

Tattoo

Market Sentiments

Web Search Interest in 1 Year (2010-2011)

Shows general market interest, attention and curiosity online about the topic.

Interest over time

[Learn what these numbers mean](#)



Regional Interest

Shows general market interest online according to geographical location

Regional interest

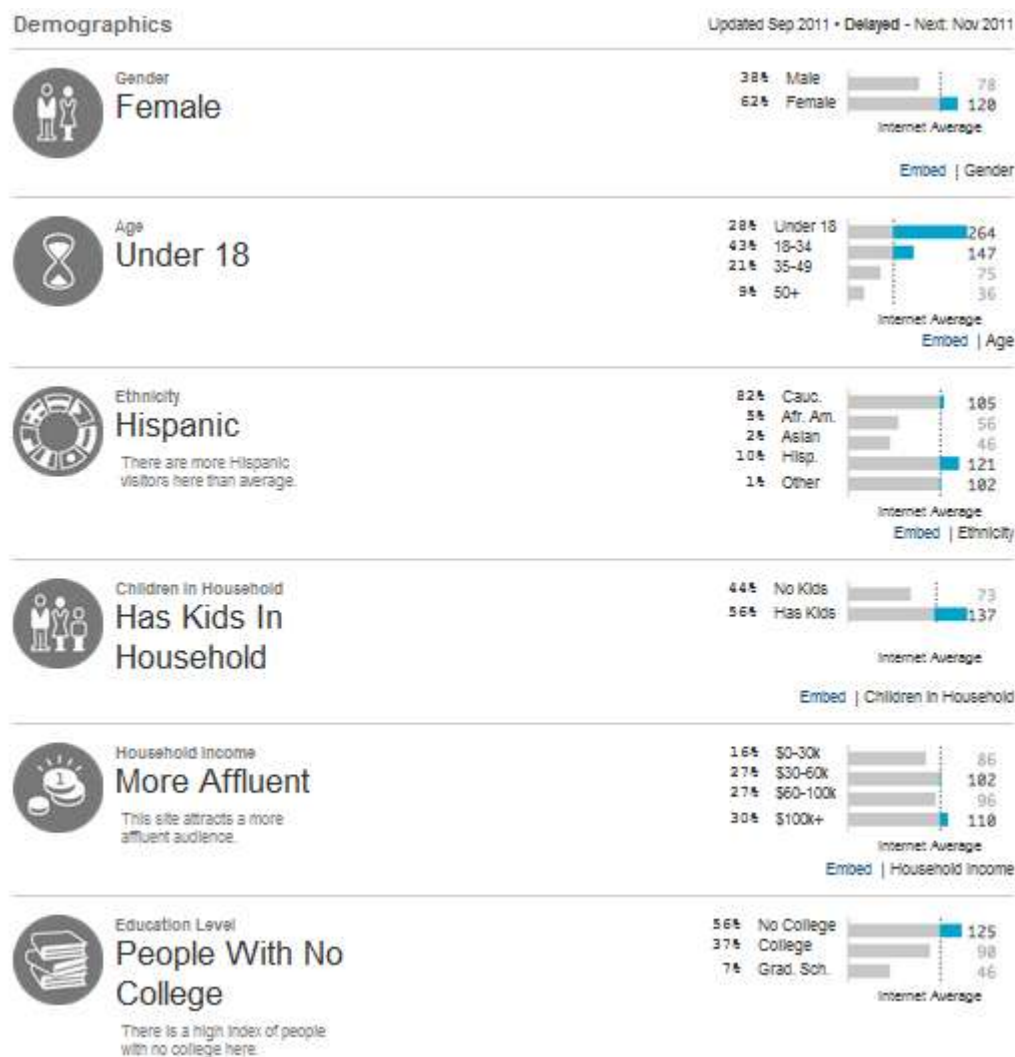
1.	United States	100
2.	Australia	98
3.	Philippines	93
4.	Myanmar	91
5.	Canada	87
6.	United Kingdom	78
7.	New Zealand	76
8.	Norway	75
9.	Denmark	68
10.	Trinidad and Tobago	67

Note: All results from Google Insights are normalized. So just because a particular region doesn't appear on the top Regional interest list, it doesn't necessarily mean that the niche isn't popular at all - it just means that the term is more popular in other regions.

Demographics (data based on tattoojohnny.com)

Demographics are the characteristics of a population. In the field of marketing, it is important to define the demographic profile of your target audience. This is to identify target audience in the overall population and to create a clear and complete picture of the characteristics of the target consumer.

The following data tells you the gender, age, children per household, education status, income levels, and other demographic insights of your target audience.





The “index” represents the delivery of a specific audience segment compared to the internet average of 100. Composition, which is represented by the % of audience figure on the left side of the chart, represents the percentage of a property’s total audience that meets a specific demographic criteria.

For example, an index of 100 indicates the target audience is equivalent to the demographic make-up of the total internet population. Any increase over 100 means that the property is “over indexed” and attracts a more concentrated group of a particular demographic group than in the general internet population.

Psychographics (data based on tattoojohnny.com)

In the field of marketing, psychographic variables are any attributes relating to personality, values, attitudes, interests, or lifestyles.

The following data profile shows other topics that the audience is likely to be interested to visit and the affinity indicates how much more likely than average.

An affinity of 10x means that your target audience is ten times likelier to be interested in the topics than the average internet user.

Audience Also Likes

Updated Oct 2011 • Next: Nov 2011

Data Source: United States Monthly

	Affinity	
Humor	3.6x	<div><div></div></div>
Kids Education	3.4x	<div><div></div></div>
Gaming Information	2.7x	<div><div></div></div>
Telecom Services	2.4x	<div><div></div></div>
Baby	2.3x	<div><div></div></div>
Instant Messenger	2.2x	<div><div></div></div>
Events/Tickets	2.1x	<div><div></div></div>
Music/Radio	2.0x	<div><div></div></div>
Shopping Engines	2.0x	<div><div></div></div>
Sports/Outdoors	1.9x	<div><div></div></div>
Directories/Search/Guide	1.9x	<div><div></div></div>
Pets	1.8x	<div><div></div></div>
Career Resources	1.8x	<div><div></div></div>
Computer Software	1.8x	<div><div></div></div>
Adult	1.7x	<div><div></div></div>



Frequently Asked Questions

- How should I prepare myself before I get a tattoo?
- Can teenagers get tattoos without parental consent?
- Does good tattoo ink really make a difference?
- What do tattoo artist use to put the trace on you before they start tattooing?
- What is the best tattoo artist around to design my tattoo?
- What tattoo would look good on the right shoulder?
- For a new tattoo, is it necessary to put a piece of cloth between the tattoo and your clothing?
- How do I ask a tattoo apprentice to do my tattoo?
- How does a tattoo affect hair growth?
- What type of tattoo would be best to cover a small coloured tattoo on the leg?
- How much does tattoo removal usually cost?
- How can I cover my tattoo (for work) without makeup?
- How much does a good tattoo really cost?
- How do I hide a tattoo or where is the best place to hide it?
- How much would a tattoo cost and how long would it take to complete?
- What are the chances of getting hepatitis from a tattoo?
- Will a tattoo behind the ear hurt?
- What do you think about a tattoo on the inside of the wrist?

- Is it possible to tattoo over scarred tissue?
- Can you use permanent tattoo ink to draw a temporary tattoo? How long will it last?
- What is the best tattoo ink color to use?
- How can you tell if a tattoo is scarred?
- How to cover my tattoo for work?
- How can I find a tattoo artist?
- How painful is getting a tattoo on the shoulder?
- How do you become a tattoo artist?



Problems & Frustrations

- **Don't know if there will be any implications because of the tattoo when travelling**

Hi, I plan to be travelling around India and SE Asia later on this year and am slightly concerned about my visible tattoos. One full arm sleeve is of dark art/gothic design i.e. skulls, grim reaper and devil. They can be covered up with a long sleeve shirt when visiting holy places as I know this is more respectful but could I encounter problems at border crossings or just in general? Any advice is much appreciated.

- **Experiencing discomfort after getting a tattoo**

Just got a tattoo on forearm, it's been 3 days, my tattoo is raised a little, has a rough surface, and I'm feeling a little burning, itchy, and swelling. What do u think has happened?

I got my tattoo around 2 weeks ago. It is almost completely healed except one spot, which has been red and irritated since I got the tattoo. now the scabs are getting smaller but the area has turned a grey color. I did not pick it! Is the grey just some of the skin that hasn't peeled off yet? It was done professionally and I have been putting lotion on it and cleaning it gently with a non-scented soap.

I had a tattoo done on the top of my arm nearly 10 years ago, it all healed quickly and fine. The only problem is, every time the weather is warm my skin where the tattoo is swells and becomes very sore to touch. I have researched it online but found nothing, I have a few theories but wondered if anyone else had any ideas? I have other tattoos but none of them do this.

- **Little bumps on new tattoo**

So, I took a shower and forgot to put my a &d ointment on. It was an hour later that I remembered and put it on. It looks like nothing happened except that on my tattoo, there little bumps that rise a little on the ink part. You know? Anyways, what happens if my tattoo gets too dry? Did I screw it up? Btw, my tattoo is about 3 days old.

- **Tattoo smudged**

I have a tattoo done March 2009, I was a fool, rushed into it, didn't do my research of artists etc.. it's only a little one so I thought all was would be ok.. boy was I wrong. The tattoo was done, all fine.. looked after it perfectly, then a blue smudge appeared a few weeks after. I first put it down to bruising and left it. In the meantime I moved to the other side of the country and now live miles away from the shop where I had it done so I have not had chance to go back. The blue smudge has got darker and bigger and moved up my arm developing a big blob... it looks like when you look closely all the veins in my wrist have merged together. I have attached a photo, and I hope one of you can let me know exactly what it is, if it is removable (my dad has offered laser removal of the whole tattoo if so as its a mess!) If not would it be easily covered up?

- **Wish to get a tattoo but parents are against it**

I'm young and currently living with my parents who are against tattoos until I'm done with school. I plan on moving out soon but can't wait any longer. I really want a tattoo and I already have someone who will do it. I just need help on where to get it done. It's my first and I want it to be moderately hidden. But somewhere I can show off too. I also have to factor in future jobs and such. I want to get some type of Infinity sign. Any suggestions on where I should get it done?

I plan to get a tattoo but my dad don't approve of it and won't let me get one. I am 22 and capable of making this decision on my own and it's not going to be some stupid tattoo. I know that I'm going to have this tattoo for life so I have to make what I want as a tattoo that I won't regret. I really need to hide it when I get it.

- **Clueless about what is happening with the new tattoo**

I had my tattoo done last Friday, 3 hours in the chair having a skull + roses done on my arm. still need to go back to have it coloured and names written in the banners. It's now Wednesday, I've been following the aftercare advice as told but now it seems that the 'top layer' is coming off, where its heavily shaded. I know it says not to pick scabs off but these aren't scabs, even when I apply cream I seem to end up with black bits on my fingers. is this normal?

- **New tattoo on foot looks terrible but don't know how to fix it**

I'm just looking for advice on how to deal with a shop I received a botched tattoo from and what I should expect. Just over a month ago I got a simple tattoo on my foot that says "so it goes.". It is along the outside of my right foot. The artist did it in about 10 minutes and put the bandage on right away, I didn't even see it. Upon removing the bandage in the morning it looked like there was a halo around the "es" in goes. Now I have looked up tonnes of pictures of blowouts and it looks like nothing I've seen. The line is perfectly crisp and the letter is clearly defined, it just has a grey halo around it. It really takes away from the look of the tattoo. The first "o" is also very sloppy and the bottom of it is thinner than the rest of the tattoo and isn't rounded. I live about four hours away from the shop where I got the tattoo. I called right away after it healed and they told me to email them pictures, so I did. The response was telling me that it is my fault and that I should have been and probably was warned that foot tattoos don't take well. Now I would be ok with this response IF it looks like a normal blowout or if the bleeding of the ink occurred over time! But it was immediate

and looks very unusual! After several more emails I found out that my artist is in Costa Rica until March of next year. The shop seems unwilling to do anything. My question is what do I do? It looks terrible and the shop is not cooperating. I paid \$90 for it and I now need to pay even more should I get it fixed.

- **Problems having tattoo on chest**

I finished having my Jap full sleeve in may, and wanted to wait until the colder months for my second piece.. I've always liked and been intrigued with chest pieces spanning to the shoulders, this is probably the next place I would like to get inked. the thing is a have a slightly hairy chest nothing like a human bear!! but darkish.. I know you can obviously shave/wax this but should this be avoided having this position tattooed with a hairy chest. Or just a matter of keeping it shaved or waxed?

- **Tattoo is not appearing well**

I recently had a cover up tattoo done on my leg. The tattoo was done in 3 sessions. The first session was just the outline and this was for 6 hrs. I used olive oil on it and when it finished peeling I used Palmer's olive butter formula. Every night I wrapped it up in plastic wrap to sleep until the scabs came off. The first session took 1 month to fully heal. The 2nd session was for 10.5 hours. My skin got very tender and sore. I started using the palmers first on it but then I changed it back to the olive oil because the cream was too thick and when I was patting it, the scab started to raise up after 5 days...Now since it's healed, it looked really light and can't really make out the scales on the dragon. I took really good care of it for a month. I stayed home and did nothing just so my tattoo can heal good. What could have caused this to happen? I want to know if this is my fault or the artist's fault ?

- **Ink does not stay on**

I'm at a loss, and have -no- idea what to do. I have several tattoos. I have a partial sleeve that is in progress thus far on my arm. We are working at the moment on the back of my hand and it will NOT take ink. I have stonework and a Celtic annulus, we are trying to get the line work and shading done. We did the line work in one session and every single piece of it fell out, no joke at all. waited 4 weeks, went back got the line work redone, added some shading in and some white last Friday, I am 6 days out now and I can see the EXACT same thing happening again. I have had three total artists tattoo me, the ink that they did didn't have this same problem. (But was also not in the same spot) So far the sleeve that is being worked on is on my left arm, the problems I have had the most issue with the ink staying in has been the back of my hand/wrist/top and back of my forearm (not inner forearm) I have seen thousands of the tattoos this artist has done, he is a shop owner and has been doing it for 10+ years, his work doesn't suck, so I can't imagine that it is his work but I don't know what to do.. I have a piece on the back of my hand that I can't not have taking ink and looking like shit forever. I have tried a ton of different aftercare methods. Tattoo Majik, Aquafor, A&D, Eucerin Intensive Repair lotion, H2Ocean, neosporin, safe 4 hours.... This most recent time the attempt to heal was doing the following. Wash once per day, and don't touch it for anything, put neosporin on it for 2 hours within the first 12 hours of healing. wash that off and continue to wash only once per day and keep tattoo majik on it, and as of yesterday after the peeling started, switch to the repair lotion. (For those who don't know what the tattoo majik is, it contains Virgin Olive Oil, Beeswax, Hemp Seed Oil, Infusion of Calendula Flowers, Comfrey Leaf, Plantain and Mugword, Aloe Vera, Tocopherol, Vitamin e, and Oil of Lavender ((Its almost like a glorified carmex without the menthol it seems)

My tattoo artist is closed on Monday and Tuesday so I hope somebody can assist me here. I got a tattoo yesterday and am following after care instructions but am worried. When I

wash and dry it, I actually see ink on the soft cloth as I dab it dry. When the tattoo dries, it is fine until I put that thin coat of A&D on it. After about 5 minutes as your body heat makes the ointment run a bit, I dab it again with a soft cloth and I see a lot of ink again. I was told to wash and put ointment on 2X a day for at least 3 days. So far I don't see changes in the colors or any running of colors, but I just need to know just how much ink can I stand to lose before this thing needs to be touched up. OR - is this all normal? I read some tattoo artists suggest a dry healing.

I am having a weird problem with my tattoos accepting the ink. I am in the process of getting the Greek key around my wrists and I been through 2 sessions of it first was the outline and this time was the starting of the shading in of the outline. the problem I am having is my right wrist is accepting the ink but my left wrist just seems to refuse to accept the ink. my tattoo artist says he been doing tattoo for almost 20 years and have never seen this happen before. anyone know why my right side is accepting the ink and not my left side????

- **Irradiated skin and tattooing**

In April of 2010 I underwent 35 rounds of breast radiation and the tattoo I have on that breast faded terribly. I would like to have it covered but I am unable to find any information as to the challenges, if any, tattooing irradiated skin might present. The tattoo is high on the breast above my mastectomy scars but was directly in the radiation field. The skin has healed completely but I do still have a "tan line" from the experience. My doctor says it should be fine considering they tattoo nipples on irradiated breasts all the time. I'm here for a second opinion, so to speak, from the tattoo professionals who may have practical knowledge of how irradiated skin responds to tattooing.

- **Fear of getting the tattoo ink transferred to clothes**

"Hi I got a tattoo on my upper back from shoulder to shoulder (a cross with wings, just black with some shading) on Monday night (so going on 4 nights right?) And I have to work tomorrow at 3pm est. The tattoo is kind of peeling, when I woke up this morning it was peeling pretty bad but I showered and put Lubriderm on it and it was good. I used a &d till thursday and started Lubriderm thursday night. it is kind of scabbed over, like just tiny ones scattered about (I notice little scab like bumps when I put lotion on) so its kind of healed I believe. and I will call my artist tomorrow before I go to work that won't be till noon cuz that's when he opens up on sat. but I just want to get some advice before then My question is will it be alright to put Lubriderm on it before I go to work and not have to worry about my shirt sticking to it? b/c when I put Lubriderm on it last night I work up in the middle of the night to me laying flat on my back and my tat was stuck to my pillow (was very lightly stuck) and I slowly pulled it off and it came right off with no problem and I didn't see any flakes or anything stuck to the pillow. I work at subway so I have to wear certain shirts and my breaks only last long enough for me to use the restroom, and it takes me a little bit to apply lotion since its on my upper back. I will be working from 3-10 so I know I will need to put my lotion on it sometime or it will get too dry. So basically my question is, will it be alright to wear a shirt to work and not have to worry about it getting stuck to my shirt and then having to shower with my shirt on to get off without damaging the tat? I hope I covered everything that I needed to, and sorry it is such a long question.""

- **Possible allergic reaction to tattoo ink**

I got pimples and boils coming out of my tattoo which I got Tuesday. What can I put on it and what can't I. please help me out..I think I'm allergic to the paint or something..

- **New tattoo does not look fine**

I had my first tattoo a couple days ago tribal with a skull and some shading . Things didn't really work out as I had expected and wanted to try it again so I did. Didn't come out bad. However after about four days of it looking fine all of the sudden the solid black areas looked gouged out and pitted and the areas that weren't looked light bluish.

- **Fear of getting a tattoo because of pain**

I'm planning on getting a tattoo of a cupcake on my foot. I take to pain pretty well but people scare me telling me about the pain. Is it really that bad?

- **Don't know where to place new tattoo**

I'm getting my tattoo tomorrow and been planning for it for 2 years now. I drew my own design that I love but I don't know which arm to get it on the left or right. I want it on the one that would show more like when I'm talking to someone, or walking in the street.

I've been thinking about getting a tattoo for a couple years now but I was always wondering if certain places for tattoos would hurt more than others. I want to get a tattoo on my right shoulder blade but I don't know if it would be unbearably painful or not. Any advice or insight?

- **Don't know what tattoo design to get**

Well in a few days I will be turning 18. I really want a tattoo. my cousin said that he would take me to get one. I don't know if I should get one or what kind to get...how long does it take to heal? how does it feel like? does it hurt..bad?

"Well I'm 21 years old and I want to get a tattoo and I know is for life so I know what I want, but haven't found the picture that tells me that's it...I want to get a butterfly, but not just any butterfly so any of you know some good design please let me know? I want to get it on my angle thanks (on the lower inside)

- **Worried that change in the size of arm will distort tattoo**

I'm planning on getting an armband tattoo on my left bicep. I was wondering if the size of my arm increases, will the changes/distortions affect the tattoo.

- **Afraid that tattoo will stop hair growth**

I am planning on getting a tattoo on my calf but I am wondering how it will affect the hair on my leg. Will the hair stop growing or will it grow over the tattoo? Will the hair become less coarse? The only tattoo I have is on my shoulder and I have very little hair on my back but a lot more on my legs so that is why I'm curious. Thanks!

- **Want to remove a tattoo**

I have a tattoo on my left shoulder blade that I want gone. How much does it usually cost to get a tattoo removed? Is the procedure painful? I've heard the removal with leave a horrible scar, is this true? And if so, is the scar the shape of the tattoo?

- **Want to cover up tattoo**

I have a fairly large tattoo on my shoulder blade, and I like to wear sleeveless tops. I work in a professional office and tattoos are not allowed to be seen. So every day I have to wear

shirts that cover my tattoo. I live in south Florida and it's like 100 degrees everyday and shirts with sleeves don't work out to well in this heat,. The only tattoo cover stuff I can find is makeup. I don't want to have to go through applying it every morning. I just need something that is easy on , easy off , like skin colored tape or something.

I have a tattoo behind my ear and have to leave my hair up at work. We cannot have tattoos and regular concealer isn't working. You can still see the tattoo and its a huge mess! Does anyone know anything else I could use?

I got a tattoo on my left shoulder blade 2 years ago of a Playboy Bunny with the ear flopped over and my name under it. It's really cute but I can still feel the tattoo. There's no color or anything so the entire tattoo is basically an outline and I can still feel it, kind of like Braille. I know it's normal to be able to feel the outline of a tattoo right after you get it done because I have two (the other one was also done about two years ago and it's on the small of my back. Can't feel that one). But I'm starting to wonder if this one should be removed.