

Astrology Survey

The Role of Astrology in Society

February 2024 • The Harris Poll Thought Leadership Practice





Methodology

This survey was conducted online within the U.S. by The Harris Poll from January 12th to 14th, 2024, among a nationally representative sample of 2,069 U.S. adults.

This research comprises of 328 Gen Z (ages 18-26), 784 Millennials (ages 27-42), 485 Gen X (ages 43-58), and 472 Boomers (ages 59 and older).





Top Highlights: The Role of Astrology in Society

- **Astrology's Comforting Role:** Americans are turning to astrology to find comfort and relief in today's times, as 61% agree that "Astrology provides comfort in uncertain times by serving as a reassuring friend for those seeking guidance."
- **Astrological Beliefs Across the U.S.:** 95% of Americans know their astrological sign, with 70% believing in astrology and Millennials leading as total believers (32%).
- **Positive Vibes:** The majority (85%) of Americans have positive or neutral feelings about astrology, particularly Millennials (53% positive).
- **Beyond Entertainment:** Astrology is primarily sought for entertainment (58%) and self-understanding (31%), while Millennials lean towards seeking meaning (31%) and direction (28%).
- **Open Hearts to Astrology:** Americans are open to astrological guidance, especially for self-care (53%), officializing romantic relationships (49%), and career advice (43%, rising to 65% among Millennials).
- **Millennials Turn to the Stars:** 69% of Millennials turn to astrology for comfort and confidence during challenges.
- **Astrology vs. Religion:** For Millennials, astrology serves as an alternative to traditional religion, with 31% believing it provides something larger to believe in, and 56% feeling more of their peers believe in astrology than religion.
- **Cosmic Commitments:** Nearly 3 in 10 Americans (29%) pay monthly for astrological services, rising to a majority (56%) among Millennials.
- **Breaking Stereotypes:** Contrary to common belief, astrology is not just a "girl thing"; men are equally likely to be total believers, pay more on average (\$83 vs. \$56 per month), and seek astrological guidance, especially in their dating lives.



Top Highlights: Astrology & Millennial Dating

- **Relationship Enhancement:** A significant majority of Millennials (75%) view astrology as a tool to enhance their relationships, while 70% see it as a navigation aid.
- **Astrological Considerations in Dating:** Over 6 in 10 Millennials (64%) are aware of the signs they are most compatible with, and 56% check a person's astrological sign before agreeing to a date.
- **Preferred Signs:** A remarkable 81% of Millennials have a preference for a specific astrological sign, with Libras being the top choice for 13% of respondents. Air signs, in general, received the most votes (30%) among the four elements.
- **Least Preferred Signs:** Nearly three-quarters of Millennials (74%) have opinions on the signs they'd least want to date, leading to 40% canceling a date due to someone's astrological sign. Scorpios are the most avoided sign (12%), and the Water element is the most avoided (27%).
- **Dating Life Improvement:** A substantial majority of Millennials (58%) believe that astrology has positively impacted their dating life.

The Role of Astrology in Society

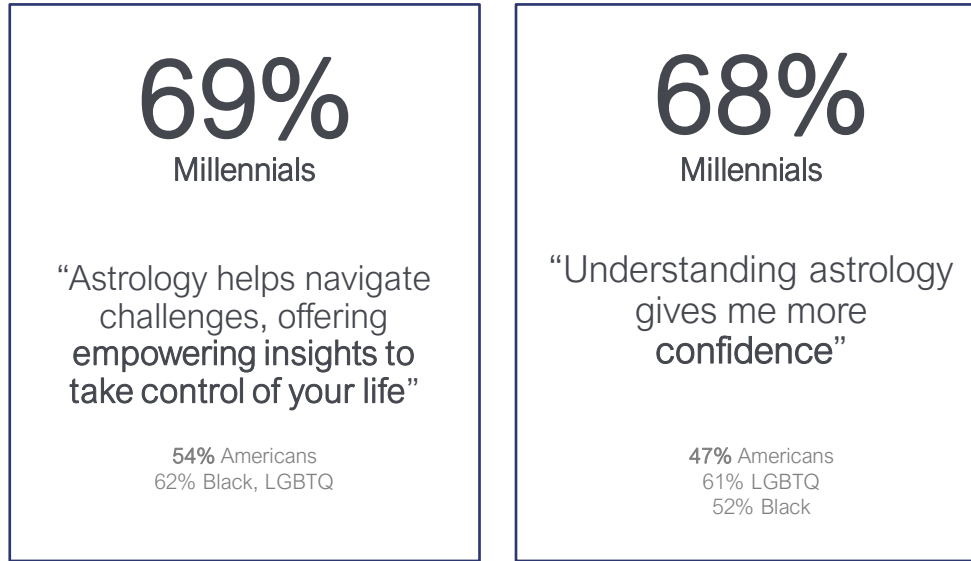


Stars aligned for comfort: Americans are turning to astrology to find comfort and relief in today's times





Millennials are turning to astrology to navigate challenges and find confidence





All Americans know their sign, as majority believe in Astrology

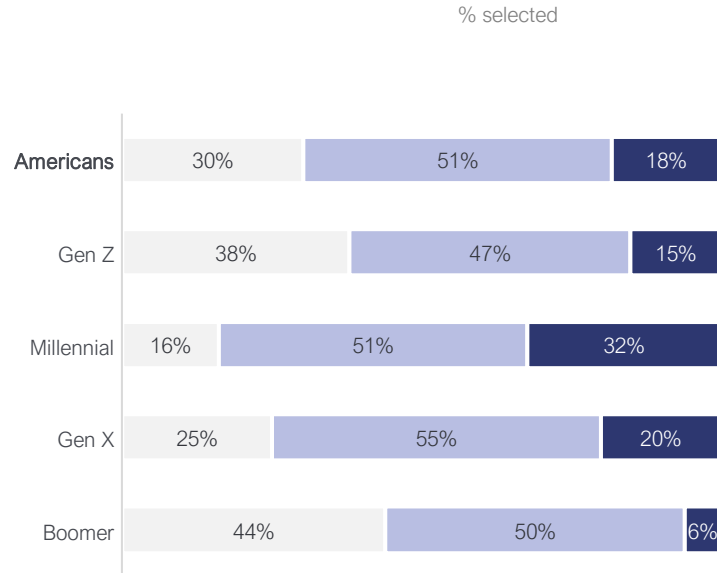
95%
of Americans

know their zodiac/
astrological sign

65% say their sign is an **accurate** description of themselves

75% Millennial 72% Hispanic
71% LGBTQIA+ 70% Women

Which of the following best describes your attitude toward astrology?



Total believer

I identify with astrological meanings, predictions, etc.

Somewhat of a believer

I think it's fun/interesting to learn about it, but not everything about it is true

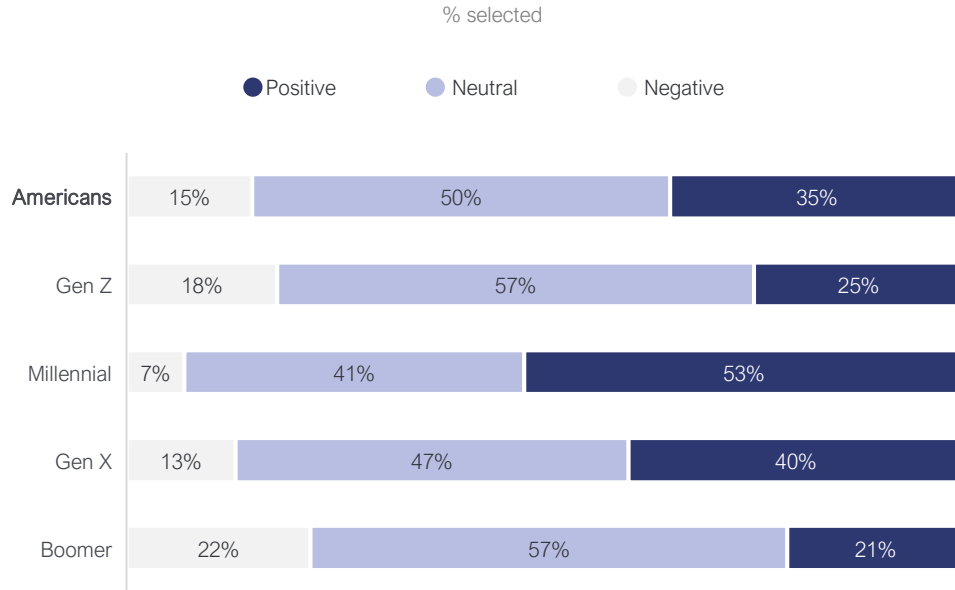
Skeptic

I don't buy into astrology at all or pay attention to it



Cosmic positivity: Most Americans feel either positive or neutral about astrology, and Millennials are especially likely to feel positive

Which best describes your general view of astrology / horoscopes?



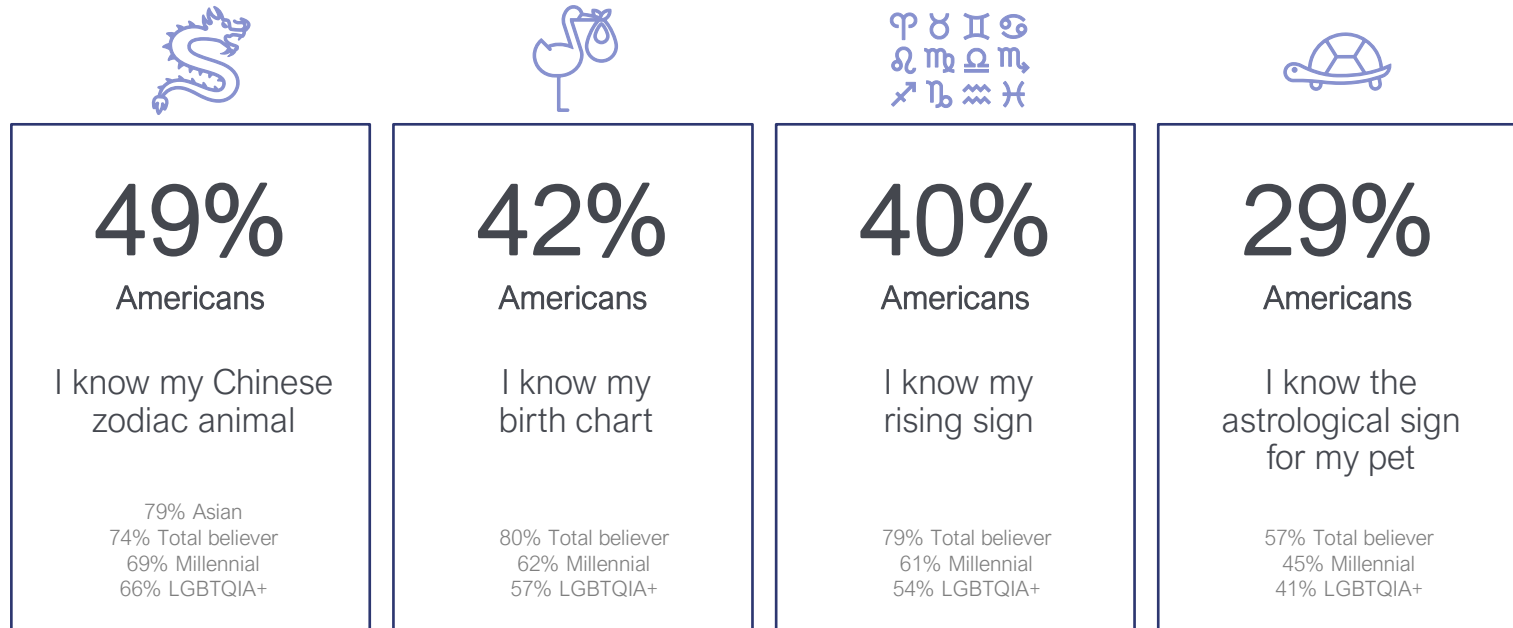
Positive
 76% Total believer
53% Millennial
 48% Hispanic
 44% LGBTQIA+
 41% Black
 40% Gen X

Neutral
 66% Asian
 60% Somewhat of a believer
 57% Gen Z, Boomer

Negative
 41% Skeptic
 22% Boomer



Half of Americans dive into Chinese Zodiac, while over 4 in 10 Millennials know their pet's sign

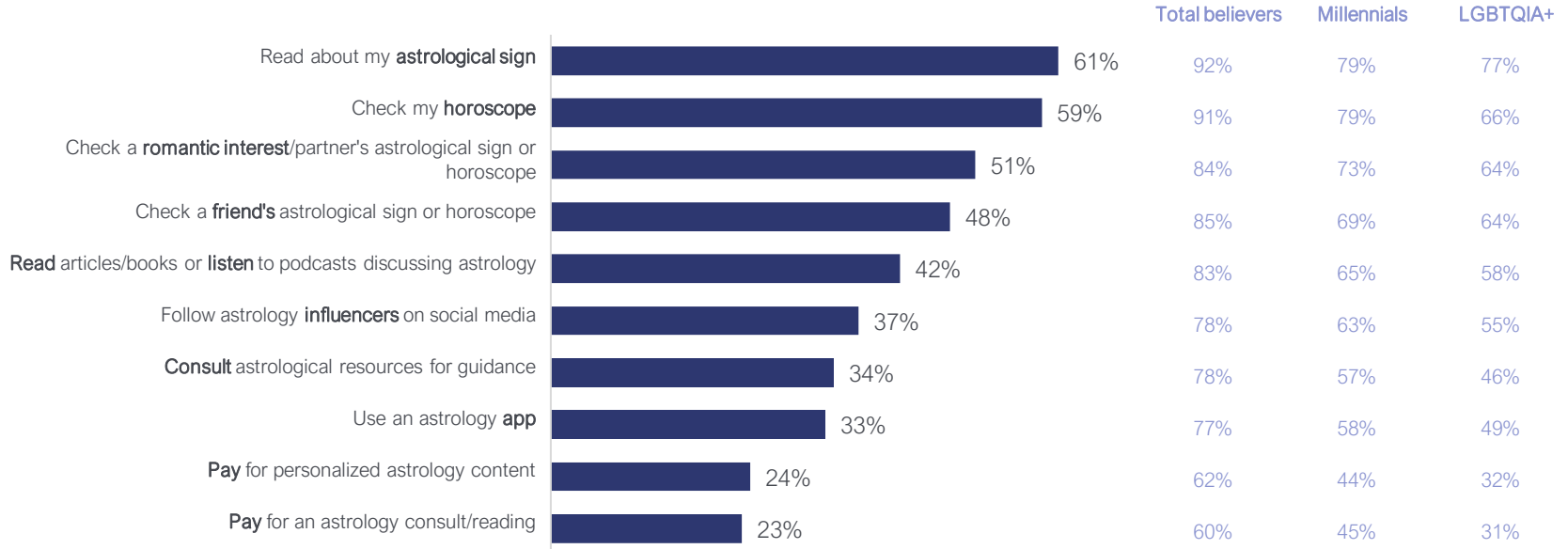




Half of Americans are reading the horoscopes of their romantic partners, over 4 in 10 Millennials regularly pay for personalized content and readings

How often do you...

Americans, % selected Sometimes / Often / Always NET



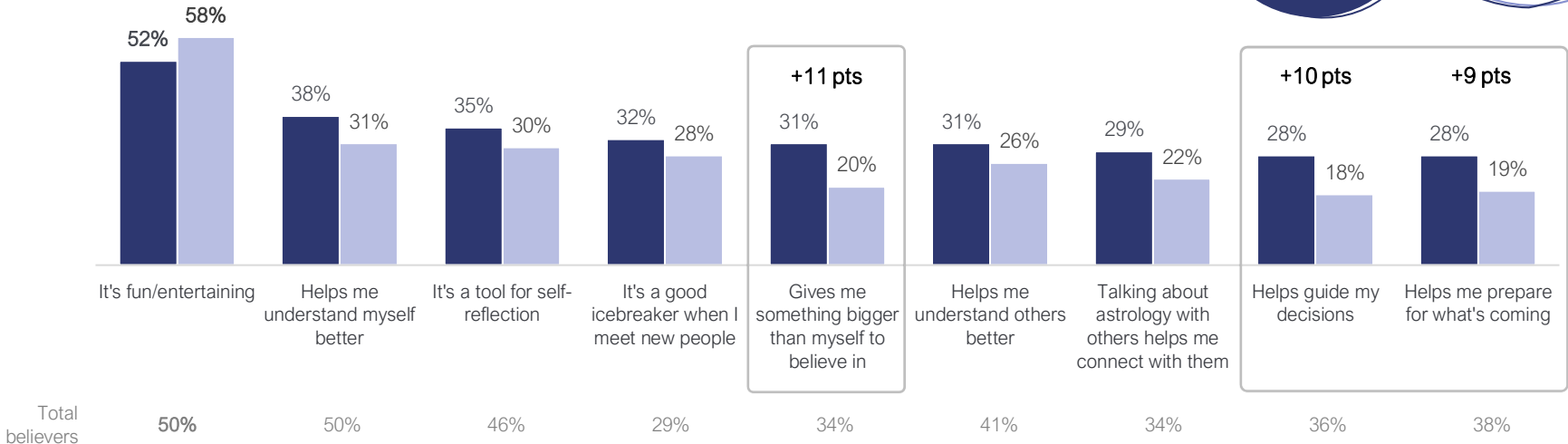


Americans turn to Astrology for entertainment, self-reflection, and connection —Millennials are more likely to be seeking meaning and direction

Why do you engage with astrology?

% selected

● Millennials ● Americans



73%
Millennials

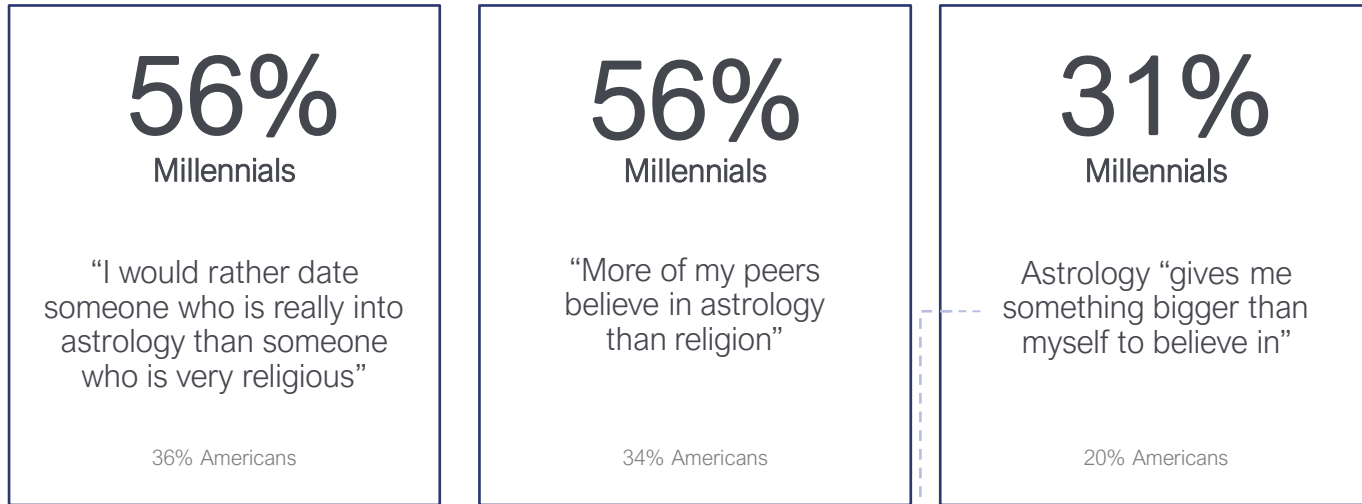
"Astrology isn't just about predictions; it's a tool for personal growth and self-reflection"

90% Total believer
58% Americans

67% agree,
"Beyond star charts, astrology sparks conversations and connections, adding a fun element"



Millennials especially embrace Astrology as a meaningful spiritual journey, sometimes as an alternative to “traditional” religion



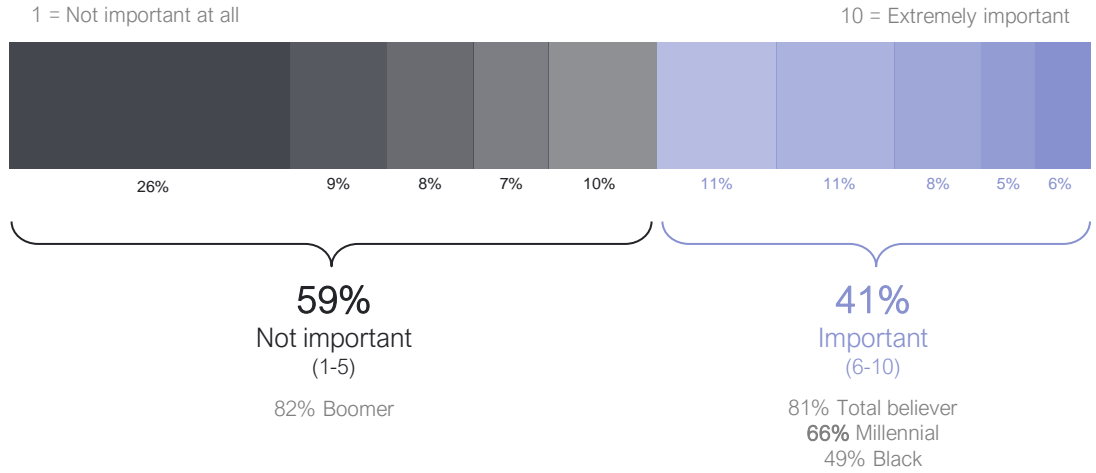
16% of Millennials say astrology **replaced** organized/"traditional" religion for them (vs. 10% Americans)



Americans see Astrology as a key to understanding humanity, citing that it provides a tool to help explain mysteries of the human experience

How important is astrology in your life?

Americans, % selected



58%

Americans

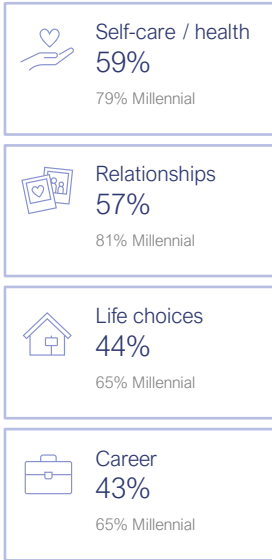
“Astrology provides a tool to help explain mysteries of the human experience”

- 74% Millennial
- 72% LGBTQIA+
- 64% BIPOC
- 64% Gen X



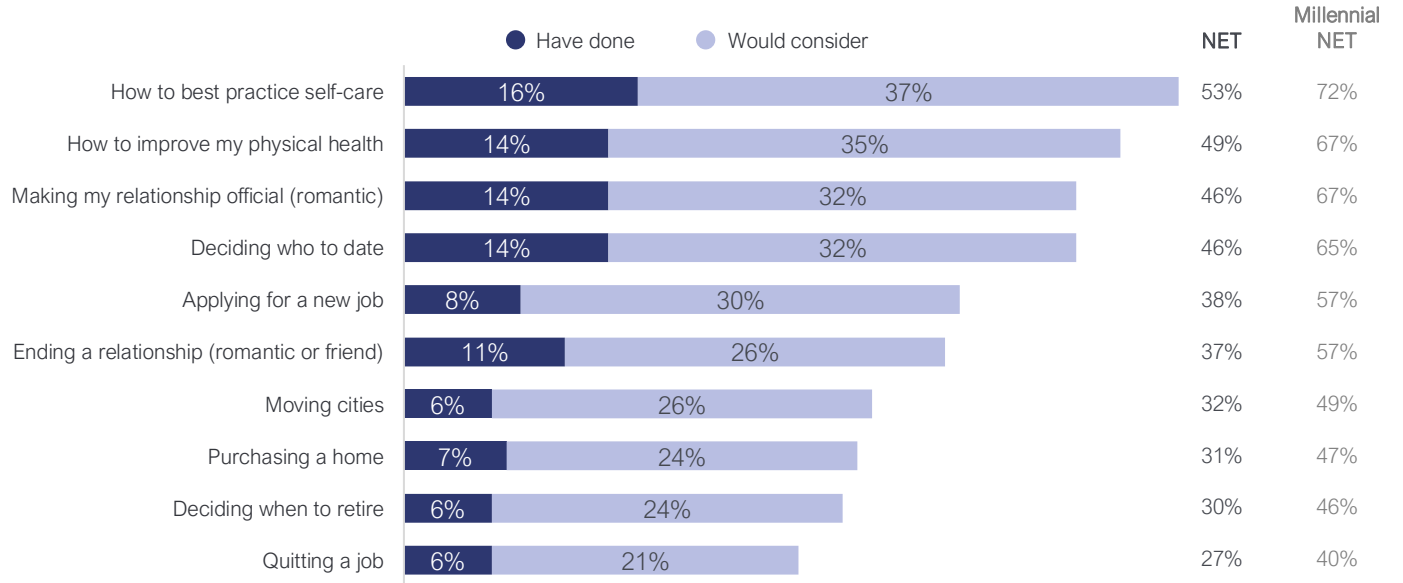
Most Americans have or would consult the stars for relationship advice, and about two-thirds of Millennials are open to astrological career guidance

Those who have or would consult astrology for guidance on...



Have you or would you consult or leverage astrology about...

Americans, % selected





Nearly a third of Americans pay monthly for astrological content and/or services—and that figure goes up to over half (56%) for Millennials

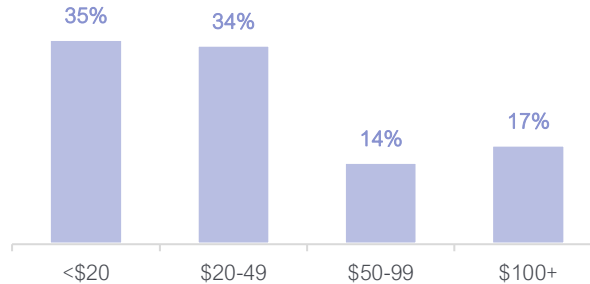
29% of Americans pay for astrological content/services



56% of Millennials pay for astrological content/services

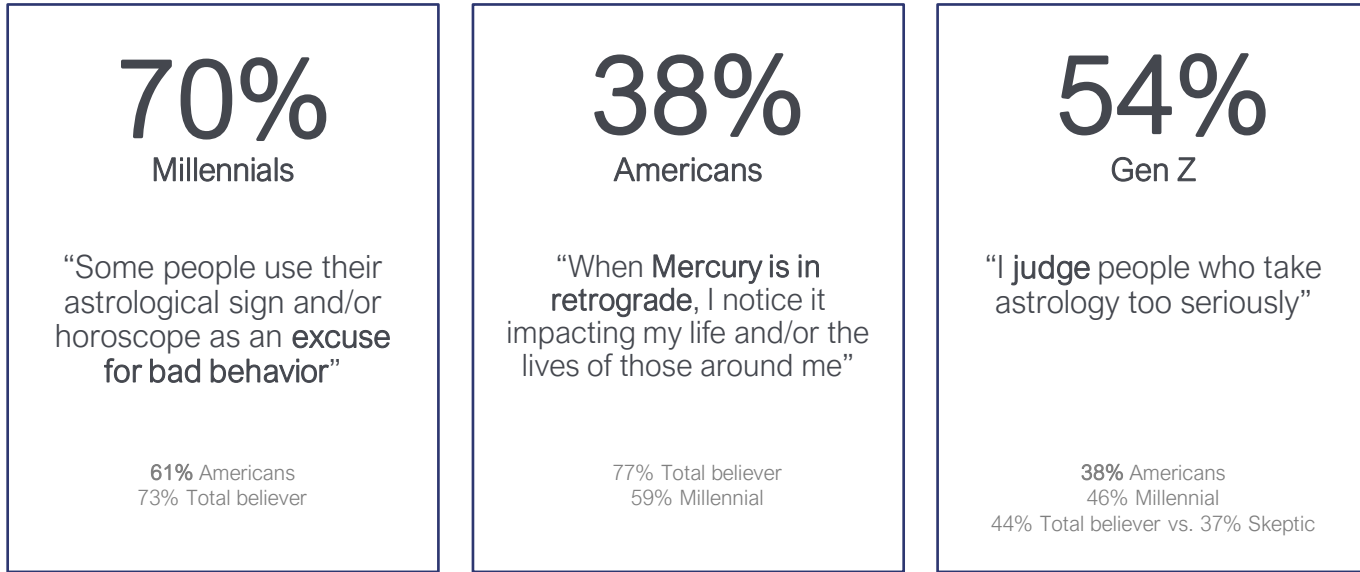


Estimated monthly spend distribution
Americans, Those who spend any amount over \$0



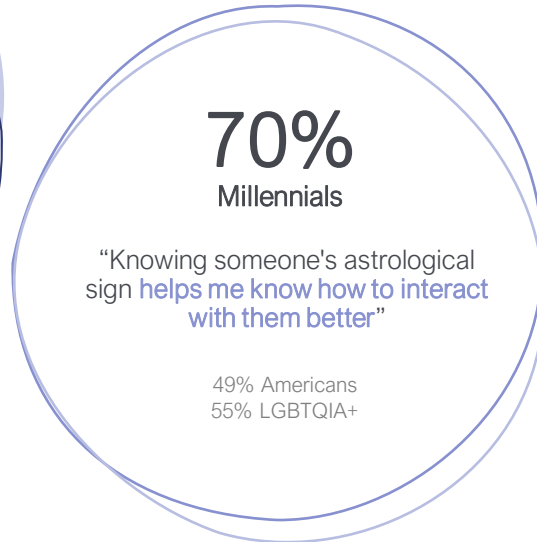
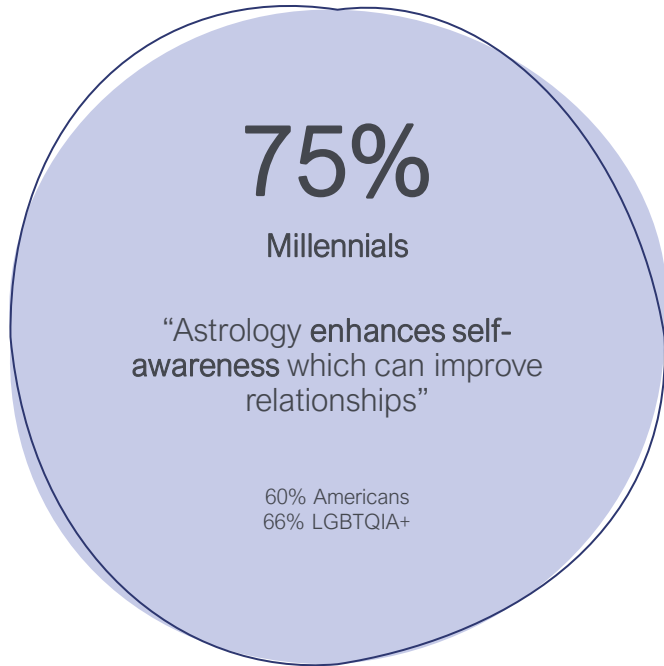


The watch out: Seven in 10 Millennials say people use their astrological sign as an excuse for bad behavior, while Gen Z judge those who take it too seriously



Astrology & 
Millennial Dating

Stars of love: For seven in 10 Millennials astrology is seen as a relationship enhancer and navigation tool





Millennials have sign preferences when it comes to dating, and Fire & Air signs are the most popular

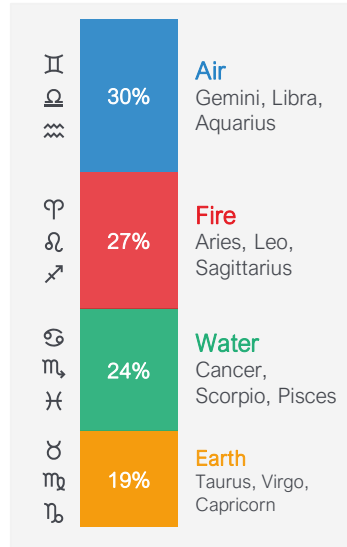
Which sign would you most want to be in a romantic relationship with?

Millennial, % selected

Sign Ranking for Most Sought After

| | | |
|----|-------------|-------|
| 1 | Libra | (13%) |
| 2 | Leo | (12%) |
| 3 | Gemini | (11%) |
| 4 | Scorpio | (9%) |
| 4 | Virgo | (9%) |
| 6 | Pisces | (8%) |
| 6 | Sagittarius | (8%) |
| 8 | Aries | (7%) |
| 8 | Cancer | (7%) |
| 10 | Aquarius | (6%) |
| 11 | Capricorn | (5%) |
| 11 | Taurus | (5%) |

Element NETs



81% of Millennials have an opinion about which sign they'd **most want to date**

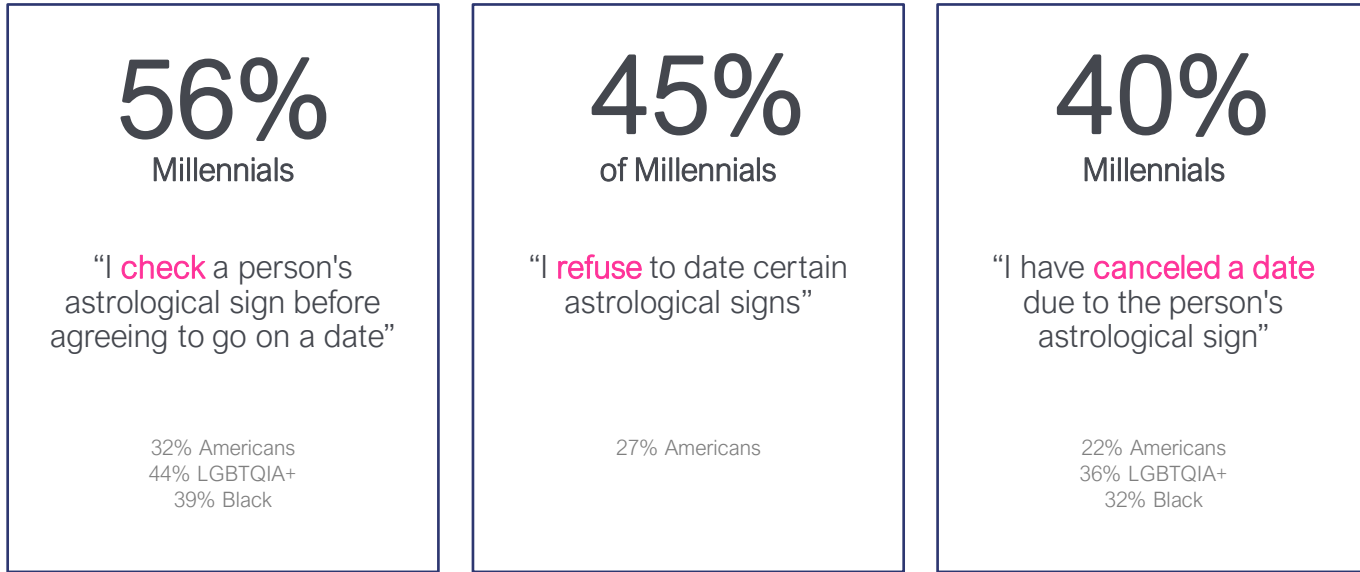
57% Americans

64% of Millennials:

"When it comes to romance, I know which astrological signs I'm most and/or least **compatible with**"



Nearly half of Millennials refuse to date certain signs, with over half checking a person's sign before agreeing to a date





Over half of Millennials say astrology improves both their relationships and dating life

64%

Millennials

Astrology has improved my relationships



39% Americans
52% LGBTQIA+

73%

Millennials

(Sometimes / Often / Always NET)

Check a romantic interest / partner's sign or horoscope



51% Americans
64% LGBTQIA+

58%

Millennials

Astrology has improved my dating life



34% Americans
48% LGBTQIA+



While 4 in ten Millennials have nixed a date due to someone's sign, people are split on which signs to avoid

40%

Millennials

“I have **canceled a date** due to the person's astrological sign”

22% Americans

36% LGBTQIA+

32% Black

74% of Millennials have an opinion about which sign they'd least want to date

54% Americans

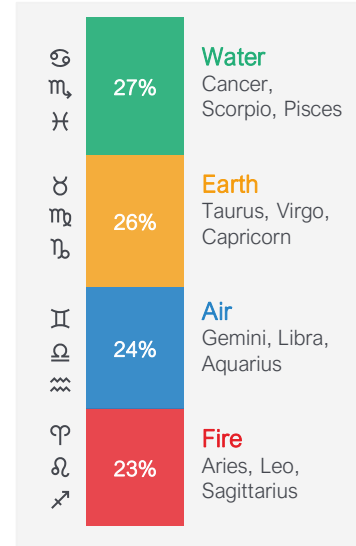
Which sign would you least want to be in a romantic relationship with?

Millennials, % selected

Sign Ranking for Most Avoided

| | | |
|----|-------------|-------|
| 1 | Scorpio | (12%) |
| 2 | Gemini | (11%) |
| 3 | Capricorn | (11%) |
| 4 | Cancer | (8%) |
| 4 | Leo | (8%) |
| 6 | Virgo | (8%) |
| 6 | Aries | (7%) |
| 8 | Taurus | (7%) |
| 8 | Sagittarius | (7%) |
| 10 | Aquarius | (7%) |
| 11 | Pisces | (7%) |
| 11 | Libra | (6%) |

Element NETs



Believers



Believers feel most people over-simplify astrology, while they see deep cultural significance and meaning within the practice





Specifically, believers think what skeptics mostly get wrong is the idea that astrology is supposed to be 100% scientific or prescriptive

What do you think that people don't understand about astrology?

Those who believe in astrology, % selected





Profile: Total believer

Total believers are equally likely to be women or men



Average spending on astrology for Total believers

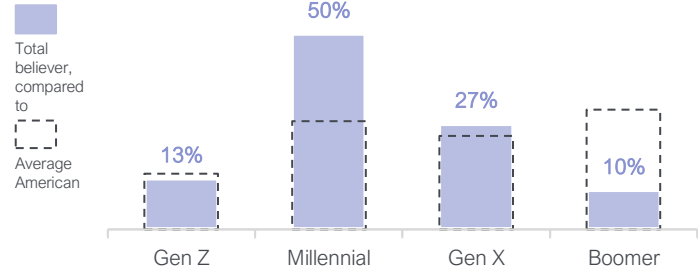
\$1,117

per year, \$98 per month*

65% pay for astrological content/services monthly

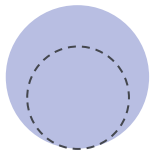
*Dollar amounts are averages for those who spend any amount over \$0

Total believers are more likely to be Millennials or Gen X than Gen Z or Boomers



Total believers are more likely to live in Urban areas

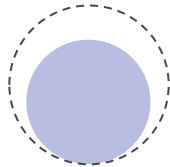
● Total believer
○ Average American



45% Urban



16% Rural



39% Suburban

Top ways of engaging with astrology

% selected Often / Always

Read about my sign, 73%

Read articles/books or listen to podcasts, 61%

Check my horoscope, 72%

Check a friend's sign/horoscope, 56%

Check a romantic interest/partner's sign/horoscope, 63%

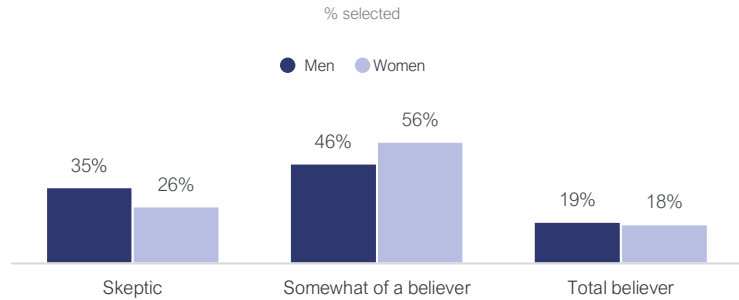
Consult astrological resources for guidance, 54%

Appendix

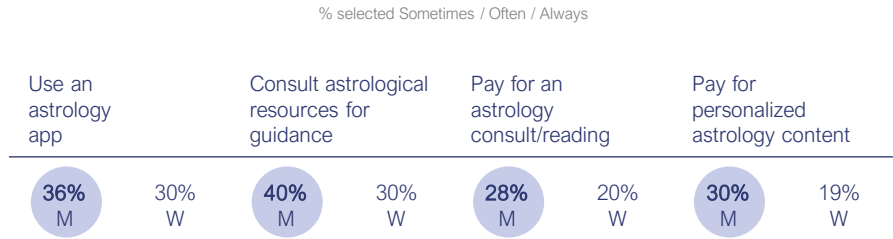


It turns out that the “astrology girlies” are actually... guys, as men pay more for astrology and seek out its guidance more often than women

Though men are more likely to be Skeptics, they are just as likely as women to identify as Total believers



Men are more likely to consult astrology for guidance, pay for it, and to use an app



*Men report engaging with astrology at similar rates as women for all other actions

Men are more likely to pay monthly for astrology content/services, and pay higher on average



Men are also more likely to incorporate astrological insights into dating 💕

| | M | W |
|---|-----|-----|
| If dating advice is based on astrological insights, I'm more likely to trust it | 38% | 33% |
| Astrology has improved my dating life | 38% | 30% |
| I have canceled a date due to the person's astrological sign | 26% | 19% |

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