

Altering Their Appearance

Gen Nexters are not afraid to express themselves through their appearance. About half of them (54%) have either gotten a tattoo, dyed their hair an untraditional color or had a body piercing in a place other than their ear lobe. Among those three, tattoos are the most popular form of expression: 36% of Nexters have one. Tattoos are just as prevalent among Gen Xers – 40% of them have a tattoo. There are no significant gender differences for tattoos among either generation.

Roughly a quarter of both Gen Nexters and Gen Xers have dyed their hair an untraditional color. Gender is not a factor here either – men and women are just as likely to have dyed their hair. Body piercing is slightly more prevalent among Gen Next than among Gen X. Three-in-ten Nexters have had a piercing somewhere other than their ear, compared with 22% of Xers. Among both generations, more women than men have pierced themselves. The generational divide on these measures is between those under age 40 and those over age 40. Among the over 40 crowd, just 21% have engaged in any of these activities.

Tattoos and More

<i>Do you currently have or have you ever had...</i>	-----Age-----		
	<u>18-25</u> %	<u>26-40</u> %	<u>41-64</u> %
<i>A tattoo</i>			
Yes	36	40	10
No	<u>64</u>	<u>60</u>	<u>90</u>
	100	100	100
<i>Dyed hair an untraditional color</i>			
Yes	25	24	10
No	<u>75</u>	<u>76</u>	<u>90</u>
	100	100	100
<i>A piercing other than ear lobe</i>			
Yes	30	22	6
No	<u>70</u>	<u>78</u>	<u>94</u>
	100	100	100

Source: 2006 Gen Next survey.

These items were not asked of respondents over age 64.