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30% of Americans Consult Astrology, Tarot Cards or Fortune Tellers

Most say they engage in these practices for fun, rather than for insights or guidance on life decisions

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How we did this

Pew Research Center conducted this study to gauge Americans' experiences with astrology, tarot cards and fortune tellers, and the role they play in people's lives.

For this analysis, we surveyed 9,593 U.S. adults from Oct. 21 to 27, 2024. Everyone who took part in this survey is a member of the Center's American Trends Panel (ATP), a group of people recruited through national, random sampling of residential addresses who have agreed to take surveys regularly. This kind of recruitment gives nearly all U.S. adults a chance of selection. Surveys were conducted either online or by telephone with a live interviewer. The survey is weighted to be representative of the U.S. adult population by gender, race, ethnicity, partisan affiliation, education and other categories. Read more about the [ATP's methodology](#).

Here are the [questions used for this report](#), the [topline](#) and the survey [methodology](#).

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30% of Americans Consult Astrology, Tarot Cards or Fortune Tellers

Most say they engage in these practices for fun, rather than for insights or guidance on life decisions

Over the past decade, media reports have described [rising popular interest](#) in [New Age](#) practices such as astrology, tarot card reading and fortune-telling. These practices are frequently [associated with young people](#), and they have developed their own [social media cultures](#) on TikTok and other platforms, especially during the period of social distancing brought on by the [COVID-19 pandemic](#). So, how popular are these practices, and why do Americans engage in them?

A fall 2024 Pew Research Center survey finds that **30% of U.S. adults say they consult astrology (or a horoscope), tarot cards or a fortune teller at least once a year**, but most do so just for fun, and few Americans say they make major decisions based on what they learn along the way.

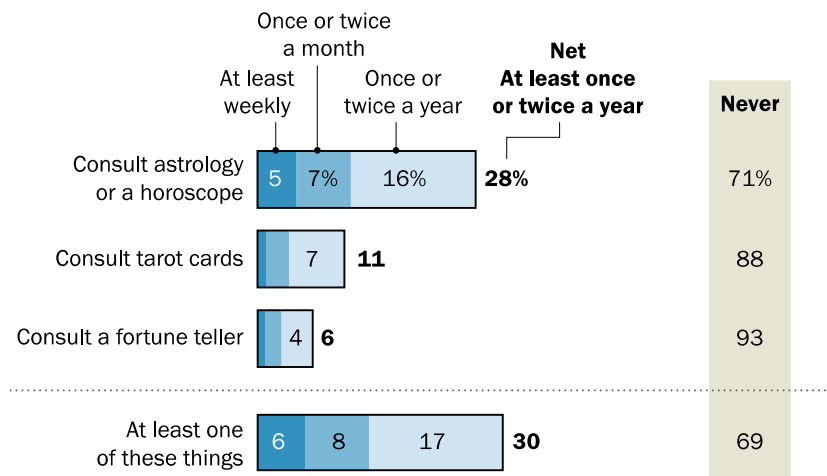
Here are other key takeaways from the nationally representative survey of 9,593 U.S. adults.

Despite recent attention to astrology, **the number of Americans who believe in**

astrology doesn't appear to have changed very much in recent years. On the new survey, 27% of U.S. adults say they “believe in astrology (the position of the stars and planets can affect people’s lives).” That is not significantly different from what we found when we asked an identical question in 2017 (29%). And, although the results of earlier surveys may not be directly

5% of Americans consult astrology on a weekly basis

% of U.S. adults who do each of the following ...



Note: Those who did not answer are not shown. Figures may not add to subtotals indicated due to rounding.

Source: Survey of U.S. adults conducted Oct. 21-27, 2024.

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comparable because of differences in methodology, [Gallup polls from 1990 to 2005](#) consistently found that between 23% and 28% of Americans believed in astrology.¹

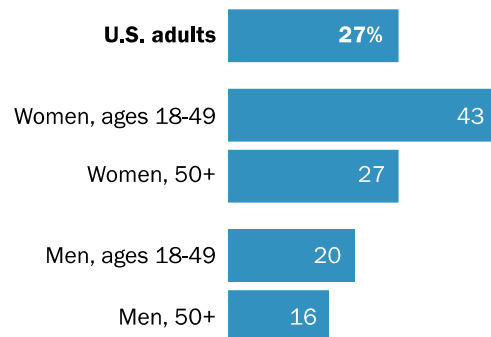
On most questions we asked about these practices, there are big differences by age and gender. Younger adults – and especially younger women – are more likely to believe in astrology and to consult astrology or horoscopes.

For example, 43% of women ages 18 to 49 say they believe in astrology. That compares with 27% of women ages 50 and older, 20% of men ages 18 to 49, and 16% of men who are 50 and older.

Americans who identify as lesbian, gay, bisexual or transgender (LGBT) are especially likely to consult astrology or a horoscope, and tarot cards.² About half of LGBT Americans (54%) consult astrology or a horoscope at least yearly – roughly twice the share among U.S. adults overall (28%). And LGBT women are more likely than LGBT men to consult astrology at least yearly (63% vs. 40%).

43% of women under 50 believe in astrology

% who believe in astrology (the position of the stars and planets can affect people's lives)



Source: Survey of U.S. adults conducted Oct. 21-27, 2024.
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In addition, 33% of LGBT adults say they consult tarot cards – making them three times as likely as U.S. adults overall to say this (11%). And 21% of LGBT Americans say that when they make major life decisions, they rely at least *a little* on what they’ve learned from astrology or a horoscope, tarot cards, or a fortune teller. While there is limited academic research on the topic, media publications focused on LGBTQ+ issues have described the [prevalence of New Age practices in the LGBTQ+ community](#).

Yet, most Americans who engage in astrology, tarot cards or fortune-telling say they do it for fun, rather than for insights or guidance on life decisions. Overall, 20% of U.S. adults

¹ Pew Research Center has previously asked some other questions about topics covered in this report, though question wording has varied. Recently, in [a 2024 survey of three dozen countries](#), 9% of U.S. adults said they consult a fortune teller, horoscope or other way to see the future. The current survey does not specifically define astrology, horoscopes, tarot cards or fortune-telling as ways to see the future.

² Respondents who did not answer the question about sexual orientation, or selected the “Don’t know” or “Something else” response options, are not included in the lesbian, gay, bisexual or transgender (LGBT) or non-LGBT categories.

say they engage in at least one of these activities mostly “just for fun,” while 10% say they do them mostly because they “believe the practices give them helpful insights.”

Relatively few Americans make major life decisions based on what they learn from astrology, tarot cards or fortune tellers. **Just 1% of U.S. adults say they rely *a lot* on what they have learned from these practices when making major life decisions.** An additional 5% say they rely *a little* on what they have learned.

Fewer than one-in-ten Americans engage in these practices on a weekly basis. While there are now abundant ways – both online and in person – to consult a horoscope, tarot cards and fortune tellers, just 6% of Americans report that they participate in one or more of these activities at least weekly. More (14%) say they engage monthly in at least one of these practices.

Read on to learn more about how different demographic groups answer questions about:

- [Belief in astrology](#)
- [Consulting astrology or horoscopes, tarot cards, and fortune tellers](#)
- [Engaging in these practices for fun versus for insight](#)

Belief in astrology

Religiously affiliated Americans and religiously unaffiliated Americans are equally likely to believe in astrology (27% and 28%, respectively).

(Religiously unaffiliated Americans are those who identify religiously as atheist, agnostic or “nothing in particular.”)

But some religious groups are especially likely to believe that the position of stars and planets can affect people’s lives.

About one-third or more of Black Protestants, Hispanic Catholics and adults who say their religion is “nothing in particular” say they believe in astrology.

On the other hand, atheists, agnostics, White evangelical Protestants and Jewish Americans are *less likely* than the general public to say they believe in astrology.

The survey included respondents of many other religious backgrounds, including members of the Church of Jesus Christ of Latter-day Saints (widely known as Mormons), Muslims, Hindus and Buddhists. But there are not enough respondents from these smaller groups to report on their answers separately.

27% of U.S. adults say they believe in astrology, similar to the share in 2017

% who say they believe in astrology (the position of the stars and planets can affect people’s lives)

	Dec 2017	Oct 2024
U.S. adults	29%	27%
Religiously affiliated	27	27
Christian	26	25
Protestant	24	24
White evangelical	17	19
White, not evangelical	31	25
Black Protestant	31	34
Catholic	33	29
White Catholic	30	25
Hispanic Catholic*	37	35
Jewish	–	18
Religiously unaffiliated	32	28
Atheist	3	13
Agnostic	18	20
Nothing in particular	47	36

* The 2017 survey included 169 interviews with Hispanic Catholic respondents, with an effective sample size of 74 and a 95% confidence level margin of error of plus or minus 11.4 percentage points. This margin of error conservatively assumes a reported percentage of 50.

Note: 2017 estimates for Jewish Americans are not shown due to small sample size.

Source: Survey of U.S. adults conducted Oct. 21-27, 2024.

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Views among demographic subgroups

More advanced statistical analyses show that belief in astrology also varies significantly across demographic categories. We ran regression analyses to examine the independent effects of a number of factors – including gender, age, race, educational attainment, political party, ideology, income level, region, and LGBT identity – on belief in astrology while holding all else equal.

In addition to differences by religion, there are sizable gaps across the following demographic categories:

- **Gender:** Women are about twice as likely as men to believe in astrology (35% vs. 18%). Women ages 18 to 49 are especially likely to express belief (43%).
- **Age:** Americans under 65 are more likely than adults 65 and older to believe in astrology.
- **LGBT identity:** LGBT adults are much more likely than adults who are not LGBT to believe in astrology (43% vs. 26%).
- **Income:** U.S. adults with lower incomes are about twice as likely as adults in the upper-income category to believe in astrology (37% vs. 16%).
- **Ideology:** Americans who identify as politically conservative are less likely than moderates and liberals to believe in astrology.
- **Education:** U.S. adults without college degrees are more likely than college graduates to believe in astrology.
- **Race and ethnicity:** Black Americans are more likely than White and Asian Americans to believe in astrology.

Belief in astrology among these demographic subgroups has changed little since we asked this question in 2017. A slight decline among political conservatives (4 percentage points) is the only difference that is statistically significant.

Women are twice as likely as men to believe in astrology

% who say they believe in astrology (the position of the stars and planets can affect people's lives)

	Dec 2017	Oct 2024
U.S. adults	29%	27%
Women	37	35
Men	20	18
Ages 18-29	32	33
30-49	34	31
50-64	27	26
65+	21	17
LGBT	--	43
Non-LGBT	--	26
Lower income	--	37
Middle income	--	25
Upper income	--	16
Politically liberal	32	29
Moderate	31	32
Conservative	24	20
Less than college	32	31
College graduate	22	20
White	26	24
Black	39	37
Hispanic	30	32
Asian*	--	25

* Estimates for Asian adults are representative of English speakers only.

Note: Family income tiers are based on adjusted 2023 earnings. The 2017 estimates for income are not comparable. The 2017 survey did not ask about sexual orientation or transgender identity. 2017 estimates for Asian Americans are not shown due to small sample size. White, Black and Asian adults include those who report being only one race and are not Hispanic. Hispanics are of any race.

Source: Survey of U.S. adults conducted Oct. 21-27, 2024.

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Consulting astrology or horoscopes, tarot cards, and fortune tellers

The share of Americans who say they **consult astrology or a horoscope** at least once or twice a year (28%) parallels the share who say they *believe* in astrology (27%).

Hispanic Catholics (39%), Black Protestants (33%) and adults who say their religion is “nothing in particular” (35%) are among the most likely to say they consult astrology at least annually.

About one-in-ten Americans **consult tarot cards** at least annually. On the whole, religiously unaffiliated Americans are slightly more likely than religiously affiliated Americans to say they consult tarot cards at least yearly (14% vs. 10%). But this is primarily due to the use of tarot cards by agnostics and people who say their religion is “nothing in particular,” rather than by atheists.

Religious differences in **consulting a fortune teller** are not very pronounced.

3 in 10 religiously unaffiliated adults consult astrology or a horoscope at least annually

% who say they consult each of the following ...

	Astrology or a horoscope		Tarot cards		A fortune teller	
	At least once or twice a year	Never	At least once or twice a year	Never	At least once or twice a year	Never
U.S. adults	28%	71%	11%	88%	6%	93%
Religiously affiliated	28	72	10	89	6	93
Christian	27	73	9	91	6	94
Protestant	24	76	7	92	4	96
White evangelical	17	83	4	96	1	99
White, not evang.	28	72	8	92	4	96
Black Protestant	33	67	13	87	9	91
Catholic	32	68	11	89	8	92
White Catholic	27	73	7	93	5	95
Hispanic Catholic	39	61	14	84	11	89
Jewish	26	74	11	89	4	96
Religiously unaffiliated	30	69	14	86	6	93
Atheist	17	83	7	93	2	98
Agnostic	31	69	14	85	3	97
Nothing in particular	35	64	16	83	8	90

Note: Those who did not answer are not shown.

Source: Survey of U.S. adults conducted Oct. 21-27, 2024.

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When asked about consulting astrology or a horoscope, tarot cards, or fortune tellers, White evangelicals and atheists are among the groups that are most likely to say they *never* engage in the practices.

Views among demographic subgroups

About half of LGBT adults (54%) say they consult astrology or a horoscope at least annually.

Also, 37% of women say they do this at least once a year – a figure that rises to 46% among women ages 18 to 49.

Americans in lower-income households are more likely than those in upper-income households to say they consult astrology annually – as are those who describe themselves as politically liberal, compared with self-identified conservatives.

While religious groups in this analysis generally don't differ much in their propensity to consult tarot cards, there are relatively large differences by LGBT identity, gender and age.

LGBT adults are about three times as likely as non-LGBT adults to report consulting tarot cards at least annually (33% vs. 9%). And 15% of LGBT adults say they consult tarot cards at least once or twice a month.

(Refer to the [detailed tables](#) for more information about how often people in different demographic groups say they engage in these practices.)

Large differences by age in consulting astrology, tarot cards and fortune-telling

% who say they consult each of the following ...

		Astrology or a horoscope		Tarot cards		A fortune teller	
		At least once or twice a year	Never	At least once or twice a year	Never	At least once or twice a year	Never
	U.S. adults	28%	71%	11%	88%	6%	93%
	Women	37	63	14	85	8	92
	Men	19	81	7	92	4	95
	Ages 18-29	37	63	23	76	14	85
	30-49	31	68	13	86	6	93
	50-64	25	75	6	93	4	96
	65+	20	80	3	96	2	98
	LGBT	54	46	33	66	12	86
	Non-LGBT	26	74	9	91	6	94
	Lower income	35	65	17	83	10	90
	Middle income	26	74	9	91	4	96
	Upper income	22	78	7	93	4	96
	Politically liberal	36	64	18	82	7	92
	Moderate	31	69	11	89	6	93
	Conservative	20	80	7	93	5	94
	White	25	75	8	92	3	96
	Black	36	63	16	84	12	87
	Hispanic	33	67	15	84	11	89
	Asian*	30	70	19	81	15	85

* Estimates for Asian adults are representative of English speakers only.

Note: Those who did not answer are not shown. Family income tiers are based on adjusted 2023 earnings. White, Black and Asian include those who report being only one race and are not Hispanic. Hispanics are of any race.

Source: Survey of U.S. adults conducted Oct. 21-27, 2024.

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Nearly a quarter of Americans ages 18 to 29 say they consult tarot cards at least annually, compared with just 6% of Americans ages 50 to 64 and 3% of Americans who are 65 and older. There are also differences by gender, income level and political ideology, though no more than about a third of adults in any demographic group we have analyzed say they consult tarot cards at least yearly.

Consulting a fortune teller is also relatively rare among all the groups in this analysis, though there are some notable differences by age, and by race and ethnicity. For example, 14% of U.S. adults under 30 say they consult a fortune teller, compared with 2% of those ages 65 and older. And 15% of Asian Americans say they consult a fortune teller at least yearly, compared with 3% of White Americans. Overall, 6% of U.S. adults consult a fortune teller at least once or twice a year.

Engaging in these practices for fun versus for insight

A majority of U.S. adults who engage in at least one of these three practices say they do so mostly “just for fun,” rather than because they “believe the practices give them helpful insights.”

That said, Hispanic Catholics, Black Protestants and adults who say their religion is “nothing in particular” are among the most likely to say they believe that consulting a fortune teller, tarot cards or astrology gives them helpful insights.

Overall, 16% of Hispanic Catholics and 14% of Black Protestants say they engage in these practices mostly for helpful insights and not just for fun.

10% of Americans consult astrology, tarot cards or fortune tellers, believing they offer helpful insights

% who say they consult a fortune teller, tarot cards, astrology or a horoscope mostly ...

	For helpful insights	Just for fun	Does not consult a fortune teller, tarot cards, astrology or a horoscope
U.S. adults	10%	20%	70%
Religiously affiliated	9	20	71
Christian	8	20	72
Protestant	7	18	75
White evangelical	4	14	83
White, not evang.	6	24	70
Black Protestant	14	20	65
Catholic	11	23	66
White Catholic	7	21	72
Hispanic Catholic	16	23	60
Jewish	8	19	73
Religiously unaffiliated	11	21	67
Atheist	3	16	81
Agnostic	7	25	68
Nothing in particular	15	22	62

Note: Those who did not answer are not shown.

Source: Survey of U.S. adults conducted Oct. 21-27, 2024.

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When asked why they take part in these practices, LGBT adults once again stand out. They are the most likely of all the demographic subgroups analyzed in the survey to say they consult fortune tellers, tarot cards or horoscopes to obtain helpful insights (29% do this).

Nearly one-in-five Black Americans and Americans ages 18 to 29 also say they engage in these practices for helpful insights.

17% of U.S. adults under 30 say they consult astrology, tarot cards or fortune tellers mostly for helpful insights

% who say they consult a fortune teller, tarot cards, astrology or a horoscope mostly ...

	For helpful insights	Just for fun	Does not consult a fortune teller, tarot cards, astrology or a horoscope
U.S. adults	10%	20%	70%
Women	13	26	61
Men	6	14	80
Ages 18-29	17	23	59
30-49	12	21	67
50-64	7	20	74
65+	4	16	79
LGBT	29	29	42
Non-LGBT	8	19	72
Lower income	15	22	62
Middle income	8	20	72
Upper income	5	18	77
Politically liberal	13	26	61
Moderate	11	22	67
Conservative	6	15	79
White	7	20	73
Black	17	21	60
Hispanic	13	21	66
Asian*	15	21	64

* Estimates for Asian adults are representative of English speakers only.

Note: Those who did not answer are not shown. Family income tiers are based on adjusted 2023 earnings. White, Black and Asian adults include those who report being only one race and are not Hispanic. Hispanics are of any race.

Source: Survey of U.S. adults conducted Oct. 21-27, 2024.

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Making major life decisions based on these practices

Respondents who said they use at least one of these three practices mostly to gain helpful insights were asked an additional question: “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?” The response options were “A lot,” “A little” or “Not at all.”

Just 1% of Americans say they rely on insights from these practices *a lot* when making major life decisions, and an additional 5% say they rely on them *a little*.

Hispanic Catholics (12%) are more likely than most other religious groups to say they rely on insights from these practices at least *a little* when making major life decisions.

7% of Americans rely on insights from fortune tellers, tarot cards or astrology at least a little for major life decisions

% who say that when they make major life decisions, they rely on what they’ve learned from a fortune teller, tarot cards, astrology or a horoscope ...

	Net At least a little	A lot	A little
U.S. adults	7%	1%	5%
Religiously affiliated	6	1	5
Christian	5	1	4
Protestant	4	1	3
White evangelical	3	<1	3
White, not evang.	3	1	2
Black Protestant	8	3	6
Catholic	8	2	6
White Catholic	4	<1	4
Hispanic Catholic	12	4	8
Jewish	5	0	5
Religiously unaffiliated	7	1	6
Atheist	1	<1	1
Agnostic	5	1	4
Nothing in particular	10	1	9

Note: Those who say they do not engage in any of these three practices; do not do these practices mostly for helpful insights; or did not answer questions about these practices are not shown. Figures may not sum to subtotals indicated due to rounding. Source: Survey of U.S. adults conducted Oct. 21-27, 2024. “30% of Americans Consult Astrology, Tarot Cards or Fortune Tellers”

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About one-in-five LGBT adults (21%) say that when they make major life decisions, they rely at least *a little* on what they've learned from a fortune teller, tarot cards, astrology or a horoscope. This is considerably larger than the share of any other demographic subgroup that says this.

Younger Americans (13%), people with lower incomes (11%) and Americans who are ideologically liberal (9%) are somewhat more likely than their counterparts (i.e., older, upper-income and ideologically conservative Americans, respectively) to say they rely on insights from a fortune teller, tarot cards, astrology or a horoscope when making major life decisions.

Likewise, Asian (12%), Black (11%) and Hispanic (9%) Americans are somewhat more likely than White Americans (4%) to rely on insights from these practices when making major life decisions.

1 in 5 LGBT adults say they rely on tarot cards, astrology or fortune tellers at least a little to make big life decisions

% who say that when they make major life decisions, they rely on what they've learned from a fortune teller, tarot cards, astrology or a horoscope ...

	Net At least a little	A lot	A little
U.S. adults	7%	1%	5%
Women	8	1	7
Men	4	1	3
Ages 18-29	13	3	10
30-49	8	1	6
50-64	4	1	4
65+	2	<1	2
LGBT	21	4	17
Non-LGBT	5	1	4
Lower income	11	3	9
Middle income	5	1	4
Upper income	3	<1	3
Politically liberal	9	2	8
Moderate	7	1	6
Conservative	4	1	3
White	4	1	4
Black	11	3	8
Hispanic	9	2	7
Asian*	12	2	10

* Estimates for Asian adults are representative of English speakers only.

Note: Those who say they do not engage in any of these three practices; do not do these practices mostly for helpful insights; or did not answer the questions are not shown. Figures may not sum to subtotals indicated due to rounding. Family income tiers are based on adjusted 2023 earnings. White, Black and Asian adults include those who report being only one race and are not Hispanic. Hispanics are of any race.

Source: Survey of U.S. adults conducted Oct. 21-27, 2024.

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Methodology

The American Trends Panel survey methodology

Overview

Data in this report comes from Wave 158 of the American Trends Panel (ATP), Pew Research Center’s nationally representative panel of randomly selected U.S. adults. The survey was conducted from Oct. 21 to 27, 2024. A total of 9,593 panelists responded out of 10,612 who were sampled, for a survey-level response rate of 90%.

The cumulative response rate accounting for nonresponse to the recruitment surveys and attrition is 3%. The break-off rate among panelists who logged on to the survey and completed at least one item is 1%. The margin of sampling error for the full sample of 9,593 respondents is plus or minus 1.3 percentage points.

SSRS conducted the survey for Pew Research Center via online (n=9,320) and live telephone (n=273) interviewing. Interviews were conducted in both English and Spanish.

To learn more about the ATP, read “[About the American Trends Panel](#).”

Panel recruitment

Since 2018, the ATP has used address-based sampling (ABS) for recruitment. A study cover letter and a pre-incentive are mailed to a stratified, random sample of households selected from the U.S. Postal Service’s Computerized Delivery Sequence File. This Postal Service file has been estimated to cover 90% to 98% of the population.³ Within each sampled household, the adult with the next birthday is selected to participate. Other details of the ABS recruitment protocol have changed over time but are available upon request.⁴ Prior to 2018, the ATP was recruited using landline and cellphone random-digit-dial surveys administered in English and Spanish.

A national sample of U.S. adults has been recruited to the ATP approximately once per year since 2014. In some years, the recruitment has included additional efforts (known as an “oversample”) to improve the accuracy of data for underrepresented groups. For example, Hispanic, Black and Asian adults were oversampled in 2019, 2022 and 2023, respectively.

³ AAPOR Task Force on Address-based Sampling. 2016. “[AAPOR Report: Address-based Sampling](#).”

⁴ Email pewsurveys@pewresearch.org.

Sample design

The overall target population for this survey was noninstitutionalized persons ages 18 and older living in the United States. All active panel members were invited to participate in this wave.

Questionnaire development and testing

The questionnaire was developed by Pew Research Center in consultation with SSRS. The web program used for online respondents was rigorously tested on both PC and mobile devices by the SSRS project team and Pew Research Center researchers. The SSRS project team also populated test data that was analyzed in SPSS to ensure the logic and randomizations were working as intended before launching the survey.

Incentives

All respondents were offered a post-paid incentive for their participation. Respondents could choose to receive the post-paid incentive in the form of a check or gift code to Amazon.com, Target.com or Walmart.com. Incentive amounts ranged from \$5 to \$20 depending on whether the respondent belongs to a part of the population that is harder or easier to reach. Differential incentive amounts were designed to increase panel survey participation among groups that traditionally have low survey response propensities.

Data collection protocol

The data collection field period for this survey was Oct. 21 to 27, 2024. Surveys were conducted via self-administered web survey or by live telephone interviewing.

For panelists who take surveys online: Postcard notifications were mailed to a subset on Oct. 21.⁵ Survey invitations were sent out in two separate launches: soft launch and full launch. Sixty panelists were included in the soft launch, which began with an initial invitation sent on Oct. 21. All remaining English- and Spanish-speaking sampled online panelists were included in the full launch and were sent an invitation on Oct. 22.

⁵ The ATP does not use routers or chains in any part of its online data collection protocol, nor are they used to direct respondents to additional surveys. Postcard notifications for web panelists are sent to 1) panelists who were recruited within the last two years and 2) panelists recruited prior to the last two years who opt to continue receiving postcard notifications.

**Invitation and reminder dates for web respondents,
ATP Wave 158**

	Soft launch	Full launch
Initial invitation	October 21, 2024	October 22, 2024
First reminder	October 24, 2024	October 24, 2024
Final reminder	October 26, 2024	October 26, 2024

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Panelists participating online were sent an email invitation and up to two email reminders if they did not respond to the survey. ATP panelists who consented to SMS messages were sent an SMS invitation with a link to the survey and up to two SMS reminders.

For panelists who take surveys over the phone with a live interviewer: Prenotification postcards were mailed on Oct. 18. Soft launch took place on Oct. 21 and involved dialing until a total of seven interviews had been completed. All remaining English- and Spanish-speaking sampled phone panelists' numbers were dialed throughout the remaining field period. Panelists who take surveys via phone can receive up to six calls from trained SSRS interviewers.

Data quality checks

To ensure high-quality data, Center researchers performed data quality checks to identify any respondents showing patterns of satisficing. This includes checking whether respondents left questions blank at very high rates or always selected the first or last answer presented. As a result of this checking, four ATP respondents were removed from the survey dataset prior to weighting and analysis.

Weighting

The ATP data is weighted in a process that accounts for multiple stages of sampling and nonresponse that occur at different points in the panel survey process. First, each panelist begins with a base weight that reflects their probability of recruitment into the panel. These weights are then calibrated to align with the population benchmarks in the accompanying table to correct for nonresponse to recruitment surveys and panel attrition. If only a subsample of panelists was invited to participate in the wave, this weight is adjusted to account for any differential probabilities of selection.

American Trends Panel weighting dimensions

Variable	Benchmark source
Age (detailed)	2022 American Community Survey (ACS)
Age x Gender	
Education x Gender	
Education x Age	
Race/Ethnicity x Education	
Race/Ethnicity x Gender	
Black (alone or in combination) x Hispanic	
Born inside vs. outside the U.S. among Hispanics and Asian Americans	
Years lived in the U.S.	
Census region x Metropolitan status	
Volunteerism	2021 CPS Volunteering & Civic Life Supplement
Voter registration	2020 CPS Voting and Registration Supplement
Frequency of internet use	2024 National Public Opinion Reference Survey (NPORS)
Religious affiliation	
Party affiliation x Race/Ethnicity	
Party affiliation among registered voters	

Note: Estimates from the ACS are based on noninstitutionalized adults. Voter registration is calculated using procedures from Hur, Achen (2013) and rescaled to include the total U.S. adult population.

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Among the panelists who completed the survey, this weight is then calibrated again to align with the population benchmarks identified in the accompanying table and trimmed at the 1st and 99th percentiles to reduce the loss in precision stemming from variance in the weights. Sampling errors and tests of statistical significance take into account the effect of weighting.

The following table shows the unweighted sample sizes and the error attributable to sampling that would be expected at the 95% level of confidence for different groups in the survey.

Sample sizes and margins of error, ATP Wave 158

Group	Unweighted sample size	Plus or minus ...
Total sample	9,593	1.3 percentage points
Religiously affiliated	6,716	1.6 percentage points
Christian	5,877	1.7 percentage points
Protestant	3,923	2.1 percentage points
<i>White evangelical</i>	1,554	3.1 percentage points
<i>White, not evangelical</i>	1,173	3.6 percentage points
<i>Black Protestant</i>	645	5.2 percentage points
Catholic	1,788	3.1 percentage points
<i>White Catholic</i>	1,201	3.5 percentage points
<i>Hispanic Catholic</i>	418	6.4 percentage points
Jewish	388	6.5 percentage points
Religiously unaffiliated	2,820	2.5 percentage points
Atheist	602	5.3 percentage points
Agnostic	639	5.0 percentage points
Nothing in particular	1,579	3.3 percentage points
Women	5,257	1.8 percentage points
Men	4,256	2.1 percentage points
Ages 18-29	940	3.9 percentage points
30-49	3,067	2.3 percentage points
50-64	2,600	2.5 percentage points
65+	2,948	2.4 percentage points
LGBT	654	5.3 percentage points
Non-LGBT	8,694	1.4 percentage points
Lower income	2,122	2.8 percentage points
Middle income	4,595	1.9 percentage points
Upper income	2,289	2.5 percentage points
Politically liberal	2,595	2.6 percentage points
Moderate	3,600	2.2 percentage points
Conservative	3,252	2.3 percentage points
Less than college	4,918	1.8 percentage points
College graduate	4,654	1.7 percentage points
White	6,600	1.5 percentage points
Black	933	4.4 percentage points
Hispanic	1,057	4.1 percentage points
Asian*	548	5.6 percentage points

* Estimates for Asian adults are representative of English speakers only.

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Sample sizes and sampling errors for other subgroups are available upon request. In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

Dispositions and response rates

Final dispositions, ATP Wave 158

	AAPOR code	Total
Completed interview	1.1	9,593
Logged in (web)/Contacted (CATI), but did not complete any items	2.11	194
Started survey; broke off before completion	2.12	64
Never logged on (web)/Never reached on phone (CATI)	2.20	757
Survey completed after close of the field period	2.27	0
Other non-interview	2.30	0
Completed interview but was removed for data quality	2.90	4
Total panelists sampled for the survey		10,612
Completed interviews	I	9,593
Partial interviews	P	0
Refusals	R	258
Non-contact	NC	757
Other	O	4
Unknown household	UH	0
Unknown other	UO	0
Not eligible	NE	0
Total		10,612
AAPOR RR1 = $I / (I+P+R+NC+O+UH+UO)$		90%

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Cumulative response rate, ATP Wave 158

	Total
Weighted response rate to recruitment surveys	11%
% of recruitment survey respondents who agreed to join the panel, among those invited	73%
% of those agreeing to join who were active panelists at start of Wave 158	35%
Response rate to Wave 158 survey	90%
Cumulative response rate	3%

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How family income tiers are calculated

Family income data reported in this study is adjusted for household size and cost-of-living differences by geography. Panelists then are assigned to income tiers that are based on the median adjusted family income of all American Trends Panel members. The process uses the following steps:

1. First, panelists are assigned to the midpoint of the income range they selected in a family income question that was measured on either the most recent annual profile survey or, for newly recruited panelists, their recruitment survey. This provides an approximate income value that can be used in calculations for the adjustment.
2. Next, these income values are adjusted for the cost of living in the geographic area where the panelist lives. This is calculated using price indexes published by the U.S. Bureau of Economic Analysis. These indexes, known as [Regional Price Parities](#) (RPP), compare the prices of goods and services across all U.S. metropolitan statistical areas as well as non-metro areas with the national average prices for the same goods and services. The most recent available data at the time of the annual profile survey is from 2022. Those who fall outside of metropolitan statistical areas are assigned the overall RPP for their state's non-metropolitan area.
3. Family incomes are further adjusted for the number of people in a household using the methodology from Pew Research Center's previous work on [the American middle class](#). This is done because a four-person household with an income of say, \$50,000, faces a tighter budget constraint than a two-person household with the same income.
4. Panelists are then assigned an income tier. "Middle-income" adults are in families with adjusted family incomes that are between two-thirds and double the median adjusted family income for the full ATP at the time of the most recent annual profile survey. The median adjusted family income for the panel is roughly \$74,100. Using this median income, the middle-income range is about \$49,400 to \$148,200. Lower-income families have adjusted incomes less than \$49,400 and upper-income families have adjusted incomes greater than \$148,200 (all figures expressed in 2023 dollars and scaled to a household size of three). If a panelist did not provide their income and/or their household size, they are assigned "No answer" in the income tier variable.

Two examples of how a given area's cost-of-living adjustment was calculated are as follows: The Pine Bluff metropolitan area in Arkansas is a relatively inexpensive area, with a price level that is 19.1% less than the national average. The San Francisco-Oakland-Berkeley metropolitan area in

California is one of the most expensive areas, with a price level that is 17.9% higher than the national average. Income in the sample is adjusted to make up for this difference. As a result, a family with an income of \$40,400 in the Pine Bluff area is as well off financially as a family of the same size with an income of \$58,900 in San Francisco.

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Topline

**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