YouGov Survey Results

Fieldwork: 5th - 6th July 2022

Sample size: 2224 adults in GB

YouGov

	Total	Gei	nder			Age		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+
Changing the subjectDo you have any tattoos?								
Unweighted base	2224	1071	1153	222	338	375	354	935
Base: All UK Adults	2224	1079	1145	247	347	381	362	887
Yes-Ido	26%	22%	29%	19%	34%	38%	36%	14%
No - I do not	73%	77%	70%	77%	64%	60%	63%	85%
Prefer not to say	1%	2%	1%	4%	2%	2%	1%	0%
overs multiple body parts, please tick all the body parts hat it covers.Where on your body do you have tattoos? Please select all that apply)	504	000	222	44	440	440	407	404
Unweighted base	561	228	333	44	116	143	127	131
Base: All UK Adults who have tattoos	569 1%	233 1%	336 1%	47	119	145	130	128
Head					-	1%	2%	1%
Face Neck	1% 6%	1% 6%	0% 6%	2% 2%	1% 7%	- 6%	1% 8%	- 4%
Shoulders	17%	18%	17%	2% 6%	10%	20%	24%	18%
Upper back	19%	16%	21%	7%	16%	20%	24 %	16%
Chest	10%	16%	6%	9%	5%	9%	16%	11%
Ribcage	7%	4%	10%	13%	17%	7%	2%	1%
Lower back	13%	5%	19%	-	13%	18%	17%	10%
Stomach	6%	3%	7%	-	6%	9%	5%	5%
Upper arms	34%	53%	21%	20%	26%	28%	43%	44%
Forearms	26%	39%	17%	23%	25%	25%	25%	29%
Wrists	20%	12%	25%	24%	28%	21%	17%	11%
Hands	6%	7%	5%	2%	7%	4%	9%	5%
Groin	1%	1%	1%	3%	1%	1%	1%	-
Bottom	3%	2%	4%	9%	3%	1%	2%	3%
Thighs	8%	5%	10%	19%	9%	8%	6%	5%
Shins or calves	10%	15%	7%	10%	17%	10%	10%	6%
Ankles	12%	3%	17%	13%	17%	10%	9%	9%
None of these	6%	4%	8%	4%	3%	8%	7%	7%
Net: Visible tattoos	42%	48%	39%	38%	50%	44%	40%	37%
Net: Non Visible tattoos	81%	79%	82%	74%	84%	82%	83%	77%

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		Social	Grade				Working Status			
	Total	ABC1	C2DE	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other
Changing the subjectDo you have any tattoos?										
Unweighted base	2224	1288	936	943	317	1260	107	567	100	190
Base: All UK Adults	2224	1268	956	957	323	1280	118	523	106	198
Yes-Ido	26%	21%	32%	32%	28%	31%	11%	11%	33%	33%
No - I do not	73%	78%	67%	67%	71%	68%	88%	88%	65%	62%
Prefer not to say	1%	1%	1%	1%	1%	1%	1%	1%	2%	5%
For the following question if you have a large tattoo that covers multiple body parts, please tick all the body parts that it covers.Where on your body do you have tattoos? (Please select all that apply)										
Unweighted base	561	263	298	301	89	390	13	61	34	63
Base: All UK Adults who have tattoos	569	263	306	307	90	398	13	58	35	65
Head	1%	2%	0%	1%	-	1%	-	-	6%	-
Face	1%	1%	0%	-	1%	0%	-	-	3%	1%
Neck	6%	4%	8%	5%	8%	6%	-	-	7%	12%
Shoulders	17%	13%	21%	15%	16%	15%	7%	24%	27%	20%
Upper back	19%	16%	21%	17%	23%	18%	15%	17%	26%	22%
Chest	10%	8%	12%	11%	7%	10%	-	12%	14%	13%
Ribcage	7%	8%	6%	8%	7%	8%	30%	3%	-	6%
Lower back	13%	13%	14%	11%	13%	12%	15%	7%	24%	24%
Stomach	6%	8%	4%	7%	6%	7%	8%	3%	3%	2%
Upper arms	34%	33%	35%	33%	29%	32%	30%	42%	39%	38%
Forearms	26%	21%	30%	22%	30%	24%	25%	25%	35%	34%
Wrists	20%	17%	22%	20%	28%	22%	15%	7%	23%	17%
Hands	6%	4%	7%	4%	9%	5%	-	5%	12%	8%
Groin	1%	1%	1%	1%	1%	1%	-	-	3%	-
Bottom	3%	3%	3%	4%	3%	4%	-	2%	-	2%
Thighs	8%	10%	7%	8%	8%	8%	22%	-	4%	13%
Shins or calves	10%	10%	11%	12%	11%	11%	8%	3%	15%	9%
Ankles	12%	12%	11%	9%	16%	10%	15%	13%	14%	15%
None of these	6%	9%	4%	8%	3%	7%	-	3%	6%	8%
Net: Visible tattoos	42%	34%	49%	38%	53%	42%	33%	28%	62%	51%
Net: Non Visible tattoos	81%	80%	81%	82%	78%	81%	89%	83%	75%	81%

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		Changing t	he subjectDo y tattoos?	ou have any		In general, how	positive or neg	ative do you fee	el about tattoos?	
	Total	Yes- I do	No - I do not	Prefer not to say	Very positive	Somewhat positive	Neither positive nor negative	Somewhat negative	Very negative	Don't know
Changing the subjectDo you have any tattoos?										
Unweighted base	2224	561	1637	26	356	298	714	435	394	27
Base: All UK Adults	2224	569	1627	28	362	305	723	424	380	30
Yes-I do	26%	100%	-	-	72%	45%	18%	6%	2%	5%
No - I do not	73%	-	100%	-	27%	53%	81%	93%	97%	72%
Prefer not to say	1%	-	-	100%	1%	2%	1%	0%	1%	23%
For the following question if you have a large tattoo that covers multiple body parts, please tick all the body parts that it covers.Where on your body do you have tattoos? (Please select all that apply)										
Unweighted base	561	561	-	-	259	134	131	27	9	1
Base: All UK Adults who have tattoos	569	569	-	-	262	137	133	27	9	1
Head	1%	1%	-	-	1%	1%	-	-	-	-
Face	1%	1%	-	-	1%	1%	-	-	-	-
Neck	6%	6%	-	-	7%	8%	3%	7%	-	-
Shoulders	17%	17%	-	-	20%	15%	15%	11%	11%	-
Upper back	19%	19%	-	-	24%	20%	10%	11%	13%	-
Chest	10%	10%	-	-	13%	8%	8%	7%	-	100%
Ribcage	7%	7%	-	-	11%	4%	6%	-	-	-
Lower back	13%	13%	-	-	16%	9%	15%	7%	-	-
Stomach	6%	6%	-	-	5%	6%	7%	-	-	-
Upper arms	34%	34%	-	-	43%	27%	25%	29%	11%	•
Forearms	26%	26%	-	-	30%	23%	22%	24%	20%	-
Wrists	20%	20%	-	-	22%	23%	13%	11%	13%	-
Hands	6%	6%	-	-	5%	6%	9%	-	-	-
Groin	1%	1%	-	-	1%	1%	1%	5%	-	-
Bottom	3%	3%	-	-	2%	3%	4%	9% 3%	-	-
Thighs	8% 10%	8% 10%	-	-	10% 17%	9% 4%	4% 7%	3%	-	-
Shins or calves			-	-				-	-	-
Ankles None of these	12% 6%	12% 6%	-	-	16% 5%	10% 6%	5% 7%	9%	11%	-
None of these Net: Visible tattoos	6% 42%	42%	-	-	5% 46%	6% 44%	7% 34%	8% 39%	22% 33%	-
INEL VISIDIE LATIOOS	4270	4270	-	-	4070	4470	3470	39%	33%	-

		Gei	nder			Age		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+
n general, how positive or negative do you feel about								
attoos?	0004	4074	4450	000	000	075	354	005
Unweighted base	2224	1071	1153	222	338	375		935
Base: All UK Adults	2224	1079	1145	247	347	381	362	887
Very positive	16%	12%	20%	23%	28%	22%	17%	7%
Somewhat positive	14%	12%	16%	23% 28%	18% 37%	20% 37%	16% 38%	6% 28%
Neither positive nor negative	33% 19%	34%	31%	28% 12%	37% 9%			28%
Somewhat negative		21%	17%			14%	19%	
Very negative	17%	18%	16%	9%	5%	6%	10%	32%
Don't know	1%	2%	1%	5%	2%	2%	1%	0%
Net: Positive Net: Negative	30% 36%	24% 40%	36% 33%	46% 21%	47% 15%	42% 20%	33% 29%	13% 59%
attoos that are not easily covered by clothing (e.g., on the nands, face, wrists, forearms, or neck)In general, would rou or would you not consider the following types of								
attoos that are not easily covered by clothing (e.g., on the nands, face, wrists, forearms, or neck)In general, would rou or would you not consider the following types of attoos to be unprofessional?								
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attoos that are not easily covered by clothing (e.g., on the hands, face, wrists, forearms, or neck)In general, would you or would you not consider the following types of attoos to be unprofessional? //isible tattoos on someone's face or neck Base: All UK Adults I would consider this unprofessional I would not consider this unprofessional Don't know	2224 63% 28% 9%	1079 65% 25% 9%	1145 61% 30% 8%	247 44% 41% 16%	347 47% 43% 10%	381 52% 37% 10%	362 62% 29% 9%	887 80% 14% 6%
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attoos that are not easily covered by clothing (e.g., on the lands, face, wrists, forearms, or neck)In general, would ou or would you not consider the following types of attoos to be unprofessional? //isible tattoos on someone's face or neck Base: All UK Adults I would consider this unprofessional I would not consider this unprofessional Don't know //isible tattoos not on someone's face or neck Unweighted base Base: All UK Adults I would consider this unprofessional Don't know I would consider this unprofessional I would consider this unprofessional I would consider this unprofessional Don't know I would consider this unprofessional I would not consider this unprofessional I would not consider this unprofessional I would not consider this unprofessional Don't know	2224 63% 28% 9% 2224 2224 26% 64% 9%	1079 65% 25% 9% 1071 1079 30% 60% 9%	1145 61% 30% 8% 1153 1145 23% 68% 10%	247 44% 41% 16% 222 247 16% 71% 13%	347 47% 43% 10% 338 347 15% 78% 7%	381 52% 37% 10% 375 381 13% 79% 8%	362 62% 29% 9% 354 362 21% 69% 10%	887 80% 14% 6% 935 887 42% 48% 10%
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A statoos that are not easily covered by clothing (e.g., on the hands, face, wrists, forearms, or neck)In general, would you or would you not consider the following types of statoos to be unprofessional? Visible tattoos on someone's face or neck Unweighted base I would consider this unprofessional I would not consider this unprofessional Don't know Visible tattoos not on someone's face or neck Unweighted base Base: All UK Adults I would consider this unprofessional I would consider this unprofessional I would not consider this unprofessional Don't know Visible tattoos not on someone's face or neck Unweighted base Base: All UK Adults I would consider this unprofessional I would not con	2224 63% 28% 9% 2224 2224 26% 64% 9% 2224 2224	1079 65% 25% 9% 1071 1079 30% 60% 9% 9% 1071 1079	1145 61% 30% 8% 1153 1145 23% 68% 10% 1153 1145	247 44% 41% 16% 222 247 16% 71% 13% 222 247	347 47% 43% 10% 338 347 15% 78% 7% 7% 338 347	381 52% 37% 10% 375 381 13% 79% 8% 375 381	362 62% 29% 9% 354 362 21% 69% 10% 354 362	887 80% 14% 6% 935 887 42% 48% 10% 935 887
Base: All UK Adults I would consider this unprofessional I would not consider this unprofessional Don't know Visible tattoos not on someone's face or neck Unweighted base Base: All UK Adults I would consider this unprofessional I would not consider this unprofessional Don't know Non-visible tattoos	2224 63% 28% 9% 2224 2224 26% 64% 9% 2224	1079 65% 25% 9% 1071 1079 30% 60% 9% 1071	1145 61% 30% 8% 1153 1145 23% 68% 10% 1153	247 44% 41% 16% 222 247 16% 71% 13% 222	347 47% 43% 10% 338 347 15% 78% 7% 338	381 52% 37% 10% 375 381 13% 79% 8%	362 62% 29% 9% 354 362 21% 69% 10% 354	887 80% 14% 6% 935 887 42% 48% 10%

		Social	Grade				Working Status			
	Total	ABC1	C2DE	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other
In general, how positive or negative do you feel about tattoos?				-						
Unweighted base	2224	1288	936	943	317	1260	107	567	100	190
Base: All UK Adults	2224	1268	956	957	323	1280	118	523	106	198
Very positive	16%	15%	18%	19%	19%	19%	22%	5%	27%	19%
Somewhat positive	14%	14%	14%	18%	14%	17%	23%	4%	12%	13%
Neither positive nor negative	33%	31%	34%	37%	34%	36%	30%	23%	38%	34%
Somewhat negative	19%	21%	16%	16%	20%	17%	8%	28%	10%	19%
Very negative	17%	17%	17%	10%	12%	10%	13%	38%	9%	12%
Don't know	1%	1%	1%	1%	1%	1%	3%	1%	5%	3%
Net: Positive	30%	29%	32%	37%	34%	36%	46%	9%	39%	32%
Net: Negative	36%	39%	33%	26%	32%	27%	21%	67%	19%	31%
attoos that are not easily covered by clothing (e.g., on the nands, face, wrists, forearms, or neck)In general, would you or would you not consider the following types of										
For the following question by 'visible' tattoos, we mean attoos that are not easily covered by clothing (e.g., on the nands, face, wrists, forearms, or neck)In general, would you or would you not consider the following types of attoos to be unprofessional? Visible tattoos on someone's face or neck										
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attoos that are not easily covered by clothing (e.g., on the lands, face, wrists, forearms, or neck)In general, would ou or would you not consider the following types of attoos to be unprofessional? fisible tattoos on someone's face or neck Unweighted base Base: All UK Adults I would consider this unprofessional I would not consider this unprofessional Don't know	2224 63% 28%	1268 66% 26%	956 59% 31%	957 60% 31%	323 62% 28%	1280 60% 31%	118 49% 44%	523 83% 12%	106 38% 44%	198 52% 36%
attoos that are not easily covered by clothing (e.g., on the lands, face, wrists, forearms, or neck)In general, would you or would you not consider the following types of attoos to be unprofessional? //isible tattoos on someone's face or neck Base: All UK Adults I would consider this unprofessional I would not consider this unprofessional Don't know	2224 63% 28% 9%	1268 66% 26% 8%	956 59% 31% 10%	957 60% 31% 9%	323 62% 28% 9%	1280 60% 31% 9%	118 49% 44% 8%	523 83% 12% 5%	106 38% 44% 18%	198 52% 36% 12%
attoos that are not easily covered by clothing (e.g., on the hands, face, wrists, forearms, or neck)In general, would you or would you not consider the following types of attoos to be unprofessional? //isible tattoos on someone's face or neck Base: All UK Adults I would consider this unprofessional I would not consider this unprofessional Don't know //isible tattoos not on someone's face or neck	2224 63% 28% 9% 2224	1268 66% 26% 8% 1288	956 59% 31% 10% 936	957 60% 31%	323 62% 28% 9% 317	1280 60% 31% 9% 1260	118 49% 44%	523 83% 12%	106 38% 44% 18%	198 52% 36%
attoos that are not easily covered by clothing (e.g., on the lands, face, wrists, forearms, or neck)In general, would you or would you not consider the following types of attoos to be unprofessional? //isible tattoos on someone's face or neck Base: All UK Adults I would consider this unprofessional I would not consider this unprofessional Don't know	2224 63% 28% 9%	1268 66% 26% 8%	956 59% 31% 10%	957 60% 31% 9% 9%	323 62% 28% 9%	1280 60% 31% 9%	118 49% 44% 8%	523 83% 12% 5% 567	106 38% 44% 18%	198 52% 36% 12% 190
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attoos that are not easily covered by clothing (e.g., on the ands, face, wrists, forearms, or neck)In general, would ou or would you not consider the following types of attoos to be unprofessional? "isible tattoos on someone's face or neck Base: All UK Adults I would consider this unprofessional I would not consider this unprofessional Don't know Tisible tattoos not on someone's face or neck Unweighted base Base: All UK Adults I would consider this unprofessional Don't know	2224 63% 28% 9% 2224 2224 26%	1268 66% 26% 8% 1288 1288 1268 29%	956 59% 31% 10% 936 956 23%	957 60% 31% 9% 943 957 21%	323 62% 28% 9% 317 323 23%	1280 60% 31% 9% 1260 1280 21%	118 49% 44% 8% 107 118 17%	523 83% 12% 5% 567 523 47%	106 38% 44% 18% 100 106 15%	198 52% 36% 12% 190 198 17%
attoos that are not easily covered by clothing (e.g., on the ands, face, wrists, forearms, or neck)In general, would ou or would you not consider the following types of attoos to be unprofessional? "isible tattoos on someone's face or neck Base: All UK Adults I would consider this unprofessional I would not consider this unprofessional Don't know "isible tattoos not on someone's face or neck Unweighted base Base: All UK Adults I would not consider this unprofessional Don't know I would consider this unprofessional I would consider this unprofessional I would consider this unprofessional I would not consider this unprofessional	2224 63% 28% 9% 2224 2224 2224 26% 64%	1268 66% 26% 8% 1288 1288 1268 29% 63%	956 59% 31% 10% 936 956 23% 66%	957 60% 31% 9% 943 957 21% 72%	323 62% 28% 9% 317 323 23% 67%	1280 60% 31% 9% 1260 1280 21% 71%	118 49% 44% 8% 107 118 17% 75%	523 83% 12% 5% 567 523 47% 42%	106 38% 44% 18% 700 106 15% 72%	198 52% 36% 12% 190 198 17% 68%
attoos that are not easily covered by clothing (e.g., on the ands, face, wrists, forearms, or neck)In general, would ou or would you not consider the following types of attoos to be unprofessional? isible tattoos on someone's face or neck Base: All UK Adults I would consider this unprofessional I would not consider this unprofessional Don't know isible tattoos not on someone's face or neck Unweighted base Base: All UK Adults I would not consider this unprofessional Don't know isible tattoos not on someone's face or neck Unweighted base Base: All UK Adults I would consider this unprofessional I would consider this unprofessional Don't know I would not consider this unprofessional I would not consider this unprofessional I would not consider this unprofessional I would not consider this unprofessional Don't know	2224 63% 28% 9% 2224 2224 26% 64% 9%	1268 66% 26% 8% 1288 1268 29% 63% 9%	956 59% 31% 10% 936 956 23% 66% 11%	957 60% 31% 9% 943 957 21% 72%	323 62% 28% 9% 317 323 23% 67%	1280 60% 31% 9% 1260 1280 21% 71% 8%	118 49% 44% 8% 107 118 17% 75% 8%	523 83% 12% 5% 567 523 47% 42% 10%	106 38% 44% 18% 100 106 15% 72% 14%	198 52% 36% 12% 190 198 17% 68%
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attoos that are not easily covered by clothing (e.g., on the lands, face, wrists, forearms, or neck)In general, would you or would you not consider the following types of attoos to be unprofessional? //isible tattoos on someone's face or neck Base: All UK Adults I would consider this unprofessional I would not consider this unprofessional Don't know //isible tattoos not on someone's face or neck Base: All UK Adults I would not consider this unprofessional Don't know //isible tattoos not on someone's face or neck Unweighted base Base: All UK Adults I would consider this unprofessional I would consider this unprofessional I would not consider this unprofessional Don't know I would not consider this unprofessional I would not consider this unprofessional Don't know	2224 63% 28% 9% 2224 2224 26% 64% 9% 2224	1268 66% 26% 8% 1288 1268 29% 63% 9% 1288	956 59% 31% 10% 936 956 23% 66% 11% 936	957 60% 31% 9% 943 957 21% 72% 8% 943	323 62% 28% 9% 317 323 23% 67% 10% 317	1280 60% 31% 9% 1260 1280 21% 71% 8% 1260	118 49% 44% 8% 107 118 17% 75% 8% 107	523 83% 12% 5% 567 523 47% 42% 10%	106 38% 44% 18% 100 106 15% 72% 14%	198 52% 36% 12% 190 198 17% 68% 15% 190
attoos that are not easily covered by clothing (e.g., on the lands, face, wrists, forearms, or neck)In general, would ou or would you not consider the following types of attoos to be unprofessional?	2224 63% 28% 9% 2224 2224 26% 64% 9% 2224 2224 2224	1268 66% 26% 8% 1288 1268 29% 63% 9% 1288 1268	956 59% 31% 10% 936 956 23% 66% 11% 936 956	957 60% 31% 9% 943 957 21% 72% 8% 943 957	323 62% 28% 9% 317 323 23% 67% 10% 317 323	1280 60% 31% 9% 1260 1280 21% 71% 8% 1260 1280	118 49% 44% 8% 107 118 17% 75% 8% 107 118	523 83% 12% 5% 567 523 47% 42% 10% 567 523	106 38% 44% 18% 100 106 15% 72% 14% 100 106	198 52% 36% 12% 190 198 17% 68% 15% 190 198

		Changing t	he subjectDo y tattoos?	ou have any		In general, how	v positive or nega	ative do you fee	el about tattoos?	
	Total	Yes- I do	No - I do not	Prefer not to say	Very positive	Somewhat positive	Neither positive nor negative	Somewhat negative	Very negative	Don't know
In general, how positive or negative do you feel about tattoos?	nweighted base 2224									
Unweighted base	2224	561	1637	26	356	298	714	435	394	27
Base: All UK Adults	2224	569	1627	28	362	305	723	424	380	30
Very positive	16%	46%	6%	11%	100%	-	-	-	-	-
Somewhat positive	14%	24%	10%	21%	-	100%	-	-	-	-
Neither positive nor negative	33%	23%	36%	20%	-	-	100%	-	-	-
Somewhat negative	19%	5%	24%	7%	-	-	-	100%	-	-
Very negative	17%	2%	23%	16%	-	-	-	-	100%	-
Don't know	1%	0%	1%	25%	-	-	-	-	-	100%
Net: Positive	30%	70%	16%	32%	100%	100%	-	-	-	-
Net: Negative	36%	6%	47%	23%		-	_	100%	100%	
For the following question by 'visible' tattoos, we mean attoos that are not easily covered by clothing (e.g., on the nands, face, wrists, forearms, or neck)in general, would you or would you not consider the following types of attoos to be unprofessional?										
attoos that are not easily covered by clothing (e.g., on the ands, face, wrists, forearms, or neck)In general, would ou or would you not consider the following types of attoos to be unprofessional?										
attoos that are not easily covered by clothing (e.g., on the ands, face, wrists, forearms, or neck)In general, would ou or would you not consider the following types of attoos to be unprofessional? 'isible tattoos on someone's face or neck	2224	561	1637	26	356	298	714	435	394	27
attoos that are not easily covered by clothing (e.g., on the ands, face, wrists, forearms, or neck)In general, would ou or would you not consider the following types of attoos to be unprofessional?	2224 2224	561	1637 1627	26 28	356 362	298	714	435 424	394 380	27 30
attoos that are not easily covered by clothing (e.g., on the ands, face, wrists, forearms, or neck)In general, would ou or would you not consider the following types of attoos to be unprofessional? Tisible tattoos on someone's face or neck Unweighted base Base: All UK Adults	2224	561 569 46%	1627	28	356 362 30%	298 305 50%	714 723 56%	435 424 89%	394 380 91%	30
attoos that are not easily covered by clothing (e.g., on the ands, face, wrists, forearms, or neck)In general, would ou or would you not consider the following types of attoos to be unprofessional? Tisible tattoos on someone's face or neck Unweighted base		569		28 40%	362	305	723	424	380	30 38%
attoos that are not easily covered by clothing (e.g., on the ands, face, wrists, forearms, or neck)In general, would ou or would you not consider the following types of attoos to be unprofessional? "isible tattoos on someone's face or neck Unweighted base Base: All UK Adults I would consider this unprofessional	2224 63%	569 46%	1627 70%	28	362 30%	305 50%	723 56%	424 89%	380 91%	30
attoos that are not easily covered by clothing (e.g., on the ands, face, wrists, forearms, or neck)In general, would ou or would you not consider the following types of attoos to be unprofessional? "isible tattoos on someone's face or neck Unweighted base Base: All UK Adults I would consider this unprofessional I would not consider this unprofessional Don't know	2224 63% 28%	569 46% 45%	1627 70% 22%	28 40% 30%	362 30% 62%	305 50% 39%	723 56% 30%	424 89% 7%	380 91% 7%	30 38% 11%
attoos that are not easily covered by clothing (e.g., on the ands, face, wrists, forearms, or neck)In general, would ou or would you not consider the following types of attoos to be unprofessional? "isible tattoos on someone's face or neck Unweighted base Base: All UK Adults I would consider this unprofessional I would not consider this unprofessional Don't know	2224 63% 28%	569 46% 45%	1627 70% 22%	28 40% 30%	362 30% 62%	305 50% 39%	723 56% 30%	424 89% 7%	380 91% 7%	30 38% 11%
attoos that are not easily covered by clothing (e.g., on the lands, face, wrists, forearms, or neck)In general, would ou or would you not consider the following types of attoos to be unprofessional? //isible tattoos on someone's face or neck Base: All UK Adults I would consider this unprofessional I would not consider this unprofessional Don't know //isible tattoos not on someone's face or neck	2224 63% 28% 9%	569 46% 45% 9%	1627 70% 22% 8%	28 40% 30% 30% 26	362 30% 62% 8%	305 50% 39% 11%	723 56% 30% 13%	424 89% 7% 4%	380 91% 7% 2%	30 38% 11% 51%
attoos that are not easily covered by clothing (e.g., on the lands, face, wrists, forearms, or neck)In general, would ou or would you not consider the following types of attoos to be unprofessional? Tisible tattoos on someone's face or neck Base: All UK Adults I would consider this unprofessional I would not consider this unprofessional Don't know	2224 63% 28% 9% 2224	569 46% 45% 9% 561	1627 70% 22% 8% 1637	28 40% 30% 30%	362 30% 62% 8% 356	305 50% 39% 11% 298	723 56% 30% 13% 714	424 89% 7% 4% 435	380 91% 7% 2% 394	30 38% 11% 51% 27
attoos that are not easily covered by clothing (e.g., on the ands, face, wrists, forearms, or neck)In general, would ou or would you not consider the following types of attoos to be unprofessional? "isible tattoos on someone's face or neck Base: All UK Adults I would consider this unprofessional I would not consider this unprofessional Don't know Tisible tattoos not on someone's face or neck	2224 63% 28% 9% 2224 2224	569 46% 45% 9% 561 569	1627 70% 22% 8% 1637 1627	28 40% 30% 30% 26 28	362 30% 62% 8% 356 362	305 50% 39% 11% 298 305	723 56% 30% 13% 714 723	424 89% 7% 4% 435 424	380 91% 7% 2% 394 380	30 38% 11% 51% 27 30
It toos that are not easily covered by clothing (e.g., on the ands, face, wrists, forearms, or neck)In general, would ou or would you not consider the following types of tittoos to be unprofessional? isible tattoos on someone's face or neck Base: All UK Adults I would consider this unprofessional I would not consider this unprofessional Don't know isible tattoos not on someone's face or neck Unweighted base Base: All UK Adults I would consider this unprofessional Don't know isible tattoos not on someone's face or neck	2224 63% 28% 9% 2224 2224 2224 26%	569 46% 45% 9% 561 569 12%	1627 70% 22% 8% 1637 1627 31%	28 40% 30% 30% 26 28 24%	362 30% 62% 8% 356 362 6%	305 50% 39% 11% 298 305 8%	723 56% 30% 13% 714 723 14%	424 89% 7% 4% 435 424 41%	380 91% 7% 2% 394 380 69%	30 38% 11% 51% 27 30 25%
Attoos that are not easily covered by clothing (e.g., on the ands, face, wrists, forearms, or neck)In general, would ou or would you not consider the following types of attoos to be unprofessional? isible tattoos on someone's face or neck Base: All UK Adults I would consider this unprofessional I would not consider this unprofessional Don't know isible tattoos not on someone's face or neck Unweighted base Base: All UK Adults I would consider this unprofessional I would consider this unprofessional I would consider this unprofessional I would consider this unprofessional I would not consider this unprofessional Don't know	2224 63% 28% 9% 2224 2224 2224 26% 64%	569 46% 45% 9% 561 569 12% 83%	1627 70% 22% 8% 1637 1627 31% 58%	28 40% 30% 30% 26 28 28 24% 49%	362 30% 62% 8% 356 362 6% 92%	305 50% 39% 11% 298 305 8% 87%	723 56% 30% 13% 714 723 14% 73%	424 89% 7% 4% 435 424 41% 47%	380 91% 7% 2% 394 380 69% 24%	30 38% 11% 51% 27 30 25% 18%
Attoos that are not easily covered by clothing (e.g., on the ands, face, wrists, forearms, or neck)In general, would ou or would you not consider the following types of attoos to be unprofessional? isible tattoos on someone's face or neck Base: All UK Adults I would consider this unprofessional I would not consider this unprofessional Don't know isible tattoos not on someone's face or neck Unweighted base Base: All UK Adults I would consider this unprofessional I would consider this unprofessional I would consider this unprofessional I would consider this unprofessional I would not consider this unprofessional Don't know	2224 63% 28% 9% 2224 2224 2224 26% 64%	569 46% 45% 9% 561 569 12% 83%	1627 70% 22% 8% 1637 1627 31% 58%	28 40% 30% 30% 26 28 28 24% 49%	362 30% 62% 8% 356 362 6% 92%	305 50% 39% 11% 298 305 8% 87%	723 56% 30% 13% 714 723 14% 73%	424 89% 7% 4% 435 424 41% 47%	380 91% 7% 2% 394 380 69% 24%	30 38% 11% 51% 27 30 25% 18%
attoos that are not easily covered by clothing (e.g., on the ands, face, wrists, forearms, or neck)In general, would ou or would you not consider the following types of attoos to be unprofessional? isible tattoos on someone's face or neck Base: All UK Adults I would consider this unprofessional I would not consider this unprofessional Don't know isible tattoos not on someone's face or neck Base: All UK Adults I would not consider this unprofessional Don't know I would consider this unprofessional I would consider this unprofessional Don't know I would consider this unprofessional I would not consider this unprofessional Don't know	2224 63% 28% 9% 2224 2224 26% 64% 9%	569 46% 45% 9% 561 569 12% 83% 5%	1627 70% 22% 8% 1637 1627 31% 58% 11%	28 40% 30% 30% 26 28 24% 49% 27%	362 30% 62% 8% 356 362 6% 92% 3%	305 50% 39% 11% 298 305 8% 8% 87% 5%	723 56% 30% 13% 714 723 14% 73% 13%	424 89% 7% 4% 435 424 41% 47% 12%	380 91% 7% 2% 394 380 69% 24% 6%	30 38% 11% 51% 27 30 25% 18% 57%
attoos that are not easily covered by clothing (e.g., on the lands, face, wrists, forearms, or neck)In general, would you or would you not consider the following types of attoos to be unprofessional? //isible tattoos on someone's face or neck Base: All UK Adults I would consider this unprofessional I would not consider this unprofessional Don't know //isible tattoos not on someone's face or neck Base: All UK Adults I would consider this unprofessional Don't know I would consider this unprofessional I would consider this unprofessional Don't know I would consider this unprofessional I would consider this unprofessional I would not consider this unprofessional Don't know Ion-visible tattoos	2224 63% 28% 9% 2224 2224 26% 64% 9% 2224	569 46% 45% 9% 561 569 12% 83% 5%	1627 70% 22% 8% 1637 1627 31% 58% 11% 1637	28 40% 30% 26 28 24% 49% 27% 26	362 30% 62% 8% 356 362 6% 92% 3% 3%	305 50% 39% 11% 298 305 8% 8% 87% 5% 298	723 56% 30% 13% 714 723 14% 73% 13% 714	424 89% 7% 4% 435 424 41% 47% 12%	380 91% 7% 2% 394 380 69% 24% 6%	30 38% 11% 51% 27 30 25% 18% 57% 27
attoos that are not easily covered by clothing (e.g., on the hands, face, wrists, forearms, or neck)In general, would you or would you not consider the following types of attoos to be unprofessional? //isible tattoos on someone's face or neck Base: All UK Adults I would consider this unprofessional I would not consider this unprofessional Don't know //isible tattoos not on someone's face or neck Unweighted base Base: All UK Adults I would consider this unprofessional Don't know //isible tattoos not on someone's face or neck Unweighted base Base: All UK Adults I would consider this unprofessional I would not consider this unprofessional Don't know Non-visible tattoos	2224 63% 28% 9% 2224 2224 26% 64% 9% 2224 2224 2224	569 46% 45% 9% 561 569 12% 83% 5% 561 561 569	1627 70% 22% 8% 1637 1627 31% 58% 11% 1637 1637	28 40% 30% 30% 26 28 24% 49% 27% 26 28	362 30% 62% 8% 356 362 6% 92% 3% 3% 356 362	305 50% 39% 11% 298 305 8% 8% 87% 5% 298 305	723 56% 30% 13% 714 723 14% 73% 13% 714 723	424 89% 7% 4% 435 424 41% 427% 12% 435 435 424	380 91% 7% 2% 394 380 69% 24% 6% 394 380	30 38% 11% 51% 27 30 25% 18% 57% 27 30

	Ger	ıder		Age							
Total	Male	Female	18-24	25-34	35-44	45-54	55+				

In general, do you think visible tattoos would be acceptable or unacceptable for people working in the following types of profession? (Please select one in each row)

Police officers								
Unweighted base	2224	1071	1153	222	338	375	354	935
Base: All UK Adults	2224	1079	1145	247	347	381	362	887
Acceptable to have any kind of visible tattoos, including face or neck tattoos	21%	18%	24%	34%	34%	33%	18%	8%
Acceptable to have visible tattoos, but not face or neck tattoos	41%	41%	42%	34%	44%	46%	57%	34%
Not acceptable to have any visible tattoos	31%	34%	29%	16%	15%	15%	20%	54%
Don't know	6%	7%	6%	17%	7%	6%	5%	4%
Firefighters								
Unweighted base	2224	1071	1153	222	338	375	354	935
Base: All UK Adults	2224	1079	1145	247	347	381	362	887
Acceptable to have any kind of visible tattoos, including face or neck tattoos	31%	29%	32%	47%	46%	43%	29%	15%
Acceptable to have visible tattoos, but not face or neck tattoos	43%	43%	43%	27%	37%	43%	53%	45%
Not acceptable to have any visible tattoos	20%	21%	20%	11%	10%	9%	13%	35%
Don't know	7%	8%	5%	15%	8%	6%	5%	5%
Paramedics								
Unweighted base	2224	1071	1153	222	338	375	354	935
Base: All UK Adults	2224	1079	1145	247	347	381	362	887
Acceptable to have any kind of visible tattoos, including face or neck tattoos	27%	25%	29%	43%	41%	40%	25%	12%
Acceptable to have visible tattoos, but not face or neck tattoos	42%	42%	42%	30%	39%	44%	53%	41%
Not acceptable to have any visible tattoos	25%	26%	24%	13%	13%	11%	16%	43%
Don't know	6%	7%	5%	14%	7%	6%	6%	4%
Doctors and nurses								
Unweighted base	2224	1071	1153	222	338	375	354	935
Base: All UK Adults	2224	1079	1145	247	347	381	362	887
Acceptable to have any kind of visible tattoos, including face or neck tattoos	23%	21%	25%	38%	37%	35%	20%	9%
Acceptable to have visible tattoos, but not face or neck tattoos	38%	36%	39%	30%	39%	41%	50%	33%
Not acceptable to have any visible tattoos	34%	36%	32%	18%	19%	17%	23%	55%
Don't know	6%	7%	5%	13%	5%	7%	6%	3%
Teachers (primary and secondary school)								
Unweighted base	2224	1071	1153	222	338	375	354	935
Base: All UK Adults	2224	1079	1145	247	347	381	362	887
Acceptable to have any kind of visible tattoos, including face or neck tattoos	18%	16%	20%	31%	29%	28%	16%	7%
Acceptable to have visible tattoos, but not face or neck tattoos	34%	33%	35%	31%	41%	40%	45%	25%
Not acceptable to have any visible tattoos	42%	44%	40%	24%	25%	25%	33%	65%
Don't know	6%	6%	5%	14%	6%	7%	5%	3%

		Socia	l Grade				Working Status			
	Total	ABC1	C2DE	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other
In general, do you think visible tattoos would be acceptable or unacceptable for people working in the following types of profession? (Please select one in each row)										
Police officers										
Unweighted base	2224	1288	936	943	317	1260	107	567	100	190
Base: All UK Adults	2224	1268	956	957	323	1280	118	523	106	198
Acceptable to have any kind of visible tattoos, including face or neck tattoos	21%	20%	22%	25%	21%	24%	37%	6%	26%	26%
Acceptable to have visible tattoos, but not face or neck tattoos	41%	42%	41%	48%	42%	46%	34%	30%	39%	44%
Not acceptable to have any visible tattoos	31%	32%	30%	22%	29%	24%	20%	59%	15%	23%
Don't know	6%	6%	7%	5%	8%	6%	10%	5%	20%	6%
Firefighters										
Unweighted base	2224	1288	936	943	317	1260	107	567	100	190
Base: All UK Adults	2224	1268	956	957	323	1280	118	523	106	198
Acceptable to have any kind of visible tattoos, including face or neck tattoos	31%	31%	30%	36%	29%	34%	51%	13%	38%	37%
Acceptable to have visible tattoos, but not face or neck tattoos	43%	42%	43%	44%	45%	44%	29%	45%	32%	40%
Not acceptable to have any visible tattoos	20%	21%	19%	15%	17%	16%	13%	37%	10%	16%
Don't know	7%	6%	7%	5%	9%	6%	8%	6%	20%	7%
Paramedics										
Unweighted base	2224	1288	936	943	317	1260	107	567	100	190
Base: All UK Adults	2224	1268	956	957	323	1280	118	523	106	198
Acceptable to have any kind of visible tattoos, including face or neck tattoos	27%	27%	27%	32%	26%	31%	45%	11%	34%	30%
Acceptable to have visible tattoos, but not face or neck tattoos	42%	42%	42%	45%	44%	45%	30%	38%	34%	44%
Not acceptable to have any visible tattoos	25%	26%	24%	18%	22%	19%	17%	46%	13%	19%
Don't know	6%	6%	7%	4%	9%	6%	8%	5%	20%	7%
Doctors and nurses										
Unweighted base	2224	1288	936	943	317	1260	107	567	100	190
Base: All UK Adults	2224	1268	956	957	323	1280	118	523	106	198
Acceptable to have any kind of visible tattoos, including face or neck tattoos	23%	22%	24%	28%	24%	27%	39%	7%	28%	28%
Acceptable to have visible tattoos, but not face or neck tattoos	38%	38%	37%	43%	38%	41%	33%	30%	32%	39%
Not acceptable to have any visible tattoos	34%	34%	33%	24%	30%	26%	22%	60%	25%	26%
Don't know	6%	5%	6%	5%	8%	5%	6%	4%	15%	7%
Teachers (primary and secondary school)										
Unweighted base	2224	1288	936	943	317	1260	107	567	100	190
Base: All UK Adults	2224	1268	956	957	323	1280	118	523	106	198
Acceptable to have any kind of visible tattoos, including face or neck tattoos	18%	18%	19%	23%	17%	21%	32%	5%	22%	24%
Acceptable to have visible tattoos, but not face or neck tattoos	34%	34%	34%	41%	38%	40%	32%	21%	36%	32%
Not acceptable to have any visible tattoos	42%	43%	41%	33%	38%	34%	27%	71%	24%	36%
Don't know	6%	5%	6%	4%	7%	5%	8%	4%	18%	8%

		Changing t	the subjectDo y tattoos?	ou have any		In general, how	/ positive or nega	ative do you fee	el about tattoos?	
	Total	Yes- I do	No - I do not	Prefer not to say	Very positive	Somewhat positive	Neither positive nor negative	Somewhat negative	Very negative	Don't know
In general, do you think visible tattoos would be acceptable or unacceptable for people working in the following types of profession? (Please select one in each row)										
Police officers										
Unweighted base	2224	561	1637	26	356	298	714	435	394	27
Base: All UK Adults	2224	569	1627	28	362	305	723	424	380	30
Acceptable to have any kind of visible tattoos, including face or neck tattoos	21%	36%	16%	16%	49%	29%	22%	6%	3%	11%
Acceptable to have visible tattoos, but not face or neck tattoos	41%	51%	38%	26%	45%	55%	48%	40%	17%	11%
Not acceptable to have any visible tattoos	31%	9%	40%	11%	2%	12%	20%	50%	76%	30%
Don't know	6%	4%	7%	47%	4%	5%	10%	4%	4%	47%
Firefighters										
Unweighted base	2224	561	1637	26	356	298	714	435	394	27
Base: All UK Adults	2224	569	1627	28	362	305	723	424	380	30
Acceptable to have any kind of visible tattoos, including face or neck tattoos	31%	47%	25%	23%	60%	43%	34%	14%	5%	18%
Acceptable to have visible tattoos, but not face or neck tattoos	43%	45%	42%	23%	37%	47%	45%	51%	33%	11%
Not acceptable to have any visible tattoos	20%	5%	26%	7%	1%	6%	11%	31%	56%	21%
Don't know	7%	3%	7%	47%	2%	5%	10%	5%	5%	51%
Paramedics										
Unweighted base	2224	561	1637	26	356	298	714	435	394	27
Base: All UK Adults	2224	569	1627	28	362	305	723	424	380	30
Acceptable to have any kind of visible tattoos, including face or neck tattoos	27%	43%	21%	19%	56%	39%	29%	9%	4%	18%
Acceptable to have visible tattoos, but not face or neck tattoos	42%	48%	40%	26%	40%	50%	47%	47%	23%	8%
Not acceptable to have any visible tattoos	25%	7%	32%	7%	2%	7%	13%	39%	68%	27%
Don't know	6%	3%	7%	47%	2%	3%	10%	5%	5%	47%
Doctors and nurses										
Unweighted base	2224	561	1637	26	356	298	714	435	394	27
Base: All UK Adults	2224	569	1627	28	362	305	723	424	380	30
Acceptable to have any kind of visible tattoos, including face or neck tattoos	23%	40%	17%	11%	54%	35%	23%	8%	3%	7%
Acceptable to have visible tattoos, but not face or neck tattoos	38%	46%	35%	21%	39%	51%	46%	35%	14%	7%
Not acceptable to have any visible tattoos	34%	11%	42%	28%	5%	11%	22%	55%	78%	33%
Don't know	6%	3%	6%	40%	2%	3%	9%	3%	4%	54%
Teachers (primary and secondary school)										
Unweighted base	2224	561	1637	26	356	298	714	435	394	27
Base: All UK Adults	2224	569	1627	28	362	305	723	424	380	30
Acceptable to have any kind of visible tattoos, including face or neck tattoos	18%	34%	13%	11%	45%	27%	18%	4%	3%	10%
Acceptable to have visible tattoos, but not face or neck tattoos	34%	46%	30%	28%	44%	50%	41%	27%	7%	16%
Not acceptable to have any visible tattoos	42%	17%	51%	21%	8%	20%	31%	66%	87%	27%
Don't know	6%	3%	6%	40%	3%	3%	9%	2%	4%	47%

		Ge	nder			Age		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+
High-end customer-facing services (luxury hotel staff,								
expensive retail, upmarket flight attendants)								
Unweighted base	2224	1071	1153	222	338	375	354	935
Base: All UK Adults	2224	1079	1145	247	347	381	362	887
Acceptable to have any kind of visible tattoos, including face or neck tattoos	22%	20%	24%	38%	37%	32%	19%	9%
Acceptable to have visible tattoos, but not face or neck tattoos	35%	36%	34%	25%	39%	43%	46%	27%
Not acceptable to have any visible tattoos	37%	37%	36%	22%	17%	17%	28%	60%
Don't know	7%	7%	6%	15%	6%	8%	7%	4%
Low-end customer-facing services (low-cost wait staff, mass market retail, budget flight attendants)								
Unweighted base	2224	1071	1153	222	338	375	354	935
Base: All UK Adults	2224	1079	1145	247	347	381	362	887
Acceptable to have any kind of visible tattoos, including face or neck tattoos	30%	28%	31%	48%	48%	43%	27%	13%
Acceptable to have visible tattoos, but not face or neck tattoos	45%	46%	45%	31%	38%	45%	56%	48%
Not acceptable to have any visible tattoos	18%	18%	19%	6%	8%	6%	12%	34%
Don't know	7%	7%	6%	14%	7%	6%	6%	5%
Senior office-based roles								
Unweighted base	2224	1071	1153	222	338	375	354	935
Base: All UK Adults	2224	1071	1145	247	347	381	362	887
Acceptable to have any kind of visible tattoos, including face or neck tattoos	24%	21%	26%	40%	40%	34%	20%	9%
Acceptable to have visible tattoos, but not face or neck tattoos	41%	41%	40%	30%	40%	47%	52%	36%
Not acceptable to have any visible tattoos	29%	30%	29%	15%	12%	13%	23%	49%
Don't know	7%	8%	6%	15%	7%	6%	5%	5%
Junior office-based roles	1 /0	0,0	070	1070	770	070	070	570
	2224	1071	1153	222	338	375	354	935
Unweighted base								887
Base: All UK Adults Acceptable to have any kind of visible tattoos, including face or	2224	1079	1145	247	347	381	362	
Acceptable to have any kind of visible tattoos, including face of neck tattoos	25%	23%	27%	42%	42%	37%	22%	11%
Acceptable to have visible tattoos, but not face or neck tattoos	44%	46%	43%	31%	41%	47%	56%	44%
Not acceptable to have any visible tattoos	23%	23%	23%	11%	9%	10%	16%	40%
Don't know	7%	8%	6%	16%	8%	6%	5%	6%

		Socia	l Grade				Working Status			
	Total	ABC1	C2DE	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other
High-end customer-facing services (luxury hotel staff,										
expensive retail, upmarket flight attendants) Unweighted base	2224	1288	936	943	317	1260	107	567	100	190
Base: All UK Adults	2224	1268	956	943	323	1280	118	523	106	190
Acceptable to have any kind of visible tattoos, including face or										
neck tattoos	22%	22%	22%	27%	22%	26%	40%	6%	26%	26%
Acceptable to have visible tattoos, but not face or neck tattoos	35%	35%	34%	41%	35%	40%	28%	24%	39%	33%
Not acceptable to have any visible tattoos	37%	37%	37%	26%	34%	28%	24%	65%	18%	32%
Don't know	7%	6%	7%	5%	9%	6%	8%	4%	18%	10%
Low-end customer-facing services (low-cost wait staff,										
mass market retail, budget flight attendants)										
Unweighted base	2224	1288	936	943	317	1260	107	567	100	190
Base: All UK Adults	2224	1268	956	957	323	1280	118	523	106	198
Acceptable to have any kind of visible tattoos, including face or neck tattoos	30%	30%	29%	36%	29%	35%	55%	11%	33%	32%
Acceptable to have visible tattoos, but not face or neck tattoos	45%	45%	46%	47%	47%	47%	31%	45%	41%	45%
Not acceptable to have any visible tattoos	18%	19%	18%	12%	16%	13%	7%	38%	9%	14%
Don't know	7%	6%	7%	4%	8%	5%	7%	6%	17%	10%
Senior office-based roles										
Unweighted base	2224	1288	936	943	317	1260	107	567	100	190
Base: All UK Adults	2224	1268	956	957	323	1280	118	523	106	198
Acceptable to have any kind of visible tattoos, including face or neck tattoos	24%	23%	24%	29%	23%	27%	46%	7%	28%	26%
Acceptable to have visible tattoos, but not face or neck tattoos	41%	41%	40%	46%	44%	46%	27%	31%	37%	42%
Not acceptable to have any visible tattoos	29%	30%	28%	21%	25%	22%	18%	55%	18%	22%
Don't know	7%	6%	8%	4%	8%	5%	9%	6%	17%	10%
Junior office-based roles										
Unweighted base	2224	1288	936	943	317	1260	107	567	100	190
Base: All UK Adults	2224	1268	956	957	323	1280	118	523	106	198
Acceptable to have any kind of visible tattoos, including face or neck tattoos	25%	26%	25%	31%	24%	29%	46%	9%	32%	28%
Acceptable to have visible tattoos, but not face or neck tattoos	44%	45%	44%	49%	46%	48%	33%	40%	37%	45%
Not acceptable to have any visible tattoos	23%	23%	23%	16%	21%	17%	12%	45%	13%	16%
Don't know	7%	6%	8%	5%	9%	6%	9%	7%	18%	10%

	Total	Changing the subjectDo you have any tattoos?			In general, how positive or negative do you feel about tattoos?					
		Yes- I do	No - I do not	Prefer not to say	Very positive	Somewhat positive	Neither positive nor negative	Somewhat negative	Very negative	Don't know
High-end customer-facing services (luxury hotel staff, expensive retail, upmarket flight attendants)										
Unweighted base	2224	561	1637	26	356	298	714	435	394	27
Base: All UK Adults	2224	569	1627	28	362	305	723	424	380	30
Acceptable to have any kind of visible tattoos, including face or neck tattoos	22%	39%	16%	16%	52%	32%	22%	6%	4%	10%
Acceptable to have visible tattoos, but not face or neck tattoos	35%	43%	32%	17%	39%	52%	42%	30%	11%	8%
Not acceptable to have any visible tattoos	37%	15%	45%	26%	6%	14%	25%	60%	81%	25%
Don't know	7%	4%	7%	40%	3%	2%	11%	4%	4%	58%
Low-end customer-facing services (low-cost wait staff, mass market retail, budget flight attendants)										
Unweighted base	2224	561	1637	26	356	298	714	435	394	27
Base: All UK Adults	2224	569	1627	28	362	305	723	424	380	30
Acceptable to have any kind of visible tattoos, including face or neck tattoos	30%	46%	24%	18%	61%	45%	32%	11%	6%	10%
Acceptable to have visible tattoos, but not face or neck tattoos	45%	46%	46%	19%	35%	50%	49%	57%	35%	11%
Not acceptable to have any visible tattoos	18%	5%	23%	17%	1%	2%	9%	28%	54%	20%
Don't know	7%	3%	7%	45%	3%	3%	10%	4%	5%	58%
Senior office-based roles										
Unweighted base	2224	561	1637	26	356	298	714	435	394	27
Base: All UK Adults	2224	569	1627	28	362	305	723	424	380	30
Acceptable to have any kind of visible tattoos, including face or neck tattoos	24%	40%	18%	7%	55%	33%	26%	7%	2%	7%
Acceptable to have visible tattoos, but not face or neck tattoos	41%	48%	38%	29%	39%	54%	48%	42%	18%	13%
Not acceptable to have any visible tattoos	29%	9%	36%	20%	3%	10%	17%	46%	75%	27%
Don't know	7%	3%	7%	44%	3%	3%	10%	5%	4%	54%
Junior office-based roles										
Unweighted base	2224	561	1637	26	356	298	714	435	394	27
Base: All UK Adults	2224	569	1627	28	362	305	723	424	380	30
Acceptable to have any kind of visible tattoos, including face or neck tattoos	25%	42%	20%	7%	57%	34%	28%	8%	3%	7%
Acceptable to have visible tattoos, but not face or neck tattoos	44%	48%	44%	31%	38%	55%	49%	53%	28%	19%
Not acceptable to have any visible tattoos	23%	7%	29%	18%	3%	8%	13%	34%	63%	17%
Don't know	7%	4%	8%	44%	3%	3%	11%	6%	5%	57%