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### More Americans have tattoos today than seven years ago

Vast majority do not regret their decision to get a tattoo

**Washington, DC, August 29, 2019** – A recent Ipsos poll reveals that more Americans have tattoos today than in early 2012. Three in ten (30%) of Americans have at least one tattoo, an increase from 21% in 2012. The vast majority of those with at least one tattoo (92%) say they are happy with it, and forty-six percent of respondents have had at least one tattoo for more than ten years.

Those under 55 years old are twice as likely to have at least one tattoo. Forty percent of those ages 18-34 and 36% of those ages 35-54 have at least one tattoo, while the same is true for only sixteen percent of those 55 years old and older. Additionally, those without a college degree are slightly more likely to have a tattoo or tattoos than those with a college degree (33% and 27% respectively).

For those with tattoos, two tattoos per person (33%) is most commonly reported. The average number of tattoos that tattooed Americans report having is four.

**For full results, please refer to the following questionnaire.**





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1. Do you have a tattoo or multiple tattoos on your body?

|                              | <b>Total<br/>(N=1,005)</b> | <b>1/23/2012<br/>(N=1,005)</b> |
|------------------------------|----------------------------|--------------------------------|
| Yes, one tattoo              | 13%                        | 10%                            |
| Yes, multiple tattoos        | 17%                        | 11%                            |
| No, I don't have any tattoos | 70%                        | 79%                            |
| <i>Yes (Net)</i>             | 30%                        | 21%                            |

2. **(Only asked of those with at least one tattoo)** Are you happy with your tattoo(s) or do you regret the decision to get it/them?

|                        | <b>Total<br/>(N=295)</b> | <b>1/23/2012<br/>(N=191)</b> |
|------------------------|--------------------------|------------------------------|
| I'm happy with it/them | 92%                      | 89%                          |
| I regret the decision  | 8%                       | 11%                          |

3. **(Only asked if Q1 = "Yes, multiple tattoos")** How many tattoos do you have?

|             | <b>Total<br/>(N=171)</b> |
|-------------|--------------------------|
| 2           | 33%                      |
| 3           | 20%                      |
| 4           | 9%                       |
| 5           | 14%                      |
| 6           | 3%                       |
| 7           | 6%                       |
| 8           | 3%                       |
| 9           | 1%                       |
| 10+         | 11%                      |
| <i>Mean</i> | 4.3                      |





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4. **(Only asked of those with at least one tattoo)** How long has it been since you got your first tattoo?

|                                | <b>Total<br/>(N=295)</b> |
|--------------------------------|--------------------------|
| Less than 6 months             | 8%                       |
| 6 months to less than one year | 14%                      |
| One year to less than 3 years  | 5%                       |
| 3 years to less than 5 years   | 10%                      |
| 5 years to less than 10 years  | 18%                      |
| More than 10 years             | 46%                      |





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### About the Study

These are some of the findings of an Ipsos poll conducted between August 27-28, 2019. For this survey, a sample of roughly 1,005 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The sample includes 295 adults with at least one tattoo and 171 adults with multiple tattoos.

The sample for this study was randomly drawn from Ipsos' online panel (see link below for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see link below for more info on the Ipsos "Ampario Overview" sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking ratio adjustments. The source of these population targets is U.S. Census 2016 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Posthoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.5 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,005, DEFF=1.5, adjusted Confidence Interval=+/-5.0 percentage points).

The poll has a credibility interval of plus or minus 6.5 percentage points for those with at least one tattoo and plus or minus 8.5 percentage points for those with multiple tattoos.

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### About Ipsos

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Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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