

YouGov HR decision makers tattoos

Sample Size: 501 HR decision makers

Fieldwork: 3rd - 9th May 2018

Total	Organization size		
	Small (less than 50 employees)	Medium (50 to 249 employees)	Large (250+ employees)

For the following question please imagine if a candidate for a job that you were hiring for had each of the following types of tattoo(s)... How much more or less likely would you be to hire the candidate or would there be no difference? (Please select one option on each row)

Tattoo(s) on their lower back				
Base: HR decision makers	501	256	119	126
Substantially less likely to hire	7%	7%	8%	7%
Slightly less likely to hire	7%	8%	4%	7%
No difference	78%	80%	76%	75%
Slightly more likely to hire	3%	2%	5%	6%
Substantially more likely to hire	3%	1%	4%	5%
Don't know	1%	1%	3%	1%

Tattoo(s) covering the entirety of one or both arms				
Base: HR decision makers	501	256	119	126
Substantially less likely to hire	25%	26%	24%	22%
Slightly less likely to hire	25%	25%	22%	29%
No difference	45%	45%	48%	40%
Slightly more likely to hire	3%	3%	3%	2%
Substantially more likely to hire	2%	0%	3%	4%
Don't know	1%	0%	1%	2%

Tattoo(s) on their face				
Base: HR decision makers	501	256	119	126
Substantially less likely to hire	61%	63%	58%	60%
Slightly less likely to hire	17%	16%	20%	17%
No difference	17%	19%	15%	13%
Slightly more likely to hire	3%	1%	4%	4%
Substantially more likely to hire	1%	1%	2%	2%
Don't know	1%	0%	1%	2%

Tattoo(s) on their forearm(s)				
Base: HR decision makers	501	256	119	126
Substantially less likely to hire	17%	16%	14%	20%
Slightly less likely to hire	24%	27%	17%	24%
No difference	53%	52%	61%	48%
Slightly more likely to hire	4%	4%	6%	3%
Substantially more likely to hire	2%	1%	2%	4%
Don't know	1%	0%	1%	2%

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Total	Work industry (select all that apply)												
	Manufacturing	Construction	Retail	Finance and Accounting	Hospitality and leisure	Legal	IT & telecoms	Media/ marketing/ advertising/ PR & sales	Medical & health services	Education	Transportation & distribution	Real estate	Other

For the following question please imagine if a candidate for a job that you were hiring for had each of the following types of tattoo(s)... How much more or less likely would you be to hire the candidate or would there be no difference? (Please select one option on each row)

Tattoo(s) on their lower back

Base: HR decision makers	501	73	32	52	59	48	24	66	33	37	28	31	29	89
Substantially less likely to hire	7%	11%	-	12%	8%	6%	4%	6%	3%	3%	11%	3%	10%	8%
Slightly less likely to hire	7%	4%	-	6%	7%	10%	13%	3%	6%	5%	14%	16%	17%	7%
No difference	78%	79%	88%	77%	63%	79%	71%	71%	82%	84%	64%	65%	66%	82%
Slightly more likely to hire	3%	1%	3%	2%	15%	4%	8%	11%	3%	8%	-	13%	7%	-
Substantially more likely to hire	3%	4%	9%	4%	5%	-	-	8%	3%	-	11%	-	-	1%
Don't know	1%	-	-	-	2%	-	4%	2%	3%	-	-	3%	-	2%

Tattoo(s) covering the entirety of one or both arms

Base: HR decision makers	501	73	32	52	59	48	24	66	33	37	28	31	29	89
Substantially less likely to hire	25%	18%	9%	27%	27%	31%	33%	23%	15%	30%	39%	29%	31%	25%
Slightly less likely to hire	25%	29%	16%	19%	24%	21%	21%	24%	30%	24%	21%	23%	34%	20%
No difference	45%	49%	63%	50%	37%	46%	46%	38%	48%	46%	29%	42%	34%	54%
Slightly more likely to hire	3%	1%	6%	2%	3%	2%	-	8%	-	-	4%	3%	-	-
Substantially more likely to hire	2%	3%	3%	2%	7%	-	-	5%	3%	-	7%	3%	-	1%
Don't know	1%	-	3%	-	2%	-	-	3%	3%	-	-	-	-	-

Tattoo(s) on their face

Base: HR decision makers	501	73	32	52	59	48	24	66	33	37	28	31	29	89
Substantially less likely to hire	61%	56%	41%	50%	58%	69%	71%	52%	58%	62%	57%	61%	59%	64%
Slightly less likely to hire	17%	23%	22%	31%	12%	10%	8%	17%	21%	19%	21%	16%	21%	19%
No difference	17%	15%	28%	15%	20%	19%	17%	20%	15%	16%	11%	13%	14%	16%
Slightly more likely to hire	3%	4%	3%	2%	3%	2%	4%	6%	-	3%	4%	6%	7%	-
Substantially more likely to hire	1%	1%	3%	2%	5%	-	-	5%	-	-	7%	3%	-	1%
Don't know	1%	-	3%	-	2%	-	-	2%	6%	-	-	-	-	-

Tattoo(s) on their forearm(s)

Base: HR decision makers	501	73	32	52	59	48	24	66	33	37	28	31	29	89
Substantially less likely to hire	17%	8%	6%	25%	22%	25%	13%	15%	9%	16%	25%	10%	28%	17%
Slightly less likely to hire	24%	26%	9%	15%	24%	19%	33%	27%	27%	27%	36%	29%	24%	19%
No difference	53%	62%	72%	56%	39%	50%	54%	42%	58%	57%	25%	52%	38%	62%
Slightly more likely to hire	4%	3%	9%	-	8%	4%	-	9%	-	-	7%	6%	7%	-
Substantially more likely to hire	2%	1%	3%	4%	5%	2%	-	5%	3%	-	7%	3%	3%	1%
Don't know	1%	-	-	-	2%	-	-	2%	3%	-	-	-	-	1%

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	Total	Organization size		
		Small (less than 50 employees)	Medium (50 to 249 employees)	Large (250+ employees)
Tattoo(s) on their upper arm(s)				
Base: HR decision makers	501	256	119	126
Substantially less likely to hire	11%	11%	11%	10%
Slightly less likely to hire	16%	20%	13%	12%
No difference	66%	66%	66%	67%
Slightly more likely to hire	3%	1%	6%	5%
Substantially more likely to hire	2%	1%	3%	5%
Don't know	1%	1%	1%	2%
Tattoo(s) on their hand(s)				
Base: HR decision makers	501	256	119	126
Substantially less likely to hire	32%	31%	33%	33%
Slightly less likely to hire	28%	29%	30%	25%
No difference	33%	35%	29%	33%
Slightly more likely to hire	4%	3%	5%	3%
Substantially more likely to hire	2%	1%	2%	4%
Don't know	1%	1%	1%	2%
Tattoo(s) on their neck				
Base: HR decision makers	501	256	119	126
Substantially less likely to hire	40%	44%	38%	36%
Slightly less likely to hire	26%	22%	29%	32%
No difference	28%	32%	26%	23%
Slightly more likely to hire	3%	2%	5%	2%
Substantially more likely to hire	2%	0%	2%	5%
Don't know	1%	-	1%	2%

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Tattoo(s) on their upper arm(s)														
Base: HR decision makers	501	73	32	52	59	48	24	66	33	37	28	31	29	89
Substantially less likely to hire	11%	8%	3%	13%	12%	17%	13%	8%	6%	5%	11%	13%	10%	11%
Slightly less likely to hire	16%	8%	6%	15%	22%	21%	13%	12%	21%	24%	36%	16%	24%	18%
No difference	66%	77%	84%	63%	49%	60%	71%	64%	64%	68%	36%	61%	48%	69%
Slightly more likely to hire	3%	3%	-	6%	10%	2%	-	9%	3%	3%	7%	10%	17%	-
Substantially more likely to hire	2%	4%	6%	2%	5%	-	-	6%	3%	-	11%	-	-	1%
Don't know	1%	-	-	-	2%	-	4%	2%	3%	-	-	-	-	1%
Tattoo(s) on their hand(s)														
Base: HR decision makers	501	73	32	52	59	48	24	66	33	37	28	31	29	89
Substantially less likely to hire	32%	22%	16%	31%	37%	40%	33%	26%	24%	30%	36%	26%	38%	34%
Slightly less likely to hire	28%	36%	22%	23%	24%	29%	46%	33%	24%	38%	32%	29%	34%	22%
No difference	33%	34%	50%	38%	22%	27%	21%	24%	42%	30%	14%	35%	24%	42%
Slightly more likely to hire	4%	4%	6%	6%	8%	4%	-	11%	6%	3%	7%	6%	3%	-
Substantially more likely to hire	2%	4%	3%	2%	7%	-	-	3%	-	-	11%	3%	-	1%
Don't know	1%	-	3%	-	2%	-	-	3%	3%	-	-	-	-	1%
Tattoo(s) on their neck														
Base: HR decision makers	501	73	32	52	59	48	24	66	33	37	28	31	29	89
Substantially less likely to hire	40%	32%	22%	42%	49%	46%	50%	32%	30%	35%	50%	35%	52%	39%
Slightly less likely to hire	26%	33%	25%	29%	20%	25%	21%	24%	39%	30%	21%	26%	24%	25%
No difference	28%	30%	41%	25%	20%	27%	29%	29%	24%	35%	14%	29%	17%	35%
Slightly more likely to hire	3%	3%	6%	-	5%	2%	-	8%	3%	-	7%	10%	7%	-
Substantially more likely to hire	2%	3%	3%	4%	3%	-	-	6%	-	-	7%	-	-	1%
Don't know	1%	-	3%	-	2%	-	-	2%	3%	-	-	-	-	-