



Women use the stars to start, end, fix relationships

More than one in five Australian women have started, ended or healed relationships using astrological guidance, according to an online survey of 351 respondents by astrology gift report website www.itsinthestaronline.com.

“More than one in five women have begun a relationship or reconciled with an ex (22.5%), made up with people they’ve had a falling out with (21.2%) or ended a romantic relationship (17.4%) based on their horoscope, a personal consultation with an astrologer or a paid report,” said director of It’s In The Stars, Elizabeth Ball.

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 hard copy packaged report (27.7%), or a recorded/live reading (9.0% each).

“People tend to seek out certain types of reports for specific decisions,” Elizabeth said.

“When people have a life decision that takes a lot of courage to make, they are most likely to see an astrologer in person about ending a relationship (25.0%), leaving a job (23.0%), or asking for a promotion, raise or transfer (15.3%),” she said.

“They use emailed reports for starting relationships (27.0%) or for knowing when they should delay making any decisions at all thanks to Mercury retrograde* (48.6%) and SMS reports for finding out the ideal dates to throw a party and to accept a job (34.4% each).”

“However, when people need real, in-depth understanding into their relationships (28.5%) and their children (23.8%) they tend to turn to hard copy packaged reports as they can keep referring to them years later,” Elizabeth said.

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

