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### THE NAKED TRUTH ABOUT NUDISTS

*Kissimmee, Fla.*, -- According to the American Association for Nude Recreation's market profile, many of the 50,000 members are not that different from you or me. In fact, many fall into a couple of very American mainstream demographic groups.

Using AANR's membership data and neighborhood demographic statistics scientifically prepared by Claritas Inc., the Association has been able to identify social cluster groups representative of their members.

#### **Three of the top segments of AANR's membership can be described as follows:**

##### "Traditional Times"

Age: 55+

Education: High School/College

Urbanicity: Town/Rural

Median HH Income: \$52,813

##### *Lifestyle Traits:*

- Own a stationary bike
- Read Country Living and Forbes magazines
- Big travelers
- Drive automobiles such as a Buick Park Avenue

##### "Big Fish, Small Pond"

Age: 45+

Education: College Graduate

Urbanicity: Town

Median HH Income: \$78,915

##### *Lifestyle Traits:*

- Go cross-country skiing
- Own a vacation home
- Read Southern Living
- Listen to Classical radio
- Drive automobiles such as a Cadillac de Ville



“Upper Crust”

Age: 45+

Education: College Grad +

Urbanicity: Suburban

Median HH Income: \$106,364

*Lifestyle Traits:*

- Spend \$3,000+ on foreign travel
- Contribute to PBS
- Read Architectural Digest
- Watch Wall Street Week
- Drive automobiles such as a Lexus ES300

As the Claritas data indicates, nude recreation is a recreational lifestyle choice enjoyed by a wide spectrum of Americans.

For more information about the American Association for Nude Recreation or to speak with an AANR member, call **800/TRY-NUDE** (800/879-6833), or visit the association's web site at <http://www.aanr.com>.