



PRESS RELEASE

Divides among Public Opinion on Astrology

Younger adults are more likely to identify with their sign and use their horoscope to understand their life

Washington, DC, December 16, 2019 – One in twenty Americans check their horoscope often, but nearly nine in ten (88%) know their zodiac/horoscope/astrological sign, reveals a new Ipsos poll on astrology. Of those who know their sign, about half identify with it (53%). Americans who are 18-34 years old are more likely than their older counterparts to say this, driven mostly by a higher percentage of this younger group strongly identifying with their sign (22% compared to 12% of adults 35-54 and 9% adults 55 or older).

Eighteen to thirty-four-year-old Americans are more likely to turn to their horoscope to understand parts of their life, with 31% agreeing compared to 21% of those 35-54, and 11% of those 55 or older. For those that do turn to their horoscope to understand their life, 37% use it to see what their future will be like, 34% to understand their mood and to explain the behavior of others, and 32% to evaluate relationship compatibility.



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Full Annotated Questionnaire:

1. How often, if ever, do you check your horoscope?

	Total (N=1,005)	Age 18-34 (N=242)	Age 35-54 (N=334)	Age 55+ (N=429)
Often	5%	10%	4%	3%
Sometimes	16%	21%	17%	12%
Hardly ever	29%	30%	25%	31%
Never	48%	37%	53%	52%
Don't know	1%	2%	1%	1%

2. Do you know your zodiac/horoscope/astrological sign?

	Total	Age 18-34	Age 35-54	Age 55+
Yes	88%	84%	86%	93%
No	9%	9%	12%	5%
Maybe	2%	3%	1%	1%
Don't know	2%	4%	1%	1%

3. [IF Q2=YES] How strongly do you identify with your zodiac/horoscope/astrological sign?

	Total (N=890)	Age 18-34 (N=202)	Age 35-54 (N=293)	Age 55+ (N=395)
Strongly identify with it	14%	22%	12%	9%
Somewhat identify with it	39%	42%	38%	39%
Somewhat do not identify with it	12%	12%	9%	14%
Strongly do not identify with it	15%	7%	15%	21%
Don't know	20%	17%	26%	17%
<i>Identify with it (Net)</i>	<i>53%</i>	<i>64%</i>	<i>50%</i>	<i>48%</i>
<i>Do not identify with it (Net)</i>	<i>27%</i>	<i>19%</i>	<i>24%</i>	<i>35%</i>

4. Do you agree or disagree with the following statements:

	Total	Age 18-34	Age 35-54	Age 55+
I read my horoscope for fun, but it doesn't really mean anything.	54%	60%	51%	53%
I turn to my horoscope/astrology to understand parts of my life.	20%	31%	21%	11%
When Mercury is in retrograde, things go wrong.	14%	23%	15%	7%
If a person's sign is not compatible with mine, I will avoid them.	11%	18%	13%	3%



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a. I turn to my horoscope/astrology to understand parts of my life.

	Total	Age 18-34	Age 35-54	Age 55+
Strongly agree	5%	10%	5%	2%
Somewhat agree	15%	21%	16%	9%
Somewhat disagree	14%	15%	13%	15%
Strongly disagree	58%	49%	55%	69%
Don't know	7%	6%	12%	4%
<i>Agree (Net)</i>	<i>20%</i>	<i>31%</i>	<i>21%</i>	<i>11%</i>
<i>Disagree (Net)</i>	<i>72%</i>	<i>63%</i>	<i>67%</i>	<i>85%</i>

b. I read my horoscope for fun, but it doesn't really mean anything.

	Total	Age 18-34	Age 35-54	Age 55+
Strongly agree	22%	26%	17%	24%
Somewhat agree	32%	34%	34%	29%
Somewhat disagree	12%	13%	14%	9%
Strongly disagree	25%	19%	23%	33%
Don't know	9%	7%	12%	6%
<i>Agree (Net)</i>	<i>54%</i>	<i>60%</i>	<i>51%</i>	<i>53%</i>
<i>Disagree (Net)</i>	<i>37%</i>	<i>33%</i>	<i>37%</i>	<i>41%</i>

c. When Mercury is in retrograde, things go wrong.

	Total	Age 18-34	Age 35-54	Age 55+
Strongly agree	3%	6%	3%	2%
Somewhat agree	11%	17%	12%	5%
Somewhat disagree	10%	11%	12%	9%
Strongly disagree	29%	27%	28%	33%
Don't know	46%	39%	46%	52%
<i>Agree (Net)</i>	<i>14%</i>	<i>23%</i>	<i>15%</i>	<i>7%</i>
<i>Disagree (Net)</i>	<i>40%</i>	<i>38%</i>	<i>40%</i>	<i>42%</i>

d. If a person's sign is not compatible with mine, I will avoid them.

	Total	Age 18-34	Age 35-54	Age 55+
Strongly agree	5%	7%	5%	1%
Somewhat agree	6%	10%	8%	1%
Somewhat disagree	15%	19%	13%	13%
Strongly disagree	65%	54%	61%	77%
Don't know	10%	10%	13%	8%
<i>Agree (Net)</i>	<i>11%</i>	<i>18%</i>	<i>13%</i>	<i>3%</i>
<i>Disagree (Net)</i>	<i>79%</i>	<i>72%</i>	<i>74%</i>	<i>90%</i>



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5. [IF Q4, TURN TO MY HOROSCOPE/ASTROLOGY TO UNDERSTAND PARTS OF MY LIFE = STRONGLY AGREE OR SOMEWHAT AGREE] When do you turn to your horoscope to better understand your life?

	Total (N=174)	Age 18-34 (N=72)	Age 35-54 (N=61)	Age 55+ (N=41)
To see what your day/week/month/year is going to be like	37%	44%	31%	30%
To understand your mood	34%	51%	18%	26%
To explain your behavior or the behavior of others	34%	43%	34%	11%
To evaluate relationship compatibility	32%	40%	31%	16%
To see why things are going wrong	29%	38%	25%	16%
To decide what activities to engage in	19%	23%	19%	11%
I do not turn to my horoscope to better understand my life	19%	10%	22%	34%
Other	1%	-	2%	1%
Don't know	3%	2%	3%	4%





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About the Study

These are some of the findings of an Ipsos poll conducted between November 26-27, 2019. For this survey, a sample of roughly 1,005 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The sample includes 242 adults age 18-34, 334 adults age 35-54, and 429 adults age 55 or older.

The sample for this study was randomly drawn from Ipsos' online panel (see link below for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see link below for more info on the Ipsos "Ampario Overview" sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2016 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Posthoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.5 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following ($n=1,005$, $DEFF=1.5$, adjusted Confidence Interval= ± 5.0 percentage points).

The poll also has a credibility interval of plus or minus 7.2 percentage points for adults age 18-34, plus or minus 6.1 percentage points for adults age 35-54, and plus or minus 5.4 percentage points for adults age 55 or older.

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About Ipsos

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