

Astrology
Fieldwork Dates: 24th-25th July 2017

Conducted by YouGov
On behalf of YouGovNY

© Yougov plc 2017

BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email omnibus.us@yougov.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1148 adults. Fieldwork was undertaken between 24th-25th July 2017. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

YouGovNY
Astrology

US_nat Sample: 24th-25th July 2017



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

urbancity. Type of Area Living In

Unweighted base	1148	514	634	311	398	441	231	255	407	255	801	131	120	96
Base	1127	554	574	361	364	401	226	239	393	270	730	133	168	96
City	33%	35%	31%	44%	32%	23%	31%	29%	30%	42%	25%	46%	52%	42%
Suburb	36%	35%	36%	28%	38%	41%	37%	36%	37%	34%	37%	36%	32%	35%
Town	13%	13%	14%	16%	11%	13%	17%	15%	10%	13%	16%	7%	6%	12%
Rural area	18%	17%	18%	13%	17%	22%	15%	20%	23%	11%	21%	11%	10%	10%
Other	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	0%	-	2%

HYA_q1. Do you agree or disagree that someone's astrological sign (e.g., aquarius, pisces, aries, etc.) accurately describes their character and personality traits?

Unweighted base	1148	514	634	311	398	441	231	255	407	255	801	131	120	96
Base: All US adults	1127	554	574	361	364	401	226	239	393	270	730	133	168	96
Strongly agree	8%	9%	8%	13%	10%	3%	8%	6%	11%	7%	7%	10%	11%	13%
Somewhat agree	32%	29%	35%	31%	33%	33%	34%	27%	31%	37%	29%	36%	47%	28%
Somewhat disagree	17%	14%	19%	17%	16%	18%	19%	18%	19%	11%	19%	21%	8%	10%
Strongly disagree	31%	37%	25%	27%	29%	35%	28%	37%	28%	32%	35%	15%	25%	31%
Not sure	12%	11%	13%	13%	13%	10%	11%	12%	11%	13%	11%	18%	9%	17%
Net: Agree	40%	38%	43%	43%	42%	36%	43%	33%	42%	44%	35%	46%	58%	42%
Net: Disagree	48%	51%	44%	44%	45%	53%	46%	55%	47%	43%	54%	35%	33%	41%

HYA_sign. What is your astrological sign? If you do not know your astrological sign, please select the option that contains your birth date.

Unweighted base	1148	514	634	311	398	441	231	255	407	255	801	131	120	96
Base	1127	554	574	361	364	401	226	239	393	270	730	133	168	96
Aquarius (January 20 - February 18)	8%	10%	6%	7%	10%	8%	5%	11%	8%	8%	9%	6%	7%	6%
Pisces (February 19 - March 20)	8%	8%	8%	9%	10%	7%	9%	6%	7%	12%	7%	10%	7%	16%
Aries (March 21 - April 19)	8%	9%	7%	10%	5%	9%	10%	7%	6%	9%	7%	7%	8%	11%
Taurus (April 20 - May 20)	8%	10%	7%	9%	9%	7%	12%	6%	7%	10%	9%	5%	9%	9%
Gemini (May 21 - June 20)	8%	8%	8%	7%	8%	8%	11%	10%	6%	7%	11%	9%	9%	10%
Cancer (June 21 - July 22)	9%	9%	10%	8%	11%	9%	7%	10%	11%	8%	10%	10%	9%	6%
Leo (July 23 - August 22)	8%	6%	9%	8%	6%	9%	7%	7%	9%	7%	8%	9%	8%	6%
Virgo (August 23 - September 22)	11%	10%	12%	12%	10%	11%	11%	12%	13%	8%	11%	11%	12%	10%
Libra (September 23 - October 22)	8%	7%	9%	8%	10%	6%	8%	11%	8%	7%	7%	6%	12%	10%
Scorpio (October 23 - November 21)	9%	9%	10%	8%	9%	11%	8%	6%	11%	11%	9%	13%	6%	10%
Sagittarius (November 22 - December 21)	8%	8%	8%	7%	7%	10%	7%	8%	8%	8%	9%	7%	8%	1%
Capricorn (December 22 - January 19)	7%	6%	7%	8%	6%	6%	7%	7%	8%	5%	7%	6%	5%	6%

YouGovNY
Astrology

US_nat Sample: 24th-25th July 2017



Total	Education				Marital Status						Children under the age of 18		Income				
	No HS, High school graduate	Some college, 2 year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say	
Unweighted base	1148	416	393	222	117	531	25	119	66	365	42	302	846	412	338	222	176
Base: All US adults	1127	474	356	192	106	490	32	113	61	387	44	293	834	426	323	204	174
City	33%	33%	30%	35%	34%	26%	51%	37%	26%	41%	28%	38%	31%	41%	28%	29%	26%
Suburb	36%	33%	38%	35%	42%	41%	34%	33%	34%	29%	43%	34%	28%	41%	44%	36%	
Town	13%	12%	14%	16%	12%	14%	7%	10%	14%	14%	13%	16%	12%	13%	11%	15%	14%
Rural area	18%	21%	16%	14%	12%	19%	9%	18%	23%	15%	15%	13%	19%	17%	20%	12%	22%
Other	1%	1%	1%	-	-	0%	-	3%	3%	1%	-	-	1%	1%	-	1%	2%

urbancity. Type of Area Living In

HYA_q1. Do you agree or disagree that someone's astrological sign (e.g., aquarius, pisces, aries, etc.) accurately describes their character and personality traits?

Unweighted base	1148	416	393	222	117	531	25	119	66	365	42	302	846	412	338	222	176
Base: All US adults	1127	474	356	192	106	490	32	113	61	387	44	293	834	426	323	204	174
Strongly agree	8%	10%	8%	8%	5%	7%	12%	13%	3%	10%	9%	12%	7%	13%	6%	6%	5%
Somewhat agree	32%	37%	31%	28%	21%	29%	55%	35%	34%	31%	46%	37%	31%	35%	36%	24%	28%
Somewhat disagree	17%	15%	18%	17%	20%	16%	17%	19%	25%	16%	12%	16%	17%	16%	19%	13%	13%
Strongly disagree	31%	24%	31%	40%	46%	37%	11%	23%	24%	29%	16%	24%	33%	22%	33%	43%	36%
Not sure	12%	15%	13%	7%	7%	11%	6%	10%	14%	14%	15%	11%	12%	13%	9%	7%	18%
Net: Agree	40%	47%	39%	36%	27%	36%	67%	48%	37%	41%	55%	49%	37%	48%	42%	30%	33%
Net: Disagree	48%	39%	48%	58%	66%	53%	28%	42%	49%	46%	30%	40%	50%	39%	49%	63%	49%

HYA_sign. What is your astrological sign? If you do not know your astrological sign, please select the option that contains your birth date.

Unweighted base	1148	416	393	222	117	531	25	119	66	365	42	302	846	412	338	222	176
Base: All US adults	1127	474	356	192	106	490	32	113	61	387	44	293	834	426	323	204	174
Aquarius (January 20 - February 18)	8%	9%	6%	6%	11%	9%	-	9%	5%	8%	3%	8%	8%	10%	7%	8%	6%
Pisces (February 19 - March 20)	8%	8%	9%	9%	7%	9%	6%	6%	4%	9%	2%	10%	8%	7%	11%	8%	9%
Aries (March 21 - April 19)	8%	8%	6%	10%	9%	7%	21%	10%	4%	8%	4%	7%	8%	8%	7%	10%	7%
Taurus (April 20 - May 20)	8%	8%	8%	11%	8%	10%	9%	8%	11%	7%	8%	12%	7%	9%	7%	12%	9%
Gemini (May 21 - June 20)	8%	7%	10%	9%	3%	7%	19%	8%	8%	9%	8%	9%	8%	10%	7%	5%	9%
Cancer (June 21 - July 22)	9%	11%	10%	6%	4%	10%	4%	5%	4%	10%	10%	9%	9%	12%	8%	6%	7%
Leo (July 23 - August 22)	8%	8%	7%	7%	9%	6%	15%	8%	17%	7%	5%	6%	8%	8%	6%	10%	9%
Virgo (August 23 - September 22)	11%	12%	10%	11%	11%	10%	13%	7%	6%	13%	25%	11%	11%	12%	12%	9%	10%
Libra (September 23 - October 22)	8%	7%	9%	8%	8%	9%	-	11%	4%	6%	13%	8%	8%	7%	9%	10%	5%
Scorpio (October 23 - November 21)	9%	9%	10%	9%	10%	9%	11%	9%	20%	8%	8%	8%	10%	7%	12%	11%	9%
Sagittarius (November 22 - December 21)	8%	8%	8%	8%	11%	8%	3%	8%	8%	8%	9%	5%	9%	7%	8%	11%	7%
Capricorn (December 22 - January 19)	7%	6%	8%	5%	9%	6%	-	12%	8%	6%	5%	7%	6%	7%	5%	7%	10%

YouGovNY
Astrology

US_nat Sample: 24th-25th July 2017



Total	Social networks membership												
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	nosquare	Snapchat	Periscope	Other	Don't know

urbancity. Type of Area Living In

Unweighted base	1148	902	431	328	329	80	347	108	352	4	199	24	17	6	141
Base	1127	884	431	304	336	82	334	109	356	4	207	24	17	5	138
City	33%	35%	39%	33%	38%	33%	32%	43%	41%	81%	40%	48%	41%	36%	20%
Suburb	36%	34%	34%	41%	33%	35%	34%	28%	34%	-	38%	24%	43%	36%	45%
Town	13%	13%	13%	11%	13%	12%	14%	14%	12%	19%	11%	10%	16%	-	15%
Rural area	18%	17%	13%	14%	15%	19%	20%	14%	13%	-	12%	13%	-	28%	20%
Other	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	-	5%	-	-	1%

HYA_q1. Do you agree or disagree that someone's astrological sign (e.g., aquarius, pisces, aries, etc.) accurately describes their character and personality traits?

Unweighted base	1148	902	431	328	329	80	347	108	352	4	199	24	17	6	141
Base: All US adults	1127	884	431	304	336	82	334	109	356	4	207	24	17	5	138
Strongly agree	8%	9%	9%	8%	14%	9%	11%	11%	14%	13%	10%	13%	16%	-	3%
Somewhat agree	32%	34%	34%	34%	36%	38%	33%	34%	36%	29%	36%	22%	46%	-	23%
Somewhat disagree	17%	17%	16%	17%	16%	19%	21%	17%	17%	39%	17%	16%	6%	20%	17%
Strongly disagree	31%	30%	30%	33%	26%	17%	25%	30%	23%	19%	27%	33%	26%	28%	35%
Not sure	12%	11%	10%	7%	8%	17%	10%	8%	10%	-	10%	15%	6%	52%	22%
Net: Agree	40%	43%	44%	43%	50%	47%	44%	45%	51%	42%	47%	36%	62%	-	26%
Net: Disagree	48%	47%	46%	50%	42%	36%	46%	47%	40%	56%	43%	50%	32%	48%	52%

HYA_sign. What is your astrological sign? If you do not know your astrological sign, please select the option that contains your birth date.

Unweighted base	1148	902	431	328	329	80	347	108	352	4	199	24	17	6	141
Base	1127	884	431	304	336	82	334	109	356	4	207	24	17	5	138
Aquarius (January 20 - February 18)	8%	8%	7%	9%	10%	6%	7%	11%	7%	29%	7%	15%	12%	-	8%
Pisces (February 19 - March 20)	8%	8%	8%	8%	8%	12%	8%	11%	10%	13%	8%	10%	6%	9%	10%
Aries (March 21 - April 19)	8%	8%	8%	9%	8%	16%	11%	7%	11%	-	7%	11%	9%	-	3%
Taurus (April 20 - May 20)	8%	9%	11%	10%	11%	14%	10%	9%	10%	-	9%	25%	13%	19%	1%
Gemini (May 21 - June 20)	8%	8%	9%	7%	8%	10%	7%	12%	7%	-	9%	13%	-	-	9%
Cancer (June 21 - July 22)	9%	9%	10%	11%	10%	11%	10%	13%	11%	39%	8%	5%	4%	-	12%
Leo (July 23 - August 22)	8%	8%	7%	8%	7%	3%	8%	6%	7%	-	9%	3%	-	-	5%
Virgo (August 23 - September 22)	11%	10%	10%	12%	9%	4%	10%	6%	12%	-	11%	6%	14%	40%	15%
Libra (September 23 - October 22)	8%	8%	8%	8%	9%	5%	6%	-	6%	-	8%	6%	11%	-	8%
Scorpio (October 23 - November 21)	9%	9%	8%	8%	9%	7%	9%	8%	9%	-	7%	-	21%	16%	12%
Sagittarius (November 22 - December 21)	8%	8%	7%	6%	6%	6%	8%	8%	7%	19%	10%	4%	-	-	10%
Capricorn (December 22 - January 19)	7%	6%	7%	6%	6%	7%	6%	8%	4%	-	6%	-	11%	15%	7%

YouGovNY
Astrology

US_nat Sample: 24th-25th July 2017



Total			
	Scorpio	Sagittarius	Capricorn

urbancity. Type of Area Living In

	1148	114	93	79
Unweighted base	1148	114	93	79
Base	1127	105	90	73
City	33%	32%	34%	26%
Suburb	36%	37%	37%	38%
Town	13%	16%	12%	14%
Rural area	18%	13%	16%	22%
Other	1%	2%	1%	-

HYA_q1. Do you agree or disagree that someone's astrological sign (e.g., aquarius, pisces, aries, etc.) accurately describes their character and personality traits?

	1148	114	93	79
Unweighted base	1148	114	93	79
Base: All US adults	1127	105	90	73
Strongly agree	8%	7%	4%	7%
Somewhat agree	32%	32%	34%	29%
Somewhat disagree	17%	19%	18%	11%
Strongly disagree	31%	33%	33%	41%
Not sure	12%	9%	11%	12%
Net: Agree	40%	39%	38%	36%
Net: Disagree	48%	52%	51%	52%

HYA_sign. What is your astrological sign? If you do not know your astrological sign, please select the option that contains your birth date.

	1148	114	93	79
Unweighted base	1148	114	93	79
Base	1127	105	90	73
Aquarius (January 20 - February 18)	8%	-	-	-
Pisces (February 19 - March 20)	8%	-	-	-
Aries (March 21 - April 19)	8%	-	-	-
Taurus (April 20 - May 20)	8%	-	-	-
Gemini (May 21 - June 20)	8%	-	-	-
Cancer (June 21 - July 22)	9%	-	-	-
Leo (July 23 - August 22)	8%	-	-	-
Virgo (August 23 - September 22)	11%	-	-	-
Libra (September 23 - October 22)	8%	-	-	-
Scorpio (October 23 - November 21)	9%	100%	-	-
Sagittarius (November 22 - December 21)	8%	-	100%	-
Capricorn (December 22 - January 19)	7%	-	-	100%

YouGovNY
Astrology

US_nat Sample: 24th-25th July 2017



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

HYA_trait. Based on the description above, do you agree or disagree that this is an accurate description of your personality / character traits? Please select the option that best applies.

Unweighted base	1148	514	634	311	396	441	231	255	407	255	801	131	120	96
Base: All US adults	1127	554	574	361	364	401	226	239	393	270	730	133	168	96
Strongly agree	19%	17%	21%	23%	20%	15%	21%	18%	20%	17%	20%	14%	22%	16%
Somewhat agree	47%	46%	47%	48%	47%	45%	47%	44%	46%	49%	45%	52%	46%	51%
Somewhat disagree	18%	20%	16%	15%	17%	22%	21%	23%	18%	13%	20%	20%	12%	13%
Strongly disagree	10%	10%	10%	8%	9%	13%	8%	10%	10%	12%	11%	6%	10%	11%
Not sure	6%	7%	5%	6%	6%	5%	3%	6%	5%	9%	4%	8%	10%	9%
Net: Agree	66%	63%	69%	70%	68%	60%	68%	61%	67%	67%	65%	66%	69%	67%
Net: Disagree	28%	30%	27%	23%	26%	35%	29%	33%	28%	25%	31%	26%	22%	24%

HYA_q2. How much, if at all, does astrology come up in your day-to-day conversations (e.g., with friends, with family, with colleagues, etc.)? Please select the option that best applies.

Unweighted base	1148	514	634	311	396	441	231	255	407	255	801	131	120	96
Base: All US adults	1127	554	574	361	364	401	226	239	393	270	730	133	168	96
Every day	3%	4%	2%	5%	3%	1%	4%	2%	3%	3%	3%	2%	4%	6%
A few times a week	6%	7%	5%	9%	7%	2%	5%	3%	6%	8%	4%	7%	12%	3%
Once a week	4%	5%	4%	7%	5%	2%	5%	2%	5%	5%	3%	4%	10%	2%
A few times a month	10%	9%	10%	15%	7%	7%	10%	8%	10%	10%	6%	20%	15%	15%
Once a month	6%	4%	7%	9%	5%	4%	7%	4%	5%	6%	6%	4%	4%	6%
Less often than once a month	32%	27%	36%	27%	33%	34%	32%	36%	30%	30%	35%	30%	20%	29%
Never	40%	44%	36%	28%	40%	50%	37%	45%	40%	38%	43%	33%	33%	38%

HYA_q3. Have you ever looked up your astrological compatibility with someone else?

Unweighted base	1148	514	634	311	396	441	231	255	407	255	801	131	120	96
Base: All US adults	1127	554	574	361	364	401	226	239	393	270	730	133	168	96
Yes, I have	41%	32%	49%	44%	45%	34%	44%	34%	42%	43%	39%	43%	48%	39%
No, I haven't	48%	57%	39%	44%	46%	54%	45%	54%	48%	45%	50%	47%	39%	46%
Don't know / can't recall	11%	11%	12%	13%	9%	12%	11%	12%	10%	12%	11%	10%	13%	15%

YouGovNY
Astrology

US_nat Sample: 24th-25th July 2017



Total	Education				Marital Status						Children under the age of 18		Income			
	No HS, High school graduate	Some college, 2 year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

HYA_trait. Based on the description above, do you agree or disagree that this is an accurate description of your personality / character traits? Please select the option that best applies.

Unweighted base	1148	416	393	222	117	531	25	119	66	365	42	302	846	412	338	222	176
Base: All US adults	1127	474	356	192	106	490	32	113	61	387	44	293	834	426	323	204	174
Strongly agree	19%	22%	19%	16%	15%	17%	17%	24%	13%	23%	13%	26%	17%	23%	17%	19%	12%
Somewhat agree	47%	45%	51%	44%	45%	45%	41%	42%	48%	48%	63%	48%	46%	48%	47%	42%	47%
Somewhat disagree	18%	18%	17%	20%	18%	18%	25%	23%	22%	17%	5%	14%	20%	16%	21%	20%	15%
Strongly disagree	10%	8%	8%	16%	17%	13%	14%	6%	12%	7%	11%	8%	11%	7%	10%	15%	13%
Not sure	6%	7%	5%	4%	4%	6%	3%	5%	6%	6%	8%	4%	6%	5%	4%	4%	13%
Net: Agree	66%	66%	70%	61%	61%	62%	59%	66%	60%	71%	76%	74%	63%	72%	65%	61%	59%
Net: Disagree	28%	27%	25%	35%	35%	32%	38%	29%	34%	24%	15%	22%	31%	23%	31%	35%	28%

HYA_q2. How much, if at all, does astrology come up in your day-to-day conversations (e.g., with friends, with family, with colleagues, etc.)? Please select the option that best applies.

Unweighted base	1148	416	393	222	117	531	25	119	66	365	42	302	846	412	338	222	176
Base: All US adults	1127	474	356	192	106	490	32	113	61	387	44	293	834	426	323	204	174
Every day	3%	3%	3%	2%	4%	3%	9%	4%	1%	3%	-	7%	2%	4%	2%	3%	2%
A few times a week	6%	8%	5%	4%	2%	4%	9%	5%	5%	7%	8%	10%	4%	9%	4%	4%	3%
Once a week	4%	6%	4%	3%	2%	2%	11%	9%	2%	5%	10%	6%	4%	6%	4%	4%	3%
A few times a month	10%	9%	11%	10%	5%	6%	8%	9%	16%	14%	10%	13%	8%	11%	10%	8%	8%
Once a month	6%	4%	7%	6%	8%	6%	5%	1%	1%	6%	9%	6%	5%	6%	5%	8%	4%
Less often than once a month	32%	27%	32%	35%	42%	31%	32%	36%	31%	32%	25%	27%	33%	28%	37%	34%	29%
Never	40%	43%	38%	39%	37%	47%	26%	35%	43%	33%	38%	31%	43%	36%	40%	40%	51%

HYA_q3. Have you ever looked up your astrological compatibility with someone else?

Unweighted base	1148	416	393	222	117	531	25	119	66	365	42	302	846	412	338	222	176
Base: All US adults	1127	474	356	192	106	490	32	113	61	387	44	293	834	426	323	204	174
Yes, I have	41%	38%	44%	42%	40%	40%	42%	51%	39%	39%	43%	53%	37%	46%	37%	42%	33%
No, I haven't	48%	49%	44%	52%	52%	50%	50%	39%	54%	47%	48%	41%	51%	43%	53%	50%	50%
Don't know / can't recall	11%	13%	12%	6%	8%	11%	8%	10%	7%	14%	10%	7%	13%	11%	10%	8%	17%

YouGovNY
Astrology

US_nat Sample: 24th-25th July 2017



Total	Social networks membership												
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	nosquare	Snapchat	Periscope	Other	Don't know

HYA_trait. Based on the description above, do you agree or disagree that this is an accurate description of your personality / character traits? Please select the option that best applies.

Unweighted base	1148	902	431	328	329	80	347	108	352	4	199	24	17	6	141
Base: All US adults	1127	884	431	304	336	82	334	109	356	4	207	24	17	5	138
Strongly agree	19%	20%	20%	17%	27%	26%	23%	27%	24%	52%	22%	24%	46%	16%	16%
Somewhat agree	47%	48%	50%	47%	47%	49%	46%	49%	51%	29%	54%	49%	26%	9%	40%
Somewhat disagree	18%	17%	20%	22%	17%	12%	19%	17%	15%	19%	14%	9%	17%	19%	22%
Strongly disagree	10%	9%	7%	10%	7%	6%	8%	5%	5%	-	6%	3%	9%	-	13%
Not sure	6%	5%	3%	4%	2%	7%	4%	1%	5%	-	4%	15%	-	56%	9%
Net: Agree	66%	68%	70%	64%	74%	75%	69%	76%	75%	81%	76%	73%	73%	25%	57%
Net: Disagree	28%	27%	27%	32%	24%	18%	27%	23%	20%	19%	19%	12%	27%	19%	35%

HYA_q2. How much, if at all, does astrology come up in your day-to-day conversations (e.g., with friends, with family, with colleagues, etc.)? Please select the option that best applies.

Unweighted base	1148	902	431	328	329	80	347	108	352	4	199	24	17	6	141
Base: All US adults	1127	884	431	304	336	82	334	109	356	4	207	24	17	5	138
Every day	3%	3%	4%	4%	5%	4%	2%	5%	4%	13%	4%	9%	14%	-	3%
A few times a week	6%	6%	9%	4%	10%	16%	7%	6%	8%	-	5%	8%	6%	-	1%
Once a week	4%	4%	4%	4%	7%	6%	4%	7%	5%	29%	8%	13%	-	-	3%
A few times a month	10%	10%	9%	9%	13%	12%	10%	13%	15%	-	15%	9%	10%	-	5%
Once a month	6%	6%	8%	8%	7%	13%	9%	12%	9%	39%	7%	14%	9%	-	3%
Less often than once a month	32%	33%	32%	34%	31%	30%	38%	34%	34%	-	38%	16%	32%	40%	30%
Never	40%	37%	33%	38%	28%	19%	31%	24%	26%	19%	23%	32%	28%	60%	55%

HYA_q3. Have you ever looked up your astrological compatibility with someone else?

Unweighted base	1148	902	431	328	329	80	347	108	352	4	199	24	17	6	141
Base: All US adults	1127	884	431	304	336	82	334	109	356	4	207	24	17	5	138
Yes, I have	41%	43%	46%	46%	54%	58%	52%	55%	55%	100%	56%	51%	68%	16%	23%
No, I haven't	48%	46%	43%	44%	39%	32%	37%	38%	36%	-	34%	32%	28%	9%	60%
Don't know / can't recall	11%	11%	11%	10%	7%	10%	11%	7%	9%	-	10%	17%	5%	75%	17%

YouGovNY
Astrology

US_nat Sample: 24th-25th July 2017



Total	Living Area					Astrology Describing Character		Astrological Sign							
	City	Suburb	Town	Rural area	Other	Agree	Disagree	Aquarius	Pisces	Aries	Taurus	Gemini	Cancer	Leo	Virgo

HYA_trait. Based on the description above, do you agree or disagree that this is an accurate description of your personality / character traits? Please select the option that best applies.

Unweighted base	1148	352	422	156	208	10	447	568	93	95	82	95	87	105	87	127	91
Base: All US adults	1127	370	402	148	198	9	456	536	90	94	87	95	90	104	86	124	89
Strongly agree	19%	23%	18%	18%	18%	6%	34%	8%	19%	15%	20%	29%	22%	20%	9%	30%	18%
Somewhat agree	47%	50%	46%	46%	44%	37%	53%	42%	48%	56%	42%	48%	51%	49%	44%	47%	50%
Somewhat disagree	18%	14%	20%	25%	17%	11%	10%	27%	19%	18%	17%	14%	13%	18%	26%	11%	13%
Strongly disagree	10%	6%	12%	11%	13%	23%	2%	19%	10%	6%	11%	7%	8%	11%	14%	1%	10%
Not sure	6%	7%	4%	1%	8%	23%	1%	5%	4%	5%	10%	2%	6%	2%	7%	10%	8%
Net: Agree	66%	73%	63%	63%	61%	43%	87%	50%	67%	71%	62%	77%	73%	69%	53%	77%	68%
Net: Disagree	28%	20%	32%	36%	31%	34%	12%	46%	30%	24%	28%	21%	20%	29%	40%	12%	24%

HYA_q2. How much, if at all, does astrology come up in your day-to-day conversations (e.g., with friends, with family, with colleagues, etc.)? Please select the option that best applies.

Unweighted base	1148	352	422	156	208	10	447	568	93	95	82	95	87	105	87	127	91
Base: All US adults	1127	370	402	148	198	9	456	536	90	94	87	95	90	104	86	124	89
Every day	3%	5%	3%	1%	2%	6%	6%	1%	4%	4%	1%	3%	3%	3%	5%	6%	-
A few times a week	6%	8%	4%	5%	5%	-	12%	1%	6%	13%	8%	6%	3%	3%	2%	5%	6%
Once a week	4%	7%	3%	4%	3%	-	8%	2%	4%	5%	9%	6%	4%	3%	5%	3%	8%
A few times a month	10%	13%	8%	10%	7%	20%	15%	6%	5%	6%	12%	14%	14%	9%	14%	5%	6%
Once a month	6%	8%	5%	2%	4%	19%	6%	5%	7%	6%	6%	6%	5%	9%	4%	4%	3%
Less often than once a month	32%	27%	38%	33%	28%	12%	32%	33%	37%	33%	26%	28%	40%	36%	27%	30%	27%
Never	40%	32%	39%	45%	52%	43%	21%	53%	37%	33%	38%	37%	31%	37%	43%	45%	50%

HYA_q3. Have you ever looked up your astrological compatibility with someone else?

Unweighted base	1148	352	422	156	208	10	447	568	93	95	82	95	87	105	87	127	91
Base: All US adults	1127	370	402	148	198	9	456	536	90	94	87	95	90	104	86	124	89
Yes, I have	41%	49%	39%	38%	31%	53%	65%	25%	44%	45%	46%	42%	46%	36%	42%	36%	40%
No, I haven't	48%	42%	50%	50%	54%	33%	28%	66%	45%	44%	41%	49%	48%	57%	47%	48%	43%
Don't know / can't recall	11%	9%	11%	12%	15%	13%	7%	10%	11%	11%	13%	10%	6%	8%	11%	16%	17%

YouGovNY
Astrology

US_nat Sample: 24th-25th July 2017



Total			
	Scorpio	Sagittarius	Capricorn

HYA_trait. Based on the description above, do you agree or disagree that this is an accurate description of your personality / character traits? Please select the option that best applies.

Unweighted base	1148	114	93	79
Base: All US adults	1127	105	90	73
Strongly agree	19%	15%	11%	16%
Somewhat agree	47%	42%	44%	36%
Somewhat disagree	18%	25%	24%	26%
Strongly disagree	10%	14%	19%	13%
Not sure	6%	4%	2%	9%
Net: Agree	66%	58%	55%	52%
Net: Disagree	28%	39%	43%	39%

HYA_q2. How much, if at all, does astrology come up in your day-to-day conversations (e.g., with friends, with family, with colleagues, etc.?) Please select the option that best applies.

Unweighted base	1148	114	93	79
Base: All US adults	1127	105	90	73
Every day	3%	1%	3%	3%
A few times a week	6%	4%	6%	7%
Once a week	4%	1%	5%	1%
A few times a month	10%	16%	6%	9%
Once a month	6%	6%	6%	5%
Less often than once a month	32%	37%	30%	24%
Never	40%	35%	43%	51%

HYA_q3. Have you ever looked up your astrological compatibility with someone else?

Unweighted base	1148	114	93	79
Base: All US adults	1127	105	90	73
Yes, I have	41%	38%	44%	32%
No, I haven't	48%	53%	49%	50%
Don't know / can't recall	11%	9%	7%	18%

YouGovNY
Astrology

US_nat Sample: 24th-25th July 2017



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

HYA_q4a_1. If you were interested in someone romantically, how much, if at all, would your feelings towards that person change if you found out your astrological signs were considered "very incompatible" or "very compatible?" Please select the option that best applies on each row.

- Very incompatible

Unweighted base	1148	514	634	311	396	441	231	255	407	255	801	131	120	96
Base: All US adults	1127	554	574	361	364	401	226	239	393	270	730	133	168	96
Not at all	59%	61%	58%	52%	61%	64%	60%	67%	58%	55%	64%	55%	45%	53%
Not a lot	22%	22%	23%	27%	19%	21%	27%	19%	22%	22%	21%	22%	26%	25%
A moderate amount	14%	12%	15%	17%	12%	13%	10%	10%	15%	19%	12%	16%	19%	14%
A lot	4%	5%	4%	3%	8%	2%	3%	4%	5%	5%	2%	7%	10%	8%

HYA_q4a_2. If you were interested in someone romantically, how much, if at all, would your feelings towards that person change if you found out your astrological signs were considered "very incompatible" or "very compatible?" Please select the option that best applies on each row.

- Very compatible

Unweighted base	1148	514	634	311	396	441	231	255	407	255	801	131	120	96
Base: All US adults	1127	554	574	361	364	401	226	239	393	270	730	133	168	96
Not at all	56%	58%	53%	48%	56%	63%	59%	62%	52%	53%	61%	48%	41%	52%
Not a lot	20%	19%	21%	26%	17%	18%	23%	16%	22%	19%	19%	22%	23%	25%
A moderate amount	17%	16%	18%	20%	17%	15%	14%	15%	18%	21%	15%	22%	28%	15%
A lot	7%	7%	7%	6%	10%	5%	5%	7%	8%	7%	6%	8%	8%	8%

HYA_q6. How often, if at all, do you read your daily horoscope?

Unweighted base	1148	514	634	311	396	441	231	255	407	255	801	131	120	96
Base: All US adults	1127	554	574	361	364	401	226	239	393	270	730	133	168	96
Every day	6%	7%	5%	6%	8%	5%	7%	6%	5%	7%	5%	6%	8%	6%
A few times a week	5%	5%	6%	6%	4%	6%	7%	3%	7%	5%	5%	6%	9%	3%
Once a week	7%	7%	6%	10%	6%	5%	8%	6%	7%	6%	5%	6%	11%	10%
A few times a month	8%	7%	9%	12%	8%	4%	9%	4%	8%	10%	6%	11%	12%	9%
Once a month	5%	4%	5%	7%	4%	3%	6%	3%	6%	3%	4%	5%	4%	6%
Less often than once a month	24%	18%	31%	20%	27%	26%	25%	26%	25%	22%	28%	23%	16%	17%
Never	45%	52%	38%	38%	44%	52%	39%	53%	42%	47%	46%	43%	40%	51%

HYA_q7. While reading your daily horoscope, how seriously do you take the information, predictions, or advice that it presents to you? Please select the option that best applies

Unweighted base	333	139	194	125	110	98	79	55	125	74	205	44	54	30
Base: All US Adults that read their daily horoscope at least once a month	345	167	178	149	107	89	82	51	128	84	194	45	74	31
Very seriously	13%	19%	8%	17%	14%	8%	13%	10%	15%	13%	9%	18%	19%	24%
Somewhat seriously	34%	41%	28%	42%	38%	17%	34%	31%	37%	32%	29%	34%	41%	49%
Not very seriously	41%	32%	50%	37%	41%	49%	40%	53%	37%	43%	45%	43%	38%	24%
Not seriously at all	11%	7%	14%	4%	8%	26%	12%	7%	11%	12%	16%	6%	2%	3%
Net: Seriously	48%	61%	36%	59%	52%	25%	48%	41%	52%	46%	38%	51%	60%	73%
Net: Not Seriously	52%	39%	64%	41%	48%	75%	52%	59%	48%	54%	62%	49%	40%	27%

Cell Contents (Column Percentages)

YouGovNY
Astrology

US_nat Sample: 24th-25th July 2017



Total	Education				Marital Status						Children under the age of 18		Income			
	No HS, High school graduate	Some college, 2 year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

HYA_q4a_1. If you were interested in someone romantically, how much, if at all, would your feelings towards that person change if you found out your astrological signs were considered "very incompatible" or "very compatible?" Please select the option that best applies on each row.

- Very incompatible

Unweighted base	1148	416	393	222	117	531	25	119	66	365	42	302	846	412	338	222	176
Base: All US adults	1127	474	356	192	106	490	32	113	61	387	44	293	834	426	323	204	174
Not at all	59%	57%	58%	66%	64%	66%	51%	48%	58%	57%	47%	56%	61%	51%	63%	68%	63%
Not a lot	22%	23%	24%	18%	23%	19%	26%	22%	24%	24%	41%	18%	24%	27%	20%	20%	18%
A moderate amount	14%	15%	14%	12%	9%	12%	17%	19%	18%	14%	10%	18%	12%	16%	13%	9%	16%
A lot	4%	5%	5%	4%	4%	4%	6%	7%	2%	5%	2%	7%	4%	6%	4%	3%	3%

HYA_q4a_2. If you were interested in someone romantically, how much, if at all, would your feelings towards that person change if you found out your astrological signs were considered "very incompatible" or "very compatible?" Please select the option that best applies on each row.

- Very compatible

Unweighted base	1148	416	393	222	117	531	25	119	66	365	42	302	846	412	338	222	176
Base: All US adults	1127	474	356	192	106	490	32	113	61	387	44	293	834	426	323	204	174
Not at all	56%	52%	55%	61%	65%	61%	43%	49%	51%	53%	50%	51%	57%	48%	59%	63%	60%
Not a lot	20%	19%	23%	19%	20%	19%	24%	19%	25%	19%	36%	21%	20%	22%	19%	19%	19%
A moderate amount	17%	21%	16%	15%	11%	14%	20%	23%	14%	20%	12%	17%	17%	22%	16%	11%	17%
A lot	7%	8%	6%	6%	5%	6%	13%	8%	10%	7%	2%	10%	6%	8%	6%	7%	4%

HYA_q6. How often, if at all, do you read your daily horoscope?

Unweighted base	1148	416	393	222	117	531	25	119	66	365	42	302	846	412	338	222	176
Base: All US adults	1127	474	356	192	106	490	32	113	61	387	44	293	834	426	323	204	174
Every day	6%	6%	5%	7%	5%	5%	9%	9%	8%	7%	-	8%	5%	8%	5%	6%	4%
A few times a week	5%	7%	5%	4%	2%	5%	2%	8%	7%	4%	11%	8%	5%	6%	5%	7%	3%
Once a week	7%	9%	6%	4%	4%	3%	18%	12%	6%	8%	15%	8%	6%	9%	7%	5%	3%
A few times a month	8%	9%	8%	7%	5%	6%	10%	7%	7%	11%	12%	14%	6%	9%	11%	5%	5%
Once a month	5%	3%	5%	6%	7%	4%	7%	2%	4%	5%	9%	5%	4%	6%	5%	4%	2%
Less often than once a month	24%	21%	26%	26%	27%	27%	23%	26%	25%	20%	23%	23%	25%	22%	26%	24%	27%
Never	45%	44%	44%	46%	49%	50%	33%	35%	44%	45%	30%	35%	49%	40%	43%	50%	56%

HYA_q7. While reading your daily horoscope, how seriously do you take the information, predictions, or advice that it presents to you? Please select the option that best applies

Unweighted base	333	142	110	55	26	120	11	41	20	124	17	116	217	146	103	56	28
Base: All US Adults that read their daily horoscope at least once a month	345	163	105	53	25	113	14	44	19	135	20	124	222	162	101	53	30
Very seriously	13%	14%	10%	16%	21%	17%	14%	19%	10%	12%	-	18%	11%	12%	14%	15%	15%
Somewhat seriously	34%	38%	32%	34%	19%	24%	65%	38%	26%	38%	47%	39%	32%	41%	22%	33%	39%
Not very seriously	41%	37%	52%	35%	43%	44%	14%	35%	41%	44%	49%	38%	43%	37%	52%	41%	33%
Not seriously at all	11%	11%	7%	15%	17%	16%	7%	8%	23%	7%	5%	4%	14%	9%	12%	11%	12%
Net: Seriously	48%	52%	41%	50%	40%	40%	79%	57%	36%	50%	47%	57%	43%	54%	36%	48%	54%
Net: Not Seriously	52%	48%	59%	50%	60%	60%	21%	43%	64%	50%	53%	43%	57%	46%	64%	52%	46%

Cell Contents (Col

YouGovNY
Astrology

US_nat Sample: 24th-25th July 2017



Total	Social networks membership												
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	nosquare	Snapchat	Periscope	Other	Don't know

HYA_q4a_1. If you were interested in someone romantically, how much, if at all, would your feelings towards that person change if you found out your astrological signs were considered "very incompatible" or "very compatible?" Please select the option that best applies on each row.

- Very incompatible

Unweighted base	1148	902	431	328	329	80	347	108	352	4	199	24	17	6	141
Base: All US adults	1127	884	431	304	336	82	334	109	356	4	207	24	17	5	138
Not at all	59%	58%	55%	61%	51%	45%	58%	48%	49%	48%	57%	55%	41%	64%	73%
Not a lot	22%	23%	24%	21%	27%	29%	23%	35%	24%	39%	22%	24%	27%	20%	17%
A moderate amount	14%	15%	16%	13%	16%	14%	14%	10%	20%	-	17%	3%	32%	-	6%
A lot	4%	5%	5%	5%	7%	12%	5%	7%	6%	13%	4%	18%	-	16%	5%

HYA_q4a_2. If you were interested in someone romantically, how much, if at all, would your feelings towards that person change if you found out your astrological signs were considered "very incompatible" or "very compatible?" Please select the option that best applies on each row.

- Very compatible

Unweighted base	1148	902	431	328	329	80	347	108	352	4	199	24	17	6	141
Base: All US adults	1127	884	431	304	336	82	334	109	356	4	207	24	17	5	138
Not at all	56%	54%	50%	57%	47%	41%	55%	41%	46%	19%	51%	36%	37%	84%	70%
Not a lot	20%	20%	22%	18%	22%	25%	20%	31%	22%	39%	21%	31%	41%	-	17%
A moderate amount	17%	19%	19%	17%	19%	23%	16%	20%	22%	-	18%	14%	18%	-	8%
A lot	7%	8%	10%	9%	12%	11%	9%	8%	9%	42%	9%	19%	4%	16%	5%

HYA_q6. How often, if at all, do you read your daily horoscope?

Unweighted base	1148	902	431	328	329	80	347	108	352	4	199	24	17	6	141
Base: All US adults	1127	884	431	304	336	82	334	109	356	4	207	24	17	5	138
Every day	6%	7%	8%	7%	9%	9%	6%	10%	8%	13%	8%	10%	-	-	3%
A few times a week	5%	6%	6%	4%	7%	8%	5%	4%	7%	-	4%	10%	6%	-	4%
Once a week	7%	7%	7%	6%	10%	12%	6%	10%	7%	-	6%	12%	4%	-	4%
A few times a month	8%	8%	9%	8%	11%	12%	7%	11%	12%	-	13%	4%	30%	-	5%
Once a month	5%	5%	7%	4%	4%	9%	6%	8%	7%	39%	9%	20%	-	-	2%
Less often than once a month	24%	26%	23%	27%	25%	28%	32%	26%	27%	-	27%	10%	32%	46%	22%
Never	45%	42%	40%	44%	34%	22%	37%	30%	32%	48%	32%	34%	28%	54%	60%

HYA_q7. While reading your daily horoscope, how seriously do you take the information, predictions, or advice that it presents to you? Please select the option that best applies

Unweighted base	333	274	148	91	127	39	104	44	137	2	80	13	6	-	25
Base: All US Adults that read their daily horoscope at least once a month	345	286	158	89	137	41	102	48	147	2	84	14	7	-	25
Very seriously	13%	15%	16%	19%	23%	8%	11%	20%	16%	25%	20%	30%	-	-	10%
Somewhat seriously	34%	34%	36%	31%	38%	53%	32%	27%	32%	-	27%	33%	11%	-	26%
Not very seriously	41%	42%	41%	42%	35%	35%	45%	46%	45%	75%	49%	37%	77%	-	40%
Not seriously at all	11%	10%	7%	8%	4%	3%	12%	6%	7%	-	3%	-	12%	-	23%
Net: Seriously	48%	48%	52%	50%	61%	61%	43%	47%	48%	25%	48%	63%	11%	-	36%
Net: Not Seriously	52%	52%	48%	50%	39%	39%	57%	53%	52%	75%	52%	37%	89%	-	64%

YouGovNY
Astrology

US_nat Sample: 24th-25th July 2017



Total	Living Area					Astrology Describing Character		Astrological Sign							
	City	Suburb	Town	Rural area	Other	Agree	Disagree	Aquarius	Pisces	Aries	Taurus	Gemini	Cancer	Leo	Virgo

HYA_q4a_1. If you were interested in someone romantically, how much, if at all, would your feelings towards that person change if you found out your astrological signs were considered "very incompatible" or "very compatible?" Please select the option that best applies on each row.

- Very incompatible

Unweighted base	1148	352	422	156	208	10	447	568	93	95	82	95	87	105	87	127	91
Base: All US adults	1127	370	402	148	198	9	456	536	90	94	87	95	90	104	86	124	89
Not at all	59%	49%	65%	65%	63%	43%	38%	78%	62%	47%	49%	61%	57%	63%	64%	64%	57%
Not a lot	22%	26%	19%	22%	23%	26%	31%	16%	22%	20%	34%	18%	23%	26%	15%	17%	28%
A moderate amount	14%	18%	12%	12%	11%	11%	23%	5%	13%	25%	8%	19%	14%	9%	16%	15%	10%
A lot	4%	7%	4%	1%	3%	20%	8%	1%	4%	8%	8%	2%	6%	3%	4%	4%	5%

HYA_q4a_2. If you were interested in someone romantically, how much, if at all, would your feelings towards that person change if you found out your astrological signs were considered "very incompatible" or "very compatible?" Please select the option that best applies on each row.

- Very compatible

Unweighted base	1148	352	422	156	208	10	447	568	93	95	82	95	87	105	87	127	91
Base: All US adults	1127	370	402	148	198	9	456	536	90	94	87	95	90	104	86	124	89
Not at all	56%	45%	61%	60%	63%	38%	34%	75%	55%	49%	48%	55%	58%	57%	60%	59%	50%
Not a lot	20%	26%	16%	22%	16%	19%	25%	16%	21%	18%	28%	19%	18%	23%	16%	16%	26%
A moderate amount	17%	20%	16%	16%	16%	11%	27%	9%	16%	28%	15%	15%	20%	14%	17%	16%	24%
A lot	7%	9%	7%	2%	4%	31%	14%	1%	8%	4%	9%	11%	4%	6%	7%	9%	1%

HYA_q6. How often, if at all, do you read your daily horoscope?

Unweighted base	1148	352	422	156	208	10	447	568	93	95	82	95	87	105	87	127	91
Base: All US adults	1127	370	402	148	198	9	456	536	90	94	87	95	90	104	86	124	89
Every day	6%	9%	6%	1%	4%	-	12%	2%	8%	7%	4%	8%	7%	5%	7%	5%	6%
A few times a week	5%	6%	4%	7%	5%	6%	11%	2%	5%	8%	9%	3%	3%	4%	3%	7%	6%
Once a week	7%	9%	6%	6%	4%	-	12%	4%	3%	6%	11%	14%	9%	6%	2%	5%	10%
A few times a month	8%	11%	8%	5%	5%	21%	13%	4%	6%	15%	14%	6%	9%	7%	6%	13%	4%
Once a month	5%	5%	5%	5%	3%	-	5%	5%	4%	4%	6%	4%	6%	5%	4%	5%	3%
Less often than once a month	24%	22%	24%	29%	25%	30%	25%	23%	34%	21%	15%	18%	25%	24%	29%	20%	28%
Never	45%	38%	46%	47%	55%	43%	23%	62%	40%	40%	40%	47%	42%	50%	49%	45%	44%

HYA_q7. While reading your daily horoscope, how seriously do you take the information, predictions, or advice that it presents to you? Please select the option that best applies

Unweighted base	333	132	121	36	41	3	227	84	25	36	34	31	25	27	21	41	24
Base: All US Adults that read their daily horoscope at least once a month	345	148	119	35	41	2	239	84	24	37	39	33	29	27	20	43	25
Very seriously	13%	20%	8%	11%	8%	-	18%	4%	25%	19%	20%	23%	10%	5%	10%	7%	25%
Somewhat seriously	34%	39%	27%	32%	40%	23%	42%	15%	22%	34%	42%	30%	42%	31%	34%	24%	34%
Not very seriously	41%	34%	51%	46%	40%	33%	35%	56%	31%	35%	30%	40%	43%	64%	41%	56%	33%
Not seriously at all	11%	7%	14%	12%	12%	44%	6%	25%	22%	12%	8%	7%	5%	-	16%	13%	7%
Net: Seriously	48%	59%	35%	42%	48%	23%	59%	20%	48%	53%	62%	53%	52%	36%	44%	31%	60%
Net: Not Seriously	52%	41%	65%	58%	52%	77%	41%	80%	52%	47%	38%	47%	48%	64%	56%	69%	40%

Cell Contents (Col

YouGovNY
Astrology

US_nat Sample: 24th-25th July 2017



Total			
	Scorpio	Sagittarius	Capricorn

HYA_q4a_1. If you were interested in someone romantically, how much, if at all, would your feelings towards that person change if you found out your astrological signs were considered "very incompatible" or "very compatible?" Please select the option that best applies on each row.

- Very incompatible

Unweighted base	1148	114	93	79
Base: All US adults	1127	105	90	73
Not at all	59%	65%	60%	63%
Not a lot	22%	19%	23%	26%
A moderate amount	14%	13%	12%	10%
A lot	4%	3%	6%	1%

HYA_q4a_2. If you were interested in someone romantically, how much, if at all, would your feelings towards that person change if you found out your astrological signs were considered "very incompatible" or "very compatible?" Please select the option that best applies on each row.

- Very compatible

Unweighted base	1148	114	93	79
Base: All US adults	1127	105	90	73
Not at all	56%	61%	59%	55%
Not a lot	20%	17%	19%	23%
A moderate amount	17%	15%	13%	15%
A lot	7%	6%	9%	7%

HYA_q6. How often, if at all, do you read your daily horoscope?

Unweighted base	1148	114	93	79
Base: All US adults	1127	105	90	73
Every day	6%	2%	8%	6%
A few times a week	5%	6%	5%	7%
Once a week	7%	5%	4%	8%
A few times a month	8%	5%	8%	2%
Once a month	5%	6%	4%	5%
Less often than once a month	24%	32%	28%	18%
Never	45%	45%	44%	56%

HYA_q7. While reading your daily horoscope, how seriously do you take the information, predictions, or advice that it presents to you? Please select the option that best applies

Unweighted base	333	26	24	19
Base: All US Adults that read their daily horoscope at least once a month	345	24	25	20
Very seriously	13%	3%	7%	-
Somewhat seriously	34%	37%	38%	50%
Not very seriously	41%	42%	45%	33%
Not seriously at all	11%	19%	10%	18%
Net: Seriously	48%	40%	45%	50%
Net: Not Seriously	52%	60%	55%	50%