE	871 83% BCE	78 64% *	871 83% G	854 71% G	802 79% L	225 78% L	107 83% L*	1134 79% L	591 72% L	334 68% M	430 75% MNQ	456 82% MNQ	361 85% MNQ	143 71%	1631 77% S	94 67% *

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Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G,H/I/J/K/L,M/N/O/P/Q,R/S Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G,H/I/J/K/L,M/N/O/P/Q,R/S Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

Public

British Nativism

UK Adults aged 16-75, online

Q10. For each of the following statements shown here, we would like you to say how much of the time, if at all, you feel this statement applies to you personally. Is it never, seldom, sometimes, often or always? - I feel that my body has at least some good qualities
UK adults aged 16-75, online

	Total	Pres of children HH (17 or under)						Marital Status				Household Size				Ethnicity					
		At least one child present	No children present	Count of children HH (17 or under)				Married/ Living as Married	Single	Widowed/ Divorced/S eparated	Household Size				White ethnic group	Minority ethnic group	Mixed / multiple ethnic groups	Asian / Asian British	Black / African / Caribbean / Black British	Other ethnic group	
				1 Child	2 Children	3 Children	4 Children +				1	2	3	4+							
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)		
Unweighted base	2249	813	1436	379	340	73	21	1440	623	186	357	764	474	654	1977	241	48	125	59	9	
Weighted base	2249	757	1492	369	303	68	17	1386	660	202	398	768	469	614	1992	228	47	115	57	9	
Never	162 7%	39 5%	123 8%	19 5%	17 6%	1 1%	2 10%	79 6%	68 10%	15 7%	44 11%	47 6%	35 7%	35 6%	154 8%	8 3%	2 4%	6 5%	- -	- -	
Seldom	256 11%	81 11%	175 12%	44 12%	30 10%	7 10%	1 5%	148 11%	74 11%	34 17%	59 15%	93 12%	48 10%	56 9%	226 11%	27 12%	2 4%	18 16%	7 12%	- -	
Sometimes	759 34%	229 30%	530 36%	119 32%	86 29%	19 28%	5 27%	477 34%	217 33%	64 32%	117 29%	304 40%	143 31%	194 32%	695 35%	56 24%	5 11%	38 33%	11 20%	1 17%	
Often	575 26%	207 27%	368 25%	102 28%	72 24%	26 38%	6 37%	367 26%	155 24%	52 26%	85 21%	192 25%	136 29%	162 25%	496 25%	72 32%	20 42%	30 26%	19 34%	3 38%	
Always	392 17%	169 22%	223 15%	67 18%	85 28%	14 21%	3 17%	256 18%	109 16%	27 13%	70 18%	100 13%	79 17%	142 17%	336 24%	54 24%	16 35%	17 14%	17 30%	3 40%	
Don't know	82 4%	27 4%	54 4%	16 4%	11 4%	- 3%	1 3%	46 3%	27 4%	8 4%	17 4%	24 3%	23 5%	18 3%	72 4%	8 3%	1 1%	6 5%	1 2%	1 6%	
Prefer not to say	25 1%	5 1%	20 1%	2 1%	1 *	1 2%	- *	12 1%	10 2%	2 1%	6 2%	8 1%	4 1%	6 1%	13 1%	4 2%	2 3%	1 1%	1 2%	- -	
NET: Always/ often	966 43%	376 50%	590 40%	170 46%	157 52%	40 59%	9 54%	623 45%	264 40%	79 39%	155 39%	292 38%	216 46%	304 50%	832 42%	125 55%	36 76%	46 40%	37 64%	7 77%	
NET: Never/seldom	418 19%	120 16%	298 20%	63 17%	46 15%	8 11%	3 15%	227 16%	142 22%	48 24%	103 26%	140 18%	83 18%	92 15%	380 19%	35 15%	4 8%	24 21%	7 12%	- -	
NET: at least sometimes	1725 77%	605 80%	1120 75%	289 78%	244 81%	59 87%	14 81%	1100 79%	481 73%	144 71%	271 68%	596 78%	359 77%	499 81%	1527 77%	181 80%	41 87%	84 73%	48 84%	8 94%	

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Overlap formulae used

ColumnProportions (S%): A,B/C,D/E/F/G,H/I,J,K/L/M,N,O/P/Q,R/S/T Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (S%): A,B/C,D/E/F/G,H/I,J,K/L,M,N,O/P/Q/R/S/T Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

Public
British Naturism
UK Adults aged 16-75, online

Q10. For each of the following statements shown here, we would like you to say how much of the time, if at all, you feel this statement applies to you personally. Is it never, seldom, sometimes, often or always? - I feel that my body has at least some good qualities
UK adults aged 16-75, online

	Total	Social Media site: Daily user				Social Media site: Hourly user (or more)				Social Media site: Daily & for more than 1 hour per day				Naturist / Nudist				
		Total (A)	Facebook (B)	Instagram (C)	Tik Tok (D)	ANY FB/Insta/T ikTok (E)	Facebook (F)	Instagram (G)	Tik Tok (H)	ANY FB/Insta/T ikTok (I)	Facebook (J)	Instagram (K)	Tik Tok (L)	ANY FB/Insta/T ikTok (M)	Naturist (N)	Nudist (O)	Neither (P)	ANY Naturist/N udist (Q)
Unweighted base	2249	1412	1024	653	1677	445	349	294	650	642	518	433	904	254	85	1792	339	
Weighted base	2249	1395	961	624	1654	440	324	273	627	620	490	402	878	227	83	1810	309	
Never	162 7%	103 7%	64 7%	50 8%	125 8%	41 9%	26 8%	29 11%	61 10%	43 7%	28 6%	33 8%	66 8%	7 3%	4 *	139 8%	11 3%	
Seldom	256 11%	162 12%	102 11%	69 11%	192 12%	44 10%	28 9%	25 9%	69 11%	88 14%	58 12%	44 11%	119 14%	14 6%	3 *	224 12%	17 6%	
Sometimes	759 34%	465 33%	282 29%	164 26%	546 33%	117 27%	74 23%	66 24%	167 27%	184 30%	122 25%	94 23%	265 30%	58 25%	24 *	647 36%	82 27%	
Often	575 26%	341 24%	259 27%	156 25%	417 25%	98 22%	77 24%	60 22%	142 23%	138 22%	143 29%	103 26%	210 24%	61 27%	21 *	466 26%	82 27%	
Always	392 17%	266 19%	214 22%	156 25%	305 18%	120 27%	104 32%	83 30%	160 25%	141 23%	118 24%	108 27%	183 21%	81 36%	26 32%	260 14%	108 35%	
Don't know	82 4%	49 3%	32 3%	26 4%	56 3%	17 4%	12 4%	10 4%	25 4%	21 3%	16 3%	18 4%	30 3%	5 2%	3 4%	62 3%	9 3%	
Prefer not to say	25 1%	9 1%	8 1%	4 1%	13 1%	3 1%	3 1%	1 *	4 1%	5 1%	5 1%	2 1%	6 1%	1 *	- -	12 1%	1 *	

NET: Always/ often	966 43%	607 44%	473 49%	312 BE	722 50%	219 56%	181 52%	142 48%	302 45%	279 53%	261 52%	211 52%	393 45%	142 63%	48 58%	726 40%	190 61%
NET: Never/seldom	418 19%	265 19%	166 17%	119 19%	317 19%	84 19%	54 17%	54 20%	129 21%	131 18%	87 19%	78 19%	185 21%	21 9%	7 *	362 20%	28 9%
NET: at least sometimes	1725 77%	1072 77%	755 79%	476 76%	1267 77%	336 76%	255 79%	208 76%	469 75%	463 75%	383 78%	304 76%	658 75%	200 88%	72 87%	1373 76%	272 88%

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Overlap formulae used

ColumnProportions (S%): A,B/C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q. Minimum Base: 30(**) Small Base: 100(**)

ColumnMeans (S%): A,B/C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q. Minimum Base: 30(**) Small Base: 100(**)

21-087515-27 - 6th - 7th July 2022

Public

British Naturism

UK Adults aged 16-75, online

Q10. For each of the following statements shown here, we would like you to say how much of the time, if at all, you feel this statement applies to you personally. Is it never, seldom, sometimes, often or always? - I take a positive attitude towards my body

UK adults aged 16-75, online

	Total	Gender			Age				Social grade				Region (Government office region)										Urban / Rural			
		Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North East	North West	Yorkshire and Humber	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland	Urban
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted base	2249	1084	1151	345	417	395	426	666	1070	651	199	329	89	252	190	198	161	209	189	304	305	108	184	60	1829	360
Weighted base	2249	1107	1128	335	414	383	414	704	600	659	482	508	89	246	184	196	163	208	188	307	308	106	192	63	1838	348
Never	194 9%	70 6%	125 11% B	34 10%	33 8%	35 9%	40 10%	53 7%	33 5%	58 9%	29 6%	74 15%	6 7%	31 13%	20 11%	16 8%	14 9%	13 6%	13 7%	27 9%	14 5%	16 15%	17 9%	5 8%	162 9%	28 8%
Seldom	346 15%	156 14%	185 16%	46 14%	59 14%	58 15%	63 15%	120 17%	91 15%	110 17%	69 14%	76 15%	14 16%	34 14%	26 14%	36 19%	32 20%	30 15%	23 12%	56 18%	34 11%	22 20%	28 15%	9 15%	284 15%	52 15%
Sometimes	726 32%	331 30%	392 35% B	78 23%	124 30%	99 26%	170 41% DEF	256 36% DF	177 29%	211 32%	182 38%	156 31%	31 35%	69 28%	60 33%	63 32%	50 31%	70 34%	69 37%	105 34%	91 29%	25 24%	69 36%	24 38%	569 31%	133 38% Y
Often	526 23%	277 25%	247 22%	95 28% G	90 22%	102 27% G	75 18%	165 23%	159 26% JL	141 21%	120 25%	107 21%	21 24%	59 24%	40 22%	44 23%	34 21%	61 29%	42 23%	70 25%	76 25%	24 22% *	43 23%	11 17% *	435 24%	81 23%
Always	343 15%	204 18% C	137 12%	65 19% GH	79 19% GH	73 19% GH	44 11%	82 12%	118 20% JKL	102 15%	65 13%	59 12%	10 11%	40 16% R	27 15%	27 14%	20 12%	16 8%	31 16% R	40 13%	76 25% MNOPQRTW	17 16% *	14 14%	13 20% R*	290 16%	40 12%
Don't know	81 4%	48 4%	31 3%	11 3%	19 5%	12 3%	18 4%	22 3%	17 3%	26 4%	14 3%	25 5%	6 7%	9 4%	7 4%	7 4%	10 6%	16 7%	7 4%	2 1%	11 3% T	1 1% *	4 2%	- -	72 4%	9 3%
Prefer not to say	32 1%	21 2%	11 1%	7 2%	10 2%	5 1%	5 1%	6 1%	5 1%	11 2%	4 1%	12 2%	1 1% *	3 1%	3 2%	2 1%	2 1%	2 1%	2 1%	6 2%	5 2%	1 1% *	2 1%	1 2% *	27 1%	4 1%
NET: Always/ often	869 39%	481 43% C	384 34%	159 48% GH	169 41% G	175 46% GH	119 29%	247 35%	277 46% JKL	243 37%	184 38%	165 33%	31 35% *	99 40%	67 37%	71 36%	54 33%	77 37%	73 39%	110 36%	152 49% MOPQRTW	40 38% *	71 37%	23 37% *	725 39%	121 35%
NET: Never/seldom	540 24%	226 20% B	310 28% B	79 24%	92 22%	93 24%	103 25%	173 25%	124 21% I	168 26% I	98 20%	150 30% K	21 23% *	66 27% U	46 25% U	52 27% U	47 29% U	43 21% U	36 19% U	83 27% U	49 16% RSU*	38 36% RSU*	45 24% *	14 23% *	446 24%	80 23%
NET: at least sometimes	1596 71%	812 73% C	776 69%	237 71%	293 71%	274 72%	289 70%	503 71%	454 76% JL	454 69% L	367 76% L	321 63%	62 69% *	168 68%	127 69%	134 69%	104 64%	147 71%	142 76% QV	216 70%	243 79% NOPQTV	65 62% *	139 73% *	48 75% *	1293 70%	254 73%

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Overlap formulae used

ColumnProportions [5%]: A,B/C,D/E/F/G/H,I/J,K/L,M/N/O/P/Q/R/S/T/U/V/W/X,Y/Z Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans [5%]: A,B/C,D/E/F/G/H,I/J,K/L,M/N/O/P/Q/R/S/T,U/V,W,X,Y,Z Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

Public

British Nativism

UK Adults aged 16-75, online

Q10. For each of the following statements shown here, we would like you to say how much of the time, if at all, you feel this statement applies to you personally. Is it never, seldom, sometimes, often or always? - I take a positive attitude towards my body
UK adults aged 16-75, online

	Total	Education				Education (Z)		Employment status					Income				Main Shopper		
		GCSE/O Level/NVQ 12 (B)	A Level or equivalent (C)	Degree/Masters/PhD (D)	No formal qualifications (E)	Graduate (F)	Non-graduate (G)	Full-time (H)	Part-time (I)	Self-Employed (J)	ANY WORKING (K)	ANY NOT WORKING (L)	UP TO £19,999 (M)	£20,000-£34,999 (N)	£35,000 - £54,999 (O)	£55,000+ (P)	Prefer not to say (Q)	Yes, mainshop per (R)	No, not mainshop per (S)
Unweighted base	2249	461	484	1199	105	1199	1050	1051	306	129	1486	763	411	516	565	558	199	2112	137
Weighted base	2249	542	538	1048	121	1048	1201	1013	287	129	1429	820	494	571	556	427	202	2110	139
Never	194 9%	71 13% D	47 9%	63 6%	13 11% *	63 6%	132 11% F	74 7%	27 9%	4 3% *	105 7%	89 11% HK	65 13% OP	49 9%	35 6%	27 6%	19 9%	177 8%	17 12% *
Seldom	346 15%	100 18% D	85 16%	136 13%	25 20% *	136 13%	210 17% F	146 14%	41 14%	10 8% *	196 14%	149 18% JK	84 17%	90 15%	51 16%	32 12%	32 16%	317 15%	28 20% *
Sometimes	726 32%	166 31%	194 36%	330 31%	36 29% *	330 31%	396 33%	291 29%	112 39%	46 36% *	449 31% H	277 34% H	158 32% P	226 39%	166 30%	107 25%	69 34% P	681 32%	45 33% *
Often	526 23%	107 20%	118 22%	281 27% BE	20 16% *	281 27% G	245 20% F	262 26% L	60 21%	38 30% L*	360 25% L	166 20% L	94 19%	121 21%	151 16% M	117 27% MN	42 21%	500 24%	26 19% *
Always	343 15%	67 12%	65 12%	198 19% BC	13 11% *	198 19% G	145 12% F	187 18% L	40 14%	21 16% *	248 17% L	95 12% L	64 13% Q	63 11% NQ	91 16% NQ	112 26% MNOQ	14 7%	330 16%	13 9% *
Don't know	81 4%	25 5%	19 4%	27 3%	11 9% CD*	27 3%	55 5% F	40 4%	5 2%	7 5% *	52 4%	29 4%	24 5%	20 4%	14 3%	10 2%	13 6% OP	74 4%	7 5% *
Prefer not to say	32 1%	5 1%	9 2%	14 1%	4 3% *	14 1%	18 2%	14 1%	2 1%	3 2% *	19 1%	14 2%	4 1%	4 1%	7 1%	3 1%	13 7% MNOP	29 1%	3 2% *

NET: Always/ often	869 39%	175 32%	183 34%	479 46% BCE	33 27% *	479 46% G	390 33%	449 44% IL	100 35%	59 46% L*	608 43% IL	261 32%	158 32%	184 32%	242 44% MNQ	229 54% MNOQ	55 28%	831 39% S	39 28% *
NET: Never/seldom	540 24%	171 32% CD	133 25% D	198 19%	38 31% D*	198 19% F	342 28% F	220 22% J	68 24% J	14 11% *	302 21% J	238 29% HK	149 30% OP	137 24%	126 23%	78 18%	51 25%	495 23%	45 32% R*
NET: at least sometimes	1596 71%	341 63% BE	377 70% BE	809 77% BCE	69 57% *	809 77% G	787 66% G	739 73% L	212 74% L	105 82% L*	1057 74% L	539 66% L	317 64%	410 72% MQ	408 74% MQ	336 79% MNQ	125 62%	1511 72% S	84 60% *

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Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F,G,H/I/J/K/L,M/N/O,P/Q,R/S Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F,G,H/I/J/K/L,M/N/O/P/Q,R/S Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

Public

British Naturism

UK Adults aged 16-75, online

Q10. For each of the following statements shown here, we would like you to say how much of the time, if at all, you feel this statement applies to you personally. Is it never, seldom, sometimes, often or always? - I take a positive attitude towards my body

UK adults aged 16-75, online

	Total	Pres of children HH (17 or under)		Count of children HH (17 or under)				Marital Status			Household Size				Ethnicity						
		Total	At least one child present	No children present	1 Child	2 Children	3 Children	4 Children +	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	1	2	3	4+	White ethnic group	Minority ethnic group	Mixed / multiple ethnic groups	Asian / Asian British	Black / African / Caribbean / Black British	Other ethnic group
Unweighted base	2249	813	1436	379	340	73	21	1440	623	186	357	764	474	654	1977	241	48	125	59	9	
Weighted base	2249	757	1492	369	303	68	17	1386	660	202	398	768	469	614	1992	228	47	115	57	9	
Never	194 9%	52 7%	142 10%	25 7%	21 7%	5 *	2 10%	104 7%	74 11%	16 8%	48 12%	59 8%	42 9%	45 7%	180 9%	14 6%	2 4%	8 7%	4 6%	- *	
Seldom	346 15%	114 15%	231 15%	66 18%	40 13%	7 10%	2 15%	206 15%	97 15%	42 21%	66 16%	127 17%	71 15%	82 13%	331 PKS	14 6%	2 5%	9 8%	3 5%	* **	
Sometimes	726 32%	196 26%	530 36%	101 27%	69 23%	20 30%	5 31%	451 33%	205 31%	69 34%	123 31%	295 38%	132 28%	177 29%	639 32%	80 35%	16 33%	45 39%	15 27%	3 39%	
Often	526 23%	203 27%	324 22%	107 29%	79 26%	13 *	3 21%	331 24%	147 22%	49 24%	95 24%	156 20%	127 27%	148 24%	464 23%	57 25%	15 31%	26 23%	15 26%	2 25%	
Always	343 15%	159 21%	184 12%	53 14%	84 28%	20 29%	2 13%	232 17%	94 14%	17 8%	44 11%	91 12%	72 15%	135 15%	290 15%	50 22%	11 23%	18 15%	19 33%	2 26%	
Don't know	81 4%	26 3%	55 4%	14 4%	9 3%	2 3%	1 3%	43 3%	31 5%	7 3%	17 4%	25 3%	20 4%	18 3%	70 4%	8 4%	- *	6 5%	1 2%	1 6%	
Prefer not to say	32 1%	7 1%	26 2%	3 1%	1 *	1 2%	1 7%	19 1%	12 2%	1 1%	5 1%	15 2%	3 1%	9 1%	18 1%	4 2%	2 3%	2 2%	* 1%	- **	
NET: Always/ often	869 39%	362 48%	508 34%	160 43%	163 54%	33 48%	6 34%	563 41%	240 36%	66 33%	139 35%	247 32%	200 43%	283 46%	754 38%	107 47%	25 54%	44 38%	34 59%	5 51%	
NET: Never/seldom	540 24%	166 22%	374 25%	91 25%	60 20%	11 17%	4 25%	310 22%	171 26%	59 29%	114 29%	186 24%	113 24%	127 21%	511 26%	28 12%	4 9%	17 15%	6 11%	* 3%	
NET: at least sometimes	1596 71%	558 74%	1038 70%	262 71%	232 77%	53 78%	11 65%	1014 73%	446 67%	136 67%	262 66%	542 71%	332 71%	460 75%	1393 70%	187 82%	41 87%	89 78%	49 86%	8 91%	

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Overlap formulae used

ColumnProportions (S%): A,B/C,D/E/F/G,H/I,J,K/L,M/N,O/P/Q,R/S/T Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (S%): A,B/C,D/E/F/G,H/I,J,K/L,M/N,O/P/Q/R/S/T Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

Public

British Naturism

UK Adults aged 16-75, online

Q10. For each of the following statements shown here, we would like you to say how much of the time, if at all, you feel this statement applies to you personally. Is it never, seldom, sometimes, often or always? - I take a positive attitude towards my body
UK adults aged 16-75, online

	Total	Social Media site: Daily user				Social Media site: Hourly user (or more)				Social Media site: Daily & for more than 1 hour per day				Naturist / Nudist			
		Facebook (B)	Instagram (C)	Tik Tok (D)	ANY FB/Insta/TikTok (E)	Facebook (F)	Instagram (G)	Tik Tok (H)	ANY FB/Insta/TikTok (I)	Facebook (J)	Instagram (K)	Tik Tok (L)	ANY FB/Insta/TikTok (M)	Naturist (N)	Nudist (O)	Neither (P)	ANY Naturist/Nudist (Q)
Unweighted base	2249	1412	1024	653	1677	445	349	294	650	642	518	433	904	254	85	1792	339
Weighted base	2249	1395	961	624	1654	440	324	273	627	620	490	402	878	227	83	1810	309
Never	194 9%	128 9%	76 8%	59 9%	151 9%	35 8%	27 8%	31 11%	59 9%	50 8%	37 8%	40 10%	80 9%	12 5%	3 *	167 9%	15 5%
Seldom	346 15%	213 15%	136 14%	75 12%	253 15%	68 15%	38 12%	26 10%	97 15%	94 15%	70 14%	48 12%	141 16%	14 6%	4 *	318 18%	18 6%
Sometimes	726 32%	448 32%	265 28%	170 27%	527 32%	112 25%	72 22%	61 22%	159 25%	173 28%	118 24%	103 26%	246 28%	16%	26 32%	633 35%	62 20%
Often	526 23%	332 24%	253 26%	149 24%	387 23%	101 23%	82 25%	74 27%	145 23%	151 24%	126 26%	93 23%	206 23%	78 34%	21 *	399 22%	99 32%
Always	343 15%	216 16%	185 19%	148 24%	265 16%	105 24%	93 29%	74 27%	141 22%	128 21%	120 24%	102 25%	170 19%	86 38%	23 28%	214 12%	109 35%
Don't know	81 4%	48 3%	33 3%	20 3%	54 3%	15 3%	10 3%	7 3%	21 3%	19 3%	12 2%	13 3%	25 3%	* *	4 4%	64 4%	4 1%
Prefer not to say	32 1%	9 1%	13 1%	4 1%	16 1%	5 1%	2 1%	* *	5 1%	6 1%	8 2%	3 1%	10 1%	1 *	2 2%	15 1%	3 1%

NET: Always/ often	869 39%	549 39%	438 46%	297 48%	652 39%	206 47%	175 54%	148 54%	286 46%	279 45%	246 50%	195 49%	376 43%	164 72%	44 53%	613 34%	208 67%
NET: Never/seldom	540 24%	341 24%	212 22%	134 21%	405 24%	103 23%	65 20%	57 21%	156 25%	144 23%	107 22%	88 22%	221 25%	26 11%	7 8%	485 27%	33 11%
NET: at least sometimes	1596 71%	997 71%	704 73%	466 75%	1179 71%	318 72%	247 76%	209 76%	445 71%	452 73%	363 74%	298 74%	623 71%	199 88%	70 85%	1246 69%	269 87%

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Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q. Minimum Base: 30(**) Small Base: 100(**)

ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q. Minimum Base: 30(**) Small Base: 100(**)

21-087515-27 - 6th - 7th July 2022

Public

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UK Adults aged 16-75, online

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UK adults aged 16-75, online

	Total	Gender			Age					Social grade				Region (Government office region)											Urban / Rural	
		Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North East	North West	Yorkshire and Humber	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland	Urban
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted base	2249	1084	1151	345	417	395	426	666	1070	651	199	329	89	252	190	198	161	209	189	304	305	108	184	60	1829	360
Weighted base	2249	1107	1128	335	414	383	414	704	600	659	482	508	89	246	184	196	163	208	188	307	308	106	192	63	1838	348
Never	146 6%	66 6%	79 7%	30 9%	29 7%	27 7%	23 6%	38 5%	13 2%	33 5%	36 7%	65 13%	2 2%	16 7%	11 6%	12 6%	20 13%	14 7%	10 5%	21 7%	10 3%	7 7%	18 10%	5 7%	125 7%	16 5%
Seldom	240 11%	122 11%	116 10%	35 10%	41 10%	42 11%	47 11%	75 11%	56 9%	79 12%	43 9%	61 12%	9 10%	27 11%	20 11%	28 15%	15 9%	17 8%	26 14%	34 11%	39 13%	6 6%	14 7%	4 6%	197 11%	38 11%
Sometimes	761 34%	361 33%	397 35%	79 23%	141 34%	117 31%	170 41%	254 36%	194 32%	236 36%	174 36%	157 31%	30 33%	76 31%	70 38%	61 31%	46 29%	77 37%	70 37%	107 35%	85 28%	47 44%	65 34%	27 42%	605 33%	129 37%
Often	598 27%	268 24%	327 29%	100 30%	89 22%	95 25%	104 25%	210 30%	179 30%	157 24%	142 30%	119 24%	19 21%	70 29%	40 22%	52 27%	44 27%	65 31%	45 24%	84 24%	73 24%	23 22%	67 35%	16 26%	483 26%	99 28%
Always	369 16%	216 20%	151 13%	70 21%	84 20%	79 21%	43 10%	92 13%	130 17%	110 17%	70 15%	59 12%	21 23%	44 18%	29 16%	33 17%	25 15%	21 10%	29 15%	41 13%	83 27%	16 15%	19 10%	9 14%	314 17%	47 14%
Don't know	110 5%	61 5%	47 4%	18 5%	21 5%	22 6%	20 5%	29 4%	21 4%	35 5%	16 3%	38 9%	8 9%	11 4%	12 6%	7 4%	12 7%	7 6%	4 4%	16 5%	14 5%	5 5%	5 3%	1 1%	95 5%	15 4%
Prefer not to say	24 1%	14 1%	10 1%	3 1%	8 2%	2 *	6 1%	5 1%	7 1%	9 1%	-	8 2%	1 1%	2 1%	2 1%	2 1%	* 1%	2 1%	1 1%	4 1%	3 1%	2 1%	2 1%	2 4%	19 1%	3 1%
NET: Always/ often	968 43%	485 44%	478 42%	171 51%	173 42%	174 46%	147 36%	302 43%	309 52%	267 41%	213 44%	179 35%	40 44%	114 47%	68 37%	85 44%	69 42%	86 41%	74 39%	126 41%	156 51%	39 37%	86 45%	25 40%	797 43%	146 42%
NET: Never/seldom	386 17%	188 17%	195 17%	65 19%	70 17%	68 18%	70 17%	113 16%	69 12%	112 17%	79 16%	126 25%	11 12%	43 18%	32 17%	40 20%	36 22%	31 15%	36 19%	55 18%	49 16%	13 12%	32 17%	8 13%	323 18%	55 16%
NET: at least sometimes	1728 77%	845 76%	875 78%	250 74%	314 76%	291 76%	317 77%	556 79%	503 84%	503 76%	387 80%	335 66%	70 78%	190 77%	139 75%	146 75%	115 71%	163 78%	143 76%	232 76%	241 78%	86 81%	151 79%	52 82%	1401 76%	275 79%

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Overlap formulae used

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21-087515-27 - 6th - 7th July 2022

Public

British Naturism

UK Adults aged 16-75, online

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	Total	Education				Education (Z)		Employment status					Income					Main Shopper	
		GCSE/O Level/NVQ 12 (B)	A Level or equivalent (C)	Degree/Masters/PhD (D)	No formal qualifications (E)	Graduate (F)	Non-graduate (G)	Full-time (H)	Part-time (I)	Self-Employed (J)	ANY WORKING (K)	ANY NOT WORKING (L)	UP TO £19,999 (M)	£20,000-£34,999 (N)	£35,000 - £54,999 (O)	£55,000+ (P)	Prefer not to say (Q)	Yes, mainshop per (R)	No, not mainshop per (S)
Unweighted base	2249	461	484	1199	105	1199	1050	1051	306	129	1486	763	411	516	565	558	199	2112	137
Weighted base	2249	542	538	1048	121	1048	1201	1013	287	129	1429	820	494	571	556	427	202	2110	139
Never	146 6%	64 12% CD	38 7% D	30 3%	15 12% D*	30 3%	117 10% F	57 6%	19 6%	3 2% *	78 5%	68 8% JK	59 12% OPQ	45 8% OP	21 4%	13 3%	8 4%	136 6%	10 8% *
Seldom	240 11%	73 13% D	52 10%	93 9%	22 18% CD*	93 9%	147 12% F	103 10% J	33 11% J	4 3% *	140 10% J	100 12% J	67 14% P	53 12% MNP	34 9%	20 8%	225 10%	15 11% *	
Sometimes	761 34%	172 32%	194 36%	363 35%	32 27% *	363 35%	398 33%	351 35%	100 35%	41 32% *	492 34% H	269 33%	149 30%	183 32%	228 41% MNP	124 29%	76 38%	717 34%	44 32% *
Often	598 27%	118 22%	157 29% B	300 29% B	23 19% *	300 29%	298 25%	243 24%	80 28%	50 39% HKL*	373 26% H	225 27%	122 25%	162 28%	148 27%	114 27%	52 26%	561 27%	38 27% *
Always	369 16%	76 14%	66 12%	213 20% BC	14 12% *	213 20% G	157 13%	201 20% KL	42 15%	17 13% *	260 18% L	109 13%	62 13%	81 16%	88 28% MNOQ	120 10%	19 10%	349 17%	20 14% *
Don't know	110 5%	33 6%	29 5%	47 4%	11 9% D*	37 4%	73 6% F	50 5%	11 4%	13 10% IKL*	74 5%	36 4%	31 6% O	29 5%	15 3%	16 4%	19 10% OP	101 5%	10 7% *
Prefer not to say	24 1%	7 1%	3 *	12 1%	3 2% *	12 1%	13 1%	9 1%	2 1%	1 1% *	12 1%	13 2%	4 1%	5 1%	2 *	5 1%	8 4% MNOP	22 1%	3 2% *

NET: Always/ often	968 43%	194 36%	223 41%	513 49% BCE	38 31% *	513 49% G	455 38%	444 44%	122 42%	68 52% L*	634 44%	334 41%	184 37%	243 43%	236 42%	234 55% MNOQ	71 35%	910 43%	58 41% *
NET: Never/seldom	386 17%	137 25% CD	90 17% D	122 12%	37 31% CD*	122 12% F	264 22% F	159 16% J	51 18% J	7 6% *	218 15% J	168 21% HK	126 26% NOPQ	110 19% OP	74 13%	48 11%	28 14%	361 17%	25 18% *
NET: at least sometimes	1728 77%	366 67% BE	417 77% BE	876 84% BCE	70 58% *	876 84% G	852 71%	795 78% L	222 77%	108 84% L*	1126 79% L	603 74%	333 67%	426 75% M	464 84% MNQ	358 84% MNQ	147 73%	1627 77%	102 73% *

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Overlap formulae used

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ColumnMeans (5%): A,B/C/D/E,F,G,H/I/J/K/L,M/N/O/P/Q,R/S Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

Public

British Naturism

UK Adults aged 16-75, online

Q10. For each of the following statements shown here, we would like you to say how much of the time, if at all, you feel this statement applies to you personally. Is it never, seldom, sometimes, often or always? - I am attentive to my body's needs
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	Total	Pres of children HH (17 or under)			Count of children HH (17 or under)				Marital Status			Household Size				Ethnicity					
		At least one child present	No children present		1 Child	2 Children	3 Children	4 Children +	Married/ Living as Married	Single	Widowed/ Divorced/S eparated	1	2	3	4+	White ethnic group	Minority ethnic group	Mixed / multiple ethnic groups	Asian / Asian British	Black / African / Caribbean / Black British	Other ethnic group
	Total	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted base	2249	813	1436	379	340	73	21	1440	623	186	357	764	474	654	1977	241	48	125	59	9	
Weighted base	2249	757	1492	369	303	68	17	1386	660	202	398	768	469	614	1992	228	47	115	57	9	
Never	146 6%	43 6%	103 7%	22 6%	16 5%	5 8%	- *	76 5%	58 9%	12 6%	39 10%	44 6%	32 7%	30 5%	136 7%	10 4%	- *	6 5%	4 7%	- *	
Seldom	240 11%	64 8%	176 12%	36 10%	22 7%	6 9%	- *	137 10%	80 12%	22 11%	52 13%	93 12%	42 9%	52 9%	213 11%	26 11%	1 3%	20 18%	4 7%	- *	
Sometimes	761 34%	237 31%	524 35%	124 33%	87 29%	24 35%	3 *	494 36%	192 29%	75 37%	119 30%	287 37%	174 29%	181 29%	691 35%	62 27%	13 28%	31 27%	15 26%	3 39%	
Often	598 27%	200 26%	399 27%	100 27%	75 25%	14 21%	10 *	371 27%	170 26%	57 28%	101 25%	206 27%	110 23%	181 29%	525 26%	69 30%	18 39%	30 27%	17 31%	3 29%	
Always	369 16%	173 23%	196 13%	68 18%	86 29%	15 23%	3 20%	247 18%	100 15%	22 11%	48 12%	98 13%	84 18%	140 16%	321 19%	44 19%	12 25%	15 13%	16 28%	2 26%	
Don't know	110 5%	33 4%	77 5%	17 5%	14 5%	2 3%	1 3%	51 4%	48 7%	11 6%	33 8%	32 4%	21 4%	24 4%	93 5%	14 6%	1 1%	12 10%	1 2%	1 6%	
Prefer not to say	24 1%	6 1%	18 1%	3 1%	2 1%	1 2%	- *	9 1%	12 2%	3 2%	6 1%	8 1%	6 1%	6 1%	15 1%	4 2%	2 5%	1 1%	- *	- *	
NET: Always/ often	968 43%	373 49%	595 40%	168 46%	161 53%	30 44%	14 *	618 45%	270 41%	79 39%	149 37%	304 40%	194 41%	321 52%	846 42%	113 50%	30 63%	45 39%	33 58%	5 55%	
NET: Never/seldom	386 17%	107 14%	279 19%	57 16%	38 13%	12 17%	- *	213 15%	139 21%	34 17%	91 23%	137 18%	75 16%	83 13%	348 17%	36 16%	1 3%	26 23%	8 14%	- *	
NET: at least sometimes	1728 77%	610 81%	1119 75%	292 79%	249 82%	53 79%	16 97%	1112 80%	462 70%	154 76%	268 67%	591 77%	368 78%	502 82%	1536 77%	175 77%	43 91%	76 66%	48 84%	8 94%	

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used
ColumnProportions (S%): A,B/C,D/E/F/G,H/I,J,K/L,M/N,O/P/Q,R/S/T Minimum Base: 30(**) Small Base: 100(*)
ColumnMeans (S%): A,B/C,D/E/F/G,H/I,J,K/L,M/N,O/P/Q/R/S/T Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

Public

British Naturism

UK Adults aged 16-75, online

Q10. For each of the following statements shown here, we would like you to say how much of the time, if at all, you feel this statement applies to you personally. Is it never, seldom, sometimes, often or always? - I am attentive to my body's needs
UK adults aged 16-75, online

	Total	Social Media site: Daily user				Social Media site: Hourly user (or more)				Social Media site: Daily & for more than 1 hour per day				Naturist / Nudist				
		Total (A)	Facebook (B)	Instagram (C)	Tik Tok (D)	ANY FB/Insta/TikTok (E)	Facebook (F)	Instagram (G)	Tik Tok (H)	ANY FB/Insta/TikTok (I)	Facebook (J)	Instagram (K)	Tik Tok (L)	ANY FB/Insta/TikTok (M)	Naturist (N)	Nudist (O)	Neither (P)	ANY Naturist/Nudist (Q)
						100%				100%				100%				100%
Unweighted base	2249	1412	1024	653	1677	445	349	294	650	642	518	433	904	254	85	1792	339	
Weighted base	2249	1395	961	624	1654	440	324	273	627	620	490	402	878	227	83	1810	309	
Never	146 6%	107 8% C	55 6%	50 8% C	120 7% C	37 8%	20 6%	21 8%	54 9% G	52 8% K	26 5%	31 8% K	65 7% K	7 3%	1 1% *	125 7% Q	8 3%	
Seldom	240 11%	138 10%	105 11%	74 12%	161 10%	48 11%	36 11%	24 9%	69 11%	67 11%	50 10%	44 11%	97 11%	14 6%	10 12% *	202 11% N	24 8%	
Sometimes	761 34%	465 33% CD	289 30%	168 27%	555 34% CD	132 30%	82 25%	71 26%	185 29% G	179 29%	138 28%	101 25%	265 30% L	48 21%	23 28% *	658 36% NQ	71 23%	
Often	598 27%	365 26% D	250 26% D	138 22%	435 26% D	80 18%	63 19%	53 19%	127 20%	136 22%	120 24%	87 22%	205 23%	52 23%	30 36% N*	497 27% N	82 26%	
Always	369 16%	249 18% BE	204 21% BE	164 26% BCE	293 18% BCE	121 28%	106 33% I	92 34% I	161 26%	155 25% M	130 27% M	116 29%	201 23% OPQ	98 43% OPQ	13 16% *	234 13% OP	111 36% OP	
Don't know	110 5%	60 4%	47 5%	25 4%	76 5%	20 5%	15 5%	11 4%	30 5%	25 4%	21 4%	21 5%	37 4%	7 3%	5 5% *	83 5% *	11 4%	
Prefer not to say	24 1%	11 1%	12 1%	5 1%	15 1%	2 *	2 *	1 *	3 *	6 1%	5 1%	2 1%	8 1%	1 1%	2 2% *	10 1% *	3 1%	

NET: Always/ often	968 43%	614 44% BE	454 47% BE	303 48% BE	728 44% BE	202 46% FI	169 52% FI	145 53% FI	288 46% FI	291 47% K	250 51% M	203 51% M	406 46% PQ	149 66% PQ	43 52% *	731 40% NQ	192 62% P
NET: Never/seldom	386 17%	245 18%	161 17%	124 20% CE	280 17% CE	85 19%	56 17%	45 16%	122 19%	119 19% K	76 16% K	75 19%	162 18% K	21 9% K	10 12% *	328 18% NQ	32 10%
NET: at least sometimes	1728 77%	1079 77%	742 77%	471 75%	1282 78% P	333 76% P	251 77% P	216 79% P	473 75% P	470 76% P	388 79% P	304 76% P	671 76% P	197 87% P	66 80% *	1389 77% P	263 85% P

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Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q. Minimum Base: 30(**) Small Base: 100(**)

ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q. Minimum Base: 30(**) Small Base: 100(**)

21-087515-27 - 6th - 7th July 2022

Public
British Naturism
UK Adults aged 16-75, online

Q10. For each of the following statements shown here, we would like you to say how much of the time, if at all, you feel this statement applies to you personally. Is it never, seldom, sometimes, often or always? - I feel love for my body
UK adults aged 16-75, online

	Total	Gender		Age					Social grade				Region (Government office region)										Urban / Rural			
		Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	A8 (I)	C1 (J)	C2 (K)	DE (L)	North East (M)	North West (N)	Yorkshire and Humber (O)	West Midlands (P)	East Midlands (Q)	East of England (R)	South West (S)	South East (T)	Greater London (U)	Wales (V)	Scotland (W)	Northern Ireland (X)	Urban (Y)
Unweighted base	2249	1084	1151	345	417	395	426	666	1070	651	199	329	89	252	190	198	161	209	189	304	305	108	184	60	1829	360
Weighted base	2249	1107	1128	335	414	383	414	704	600	659	482	508	89	246	184	196	163	208	188	307	308	106	192	63	1838	348
Never	292 13%	124 11%	167 15%	39 12%	31 7%	45 12%	62 15%	115 16%	50 8%	100 15%	50 10%	92 18%	10 11%	41 17%	27 15%	19 10%	28 17%	25 12%	23 12%	42 14%	26 9%	22 20%	23 12%	6 9%	234 13%	53 15%
Seldom	396 18%	176 16%	216 19%	32 10%	63 15%	70 18%	76 18%	155 22%	100 17%	131 20%	81 17%	84 17%	17 19%	39 16%	27 15%	37 19%	39 24%	40 19%	34 18%	66 22%	43 14%	16 15%	36 19%	3 4%	323 18%	71 20%
Sometimes	680 30%	324 29%	352 31%	87 26%	118 29%	90 24%	150 36%	235 33%	175 29%	187 28%	167 35%	152 30%	30 34%	67 27%	60 32%	67 34%	43 26%	66 32%	54 29%	90 29%	81 26%	34 32%	65 34%	23 36%	544 30%	113 33%
Often	419 19%	206 19%	212 19%	92 27%	87 21%	82 21%	67 16%	90 13%	113 19%	116 18%	100 21%	90 18%	11 12%	42 17%	38 21%	34 18%	20 12%	51 24%	39 21%	42 14%	67 22%	16 16%	41 21%	16 25%	348 19%	55 16%
Always	285 13%	177 16%	107 9%	57 17%	81 20%	70 18%	29 7%	48 7%	116 19%	69 10%	54 11%	46 9%	9 11%	34 14%	21 11%	25 13%	16 10%	14 7%	20 11%	39 13%	71 23%	11 10%	17 9%	9 15%	245 13%	31 9%
Don't know	151 7%	86 8%	64 6%	24 7%	27 6%	23 6%	24 6%	54 8%	39 7%	46 7%	28 6%	37 7%	11 13%	20 8%	8 5%	12 6%	17 11%	9 5%	16 9%	23 8%	14 5%	6 6%	7 4%	5 7%	124 7%	22 6%
Prefer not to say	26 1%	14 1%	10 1%	4 1%	7 2%	3 1%	5 1%	6 1%	8 1%	10 2%	2 *	7 1%	- -	3 1%	3 2%	2 1%	- -	3 1%	1 *	3 1%	6 2%	1 1%	2 1%	2 4%	21 1%	3 1%
NET: Always/ often	704 31%	383 35%	319 28%	149 44%	168 41%	152 40%	97 23%	138 20%	229 38%	185 28%	154 32%	136 27%	20 23%	76 31%	59 32%	59 30%	36 22%	65 31%	60 32%	81 26%	138 45%	27 26%	58 30%	25 40%	593 32%	86 25%
NET: Never/seldom	688 31%	301 27%	383 34%	72 21%	94 23%	115 30%	138 33%	270 38%	150 25%	231 35%	131 27%	176 35%	27 31%	80 32%	54 29%	55 28%	67 41%	65 31%	57 30%	108 35%	69 22%	37 35%	59 31%	8 13%	557 30%	123 35%
NET: at least sometimes	1384 62%	707 64%	671 59%	236 70%	286 69%	242 63%	247 60%	373 53%	404 67%	372 56%	321 67%	288 57%	51 57%	143 58%	119 64%	126 65%	78 48%	131 63%	114 61%	171 56%	219 71%	61 58%	123 64%	48 76%	1137 62%	199 57%

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Overlap formulae used

ColumnProportions (5%): A,B/C,D,E/F,G/H,I/J,K,L,M,N/O,P/Q,R/S,T,U/V,W,X,Y/Z Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D,E/F,G/H,I/J,K,L,M,N/O,P/Q,R/S,T,U/V,W,X,Y/Z Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

Public

British Nativism

UK Adults aged 16-75, online

Q10. For each of the following statements shown here, we would like you to say how much of the time, if at all, you feel this statement applies to you personally. Is it never, seldom, sometimes, often or always? - I feel love for my body
UK adults aged 16-75, online

	Total	Education				Education (Z)		Employment status					Income				Main Shopper		
		GCSE/O Level/NVQ 12 (B)	A Level or equivalent (C)	Degree/Masters/PhD (D)	No formal qualifications (E)	Graduate (F)	Non-graduate (G)	Full-time (H)	Part-time (I)	Self-Employed (J)	ANY WORKING (K)	ANY NOT WORKING (L)	UP TO £19,999 (M)	£20,000-£34,999 (N)	£35,000 - £54,999 (O)	£55,000+ (P)	Prefer not to say (Q)	Yes, mainshop per (R)	No, not mainshop per (S)
Unweighted base	2249	461	484	1199	105	1199	1050	1051	306	129	1486	763	411	516	565	558	199	2112	137
Weighted base	2249	542	538	1048	121	1048	1201	1013	287	129	1429	820	494	571	556	427	202	2110	139
Never	292 13%	103 19% CD	61 11%	100 10%	29 24% CD*	100 10%	192 16% F	115 11%	25 9%	13 10% *	153 11%	139 17% HIK	88 18% OP	76 13%	59 11%	38 9%	32 16% P	269 13%	23 17% *
Seldom	396 18%	107 20%	107 20%	161 15%	21 18% *	161 15%	235 20% F	156 15%	56 20% J	12 9% *	224 16%	172 21% HIK	94 19%	101 18%	107 19% P	58 14%	36 18%	369 17%	27 19% *
Sometimes	680 30%	152 28%	171 32%	327 31%	30 25% *	327 31%	353 29%	288 28%	100 35%	48 37% *	435 30% H	245 30%	144 29%	197 34% P	169 30%	111 26%	59 29%	640 30%	40 29% *
Often	419 19%	81 15%	102 19%	216 21% B	19 16% *	216 21% G	202 17%	207 20% L	56 20% L	25 19% *	287 20% L	131 16%	78 16%	102 18%	110 20%	92 21%	36 18%	396 19%	23 16% *
Always	285 13%	51 9%	48 9%	176 17% BCE	10 8% *	176 17% G	109 9%	177 17% L	39 14% L	14 11% *	230 16% L	55 7% L	41 8%	45 8%	81 15% MNOQ	111 26% MNOQ	8 4%	277 13% S	8 6% *
Don't know	151 7%	38 7%	47 9% D	56 5% BCE	11 9% *	56 5% G	95 8% F	62 6%	9 3%	16 12% HIK*	87 6% I	63 8% I	43 9% OP	44 8% P	28 5%	14 3%	21 10% OP	134 6%	16 12% R*
Prefer not to say	26 1%	11 2%	3 *	11 1%	2 2% *	11 1%	15 1%	9 1%	1 *	2 1% *	12 1%	14 2%	6 1%	6 1%	2 *	3 1%	9 5% MNOP	24 1%	2 1% *

NET: Always/ often	704 31%	132 24%	150 28%	393 37% BCE	29 24% *	393 37% G	311 26%	383 38% L	95 33% L	39 30% *	517 36% L	187 23%	119 24%	147 26%	191 34% MNOQ	202 47% MNOQ	44 22%	673 32% S	31 22% *
NET: Never/seldom	688 31%	210 39% CD	168 31% D	261 25% D*	50 41% D*	261 25% F	427 36% F	271 27% L	81 28%	25 19% *	377 26% L	311 38% HIK	181 37% OP	177 31% P	166 30% P	96 22% P	68 34% P	638 30%	50 36% *
NET: at least sometimes	1384 62%	284 52%	321 60%	720 69% BCE	59 49% *	720 69% G	664 55%	671 66% L	195 68% L	86 67% L*	953 67% L	432 53%	264 53%	344 60% MQ	360 65% MQ	313 73% MNOQ	103 51%	1313 62% S	71 51% *

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Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F,G,H/I/J/K/L,M/N/O/P/Q,R/S Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,I,G,H/I/J/K/L,M/N/O/P/Q,R/S Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

Public

British Nativism

UK Adults aged 16-75, online

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UK adults aged 16-75, online

	Pres of children HH (17 or under)			Count of children HH (17 or under)				Marital Status			Household Size				Ethnicity					
	Total	At least one child present	No children present	1 Child	2 Children	3 Children	4 Children +	Married/ Living as Married	Single	Widowed/ Divorced/S eparated	1	2	3	4+	White ethnic group	Minority ethnic group	Mixed / multiple ethnic groups	Asian / Asian British	Black / African / Caribbean / Black British	Other ethnic group
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted base	2249	813	1436	379	340	73	21	1440	623	186	357	764	474	654	1977	241	48	125	59	9
Weighted base	2249	757	1492	369	303	68	17	1386	660	202	398	768	469	614	1992	228	47	115	57	9
Never	292 13%	77 10%	216 14% B	39 11%	27 9%	10 14% *	1 3% **	173 12%	89 13%	31 15%	66 17% N	98 13% N	72 15% N	56 9%	278 14% PQ	14 6%	- *	9 8% *	5 9% *	- **
Seldom	396 18%	113 15%	283 19% B	56 15%	40 13%	16 23% *	2 14% **	241 17%	116 18%	39 19%	75 19% MN	158 21% MN	67 14%	95 15%	375 19% PR	18 8%	4 8% *	7 6% *	5 9% *	2 21% **
Sometimes	680 30%	195 26%	486 33% B	95 26% F	84 28% F	7 11% *	8 50% **	422 30%	184 28%	75 37% I	114 29%	267 35% N	137 29%	163 27%	611 31%	62 27%	8 16% *	39 34% P*	14 25% *	2 17% **
Often	419 19%	164 22% C	255 17% C	83 22%	66 22%	13 19% *	3 15% **	248 18%	136 21%	35 17%	75 19% L	115 15% L	99 21% L	130 18% L	350 27% O	62 27% O	17 37% O*	30 26% O*	13 24% *	1 16% **
Always	285 13%	167 22% C	118 8% C	73 20%	74 24%	19 28% *	1 4% **	211 15% U	68 10% J	6 3% H	29 7% N	60 8% N	59 13% KL	137 22% KLM	235 12% OR	48 21% OR	14 30% OR*	14 13% *	17 30% OR*	2 26% **
Don't know	151 7%	36 5% B	114 8% B	22 6%	12 4%	2 3% *	1 3% **	76 6%	58 9% H	16 8% N	34 8% N	60 6% N	30 4%	28 4%	128 9%	20 9%	2 4% *	14 13% O*	2 3% *	2 20% **
Prefer not to say	26 1%	5 1%	22 1% B	2 *	- -	1 2% E*	2 10% **	15 1%	10 2%	1 1%	5 1%	11 1%	5 1%	6 1%	16 1%	4 2%	2 5% O*	1 1% *	1 1% *	- **
NET: Always/ often	704 31%	331 44% C	373 25% C	156 42%	140 46%	32 47% *	3 19% **	459 33% J	204 31% J	41 20%	105 26%	175 23%	158 34% L	267 43% KLM	584 29% OR	109 48% OR	31 66% OR*	44 38% *	30 53% O*	4 42% **
NET: Never/seldom	688 31%	190 25% B	498 33% B	95 26%	67 22%	25 38% E*	3 18% **	414 30%	205 31%	70 34%	141 35% N	256 33% N	140 30%	151 25%	653 33% PQRS	32 14%	4 8% *	16 14% *	10 18% *	2 21% **
NET: at least sometimes	1384 62%	526 69% C	858 58% C	251 68%	224 74% F	39 57% *	11 69% **	881 64% K	388 59%	116 57%	218 55%	442 57%	294 63% K	430 70% KLM	1195 60% O	172 75% O	39 83% O*	83 72% O*	45 78% O*	5 59% **

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Overlap formulae used

ColumnProportions (S%): A,B/C,D/E/F/G,H/I,J,K/L,M/N,O/P/Q,R/S/T Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (S%): A,B/C,D/E/F/G,H/I,J,K/L,M/N,O/P/Q,R/S/T Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

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UK Adults aged 16-75, online

Q10. For each of the following statements shown here, we would like you to say how much of the time, if at all, you feel this statement applies to you personally. Is it never, seldom, sometimes, often or always? - I feel love for my body
UK adults aged 16-75, online

	Total	Social Media site: Daily user				Social Media site: Hourly user (or more)				Social Media site: Daily & for more than 1 hour per day				Naturist / Nudist				
		Total (A)	Facebook (B)	Instagram (C)	Tik Tok (D)	ANY FB/Insta/T ikTok (E)	Facebook (F)	Instagram (G)	Tik Tok (H)	ANY FB/Insta/T ikTok (I)	Facebook (J)	Instagram (K)	Tik Tok (L)	ANY FB/Insta/T ikTok (M)	Naturist (N)	Nudist (O)	Neither (P)	ANY Naturist/N udist (Q)
						Facebook (E)				Instagram (I)				Naturist (M)				Naturist/N udist (Q)
Unweighted base	2249	1412	1024	653	1677	445	349	294	650	642	518	433	904	254	85	1792	339	
Weighted base	2249	1395	961	624	1654	440	324	273	627	620	490	402	878	227	83	1810	309	
Never	292 13%	181 13% C	93 10%	66 11%	212 13% C	56 13% G	27 8%	33 12%	81 13% G	64 10% K	37 8%	44 11% K	97 11% K	11 5%	3 4% *	267 15% NOQ	14 5%	
Seldom	396 18%	262 19% CD	153 16%	87 14%	296 18% CD	70 16% H	44 13%	38 14%	95 15% H	110 18% KL	60 12%	55 14%	151 17% KL	9 4%	9 11% *	364 20% NQ	18 6% N	
Sometimes	680 30%	391 28% D	257 27% D	145 23%	473 29% D	113 26% H	69 21%	51 19%	155 25% H	159 26% H	123 25%	90 22%	229 26% L	58 26%	16 19% *	579 32% OQ	74 24%	
Often	419 19%	269 19%	207 22% E	138 22%	321 19%	65 15%	65 20% F	57 21% F	113 18% F	121 20%	110 23%	89 22%	181 21%	51 22%	19 23% *	318 18%	70 23%	
Always	285 13%	207 15% BE	200 21% BE	147 24% BE	246 15% BE	117 27% I	101 31% I	80 29% I	148 24% I	134 22% JM	134 27% JM	101 25% M	176 20% P	90 40% P	25 30% P*	150 8% P	114 37% P	
Don't know	151 7%	73 5%	43 5%	35 6%	91 5%	17 4%	16 5%	13 5%	32 5%	26 4%	20 4%	21 5%	36 4%	7 3%	10 12% NQ*	116 6% N	17 6% N	
Prefer not to say	26 1%	13 1%	9 1%	6 1%	16 1%	3 1%	3 1%	2 1%	4 1%	7 1%	5 1%	3 1%	8 1%	- -	1 1% *	14 1%	1 *	

NET: Always/ often	704 31%	476 34% BE	407 42% BE	286 46% BE	567 34% BE	182 41% FI	166 51% FI	137 50% FI	260 42% FI	255 41% JM	245 50% JM	190 47% JM	358 41% P	141 62% P	44 53% P*	468 26% P	185 60% P
NET: Never/seldom	688 31%	443 32% CD	246 26% CD	153 25%	508 31% CD	125 28% G	71 22%	71 26%	176 28% G	174 28% K	98 20%	99 25% K	247 28% KL	20 9%	12 15% *	631 35% NOQ	32 10%
NET: at least sometimes	1384 62%	867 62% BE	664 69% BE	431 69% BE	1040 63% BE	295 67% FI	235 72% FI	187 69%	415 66% FI	413 67% JM	368 75% JM	280 70% M	587 67% OPQ	199 88% P*	60 73% P*	1048 58% P	259 84% OP

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q. Minimum Base: 30(**) Small Base: 100(**)

ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q. Minimum Base: 30(**) Small Base: 100(**)

21-087515-27 - 6th - 7th July 2022

Public
British Naturism
UK Adults aged 16-75, online

Q10. For each of the following statements shown here, we would like you to say how much of the time, if at all, you feel this statement applies to you personally. Is it never, seldom, sometimes, often or always? - I appreciate the different and unique characteristics of my body
UK adults aged 16-75, online

	Total		Gender		Age					Social grade					Region (Government office region)										Urban / Rural	
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	A8 (I)	C1 (J)	C2 (K)	DE (L)	North East (M)	North West (N)	Yorkshire and Humber (O)	West Midlands (P)	East Midlands (Q)	East of England (R)	South West (S)	South East (T)	Greater London (U)	Wales (V)	Scotland (W)	Northern Ireland (X)	Urban (Y)	Rural (Z)
Unweighted base	2249	1084	1151	345	417	395	426	666	1070	651	199	329	89	252	190	198	161	209	189	304	305	108	184	60	1829	360
Weighted base	2249	1107	1128	335	414	383	414	704	600	659	482	508	89	246	184	196	163	208	188	307	308	106	192	63	1838	348
Never	184 8%	72 7%	112 10%	30 9%	29 7%	35 9%	33 8%	56 8%	40 7%	58 9%	30 6%	55 11%	6 7%	31 13%	14 8%	24 12%	17 10%	21 10%	9 5%	18 6%	15 5%	15 14%	12 6%	2 3%	153 8%	29 8%
Seldom	349 15%	169 15%	178 16%	41 12%	45 11%	62 16%	70 17%	131 19%	72 12%	132 20%	58 12%	87 17%	12 13%	36 15%	27 15%	34 17%	29 18%	34 16%	30 16%	51 17%	41 13%	19 18%	26 14%	9 14%	281 15%	58 17%
Sometimes	732 33%	310 28%	417 37%	87 26%	135 33%	94 24%	170 41%	247 35%	190 32%	191 29%	182 38%	169 33%	30 33%	74 30%	74 40%	62 31%	48 30%	70 34%	68 36%	108 35%	68 22%	37 35%	78 41%	14 22%	590 32%	127 37%
Often	493 22%	260 23%	231 20%	95 28%	81 19%	92 24%	75 18%	151 22%	153 25%	140 21%	105 22%	96 19%	21 23%	46 19%	35 19%	45 23%	37 23%	51 24%	43 23%	65 21%	70 23%	19 18%	45 24%	18 29%	402 22%	73 21%
Always	347 15%	214 19%	132 12%	55 16%	91 22%	84 22%	41 10%	76 11%	116 19%	96 15%	76 16%	59 12%	13 14%	40 16%	20 11%	18 9%	16 10%	22 10%	28 15%	46 15%	97 31%	12 11%	26 13%	11 18%	295 16%	41 12%
Don't know	118 5%	68 6%	46 4%	19 6%	26 6%	15 4%	20 5%	38 5%	25 4%	34 5%	27 6%	32 6%	7 8%	17 7%	11 6%	9 5%	15 9%	8 4%	9 5%	15 5%	13 4%	4 4%	1 1%	7 11%	94 5%	17 5%
Prefer not to say	26 1%	14 1%	12 1%	9 3%	8 2%	2 *	5 1%	4 1%	5 1%	8 1%	4 1%	10 2%	- *	2 1%	3 2%	4 2%	1 1%	3 1%	1 1%	3 1%	4 1%	1 1%	2 1%	1 2%	22 1%	3 1%
NET: Always/ often	840 37%	474 43%	363 32%	150 45%	172 42%	176 46%	116 28%	228 32%	268 45%	236 36%	181 38%	155 30%	34 38%	86 35%	55 30%	63 32%	53 32%	72 35%	71 38%	110 36%	166 54%	30 29%	71 37%	30 47%	697 38%	113 33%
NET: Never/seldom	532 24%	241 22%	290 26%	71 21%	74 18%	97 25%	103 25%	187 27%	112 19%	190 29%	88 18%	143 28%	18 21%	67 27%	41 22%	58 30%	46 28%	54 26%	39 21%	70 23%	56 18%	34 32%	39 20%	11 17%	434 24%	87 25%
NET: at least sometimes	1572 70%	784 71%	780 69%	236 71%	306 74%	269 70%	285 69%	475 67%	458 76%	427 65%	363 75%	323 64%	63 71%	159 65%	129 70%	125 64%	101 62%	142 68%	139 74%	218 71%	235 76%	67 63%	149 78%	44 69%	1288 70%	241 69%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J,K,L,M/N/O/P/Q/R/S/T,U/V/W,X,Y,Z Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J,K,L,M/N/O/P/Q/R/S/T,U/V/W,X,Y,Z Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

Public

British Natorism

UK Adults aged 16-75, online

Q10. For each of the following statements shown here, we would like you to say how much of the time, if at all, you feel this statement applies to you personally. Is it never, seldom, sometimes, often or always? - I appreciate the different and unique characteristics of my body UK adults aged 16-75, online

	Total	Education				Education (Z)		Employment status					Income				Main Shopper		
		GCSE/O Level/NVQ 12 (B)	A Level or equivalent (C)	Degree/Masters/PhD (D)	No formal qualifications (E)	Graduate (F)	Non-graduate (G)	Full-time (H)	Part-time (I)	Self-Employed (J)	ANY WORKING (K)	ANY NOT WORKING (L)	UP TO £19,999 (M)	£20,000-£34,999 (N)	£35,000 - £54,999 (O)	£55,000+ (P)	Prefer not to say (Q)	Yes, mainshop per (R)	No, not mainshop per (S)
Unweighted base	2249	461	484	1199	105	1199	1050	1051	306	129	1486	763	411	516	565	558	199	2112	137
Weighted base	2249	542	538	1048	121	1048	1201	1013	287	129	1429	820	494	571	556	427	202	2110	139
Never	184 8%	69 13% D	45 8%	59 6%	10 9% *	59 6%	125 10% F	68 7%	25 9%	6 5% *	99 7%	85 10% HK	58 12% OP	45 8%	37 7%	24 6%	19 10%	171 8%	13 9% *
Seldom	349 15%	104 19% D	74 14%	146 14%	25 21% *	146 14%	203 17%	134 13%	48 17%	14 14% *	196 14%	153 19% HK	78 16%	103 18%	83 15%	60 14%	25 12%	317 15%	32 23% R*
Sometimes	732 33%	169 31%	204 38% D	319 30%	39 33% *	319 30%	413 34%	304 30%	104 36%	47 37% *	455 32%	276 34%	166 34%	198 35% P	178 32%	118 28%	73 36%	688 33%	43 31% *
Often	493 22%	92 17%	116 22%	266 25% BE	19 16% *	266 25% G	227 19%	239 24%	62 22%	28 22% *	329 23%	164 20%	102 21%	122 21%	123 22%	106 25%	41 20%	463 22%	30 22% *
Always	347 15%	60 11%	69 13%	202 19% BC	17 14% *	202 19% G	145 12%	206 20% IKL	36 13%	24 19% L*	266 19% IL	81 10%	54 11%	66 12%	107 19% MNQ	103 24% MNQ	18 9%	336 16% S	11 8% *
Don't know	118 5%	38 7% D	26 5%	44 4%	9 7% *	44 4%	74 6%	53 5%	9 3%	8 6% *	70 5%	48 6%	32 6% P	31 5%	25 4%	13 3%	18 9% OP	112 5%	7 5% *
Prefer not to say	26 1%	10 2%	3 1%	12 1%	2 1% *	12 1%	15 1%	10 1%	2 1%	1 1% *	14 1%	12 1%	5 1%	6 1%	4 1%	3 1%	9 4% MNOP	23 1%	4 3% *

NET: Always/ often	840 37%	151 28%	185 34%	468 45% BCE	36 29% *	468 45% G	372 31%	445 44% IKL	98 34%	52 40% L*	595 42% IL	245 30%	156 32%	187 33%	229 41% MNQ	209 49% MNOQ	58 29%	799 38%	41 29% *
NET: Never/seldom	532 24%	173 32% CD	119 22%	205 20%	35 29% D*	205 20% F	327 27% F	202 20%	73 25% K	20 15% *	294 21% HIK	238 29% HIK	136 27% P	149 26% P	120 22% P	83 20%	44 22%	488 23%	45 32% R*
NET: at least sometimes	1572 70%	321 59% B	389 72% B	787 75% BE	75 62% *	787 75% G	785 65% G	749 74% L	203 71%	99 77% L*	1051 74% L	521 64%	322 65%	385 68% M	407 73% M	327 77% MNQ	131 65%	1488 71% S	84 60% *

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G,H/I/J/K/L,M/N/O/P/Q,R/S Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G,H/I/J/K/L,M/N/O/P/Q,R/S Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

Public

British Naturism

UK Adults aged 16-75, online

Q10. For each of the following statements shown here, we would like you to say how much of the time, if at all, you feel this statement applies to you personally. Is it never, seldom, sometimes, often or always? - I appreciate the different and unique characteristics of my body
UK adults aged 16-75, online

	Total	Pres of children HH (17 or under)						Marital Status				Household Size				Ethnicity					
		Total	At least one child present	No children present	Count of children HH (17 or under)				Married/ Living as Married	Single	Widowed/ Divorced/ Separated	Household Size				White ethnic group	Minority ethnic group	Mixed / multiple ethnic groups	Asian / Asian British	Black / African / Caribbean / Black British	Other ethnic group
					1 Child	2 Children	3 Children	4 Children +				1	2	3	4+						
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)		
Unweighted base	2249	813	1436	379	340	73	21	1440	623	186	357	764	474	654	1977	241	48	125	59	9	
Weighted base	2249	757	1492	369	303	68	17	1386	660	202	398	768	469	614	1992	228	47	115	57	9	
Never	184 8%	45 6%	139 9%	22 6%	21 7%	2 3%	1 5%	109 8%	61 9%	14 7%	41 10%	59 8%	48 10%	36 6%	173 9%	9 4%	1 2%	6 5%	2 3%	- -	
Seldom	349 15%	106 14%	242 16%	44 12%	49 16%	12 18%	1 3%	212 15%	102 15%	35 17%	66 17%	128 17%	58 12%	97 16%	323 16%	23 10%	3 6%	15 13%	6 10%	- -	
Sometimes	732 33%	218 29%	514 34%	115 31%	77 25%	23 33%	3 20%	447 32%	214 32%	70 35%	118 30%	297 39%	137 29%	180 29%	653 33%	70 31%	14 29%	35 30%	18 31%	5 52%	
Often	493 22%	177 23%	316 21%	90 24%	67 22%	15 22%	5 29%	305 22%	149 23%	40 20%	86 22%	152 20%	121 26%	134 22%	432 22%	56 25%	14 30%	32 28%	9 15%	1 16%	
Always	347 15%	175 23%	172 11%	74 20%	82 27%	13 19%	6 35%	241 17%	77 12%	29 14%	53 13%	85 11%	70 15%	140 23%	290 15%	53 23%	14 29%	15 13%	22 38%	2 26%	
Don't know	118 5%	28 4%	91 6%	18 5%	6 2%	3 4%	1 8%	63 5%	42 6%	13 7%	29 7%	39 5%	31 7%	20 3%	104 5%	12 5%	- -	11 9%	1 2%	1 6%	
Prefer not to say	26 1%	7 1%	19 1%	6 2%	- -	1 2%	- -	8 1%	17 3%	1 1%	6 2%	9 1%	4 1%	8 1%	17 1%	3 1%	2 3%	1 1%	- -	- -	
NET: Always/ often	840 37%	353 47%	487 33%	165 45%	150 50%	28 41%	11 64%	546 39%	226 34%	69 34%	139 35%	237 31%	191 41%	274 45%	722 36%	110 48%	28 59%	48 42%	30 53%	4 42%	
NET: Never/seldom	532 24%	152 20%	381 26%	67 18%	70 23%	14 20%	1 9%	321 23%	163 25%	49 24%	107 27%	187 24%	106 23%	133 22%	496 25%	32 14%	4 8%	21 18%	8 13%	- -	
NET: at least sometimes	1572 70%	571 75%	1001 67%	280 76%	227 75%	50 74%	14 84%	993 72%	440 67%	139 69%	256 64%	534 69%	328 70%	454 74%	1375 69%	180 79%	41 88%	82 72%	48 84%	8 94%	

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used
 ColumnProportions (S%): A,B/C,D/E/F/G,H/I,J,K/L/M,N,O/P/Q,R/S/T Minimum Base: 30(**) Small Base: 100(*)
 ColumnMeans (S%): A,B/C,D/E/F/G,H/I,J,K/L,M,N,O/P/Q/R/S/T Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

Public

British Naturism

UK Adults aged 16-75, online

Q10. For each of the following statements shown here, we would like you to say how much of the time, if at all, you feel this statement applies to you personally. Is it never, seldom, sometimes, often or always? - I appreciate the different and unique characteristics of my body
UK adults aged 16-75, online

	Total	Social Media site: Daily user				Social Media site: Hourly user (or more)				Social Media site: Daily & for more than 1 hour per day				Naturist / Nudist				
		Total (A)	Facebook (B)	Instagram (C)	Tik Tok (D)	ANY FB/Insta/T (E)	Facebook (F)	Instagram (G)	Tik Tok (H)	ANY ikTok (I)	Facebook (J)	Instagram (K)	Tik Tok (L)	ANY FB/Insta/T (M)	Naturist (N)	Nudist (O)	Neither (P)	ANY Naturist/N udist (Q)
						ikTok (E)				ikTok (I)				FB/Insta/T (M)				Naturist (N)
Unweighted base	2249	1412	1024	653	1677	445	349	294	650	642	518	433	904	254	85	1792	339	
Weighted base	2249	1395	961	624	1654	440	324	273	627	620	490	402	878	227	83	1810	309	
Never	184 8%	123 9% C	53 6%	41 7%	141 9% C	45 10% G	20 6%	20 7%	59 9% G	48 8% K	23 5%	29 7% K	73 8% K	7 3%	2 3% *	157 9% NQ	9 3%	
Seldom	349 15%	217 16%	140 15%	90 14%	253 15%	51 12%	42 13%	35 13%	89 14% F	85 14%	65 12%	47 12%	127 14% L	15 7%	9 11% *	308 17% NQ	24 8%	
Sometimes	732 33%	443 32% D	291 30% D	153 24%	529 32% D	114 26%	66 20%	64 23%	163 26% G	179 29% KL	115 23%	92 23%	254 29% KL	33 15%	29 35% NQ*	640 35% NQ	62 20% N	
Often	493 22%	313 22%	217 23%	156 25%	369 22%	96 22%	78 24%	62 23%	135 21%	139 22%	129 26% JM	103 26%	199 23%	73 32% P	19 23% *	378 21% P	92 30%	
Always	347 15%	235 17% BE	198 21% BE	150 24% BCE	273 17% BCE	118 27% I	94 29% I	78 29% I	149 24% I	145 23% M	129 26% M	105 26% M	186 21% OPQ	87 38% OPQ	18 21% P*	220 12% OP	104 34% OP	
Don't know	118 5%	53 4%	46 5%	28 4%	72 4% B	14 3%	16 5%	11 4%	24 4%	20 3%	20 4%	22 5% JM	29 3%	12 5%	4 5% *	95 5%	16 5%	
Prefer not to say	26 1%	11 1%	15 2% B	7 1%	18 1% B	3 1%	8 2% F	3 1%	9 1% F	4 1%	10 2% J	4 1%	11 1% J	- -	2 2% *	12 1% N	2 1% N	

NET: Always/ often	840 37%	548 39% BE	415 43% BE	305 49% BCE	642 39% BCE	214 49% I	172 53% I	140 51% I	284 45% I	284 46% I	258 53% JM	208 52% JM	385 44% JM	160 71% OPQ	36 44% *	598 33% OP	196 63% OP
NET: Never/seldom	532 24%	340 24% C	193 20% C	131 21%	393 24% C	96 22% C	62 19%	55 20%	147 24% G	132 21%	87 18%	76 19%	199 23% KL	22 10%	11 14% *	465 26% NOQ	33 11%
NET: at least sometimes	1572 70%	991 71%	706 73% E	458 73%	1170 71% E	328 74% I	238 74% I	204 75%	446 71% I	464 75% I	373 76% M	300 75% M	639 73% P	193 85% P	65 79% *	1237 68% P	259 84% P

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q. Minimum Base: 30(**) Small Base: 100(**)

ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q. Minimum Base: 30(**) Small Base: 100(**)

21-087515-27 - 6th - 7th July 2022

Public

British Nativism

UK Adults aged 16-75, online

Q10. For each of the following statements shown here, we would like you to say how much of the time, if at all, you feel this statement applies to you personally. Is it never, seldom, sometimes, often or always? - My behaviour reveals my positive attitude toward my body; for example, I hold my head high and smile
UK adults aged 16-75, online

	Total	Gender			Age				Social grade				Region (Government office region)										Urban / Rural				
		Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	AB (I)	C1 (J)	C2 (K)	DE (L)	North East (M)	North West (N)	Yorkshire and Humber (O)	West Midlands (P)	East Midlands (Q)	East of England (R)	South West (S)	South East (T)	Greater London (U)	Wales (V)	Scotland (W)	Northern Ireland (X)	Urban (Y)	Rural (Z)
Unweighted base	2249	1084	1151	345	417	395	426	666	1070	651	199	329	89	252	190	198	161	209	189	304	305	108	184	60	1829	360	
Weighted base	2249	1107	1128	335	414	383	414	704	600	659	482	508	89	246	184	196	163	208	188	307	308	106	192	63	1838	348	
Never	219 10%	89 8%	130 12% B	40 12%	41 10%	33 9%	41 10%	64 9%	35 6%	57 9%	48 10%	80 16%	3 3%	35 14%	20 11%	23 12%	22 13%	20 10%	17 9%	26 9%	18 6%	14 14%	16 8%	4 7%	185 10%	29 8%	
Seldom	311 14%	148 13%	159 14%	53 16%	51 12%	52 14%	60 15%	95 13%	69 12%	100 15%	69 14%	72 14%	12 13%	28 11%	31 17%	28 14%	23 14%	36 18%	25 13%	51 17%	35 11%	11 10%	22 11%	9 14%	259 14%	43 12%	
Sometimes	706 31%	325 29%	376 33%	94 28%	134 32%	98 26%	156 38%	224 32%	181 30%	201 31%	153 32%	172 34%	29 33%	72 29%	45 24%	53 27%	60 37%	62 30%	64 34%	100 33%	85 27%	38 36%	76 40%	24 37%	552 30%	131 38%	
Often	531 24%	258 23%	273 24%	75 22%	93 23%	90 23%	79 19%	194 28%	166 28%	158 24%	119 25%	88 17%	23 25%	53 22%	45 24%	47 24%	29 18%	52 25%	39 21%	79 26%	81 26%	29 28%	43 23%	12 19%	438 24%	82 23%	
Always	337 15%	206 19%	128 11%	53 16%	74 18%	80 21%	42 10%	88 12%	115 19%	93 14%	72 15%	56 11%	15 16%	39 16%	25 14%	31 16%	16 10%	19 9%	25 13%	44 14%	71 23%	10 10%	36 36%	16 16%	12 19%	280 15%	45 13%
Don't know	113 5%	63 6%	50 4%	13 4%	15 4%	28 7%	29 7%	28 4%	29 5%	41 6%	15 3%	28 6%	8 9%	15 6%	16 9%	12 6%	11 7%	13 6%	14 7%	6 2%	12 4%	3 3%	1 1%	1 2%	99 5%	13 4%	
Prefer not to say	31 1%	19 2%	12 1%	7 2%	5 1%	2 *	7 2%	11 2%	4 1%	9 1%	7 1%	11 2%	- *	4 2%	3 1%	2 1%	3 2%	6 3%	4 2%	1 *	6 2%	- *	2 1%	1 2%	25 1%	5 2%	
NET: Always/ often	868 39%	463 42%	401 36%	128 38%	168 41%	170 44%	121 29%	282 40%	282 47%	251 38%	191 40%	145 28%	37 42%	92 37%	69 38%	78 40%	45 28%	71 34%	64 34%	122 40%	152 49%	39 37%	74 39%	24 38%	717 39%	127 36%	
NET: Never/seldom	530 24%	237 21%	289 26%	93 28%	92 22%	85 22%	101 24%	159 23%	104 17%	156 24%	117 24%	152 30%	15 16%	63 26%	51 28%	51 26%	44 27%	57 27%	43 23%	77 25%	53 17%	25 24%	38 20%	13 21%	444 24%	72 21%	
NET: at least sometimes	1575 70%	789 71%	777 69%	222 66%	302 73%	268 70%	277 67%	506 72%	462 77%	452 69%	343 71%	317 62%	67 75%	165 67%	114 62%	130 67%	105 64%	133 64%	128 68%	222 73%	237 77%	77 73%	150 78%	48 75%	1269 69%	257 74%	

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J,K/L,M/N/O/P/Q/R/S/T/U/V/W/X,Y/Z Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J,K/L,M/N/O/P/Q/R/S/T,U/V,W,X,Y/Z Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

Public

British Natorism

UK Adults aged 16-75, online

Q10. For each of the following statements shown here, we would like you to say how much of the time, if at all, you feel this statement applies to you personally. Is it never, seldom, sometimes, often or always? - My behaviour reveals my positive attitude toward my body; for example, I hold my head high and smile
UK adults aged 16-75, online

	Total	Education				Education (Z)		Employment status					Income				Main Shopper		
		GCSE/O Level/NVQ 12 (B)	A Level or equivalent (C)	Degree/Masters/PhD (D)	No formal qualifications (E)	Graduate (F)	Non-graduate (G)	Full-time (H)	Part-time (I)	Self-Employed (J)	ANY WORKING (K)	ANY NOT WORKING (L)	UP TO £19,999 (M)	£20,000-£34,999 (N)	£35,000 - £54,999 (O)	£55,000+ (P)	Prefer not to say (Q)	Yes, mainshop per (R)	No, not mainshop per (S)
Unweighted base	2249	461	484	1199	105	1199	1050	1051	306	129	1486	763	411	516	565	558	199	2112	137
Weighted base	2249	542	538	1048	121	1048	1201	1013	287	129	1429	820	494	571	556	427	202	2110	139
Never	219 10%	81 15% D	59 11% D	60 6%	18 15% D*	60 6%	159 13% F	75 7%	29 10%	12 9%	115 8%	104 13% HK	76 15% NOP	57 10% P	48 9% P	18 4%	21 10% P	200 9%	19 13% *
Seldom	311 14%	77 14% D	90 17% D	124 12%	20 17% *	124 12%	187 16% F	139 14%	41 14%	15 12% *	195 14%	116 14% NP	92 19% NP	64 11% P	87 16% P	43 10% P	26 13% P	289 14% P	22 16% *
Sometimes	706 31%	167 31% D	178 33% D	323 31%	38 32% *	323 31%	383 32% G	311 31%	88 31%	42 33% *	442 31%	265 32% NP	142 29% MOP	215 38% MOP	165 30% P	123 29% P	63 31% P	660 31% P	46 33% *
Often	531 24%	118 22% D	111 21% D	278 27% C	24 20% *	278 27% G	253 21% G	236 23%	72 25%	31 24% *	339 24%	192 23% IL	97 20% IL	123 22% M	149 28% MN	120 21% MN	42 21% MN	500 24% MN	31 22% *
Always	337 15%	54 10% D	69 13% D	203 19% BCE	12 10% *	203 19% G	135 11% G	196 19% IKL	38 13%	17 14% *	251 18% IL	86 10% IL	59 12% IL	71 15% Q	85 25% Q	108 7% MNOQ	14 7% MNOQ	326 15% MNOQ	11 8% *
Don't know	113 5%	36 7% D	26 5% D	45 4%	7 6% *	45 4%	69 6% G	49 5%	16 6%	8 6% *	73 5% IL	41 5% IL	27 5% P	35 6% P	18 3% P	13 3% OP	20 10% OP	107 5% OP	7 5% *
Prefer not to say	31 1%	10 2% D	4 1% D	16 2%	1 1% *	16 2% G	16 1% G	8 1%	2 1%	4 3% *	14 1% L	18 2% HK	1 * HK	6 1% P	4 1% P	3 1% MNOP	17 8% MNOP	27 1% MNOP	4 3% *

NET: Always/ often	868 39%	172 32% D	180 33% D	480 46% BCE	36 30% *	480 46% G	388 32% G	432 43% L	111 39%	48 37% *	591 41% L	278 34% L	156 32% L	194 34% MNQ	234 42% MNQ	228 53% MNOQ	56 28% P	826 39% P	42 30% *
NET: Never/seldom	530 24%	158 29% D	149 28% D	184 18% D*	38 32% D*	184 18% F	346 29% F	213 21% F	70 25%	27 21% *	310 22% HK	219 27% NOPQ	167 34% NOPQ	121 21% P	135 24% P	14% P	46 23% P	489 23% P	41 29% *
NET: at least sometimes	1575 70%	338 62% D	358 67% D	804 77% BCE	74 61% *	804 77% G	771 64% G	743 73% L	199 69%	91 70% *	1032 72% L	542 66% L	298 60% L	409 72% MQ	399 72% MQ	350 82% MNOQ	119 59% MNOQ	1487 70% MNOQ	88 63% *

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Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G,H/I/J/K/L,M/N/O/P/Q,R/S Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G,H/I/J/K/L,M/N/O/P/Q,R/S Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

Public

British Naturism

UK Adults aged 16-75, online

Q10. For each of the following statements shown here, we would like you to say how much of the time, if at all, you feel this statement applies to you personally. Is it never, seldom, sometimes, often or always? - My behaviour reveals my positive attitude toward my body; for example, I hold my head high and smile
 UK adults aged 16-75, online

	Total	Pres of children HH (17 or under)		Count of children HH (17 or under)				Marital Status			Household Size				Ethnicity					
		At least one child present	No children present	1 Child	2 Children	3 Children	4 Children +	Married/ Living as Married	Single	Widowed/ Divorced/S eparated	1	2	3	4+	White ethnic group	Minority ethnic group	Mixed / multiple ethnic groups	Asian / Asian British	Black / African / Caribbean / Black British	Other ethnic group
	Total (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted base	2249	813	1436	379	340	73	21	1440	623	186	357	764	474	654	1977	241	48	125	59	9
Weighted base	2249	757	1492	369	303	68	17	1386	660	202	398	768	469	614	1992	228	47	115	57	9
Never	219 10%	62 8%	157 11%	33 9%	23 8%	5 7%	1 6%	119 9%	81 12%	18 9%	48 12%	77 10%	46 10%	48 8%	202 10%	15 7%	1 2%	9 8%	6 10%	- -
Seldom	311 14%	86 11%	225 15%	44 12%	31 10%	8 12%	3 16%	167 12%	108 H	35 17%	76 LMN	102 13%	61 13%	72 12%	287 S	22 10%	4 9%	17 15%	1 2%	- -
Sometimes	706 31%	229 30%	477 32%	116 31%	92 30%	17 25%	4 26%	444 32%	206 31%	56 28%	110 28%	262 34%	145 31%	189 31%	637 32%	63 28%	10 22%	33 29%	15 27%	4 45%
Often	531 24%	188 25%	343 23%	86 23%	74 25%	23 34%	4 23%	346 I	123 19%	62 31%	83 21%	190 25%	113 24%	146 24%	461 23%	64 28%	17 37%	31 27%	15 26%	1 9%
Always	337 15%	155 21%	182 12%	72 19%	71 23%	11 16%	2 11%	227 J	90 14%	20 10%	52 13%	88 11%	74 16%	124 KL	292 15%	45 20%	9 20%	17 15%	17 29%	2 26%
Don't know	113 5%	29 4%	84 6%	16 4%	8 3%	3 4%	3 17%	66 5%	38 6%	9 5%	23 6%	37 5%	28 6%	26 4%	94 5%	16 7%	3 7%	7 6%	3 5%	2 20%
Prefer not to say	31 1%	7 1%	24 2%	3 1%	3 1%	1 2%	- -	17 1%	13 2%	1 1%	6 2%	12 2%	4 1%	10 2%	19 1%	3 1%	2 3%	1 1%	- -	- -
NET: Always/ often	868 39%	343 45%	525 35%	158 43%	145 48%	34 50%	6 35%	573 41%	213 32%	82 40%	135 34%	278 36%	186 40%	270 44%	753 38%	110 48%	27 56%	48 42%	32 56%	3 35%
NET: Never/seldom	530 24%	148 20%	382 26%	77 21%	55 18%	13 19%	4 22%	286 21%	189 H	54 27%	124 LMN	180 23%	106 23%	120 20%	489 PS	37 16%	5 11%	25 22%	6 11%	- -
NET: at least sometimes	1575 70%	572 76%	1002 67%	274 74%	237 78%	51 75%	10 61%	1017 I	420 64%	138 68%	245 62%	540 K	331 K	459 K	1390 70%	172 76%	37 79%	81 71%	47 83%	7 80%

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Overlap formulae used
 ColumnProportions (S%): A,B/C,D/E/F/G,H/I,J,K/L/M,N,O/P/Q,R/S/T Minimum Base: 30(**) Small Base: 100(*)
 ColumnMeans (S%): A,B/C,D/E/F/G,H/I,J,K/L,M,N,O/P/Q/R/S/T Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

Public

British Naturism

UK Adults aged 16-75, online

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UK adults aged 16-75, online

	Total	Social Media site: Daily user				Social Media site: Hourly user (or more)				Social Media site: Daily & for more than 1 hour per day				Naturist / Nudist				
		Total (A)	Facebook (B)	Instagram (C)	Tik Tok (D)	ANY FB/Insta/T ikTok (E)	Facebook (F)	Instagram (G)	Tik Tok (H)	ANY FB/Insta/T ikTok (I)	Facebook (J)	Instagram (K)	Tik Tok (L)	ANY FB/Insta/T ikTok (M)	Naturist (N)	Nudist (O)	Neither (P)	ANY Naturist/N udist (Q)
						Facebook (E)				Instagram (I)				Facebook (M)				Naturist (Q)
Unweighted base	2249	1412	1024	653	1677	445	349	294	650	642	518	433	904	254	85	1792	339	
Weighted base	2249	1395	961	624	1654	440	324	273	627	620	490	402	878	227	83	1810	309	
Never	219 10%	140 10% c	77 8%	63 10% c	163 10% c	43 10%	31 10%	27 10%	70 11%	63 10%	45 9%	41 10%	100 11% k	18 8%	4 5% *	177 10%	22 7%	
Seldom	311 14%	185 13%	132 14%	88 14%	227 14%	54 12%	38 12%	39 14%	83 13%	64 10%	54 11%	53 13%	105 12%	15 7%	14 17% N*	268 15% NQ	29 9% N	
Sometimes	706 31%	427 31% d	285 30% d	154 25%	511 31% d	113 26%	70 22%	55 20%	154 25% h	180 29% k	122 25%	99 25%	253 29% kl	43 19%	18 22% *	624 34% NQ	61 20%	
Often	531 24%	337 24%	227 24%	148 24%	395 24%	100 23%	78 24%	68 25%	149 24%	138 22%	129 26% jlm	88 22%	199 23%	60 26%	19 23% *	430 24%	79 25%	
Always	337 15%	236 17% be	204 21% be	149 24% be	272 16% be	112 25%	96 30% i	79 29% i	144 23% m	144 23% m	127 26% m	112 28% jm	184 21% p	89 39% p	27 33% p*	197 11% p	117 38% p	
Don't know	113 5%	61 4% cd	26 3%	18 3%	70 4% cd	17 4% h	8 2%	4 1%	21 3% h	26 4% kl	6 1%	7 2%	29 3% kl	* *	- -	98 5% NQ	* *	
Prefer not to say	31 1%	10 1%	11 1%	5 1%	16 1% b	2 *	4 1%	2 1%	6 1%	5 1%	6 1% l	2 *	8 1%	1 *	- -	16 1% *	1 *	

NET: Always/ often	868 39%	573 41%	431 45% be	298 48% be	667 40% be	211 48%	174 54% i	147 54% i	293 47% i	281 45% i	256 52% jm	200 50% m	383 44% p	149 66% p	46 56% p*	627 35% p	195 63% p
NET: Never/seldom	530 24%	325 23%	209 22%	150 24%	390 24%	98 22%	69 21%	66 24%	153 24%	127 21%	99 20%	94 23%	204 22% jk	33 15%	18 22% *	445 25% NQ	52 17%
NET: at least sometimes	1575 70%	1000 72%	716 75% be	452 72%	1177 71% be	324 74%	244 75% i	201 74%	447 71% i	462 74% i	378 77% m	300 75% m	636 72% p	192 85% p	64 78% *	1251 69% p	257 83% p

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Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q. Minimum Base: 30(**) Small Base: 100(**)

ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q. Minimum Base: 30(**) Small Base: 100(**)

21-087515-27 - 6th - 7th July 2022

Public

British Naturism

UK Adults aged 16-75, online

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UK adults aged 16-75, online

	Total	Gender			Age					Social grade				Region (Government office region)										Urban / Rural		
		Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	AB (I)	C1 (J)	C2 (K)	DE (L)	North East (M)	North West (N)	Yorkshire and Humberside (O)	West Midlands (P)	East Midlands (Q)	East of England (R)	South West (S)	South East (T)	Greater London (U)	Wales (V)	Scotland (W)	Northern Ireland (X)	Urban (Y)
Unweighted base	2249	1084	1151	345	417	395	426	666	1070	651	199	329	89	252	190	198	161	209	189	304	305	108	184	60	1829	360
Weighted base	2249	1107	1128	335	414	383	414	704	600	659	482	508	89	246	184	196	163	208	188	307	308	106	192	63	1838	348
Never	206 9%	75 7%	130 12% B	31 9%	40 10%	39 10%	31 7%	67 9%	38 6%	53 8%	42 9%	74 14% UK	4 4%	33 13% SU	24 13% SU	21 11%	18 11%	15 7%	9 5%	23 7%	22 7%	17 16% MRSTU*	15 8%	6 9%	172 9%	29 8%
Seldom	250 11%	85 8%	162 14% B	35 11%	56 14%	42 11%	50 12%	67 10%	69 11%	82 12%	47 10%	52 10%	10 11%	21 8%	26 14%	18 9%	18 11%	30 14%	21 11%	43 14%	27 9%	8 8%	19 10%	9 14% *	200 11%	40 12%
Sometimes	708 32%	309 28%	396 35% B	97 29%	119 29%	101 26%	150 36% F	242 34% F	181 30%	221 33%	149 31%	159 31%	40 44% NOU*	65 26%	43 23%	62 31%	53 33%	70 34% O	68 36% OU	104 34% O	79 26%	41 38% OU*	64 33%	21 33% *	566 31%	121 35%
Often	545 24%	296 27% C	247 22%	80 24%	82 20%	92 24%	108 26%	184 26%	160 27% L	156 24%	128 27%	102 20%	18 21% *	47 19%	48 26%	55 28%	33 20%	55 26%	54 29% N	74 24%	77 25%	22 21% *	51 26%	11 18% *	439 24%	95 27%
Always	432 19%	277 25% C	153 14%	70 21% G	86 21% G	92 24% G	52 13%	131 19% G	134 22% J	113 17%	93 19%	92 18%	14 15% *	60 24% RST	36 19%	31 16%	34 21%	27 13%	28 15%	50 16%	83 27% PRST	17 16% *	40 21%	12 19% *	368 20%	52 15%
Don't know	84 4%	51 5%	33 3%	19 6% H	23 6% H	16 4% H	18 4% H	8 1%	14 2%	25 4%	24 5%	21 4%	4 4% *	17 7% VW	3 3%	5 3%	5 3%	8 4%	8 4% W	12 4% W	16 5% VW	- *	1 1%	3 4% *	74 4%	7 2%
Prefer not to say	23 1%	15 1%	7 1%	4 1%	7 2%	2 *	5 1%	5 1%	5 1%	9 1%	- *	8 2% K	- *	4 1%	1 1%	3 1%	1 1%	3 1%	1 *	2 1%	4 1%	1 1% *	2 1%	1 2% *	19 1%	2 1%
NET: Always/ often	978 43%	573 52% C	400 35%	150 45%	169 41%	184 48% G	160 39%	315 45%	294 49% JL	269 41%	221 46%	194 38%	32 36% *	107 44%	83 45%	87 44%	68 41%	81 39%	82 44%	124 40%	160 52% MRTV	40 37% *	90 47%	24 37% *	807 44%	147 42%
NET: Never/seldom	456 20%	160 14%	292 26% B	66 20%	96 23%	80 21%	81 19%	134 19%	107 18%	135 20%	89 18%	126 25% I	14 16% *	53 22% SU	50 27% SU	40 20%	36 22%	45 22%	30 16%	66 21%	49 16%	25 24% *	34 18%	15 23% *	372 20%	69 20%
NET: at least sometimes	1686 75%	882 80% C	796 71%	247 74%	288 70%	284 74%	310 75%	557 79% E	475 79% JL	489 74%	370 77%	352 69%	72 80% *	173 70%	126 69%	148 76%	121 74%	152 73%	150 80% O	228 74%	239 78%	80 76% *	154 80% NO	45 70% *	1373 75%	268 77%

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Overlap formulae used

ColumnProportions (5%): A,B/C,D,E/F,G,H,I/J,K,L,M/N,O/P/Q,R/S,T,U/V,W,X,Y,Z Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D,E/F,G,H,I/J,K,L,M,N/O,P/Q,R/S,T,U/V,W,X,Y,Z Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

Public

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UK adults aged 16-75, online

	Total	Education					Education (Z)		Employment status					Income					Main Shopper	
		GCSE/O Level/NVQ 12 (B)	A Level or equivalent (C)	Degree/Masters/PhD (D)	No formal qualifications (E)	Graduate (F)	Non-graduate (G)	Full-time (H)	Part-time (I)	Self-Employed (J)	ANY WORKING (K)	ANY NOT WORKING (L)	UP TO £19,999 (M)	£20,000-£34,999 (N)	£35,000 - £54,999 (O)	£55,000+ (P)	Prefer not to say (Q)	Yes, mainshop per (R)	No, not mainshop per (S)	
Unweighted base	2249	461	484	1199	105	1199	1050	1051	306	129	1486	763	411	516	565	558	199	2112	137	
Weighted base	2249	542	538	1048	121	1048	1201	1013	287	129	1429	820	494	571	556	427	202	2110	139	
Never	206 9%	81 15% CD	44 8%	66 6%	15 12% D*	66 6%	140 12% F	69 7%	22 8%	10 8%	101 7%	105 13% HIK	65 13% OP	60 11% P	38 7%	25 6%	18 9%	193 9%	13 9% *	
Seldom	250 11%	75 14%	56 10%	104 10%	14 12% *	104 10%	145 12%	105 10%	43 15% JK	7 6%	155 11%	95 12% P	68 14% P	53 9%	64 11%	35 8%	30 15% P	232 11%	18 13% *	
Sometimes	708 32%	175 32%	179 33%	313 30%	42 34% *	313 30%	396 33%	288 28%	103 36% HK	39 31% *	431 30%	278 34% H	164 33%	192 34%	165 30%	122 29%	65 32%	664 31%	45 32% *	
Often	545 24%	102 19%	130 24%	295 28% BE	18 15% *	295 28% G	251 21%	260 26% I	50 17%	38 30% I*	348 24% I	197 24% I	87 18%	143 25% M	166 30% M	101 24% M	49 25%	504 24%	42 30% *	
Always	432 19%	75 14% B	105 20% B	227 22% B	26 21% *	227 22% G	206 17%	235 23% L	56 19%	23 18% *	314 22% L	118 14% L	83 17% Q	97 19% Q	106 31% Q	131 MNOQ	15 7% S	417 20% S	15 11% *	
Don't know	84 4%	26 5%	20 4%	32 3%	6 5% *	32 3%	52 4%	46 4% L	12 4%	9 7% L*	66 5% L	18 2% L	25 5% P	22 4% P	14 3% P	9 2% OP	14 7% OP	80 4%	5 3% *	
Prefer not to say	23 1%	7 1%	3 1%	11 1%	1 1% *	11 1%	12 1%	10 1%	2 1%	1 1% *	13 1%	9 1%	2 * *	4 1%	3 1%	3 1%	10 5% MNOP	21 1%	2 1% *	

NET: Always/ often	978 43%	177 33%	236 44% B	522 50% BE	43 36% *	522 50% G	456 38%	496 49% IKL	105 37%	61 48% *	662 46% IL	315 38%	170 34%	240 42% MQ	271 49% MQ	232 54% MNL	64 32%	921 44%	57 41% *
NET: Never/seldom	456 20%	156 29% CD	100 19%	171 16%	29 24% *	171 16% F	286 24% F	174 17% K	65 23% K	18 14% *	257 18% HIK	200 24% NOP	133 27% P	113 20% P	102 18% P	60 14% P	48 24% P	425 20%	31 22% *
NET: at least sometimes	1686 75%	352 65% B	415 77% B	834 80% BE	85 70% *	834 80% G	852 71% G	784 77% L	209 73%	101 78% *	1093 76% *	593 72% *	334 68% MQ	432 76% MQ	436 79% MQ	355 83% MNL	129 64%	1584 75%	102 73% *

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Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G,H/I/J/K/L,M/N/O/P/Q,R/S Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G,H/I/J/K/L,M/N/O/P/Q,R/S Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

Public

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UK adults aged 16-75, online

	Total	Pres of children HH (17 or under)			Count of children HH (17 or under)				Marital Status			Household Size				Ethnicity					
		Total (A)	At least one child present (B)	No children present (C)	1 Child (D)	2 Children (E)	3 Children (F)	4 Children + (G)	Married/ Living as Married (H)	Single (I)	Widowed/ Divorced/Separated (J)	1 (K)	2 (L)	3 (M)	4+ (N)	White ethnic group (O)	Minority ethnic group (P)	Mixed / multiple ethnic groups (Q)	Asian / Asian British (R)	Black / African / Caribbean / Black British (S)	Other ethnic group (T)
Unweighted base	2249	813	1436	379	340	73	21	1440	623	186	357	764	474	654	1977	241	48	125	59	9	
Weighted base	2249	757	1492	369	303	68	17	1386	660	202	398	768	469	614	1992	228	47	115	57	9	
Never	206 9%	56 7%	150 10%	29 8%	21 7%	6 8%	1 3%	115 8%	73 11%	18 9%	43 11%	69 9%	47 10%	47 8%	190 10%	14 6%	* 1%	8 7%	5 9%	- -	
Seldom	250 11%	78 10%	172 11%	48 13%	22 7%	7 11%	1 5%	135 10%	90 14%	25 12%	48 12%	90 12%	52 11%	60 10%	230 12%	19 9%	5 10%	12 11%	2 4%	- -	
Sometimes	708 32%	223 29%	486 33%	109 29%	93 31%	17 25%	4 23%	436 31%	189 29%	83 41%	115 29%	277 36%	146 31%	171 28%	652 33%	51 22%	7 16%	26 23%	15 26%	3 29%	
Often	545 24%	178 23%	368 25%	82 22%	71 24%	19 28%	6 34%	347 25%	152 23%	46 23%	97 24%	184 24%	113 24%	151 25%	474 24%	65 29%	16 34%	35 31%	11 19%	3 39%	
Always	432 19%	186 25%	247 17%	82 22%	83 28%	17 24%	4 24%	297 21%	110 17%	26 13%	68 17%	117 15%	96 21%	151 18%	368 26%	59 26%	16 35%	20 17%	21 37%	2 26%	
Don't know	84 4%	33 4%	51 3%	19 5%	12 4%	1 2%	2 10%	45 3%	35 5%	4 2%	22 6%	23 3%	12 3%	27 4%	67 3%	15 6%	- -	12 10%	2 4%	1 6%	
Prefer not to say	23 1%	3 *	20 1%	2 *	- -	1 2%	- -	11 1%	11 2%	1 1%	5 1%	8 1%	3 1%	7 1%	12 1%	4 2%	2 4%	2 2%	* 1%	- -	
NET: Always/ often	978 43%	363 48%	614 41%	163 44%	155 51%	35 52%	10 58%	644 46%	262 40%	72 35%	166 42%	301 39%	209 45%	302 49%	842 42%	125 55%	32 69%	55 48%	32 56%	6 65%	
NET: Never/seldom	456 20%	135 18%	321 22%	77 21%	43 14%	13 19%	1 8%	250 18%	164 25%	42 21%	91 23%	159 21%	99 21%	107 17%	420 21%	33 15%	5 11%	21 18%	7 13%	- -	
NET: at least sometimes	1686 75%	586 77%	1100 74%	272 74%	248 82%	53 78%	14 82%	1080 78%	451 68%	155 77%	280 70%	578 75%	355 76%	473 77%	1494 75%	176 77%	40 84%	81 70%	47 82%	8 94%	

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Overlap formulae used
ColumnProportions (S%): A,B/C,D/E/F/G,H/I,J,K/L/M,N,O/P/Q,R/S/T Minimum Base: 30(**) Small Base: 100(*)
ColumnMeans (S%): A,B/C,D/E/F/G,H/I,J,K/L,M,N,O/P/Q/R/S/T Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

Public

British Naturism

UK Adults aged 16-75, online

Q10. For each of the following statements shown here, we would like you to say how much of the time, if at all, you feel this statement applies to you personally. Is it never, seldom, sometimes, often or always? - I am comfortable in my body
UK adults aged 16-75, online

	Total	Social Media site: Daily user				Social Media site: Hourly user (or more)				Social Media site: Daily & for more than 1 hour per day				Naturist / Nudist				
		Total (A)	Facebook (B)	Instagram (C)	Tik Tok (D)	ANY FB/Insta/T ikTok (E)	Facebook (F)	Instagram (G)	Tik Tok (H)	ANY FB/Insta/T ikTok (I)	Facebook (J)	Instagram (K)	Tik Tok (L)	ANY FB/Insta/T ikTok (M)	Naturist (N)	Nudist (O)	Neither (P)	ANY Naturist/N udist (Q)
Unweighted base	2249	1412	1024	653	1677	445	349	294	650	642	518	433	904	254	85	1792	339	
Weighted base	2249	1395	961	624	1654	440	324	273	627	620	490	402	878	227	83	1810	309	
Never	206 9%	138 10%	82 9%	60 10%	160 10%	42 9%	29 9%	37 13%	68 11%	61 10%	40 8%	45 11%	88 10%	12 5%	3 4%	177 10%	15 5%	
Seldom	250 11%	163 12%	118 12%	75 12%	197 12%	63 14%	39 12%	29 11%	78 12%	77 12%	61 12%	42 11%	108 12%	12 5%	15 18%	212 N	27 9%	
Sometimes	708 32%	451 32%	275 29%	161 26%	517 31%	122 28%	72 22%	69 25%	174 28%	189 31%	114 23%	99 25%	262 30%	55 24%	19 23%	611 NQ	74 24%	
Often	545 24%	312 22%	223 23%	126 20%	386 23%	78 18%	69 21%	53 19%	124 20%	114 18%	116 24%	84 21%	186 21%	42 19%	14 17%	462 Q	56 18%	
Always	432 19%	272 19%	219 23%	161 26%	321 19%	124 28%	97 30%	77 28%	158 25%	154 25%	129 26%	113 28%	192 22%	93 41%	28 33%	287 16%	120 39%	
Don't know	84 4%	49 4%	35 4%	37 6%	59 4%	10 2%	16 5%	8 3%	22 4%	25 4%	24 5%	17 4%	34 4%	11 5%	5 6%	50 3%	16 5%	
Prefer not to say	23 1%	9 1%	9 1%	4 1%	14 1%	2 *	2 1%	1 *	3 *	4 1%	5 1%	1 *	7 1%	* *	- *	11 1%	* *	

NET: Always/ often	978 43%	584 42%	443 46%	288 46%	707 43%	202 46%	166 51%	130 48%	282 45%	265 43%	245 50%	197 49%	378 43%	135 60%	41 50%	748 41%	176 57%
NET: Never/seldom	456 20%	301 22%	200 21%	135 22%	357 22%	105 24%	68 21%	66 24%	145 23%	137 22%	101 21%	88 22%	197 22%	24 11%	18 22%	389 N	42 14%
NET: at least sometimes	1686 75%	1035 74%	718 75%	449 72%	1224 74%	324 73%	238 73%	199 73%	457 73%	454 73%	359 73%	296 74%	640 73%	190 84%	60 73%	1359 75%	250 81%

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Overlap formulae used

ColumnProportions (S%): A,B/C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q. Minimum Base: 30(**) Small Base: 100(**)

ColumnMeans (S%): A,B/C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q. Minimum Base: 30(**) Small Base: 100(**)

21-087515-27 - 6th - 7th July 2022

Public
British Naturism
UK Adults aged 16-75, online

Q10. For each of the following statements shown here, we would like you to say how much of the time, if at all, you feel this statement applies to you personally. Is it never, seldom, sometimes, often or always? - I compare myself with media images of attractive people (e.g., models, actresses, actors etc.)

UK adults aged 16-75, online

	Total		Gender		Age					Social grade				Region (Government office region)										Urban / Rural		
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	A8 (I)	C1 (J)	C2 (K)	DE (L)	North East (M)	North West (N)	Yorkshire and Humber (O)	West Midlands (P)	East Midlands (Q)	East of England (R)	South West (S)	South East (T)	Greater London (U)	Wales (V)	Scotland (W)	Northern Ireland (X)	Urban (Y)	Rural (Z)
Unweighted base	2249	1084	1151	345	417	395	426	666	1070	651	199	329	89	252	190	198	161	209	189	304	305	108	184	60	1829	360
Weighted base	2249	1107	1128	335	414	383	414	704	600	659	482	508	89	246	184	196	163	208	188	307	308	106	192	63	1838	348
Never	871 39%	467 42%	400 35%	47 14%	65 16%	87 23%	197 47%	475 68%	188 31%	267 41%	211 44%	205 40%	43 48%	96 39%	73 40%	76 39%	86 53%	88 42%	75 40%	129 42%	57 18%	38 36%	86 45%	23 37%	685 37%	162 47%
Seldom	410 18%	190 17%	219 19%	52 15%	84 20%	59 15%	95 23%	120 17%	109 18%	135 21%	85 18%	80 16%	12 13%	52 21%	27 15%	42 21%	27 16%	35 17%	48 26%	74 24%	47 15%	10 10%	32 17%	4 6%	334 18%	72 21%
Sometimes	415 18%	175 16%	237 21%	91 27%	94 23%	86 23%	72 17%	71 10%	100 17%	113 22%	108 18%	93 16%	12 14%	34 14%	29 16%	38 19%	25 15%	38 18%	29 16%	58 19%	75 24%	29 NOS	32 16%	16 25%	351 19%	48 14%
Often	278 12%	128 12%	146 13%	72 22%	90 22%	76 20%	27 7%	13 2%	105 18%	68 10%	41 9%	63 12%	12 13%	30 12%	31 17%	17 9%	16 10%	24 11%	16 9%	20 7%	62 20%	13 12%	25 13%	12 8%	233 13%	33 10%
Always	206 9%	114 10%	92 8%	59 17%	63 15%	61 16%	12 3%	11 2%	80 13%	54 8%	31 6%	41 8%	9 10%	24 10%	15 8%	17 9%	7 4%	13 6%	14 8%	22 7%	54 18%	13 13%	13 7%	5 8%	178 10%	23 7%
Don't know	49 2%	21 2%	28 2%	10 3%	12 3%	12 3%	5 1%	9 1%	14 2%	14 2%	4 1%	17 3%	1 1%	8 3%	6 3%	3 1%	3 2%	8 4%	5 3%	2 1%	8 2%	2 2%	2 1%	2 3%	40 2%	7 2%
Prefer not to say	21 1%	12 1%	7 1%	3 1%	5 1%	2 *	6 1%	5 1%	4 1%	8 1%	2 *	7 1%	- *	2 1%	3 2%	3 1%	- -	2 1%	1 *	2 1%	5 2%	1 1%	2 1%	1 2%	17 1%	2 1%

NET: Always/ often	485 22%	242 22%	238 21%	131 39%	153 37%	137 36%	39 10%	24 3%	186 31%	122 19%	72 15%	105 21%	21 23%	54 22%	46 25%	34 17%	23 14%	37 18%	30 16%	42 14%	116 38%	26 25%	38 20%	17 27%	412 22%	56 16%
NET: Never/seldom	1280 57%	657 59%	618 55%	99 30%	149 36%	146 38%	291 70%	595 85%	297 49%	402 61%	296 61%	285 56%	55 61%	148 60%	101 55%	118 60%	112 69%	124 59%	123 65%	202 66%	104 34%	48 45%	118 62%	27 43%	1019 55%	234 67%
NET: at least sometimes	899 40%	417 38%	474 42%	222 66%	247 60%	224 58%	112 27%	95 13%	286 48%	235 36%	180 37%	198 39%	33 37%	88 36%	74 40%	72 37%	48 29%	75 36%	60 32%	100 33%	191 62%	55 52%	70 37%	33 52%	762 41%	104 30%

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Overlap formulae used
ColumnProportions (5%): A,B/C,D,E/F,G/H,I/J,K,L,M,N/O,P/Q,R/S/T,U/V,W,X,Y,Z Minimum Base: 30(**) Small Base: 100(*)
ColumnMeans (5%): A,B/C,D,E/F,G/H,I/J,K,L,M,N/O,P/Q,R/S/T,U/V,W,X,Y,Z Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

Public

British Naturism

UK Adults aged 16-75, online

Q10. For each of the following statements shown here, we would like you to say how much of the time, if at all, you feel this statement applies to you personally. Is it never, seldom, sometimes, often or always? - I compare myself with media images of attractive people (e.g., models, actresses, actors etc.)
UK adults aged 16-75, online

	Total	Education				Education (Z)		Employment status					Income				Main Shopper		
		GCSE/O Level/NVQ 12 (B)	A Level or equivalent (C)	Degree/Masters/PhD (D)	No formal qualifications (E)	Graduate (F)	Non-graduate (G)	Full-time (H)	Part-time (I)	Self-Employed (J)	ANY WORKING (K)	ANY NOT WORKING (L)	UP TO £19,999 (M)	£20,000-£34,999 (N)	£35,000 - £54,999 (O)	£55,000+ (P)	Prefer not to say (Q)	Yes, mainshop per (R)	No, not mainshop per (S)
Unweighted base	2249	461	484	1199	105	1199	1050	1051	306	129	1486	763	411	516	565	558	199	2112	137
Weighted base	2249	542	538	1048	121	1048	1201	1013	287	129	1429	820	494	571	556	427	202	2110	139
Never	871 39%	282 52% CD	213 40% D	320 31% D	55 45% D*	320 31% F	550 46% F	296 29%	100 35%	50 39% *	446 31% H	425 52% HIJK	220 45% P	261 46% OPQ	210 38% P	106 25% P	72 36% P	808 38%	63 45% *
Seldom	410 18%	70 13%	123 23% BE	205 20% BE	12 10% *	205 20% *	205 17%	172 17%	64 22%	29 23% *	265 19% H	144 18%	74 15%	108 19%	105 19%	78 18%	44 22%	384 18%	26 18% *
Sometimes	415 18%	82 15%	102 19%	205 20%	25 21% *	205 20%	210 17%	213 21% L	57 20%	25 19% *	294 21% L	121 15%	77 16%	114 20%	112 20%	78 18%	33 17%	396 19%	19 14% *
Often	278 12%	51 9%	52 10% BCE	167 16% BCE	8 7% *	167 16% G	111 9%	168 17% IKL	32 11%	15 12% *	215 15% L	63 8%	56 11%	49 9%	71 13% MNOQ	83 19% MNOQ	19 9% NOP	263 12%	15 11% *
Always	206 9%	38 7%	34 6% BC	123 12% BC	11 9% *	123 12% G	83 7%	130 13% L	30 10% L	7 6% *	168 12% L	39 5%	43 9%	31 5%	46 8% MNOQ	76 18% MNOQ	10 5% NOP	196 9%	10 7% *
Don't know	49 2%	11 2%	12 2%	17 2%	9 7% BCD*	17 2%	32 3%	25 2%	3 1%	2 1% *	30 2% L	19 2%	21 4% NOP	6 1%	6 1%	3 1% NOP	14 7% NOP	46 2%	3 2% *
Prefer not to say	21 1%	8 1%	1 *	10 1%	1 1% *	10 1%	10 1%	10 1%	1 *	- - *	11 1%	10 1%	2 *	2 *	5 1%	3 1% MNOP	8 4% MNOP	17 1%	3 2% *

NET: Always/ often	485 22%	89 16%	87 16%	290 28% BCE	19 16% *	290 28% G	194 16%	298 29% IJKL	62 22% L	23 18% *	383 27% IJKL	102 12% L	100 20% N	80 14% N	117 21% N	159 37% MNOQ	29 14% MNOQ	459 22%	25 18% *
NET: Never/seldom	1280 57%	352 65% D	336 62% D	525 50% D	67 55% *	525 50% F	755 63% F	467 46% HK	164 57% HK	80 62% HK*	711 50% H	569 69% HIK	295 60% P	369 65% OP	315 57% P	184 43% P	117 58% P	1192 56%	89 64% *
NET: at least sometimes	899 40%	171 32%	189 35%	495 47% BC	44 36% *	495 47% G	404 34%	511 50% IJKL	118 41% L	48 37% *	677 47% IJKL	222 27% L	177 36%	194 34% NQ	229 41% NQ	237 56% MNOQ	63 31% MNOQ	855 41%	45 32% *

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Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G,H/I/J/K/L,M/N/O/P/Q,R/S Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G,H/I/J/K/L,M/N/O/P/Q,R/S Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

Public
British Naturism

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UK adults aged 16-75, online

	Total	Pres of children HH (17 or under)						Marital Status				Household Size				Ethnicity					
		Total	At least one child present	No children present	Count of children HH (17 or under)				Married/ Living as Married	Single	Widowed/ Divorced/ Separated	Household Size				White ethnic group	Minority ethnic group	Mixed / multiple ethnic groups	Asian / Asian British	Black / African / Caribbean / Black British	Other ethnic group
					1 Child	2 Children	3 Children	4 Children +				1	2	3	4+						
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)		
Unweighted base	2249	813	1436	379	340	73	21	1440	623	186	357	764	474	654	1977	241	48	125	59	9	
Weighted base	2249	757	1492	369	303	68	17	1386	660	202	398	768	469	614	1992	228	47	115	57	9	
Never	871 39%	173 23% B	698 47% B	78 21%	74 24%	18 27% *	3 19% **	563 41% I	197 30%	110 54% HI	178 45% MN	373 49% MN	158 34% N	161 26%	825 41% PQRS	41 18%	4 9% *	22 19% *	12 20% *	3 40% **	
Seldom	410 18%	133 18%	277 19%	72 20%	47 16%	12 18% *	1 4% **	252 18%	125 19%	32 16%	66 17%	151 20%	73 16%	119 19%	360 18%	41 18%	9 20% *	19 17% *	12 21% **	1 9% **	
Sometimes	415 18%	160 21% C	255 17%	82 22%	62 20%	12 18% *	4 26% **	243 17%	139 21%	34 17%	63 16%	132 17%	99 21%	121 20%	353 18%	59 26% O	11 23% *	28 25% *	17 30% O*	3 36% **	
Often	278 12%	150 20% C	128 9%	78 21%	56 18%	10 14% *	7 43% **	168 12% J	101 15% J	9 4%	42 11% *	61 8%	72 15% L	103 17% KL	225 11% OS	50 22% OS	13 28% OS*	30 26% OS*	6 11% *	1 10% **	
Always	206 9%	119 16% C	87 6%	46 13%	58 19% D	14 20% *	1 3% **	128 9%	67 10%	11 5%	26 6%	35 5%	54 11% KL	92 15% KL	180 12%	26 9%	7 16% *	10 8% *	9 16% *	- - **	
Don't know	49 2%	16 2%	33 2%	10 3%	5 2%	1 1% *	1 3% **	22 2%	22 3% H	5 3%	18 5% LN	8 1%	10 2%	12 2%	39 2%	7 3%	- *	5 4% *	1 2% *	1 6% **	
Prefer not to say	21 1%	5 1%	15 1%	4 1%	- -	1 2% E*	- **	10 1%	10 1%	1 1%	5 1%	8 1%	2 1%	6 1%	11 1%	3 1%	2 4% O*	1 1% *	- -	- - **	
NET: Always/ often	485 22%	269 36% C	215 14%	124 34%	114 38%	23 34% *	8 47% **	296 21% J	168 26% J	20 10%	68 17%	96 12%	126 27% KL	195 32% KL	405 20% O	76 34% O	21 44% O*	39 34% O*	15 27% *	1 10% **	
NET: Never/seldom	1280 57%	306 40% B	974 65% B	150 41%	121 40%	31 45% *	4 24% **	816 59% I	322 49% HI	143 70% HI	245 61% MN	524 68% MN	231 49% MN	280 46% PQRS	1185 59% PQRS	82 36%	13 29% *	41 36% *	23 41% *	4 49% **	
NET: at least sometimes	899 40%	429 57% C	470 32%	206 56%	176 58%	35 52% *	12 73% **	539 39% J	307 47% HU	53 26%	130 33%	228 30%	225 48% KL	316 51% KL	758 38% O	136 60% O	32 67% O*	68 59% O*	33 57% O*	4 45% **	

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ColumnMeans (S%): A,B/C,D/E/F/G,H/I,J,K/L,M,N,O/P/Q,R/S/T Minimum Base: 30(**) Small Base: 100(*)

21-087515-27 - 6th - 7th July 2022

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UK adults aged 16-75, online

	Total	Social Media site: Daily user				Social Media site: Hourly user (or more)				Social Media site: Daily & for more than 1 hour per day				Naturist / Nudist				
		Total (A)	Facebook (B)	Instagram (C)	Tik Tok (D)	ANY FB/Insta/T ikTok (E)	Facebook (F)	Instagram (G)	Tik Tok (H)	ANY FB/Insta/T ikTok (I)	Facebook (J)	Instagram (K)	Tik Tok (L)	ANY FB/Insta/T ikTok (M)	Naturist (N)	Nudist (O)	Neither (P)	ANY Naturist/N udist (Q)
Unweighted base	2249	1412	1024	653	1677	445	349	294	650	642	518	433	904	254	85	1792	339	
Weighted base	2249	1395	961	624	1654	440	324	273	627	620	490	402	878	227	83	1810	309	
Never	871 39%	494 35% CDE	199 21% D	89 14%	552 33% CD	112 25% GH	41 13%	28 10%	140 22% GH	157 25% KLM	47 10%	42 10%	196 22% KL	31 14%	14 17% *	799 44% NOQ	45 15%	
Seldom	410 18%	242 17% D	156 16% D	80 13%	289 17% D	53 12% D	42 13%	29 11%	79 13% D	92 15% L	73 15% L	41 10%	141 16% L	15 7%	19 23% NQ*	353 20% NQ	34 11% N	
Sometimes	415 18%	264 19% BE	230 24% BE	149 24% BE	333 20% B	85 19% B	57 18%	63 23% G	122 20% G	124 25% J	123 23% J	94 23% J	197 22% J	50 22%	23 27% *	326 18% P	73 24% P	
Often	278 12%	192 14% BE	186 19% BCE	143 23% B	245 15% B	85 19% B	76 23%	66 24%	133 21% B	111 18% JM	111 23% JM	101 25% JM	170 19% P	60 26% P	15 18% P*	178 10% P	75 24% P	
Always	206 9%	164 12% BE	159 17% BCE	147 23% BCE	186 11% BCE	89 20% FI	92 29% FI	81 30% FI	127 20% FI	118 19% M	118 24% JM	114 28% JKM	150 17% OPQ	67 30% OPQ	12 14% P*	113 6% OP	79 26% OP	
Don't know	49 2%	33 2%	23 2%	13 2%	38 2%	15 3%	12 4%	5 2%	22 4%	15 2%	12 2%	8 2%	19 2%	1 1%	*	33 2%	2 1%	
Prefer not to say	21 1%	6 *	8 1% B	4 1%	11 1% B	2 *	4 1%	2 1%	4 1%	3 *	5 1%	2 *	5 1%	1 1%	-	8 *	1 *	

NET: Always/ often	485 22%	356 26% BE	345 36% BCE	289 46% BCE	432 26% BCE	174 39% FI	169 52% FI	146 54% FI	259 41% FI	230 37% JM	229 47% JM	215 53% JKM	320 36% OPQ	127 56% OPQ	27 33% P*	291 16% OP	154 50% OP
NET: Never/seldom	1280 57%	736 53% CDE	355 37% D	169 27% D	840 51% CD	165 37% GH	83 25%	57 21%	219 35% GH	249 40% KL	121 25% L	83 21%	337 38% KL	47 21%	32 39% NQ*	1152 64% NOQ	79 26% N
NET: at least sometimes	899 40%	620 44% BE	575 60% BCE	438 70% BCE	765 46% B	259 59% FI	226 70% FI	209 77% FGI	382 61% FI	353 57% JM	353 72% JKM	309 77% JKM	517 59% OPQ	177 78% OPQ	50 60% P*	617 34% OP	227 73% OP

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q. Minimum Base: 30(**) Small Base: 100(**)

ColumnMeans (5%): A,B/C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q. Minimum Base: 30(**) Small Base: 100(**)

