

Aussies turned off by Tattoos

November 2008

Methodology

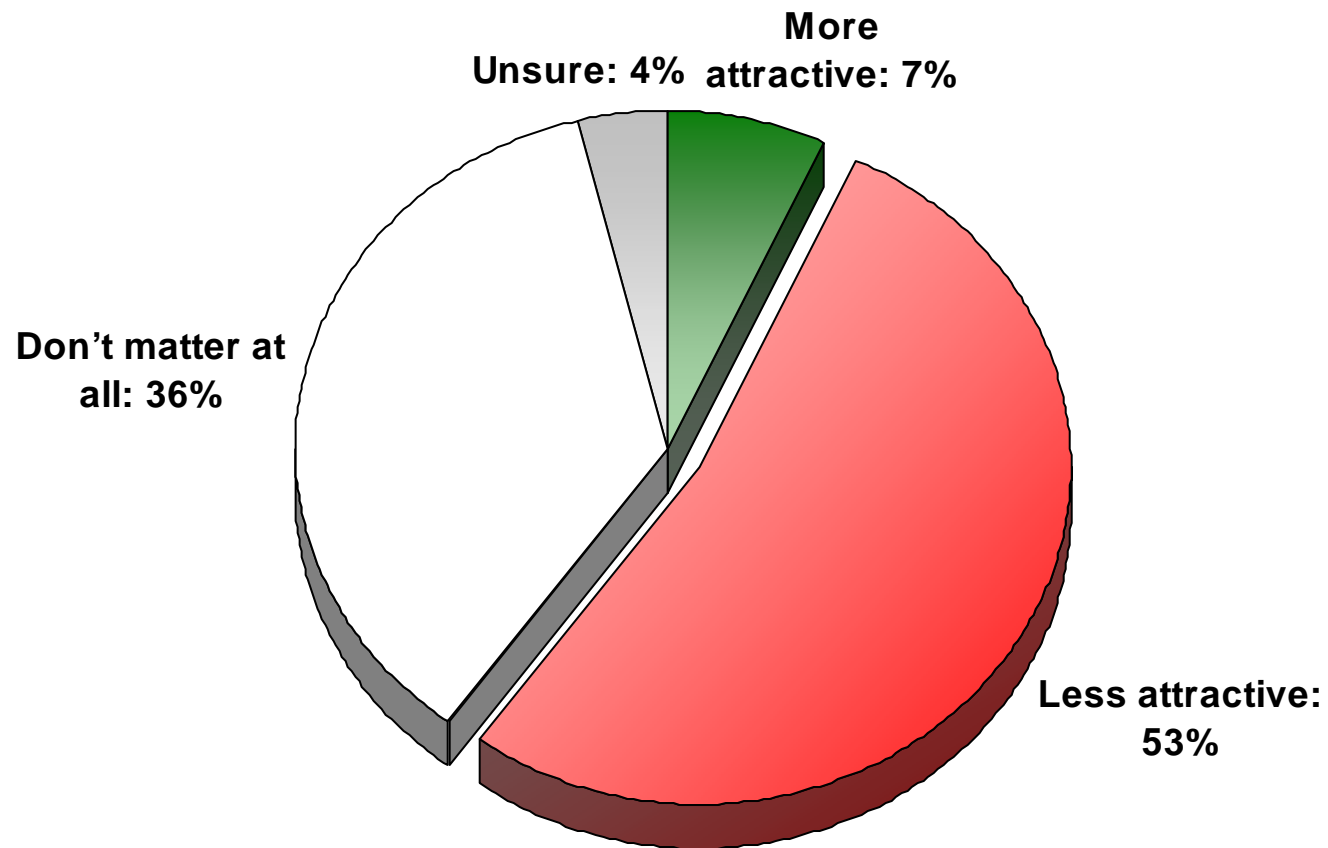
- 1000 online interviews
- Age: 18+
- Fieldwork: 21-26 November 2008
- Data is weighted and matched with ABS census data to ensure a nationally representative sample
- Online panel members are primarily recruited offline and by invitation only ruling out self-selection issues associated with online methodologies
- Maximum margin of error at 95% confidence level: $\pm 3.1\%$

Key findings

- More than half of Australians think that tattoos on members of the opposite sex make them less attractive, only 7% think they make them more attractive
- 50% of women think that tattoos are not attractive on men, while 56% of men find tattoos on women unattractive
- Older people are much less likely to find tattoos attractive than younger people
- 63% of Coalition voters believe that tattoos make people less attractive, compared to 49% of Labor and only 38% of Greens voters
- On average, none of the analyzed groups find that tattoos make members of the opposite sex more attractive

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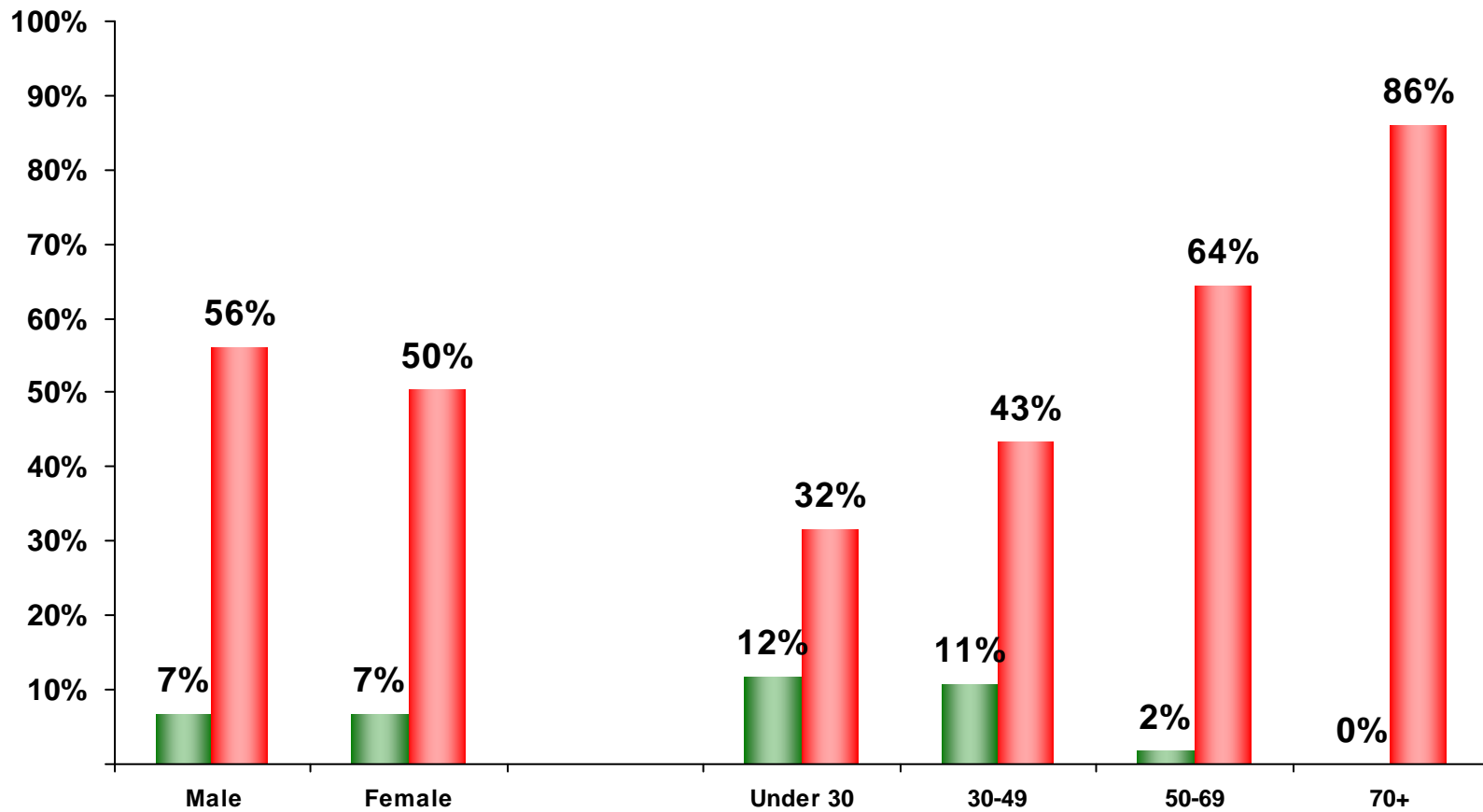
Generally, do you think that tattoos on members of the opposite sex make them...



Older Australians don't like tattoos at all

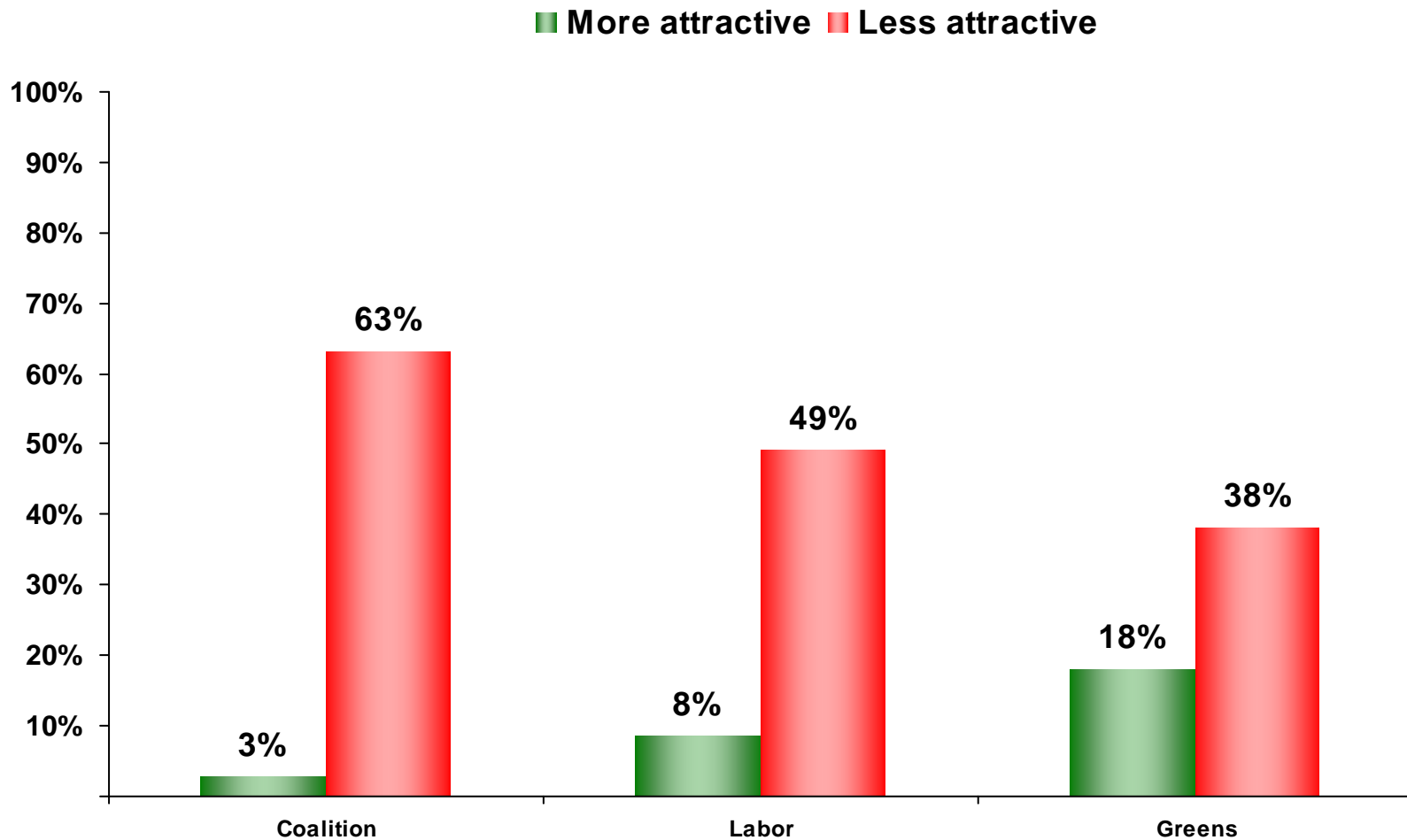
Generally, do you think that tattoos on members of the opposite sex make them...

■ More attractive ■ Less attractive



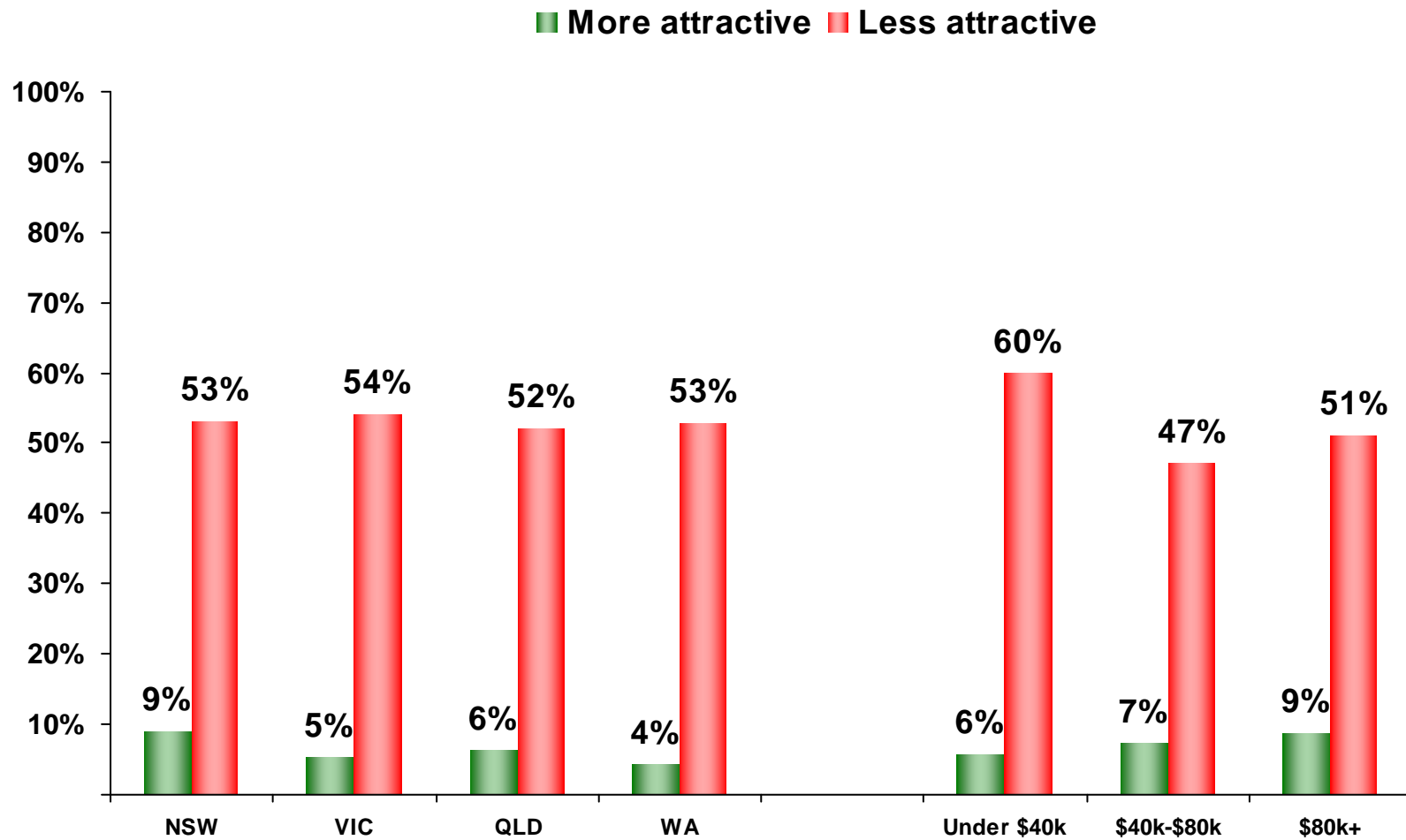
A glimmer of hope for tattooed greenies

Generally, do you think that tattoos on members of the opposite sex make them...



Little difference between states

Generally, do you think that tattoos on members of the opposite sex make them...



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