

**2023 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL
WAVE 130
FINAL TOPLINE
JULY 10-16, 2023
N=8,480**

NOTE: ALL NUMBERS ARE PERCENTAGES UNLESS OTHERWISE NOTED. THE PERCENTAGES LESS THAN 0.5% ARE REPLACED BY AN ASTERISK (*). ROWS/COLUMNS MAY NOT TOTAL 100% DUE TO ROUNDING. THE QUESTIONS PRESENTED BELOW ARE PART OF A LARGER SURVEY CONDUCTED ON THE AMERICAN TRENDS PANEL. THE OTHER QUESTIONS ON THIS SURVEY ARE HELD FOR FUTURE RELEASE OR HAVE BEEN PREVIOUSLY RELEASED.

	Sample size	Margin of error at 95% confidence level
U.S. adults	8,480	+/- 1.5 percentage points

ASK ALL:

TATTOO_ACCEPT

Over the past 20 or so years, do you think society has become more accepting or less accepting of people with tattoos, or has it stayed about the same?

July 10-16,
2023

80	More accepting
7	Less accepting
12	Stayed about the same
1	No answer

ASK ALL:

TATTOO_HAVE

Do you currently have any tattoos?

July 10-16,
2023

11	Yes, one tattoo
22	Yes, more than one tattoo
67	No
1	No answer

ASK IF HAS A TATTOO (TATTOO_HAVE=1,2) [n=2,485]:

TATTOO_WHY For each of the following, please indicate whether it is a major reason, a minor reason, or not a reason why you have your tattoo/ any of your tattoos? **[RANDOMIZE ITEMS]**

	<u>Major reason</u>	<u>Minor reason</u>	<u>Not a reason</u>	<u>No answer</u>
a. To remember or honor someone or something July 10-16, 2023	47	22	37	*
b. To make a statement about what I believe July 10-16, 2023	22	24	53	1
c. To improve my personal appearance July 10-16, 2023	11	21	67	1

ASK IF HAS A TATTOO (TATTOO_HAVE=1,2) [n=2,485]:

TATTOO_REGRET Do you ever regret getting your tattoo/ any of your tattoos?

July 10-16, <u>2023</u>	
24	Yes
76	No
*	No answer

ASK IF DOES NOT HAVE A TATTOO (TATTOO_HAVE=3) [n=5,959]:

TATTOO_LATER How likely are you to get a tattoo in the future? **[RANDOMIZE ITEMS]**

July 10-16, <u>2023</u>	
3	Extremely likely
3	Very likely
9	Somewhat likely
18	Not too likely
67	Not at all likely
*	Refused

ASK IF DOES NOT HAVE A TATTOO (TATTOO_HAVE=3) [n=5,959]:

TATTOO_REACT What kind of impression does seeing a tattoo on someone give you of that person?

July 10-16, <u>2023</u>	
5	More positive than negative
29	More negative than positive
66	Neither positive nor negative
1	No answer