

YouGov Survey Results

Sample Size: 2007 Adults in GB
Fieldwork: 14th - 15th April 2025

Weighted Sample Unweighted Sample		Vote in 2024 GE				EU Ref 2016		Gender		Age				Age x Gender								Social Grade	
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-34	35-49	50-64	65+	Male 18-34	Male 35-49	Male 50-64	Male 65+	Female 18-34	Female 35-49	Female 50-64	Female 65+	ABC1	C2DE
	2007	361	516	185	217	704	716	971	1036	522	518	496	472	245	269	243	215	277	249	253	257	1144	863
	2007	357	584	208	234	834	761	919	1088	394	486	541	586	160	231	262	266	234	255	279	320	1241	766
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How much do you like or dislike being naked?

Love	7	7	8	4	5	7	6	11	3	9	7	8	5	12	9	13	9	6	4	3	1	6	8
Like	15	15	16	14	15	16	15	19	11	17	16	15	12	19	18	19	18	15	13	11	6	16	13
Neither like nor dislike	43	48	43	44	47	43	46	48	38	37	41	44	51	36	51	49	57	38	30	40	45	43	42
Dislike	23	22	22	32	19	26	22	15	31	24	24	23	23	19	14	15	12	27	34	31	32	24	22
Hate	10	8	9	5	13	7	11	6	14	11	11	9	9	11	5	4	2	11	17	14	14	8	13
Don't know	2	0	2	1	1	1	1	1	2	3	2	1	1	4	1	0	1	3	3	2	1	2	2

Do you have a positive or negative opinion of nudists/naturists?

Very positive	4	4	3	4	4	5	4	7	2	3	4	4	6	2	6	8	10	3	1	1	3	5	4
Somewhat positive	11	13	11	11	9	13	10	15	8	12	14	10	9	15	17	11	15	8	10	8	4	12	10
TOTAL POSITIVE	15	17	14	15	13	18	14	22	10	15	18	14	15	17	23	19	25	11	11	9	7	17	14
Neither positive nor negative	59	59	62	62	56	60	63	56	61	52	58	64	63	47	59	61	59	57	56	66	68	56	63
Somewhat negative	17	19	15	16	21	16	17	15	19	20	18	17	13	21	12	15	12	18	23	19	15	20	13
Very negative	6	4	5	3	9	4	4	5	7	10	5	4	5	12	3	3	2	9	6	5	6	5	8
TOTAL NEGATIVE	23	23	20	19	30	20	21	20	26	30	23	21	18	33	15	18	14	27	29	24	21	25	21
Don't know	3	1	3	4	2	3	2	2	4	4	3	2	3	3	2	2	2	5	3	2	4	3	3

Do you think it is acceptable or unacceptable for someone to be completely naked in the following situations?

At a public beach

Completely acceptable	3	2	4	4	1	5	2	5	1	2	4	3	2	4	7	5	4	1	1	0	1	3	2
Somewhat acceptable	9	8	12	13	5	12	6	12	6	9	11	9	7	13	14	11	11	6	8	6	4	9	9
TOTAL ACCEPTABLE	12	10	16	17	6	17	8	17	7	11	15	12	9	17	21	16	15	7	9	6	5	12	11
Somewhat unacceptable	25	21	25	32	23	27	23	28	23	30	25	21	25	32	29	22	30	28	21	20	20	27	23
Completely unacceptable	61	67	57	48	70	55	67	51	70	55	57	66	64	47	46	60	51	63	70	73	75	59	63
TOTAL UNACCEPTABLE	86	88	82	80	93	82	90	79	93	85	82	87	89	79	75	82	81	91	91	93	95	86	86
Don't know	2	1	2	3	1	2	2	3	1	3	2	1	2	4	4	2	4	2	1	1	1	2	3

At a private nudist site

Completely acceptable	81	81	85	85	83	86	80	84	79	75	82	86	82	73	85	91	86	77	79	81	79	83	79
Somewhat acceptable	14	17	11	13	13	12	15	11	17	20	12	12	14	19	7	8	11	20	16	15	17	13	16
TOTAL ACCEPTABLE	95	98	96	98	96	98	95	95	96	95	94	98	96	92	92	99	97	97	95	96	96	96	95
Somewhat unacceptable	1	0	1	1	1	1	1	1	1	1	2	1	1	1	2	0	1	1	3	1	1	2	1
Completely unacceptable	2	2	2	0	2	1	2	1	2	2	2	2	1	2	1	1	0	2	2	3	1	1	3
TOTAL UNACCEPTABLE	3	2	3	1	3	2	3	2	3	3	4	3	2	3	3	1	1	3	5	4	2	3	4
Don't know	1	0	1	1	0	1	2	3	1	2	2	0	2	4	4	0	2	0	0	0	2	1	2

YouGov Survey Results

Sample Size: 2007 Adults in GB
Fieldwork: 14th - 15th April 2025

		Country			Region in England				
		Total	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2007	1736	96	175	476	329	243	688	
	Unweighted Sample	2007	1736	100	171	457	308	247	724
		%	%	%	%	%	%	%	%

How much do you like or dislike being naked?

Love	7	8	3	3	9	7	7	7
Like	15	15	19	14	13	14	19	15
Neither like nor dislike	43	43	52	39	42	42	43	44
Dislike	23	23	22	27	25	23	21	22
Hate	10	10	3	14	8	12	7	11
Don't know	2	2	1	3	2	2	3	1

Do you have a positive or negative opinion of nudists/naturists?

Very positive	4	4	6	3	3	4	5	5
Somewhat positive	11	12	10	7	13	14	12	10
TOTAL POSITIVE	15	16	16	10	16	18	17	15
Neither positive nor negative	59	58	64	63	56	55	61	61
Somewhat negative	17	17	13	15	18	18	13	18
Very negative	6	6	6	10	6	6	7	5
TOTAL NEGATIVE	23	23	19	25	24	24	20	23
Don't know	3	3	1	2	5	2	3	2

Do you think it is acceptable or unacceptable for someone to be completely naked in the following situations?

At a public beach

Completely acceptable	3	3	3	0	3	4	4	3
Somewhat acceptable	9	9	12	7	7	8	14	10
TOTAL ACCEPTABLE	12	12	15	7	10	12	18	13
Somewhat unacceptable	25	26	30	20	25	23	26	27
Completely unacceptable	61	60	54	68	64	63	55	58
TOTAL UNACCEPTABLE	86	86	84	88	89	86	81	85
Don't know	2	2	1	5	2	2	1	2

At a private nudist site

Completely acceptable	81	82	88	76	81	79	83	83
Somewhat acceptable	14	14	10	16	16	15	14	14
TOTAL ACCEPTABLE	95	96	98	92	97	94	97	97
Somewhat unacceptable	1	1	1	1	1	3	2	1
Completely unacceptable	2	1	0	4	2	2	2	1
TOTAL UNACCEPTABLE	3	2	1	5	3	5	4	2
Don't know	1	1	1	4	1	1	0	2

Sample Size: 2007 Adults in GB
Fieldwork: 14th - 15th April 2025

		Vote in 2024 GE					EU Ref 2016		Gender		Age				Age x Gender								Social Grade	
		Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-34	35-49	50-64	65+	Male 18-34	Male 35-49	Male 50-64	Male 65+	Female 18-34	Female 35-49	Female 50-64	Female 65+	ABC1	C2DE
In their own garden	Weighted Sample	2007	361	516	185	217	704	716	971	1036	522	518	496	472	245	269	243	215	277	249	253	257	1144	863
	Unweighted Sample	2007	357	584	208	234	834	761	919	1088	394	486	541	586	160	231	262	266	234	255	279	320	1241	766
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
In the countryside	Completely acceptable	34	36	38	33	32	37	34	38	30	33	35	33	32	36	37	36	42	30	34	31	24	35	31
	Somewhat acceptable	39	40	36	44	40	38	39	37	41	40	34	39	42	39	31	40	39	41	37	39	45	38	40
	TOTAL ACCEPTABLE	73	76	74	77	72	75	73	75	71	73	69	72	74	75	68	76	81	71	71	70	69	73	71
	Somewhat unacceptable	17	16	17	14	15	17	16	15	20	19	19	17	14	16	16	15	11	21	22	20	16	18	17
	Completely unacceptable	7	6	5	5	11	6	8	6	7	4	7	9	8	5	8	8	5	3	6	10	10	6	8
	TOTAL UNACCEPTABLE	24	22	22	19	26	23	24	21	27	23	26	26	22	21	24	23	16	24	28	30	26	24	25
	Don't know	4	2	4	4	1	3	2	4	3	4	5	1	4	4	8	1	4	5	3	1	4	3	4
	Completely acceptable	3	3	4	3	2	4	3	5	1	2	5	3	2	3	8	5	5	2	3	1	1	4	3
	Somewhat acceptable	20	18	20	25	13	22	16	25	16	26	19	17	18	26	25	23	25	26	13	11	12	19	21
	TOTAL ACCEPTABLE	23	21	24	28	15	26	19	30	17	28	24	20	20	29	33	28	30	28	16	12	13	23	24
In a town or city centre	Somewhat unacceptable	31	28	33	33	26	34	27	31	31	35	28	30	32	32	32	27	32	37	23	32	31	33	28
	Completely unacceptable	41	47	38	35	57	37	49	34	48	32	43	47	44	32	30	42	32	32	57	52	54	41	42
	TOTAL UNACCEPTABLE	72	75	71	68	83	71	76	65	79	67	71	77	76	64	62	69	64	69	80	84	85	74	70
	Don't know	4	3	4	3	3	4	4	5	4	5	5	3	4	7	6	2	6	4	5	4	2	3	6
	Completely acceptable	1	0	2	0	0	1	1	2	1	1	3	1	1	2	4	1	0	1	1	1	1	1	2
	Somewhat acceptable	1	1	2	0	0	1	1	1	0	0	1	1	1	1	3	1	1	0	0	1	0	1	1
	TOTAL ACCEPTABLE	2	1	4	0	0	2	2	3	1	1	4	2	2	3	7	2	1	1	1	2	1	2	3
	Somewhat unacceptable	10	7	11	11	7	13	9	13	7	9	11	9	11	8	15	13	16	9	7	5	7	11	9
	Completely unacceptable	87	91	84	88	93	84	88	81	92	89	82	89	87	88	74	84	81	90	92	93	92	87	87
	TOTAL UNACCEPTABLE	97	98	95	99	100	97	97	94	99	98	93	98	98	96	89	97	97	99	99	98	99	98	96
While swimming in a natural body of water (e.g. a river, a lake, the sea)	Don't know	1	0	1	0	0	1	1	2	0	1	2	0	1	2	4	0	2	0	0	0	0	1	2
	Completely acceptable	9	7	12	12	6	12	7	13	5	8	11	8	9	12	15	12	13	5	7	4	5	9	9
	Somewhat acceptable	36	39	39	45	25	40	34	40	33	40	36	36	34	42	43	38	37	39	27	33	31	37	36
	TOTAL ACCEPTABLE	45	46	51	57	31	52	41	53	38	48	47	44	43	54	58	50	50	44	34	37	36	46	45
	Somewhat unacceptable	29	29	29	23	34	27	30	26	32	29	27	29	30	28	22	25	31	31	33	33	29	29	29
	Completely unacceptable	22	24	18	19	33	18	27	16	27	17	23	24	24	13	16	20	15	21	31	27	31	21	23
	TOTAL UNACCEPTABLE	51	53	47	42	67	45	57	42	59	46	50	53	54	41	38	45	46	52	64	60	60	50	52
	Don't know	3	1	3	1	2	3	2	4	3	5	3	3	3	6	4	4	3	3	1	3	3	3	4
	Completely acceptable	2	1	3	1	1	2	2	3	1	2	3	1	1	2	5	1	2	1	1	0	1	2	1
	Somewhat acceptable	2	1	2	2	3	2	2	3	1	0	3	2	2	1	5	4	3	0	1	1	0	2	2
While swimming in a public swimming pool	TOTAL ACCEPTABLE	4	2	5	3	4	4	4	6	2	2	6	3	3	3	10	5	5	1	2	1	1	4	3
	Somewhat unacceptable	12	12	13	15	8	15	10	16	9	12	12	11	15	13	17	14	21	10	8	8	9	12	13
	Completely unacceptable	82	84	80	79	88	80	85	75	89	84	79	85	81	82	68	79	70	85	91	90	89	83	81
	TOTAL UNACCEPTABLE	94	96	93	94	96	95	95	91	98	96	91	96	96	95	85	93	91	95	99	98	98	95	94
	Don't know	2	1	2	3	1	1	1	3	1	3	3	1	2	2	5	1	3	3	0	0	0	2	2

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		Country			Region in England				
		Total	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2007	1736	96	175	476	329	243	688	
Unweighted Sample	2007	1736	100	171	457	308	247	724	
		%	%	%	%	%	%	%	%

In their own garden

Completely acceptable	34	34	36	23	28	39	34	37
Somewhat acceptable	39	39	40	37	39	33	39	42
TOTAL ACCEPTABLE	73	73	76	60	67	72	73	79
Somewhat unacceptable	17	17	12	18	22	19	17	14
Completely unacceptable	7	6	4	17	9	5	6	4
TOTAL UNACCEPTABLE	24	23	16	35	31	24	23	18
Don't know	4	3	7	5	3	4	5	3

In the countryside

Completely acceptable	3	3	4	2	3	2	4	4
Somewhat acceptable	20	19	21	26	17	20	24	19
TOTAL ACCEPTABLE	23	22	25	28	20	22	28	23
Somewhat unacceptable	31	31	42	28	27	34	30	31
Completely unacceptable	41	42	30	39	48	40	38	41
TOTAL UNACCEPTABLE	72	73	72	67	75	74	68	72
Don't know	4	4	4	5	4	3	4	5

In a town or city centre

Completely acceptable	1	1	2	1	2	1	1	1
Somewhat acceptable	1	1	1	0	0	1	2	1
TOTAL ACCEPTABLE	2	2	3	1	2	2	3	2
Somewhat unacceptable	10	10	14	10	11	11	9	9
Completely unacceptable	87	87	83	86	87	85	87	88
TOTAL UNACCEPTABLE	97	97	97	96	98	96	96	97
Don't know	1	1	1	3	0	1	0	1

While swimming in a natural body of water (e.g. a river, a lake, the sea)

Completely acceptable	9	9	8	10	9	9	10	9
Somewhat acceptable	36	36	46	37	34	34	39	38
TOTAL ACCEPTABLE	45	45	54	47	43	43	49	47
Somewhat unacceptable	29	29	28	26	28	27	31	31
Completely unacceptable	22	22	13	23	27	24	17	20
TOTAL UNACCEPTABLE	51	51	41	49	55	51	48	51
Don't know	3	3	4	5	3	6	3	3

While swimming in a public swimming pool

Completely acceptable	2	2	1	0	3	1	3	1
Somewhat acceptable	2	2	4	2	1	1	2	2
TOTAL ACCEPTABLE	4	4	5	2	4	2	5	3
Somewhat unacceptable	12	12	21	13	10	14	11	13
Completely unacceptable	82	83	73	81	85	80	83	82
TOTAL UNACCEPTABLE	94	95	94	94	95	94	94	95
Don't know	2	2	1	4	0	4	1	2

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	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-34	35-49	50-64	65+	Male 18-34	Male 35-49	Male 50-64	Male 65+	Female 18-34	Female 35-49	Female 50-64	Female 65+	ABC1	C2DE
Weighted Sample	2007	361	516	185	217	704	716	971	1036	522	518	496	472	245	269	243	215	277	249	253	257	1144	863
Unweighted Sample	2007	357	584	208	234	834	761	919	1088	394	486	541	586	160	231	262	266	234	255	279	320	1241	766
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
In a sauna																							
Completely acceptable	17	18	19	15	14	20	16	24	10	13	17	16	21	20	23	24	29	7	9	8	15	17	16
Somewhat acceptable	31	36	29	35	27	31	32	34	28	33	30	29	33	35	36	30	37	31	23	28	30	31	32
TOTAL ACCEPTABLE	48	54	48	50	41	51	48	58	38	46	47	45	54	55	59	54	66	38	32	36	45	48	48
Somewhat unacceptable	23	20	27	24	21	24	20	18	27	27	18	24	22	15	15	22	21	37	21	25	23	23	22
Completely unacceptable	24	22	21	17	35	21	27	16	31	19	29	26	20	18	18	16	10	20	41	35	29	23	24
TOTAL UNACCEPTABLE	47	42	48	41	56	45	47	34	58	46	47	50	42	33	33	38	31	57	62	60	52	46	46
Don't know	6	3	5	9	4	5	5	8	4	8	6	5	4	12	8	7	4	5	5	3	3	5	7
In a public park																							
Completely acceptable	1	0	2	1	1	2	1	2	0	0	2	1	1	0	4	2	1	0	0	0	1	1	1
Somewhat acceptable	2	2	3	1	2	3	1	4	0	2	2	3	1	4	4	5	3	0	0	1	0	2	2
TOTAL ACCEPTABLE	3	2	5	2	3	5	2	6	0	2	4	4	2	4	8	7	4	0	0	1	1	3	3
Somewhat unacceptable	13	10	14	15	9	15	12	16	9	12	13	12	13	14	17	15	18	10	10	9	9	12	13
Completely unacceptable	83	87	80	82	89	80	84	76	90	85	80	84	83	80	71	77	74	89	89	90	90	83	82
TOTAL UNACCEPTABLE	96	97	94	97	98	95	96	92	99	97	93	96	96	94	88	92	92	99	99	99	99	95	95
Don't know	1	1	1	1	0	1	1	2	0	1	2	1	2	2	4	1	3	0	0	0	0	1	2
At an open nudist beach																							
Completely acceptable	71	68	77	72	66	75	68	75	66	68	74	71	70	68	80	79	74	67	66	64	66	72	69
Somewhat acceptable	22	25	17	23	24	20	23	16	26	24	18	23	22	20	10	17	19	27	25	28	24	21	23
TOTAL ACCEPTABLE	93	93	94	95	90	95	91	91	92	92	92	94	92	88	90	96	93	94	91	92	90	93	92
Somewhat unacceptable	3	3	3	2	4	2	3	2	3	2	3	2	4	3	2	3	3	2	5	2	4	3	2
Completely unacceptable	3	3	2	2	5	1	4	3	3	3	3	3	2	5	3	1	2	2	3	5	3	3	3
TOTAL UNACCEPTABLE	6	6	5	4	9	3	7	5	6	5	6	5	6	8	5	4	5	4	8	7	7	6	5
Don't know	2	1	2	2	1	1	2	3	1	3	3	0	3	4	5	0	2	2	0	1	3	1	3
Do you think the following are acceptable or unacceptable?																							
For a man to be topless at a public beach																							
Completely acceptable	74	77	72	68	82	73	79	79	69	67	70	78	80	75	75	82	84	61	65	74	77	74	73
Somewhat acceptable	21	20	22	26	14	21	17	18	24	25	24	17	17	19	21	15	15	29	28	19	18	20	22
TOTAL ACCEPTABLE	95	97	94	94	96	94	96	97	93	92	94	95	97	94	96	97	99	90	93	93	95	94	95
Somewhat unacceptable	3	2	4	3	3	3	2	1	5	4	3	3	2	2	1	2	1	7	4	5	4	3	3
Completely unacceptable	2	1	2	2	1	2	1	2	2	2	2	2	1	3	1	2	0	2	2	2	1	2	1
TOTAL UNACCEPTABLE	5	3	6	5	4	5	3	3	7	6	5	5	3	5	2	4	1	9	6	7	5	5	4
Don't know	1	0	1	1	0	1	0	1	1	1	1	0	0	1	1	0	0	2	1	0	0	1	0
For a woman to be topless at a public beach																							
Completely acceptable	30	24	28	31	32	33	28	41	19	28	32	30	28	37	43	43	41	20	20	17	17	31	28
Somewhat acceptable	32	32	35	39	32	33	33	30	33	29	33	32	34	22	32	31	37	34	34	32	32	32	32
TOTAL ACCEPTABLE	62	56	63	70	64	66	61	71	52	57	65	62	62	59	75	74	78	54	54	49	49	63	60
Somewhat unacceptable	23	27	22	19	23	21	23	16	30	25	21	24	22	21	16	15	13	29	27	33	29	24	22
Completely unacceptable	13	14	12	9	13	12	14	10	16	15	12	12	13	19	7	9	5	13	17	16	20	12	15
TOTAL UNACCEPTABLE	36	41	34	28	36	33	37	26	46	40	33	36	35	40	23	24	18	42	44	49	49	36	37
Don't know	2	2	2	2	0	2	2	2	2	2	2	1	3	1	2	2	4	3	2	1	2	2	2

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Fieldwork: 14th - 15th April 2025

		Country			Region in England			
	Total	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2007	1736	96	175	476	329	243	688
Unweighted Sample	2007	1736	100	171	457	308	247	724
	%	%	%	%	%	%	%	%

In a sauna

Completely acceptable	17	17	15	14	14	18	23	16
Somewhat acceptable	31	31	40	28	29	29	35	32
TOTAL ACCEPTABLE	48	48	55	42	43	47	58	48
Somewhat unacceptable	23	23	23	18	24	22	17	25
Completely unacceptable	24	24	15	28	29	26	17	21
TOTAL UNACCEPTABLE	47	47	38	46	53	48	34	46
Don't know	6	5	6	11	3	5	7	7

In a public park

Completely acceptable	1	1	1	1	2	1	1	1
Somewhat acceptable	2	2	2	1	1	2	4	2
TOTAL ACCEPTABLE	3	3	3	2	3	3	5	3
Somewhat unacceptable	13	12	21	9	13	12	14	12
Completely unacceptable	83	83	75	85	84	83	81	83
TOTAL UNACCEPTABLE	96	95	96	94	97	95	95	95
Don't know	1	1	1	3	0	1	1	2

At an open nudist beach

Completely acceptable	71	71	76	64	69	69	74	72
Somewhat acceptable	22	21	18	25	22	22	19	22
TOTAL ACCEPTABLE	93	92	94	89	91	91	93	94
Somewhat unacceptable	3	3	5	2	4	4	2	2
Completely unacceptable	3	3	0	6	4	3	3	2
TOTAL UNACCEPTABLE	6	6	5	8	8	7	5	4
Don't know	2	2	2	4	2	1	1	2

Do you think the following are acceptable or unacceptable?

For a man to be topless at a public beach

Completely acceptable	74	74	78	70	69	72	75	77
Somewhat acceptable	21	21	19	23	23	21	21	19
TOTAL ACCEPTABLE	95	95	97	93	92	93	96	96
Somewhat unacceptable	3	3	0	4	5	4	1	2
Completely unacceptable	2	2	1	3	2	1	4	1
TOTAL UNACCEPTABLE	5	5	1	7	7	5	5	3
Don't know	1	1	1	0	0	2	0	1

For a woman to be topless at a public beach

Completely acceptable	30	29	33	29	26	29	31	31
Somewhat acceptable	32	31	43	34	31	33	33	30
TOTAL ACCEPTABLE	62	60	76	63	57	62	64	61
Somewhat unacceptable	23	24	11	21	25	25	19	24
Completely unacceptable	13	13	9	17	16	11	15	11
TOTAL UNACCEPTABLE	36	37	20	38	41	36	34	35
Don't know	2	2	4	0	2	2	2	3

Sample Size: 2007 Adults in GB
Fieldwork: 14th - 15th April 2025

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Age x Gender								Social Grade	
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-34	35-49	50-64	65+	Male 18-34	Male 35-49	Male 50-64	Male 65+	Female 18-34	Female 35-49	Female 50-64	Female 65+	ABC1	C2DE
Weighted Sample	2007	361	516	185	217	704	716	971	1036	522	518	496	472	245	269	243	215	277	249	253	257	1144	863
Unweighted Sample	2007	357	584	208	234	834	761	919	1088	394	486	541	586	160	231	262	266	234	255	279	320	1241	766
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Generally speaking, how self-conscious would you say you are about your physical appearance, i.e. how your face and body look?

Very self-conscious	23	21	25	25	16	23	22	16	30	28	26	20	18	26	16	10	13	30	37	30	23	22	26
Fairly self-conscious	47	47	46	50	40	46	43	46	47	50	48	46	42	48	50	47	35	52	45	44	48	48	44
TOTAL SELF-CONSCIOUS	70	68	71	75	56	69	65	62	77	78	74	66	60	74	66	57	48	82	82	74	71	70	70
Not very self-conscious	21	24	20	18	31	24	23	26	16	15	18	25	26	16	23	32	37	14	13	18	18	23	19
Not self-conscious at all	7	7	6	4	10	5	10	9	5	3	6	7	11	3	8	10	14	2	4	4	9	6	8
TOTAL NOT SELF-CONSCIOUS	28	31	26	22	41	29	33	35	21	18	24	32	37	19	31	42	51	16	17	22	27	29	27
Don't know	2	0	3	2	3	1	2	3	2	4	2	2	2	7	2	1	1	2	1	3	2	2	3

Excluding when you were a child, how often, if at all, have you ever done the following?

Been completely naked at a public beach

Have done this regularly	1	1	0	2	1	1	1	1	0	0	0	0	2	0	1	1	3	0	0	0	1	0	1
Have occasionally done this	2	2	1	1	4	2	1	3	0	1	2	2	1	2	3	3	3	0	1	1	0	2	2
Have done this once or twice	4	6	3	3	3	4	4	6	1	3	4	4	4	5	7	6	7	1	1	2	1	4	3
Have never done this	94	91	95	94	93	92	93	89	98	96	93	93	92	92	88	90	86	99	98	96	97	93	94
Don't know	0	1	1	0	0	1	0	1	0	0	1	1	0	0	1	0	0	0	0	1	0	0	0

Been completely naked in a dedicated nudist setting, like a nudist beach or campsite

Have done this regularly	1	1	1	2	2	2	1	2	1	0	1	1	3	0	2	1	5	0	0	1	2	1	1
Have occasionally done this	3	6	2	2	3	3	4	4	2	0	2	3	5	1	4	4	6	0	1	2	3	2	3
Have done this once or twice	4	5	3	3	6	4	4	5	3	2	4	4	5	4	5	5	7	1	2	3	3	4	3
Have never done this	92	87	93	91	89	91	90	88	95	97	91	92	87	94	86	90	82	99	96	93	92	92	92
Don't know	1	1	1	1	0	1	0	1	0	1	2	0	0	1	3	0	0	0	1	1	0	1	1

Been completely naked in your own garden

Have done this regularly	2	3	2	3	2	2	2	3	1	1	1	2	4	1	1	2	7	1	1	2	2	2	2
Have occasionally done this	5	7	4	10	6	7	5	7	4	4	5	5	7	4	6	9	9	4	3	2	6	6	5
Have done this once or twice	9	11	11	10	6	11	9	12	7	10	8	10	9	13	9	12	13	8	7	9	6	11	7
Have never done this	83	78	82	78	85	80	83	78	87	84	85	82	79	82	82	77	70	87	88	87	86	80	86
Don't know	1	1	1	0	1	1	1	1	0	0	1	1	0	0	2	0	1	0	0	1	0	1	1

Been completely naked in the countryside

Have done this regularly	0	0	0	1	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0	0
Have occasionally done this	2	3	2	3	2	2	2	3	1	0	2	2	4	1	4	3	6	0	1	0	3	2	2
Have done this once or twice	7	8	6	3	7	7	6	10	4	7	6	8	8	8	7	12	14	5	5	3	3	7	7
Have never done this	90	88	90	92	91	90	91	85	95	92	91	91	87	88	88	85	78	95	95	96	95	90	90
Don't know	1	0	1	0	0	1	0	1	0	1	1	0	0	2	2	0	0	0	0	0	0	1	0

Sample Size: 2007 Adults in GB
Fieldwork: 14th - 15th April 2025

	Country				Region in England			
	Total	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2007	1736	96	175	476	329	243	688
Unweighted Sample	2007	1736	100	171	457	308	247	724
	%	%	%	%	%	%	%	%

Generally speaking, how self-conscious would you say you are about your physical appearance, i.e. how your face and body look?

Very self-conscious	23	24	21	22	25	20	21	25
Fairly self-conscious	47	47	38	47	46	47	52	46
TOTAL SELF-CONSCIOUS	70	71	59	69	71	67	73	71
Not very self-conscious	21	21	27	19	21	22	19	21
Not self-conscious at all	7	6	9	10	6	9	4	6
TOTAL NOT SELF-CONSCIOUS	28	27	36	29	27	31	23	27
Don't know	2	2	5	1	2	2	4	3

Excluding when you were a child, how often, if at all, have you ever done the following?

Been completely naked at a public beach

Have done this regularly	1	1	0	0	0	1	1	1
Have occasionally done this	2	2	1	1	1	2	3	2
Have done this once or twice	4	4	9	2	3	3	4	4
Have never done this	94	93	90	97	95	93	92	93
Don't know	0	0	1	0	0	1	0	0

Been completely naked in a dedicated nudist setting, like a nudist beach or campsite

Have done this regularly	1	1	1	0	1	2	2	2
Have occasionally done this	3	3	2	2	1	3	1	4
Have done this once or twice	4	4	4	1	4	3	6	4
Have never done this	92	91	92	97	93	92	91	90
Don't know	1	1	1	0	1	1	0	1

Been completely naked in your own garden

Have done this regularly	2	2	0	2	2	4	0	2
Have occasionally done this	5	5	7	3	3	4	4	8
Have done this once or twice	9	10	12	7	9	8	11	11
Have never done this	83	82	80	87	86	84	84	79
Don't know	1	1	0	0	1	1	1	0

Been completely naked in the countryside

Have done this regularly	0	0	0	0	0	0	0	0
Have occasionally done this	2	2	1	1	2	2	2	3
Have done this once or twice	7	7	8	7	6	7	7	7
Have never done this	90	90	90	92	91	90	90	90
Don't know	1	1	1	0	1	1	1	0

Sample Size: 2007 Adults in GB
Fieldwork: 14th - 15th April 2025

Weighted Sample		Vote in 2024 GE				EU Ref 2016		Gender		Age				Age x Gender								Social Grade	
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-34	35-49	50-64	65+	Male 18-34	Male 35-49	Male 50-64	Male 65+	Female 18-34	Female 35-49	Female 50-64	Female 65+	ABC1	C2DE
	2007	361	516	185	217	704	716	971	1036	522	518	496	472	245	269	243	215	277	249	253	257	1144	863
	2007	357	584	208	234	834	761	919	1088	394	486	541	586	160	231	262	266	234	255	279	320	1241	766
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Unweighted Sample																							

Been swimming completely naked in a natural body of water (e.g. a river, a lake, the sea)

Have done this regularly	1	1	1	3	0	2	1	1	0	0	1	1	2	0	1	1	3	0	0	1	1	1	1
Have occasionally done this	5	6	5	3	5	6	4	8	2	6	3	5	5	11	5	6	9	2	2	4	2	6	4
Have done this once or twice	12	11	11	11	9	14	12	15	9	10	13	15	10	10	17	17	16	9	8	13	5	14	9
Have never done this	82	82	81	82	85	78	84	75	88	83	82	79	83	76	75	76	72	89	90	82	92	79	85
Don't know	1	0	1	0	1	0	0	1	0	1	1	1	0	2	1	0	0	0	0	1	0	1	0

Been completely naked in a sauna

Have done this regularly	2	5	2	2	2	3	3	4	1	1	2	2	5	1	3	4	7	0	1	1	2	3	2
Have occasionally done this	4	5	4	1	3	6	4	6	3	2	4	5	6	3	7	7	8	1	2	3	5	6	3
Have done this once or twice	8	10	8	7	10	9	8	11	6	6	8	8	10	8	11	10	14	4	5	6	7	9	7
Have never done this	85	80	85	89	85	82	85	79	90	91	85	84	78	88	78	79	71	95	92	89	85	83	88
Don't know	0	1	1	1	0	1	0	1	0	0	1	1	1	0	2	0	0	0	0	1	1	0	1

Been topless at a public beach

Have done this regularly	23	27	21	17	30	25	26	45	3	18	20	26	28	38	37	49	56	0	2	4	4	25	21
Have occasionally done this	19	18	21	21	20	22	19	27	11	12	21	23	19	23	30	28	25	3	11	18	13	19	19
Have done this once or twice	11	11	12	9	12	10	11	8	14	8	12	13	10	8	11	6	5	8	13	19	15	11	10
Have never done this	47	43	46	53	36	43	44	20	72	61	46	37	42	30	21	15	12	88	74	58	67	45	50
Don't know	1	1	1	1	1	1	1	1	0	1	1	1	1	1	2	1	1	0	0	1	0	1	1

And how willing or unwilling would you be to ever do any of the following in the future?

Go completely naked at a public beach

Very willing	1	1	2	2	2	2	1	2	1	1	1	2	2	1	2	4	3	1	0	0	1	1	2
Fairly willing	3	4	2	1	3	3	3	5	1	3	4	2	2	5	7	4	5	1	2	1	0	3	3
TOTAL WILLING	4	5	4	3	5	5	4	7	2	4	5	4	4	6	9	8	8	2	2	1	1	4	5
Fairly unwilling	8	8	9	10	5	11	7	12	6	10	9	7	8	13	10	10	15	8	7	5	2	9	8
Very unwilling	85	85	86	86	88	83	87	78	92	84	83	87	87	79	78	81	75	89	89	93	97	85	85
TOTAL UNWILLING	93	93	95	96	93	94	94	90	98	94	92	94	95	92	88	91	90	97	96	98	99	94	93
Don't know	2	1	2	1	2	2	2	2	1	1	3	2	2	2	4	2	2	1	2	2	1	2	2

Sample Size: 2007 Adults in GB
Fieldwork: 14th - 15th April 2025

		Country			Region in England			
	Total	England	Wales	Scotland	North	Midlands	London	Rest of South
	2007	1736	96	175	476	329	243	688
Weighted Sample	2007	1736	100	171	457	308	247	724
Unweighted Sample	%	%	%	%	%	%	%	%

Been swimming completely naked in a natural body of water (e.g. a river, a lake, the sea)

Have done this regularly	1	1	1	1	0	1	1	1
Have occasionally done this	5	5	3	5	3	4	8	6
Have done this once or twice	12	12	16	11	11	10	13	13
Have never done this	82	82	77	82	86	84	77	80
Don't know	1	1	2	1	1	1	1	0

Been completely naked in a sauna

Have done this regularly	2	3	2	0	1	3	3	3
Have occasionally done this	4	4	2	5	5	2	7	4
Have done this once or twice	8	8	6	5	7	7	12	9
Have never done this	85	84	90	89	87	88	77	83
Don't know	0	1	0	1	1	1	1	0

Been topless at a public beach

Have done this regularly	23	23	33	18	21	23	23	24
Have occasionally done this	19	19	20	16	21	17	19	18
Have done this once or twice	11	10	16	11	11	10	11	10
Have never done this	47	47	31	55	45	49	46	48
Don't know	1	1	1	0	1	1	1	1

And how willing or unwilling would you be to ever do any of the following in the future?

Go completely naked at a public beach

Very willing	1	2	2	0	1	2	2	2
Fairly willing	3	3	2	1	3	4	5	2
TOTAL WILLING	4	5	4	1	4	6	7	4
Fairly unwilling	8	8	13	7	6	7	10	10
Very unwilling	85	85	80	92	88	84	81	85
TOTAL UNWILLING	93	93	93	99	94	91	91	95
Don't know	2	2	4	1	2	2	2	1

Sample Size: 2007 Adults in GB
Fieldwork: 14th - 15th April 2025

		Vote in 2024 GE				EU Ref 2016		Gender		Age				Age x Gender								Social Grade	
Total		Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-34	35-49	50-64	65+	Male 18-34	Male 35-49	Male 50-64	Male 65+	Female 18-34	Female 35-49	Female 50-64	Female 65+	ABC1	C2DE
Weighted Sample Unweighted Sample	2007	361	516	185	217	704	716	971	1036	522	518	496	472	245	269	243	215	277	249	253	257	1144	863
	2007	357	584	208	234	834	761	919	1088	394	486	541	586	160	231	262	266	234	255	279	320	1241	766
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Go completely naked in a dedicated nudist setting,
like a nudist beach or campsite

Very willing	9	11	8	7	9	11	10	14	3	5	8	10	13	7	12	17	23	3	3	3	5	9	8
Fairly willing	14	12	16	13	14	15	13	17	11	16	15	13	12	16	19	17	18	17	11	10	8	15	13
TOTAL WILLING	23	23	24	20	23	26	23	31	14	21	23	23	25	23	31	34	41	20	14	13	13	24	21
Fairly unwilling	16	16	16	20	14	16	15	16	16	20	17	13	13	20	15	13	15	21	19	13	10	17	14
Very unwilling	57	59	55	55	59	55	58	47	67	55	56	60	58	53	48	49	38	57	65	72	75	56	60
TOTAL UNWILLING	73	75	71	75	73	71	73	63	83	75	73	73	71	73	63	62	53	78	84	85	85	73	74
Don't know	4	2	4	5	4	4	5	6	2	4	4	3	4	5	6	5	6	2	2	2	2	3	4

Go completely naked in your own garden

Very willing	7	8	8	7	5	8	7	9	4	4	6	8	8	4	8	14	12	5	4	3	5	7	6
Fairly willing	15	17	14	12	14	17	12	19	11	18	15	12	15	22	17	14	23	14	12	9	8	16	13
TOTAL WILLING	22	25	22	19	19	25	19	28	15	22	21	20	23	26	25	28	35	19	16	12	13	23	19
Fairly unwilling	21	18	22	27	19	23	19	22	20	26	22	20	15	24	24	19	20	28	19	21	11	22	19
Very unwilling	55	57	53	52	60	49	59	46	64	48	55	58	60	45	47	50	41	52	64	66	75	53	58
TOTAL UNWILLING	76	75	75	79	79	72	78	68	84	74	77	78	75	69	71	69	61	80	83	87	86	75	77
Don't know	3	0	3	3	2	2	3	4	1	3	3	2	2	6	4	2	4	1	1	1	1	2	3

Go completely naked in the countryside

Very willing	2	1	2	2	1	2	1	3	1	1	2	2	1	1	4	4	2	1	1	0	1	1	2
Fairly willing	9	9	8	8	10	9	9	15	3	10	9	8	9	14	15	15	17	7	3	2	2	9	9
TOTAL WILLING	11	10	10	11	11	11	10	18	4	11	11	10	10	15	19	19	19	8	4	2	3	10	11
Fairly unwilling	14	12	16	12	8	16	12	16	12	17	14	13	10	17	15	14	17	18	12	12	4	15	12
Very unwilling	74	77	71	76	80	70	76	64	83	70	71	75	79	67	61	65	62	73	82	85	93	72	75
TOTAL UNWILLING	88	89	87	88	88	86	88	80	95	87	85	88	89	84	76	79	79	91	94	97	97	87	87
Don't know	2	1	3	2	1	2	2	3	1	2	3	2	1	2	4	2	3	1	2	1	0	2	1

Go completely naked in a town or city centre

Very willing	0	1	0	0	1	1	0	1	0	0	1	0	0	0	2	1	1	0	0	0	0	0	1
Fairly willing	0	0	0	0	0	0	0	1	0	0	1	0	0	1	1	0	0	0	0	0	0	0	0
TOTAL WILLING	0	1	0	0	1	1	0	2	0	0	2	0	0	1	3	1	1	0	0	0	0	0	1
Fairly unwilling	3	4	3	3	2	3	4	6	1	3	4	3	3	6	6	6	5	1	1	1	1	3	3
Very unwilling	95	94	93	96	97	93	95	91	98	95	92	96	95	92	87	93	91	98	98	99	99	94	95
TOTAL UNWILLING	98	98	96	99	99	96	99	97	99	98	96	99	98	98	93	99	96	99	99	100	100	97	98
Don't know	1	1	3	1	0	2	1	2	0	1	2	1	1	2	4	1	2	0	0	0	0	1	1

Go swimming completely naked in a natural body of
water (e.g. a river, a lake, the sea)

Very willing	5	3	6	5	3	7	4	8	3	6	6	5	3	6	8	10	6	5	4	2	1	6	5
Fairly willing	18	17	19	17	16	21	16	23	14	22	19	17	14	24	25	19	25	20	13	15	6	19	16
TOTAL WILLING	23	20	25	22	19	28	20	31	17	28	25	22	17	30	33	29	31	25	17	17	7	25	21
Fairly unwilling	17	13	19	19	17	18	14	18	15	21	17	14	15	23	17	14	19	19	17	15	11	17	16
Very unwilling	57	65	53	56	59	51	64	47	66	49	56	61	64	41	47	54	46	55	65	68	79	56	59
TOTAL UNWILLING	74	78	72	75	76	69	78	65	81	70	73	75	79	64	64	68	65	74	82	83	90	73	75
Don't know	3	2	3	3	4	3	2	4	1	3	2	2	3	5	3	4	4	1	2	1	2	2	3

Sample Size: 2007 Adults in GB
Fieldwork: 14th - 15th April 2025

		Country			Region in England			
	Total	England	Wales	Scotland	North	Midlands	London	Rest of South
	2007	1736	96	175	476	329	243	688
Weighted Sample	2007	1736	100	171	457	308	247	724
Unweighted Sample	%	%	%	%	%	%	%	%

Go completely naked in a dedicated nudist setting,
like a nudist beach or campsite

Very willing	9	8	13	8	7	11	7	9
Fairly willing	14	15	11	12	11	13	20	16
TOTAL WILLING	23	23	24	20	18	24	27	25
Fairly unwilling	16	16	15	14	15	14	16	18
Very unwilling	57	57	57	64	63	58	53	53
TOTAL UNWILLING	73	73	72	78	78	72	69	71
Don't know	4	4	5	2	4	4	4	4

Go completely naked in your own garden

Very willing	7	7	6	5	6	6	5	8
Fairly willing	15	15	19	10	12	13	21	16
TOTAL WILLING	22	22	25	15	18	19	26	24
Fairly unwilling	21	21	26	17	20	19	26	22
Very unwilling	55	55	47	66	60	58	47	52
TOTAL UNWILLING	76	76	73	83	80	77	73	74
Don't know	3	3	2	2	3	3	1	3

Go completely naked in the countryside

Very willing	2	2	3	1	1	2	2	1
Fairly willing	9	9	6	10	8	11	10	9
TOTAL WILLING	11	11	9	11	9	13	12	10
Fairly unwilling	14	13	20	11	12	12	16	15
Very unwilling	74	74	68	77	77	74	69	73
TOTAL UNWILLING	88	87	88	88	89	86	85	88
Don't know	2	2	2	1	2	2	2	2

Go completely naked in a town or city centre

Very willing	0	1	0	0	0	1	1	0
Fairly willing	0	0	0	0	0	0	2	0
TOTAL WILLING	0	1	0	0	0	1	3	0
Fairly unwilling	3	3	2	2	3	2	4	4
Very unwilling	95	94	96	97	95	95	92	94
TOTAL UNWILLING	98	97	98	99	98	97	96	98
Don't know	1	1	2	1	2	2	1	1

Go swimming completely naked in a natural body of
water (e.g. a river, a lake, the sea)

Very willing	5	5	3	7	3	6	8	5
Fairly willing	18	18	23	16	16	17	23	18
TOTAL WILLING	23	23	26	23	19	23	31	23
Fairly unwilling	17	16	29	15	15	13	17	18
Very unwilling	57	58	42	61	62	62	48	56
TOTAL UNWILLING	74	74	71	76	77	75	65	74
Don't know	3	3	3	1	3	3	3	2

Sample Size: 2007 Adults in GB
Fieldwork: 14th - 15th April 2025

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Age x Gender								Social Grade	
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-34	35-49	50-64	65+	Male 18-34	Male 35-49	Male 50-64	Male 65+	Female 18-34	Female 35-49	Female 50-64	Female 65+	ABC1	C2DE
Weighted Sample	2007	361	516	185	217	704	716	971	1036	522	518	496	472	245	269	243	215	277	249	253	257	1144	863
Unweighted Sample	2007	357	584	208	234	834	761	919	1088	394	486	541	586	160	231	262	266	234	255	279	320	1241	766
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Go swimming completely naked in a public swimming pool

Very willing	1	1	1	1	1	1	1	2	0	0	1	1	1	0	2	2	2	1	0	0	1	1	1
Fairly willing	2	4	1	1	4	2	2	4	0	3	3	1	2	5	6	2	4	1	0	0	0	2	2
TOTAL WILLING	3	5	2	2	5	3	3	6	0	3	4	2	3	5	8	4	6	2	0	0	1	3	3
Fairly unwilling	5	4	6	5	5	6	4	8	3	6	6	5	5	8	8	7	9	4	4	3	1	6	5
Very unwilling	90	91	90	93	88	89	91	84	96	89	87	92	91	84	80	88	83	93	95	96	98	90	90
TOTAL UNWILLING	95	95	96	98	93	95	95	92	99	95	93	97	96	92	88	95	92	97	99	99	96	96	95
Don't know	2	1	3	1	2	2	1	3	1	2	2	1	1	3	4	2	2	1	1	1	0	1	2

Go completely naked in a sauna

Very willing	7	9	7	6	6	8	8	12	3	5	7	8	9	8	10	15	16	2	4	1	3	8	7
Fairly willing	15	15	17	8	13	16	14	21	9	15	15	12	17	21	21	16	27	10	8	9	8	16	13
TOTAL WILLING	22	24	24	14	19	24	22	33	12	20	22	20	26	29	31	31	43	12	12	10	11	24	20
Fairly unwilling	15	13	15	25	12	18	12	16	14	18	16	13	13	18	18	15	13	17	15	10	13	16	13
Very unwilling	60	61	58	58	65	54	62	46	73	60	59	64	58	48	46	49	39	70	72	78	74	57	64
TOTAL UNWILLING	75	74	73	83	77	72	74	62	87	78	75	77	71	66	64	64	52	87	87	88	87	73	77
Don't know	3	1	3	3	4	4	4	5	1	3	3	3	3	5	5	5	5	1	2	1	2	3	3

Go completely naked in a public park

Very willing	0	0	0	1	0	1	0	1	0	0	1	0	1	0	1	1	1	0	0	0	0	0	1
Fairly willing	1	2	1	0	2	2	1	2	0	2	2	0	0	3	4	0	1	0	0	1	0	2	1
TOTAL WILLING	1	2	1	1	2	3	1	3	0	2	3	0	1	3	5	1	2	0	0	1	0	2	2
Fairly unwilling	5	5	5	2	4	6	5	8	3	5	5	6	5	7	6	10	9	3	4	2	2	5	6
Very unwilling	92	93	92	95	92	90	93	87	96	92	89	92	93	88	84	88	87	96	95	97	97	92	91
TOTAL UNWILLING	97	98	97	97	96	96	98	95	99	97	94	98	98	95	90	98	96	99	99	99	99	97	97
Don't know	2	0	2	1	2	1	2	2	1	1	3	1	1	2	4	2	2	1	1	1	0	1	2

Go topless at a public beach

Very willing	24	24	24	20	32	28	24	45	3	20	23	24	27	39	42	46	56	4	4	3	3	26	20
Fairly willing	18	19	17	21	14	17	18	25	11	20	21	17	13	28	29	23	18	13	13	11	8	19	16
TOTAL WILLING	42	43	41	41	46	45	42	70	14	40	44	41	40	67	71	69	74	17	17	14	11	45	36
Fairly unwilling	13	12	13	13	13	14	12	8	17	13	13	14	11	7	6	9	9	19	20	18	12	12	13
Very unwilling	44	43	44	45	39	39	44	20	67	44	41	44	47	23	21	21	14	64	62	67	75	41	48
TOTAL UNWILLING	57	55	57	58	52	53	56	28	84	57	54	58	58	30	27	30	23	83	82	85	87	53	61
Don't know	2	1	3	1	2	2	2	3	1	2	2	1	2	4	3	1	2	0	1	1	2	2	2

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.

Sample Size: 2007 Adults in GB
Fieldwork: 14th - 15th April 2025

		Country			Region in England			
	Total	England	Wales	Scotland	North	Midlands	London	Rest of South
	2007	1736	96	175	476	329	243	688
Weighted Sample	2007	1736	100	171	457	308	247	724
Unweighted Sample	%	%	%	%	%	%	%	%

Go swimming completely naked in a public swimming pool

Very willing	1	1	1	0	1	1	2	1
Fairly willing	2	2	0	1	2	2	4	2
TOTAL WILLING	3	3	1	1	3	3	6	3
Fairly unwilling	5	5	8	8	3	4	9	6
Very unwilling	90	90	90	89	92	92	84	90
TOTAL UNWILLING	95	95	98	97	95	96	93	96
Don't know	2	2	1	1	3	2	1	1

Go completely naked in a sauna

Very willing	7	8	5	5	6	8	10	8
Fairly willing	15	15	19	11	13	14	19	15
TOTAL WILLING	22	23	24	16	19	22	29	23
Fairly unwilling	15	15	16	14	13	12	16	17
Very unwilling	60	60	56	68	65	62	51	57
TOTAL UNWILLING	75	75	72	82	78	74	67	74
Don't know	3	3	4	2	2	4	5	3

Go completely naked in a public park

Very willing	0	1	1	0	0	1	1	0
Fairly willing	1	1	0	0	1	1	5	1
TOTAL WILLING	1	2	1	0	1	2	6	1
Fairly unwilling	5	5	6	4	4	5	7	5
Very unwilling	92	91	92	95	93	91	87	92
TOTAL UNWILLING	97	96	98	99	97	96	94	97
Don't know	2	2	2	1	2	2	1	2

Go topless at a public beach

Very willing	24	24	28	20	23	23	28	23
Fairly willing	18	18	21	16	16	17	22	18
TOTAL WILLING	42	42	49	36	39	40	50	41
Fairly unwilling	13	12	15	13	12	9	14	14
Very unwilling	44	44	35	51	47	47	35	43
TOTAL UNWILLING	57	56	50	64	59	56	49	57
Don't know	2	2	2	1	2	3	2	1

**Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.*