

Appendix 1

Public Awareness of Astrology Questionnaire with Explanatory Notes

AWARENESS OF ASTROLOGY QUESTIONNAIRE

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This questionnaire is designed to explore people's opinions about astrology as part of a larger survey being conducted at Bath Spa University College. Your help would be very much appreciated. Please answer as quickly and truthfully as possible by ticking the corresponding box. **Leave blank any question you do not wish to answer.**

This questionnaire is designed to test your attitudes to astrology. Please answer as quickly and truthfully as possible by placing a tick in the corresponding box.

Please fill out the following details.

Name _____

Address _____

NB these details are for follow-up contact only. They will be kept confidential, but leave them **blank if you wish..**

1. a) Date of birth:¹ Day ____ Month ____ Year ____

b) Time of birth (if known) ____ am/pm

c) Place of birth _____

2. Male ☐ Female ☐

3. Would you describe yourself now as (a) Protestant ☐ (b) Roman Catholic ☐
(c) Orthodox ☐ (d) non-denominational Christian ☐ (e) Jew ☐ (f) Muslim ☐
(g) Buddhist ☐ (h) Hindu ☐ (i) Pagan ☐ (j) Agnostic ☐ (k) Atheist ☐
(l) Spiritual but non-aligned ☐ (m) Other: please specify _____

4. Do you attend a church or religious service regularly? Yes ☐ No ☐.

5. Do you agree with the following statements?

(a) Jesus Christ is the divine Son of God² Yes ☐ No ☐ . Don't know³ ☐

¹ These details are included to check that respondents know their sun, moon and rising signs. Also, from my experience people often ask their birth time in order to tell an astrologer, and without such information they can't have a personal chart. This question was not asked in the questionnaires distributed at the Long Ashton Golf Club as I was advised that reluctance to reveal their age might make potential respondents unwilling to complete the questionnaire.

² These are questions to test for devout Christian belief. See ITN (1968), Martin (1968), Gill Hadaway and Marler. The addition of the word 'divine' to reduce any ambiguity is from Hadaway, Elifson and Petersen (1984) and Chadwick and Top (1993).

(b) The Bible is the word of God⁴ Yes ☐ No ☐ Don't know ☐

(c) God really does answer prayer⁵ Yes ☐ No ☐ Don't know ☐

6. Do you read horoscope columns⁶ (a) every day ☐ (b) once a week ☐ (c) once a month ☐ (d) never ☐.

7. Do you value the advice given by the astrologer⁷ (a) always ☐ (b) often ☐ (c) sometimes ☐ (d) never ☐

8. If offered the opportunity, would you like to have your personal horoscope drawn up?⁸
Yes ☐ No ☐ Don't know ☐

9. Have you ever purchased a computerised horoscope reading?⁹ Yes ☐ No ☐

10. Have you ever visited an astrologer for a private consultation?¹⁰ Yes ☐ No ☐

11. Do you know your sun sign (i.e. star sign or birth sign)?¹¹ Yes ☐ No ☐.
If yes, please state _____

12. Do you know your moon sign?¹² Yes ☐ No ☐. If yes, please state _____

13. Do you know your Rising Sign (Ascendant)?¹³ Yes ☐ No ☐. If yes, please state _____

3 Added Don't know in response to feedback after distribution at the MAJMA festival.

4 Chadwick and Top (1993). See also Gill, Hadaway and Marler (1998).

5 Hadaway, Elifson and Petersen (1984). See also Chadwick and Top (1993).

6 This question refines Blackmore and Seebold (2001) who asked 'regularly', and Paulik and Buse (1984) and Miller (1992) who asked 'ever'. Bauer and Durant (1997) gave options of 'often', 'fairly often', 'not often' and 'not at all'.

7 Blackmore and Seebold (2001) asked 'ever'.
I am assuming that a negative score for this equals regarding columns as 'entertainment' (Dean, Mather and Kelly 1996: 62).

8 From Gallup (1975: 309). The question was added following discussion after the MAJMA festival because it represents an aspiration and may give different results to questions. I inserted this because it indicates an aspiration and so far, from BSUC studies, I am getting a universal 'no' to questions 9 and 10.

I added Don't Know options to Q 5a, 15, 16, 17 and 18, as these are all opinion questions.

I considered adding Don't Know to Q 3 but felt that the sheet was in danger of becoming too cluttered. I also softened the first paragraph.

9 Previous questionnaires have failed to distinguish magazine horoscopes from computerised readings and personal consultations, e.g. Blackmore and Seebold 2001.

10 Adapted from Paulik and Buse questions 1 and 2

11 Blackmore and Seebold 2001.

12 Blackmore and Seebold 2001.

14. Do you think that your sun sign description accurately reflects your personality?¹⁴

Yes ☐ No ☐ . Partly ☐ ¹⁵ Don' t know~~0~~

15. Would you consult an astrologer before getting married or settling down with a partner?¹⁶

Yes ☐ No ☐ .

16. Have you ever read a teach yourself astrology book?¹⁷ Yes ☐ No ☐ .

17. Have you ever taken an astrology course?¹⁸ Yes ☐ No ☐ .

18. Do you think that the stars influence life on earth?¹⁹ Yes ☐ No ☐ . Don' t know~~0~~ ²⁰

19. Do you think astrology is just superstition?²¹ Yes ☐ No ☐ Don' t know~~0~~ ²²

20. Do you think that astrology can make accurate forecasts about the future?²³

Yes ☐ No ☐ . Don' t know~~0~~ Don' t know~~0~~ ²⁴

21. Would you alter your behaviour due to material that you read in your horoscope?²⁵

13 Suggested by Michael York on the grounds that this indicates either having had a horoscope cast or being able to cast one.

14 Blackmore and Seebold 2001

15 ' Partly' and ' Don' t know' were added after the MAJMA festival as it became clear that too many respondents were having difficulty providing simple yes/no answers.

16 Blackmore and Seebold (2001), see also Paulik and Buse (1984).

17 Adapted from Blackmore and Seebold (2001).

18 Adapted from Blackmore and Seebold (2001).

19 Gallup 1997,1998. See also E mail from US astrologer Dr. Zip Dobyns, 4 August 2001. Dr Dobyns outline various definitions of astrology in which one can either believe or disbelieve. ' If someone asks me whether I believe that the planets create character, or that they make things happen to people, or that they predict the details of one' s life, I say "no" to all three. I believe that the sky is a visible part of the cosmic order and therefore a convenient way to see the order, but that the order shows psychological meanings, not physical forces, life desires that can be manifested in many different life events depending on how life handles its desires' .

20 Added Don' t know in response to feedback after distribution to Food Technology Students at Bath Spa.

21 Blackmore and Seebold (2001)

22 Added Don' t know in response to feedback after distribution to Food Technology Students at Bath Spa.

23 See note re Zip Dobyns, E mail 4 August 2001.

24 Added Don' t know in response to feedback after distribution to Food Technology Students at Bath Spa.

25 Blackmore and Seebold (2001). I have removed an ambiguity from Blackmore and Seebold' s question by changing ' horoscope' to ' horoscope ~~only~~ so there is no chance of this referring to a personalised written consultation by an astrologer. The obvious flaw with this question is that it makes

Yes ☐ No ☐.

22. Do you find out the sun signs of people that you're having relationships with?²⁶

Yes ☐ No ☐.

23. Have you ever read a book concerning your star sign in love or the year ahead for your sun sign?²⁷ Yes ☐ No ☐.

24. Would you consider yourself to be a spiritual person?²⁸ Yes ☐ No ☐.

25. Do you use astrology as a spiritual tool?²⁹ Yes ☐ No ☐.

26. According to what you have read or heard, which sign of the zodiac is supposed to be³⁰

(a) theatrical _____

(b) fastidious³¹ _____

(c) secretive _____

27. How much do you believe in astrology?

A. Please rate your belief on the scale below³².

Not at all _____ Completely
(B and S)

B How strongly would you rate your belief in astrology?³³

Strong belief ☐.

Moderate belief ☐.

No opinion ☐.

Moderate disbelief ☐.

Strong disbelief ☐.

no distinction between minor decisions and major ones, nor the fact that most horoscope columns are so ambiguous that they give no direct instructions. See also Miller (1992).

26 Blackmore and Seebold (2001).

27 Blackmore and Seebold (2001).

28 Question to test possible New Age affiliation from Rose.

29 Suggested by Marion Bowman 23 May 2002.

30 Suggested by Michael York as a measure of knowledge of zodiac characteristics. The correct answers are (a) Leo, (b) Virgo, (c) Scorpio. See Eysenck and Nias (1982) and Hone (1973: 60, 63, 69-70) for a comparison.

31 Fastidious was changed to fussy for the second distribution to Study of Religions students as too few understood the meaning of fastidious.

32 Blackmore and Seebold (2001).

33 Question added after the first distribution to Bath Spa University College Study of Religions students when it became clear that the line-scale for belief was inadequate: students were uncertain how to use it.