



One in five decide to take jobs based on their stars

According to an online survey of 351 respondents by www.itsinthestaronline.com one in five people (20.4%) consult their horoscope or an astrologer before deciding to take a certain job.

“Nearly one in six (15.9%) based their decision to leave their job on the stars, while 15.1% used astrology to find out the best times to ask for a promotion, raise or transfer,” said director of It’s In The Stars, Elizabeth Ball.

“One-quarter (24.2%) decided to wait for a more auspicious time until Mercury*, the planet of communication, went direct before taking action,” said Elizabeth.

Half of all respondents (49.4%) have paid for at least one report, being personal consultations with astrologers (48.7%), an emailed report (33.1%), an SMS/iPod download (29.5%), a packaged report (27.7%), or a recorded/live reading (9.0% each).

The highest proportion of people deciding to leave a job or wanting to know when to ask for a promotion, raise or transfer did so after seeing an astrologer in person, while those taking a job tended to base their decision on an SMS report.

According to Elizabeth, 95.3% of Australians believe in astrology to some degree. “One in five (20.2%) believe in it without question, 53.1% think there is something to it, while 22.2% say they don’t believe in it but it is fun to read about themselves. Only 4.4% totally disagree with astrology.”

Women are twice as likely as men to read their horoscope weekly or more often (56.0% vs 29.7%) and more than twice as likely to read it daily (20.4% vs 8.0%).

The top 10 actions respondents made based on horoscopes or reports were to:

- delay making an important decision while Mercury is retrograde (24.2%)
- start a relationship and/or reconcile with an ex (22.5%)
- reconcile with friends with whom they’ve had a falling out (21.2%)
- take a certain job (20.4%)
- end a relationship (17.4%)
- plan a party/special occasion (16.6%).
- leave a job (15.9%)
- ask for a promotion/raise/transfer (15.1%)
- move/travel overseas or interstate (14.3%)
- encourage my child/ren to do something differently (12.8%)

It’s In The Stars at www.itsinthestaronline.com has been producing beautifully presented astrology gift reports for couples and children since 2005.

* Mercury retrogrades about four times a year for three weeks, adversely affecting communication such as emails, mobiles, contracts, quotes, agreements and general understanding of each other.