

July 13, 2017

### INFOGRAPHIC SNAPSHOT: MILLENNIAL TATTOO TRENDS

HOW MANY MILLENNIALS ACTUALLY HAVE TATTOOS...AND WHY DO THEY GET THEM? WE'VE GOT THE FULL STORY ON THEIR INK, IN THIS INFOGRAPHIC SNAPSHOT...

As [we pointed out](#) last year, tattoos have become synonymous with the Millennial image—look for a stock photo of Millennials, and we will guarantee that tattoos are prominently featured. The idea that “every” young person has a tattoo is common—and they’re undoubtedly the generation that has normalized ink. But (perhaps ironically) the reasons they’re getting tattoos are all about being unique, and often their tattoos are a symbol of something very personal. Many Millennials explained to Ypulse that they choose designs to represent someone important to them, or to remind them of something significant. A 25-year-old female told us, “I have three swallows on my shoulder blade for past loved ones,” and a 24-year-old male said his tattoo is, “A ship for my grandpa.” Others described tattoos as representations of values, with a 32-year-old male saying he has, “One back piece that is a memorial, forearm to remind me to stay calm,” and a 20-year-old female telling us she has a “Venus symbol - to carry my feminism with me forever.”

The reasons behind their ink are revealing—though certain designs might trend, they’re not getting ink to follow one. When [we surveyed](#) 18-34-year-olds about their ink, we found out how many *really* have them, why they get them, and more. Here’s the story behind their ink, in our Infographic Snapshot:

*Ypulse Gold subscribers can download a pdf of this infographic, along with the full data file from the survey [here!](#)*

Base: 18-34-year-olds with tattoos

IN 2016 20% OF 18-33-YEAR-OLDS HAD A TATTOO, THIS YEAR...

### MAKING THEIR MARK



26%

of 18-34-year-olds have a tattoo

3.17

is the average amount of tattoos they have

20

is the average age they got their first tattoo

### Millennials Wear Their Ink Loud & Proud...

91% say they're **PROUD** to show off their tattoos

82% say they don't have plans to remove any of their tattoos someday

81% don't hide their tattoos from their parents

### What about at work?

84% disagree with the statement that having tattoos has kept them from getting a job

69% don't feel they have to hide their tattoos at work



62%

of 18-34-year-olds overall believe there is less of a stigma towards tattoos in the recent years (43% of 13-17 say the same)

### Top 5 TATTOOS They Have

1. Quote
2. Name/ Initials
3. Star
4. Cross/ Crucifix
5. Heart(s)



89% say their tattoos make them **UNIQUE**

95% choose their tattoo(s) because of emotional meaning

68% choose their tattoo(s) because it looked cool



35%

of 18-34-year-olds who do not have a tattoo are interested in getting one (40% of 13-17)

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