

CANADIAN PRESS / LÉGER MARKETING

How Canadians Feel About Tattoos and Body Piercing

Report



1.0 Study Highlights

- Nearly two out ten Canadians have a tattoo or have had body piercing done.

Question : *Do you personally have any tattoos or body piercing, EXCLUDING any traditional earrings on the earlobe?*

n=1529	Yes, tattoo(s)	Yes, body piercing	Yes, both	No
Canada	6%	7%	5%	82%

- Men get tattoos on the arms while women prefer them on the back.

Question : *On which part(s) of your body is (are) your tattoo(s)?... ?*

n=167 who have tattoo(s)	...the arms	... the back	Refusal
Men	62%	24%	1%
Women	14%	44%	4%
Canada	41%	33%	3%

- The ear is still the most popular spot to pierce.

Question : *On which part(s) of your body is (are) your piercing(s)?*

n=179 who have body piercing(s)	TOTAL
... ears	85%
... navel	23%
... nose	7%
... tongue	7%
... eyebrow	5%
... breasts	4%
... lips	3%
... on or near genital organs	1%
... another part of the body	4%
Don't know/ Refusal	1%

Note : Several answers possible.

- A minority of Canadians are against tattoos and body piercing.

2. Results

2.1 Nearly two out of ten Canadians have a tattoo or have had body piercing done

18% of Canadians have a tattoo or have had some part of their body pierced. Out of these, 12% have a body piercing and 11% have a tattoo. 5% have both a body piercing and a tattoo.

31% of 18-34 year olds have either one or the other. 13% of men and 9% of women have a tattoo, as do 16% of manual workers, while 8% of men and 15% of women have had a body piercing.

Question : *Do you personally have any tattoos or body piercing, EXCLUDING any traditional earrings on the earlobe?*

n=1529	Yes, tattoo(s)	Yes, body piercing	Yes, both	No
Men	9%	4%	4%	82%
Women	3%	9%	6%	82%
Canada	6%	7%	5%	82%

2.2 Men get tattoos on the arms while women prefer them on the back

41% of Canadians who have one or more tattoo(s) have them on their arms, while 33% have them on the back, 19% on their legs, 8% on the lower abdomen, 8% on the breasts, 3% on the buttocks and 1% on the face. 22% have one on an undetermined part of their body.

Among those who have tattoos, 62% of men and 14% of women have it on their arms, while 44% of women and 24% of men have them on their backs. 28% of women have a tattoo on their legs while 13% have one on their lower abdomen.

Lastly, 70% of manual workers with a tattoo have it on their arms, while 20% of 18-24 year olds have it on their lower abdomens.

Question : *On which part(s) of your body is (are) your tattoo(s)?*

n=167 who have a tattoo(s)	Men	Women	TOTAL
... arms	62%	14%	41%
... back	21%	44%	33%
... legs	12%	28%	19%
... lower abdomen	4%	13%	8%
... breasts	7%	10%	8%
... buttocks	2%	5%	3%
... face	2%	0%	1%
... another part of the body	27%	16%	22%
Refusal	1%	4%	3%

Note : Several answers possible.

2.3 The ear is still the most popular spot to pierce

85% of Canadians that have had a piercing done have had it done on their ears. *Traditional piercings on the earlobe were not included under the category of body piercing for the purpose of this study.*

As for the other parts of the body, 23% of Canadians have pierced their navel, 7% their nose, 7% the tongue, 5% the eyebrow, 4% the breasts, 3% the lips, 1% on or near the genital organs, and 4% another undetermined part of the body.

It should be noted that no Canadians over the age of 55 had any piercings on any part of the body other than their ears.

Question : *On which part(s) of your body is (are) your piercing(s)?*

n=179 who have a body piercing	Men	Women	TOTAL
... ears	92%	81%	85%
... navel	19%	26%	23%
... nose	9%	7%	7%
... tongue	12%	5%	7%
... eyebrows	8%	3%	5%
... breasts	6%	3%	4%
... lips	3%	2%	3%
... on or near the genital organs	2%	1%	1%
... another part of the body	4%	4%	4%
Don't know / Refusal	0%	1%	1%

Note : Several answers possible.

People get a tattoo or a piercing for a multitude of reasons. Among the most frequent were for excitement (18%), to adorn your body (18%), to be like everyone else (11%) and to be sexier (5%).

35% of francophones and 30% of 18-24 year olds do it for excitement, while 22% of women do it to be more attractive and 12% of 18-24 year olds do it to be sexier.

Why Canadians get tattoos or piercings

n=272 who have tattoo(s) or body piercing(s)	
For excitement	18%
To adorn your body	18%
To be like everyone else	11%
To be sexier	5%
Other reason	47%
None of the above	9%
Don't know / Refusal	2%

Note : Several possible answers.

2.4 A minority of Canadians are against tattoos and body piercing

Among Canadians who do not have any tattoos or piercings, 25% are against tattooing and 30% are against body piercing. However, 58% are not against tattooing and 53% are not opposed to body piercing.

Men (66%), and 25-34 year olds (67%) and francophones (70%) are more open to tattooing. Men (61%), 25-34 year olds (65%) and Quebecers (63%) are also more amenable to body piercing.

Things were different then. 39% of over 55s are against tattooing and 48% are opposed to body piercing.

Lastly, 61% of adult Canadians would not give their children money to get a tattoo or a piercing.

Question : *Would you give your child money to have a tattoo done? To have a piercing done?*

n=1529	
Yes for a tattoo only	3%
Yes, for a piercing only	10%
Yes, for both	14%
No	61%
Doesn't have any children	8%
Don't know / Refusal	3%

3.0 Methodology

This study was conducted by Leger Marketing through telephone interviews among a representative sample of 1529 English- or French-speaking Canadians, 18 years of age or older.

The interviews were conducted from our Montreal and Winnipeg call centres between December 3 and December 8, 2002. Up to ten call-backs were made in the case of non-response.

Using data from Statistics Canada, the results were weighted according to geographic location, gender and language spoken at home to ensure a sample representative of the entire Canadian adult population. In the end, the maximum margin of error obtained for a sample of 1529 respondents is of ± 2.5 , 19 times out of 20.