

**Two in Ten Canadians (22%), Americans (21%)**

**Have a Tattoo**

***One in Ten Tattooed Canadians (10%), Americans (11%) Regret It***

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**Ipsos Reid**

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## **Two in Ten Canadians (22%), Americans (21%)**

### **Have a Tattoo**

#### ***One in Ten Tattooed Canadians (10%), Americans (11%) Regret It***

**Toronto, ON** – Two in ten Canadians (22%) and Americans (21%) have at least one tattoo on their body, according to a new Ipsos Reid poll conducted on behalf of Global Television. The proportion of Canadians and Americans with multiple tattoos is 11%.

In Canada, women (24%) are more likely than men (20%) to have a tattoo, as are those aged 18 to 34 (36%) when compared with Canadians aged 35 to 54 (24%) or 55+ (8%). Regionally, British Columbians (28%) are most likely to have a tattoo, followed by Quebecers (25%), Albertans (23%), Atlantic Canadians (21%), residents of Saskatchewan and Manitoba (20%) and Ontario (19%).

In the United States, women (24%) are once again more likely than men (18%) to have a tattoo, and tattoos are much more popular among younger (32%) adults than middle-aged (24%) or older (7%) Americans. There is less regional variation in the United States – 23% of those in the west have a tattoo, compared to similar proportions in the south (22%) and northeast (22%). Just 17% in the midwest have a tattoo.

The data reveals that while most North Americans who get a tattoo are happy with it, a significant proportion regrets the decision to get a tattoo. Among Canadians with at least one tattoo, 10% regret getting the tattoo, including 15% of tattooed young adults aged 18 to 34. In the United States, one in ten (11%) tattooed adults regret the decision to get a tattoo, but it's men (14%), older (17%) and middle-aged (15%) Americans that are most inclined to regret it.



*These are the findings of an Ipsos Reid poll conducted between December 12 to 19, 2011, on behalf of Global Television. For this survey, a sample of 1,021 adults from Ipsos' Canadian online panel and 1,005 adults from Ipsos' American online panel was interviewed online. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/- 3.1 percentage points, 19 times out of 20, of what the results would have been had the entire population of adults in Canada and America been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.*

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