Canadian Online Omni December 12 - December 19, 2011

Tattoos

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

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1070	569	501	353	438	279	96	335	502	137
Weighted	1070	518	552	299	425	347	117*	411	349	194
Yes (Net)	236	103	134	107	101	28	36	104	72	25
	22%	20%	24%	36%	24%	8%	31%	25%	21%	13%
				DE	E		HI	I	I	
Yes, one tattoo	124	45	78	52	53	18	16	58	35	14
	12%	9%	14%	18%	12%	5%	14%	14%	10%	7%
			A	E	E				I	
Yes, multiple tattoos	113	58	55	54	49	10	20	46	37	11
	11%	11%	10%	18%	11%	3%	17%	11%	10%	6%
				DE	E		I			
No, I don't have any tattoos	834	415	419	192	323	318	81	307	277	168
	78%	80%	76%	64%	76%	92%	69%	75%	79%	87%
					C	CD			F	FGH

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

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

				REGION				HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		TATTOOS	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$30K	$30K - <$60K	$60K+	Kids	No Kids	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents	1070	138	116	62	400	280	74	290	299	481	218	852	253	817
Weighted	1070	141	109	70*	410	261	79*	295	288	486	201	869	236	834
	236	40	25	14	76	65	16	69	68	100	70	166	236	0
Yes (Net)	22%	28%	23%	20%	19%	25%	21%	23%	23%	20%	35%	19%	100%	-
		D									K		M	
	124	20	8	10	39	37	9	38	29	57	28	95	124	0
Yes, one tattoo	12%	14%	7%	15%	10%	14%	11%	13%	10%	12%	14%	11%	52%	-
													M	
	113	20	17	3	37	28	8	32	39	42	42	71	113	0
Yes, multiple tattoos	11%	14%	16%	5%	9%	11%	10%	11%	13%	9%	21%	8%	48%	-
			C						I		K		M	
	834	101	84	56	333	196	63	226	221	387	131	703	0	834
No, I don't have any tattoos	78%	72%	77%	80%	81%	75%	79%	77%	77%	80%	65%	81%	-	100%
					A							J		L

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M Overlap formulae used. * small base

2. Are you happy with your tattoo(s) or do you regret the decision to get it/them?

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Have tattoo(s)	253	120	133	126	102	25	33	90	110	20
Weighted	236	103	134	107	101*	28**	36*	104*	72	25**
I'm happy with it/them	212	93	118	91	96	25	30	95	64	23
	90%	91%	89%	85%	95%	89%	82%	91%	90%	91%
					C					
I regret the decision	25	9	15	16	5	3	6	9	7	2
	10%	9%	11%	15%	5%	11%	18%	9%	10%	9%
				D						

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

2. Are you happy with your tattoo(s) or do you regret the decision to get it/them?

				REGION				HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		TATTOOS	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$30K	$30K - <$60K	$60K+	Kids	No Kids	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: Have tattoo(s)	253	43	29	11	81	72	17	70	75	108	80	173	253	0
Weighted	236	40*	25**	14**	76*	65*	16**	69*	68*	100*	70*	166	236	-**
I'm happy with it/them	212	36	22	14	66	60	14	62	63	86	61	151	212	0
	90%	89%	89%	100%	86%	93%	88%	90%	94%	87%	87%	91%	90%	-
I regret the decision	25	4	3	0	11	5	2	7	4	13	9	15	25	0
	10%	11%	11%	-	14%	7%	12%	10%	6%	13%	13%	9%	10%	-

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing