

# YouGov Survey Results

Fieldwork: 5th - 6th July 2022

Sample size: 2224 adults in GB



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

## Changing the subject...Do you have any tattoos?

Unweighted base	2224	1071	1153	222	338	375	354	935
<b>Base: All UK Adults</b>	<b>2224</b>	<b>1079</b>	<b>1145</b>	<b>247</b>	<b>347</b>	<b>381</b>	<b>362</b>	<b>887</b>
Yes- I do	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%

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	228	333	44	116	143	127	131
<b>Base: All UK Adults who have tattoos</b>	<b>569</b>	<b>233</b>	<b>336</b>	<b>47</b>	<b>119</b>	<b>145</b>	<b>130</b>	<b>128</b>
Head	1%	1%	1%	-	-	1%	2%	1%
Face	1%	1%	0%	2%	1%	-	1%	-
Neck	6%	6%	6%	2%	7%	6%	8%	4%
Shoulders	17%	18%	17%	6%	10%	20%	24%	18%
Upper back	19%	16%	21%	7%	16%	24%	23%	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%
<b>Net: Visible tattoos</b>	<b>42%</b>	<b>48%</b>	<b>39%</b>	<b>38%</b>	<b>50%</b>	<b>44%</b>	<b>40%</b>	<b>37%</b>
<b>Net: Non Visible tattoos</b>	<b>81%</b>	<b>79%</b>	<b>82%</b>	<b>74%</b>	<b>84%</b>	<b>82%</b>	<b>83%</b>	<b>77%</b>

# YouGov Survey Results

Fieldwork: 5th - 6th July 2022

Sample size: 2224 adults in GB



Total	Social Grade		Working Status						
	ABC1	C2DE	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other

## Changing the subject...Do you have any tattoos?

Unweighted base	2224	1288	936	943	317	1260	107	567	100	190
<b>Base: All UK Adults</b>	<b>2224</b>	<b>1268</b>	<b>956</b>	<b>957</b>	<b>323</b>	<b>1280</b>	<b>118</b>	<b>523</b>	<b>106</b>	<b>198</b>
Yes- I do	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
<b>Base: All UK Adults who have tattoos</b>	<b>569</b>	<b>263</b>	<b>306</b>	<b>307</b>	<b>90</b>	<b>398</b>	<b>13</b>	<b>58</b>	<b>35</b>	<b>65</b>
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%
<b>Net: Visible tattoos</b>	<b>42%</b>	<b>34%</b>	<b>49%</b>	<b>38%</b>	<b>53%</b>	<b>42%</b>	<b>33%</b>	<b>28%</b>	<b>62%</b>	<b>51%</b>
<b>Net: Non Visible tattoos</b>	<b>81%</b>	<b>80%</b>	<b>81%</b>	<b>82%</b>	<b>78%</b>	<b>81%</b>	<b>89%</b>	<b>83%</b>	<b>75%</b>	<b>81%</b>

# YouGov Survey Results

Fieldwork: 5th - 6th July 2022

Sample size: 2224 adults in GB



Total	Changing the subject...Do 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

## Changing the subject...Do you have any tattoos?

Unweighted base	2224	561	1637	26	356	298	714	435	394	27
<b>Base: All UK Adults</b>	<b>2224</b>	<b>569</b>	<b>1627</b>	<b>28</b>	<b>362</b>	<b>305</b>	<b>723</b>	<b>424</b>	<b>380</b>	<b>30</b>
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
<b>Base: All UK Adults who have tattoos</b>	<b>569</b>	<b>569</b>	<b>-</b>	<b>-</b>	<b>262</b>	<b>137</b>	<b>133</b>	<b>27</b>	<b>9</b>	<b>1</b>
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%	-	-
Thighs	8%	8%	-	-	10%	9%	4%	3%	-	-
Shins or calves	10%	10%	-	-	17%	4%	7%	-	-	-
Ankles	12%	12%	-	-	16%	10%	5%	9%	11%	-
None of these	6%	6%	-	-	5%	6%	7%	8%	22%	-
<b>Net: Visible tattoos</b>	<b>42%</b>	<b>42%</b>	<b>-</b>	<b>-</b>	<b>46%</b>	<b>44%</b>	<b>34%</b>	<b>39%</b>	<b>33%</b>	<b>-</b>
<b>Net: Non Visible tattoos</b>	<b>81%</b>	<b>81%</b>	<b>-</b>	<b>-</b>	<b>86%</b>	<b>79%</b>	<b>78%</b>	<b>67%</b>	<b>46%</b>	<b>100%</b>

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

In general, how positive or negative do you feel about tattoos?

Unweighted base	2224	1071	1153	222	338	375	354	935
<b>Base: All UK Adults</b>	2224	1079	1145	247	347	381	362	887
Very positive	16%	12%	20%	23%	28%	22%	17%	7%
Somewhat positive	14%	12%	16%	23%	18%	20%	16%	6%
Neither positive nor negative	33%	34%	31%	28%	37%	37%	38%	28%
Somewhat negative	19%	21%	17%	12%	9%	14%	19%	27%
Very negative	17%	18%	16%	9%	5%	6%	10%	32%
Don't know	1%	2%	1%	5%	2%	2%	1%	0%
<b>Net: Positive</b>	<b>30%</b>	<b>24%</b>	<b>36%</b>	<b>46%</b>	<b>47%</b>	<b>42%</b>	<b>33%</b>	<b>13%</b>
<b>Net: Negative</b>	<b>36%</b>	<b>40%</b>	<b>33%</b>	<b>21%</b>	<b>15%</b>	<b>20%</b>	<b>29%</b>	<b>59%</b>

For the following question by 'visible' tattoos, we mean tattoos 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 tattoos to be unprofessional?

**Visible tattoos on someone's face or neck**

Unweighted base	2224	1071	1153	222	338	375	354	935
<b>Base: All UK Adults</b>	2224	1079	1145	247	347	381	362	887
I would consider this unprofessional	63%	65%	61%	44%	47%	52%	62%	80%
I would not consider this unprofessional	28%	25%	30%	41%	43%	37%	29%	14%
Don't know	9%	9%	8%	16%	10%	10%	9%	6%

**Visible tattoos not on someone's face or neck**

Unweighted base	2224	1071	1153	222	338	375	354	935
<b>Base: All UK Adults</b>	2224	1079	1145	247	347	381	362	887
I would consider this unprofessional	26%	30%	23%	16%	15%	13%	21%	42%
I would not consider this unprofessional	64%	60%	68%	71%	78%	79%	69%	48%
Don't know	9%	9%	10%	13%	7%	8%	10%	10%

**Non-visible tattoos**

Unweighted base	2224	1071	1153	222	338	375	354	935
<b>Base: All UK Adults</b>	2224	1079	1145	247	347	381	362	887
I would consider this unprofessional	7%	8%	6%	8%	5%	5%	4%	10%
I would not consider this unprofessional	86%	83%	89%	79%	91%	92%	90%	81%
Don't know	7%	9%	6%	12%	5%	4%	7%	9%

Total	Social Grade		Working Status						
	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
<b>Base: All UK Adults</b>	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%
<b>Net: Positive</b>	<b>30%</b>	<b>29%</b>	<b>32%</b>	<b>37%</b>	<b>34%</b>	<b>36%</b>	<b>46%</b>	<b>9%</b>	<b>39%</b>	<b>32%</b>
<b>Net: Negative</b>	<b>36%</b>	<b>39%</b>	<b>33%</b>	<b>26%</b>	<b>32%</b>	<b>27%</b>	<b>21%</b>	<b>67%</b>	<b>19%</b>	<b>31%</b>

For the following question by 'visible' tattoos, we mean tattoos 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 tattoos to be unprofessional?

**Visible tattoos on someone's face or neck**

Unweighted base	2224	1288	936	943	317	1260	107	567	100	190
<b>Base: All UK Adults</b>	2224	1268	956	957	323	1280	118	523	106	198
I would consider this unprofessional	63%	66%	59%	60%	62%	60%	49%	83%	38%	52%
I would not consider this unprofessional	28%	26%	31%	31%	28%	31%	44%	12%	44%	36%
Don't know	9%	8%	10%	9%	9%	9%	8%	5%	18%	12%

**Visible tattoos not on someone's face or neck**

Unweighted base	2224	1288	936	943	317	1260	107	567	100	190
<b>Base: All UK Adults</b>	2224	1268	956	957	323	1280	118	523	106	198
I would consider this unprofessional	26%	29%	23%	21%	23%	21%	17%	47%	15%	17%
I would not consider this unprofessional	64%	63%	66%	72%	67%	71%	75%	42%	72%	68%
Don't know	9%	9%	11%	8%	10%	8%	8%	10%	14%	15%

**Non-visible tattoos**

Unweighted base	2224	1288	936	943	317	1260	107	567	100	190
<b>Base: All UK Adults</b>	2224	1268	956	957	323	1280	118	523	106	198
I would consider this unprofessional	7%	7%	7%	5%	6%	6%	6%	12%	6%	5%
I would not consider this unprofessional	86%	87%	85%	90%	87%	89%	86%	79%	81%	85%
Don't know	7%	6%	8%	5%	6%	5%	8%	10%	13%	11%

Total	Changing the subject...Do 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

In general, how positive or negative do you feel about tattoos?

Unweighted base	2224	561	1637	26	356	298	714	435	394	27
<b>Base: All UK Adults</b>	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%
<b>Net: Positive</b>	<b>30%</b>	<b>70%</b>	<b>16%</b>	<b>32%</b>	<b>100%</b>	<b>100%</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Net: Negative</b>	<b>36%</b>	<b>6%</b>	<b>47%</b>	<b>23%</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>100%</b>	<b>100%</b>	<b>-</b>

For the following question by 'visible' tattoos, we mean tattoos 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 tattoos to be unprofessional?

**Visible tattoos on someone's face or neck**

Unweighted base	2224	561	1637	26	356	298	714	435	394	27
<b>Base: All UK Adults</b>	2224	569	1627	28	362	305	723	424	380	30
I would consider this unprofessional	63%	46%	70%	40%	30%	50%	56%	89%	91%	38%
I would not consider this unprofessional	28%	45%	22%	30%	62%	39%	30%	7%	7%	11%
Don't know	9%	9%	8%	30%	8%	11%	13%	4%	2%	51%

**Visible tattoos not on someone's face or neck**

Unweighted base	2224	561	1637	26	356	298	714	435	394	27
<b>Base: All UK Adults</b>	2224	569	1627	28	362	305	723	424	380	30
I would consider this unprofessional	26%	12%	31%	24%	6%	8%	14%	41%	69%	25%
I would not consider this unprofessional	64%	83%	58%	49%	92%	87%	73%	47%	24%	18%
Don't know	9%	5%	11%	27%	3%	5%	13%	12%	6%	57%

**Non-visible tattoos**

Unweighted base	2224	561	1637	26	356	298	714	435	394	27
<b>Base: All UK Adults</b>	2224	569	1627	28	362	305	723	424	380	30
I would consider this unprofessional	7%	4%	8%	25%	4%	5%	3%	4%	22%	11%
I would not consider this unprofessional	86%	93%	84%	49%	93%	93%	90%	88%	67%	35%
Don't know	7%	3%	9%	27%	3%	2%	7%	8%	11%	54%

Total	Gender		Age				
	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
<b>Base: All UK Adults</b>	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
<b>Base: All UK Adults</b>	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
<b>Base: All UK Adults</b>	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
<b>Base: All UK Adults</b>	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
<b>Base: All UK Adults</b>	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%

Total	Social Grade		Working Status							
	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
<b>Base: All UK Adults</b>	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
<b>Base: All UK Adults</b>	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
<b>Base: All UK Adults</b>	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
<b>Base: All UK Adults</b>	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
<b>Base: All UK Adults</b>	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%



Total	Changing the subject...Do 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

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
<b>Base: All UK Adults</b>	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
<b>Base: All UK Adults</b>	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
<b>Base: All UK Adults</b>	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
<b>Base: All UK Adults</b>	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
<b>Base: All UK Adults</b>	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%

	Total	Gender		Age				
		Male	Female	18-24	25-34	35-44	45-54	55+
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%

	Total	Social Grade		Working Status						
		ABC1	C2DE	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other
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%

	Total	Changing the subject...Do 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
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%

	Total	Gender		Age				
		Male	Female	18-24	25-34	35-44	45-54	55+
<b>High-end customer-facing services (luxury hotel staff, expensive retail, upmarket flight attendants)</b>								
Unweighted base	2224	1071	1153	222	338	375	354	935
<b>Base: All UK Adults</b>	<b>2224</b>	<b>1079</b>	<b>1145</b>	<b>247</b>	<b>347</b>	<b>381</b>	<b>362</b>	<b>887</b>
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%
<b>Low-end customer-facing services (low-cost wait staff, mass market retail, budget flight attendants)</b>								
Unweighted base	2224	1071	1153	222	338	375	354	935
<b>Base: All UK Adults</b>	<b>2224</b>	<b>1079</b>	<b>1145</b>	<b>247</b>	<b>347</b>	<b>381</b>	<b>362</b>	<b>887</b>
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%
<b>Senior office-based roles</b>								
Unweighted base	2224	1071	1153	222	338	375	354	935
<b>Base: All UK Adults</b>	<b>2224</b>	<b>1079</b>	<b>1145</b>	<b>247</b>	<b>347</b>	<b>381</b>	<b>362</b>	<b>887</b>
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%
<b>Junior office-based roles</b>								
Unweighted base	2224	1071	1153	222	338	375	354	935
<b>Base: All UK Adults</b>	<b>2224</b>	<b>1079</b>	<b>1145</b>	<b>247</b>	<b>347</b>	<b>381</b>	<b>362</b>	<b>887</b>
Acceptable to have any kind of visible tattoos, including face or 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%

	Total	Social Grade		Working Status						
		ABC1	C2DE	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other
<b>High-end customer-facing services (luxury hotel staff, expensive retail, upmarket flight attendants)</b>										
Unweighted base	2224	1288	936	943	317	1260	107	567	100	190
<b>Base: All UK Adults</b>	2224	1268	956	957	323	1280	118	523	106	198
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%
<b>Low-end customer-facing services (low-cost wait staff, mass market retail, budget flight attendants)</b>										
Unweighted base	2224	1288	936	943	317	1260	107	567	100	190
<b>Base: All UK Adults</b>	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%
<b>Senior office-based roles</b>										
Unweighted base	2224	1288	936	943	317	1260	107	567	100	190
<b>Base: All UK Adults</b>	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%
<b>Junior office-based roles</b>										
Unweighted base	2224	1288	936	943	317	1260	107	567	100	190
<b>Base: All UK Adults</b>	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 subject...Do 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
<b>High-end customer-facing services (luxury hotel staff, expensive retail, upmarket flight attendants)</b>										
Unweighted base	2224	561	1637	26	356	298	714	435	394	27
<b>Base: All UK Adults</b>	<b>2224</b>	<b>569</b>	<b>1627</b>	<b>28</b>	<b>362</b>	<b>305</b>	<b>723</b>	<b>424</b>	<b>380</b>	<b>30</b>
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%
<b>Low-end customer-facing services (low-cost wait staff, mass market retail, budget flight attendants)</b>										
Unweighted base	2224	561	1637	26	356	298	714	435	394	27
<b>Base: All UK Adults</b>	<b>2224</b>	<b>569</b>	<b>1627</b>	<b>28</b>	<b>362</b>	<b>305</b>	<b>723</b>	<b>424</b>	<b>380</b>	<b>30</b>
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%
<b>Senior office-based roles</b>										
Unweighted base	2224	561	1637	26	356	298	714	435	394	27
<b>Base: All UK Adults</b>	<b>2224</b>	<b>569</b>	<b>1627</b>	<b>28</b>	<b>362</b>	<b>305</b>	<b>723</b>	<b>424</b>	<b>380</b>	<b>30</b>
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%
<b>Junior office-based roles</b>										
Unweighted base	2224	561	1637	26	356	298	714	435	394	27
<b>Base: All UK Adults</b>	<b>2224</b>	<b>569</b>	<b>1627</b>	<b>28</b>	<b>362</b>	<b>305</b>	<b>723</b>	<b>424</b>	<b>380</b>	<b>30</b>
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%