

# YouGov Survey Results

Sample Size: 2090 GB Adults  
Fieldwork: 10th - 11th October 2010

	Voting intention			Gender		Age				Social grade		Region				
Total	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
<b>Weighted Sample</b> 2090	686	623	203	1016	1074	249	535	720	586	1173	885	267	681	446	514	181
<b>Unweighted Sample</b> 2090	645	631	191	991	1099	142	557	800	591	1369	689	340	648	425	468	209
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The following questions are about horoscopes and star signs ...

Which star sign are you, or do you not know?

Aries	9	11	8	10	10	8	7	9	9	10	9	9	9	9	11	8	7
Taurus	9	8	10	6	8	10	4	8	9	12	8	10	6	8	11	10	8
Gemini	9	11	7	10	10	9	11	7	9	10	10	8	12	9	6	11	8
Cancer	9	7	13	10	10	7	12	8	9	8	8	9	6	7	11	8	13
Leo	8	7	10	6	8	8	15	9	6	7	8	9	9	8	6	10	10
Virgo	9	9	8	7	8	9	11	11	8	7	9	8	10	8	10	9	7
Libra	8	8	7	9	7	8	6	9	8	6	8	7	7	9	7	8	7
Scorpio	7	7	5	12	7	7	8	7	7	7	8	7	9	7	7	6	9
Sagittarius	6	6	5	8	6	6	5	8	6	7	6	6	7	7	3	7	8
Capricorn	8	7	8	8	7	8	7	7	8	8	8	7	6	9	8	8	6
Aquarius	8	7	8	6	8	7	8	8	8	7	7	8	7	8	12	5	7
Pisces	9	10	10	5	8	10	5	8	11	9	8	10	10	9	7	10	8
I don't know what my star sign is	2	2	1	3	3	1	2	2	2	2	2	2	3	2	2	1	2

We have now included the dates for each star sign; please indicate, according to your date of birth, which one you fall under.

[Only those who said they do not know what their star sign is]

Aries (21 March to 20 April)	7	7	0	13	10	0	0	0	12	9	11	2	0	13	0	3	20
Taurus (21 April to 21 May)	7	5	19	0	0	27	0	0	18	0	13	0	0	15	0	12	0
Gemini (22 May to 21 June)	12	6	24	19	12	12	0	19	19	0	10	15	0	9	18	29	0
Cancer (22 June to 23 July)	6	15	8	0	9	0	38	0	4	0	10	2	31	0	4	0	0
Leo (24 July to 23 August)	3	7	2	0	1	9	0	0	7	0	1	0	2	0	0	14	0
Virgo (24 August to 23 September)	8	0	15	0	11	0	0	13	6	12	6	12	0	7	15	17	0
Libra (24 September to 23 October)	7	10	11	0	7	8	0	17	0	13	3	13	18	6	0	0	19
Scorpio (24 October to 22 November)	6	6	0	0	3	15	13	0	6	8	10	2	0	7	9	12	0
Sagittarius (23 November to 22 December)	11	18	6	0	13	4	0	12	14	9	15	5	33	0	11	13	0
Capricorn (23 December to 20 January)	9	0	8	16	3	25	0	9	0	30	7	13	8	14	0	0	30
Aquarius (21 January to 19 February)	4	7	0	0	6	0	0	0	6	9	4	6	0	6	12	0	0
Pisces (20 February to 20 March)	19	19	7	52	26	0	48	30	9	10	11	31	7	24	32	0	30

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**How often, if at all, do you find out what your horoscope says?**

Every day	7	6	9	5	4	10	3	4	8	9	6	8	7	5	4	9	10
About once a week	15	14	14	14	8	21	20	16	11	17	13	17	16	12	17	16	12
About once a month	13	14	10	15	8	17	20	13	11	11	12	13	10	13	16	10	13
About once every 6 months	11	11	12	16	10	13	14	12	10	11	11	12	11	11	10	12	12
About once a year	4	3	4	7	4	4	4	5	4	3	5	2	5	5	3	3	3
Less than once a year	11	12	11	14	12	10	6	9	13	12	11	11	11	12	9	11	8
I never read my horoscope	39	39	39	29	54	24	33	39	42	36	41	35	38	39	40	37	40
Don't know	1	1	1	1	1	1	1	2	1	1	1	2	1	2	0	2	1

**And generally speaking, where would you go to find out your horoscope?**

*[Excluding those who never read their horoscope or don't know]*

A newspaper	64	69	64	57	74	58	53	63	64	68	62	65	67	61	64	66	60
A magazine	35	34	34	38	20	43	61	36	28	29	36	33	26	39	38	31	37
A website	16	13	18	20	12	19	21	15	16	15	15	19	12	17	21	14	17
A friend would tell me	2	2	2	3	3	1	5	2	2	1	3	1	1	3	1	1	1
A specialist publication	1	0	1	0	1	1	0	1	0	1	0	1	1	0	2	0	0
An astrologer	1	1	0	3	1	1	0	1	1	2	1	1	0	1	2	1	1
I can work out my own horoscope based on astrology	0	0	1	0	1	0	0	0	1	0	1	0	0	0	0	0	2
Other	2	2	2	5	2	2	2	2	2	2	2	2	4	2	2	2	3
Don't know	3	2	4	3	5	3	1	3	4	3	3	4	3	4	3	3	3

**How accurate, if at all, do you think horoscopes are at predicting events in your life?**

Very accurate	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Fairly accurate	6	6	6	8	2	10	8	7	7	5	5	7	7	7	5	6	5
<b>TOTAL ACCURATE</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>8</b>	<b>2</b>	<b>10</b>	<b>8</b>	<b>7</b>	<b>7</b>	<b>5</b>	<b>5</b>	<b>7</b>	<b>7</b>	<b>7</b>	<b>5</b>	<b>6</b>	<b>5</b>
Not very accurate	26	22	29	32	20	32	36	29	23	25	24	29	22	26	27	27	30
Not at all accurate	57	62	56	51	66	48	49	53	60	59	61	52	60	54	60	56	58
<b>TOTAL NOT ACCURATE</b>	<b>83</b>	<b>84</b>	<b>85</b>	<b>83</b>	<b>86</b>	<b>80</b>	<b>85</b>	<b>82</b>	<b>83</b>	<b>84</b>	<b>85</b>	<b>81</b>	<b>82</b>	<b>80</b>	<b>87</b>	<b>83</b>	<b>88</b>
Don't know	10	9	9	9	11	10	6	12	10	11	10	11	11	12	8	11	7

	Voting intention				Gender		Age				Social grade		Region				
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	

For each star sign, there is a corresponding set of characteristics which are said to represent the personalities of holders of that particular star sign.

How accurate, if at all, do you think your star sign profile is at representing your personality?

Very accurate	6	7	4	8	3	9	4	8	6	5	6	6	7	7	8	5	2
Fairly accurate	35	34	36	36	23	46	36	34	34	36	33	36	35	35	32	34	40
<b>TOTAL ACCURATE</b>	<b>41</b>	<b>41</b>	<b>40</b>	<b>44</b>	<b>26</b>	<b>55</b>	<b>40</b>	<b>42</b>	<b>40</b>	<b>41</b>	<b>39</b>	<b>42</b>	<b>42</b>	<b>42</b>	<b>40</b>	<b>39</b>	<b>42</b>
Not very accurate	17	18	16	22	16	18	15	15	17	18	18	16	15	17	18	17	16
Not at all accurate	24	23	27	20	34	15	27	24	24	23	25	23	24	22	25	24	28
<b>TOTAL NOT ACCURATE</b>	<b>41</b>	<b>41</b>	<b>43</b>	<b>42</b>	<b>50</b>	<b>33</b>	<b>42</b>	<b>39</b>	<b>41</b>	<b>41</b>	<b>43</b>	<b>39</b>	<b>39</b>	<b>39</b>	<b>43</b>	<b>41</b>	<b>44</b>
Don't know	18	17	17	14	24	13	18	18	19	18	17	19	19	18	18	19	14

To what extent do you agree or disagree with the following statements?

Horoscopes accurately predict the future by monitoring the movement of cosmic objects.

Strongly agree	1	0	1	2	1	1	0	1	1	2	1	1	1	2	1	1	0
Tend to agree	6	5	6	6	2	9	4	4	7	5	6	5	4	5	7	6	5
<b>TOTAL AGREE</b>	<b>7</b>	<b>5</b>	<b>7</b>	<b>8</b>	<b>3</b>	<b>10</b>	<b>4</b>	<b>5</b>	<b>8</b>	<b>7</b>	<b>7</b>	<b>6</b>	<b>5</b>	<b>7</b>	<b>8</b>	<b>7</b>	<b>5</b>
Neither agree nor disagree	20	19	22	13	15	24	22	20	17	21	15	26	19	19	20	21	17
Tend to disagree	22	23	22	29	17	27	22	23	19	24	22	21	19	22	22	24	22
Strongly disagree	42	45	40	41	56	28	41	42	44	39	48	34	45	42	42	38	49
<b>TOTAL DISAGREE</b>	<b>64</b>	<b>68</b>	<b>62</b>	<b>70</b>	<b>73</b>	<b>55</b>	<b>63</b>	<b>65</b>	<b>63</b>	<b>63</b>	<b>70</b>	<b>55</b>	<b>64</b>	<b>64</b>	<b>64</b>	<b>62</b>	<b>71</b>
Don't know	10	8	8	8	9	11	11	10	11	8	8	12	12	11	8	11	6

Horoscopes are vague statements presented in a way that makes them appear applicable to most individuals

Strongly agree	35	37	33	40	42	27	38	35	34	33	39	29	33	35	39	32	31
Tend to agree	42	44	45	39	36	47	34	41	44	44	44	39	45	40	40	44	44
<b>TOTAL AGREE</b>	<b>77</b>	<b>81</b>	<b>78</b>	<b>79</b>	<b>78</b>	<b>74</b>	<b>72</b>	<b>76</b>	<b>78</b>	<b>77</b>	<b>83</b>	<b>68</b>	<b>78</b>	<b>75</b>	<b>79</b>	<b>76</b>	<b>75</b>
Neither agree nor disagree	12	10	11	11	10	13	12	12	10	12	8	17	11	13	9	11	13
Tend to disagree	3	3	4	2	2	5	2	3	3	4	3	4	3	3	3	3	4
Strongly disagree	2	3	3	2	3	2	4	1	2	3	2	4	3	3	2	3	2
<b>TOTAL DISAGREE</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>4</b>	<b>5</b>	<b>7</b>	<b>6</b>	<b>4</b>	<b>5</b>	<b>7</b>	<b>5</b>	<b>8</b>	<b>6</b>	<b>6</b>	<b>5</b>	<b>6</b>	<b>6</b>
Don't know	6	4	6	6	6	7	10	8	6	4	5	8	4	7	7	6	6

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Horoscopes are harmless fun**

Strongly agree	13	13	16	18	11	15	16	14	12	13	13	13	14	14	12	13	12
Tend to agree	47	51	46	52	42	52	48	48	47	46	49	45	49	46	46	49	47
<b>TOTAL AGREE</b>	<b>60</b>	<b>64</b>	<b>62</b>	<b>70</b>	<b>53</b>	<b>67</b>	<b>64</b>	<b>62</b>	<b>59</b>	<b>59</b>	<b>62</b>	<b>58</b>	<b>63</b>	<b>60</b>	<b>58</b>	<b>62</b>	<b>59</b>
Neither agree nor disagree	21	20	23	14	25	18	15	20	22	24	21	21	17	22	21	22	26
Tend to disagree	6	6	5	7	7	6	5	6	6	8	6	7	7	6	10	4	6
Strongly disagree	6	6	6	3	8	3	7	5	7	5	6	5	7	5	5	7	3
<b>TOTAL DISAGREE</b>	<b>12</b>	<b>12</b>	<b>11</b>	<b>10</b>	<b>15</b>	<b>9</b>	<b>12</b>	<b>11</b>	<b>13</b>	<b>13</b>	<b>12</b>	<b>12</b>	<b>14</b>	<b>11</b>	<b>15</b>	<b>11</b>	<b>9</b>
Don't know	6	4	5	5	6	6	8	7	6	4	4	9	5	7	5	6	6

**Horoscopes are false predictions that have no grounding in reality**

Strongly agree	25	25	26	26	35	16	30	22	25	25	28	20	25	23	27	24	26
Tend to agree	30	36	27	29	30	30	22	31	30	33	33	27	33	32	27	30	29
<b>TOTAL AGREE</b>	<b>55</b>	<b>61</b>	<b>53</b>	<b>55</b>	<b>65</b>	<b>46</b>	<b>52</b>	<b>53</b>	<b>55</b>	<b>58</b>	<b>61</b>	<b>47</b>	<b>58</b>	<b>55</b>	<b>54</b>	<b>54</b>	<b>55</b>
Neither agree nor disagree	26	23	28	22	19	33	27	29	24	26	23	30	21	24	27	30	25
Tend to disagree	8	8	8	12	6	10	8	8	9	7	8	8	9	8	9	7	6
Strongly disagree	3	2	4	3	3	3	2	2	3	5	2	4	4	3	3	3	6
<b>TOTAL DISAGREE</b>	<b>11</b>	<b>10</b>	<b>12</b>	<b>15</b>	<b>9</b>	<b>13</b>	<b>10</b>	<b>10</b>	<b>12</b>	<b>12</b>	<b>10</b>	<b>12</b>	<b>13</b>	<b>11</b>	<b>12</b>	<b>10</b>	<b>12</b>
Don't know	8	6	6	7	8	8	11	9	9	5	6	10	7	9	8	6	7

**Has reading your horoscope ever influenced a decision, action or event in your life?**

Yes, it has	5	4	6	8	3	8	9	5	5	4	5	6	6	6	3	6	5
No, it has not	95	96	94	92	97	92	91	95	95	96	95	94	94	94	97	94	95

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

As [Insert star sign] your horoscope prediction for the past week was:

“This week's scenario is highlighted by staying inside the guidelines, there is no need to take risks so avoid wild speculation; a very positive avenue for growth is available to you now. This growth and progress in career is very personally fulfilling and rewarding because the work is meaningful to you, not just a means of making money. Consequently you feel good about yourself and this spills over into a happy attitude towards your family. Improvements in your domestic life are also likely. Do not sit back and watch this influence pass you by; you may feel so comfortable that you do little to take full advantage of the opportunities.”

How accurate, if at all, do you think this horoscope is?

Very accurate	1	0	1	1	0	1	2	1	1	1	1	1	1	0	2	0
Fairly accurate	12	13	12	17	9	15	12	15	11	11	12	12	12	13	11	13
<b>TOTAL ACCURATE</b>	<b>13</b>	<b>13</b>	<b>13</b>	<b>18</b>	<b>9</b>	<b>16</b>	<b>14</b>	<b>16</b>	<b>12</b>	<b>12</b>	<b>13</b>	<b>13</b>	<b>13</b>	<b>14</b>	<b>11</b>	<b>15</b>
Not very accurate	30	29	31	32	28	32	40	36	26	25	29	31	30	30	28	32
Not at all accurate	48	50	46	40	52	44	39	38	53	55	49	46	47	47	51	47
<b>TOTAL NOT ACCURATE</b>	<b>78</b>	<b>79</b>	<b>77</b>	<b>72</b>	<b>80</b>	<b>76</b>	<b>79</b>	<b>74</b>	<b>79</b>	<b>80</b>	<b>78</b>	<b>77</b>	<b>77</b>	<b>81</b>	<b>75</b>	<b>80</b>
Don't know	9	7	10	9	11	8	7	11	9	8	9	10	9	9	10	9

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

As [Insert star sign] your horoscope profile is:

“On a perpetual quest for balance, natives of this star sign excel at interaction with others, communication and generally become excellent mediators, seeking to maintain harmony and justice. Professionally, people look for their talents for negotiation and their ability to alleviate spirits, soothe minds, deflect conflicts and thorny situations.”

How accurate do you think this description is in representing your personality?

Very accurate	6	7	6	9	4	9	7	5	8	6	7	6	8	6	8	5	3
Fairly accurate	33	34	35	38	29	38	34	28	34	38	34	33	34	35	33	32	31
<b>TOTAL ACCURATE</b>	<b>39</b>	<b>41</b>	<b>41</b>	<b>47</b>	<b>33</b>	<b>47</b>	<b>41</b>	<b>33</b>	<b>42</b>	<b>44</b>	<b>41</b>	<b>39</b>	<b>42</b>	<b>41</b>	<b>41</b>	<b>37</b>	<b>34</b>
Not very accurate	26	27	28	23	24	28	26	29	26	25	27	26	24	26	27	27	29
Not at all accurate	25	27	22	20	32	18	28	26	25	22	26	23	27	25	24	23	27
<b>TOTAL NOT ACCURATE</b>	<b>51</b>	<b>54</b>	<b>50</b>	<b>43</b>	<b>56</b>	<b>46</b>	<b>54</b>	<b>55</b>	<b>51</b>	<b>47</b>	<b>53</b>	<b>49</b>	<b>51</b>	<b>51</b>	<b>51</b>	<b>50</b>	<b>56</b>
Don't know	9	5	8	9	11	7	5	13	8	9	7	11	6	8	8	12	10