

Aussies still turned off by tattoos

But:

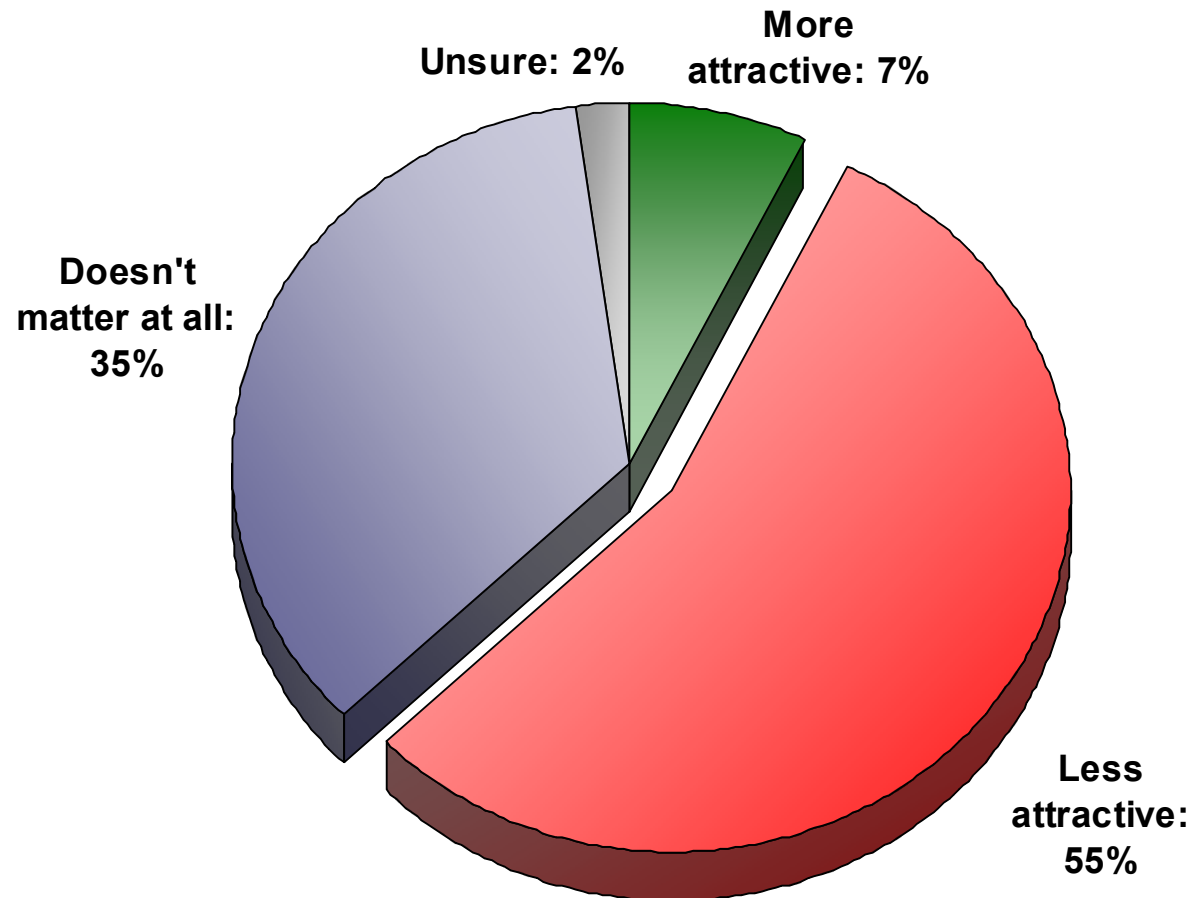
- Back tattoos most attractive on women
- Arm tattoos most attractive on men

Methodology

- n=1000
- Nationally representative sample
- Age: 18+
- Fieldwork: 7-12 January 2010
- Maximum margin of error at 95% confidence level: ± 3.1
- Data is weighted and matched with ABS census data to ensure a nationally representative sample

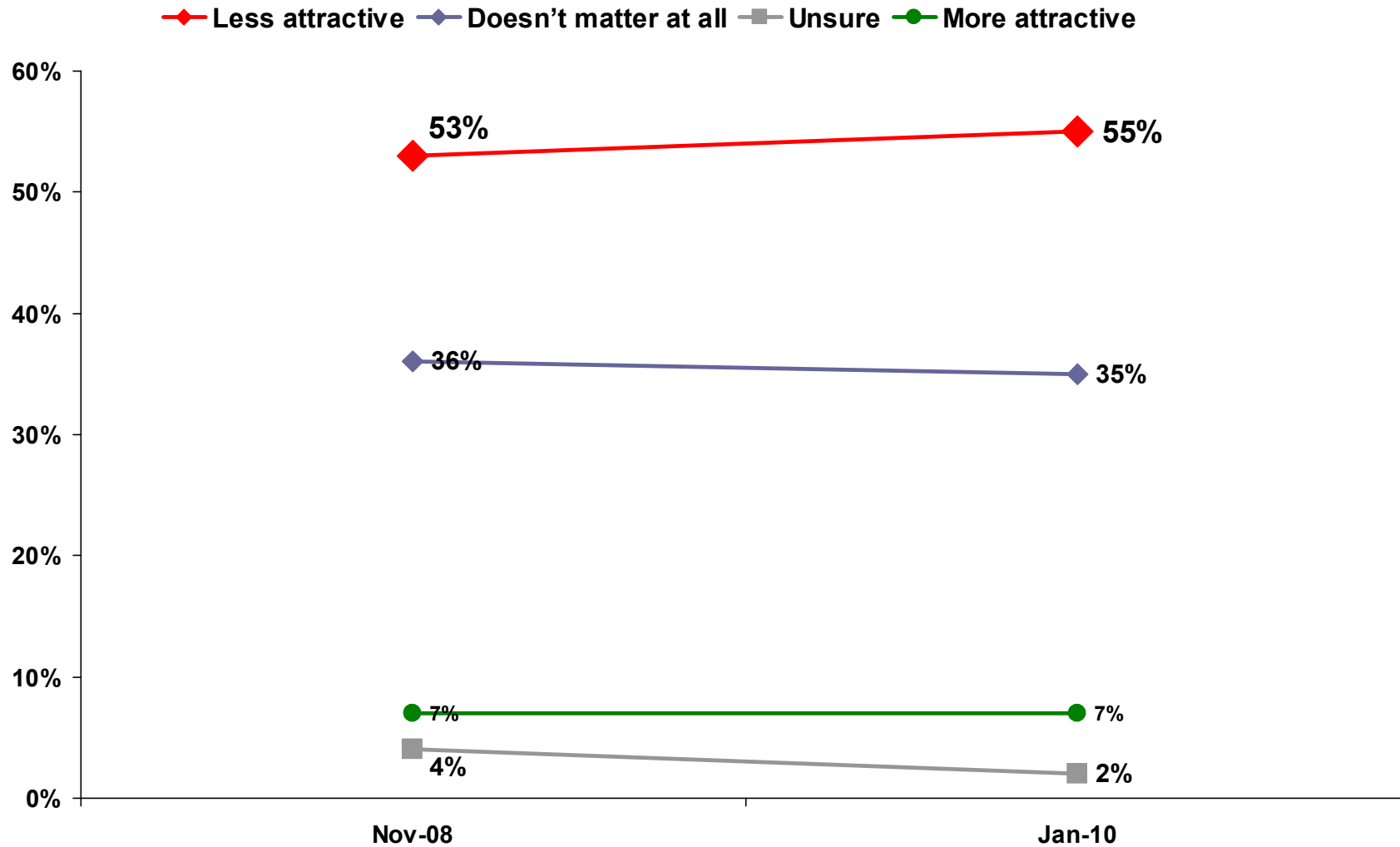
Most Aussies still turned off by tattoos

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



Little change since November 08

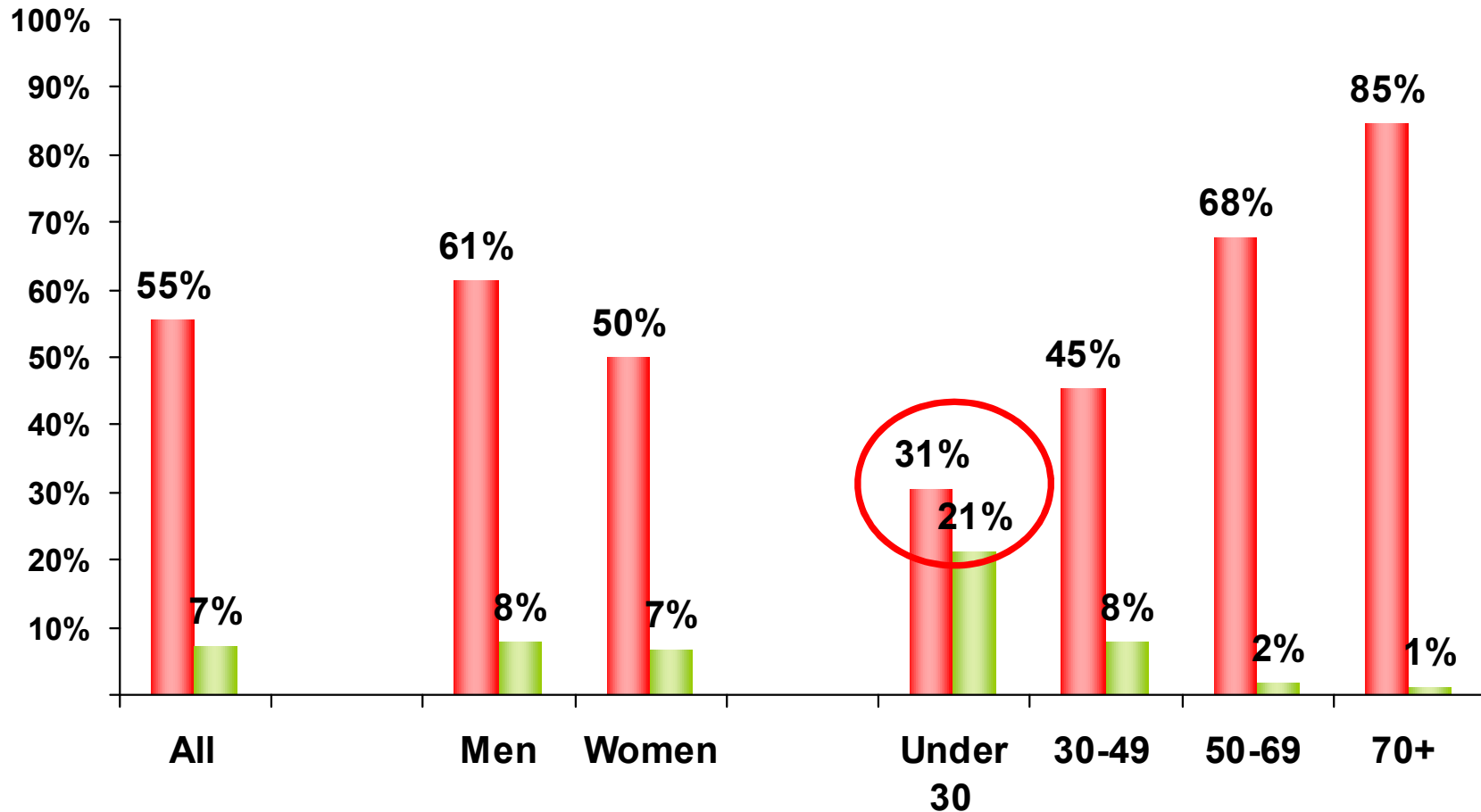
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Men not keen on tattooed women; some appeal for under 30ies

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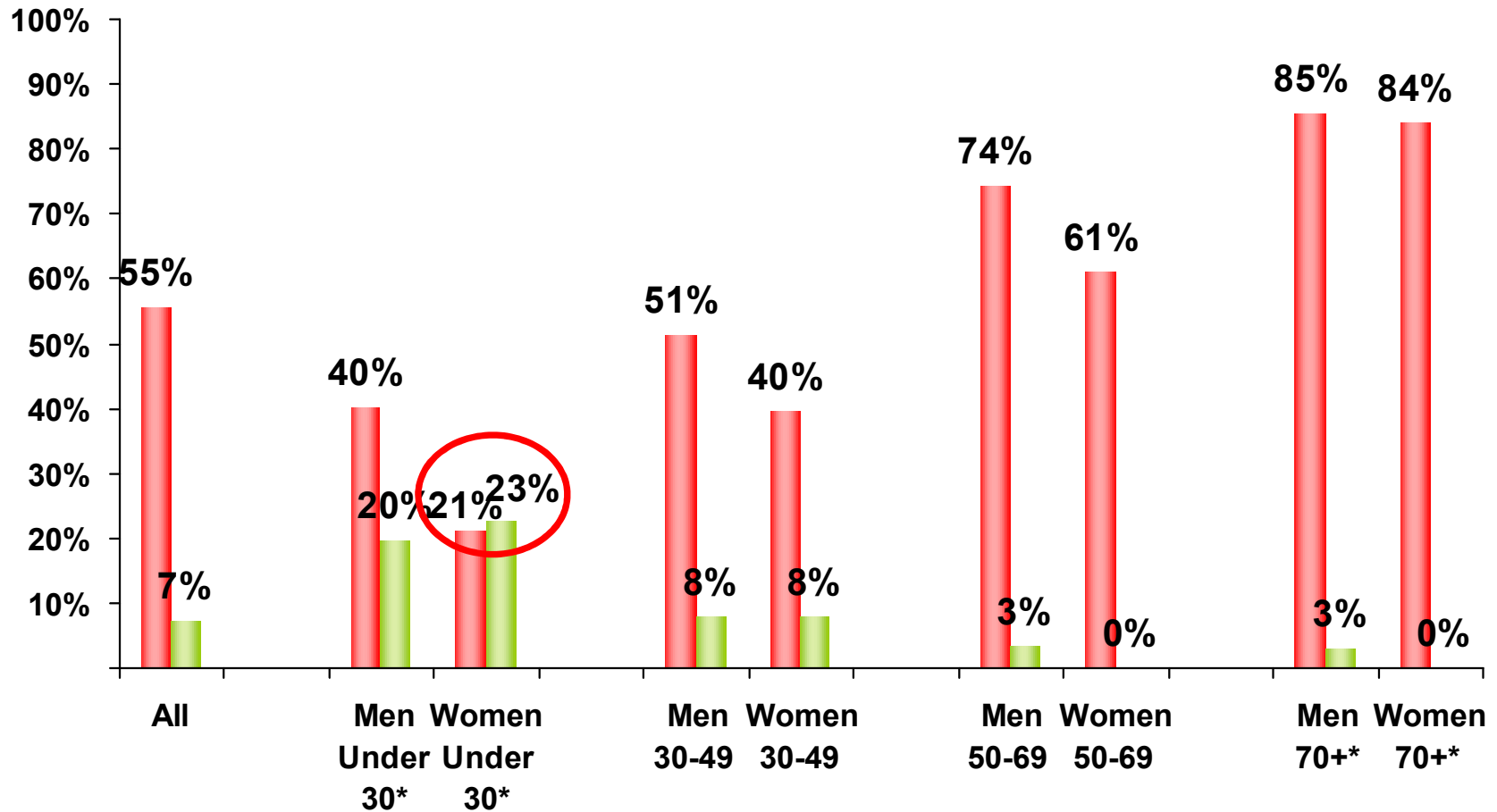
■ Less attractive ■ More attractive



Women under 30 most likely to find tattoos attractive

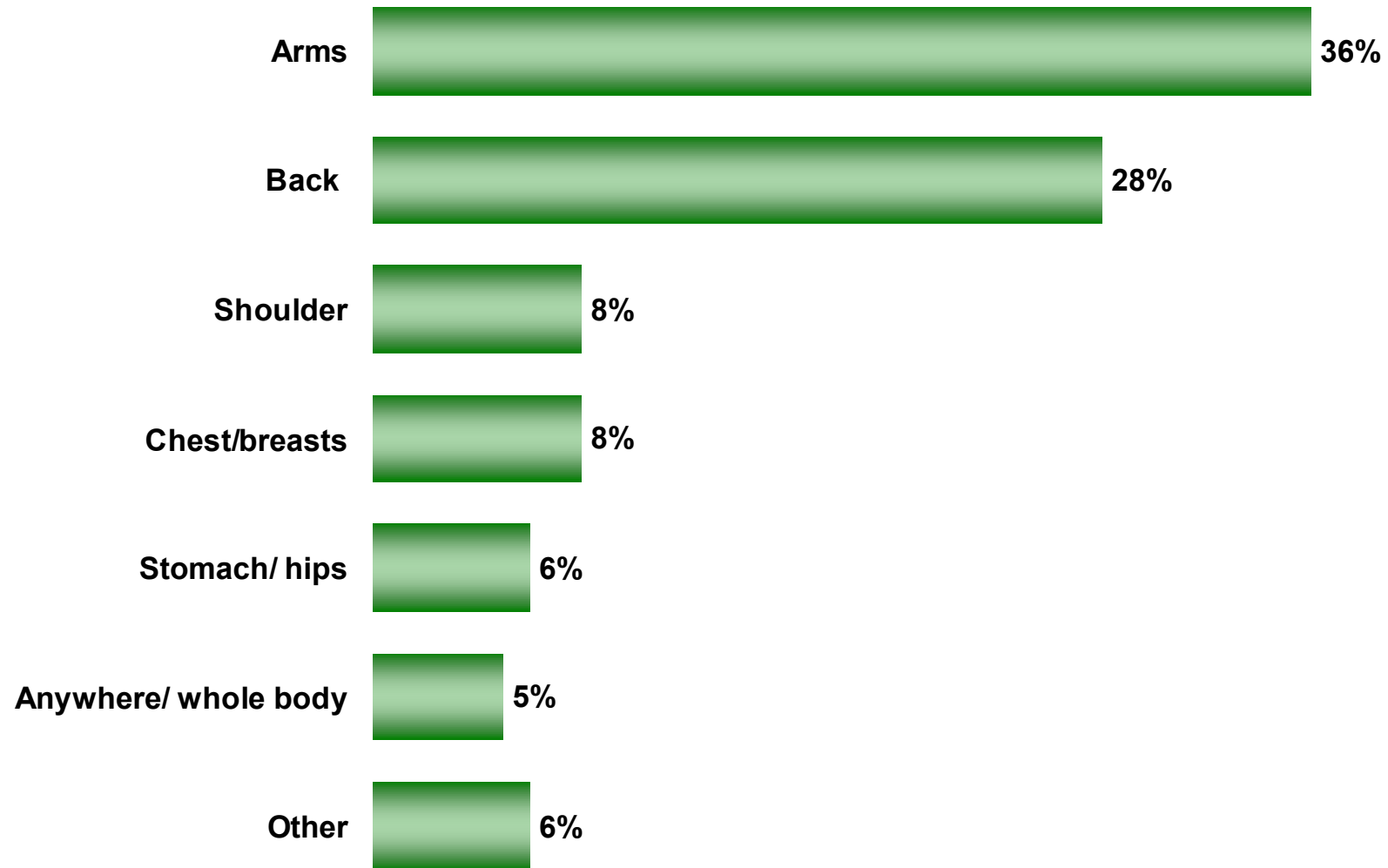
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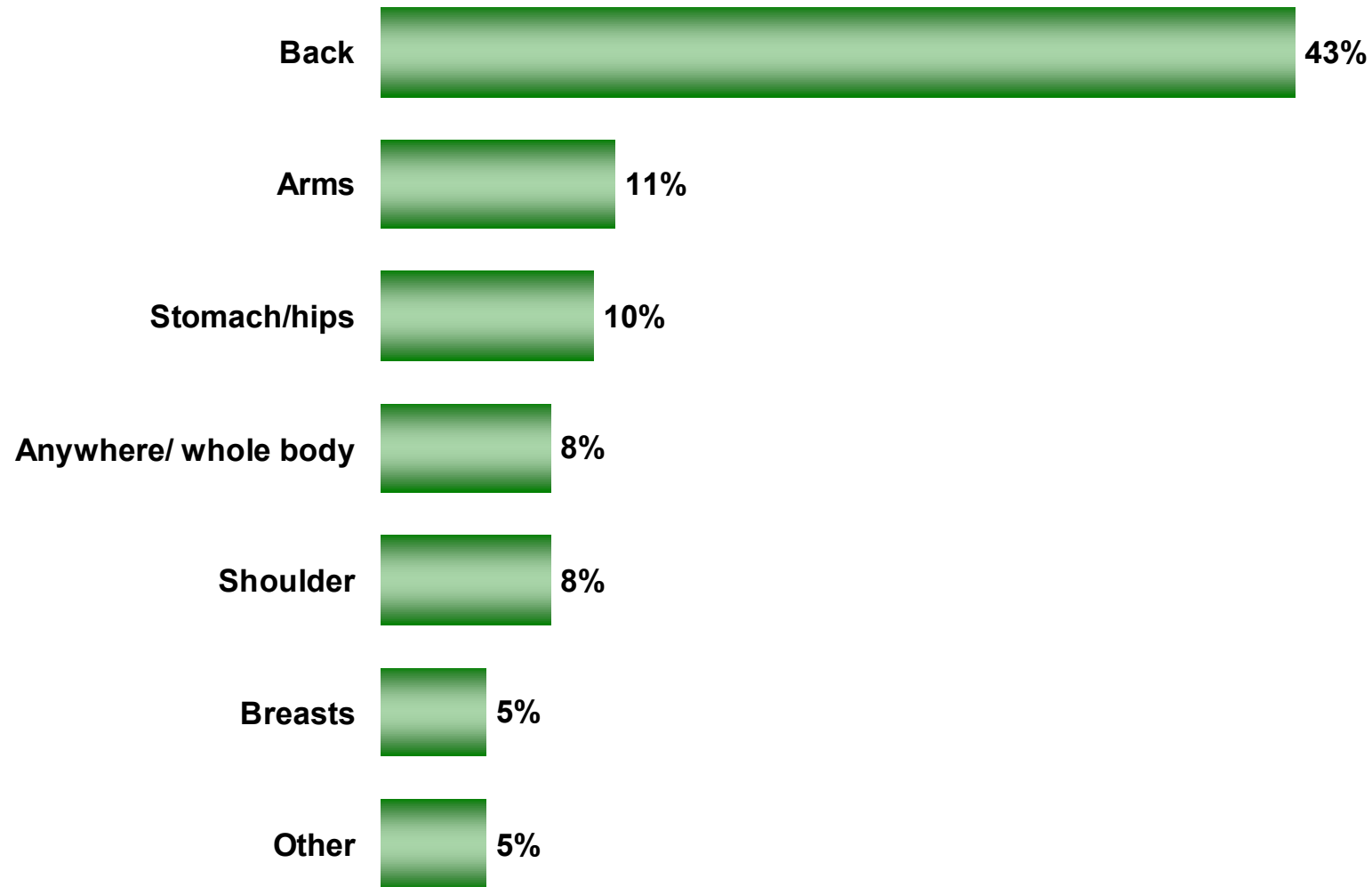
Arms and back best body parts for tats

Which **body part** do you find tattoos **most attractive** on?



Men find tattoos most attractive on women's backs

Which **body part** do you find tattoos **most attractive** on?



Women find tattoos most attractive on men's arms

Which **body part** do you find tattoos **most attractive** on?

