Good example of generation y tattoos: millennials drawn in as interest in body ar...

Sociology, Women

- The rise of tattoo popularity

- Millennials between 18 to 29 years have a high preference for tattoos.

- 9% of people between 18 and 24 and 32% between 25 to 29 years have at least one tattoo.

- Media and tattoo popularity

- Television shows

- " Miami Ink," " NY Ink," and " Ink Master" were very popular in the United States.

- The show " LA Ink," premiered in 2007 receiving a 2. 9 million viewership.

- " LA Ink" made tattoo shops a less scary experience.

- Celebrity influence

- Youth's uptake for tattoos is influenced by celebrities.

- Women between 18 and 25 years prefer celebrity copycat tattoos.

- Rihanna, Angelina Jolie, and Megan Fox have a heavy influence on tattoo trends.

- Meaningful tattoos

- 9 out of 10 people prefer meaningful love themed tattoos.

- Media have alleviated the fear of infections by educating people on the sterilization processes in tattoo shops.

- Tattoo stigma

- Negative stereotyping persists on tattooed people

- Zahalan, the owner of Yonge Street Tattoos, received negative comments for wearing tattoos

- A shopper got kicked out of Yorkville for sporting tattoos

- Tattoo stigma is on the decline in recent years

- Older age groups are becoming receptive to tattoos; 12% of people between 40 to 49 years and 6% of those between 50 and 64 have tattoos.

- Women in the middle age group are going for the first tattoo.

- Tattoo Removal

- Tattoo removal requests have risen by 32% between 2011 and 2012.

- Reasons for tattoo removal

- Wrong tattoo decisions made under the influence of drugs

- Outgrowing of tattoo meanings by clients

- Tattoo removal procedures cost between $100 and $300 per session.

- Advancements in tattoo removal technology have insured against the risk of scarring and bleeding.

- Cheap tattoo removal procedures pose the risk of scarring to clients.