

**2024 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL
WAVE 158 ASTROLOGY, TAROT CARDS AND FORTUNE TELLERS
OCTOBER 21-27, 2024
N=9,593**

Note: All numbers are percentages unless otherwise noted. Rows/columns may not total 100% due to rounding. The questions presented below are part of a larger survey conducted on the American Trends Panel.

"No answer" includes web respondents who do not answer the question as well as telephone respondents who refuse to answer or who say they don't know how to answer.

This survey was conducted primarily online, with some interviews conducted by live telephone. This topline shows the programming language for online administration. For details on how questions were slightly modified for phone administration, visit the questionnaire.

The American Trends Panel survey conducted in December 2017 and listed as a trend on BELIEVEe was conducted fully online (with tablets and data plans provided to adults without home internet).

ADDITIONAL QUESTIONS PREVIOUSLY RELEASED

BELIEVEe

ASK ALL:

Do you believe in astrology (the position of the stars and planets can affect people's lives)?

Oct 21-27, <u>2024</u>		Dec 4-18, <u>2017</u>
27	Yes, believe in	29
72	No, don't believe	70
1	No answer	1

FUTR_HOW**ASK ALL:**

[PN: RANDOMIZE ITEMS; ROTATE RESPONSE OPTIONS 1-5/5-1, HOLDING 98 AND 99 LAST; INCLUDE RANDOMIZATION AND ROTATION IN DATA FILE]

How often, if ever, do you do each of the following things?

	<u>Daily</u>	<u>At least weekly</u>	<u>Once or twice a month</u>	<u>Once or twice a year</u>	<u>Never</u>	<u>No answer</u>
a. Consult a fortune teller						
Oct 21-27, 2024	<1	1	2	4	93	<1
b. Consult astrology or a horoscope						
Oct 21-27, 2024	1	3	7	16	71	<1
c. Consult tarot cards						
Oct 21-27, 2024	<1	1	3	7	88	1

FUTR_WHY**ASK IF CONSULTS FORTUNE TELLER, ASTROLOGY/HOROSCOPE, OR TAROT CARDS**

(FUTR_HOWa=1-4 or FUTR_HOWb=1-4 or FUTR_HOWc=1-4):

[PN: ROTATE RESPONSE OPTIONS 1-2/2-1, HOLDING 98 AND 99 LAST; INCLUDE ROTATION IN DATA FILE]

When you consult a fortune teller, tarot cards, astrology or a horoscope, is it mostly...

RESULTS BASED ON TOTAL

Oct 21-27,
2024

20	Just for fun
10	Because you believe they give you helpful insights
<1	No answer
70	Said "Never" or did not answer in FUTR_HOWa-c

FUTR_DEC

ASK IF CONSULTS FORTUNE TELLER, ASTROLOGY/HOROSCOPE, OR TAROT CARDS BECAUSE BELIEVES THEY GIVE HELPFUL INSIGHTS (FUTR_WHY=2):

When you make major decisions about your life, how much do you rely on what you've learned from a fortune teller, tarot cards, astrology or a horoscope?

RESULTS BASED ON TOTAL

Oct 21-27,

2024

1	A lot
5	A little
3	Not at all
<1	No answer
90	Said "Just for fun" or did not answer in FUTR_WHY or said "Never" or did not answer in FUTR_HOWa-c