



SOME INSIGHT INTO THE TATTOO INDUSTRY

A recent US poll reported that 36 per cent of 18-25-year-olds and 40 per cent of 26-40-year-olds have at least one tattoo.

In those same age groups, 30 per cent and 22 per cent, respectively, have a piercing somewhere other than their ears.

The same survey found that, even in the 40-60-year old age group, more than 10 per cent had tattoos or piercings in places other than their ears.

University of Queensland anthropologist Dr Mair Underwood says there's no recent research on the prevalence of body art in Australia but the figures are likely to be similar to those in the US.

"The National Drug Strategy household survey in 1998 found about 10 per cent of the total population in Australia had tattoos and that was more than 10 years ago," Underwood says.

"That would be really conservative by today's standards and it's not just young people who have them either.

"Tattooists estimate one-third of their clientele is over 50 years of age these days."

Body art has gone mainstream.

[Source: Courier Mail, May 15 2010 & Workforce Week Management Online]

10% of total population has tattoos

19-23 year olds = 25% males, 20% females

[Source: Australia – National Drug Strategy Household Survey 1998 (n=10 030); courtesy Dr Mair Underwood, Lecturer in Anthropology & Sociology, University of Queensland.]