

## Global Tattoo Survey Results

*Among internet-connected respondents in Argentina, Australia, Brazil, Canada, Germany, Denmark, Spain, France, the UK, Greece, Israel, Italy, Mexico, Russia, Sweden, Turkey, the USA, and South Africa:*

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- **38% of the global respondents say they have at least one tattoo**
  - **Young people don't actually have the highest rate of tattoos: 32% of respondents age 14 to 29 have a tattoo compared to 45% of people age 30 to 49**
  - **Tattoos are also more popular among those with higher levels of education (32%) than those with lower levels of education (26%)**
  - **Italy has the highest percent of tattooed people (48%) followed by Sweden (47%) and the US (46%).**
  - **72% of tattoo owners don't regret getting their tattoo.**
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*Berlin, Germany – 16 May 2018*

Dalia conducted an 18-country study to find rates of tattoos around the world.

The results show that 38% of the global respondents say they have at least one tattoo. What's more, most people aren't satisfied with just one tattoo. Among tattooed people, 1/4 have one tattoo and 3/4 have 2 tattoos or more. Altogether, people with tattoos have near 3 tattoos on average.

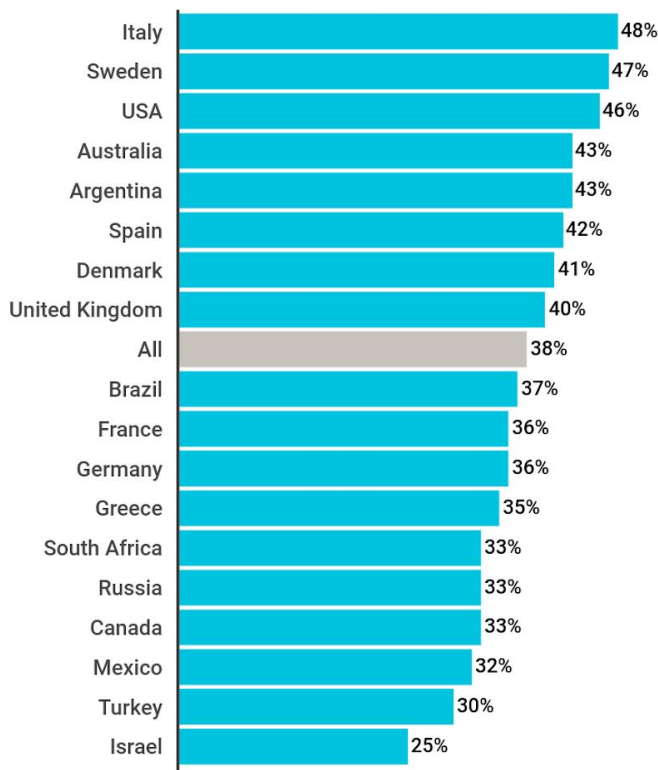
### **The Most Heavily Tatted Countries**

Italy has the highest percent of tattooed people at 48%. Following Italy are Sweden and the US with 47% and 46%, respectively.

Italians, however, are less likely to have multiple tattoos than Americans or Swedes. Tattooed Americans and Swedes have the most tattoos per person: For most other countries, the median is near 3, but in the USA it's around 4. This means that half of tatted Americans have 4 or more tattoos. The Greeks have the lowest median, at 2.5.

## Most Tattooed Countries

*% of people who have at least one tattoo*



The results shown are based on a survey of 9,054 internet-connected respondents from Argentina, Australia, Brazil, Canada, Germany, Denmark, Spain, France, the UK, Greece, Israel, Italy, Mexico, Russia, Sweden, Turkey, the USA, and South Africa conducted by Dalia Research in April 2018.

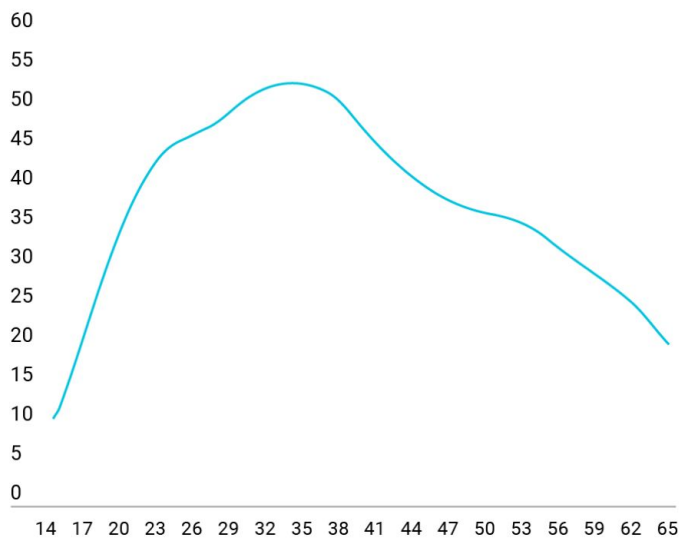
source: Dalia Research 2018   

### Tattoo Demographics

Young people don't actually have the highest rate of tattoos: 32% of respondents age 14 to 29 have a tattoo compared to 45% of people age 30 to 49 and 28% of people over 50. And contrary to popular belief, more women (40%) than men (36%) have tattoos.

## Tattoos by Age

% *Who have a tattoo, by age* (Rolling average)

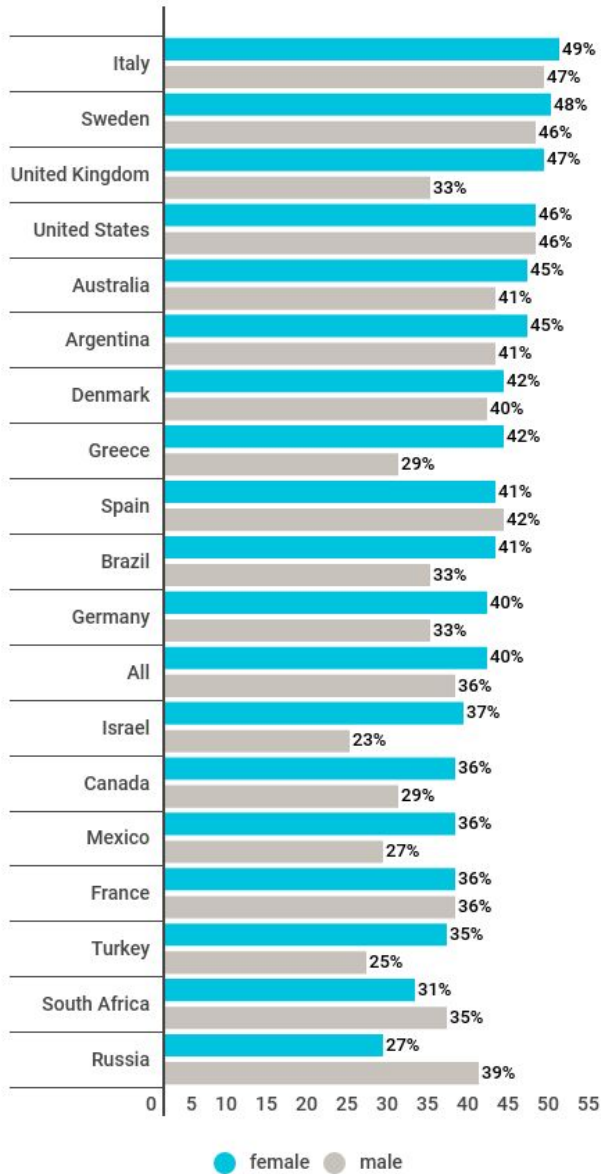


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source: Dalia Research 2018 

## Tattoos by Gender

% Who have at least one tattoo, by gender



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Tattoos are also more popular among those with higher levels of education (32%) than those with lower levels of education (26%). High education’s link with tattoo likelihood holds true even when gender and age are held constant in a regression. Additionally, we found that the urban population (32%) has a higher share of inked individuals than the rural population (26%).

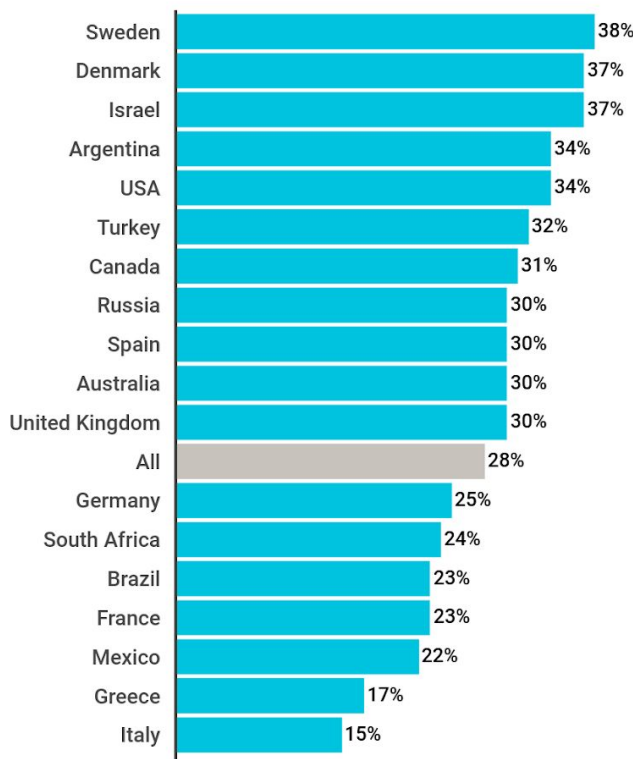
### Tattoo Regrets

When Dalia asked respondents if they regret getting their tattoos, the majority (72%) say they don’t. Swedes, Danes and Israelis\* are the most regretful, with 38%, 37% and 37%, respectively. The least regretful among the respondents are the Italians (15%) and Greeks (17%).

## Tattoo Regrets

*"Do you ever regret getting any of your tattoos?"*

(Among people with at least one tattoo)



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## About the survey

The results shown in this post are from a survey conducted by Dalia Research in April 2018 to measure tattoo incidence across the internet connected population in the Argentina, Australia, Brazil, Canada, Germany, Denmark, Spain, France, the UK, Greece, Israel, Italy, Mexico, Russia, Sweden, Turkey, the USA, and South Africa. The total sample size is n= 9.054. In order to obtain census representative results a [Multilevel Regression Poststratification \(MRP\) model](#) was built. The algorithm used to make cell-wise predictions was Logistic Regression and the cell structure was generated using data from Barro Lee/UNStat and Statista. The cell variables were age, gender, level of education (as defined by ISCED (2011) levels 0-2, 3-4, and 5-8) and mobile gaming frequency.

A table of the full survey results is [available here in excel format](#).

The graphs used are [available here in png format](#).

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## Survey Questions

**1. Do you have any tattoos?**

Yes

No

[BRANCHED = those with tattoos]

**2. How many tattoos do you have?**

1

2

3

4

5

6

7

8

9

10 or more

[BRANCHED = those with tattoos]

**2. Do you ever regret getting any of your tattoos?**

Yes

No

## About Dalia Research

Dalia Research was founded in Berlin in 2013 with a clear vision to utilize mobile technology to change the way attitudinal data is collected, analysed and presented. For more information about Dalia and its work, please visit: [www.daliaresearch.com](http://www.daliaresearch.com)

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