



# Tattoo Trends

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DSC500 Introduction to Data Science

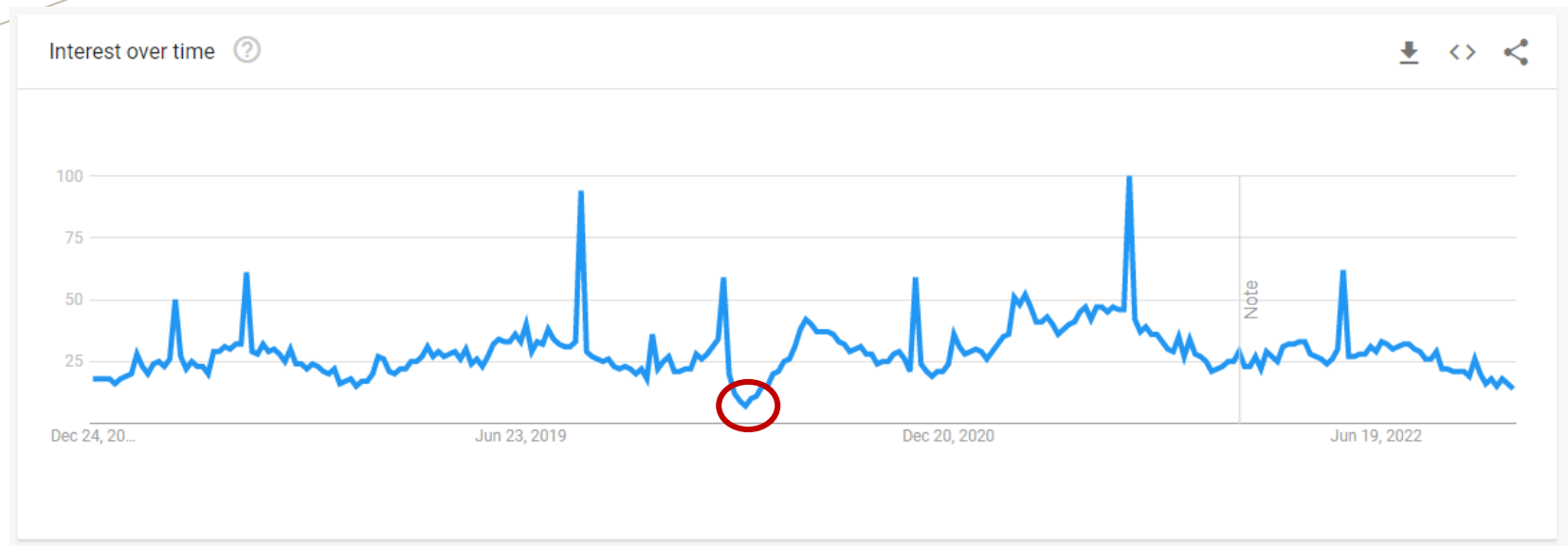
## Tattoo Interest over time

- Tattoos have long been stigmatized but are becoming more and more mainstream over time
- As of 2019, three in ten Americans have at least one tattoo which is an increase from 21% in 2012 (Jackson, 2019)
- As shown on the graph below, searches for “Tattoos near me” have gradually increased over time



(Google Trends for "Tattoos near me" Jan 2004 - December 2022)

## Seasonality & COVID-19 Effect



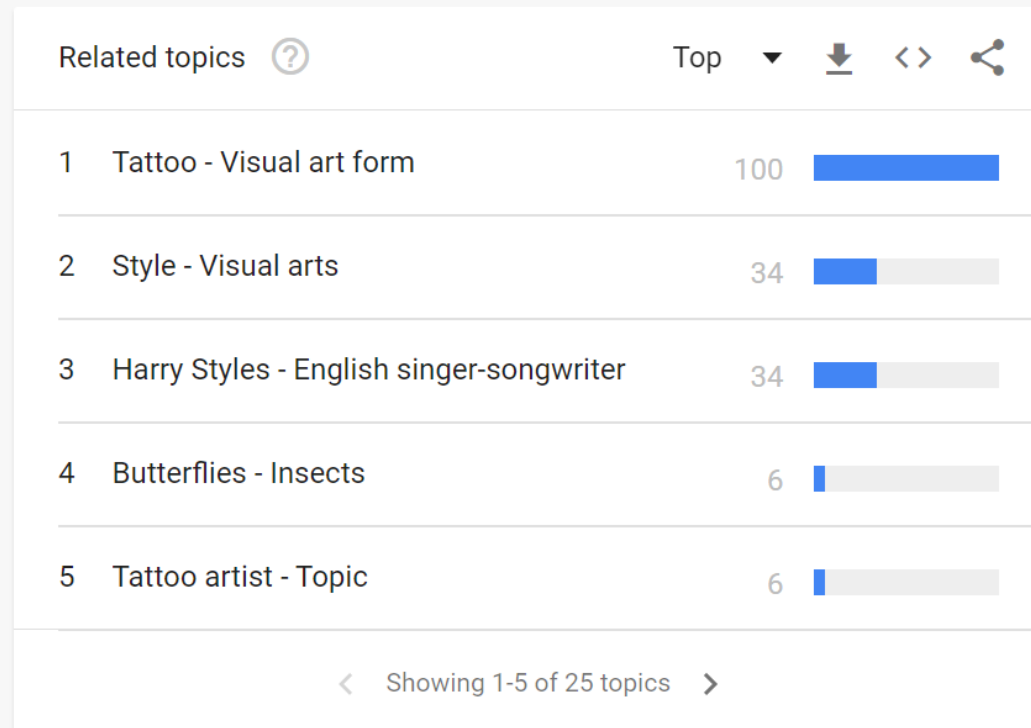
(Google Trends for "Tattoos near me" December 2017 - December 2022)

- Google searches for “Tattoos near me” have seasonal spikes with lower search volumes in winter months
- The circled trough on the graph is from April 2020, the very start of COVID-19 lockdowns where people drastically lowered any non-essential in person activities

# Popular Styles

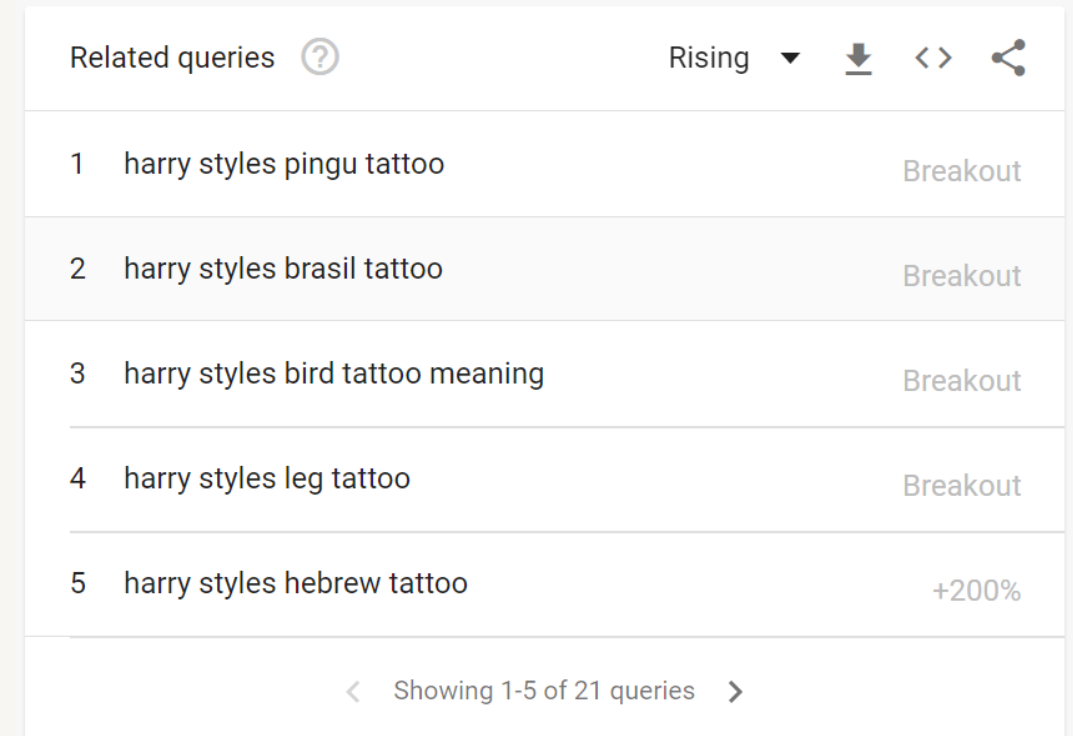
## Tattoo Styles

Last year's most popular styles included visual arts, butterflies, and fonts. An interesting exercise would be to see how these topics may differ over the years.



## Harry Styles

A challenge in working with this data is that many of the top related queries included “Harry Styles”, indicating people want to know about the singer’s tattoos rather than about actual styles of tattoos.



(Google Trends for "Tattoos styles" December 2021 - December 2022)

## The Effect of Social Media

- A CNBC report states that Instagram has revolutionized the tattoo industry, allowing new ways for clients to find an artist (Rodriguez, 2020)
- Artists can post a design and have it shared to thousands of followers in moments rather than having to be featured in a magazine or be found by local reputation (Rodriguez, 2020)
- Dilemma: Instagram does not have an open-source platform like Google Trends to analyze their data and other open-source data sets are not currently available



(Rodriguez, 2020)

A series of thin, light-brown lines crisscrossing the left side of the slide, creating an abstract geometric pattern.

# Data Sources / Collection

- Very little data exists in relation to the tattoo industry
  - In order to truly do any analysis on the data in this realm, new data sources would likely need to be compiled
- Surveys could be done of tattoo artists for more information about the trends they are seeing
- A major hurdle to data collection is that most artists do not keep detailed records
  - No universal record taking of who their clients are, what their clients paid, how long a session was, what the subject matter was, and how the client found out about the artist
- An ethical implication of compiling: Some clients do not want their employers or families to know about their tattoos
  - Anonymizing the data set from any personally identifiable information could resolve this

A series of thin, light-brown lines forming an abstract geometric pattern in the top-left corner of the slide. The lines intersect to create various triangular and polygonal shapes, some of which are nested within others.

# Image-based Data Source

- The National Institute of Standards and Technology (NIST) under the U.S. Department of Commerce improved upon immature tattoo recognition image-based detection
- Data was to be used by law enforcement
- Underlying metadata could be used for insights into the demographic information on people with the tattoos as well as the tattoos themselves
- Assumption - The tattoo image repository is from law enforcement so it would not be appropriate to assume that the data is representative of the community

(Ngan et al., 2018)

Two thin, intersecting orange lines are positioned on the left side of the slide. One line runs diagonally from the top-left towards the bottom-right, and the other runs diagonally from the top-right towards the bottom-left, crossing the first line.

## Summary

Searches for “Tattoos near me” indicate that the interest in the term has increased in recent years and that there is seasonality in interest.

To take this research beyond Google Trends, a very large effort would have to be made towards creating a reliable dataset. This would include efforts to collect more data as an industry as a whole and all the way down to individual shops and artists.

In the foreseeable future, Google Trends would be the recommended space to continue until funding could be provided to undertake the effort.



## References

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