

**MEDIA RELEASE**

**30 October 2008**

### **Prudery about beach nudity laid bare by poll**

Perhaps we aren't as prudish as we thought, with almost a third of Kiwis happy for beach-goers to bare it all if they choose to, according to a Research New Zealand poll.

The poll found 28 percent of Kiwis thought people should be allowed to be nude on our beaches and that figure rose to 54 percent when including those who thought nudity should only be allowed on designated beaches (26 percent). Against that, 45 percent thought people should not be allowed to be nude on our beaches.

Research New Zealand Director Emanuel Kalafatelis said there was significant difference of opinion between males and females and age groups.

"Males were more likely to support nudity on our beaches than females - 33 percent of males compared to 24 percent of females. And, 37 percent of younger respondents aged 15-29 were in favour, compared to 18 percent of those over 60.

"Similarly, those against nudity were more likely to be females (52 percent compared to 38 percent of males)," Mr Kalafatelis said.

Wellington City Council recently removed an old bylaw requiring beach-goers over the age of eight to wear togs or clothes. Kapiti Coast District Council has also considered a bylaw allowing nudity on its beaches.

*The Research New Zealand poll of 500 people aged 15 and over was conducted by telephone between the 14 and 22 October. The maximum margin of error is +/- 4.5 % (at the 95% confidence level). The data has been weighted to ensure it is an accurate representation of New Zealand's general population. The poll was not taken on behalf of any organisation but as part of Research New Zealand's monthly survey of attitudes and opinions.*



**Respondents were asked:** *Wellington City Council recently removed an old bylaw requiring beach-goers over the age of eight to wear togs or clothes. Kapiti Coast District Council has considered a bylaw allowing nudity on its beaches. 'Do you think that people should be allowed to be nude on our beaches?'*

**Table 1: Level of support for nudity on beaches- by gender**

*Wellington City Council recently removed an old bylaw requiring beach-goers over the age of eight to wear togs or clothes. Kapiti Coast District Council has considered a bylaw allowing nudity on its beaches. Do you think that people should be allowed to be nude on our beaches?*

	Total	Male	Female
Base =	500	252	248
	%	%	%
Yes	28	33	24
No	45	38	52
Only on specially designated beaches	26	29	24
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>

Total may not sum to 100% due to rounding.

**Table 2: Level of support for nudity on beaches - by age**

*Wellington City Council recently removed an old bylaw requiring beach-goers over the age of eight to wear togs or clothes. Kapiti Coast District Council has considered a bylaw allowing nudity on its beaches. Do you think that people should be allowed to be nude on our beaches?*

	Total	15 to 29	30 to 39	40 to 49	50 to 59	60+
Base =	500	95	72	105	98	130
	%	%	%	%	%	%
Yes	28	37	37	24	27	18
No	45	34	51	42	38	62
Only on specially designated beaches	26	29	12	33	36	21
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Total may not sum to 100% due to rounding.

**Research New Zealand is an independent, New Zealand-owned research organisation undertaking social and business research.**

[www.researchnz.com](http://www.researchnz.com)