



Tattoos

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

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	1005	545	460	236	368	401	355	650	207	234	333	231
Base: All Respondents (wtd)	1005	487	518	309	373	324	427	578	186	220	371	227
Yes, one tattoo	104	39	65	43	47	14	53	51	17	22	36	30
	10%	8%	13%	14%	12%	4%	12%	9%	9%	10%	10%	13%
			A	E	E							
Yes, multiple tattoos	108	51	57	56	44	9	53	55	24	16	46	23
	11%	11%	11%	18%	12%	3%	12%	9%	13%	7%	12%	10%
				DE	E							
No, I don't have any tattoos	793	397	395	209	283	301	321	472	146	182	290	175
	79%	82%	76%	68%	76%	93%	75%	82%	78%	83%	78%	77%
					C	CD		F				

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G - H/I/J/K

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

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1005	223	782	611	394	424	106	252	223	583	422	844	142
Base: All Respondents (wtd)	1005	246	759	656	349	422	111*	296	176	536	469	817	169
Yes, one tattoo	104	23	81	78	26	47	11	37	9	45	59	81	23
	10%	9%	11%	12%	7%	11%	10%	13%	5%	8%	13%	10%	14%
				D		H		H			I		
Yes, multiple tattoos	108	42	66	87	22	52	7	45	4	49	59	86	22
	11%	17%	9%	13%	6%	12%	6%	15%	2%	9%	13%	10%	13%
		B		D		H		FH					
No, I don't have any tattoos	793	181	612	491	301	323	93	214	163	442	351	650	124
	79%	74%	81%	75%	86%	77%	83%	72%	93%	82%	75%	80%	74%
			A		C		G		EFG	J			

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F/G/H - I/J - K/L * small base

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

	Total	One Tattoo	Multiple Tattoos
		A	B
Base: All Respondents (unwtd)	1005	94	97
Base: All Respondents (wtd)	1005	104*	108*
Yes, one tattoo	104	104	0
	10%	100%	-
		B	
Yes, multiple tattoos	108	0	108
	11%	-	100%
			A
No, I don't have any tattoos	793	0	0
	79%	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B * small base

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

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: Have a tattoo or multiple tattoos on body (unwtd)	191	87	104	77	86	28	85	106	41	37	64	49
Base: Have a tattoo or multiple tattoos on body (wtd)	212	90*	122*	99*	90*	23**	106*	106*	41*	38*	81*	52*
I'm happy with it/them	188	78	111	92	77	19	91	97	37	29	74	48
	89%	86%	91%	93%	85%	83%	86%	91%	90%	77%	91%	91%
I regret the decision	24	12	12	7	13	4	15	9	4	9	7	4
	11%	14%	9%	7%	15%	17%	14%	9%	10%	23%	9%	9%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G - H/I/J/K * 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?

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Have a tattoo or multiple tattoos on body (unwtd)	191	57	134	149	42	90	18	67	16	89	102	155	35
Base: Have a tattoo or multiple tattoos on body (wtd)	212	65*	147	165	47*	99*	18**	82*	13**	94*	118*	167	45*
I'm happy with it/them	188	57	131	144	44	90	13	75	10	88	101	147	41
	89%	88%	89%	87%	93%	91%	71%	91%	78%	93%	85%	88%	91%
I regret the decision	24	8	16	21	3	9	5	7	3	6	18	20	4
	11%	12%	11%	13%	7%	9%	29%	9%	22%	7%	15%	12%	9%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F/G/H - I/J - K/L * 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?

	Total	One Tattoo	Multiple Tattoos
		A	B
Base: Have a tattoo or multiple tattoos on body (unwtd)	191	94	97
Base: Have a tattoo or multiple tattoos on body (wtd)	212	104*	108*
I'm happy with it/them	188	87	101
	89%	84%	94%
			A
I regret the decision	24	17	7
	11%	16%	6%
		B	

Proportions/Mean: Columns Tested (5% risk level) - A/B * small base