

NICHOLAS WESTON TATTOOED BRANDS GLOBAL SURVEY 2009

1. Have you ever tattooed a brand name or a logo onto a body?
2. Which brands have you tattooed onto people: (eg, luxury brands, professional service firms, beer)
3. What percentage of people who receive a tattoo get a brand tattoo?
4. What age group predominately receive brand tattoos
18-25, 26-40, 41-50, 51-60, 60+
5. Have you ever tattooed any of the following brands: (what percentage receive one?)

Harley Davidson	Coca-Cola
Qantas	Gibson/Fender
Nike	[Include the following non-commercial
Adidas	marks for comparison]
Chanel	Army unit or ship
Louis Vuitton	Olympic indicia
VB	Australian coat of arms
Fosters	Che Guavara
Disney	Mr Hankey?
6. Did you choose or recommend the brand to be tattooed or did people request it?
7. In your opinion are these usually impulse tattoos or carefully considered choices?
8. Do you think the tattoo of a brand reflects its culturally iconic status or the recipient's faith in the brand?
9. Do you remove tattoos?
10. Have you ever removed a brand tattoo?
11. Which is the most removed brand tattoo? (Percentage)
12. Do you know of any recipients of a brand or logo tattoo whom received money to get the tat?
13. Do you tattoo people who are visibly drunk or affected by drugs? Why not?

CAUTION: Do not attempt to copy this at work. This survey was drafted at home by non-professionals at surveying stuff whom will stick to their day jobs in future.