**Motivation & NFN research on naturism and nude recreation**

In 2005 Motivation International investigated the wishes and needs of Dutch naturists who are not a member of any local or the national naturist association. One of the conclusions of the 2005 research was that many potential members and naturists are in need of additional information about opportunities for nude recreation in the Netherlands and abroad.

Based on a follow-up research in 2010, Motivation advised the NFN to put more emphasis on nude recreation instead of naturism, allowing more potential nude recreants to be addressed. Motivation also concluded that a lot of naturists see themselves as 'incidental' and 'light'-users. Another important conclusion of the research was that nude recreation as a 'way of life' decreased, and the group that recreates nude for practical reasons increased. Our main recommendation was that the NFN should focus on these 'light'-users to attract more members.

![Chart of reasons for nude recreation]

In 2011 a large-scale research project was commissioned by NFN to investigate the consequences that a renewed focus could (or should) have for NFN. The willingness to become a member of an organisation such as NFN (any type of member organisation) is decreasing rapidly nowadays, therefore other ways must be found to get new members and to strengthen the bond with the NFN.

Because of this development NFN needed to understand the 'light'-users better: who are these people, how can they be distinguished from current members and how can NFN reach them? The research objective was to investigate the wishes and needs of naturists in general and the NFN-members in particular. What are the wishes and needs of the current members and how can NFN increase loyalty? Which new target groups can be distinguished and is it necessary to address them in a different way than current members? And, most importantly, what are the effects on the member strategy of the NFN?