

YouGov Survey Results

Sample Size: 1669 GB Adults
Fieldwork: 9th - 10th July 2015

	Vote in 2015					Gender		Age				Social Grade		Region					Do you have any tattoos?			
	Total	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Yes	No	Prefer not to say	
Weighted Sample	1669	567	467	117	200	809	860	199	422	571	477	951	718	214	542	357	411	145	312	1343	14	
Unweighted Sample	1669	520	447	130	217	835	834	127	307	691	544	1058	611	196	566	354	400	153	301	1355	13	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you have any tattoos?

Yes	19	14	21	10	21	15	22	13	30	21	9	14	25	19	15	19	22	20	100	0	0
No	80	86	78	90	79	84	77	84	69	79	91	85	74	79	84	80	78	79	0	100	0
Prefer not to say	1	1	0	0	1	0	2	3	1	1	0	1	1	2	1	0	1	0	0	0	100

How old were you when you got your first tattoo?

[This question was only asked to respondents who have any tattoos; n=301*]

MEAN	33	25	26	26	27	24	40	18	40	29	36	25	40	27	25	64	23	26	33
MEDIAN	21	21	22	21	20	19	22	18	18	28	42	20	21	21	19	22	19	20	21

Do you regret getting any of your tattoos?

[This question was only asked to respondents who have any tattoos; n=301*]

Yes	14	19	11	0	10	17	12	11	19	9	14	14	14	12	11	18	14	13	14	0	0
No	86	81	89	100	90	83	87	89	80	91	86	86	85	88	88	82	86	87	86	0	0
Prefer not to say	0	0	0	0	0	0	1	0	1	0	0	0	1	0	1	0	0	0	0	0	0

Have you ever considered getting a tattoo?

[This question was only asked to respondents who do not have any tattoos; n=1355]

Yes	24	20	22	29	17	24	24	49	34	24	6	24	23	22	26	21	20	33	0	24	0
No	76	79	77	70	82	76	76	49	65	75	94	75	77	77	73	78	79	67	0	76	0
Don't know	1	1	1	1	1	1	1	1	1	1	0	1	0	1	1	1	1	0	0	1	0

What tattoo have you considered getting?

Please try to explain this using as few words as possible

[This question was only asked to respondents who do not have a tattoo but have considered getting one; n=294]

[For all open responses, please see Tab1]

Don't know	6	6	4	8	7	7	5	16	7	6	1	7	5	8	7	7	4	6	0	8	0
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What kind of tattoo do you think is better – words or pictures?

Words	12	10	12	11	9	10	13	22	17	8	7	11	12	13	9	9	16	12	17	11	7
Pictures	40	38	42	49	38	41	38	40	45	44	30	39	40	31	43	45	35	41	57	36	3
Don't know	49	53	46	40	53	49	48	38	38	48	63	49	48	56	48	46	49	47	27	53	90

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

When you meet someone and notice they have a large tattoo, do you usually think more or less positively about them, or is there no change?

Think a lot more positively	1	0	0	0	1	1	1	2	1	0	1	1	3	0	1	0	3	4	0	0	
Think a little more positively	2	2	1	2	0	1	2	3	3	1	0	2	1	1	2	2	2	3	1	0	
TOTAL MORE POSITIVELY	3	2	1	2	1	2	3	4	5	2	0	3	2	4	1	3	2	5	7	1	0
No change	44	35	50	38	45	43	44	40	53	46	35	38	51	42	43	43	45	46	67	38	28
Think a little less positively	22	24	20	27	26	22	22	12	15	22	31	24	19	18	24	22	18	25	8	25	0
Think a lot less positively	14	22	12	8	15	14	15	5	9	14	25	18	10	13	16	14	15	11	1	18	0
TOTAL LESS POSITIVELY	36	46	32	35	41	36	37	17	24	36	56	42	29	31	40	36	33	36	9	43	0
Really depends on the tattoo	15	13	14	25	10	15	15	33	15	14	8	15	15	18	13	15	15	12	15	15	17
Not sure	3	4	2	0	3	3	3	7	4	3	1	2	4	6	2	3	4	2	1	3	55

At what age do you think someone should be allowed to get a tattoo without the consent of their parents?

21	31	38	27	22	42	28	35	15	30	33	38	30	33	33	31	34	32	21	25	33	0
18	52	49	56	56	43	52	52	60	55	51	47	54	49	51	55	49	51	52	62	50	24
17	1	1	2	3	2	1	2	1	1	2	1	1	1	3	1	3	1	0	2	1	0
16	9	8	9	13	7	11	7	14	9	9	7	10	8	3	7	10	9	22	7	10	0
15	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
13	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	1	0	0
12	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Under 12	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
There should be no age limit	1	0	1	1	1	1	1	1	1	0	1	0	1	1	1	1	0	0	0	1	3
Not sure	5	4	5	5	5	6	4	10	3	5	5	4	7	10	4	4	5	4	3	5	74

*Any percentages calculated on bases fewer than 50 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.