

PS

Trends

#1

Why are people  
so obsessed with  
Astrology?

June 14th, 2018



# PS Trends

PS Trends is a series of reports prepared by Peoplestrology, the crowdsourced study about Astrology. Our challenge it is to understand the relationship between Astrology and the topics that are relevant for contemporary culture, all in search of behavioral trends.

**Peoplestrology**

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**We don't talk to — 04**  
**planets or stars.**  
**We talk to people.**

**10 — Rising Stars**

**What have we**  
**discovered so far? — 17**

**But after all that, why do**  
**people care so much**  
**26 — about Astrology?**

**How do these**  
**Macrotrends affect the**  
**future of Astrology? — 34**



WE  
DON'T TALK  
TO  
PLANETS  
OR

WE TALK  
TO  
PEOPLE

For those interested in our approach, this isn't traditional research. Our sample is organic, which means our respondents spontaneously chose to take our survey about Astrology. Regardless of gender, age, creed, or their astral chart. Lucky us!



Non-binary, Gen X,  
Santa Catarina, BR

While our survey is ongoing, we had



Men, Gen Z,  
Tocantins, BR

2.800

Woman, Baby Boomer,  
São Paulo, BR

Woman, Gen X,  
Bahia, BR

responses

collected at the time of this report.



Non-binary, Gen Z,  
Porto Alegre, BR

If you haven't participated yet, now is the time!  
We will continually generate new reports over time.



Woman, Baby Boomer,  
Manaus, BR



Men, Gen Z,  
Barcelona, ES



Outro, Gen Z,  
Rio de Janeiro, BR



Other, Millennial,  
San Francisco, EUA



Woman, Gen X,  
Lisbon, PT



Não-binário, Gen Z,  
Porto Alegre, BR



Men, Gen X,  
New York, EUA



Other, Millennial,  
São Paulo, BR



Woman, Baby Boomer,  
Buenos Aires, AG



Men, Gen Z,  
Porto Alegre, BR



Non-binary, Gen X,  
Paris, FR

# Making Friends

**Peoplestrology started just 3 months ago,  
but we've already made friends in  
several parts of the world.**



Participants by country:

- 75,6%** Brazil
- 7,7%** United States
- 2,5%** India
- 1,9%** United Kingdom
- 1,3%** Canada
- 1,3%** Netherlands
- 0,6%** Portugal
- Argentina
- Austria
- Belgium
- Germany
- Spain
- France
- Indonesia
- Ireland
- Italy
- Macedonia
- Mexico
- Panama
- Peru





**Astrology is a hit.**

**Duh! It's taken over the internet,**



**become a global cultural phenom-**

"Ur a sick person if u judge someone because of their zodiac sign/birth chart"  
Me:



**enon and its lingo**

**is now part of our**

**daily feeds. Astrology**

COMPLIMENTS



**is now**



**less serious**

AIR SIGNS

**and more approachable.**

**In many ways,**



**it has**

wait Cruz....

you're a Sagittarius.....

group chat cancelled

**become a meme.**



→ **How Astrology Took Over the Internet**

→ **The New Age of Astrology**

We are not crazy, check out these articles.



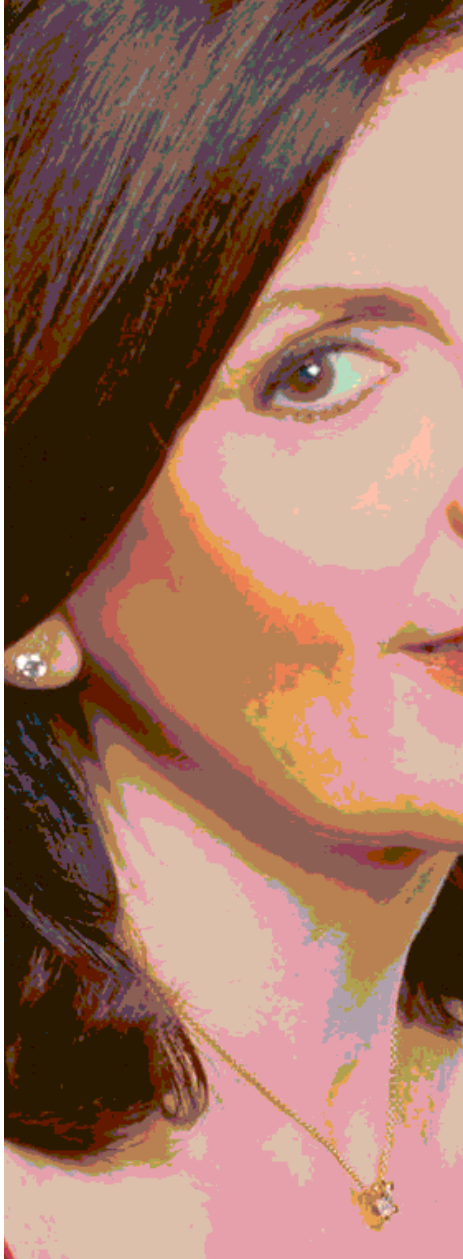
→ **Star Gazing: Why Millennials Are Turning to Astrology**

→ **In Turbulent Times, We Look To The Sky**

RISING STARS

The image features the title "RISING STARS" in a highly stylized, outlined font. The letters are white and set against a black background. The design is intricate, with the letters and their stems connected to a complex network of vertical lines and circles of various sizes. The circles are of different diameters and are positioned at various points along the vertical lines, creating a sense of depth and movement. The overall effect is that of a technical or scientific diagram, possibly representing a network or a system of connections. The font is a classic serif style, but the overall composition is modern and abstract.

Well-known astrologers like Susan Miller are still the (almost) incontestable authorities. But a new wave of astrologers and portals shines in the astral horizon. From artificial intelligence of the astrologic bots to feminist brujas, a freer and more fun language is changing the way people relate to the Zodiac.



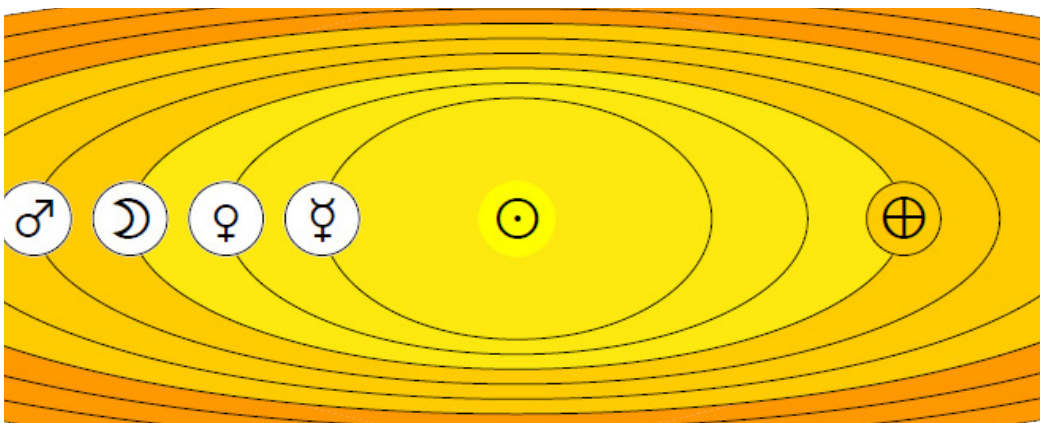
## Susan Miller / Astrologyzone

Entrepreneur, best-selling author and the most famous astrologer in the world, AKA the Oprah Winfrey of Astrology.



## Astro Dienst

Iconic and very in-depth, the website offers paid reports with specific knowledge.



## Cafe Astrology

Every possible detail about planets, transits, and astrology synastry.



## Chani Nicholas

One of the most celebrated astrologers within activists, feminists, and the LGBTQI2S community.



## Co Star

Beautiful app based in artificial intelligence that provides birth charts and daily horoscopes with total precision.

## The Astrotwins

The twin astrologers of Hollywood, focusing prominently on wellness.



## Personare

The biggest reference of Astrology portal in Brazil, it was mentioned by almost 400 interviewees.



## Mystic Mamma

A spiritual guide combining thoughts from various gurus around the world.



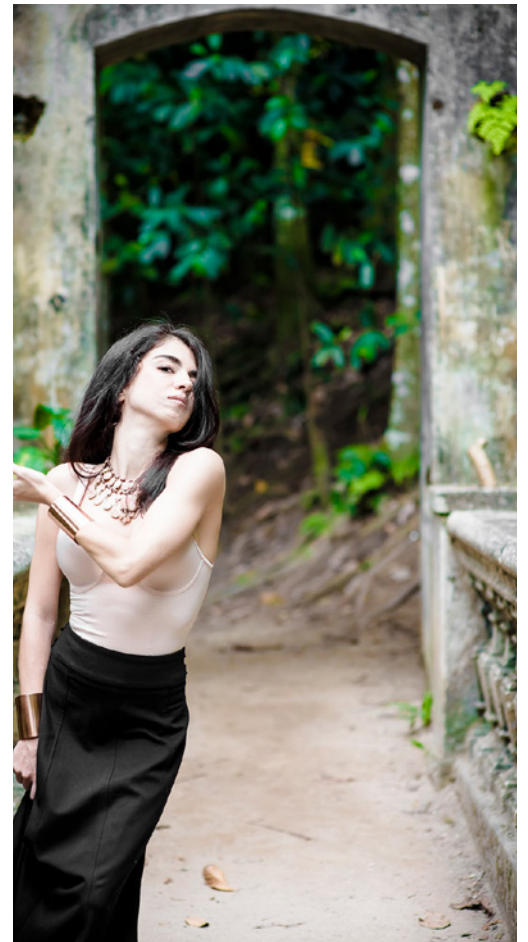
## Broadly

Daily horoscope with Vice vibes and sparkling visuals.



## Amber Khan

Celebrated YouTuber who does impressive and intuitive readings of tarot, with a hint of astrology.

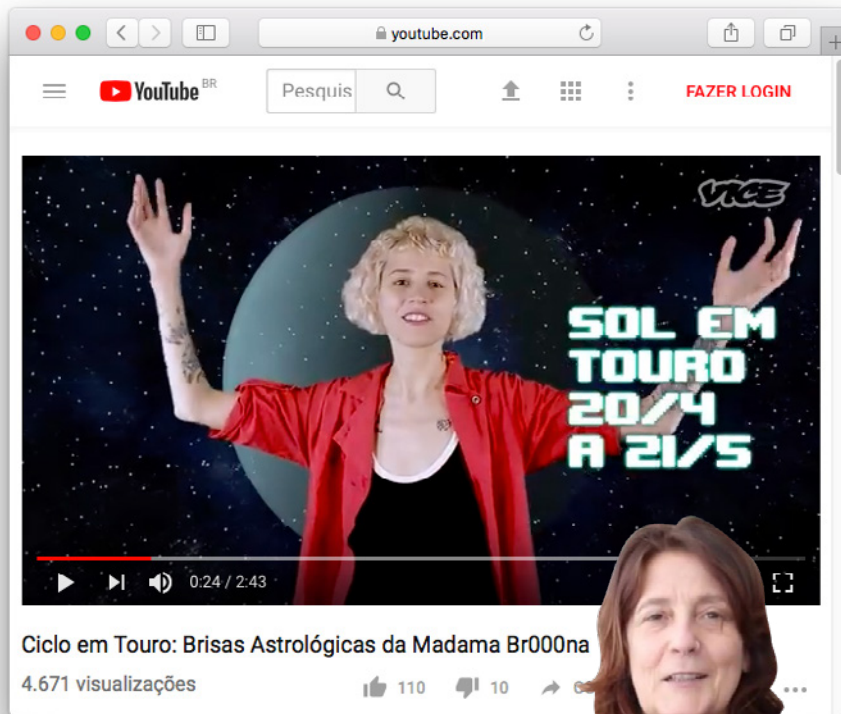


## Maína Mello

Young journalist from Rio, monthly horoscope sweetheart, and frequent public speaker.

## The Hoodwitch

Supreme brujas of tarot, crystals, and magic rituals for young people in search of salvation.



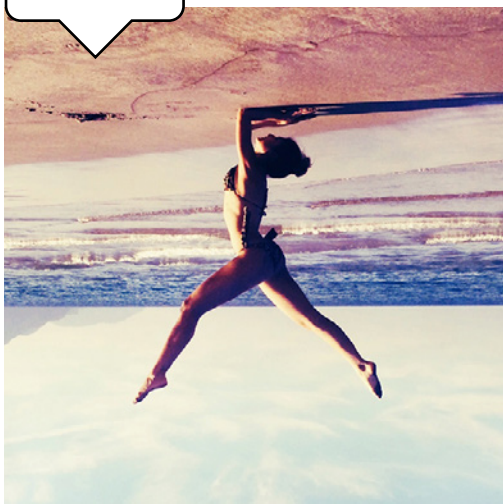
## Br000na

The cool "high muse" of Instagram with an irreverent language full of memes.



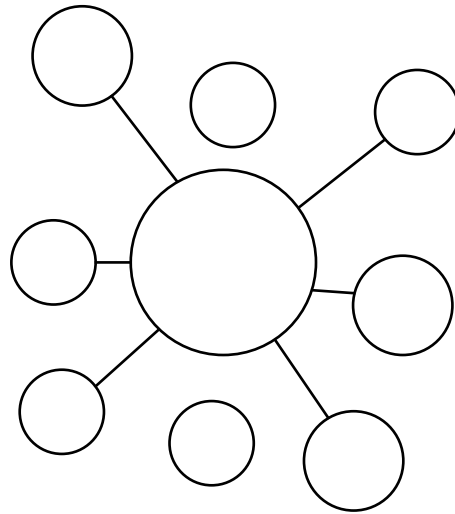
## Eduardo Mello

Charismatic influencer. Great design content and poetry, on an account with over 200k followers.



## Isabella Mezzadri

Influencer in the lifestyle of "self-knowledge", primarily through spiritual coaching.



## Astrolink

Brazil's biggest astrology network, ideal for community board discussion and meeting people.



## I don't believe in Astrology, but

A popular Facebook page with almost 1 million followers. Consume with moderation!



## Venus in LDRV

Astrology isn't mayhem, or is it? This Facebook group is home to the craziest "Astrology people".



## Edu Conte

Facilitates immersion retreats for healing through Astrology. Founder of AstroCorp, which administers workshops for corporations.

# A conversation with @br000na



"I first got involved in astrology to prove it was all nonsense. However, as I learned more, I realized its power and I never left it."

"For such a long time I denied and discredited what I call 'magical thinking' because I thought it would make me appear immature."

"To me, Astrology is not scientific, but artistic. I use Astrology as a way of talking about culture and feelings. It's such a liberating approach."



WHAT  
HAVE WE  
DISCOVERED  
SO FAR?

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WHAT  
HAVE WE  
DISCOVERED  
SO FAR?

# Who believes?

Who truly believes  
in Astrology?

As expected, Astrology appeals more predominantly to women. One explanation is the generalization that women are more sensitive and thus more open to self-knowledge and personal growth, and more empathetic. (Not to mention their connection to moon cycles.)

## Male gender

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15%

## Female gender

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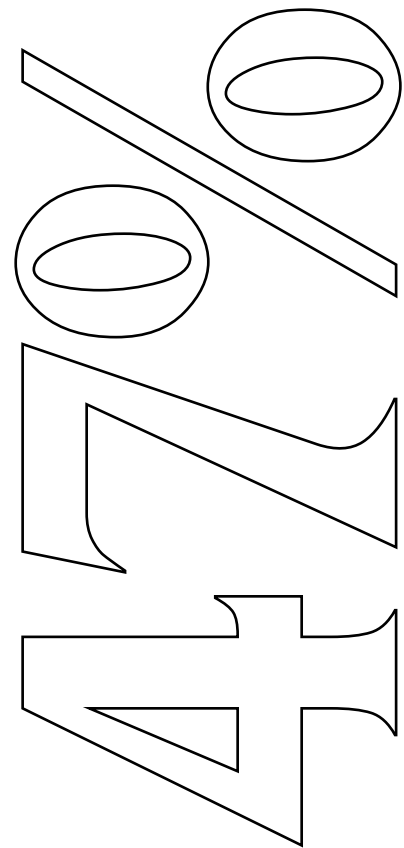
85%

But maybe this difference between men and women isn't such a big gap after all, and it is possible that the gap is becoming smaller as gender becomes a more frequent debate in our culture. When you research online forums about Astrology, there's an evident growth in the number of men—admittedly heterosexuals— that are joining the conversation, therefore challenging the idea that Astrology is “for women.” You go, guys! ✨

Younger people are showing a growing interest in Astrology. These people didn't participate in the esoteric boom of the Hippie and New Age eras (the counterculture of the 60s and 70s). Moreover, they also didn't live through the 80s and 90s, an era of functionality and conformism that turned Astrology into a marginalized topic that was either tacky or out of fashion.

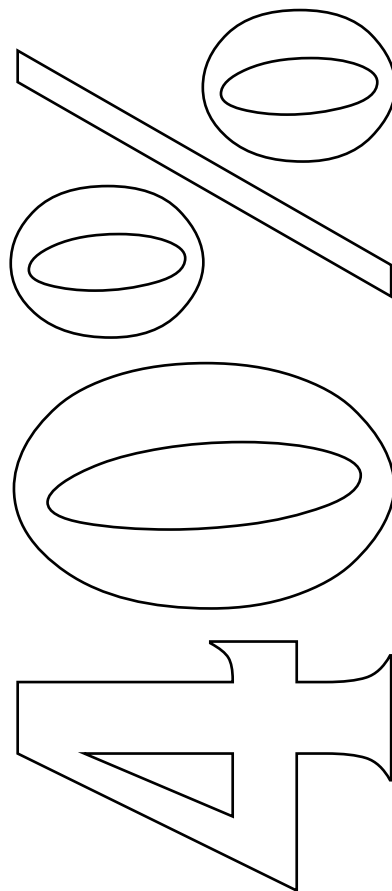
## Generation Z

>1996



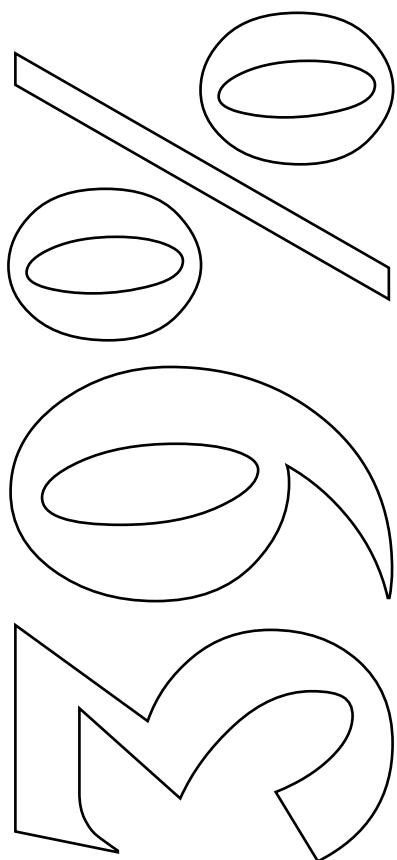
## Millennials

1981-1995



## Generation X

1961-1980



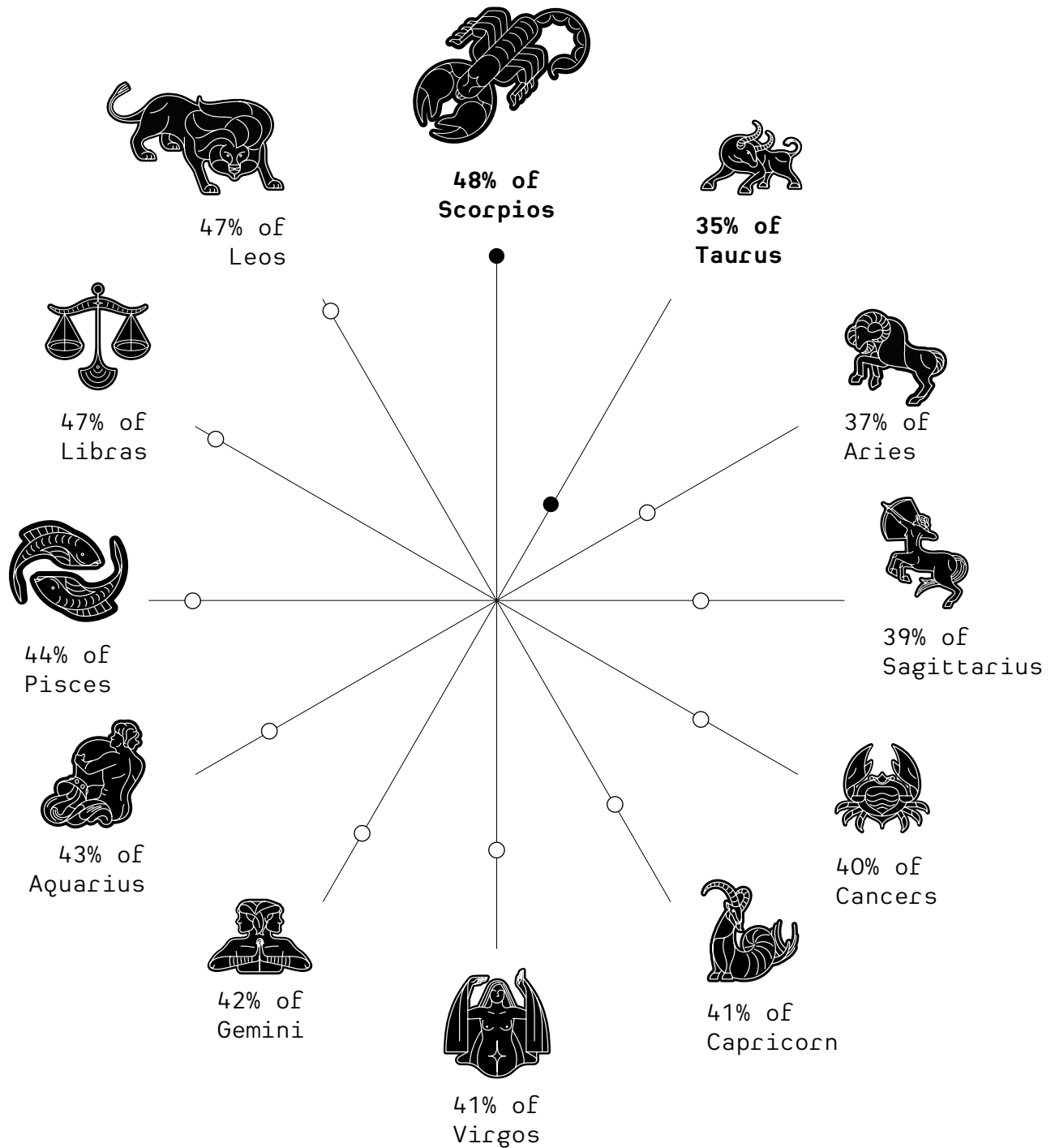
These younger generations are living through a crisis of trust: there's a feeling that the government, the media, and the big institutions are not telling the truth. And when we cannot trust society, we look for answers that go beyond reason. The uncertainty and the instability about the future and the urge to ease anxiety could be a common thing for everyone, however, amongst this younger population, angst is critical. The need for pause and reflection is urgent for those who are struggling with anxiety, even if the

one who provides that headspace is a YouTube astrologer.

Furthermore, the Zodiac is the perfect solution for our hyper-individualized culture. Astrology is not a religion that patronizes followers. **On the contrary, It is personal and specific, it is about 🖐️ YOU!** It's a goldmine for young people who are constantly trying to redefine themselves.



# Who fully believes in Astrology?



We will talk MUCH MORE about the differences amongst the signs and their beliefs on our next Trend Report. But let's share some initial thoughts here: maybe the most faithful signs are the ones who really like the Zodiac. Or perhaps those who appreciate how their signs are portrayed in mainstream culture.

In the meantime, fun fact: Capricorns are the most decisive when it comes to believing—or not believing—in Astrology. Many other signs told us "I don't know if I believe in it." But not Capricorns: they were consistently decided one way or the other.

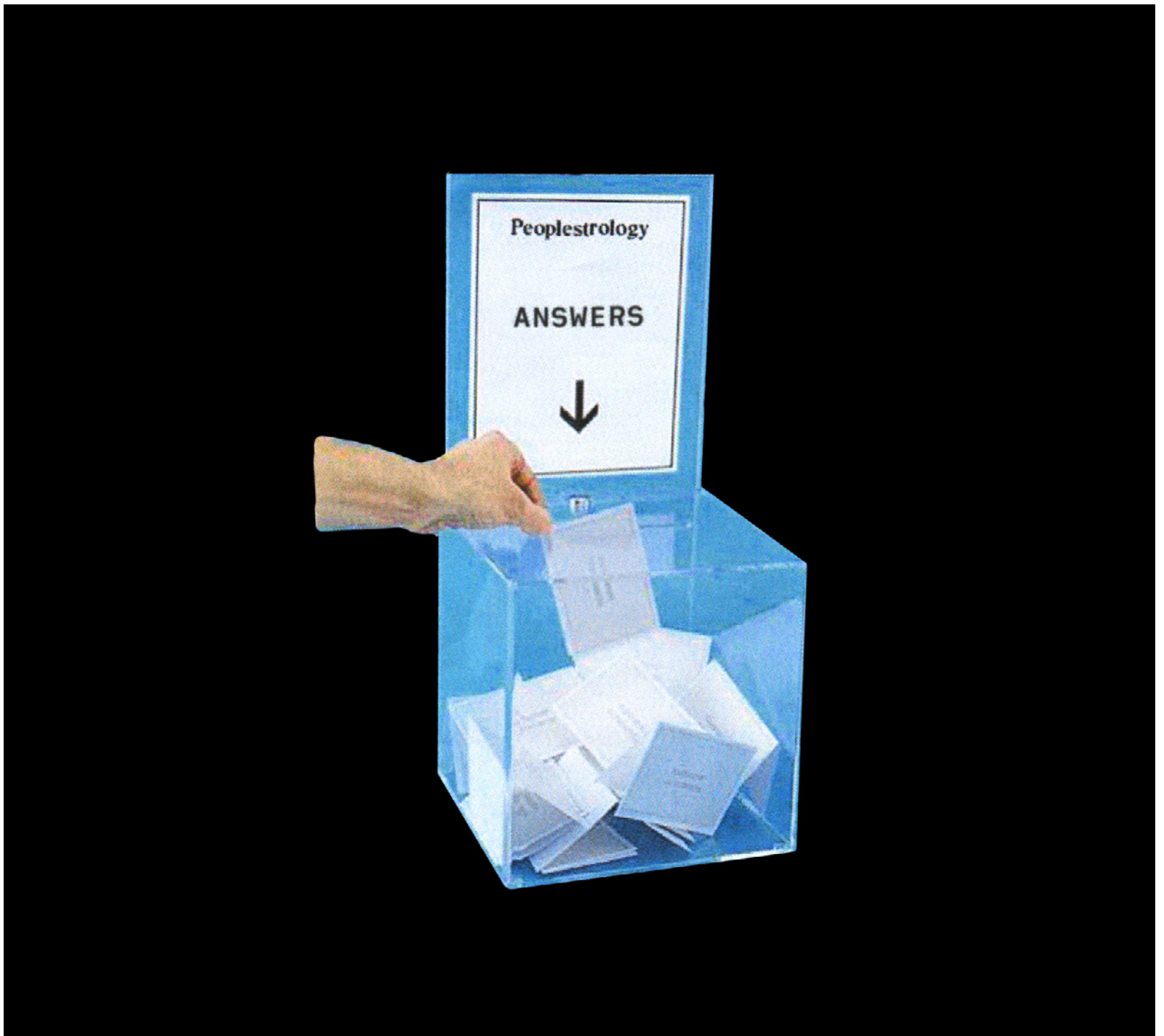
This data doesn't pinpoint any certainty, but they help us to presume that:

Scorpio women from GenZ are the most passionate about Astrology.

Meanwhile, Taurus men from GenX are among the least invested (even if they are still curious about the topic)



## The overall picture...



42%

of our sample FULLY BELIEVES in Astrology – even though no evidence has been found to prove Astrology works.

1000+

More than 100 respondents participated in a survey about a topic that they DO NOT BELIEVE or FULLY DISBELIEVE IN.

# The Paradox of Faith

**The opposition of “Astrology is fake”  
and “Astrology is real” doesn’t make  
sense anymore - and it doesn’t matter.  
This is the new order of post-truth.  
In a culture of alternative facts, “truth”  
becomes relative or a point of view.**



**“People are interested in Astrology  
because it lacks proof.”  
- interviewee, Libra**



Ambivalence and conflicting feelings make Astrology even more interesting in a time of instant reactions, and where opinions are so polarized.

**"People believe in Astrology for the mystery of being so plausible."**

– interviewee, Pisces

**"The pleasure of the discovery and the doubt within the same answer."**

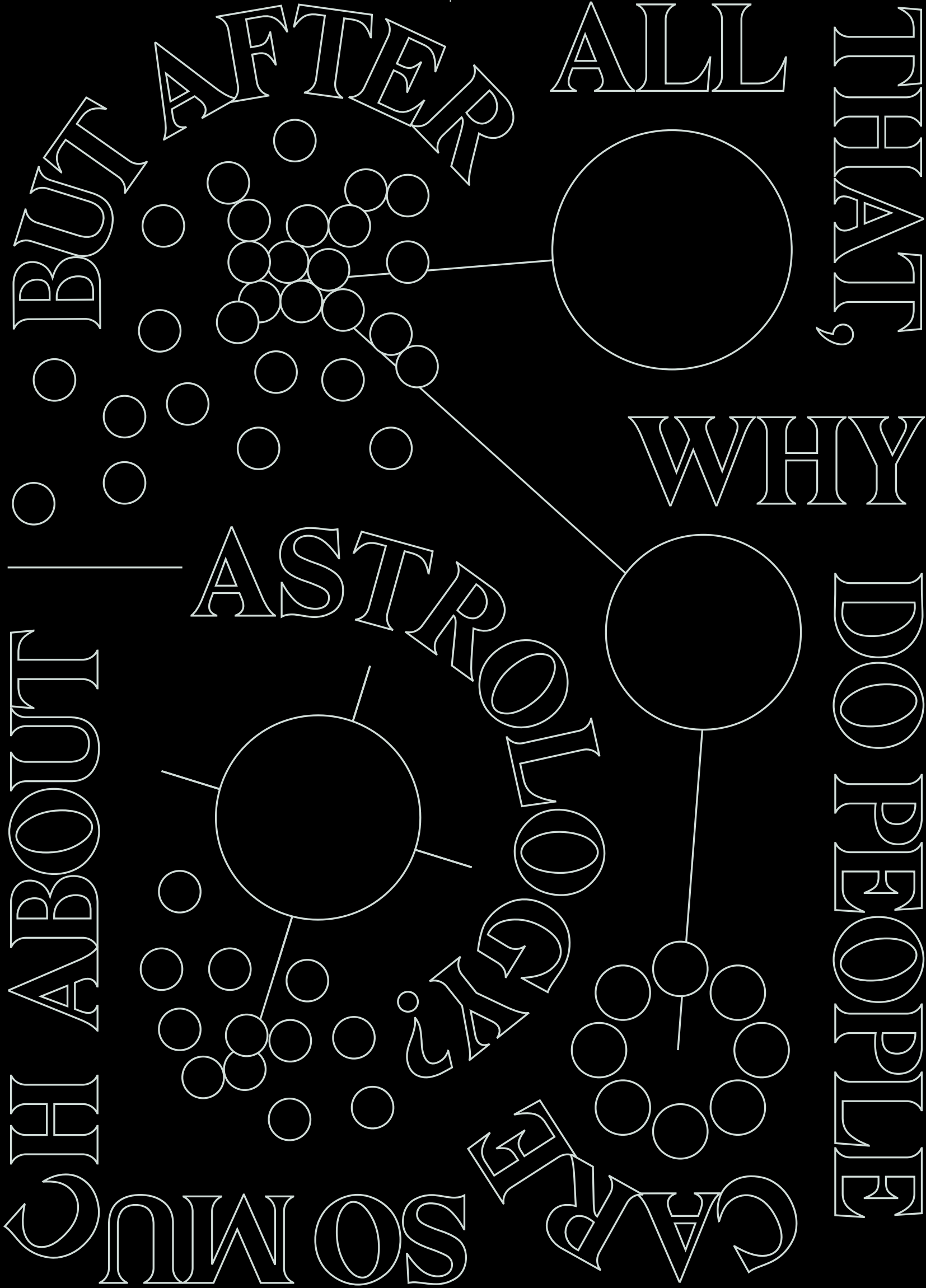
– interviewee, Gemini



In the end, whether it's real or not doesn't matter. Astrology is part of the collective consciousness. That's why we need to dissect the relationship between people and Astrology with equal parts of seriousness and triviality.

**That's why we are here. 😊**

.



**"I don't know, maybe  
because they are Pisces."**  
– interviewee, Pisces



**"We don't know what to believe in anymore. :("**

– interviewee, Gemini

**"Everyone is looking for answers, some answers, any answer. And Astrology suggests a few."**

– interviewee, Scorpio



People turn to Astrology in the search for answers. Astrology is the Magic 8-Ball of adulthood, perhaps with a little bit more of a foundation.

Who am I? – How is my personality? – Why am I like this? – Am I going to be lucky in love one day? – Should I change my job? – When should I do this? – Why is that happening?

After all, we are always looking for the meaning of things.

But what should I do when nothing makes sense?

Well, perhaps Astrology does.

Astrology is not (only) about fixed meanings or even predictions. Astrology is about interpretations of meaning. How people react to it and what astrologers have to say about the planets and transits are the most exciting part. It's that old idea that everyone has access to information, but how one may interpret it is what counts. Does it make sense?

Moving forward, the relationship people have with Astrology seems to be influenced by **3 Macrotrends**.

## **I. Post-Demographics**

## **II. Mystic Mall**

## **III. Memeology**

\* Macrotrends are major social, cultural or marketing forces that impact the way people think, live, consume, and relate to each other.

# I. Post-Demographics

**The Internet's ethos: to define  
is to limit is a central belief of the  
times we're living in.**



The 40s are the new 30s, the 30s the new 20s, and you don't identify with your generation. Facebook has more than 50 options for gender identity. Kendall Jenner doesn't define herself as a photographer; however, she is the queen of selfies. Fluidity is the only rule nowadays.

People are no longer defined by 'traditional' demographic markers such as age, gender, location, or income level. Tastes, relations, and interests constantly change and at a fast pace. We live in a time in which the way you present yourself is more important than defining yourself. There are no long-term definitions anymore. Therefore, traditional demographics aren't enough to categorize and forecast behaviors

and attitudes. A post-demographics culture emancipates more fluid identities.

**– But if I don't identify with my gender, income level, or my generation, who am I?**

**– You're a Gemini who wants to be Sagittarius and is often mistaken for an Aquarius.**

## II. Mystic Mall

**The fluidity of identity  
boosts spiritual plurality  
and religious mobility.**



According to Pew Research, one-quarter of Americans identifies as “spiritualized” but not religious. People are starting to identify with forms of spirituality that don’t require the sacrifices or the conformity of religions. However, these alternate belief systems still offer answers to the big existential questions. It’s the rise of a more individual, non-dogmatic spirituality.

Like your personal style, your spirituality is unique, non-transferable, and if possible, very cool to show off. And it ends up being like a patchwork cloth: you celebrate Christmas, but don’t identify yourself as Catholic; you meditate daily, but are not a Buddhist; you light up candles to

the universe, but are not necessarily a witch – or a bruja. Nowadays spirituality follows the same logic of consumerism: you pick the codes, styles, and rituals that match your personality, as you were at a big mall of mysticism. It’s the cafeteria buffet of spirituality, and you eat whatever and as much as you want.

**– Welcome to the age of Ready-to-Believe: you can believe in horoscopes only when and how much you’d like to.**



### III. Memeology

**Memes are maybe the most significant cultural contribution of our times. A meme can express how you feel better and more precisely than any long text.**



The ironic and self-deprecating humor of the internet has taught us to be sharper and not to take ourselves too seriously. Or maybe we don't understand anything that is going on and are laughing at everything around us.

The speed of how memes work challenges our capacity of reflecting about something, of building a narrative, and even of understanding the meaning of what is happening. You laugh at a meme filled with prejudice, but don't see yourself as a racist or homophobic. Because it is funny, it seems harmless. Memes turned into a tool to manipulate the masses. And you can use them to disseminate a political ideology (Pepe the Frog comes to mind), to sell more products (Supreme and Starbucks), or to change

your diet completely (Açaí bowls are the new avocados, which are the new matcha tea, which is the new kale).

For better or worse, memes are here to stay as they became the center of the way we communicate. And they changed the way and the speed we relate to any topic. The new age of Astrology lives this paradox through Astro-trolling: To troll a sign it is to troll a group of people that don't defend themselves or strike back. It is all fair game, where the deprecating jokes may not be as offensive as they may look like.

\* Wait, what are memes again? Memes are cultural objects that spread at the speed of a virus from person to person.

HOW DO THESE  
ACROTHESES  
AFFECT INTER-  
JECT. THE  
FUTURE OF  
ASTROLOGY?  
RLOGY?

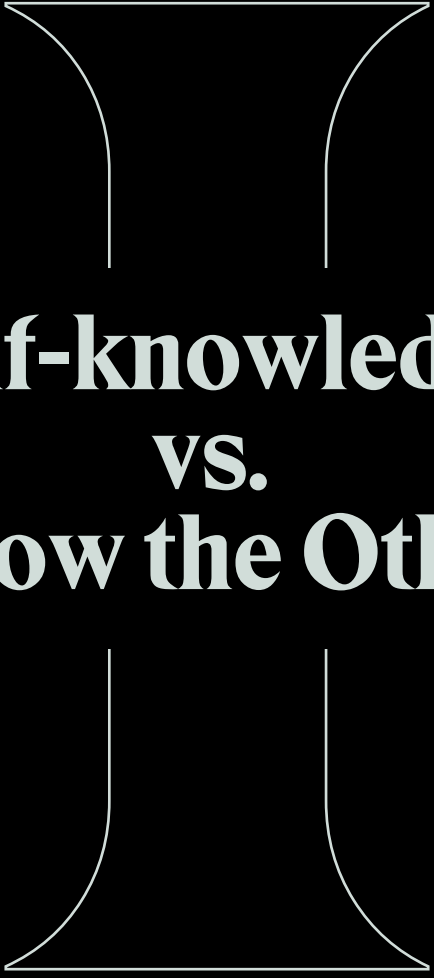
Peoplestrology  
The 5 Cultural  
Meanings of  
the New Age of  
Astrology:  
**Empathy**  
**Community**  
**Hope**  
**Transformation**  
**Consciousness**

Trends are  
**Cultural Tensions.**

Each cultural  
meaning comes  
from the clash of  
different needs  
people have  
when they relate  
to Astrology.

Cultural Tension


Cultural Tension



**Self-knowledge  
vs.  
Know the Other**

# Self-knowledge

Astrology as a form of getting to know yourself is a big cliché. It offers the possibility of defining your personality based on the Zodiac archetypes. It helps us to understand ourselves a bit better and, in the age of personal brands, to redefine our own images.



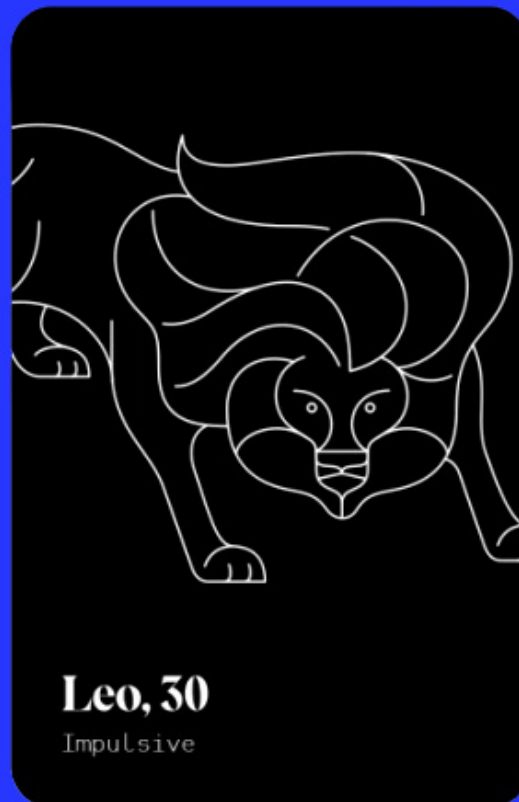
“Astrology allows people to give meaning to the chaos of their inner world.”  
– interviewee, Aries

“Astrology helps to find out things about ourselves that other people don’t dare to tell us.”  
– interviewee, Taurus

## Know the Other

It's the Tinder effect: we love to know other people's sign even before we meet them. It is an easy way of getting to know who we'll have to deal with and knowing what to expect beforehand. This approach could be dangerous as it forms preconceptions, but on the other hand, it can also be fun icebreakers and ways of starting new relationships.

"It is a way to connect with different people."  
- interviewee, Virgo



"Astrology helps you to know your crush is a match to you."  
- interviewee, Libra

Cultural Tension

## Self-knowledge vs. Know the Other



Cultural Meaning

Astrology is  
an exercise of  
**empathy**



“It’s a manual about people.”  
– interviewee, Virgo

“It is a way to talk of people without actually talking about people.”  
– interviewee, Gemini

Astrology is about understanding who we are, and why we are so different from each other. It gives us the wisdom to interact with each other, from pros to cons”  
– interviewee, Libra

Trying to understand ourselves is even more enlightening when we compare ourselves with the people near us. And the Internet has expanded the concept of proximity.”  
– interviewee, Virgo



Cultural Meaning

# Astrology is an exercise of **empathy**



“What We See in Others is a Reflection of Ourselves” – this millenarian belief states that we only know the other if we know ourselves, and vice-versa. Astrology can be more than a strategy of self-improvement or judging others. Astrology could be an experiment in tolerance and humanity.

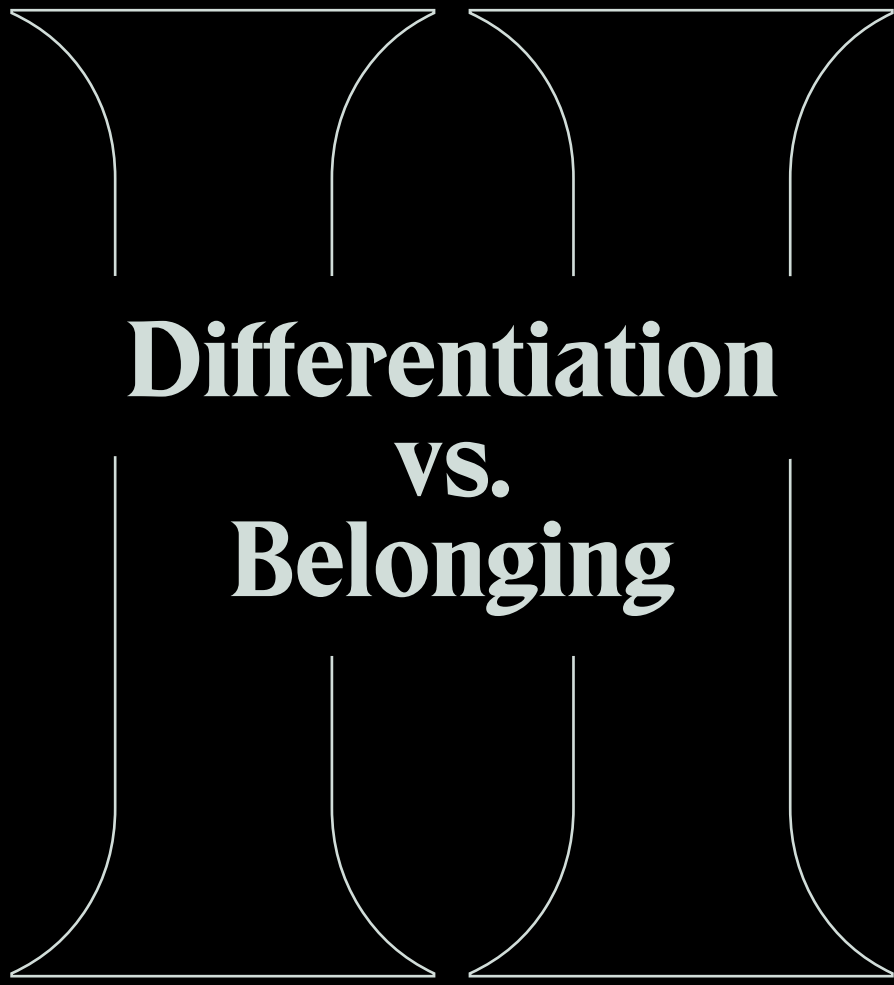
A sense of equality presumes the existence of differences.

All human characteristics are somehow contemplated in the 12 Zodiac archetypes and within its endless combinations. Which personality traits are the hardest to deal with? What is different from me? Or what is similar to me, but that I have a hard time admitting?

Are we ready to deal with otherness?

Cultural Tension


Cultural Tension



**Differentiation**  
**vs.**  
**Belonging**

# Differentiation

12 x 12 x 12. There are 1,728 possibilities just for the combination of your Solar sign, Rising sign, and Moon in a natal chart. It's like name, last name, and nickname. WHO ARE YOU? Where and what time were you born? Astrology validates the promise that your birth was a unique and particular event in the universe. Your mom was right.




"Astrology legitimates our need to be unique and special."  
- interviewee, Aquarius

"Astrology makes each individual unique, like everyone aims to be."  
- interviewee, Leo

## Belonging

Identity is Differentiation, but it is also Belonging. Where do you fit in? With whom should one connect, to avoid feeling utterly alone? Belonging to a group of similar people does not promote comfort. It gives people the tranquility to feel represented and to know that no one is wholly alienated in their own dramas.



"Astrology helps you to find a place where you are not alone; it is comforting and makes life less scary."  
– interviewee, Aquarius

"Even if it doesn't make any sense, I think it gives relief and a sense of belonging for those who are believers."  
– interviewee, Pisces

Cultural Tension

## Differentiation vs. Belonging



Cultural Meaning

Astrology  
provides a sense  
of **community**

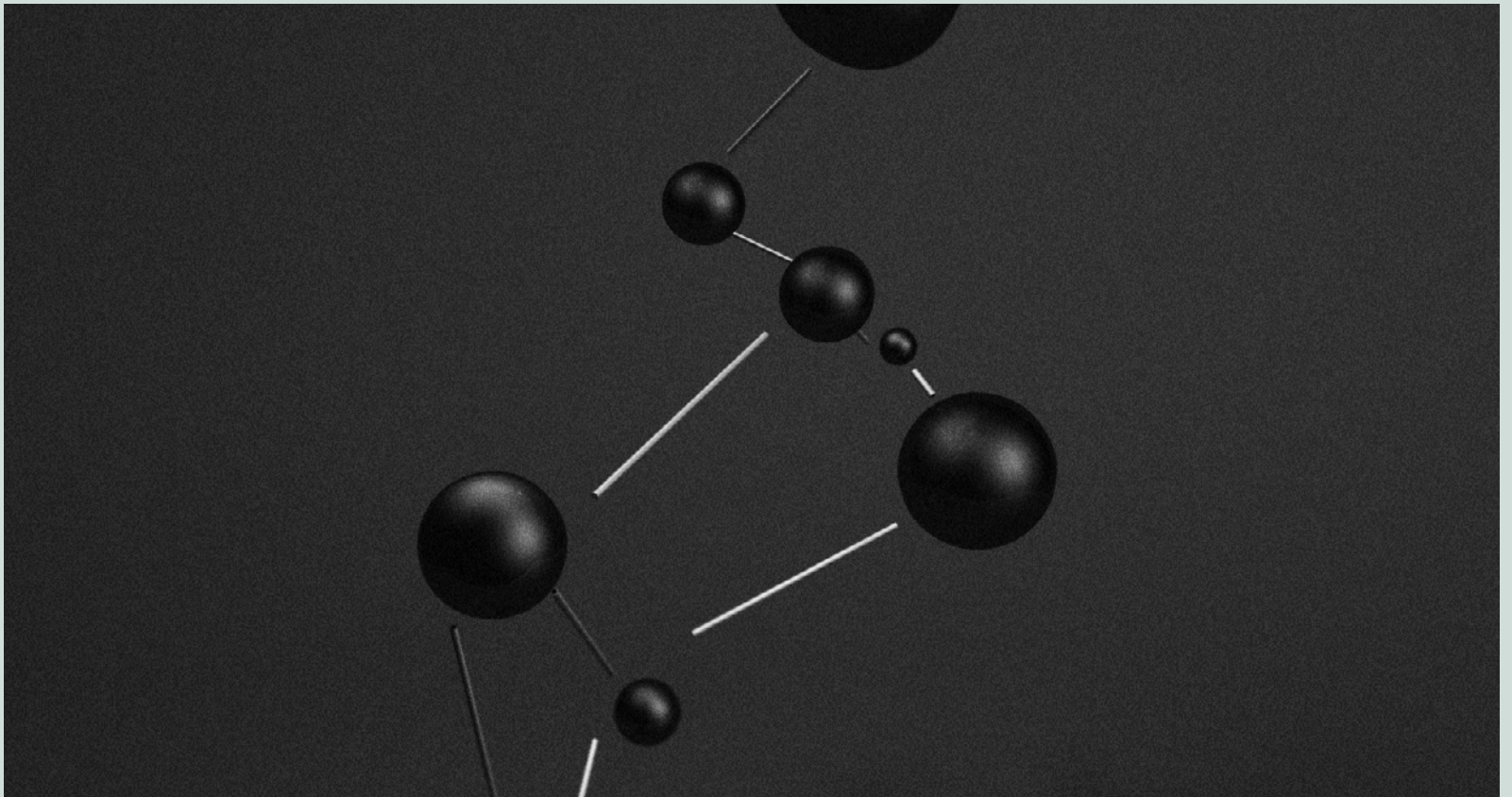


“Astrology is a way for people to feel less different, yet special.”  
– interviewee, Sagittarius

“It is the need to integrate oneself in a group in order to see if we can share the same characteristics with those people, and still everyone be their own person.”  
– interviewee, Virgo

“Astrology divides but unifies people.”  
– interviewee, Libra

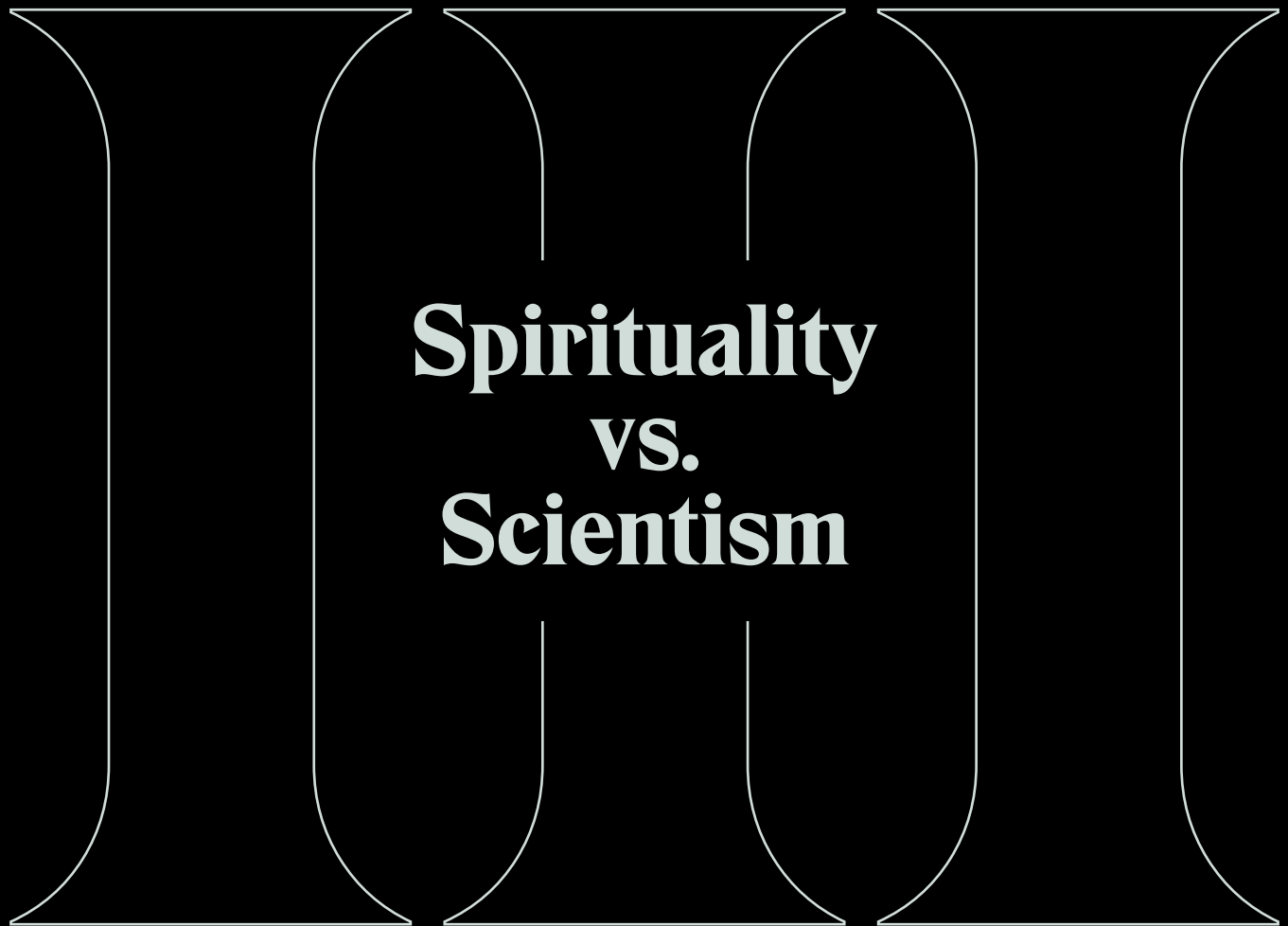
# Astrology provides a sense of **community**



In the end, are we all the same or we are all different? Astrology knocks down this dualistic view with groups of people—and signs—that does not ignore individualities. This is the definition of community for the culture we live in.

The diversity here isn't the outcome of a war of dominance and supremacy. The stars are transversal and more libertarian than that. Virgo people

are a minority or majority that is just as important as Pisces. It is not about excluding groups, either. Even with the sun in Leo, my Venus is in Sagittarius. The complexity of a natal chart is an analogy to the complexity of a person's personality, which is made of countless social and cultural signifiers.



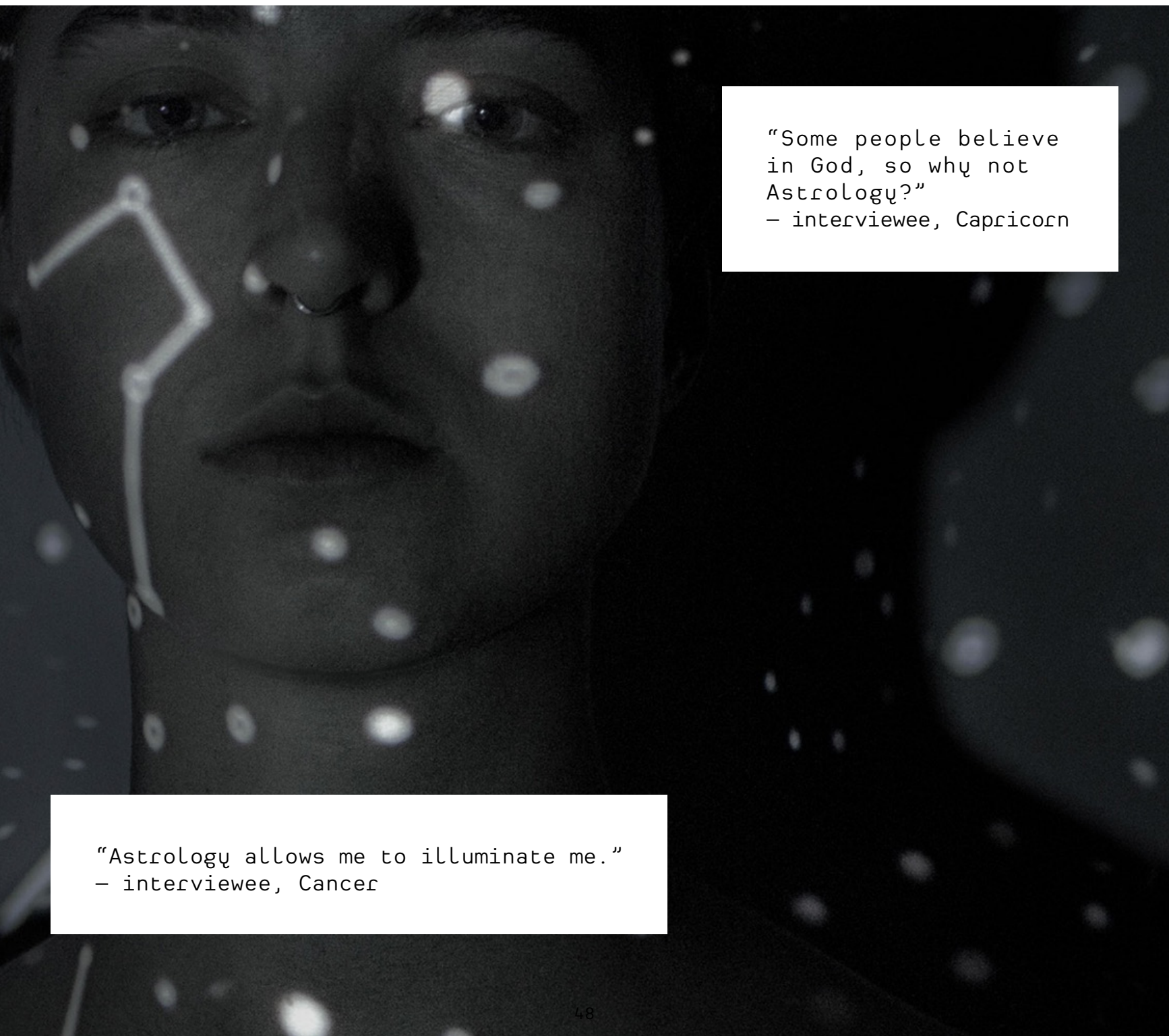
Cultural Tension

Cultural Tension

**Spirituality  
vs.  
Scientism**

# Spirituality

Astrology it is like a religion, but it with a more individual and intimate take on spirituality. The lessons, challenges, and learnings aren't the same for all human beings. There isn't right or wrong, but instead a creative and subjective quality through which everyone can create their own rituals for the eclipse or a mantra for their sun sign. It is the relief of magic without the weight of guilt, which fits a generation that is not willing to give up its individual wellbeing.



"Some people believe in God, so why not Astrology?"  
– interviewee, Capricorn

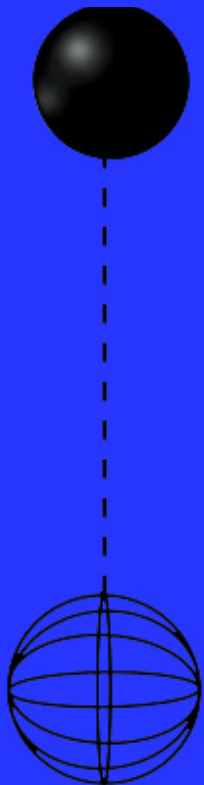
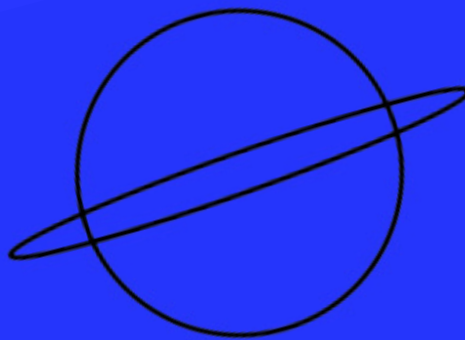
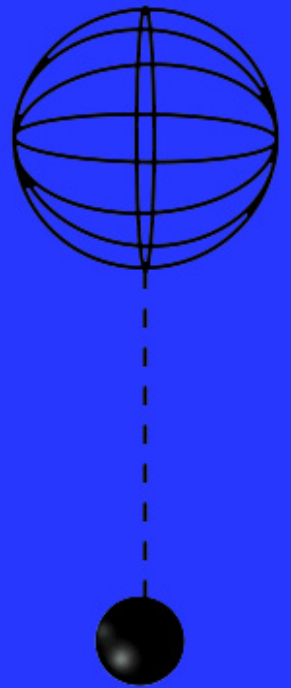
"Astrology allows me to illuminate me."  
– interviewee, Cancer



# Scientism

Some people are interested in Astrology because it is about logical thinking, a discipline that is about precision and efficiency, one that is capable of explaining everything, like science. Yes, the astrophysics and mathematical calculations are part of it; however they aren't enough to guarantee good readings. How can science prove that Venus is the planet of love? Is Astrology a science or a myth? Or maybe both? Or neither of them?

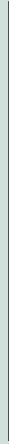
"Astrology is mathematics."  
- interviewee, Virgo



"People believe in Astrology because it is a science, and their predictions match reality."  
- interviewee, Aquarius

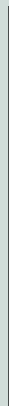
Cultural Tension

## Spirituality vs. Scientism



Cultural Meaning

Astrology is  
the promise  
of **hope**



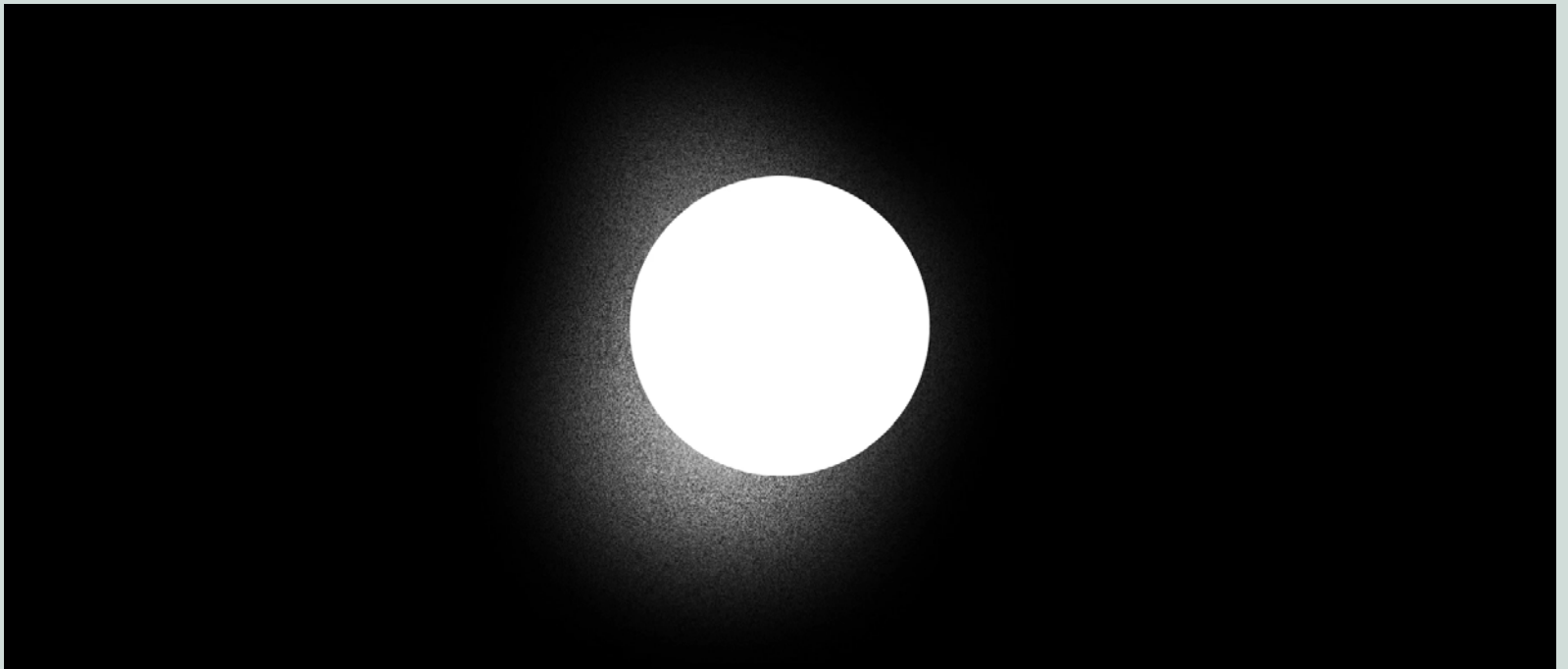
“Astrology offers another path: it’s neither 100% spiritual nor is it 100% rational – interviewee, Leo

“It’s a need for explanations, guidance and good news” – interviewee, Capricorn

“People need beliefs in order to have hope for better days” – interviewee, Capricorn

Cultural Meaning

# Astrology is the promise of **hope**



Just like many people trust science and technology to explain (and evolve) the world, many also believe in divinities and supernatural influences in our lives. Both sides of this coin offer the same benefit: reassurance – at some point in our lives “everything will be alright.”

Astrology is mystic but systematic. It speaks about the universe, but also about people. It has a lighter take on faith as it doesn't demand a profound compromise and it also leaves room for subjectivity. And

each individual has a way of using Astrology to ease the daily search for relief and comfort.

Astrology it is the promise that, no matter how chaotic is the present moment, there will always be a solution, closure to a cycle. Maybe that planet just needs to get out of the retrograde motion, or you need to neutralize some negative conjunction with a positive one. Hope is a noble feeling, rare and at times naive. But there is nothing wrong with it.

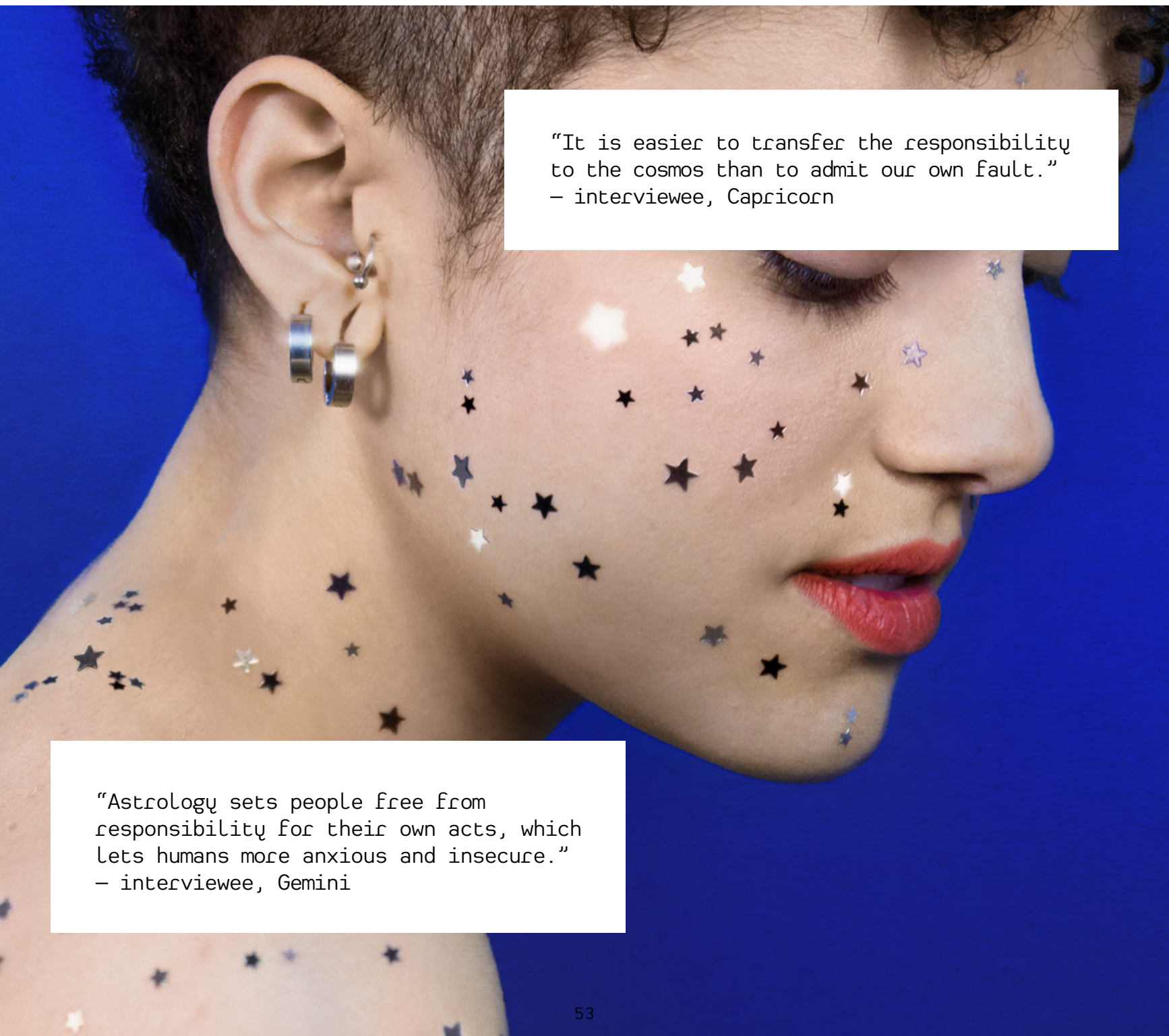


Cultural Tension

Cultural Tension

# Destiny

"I was born like this, it isn't my fault" or "I don't need to worry about anything, the stars will take care of it." Astrology can be convenient for making up excuses and dodging responsibility, as a pretext to justify weakness, failures, or even to set us free from commitment. To blame it all on the stars, it's a defensive argument and also alienating, as it makes us ignore the responsibility we have for our lives and our future.



"It is easier to transfer the responsibility to the cosmos than to admit our own fault."  
- interviewee, Capricorn

"Astrology sets people free from responsibility for their own acts, which lets humans more anxious and insecure."  
- interviewee, Gemini

## Free will

If astrology can provide self-knowledge, it can also grant autonomy.

1) Predictions are not facts, but stimuli that make us think how we could be better prepared.

2) A map is only a picture to help us to see where we are. The traveler is always the one who decides which path to take.

Astrology shows us scenarios, trends, and possibilities for the future, but the final decisions are yours to make.

Good luck, and don't f\*ck it up.

"Astrology gives you a bit of guidance to make better choices."

– interviewee, Sagittarius



"Astrology helps you to set your life in the direction that you want it to be."

– interviewee, Scorpio

Cultural Tension

## Destiny vs. Free will



Cultural Meaning

Astrology is  
the assurance of  
**transformation**



“It is like therapy,  
but in outer space.”  
– interviewee, Gemini

“It is like a counselor,  
but not a human one.”  
– interviewee, Libra

“Astrology helps you  
to learn what you like  
and don’t like about  
yourself, and to work  
on how to be a better  
person.”  
– interviewee, Aries

“We like to see the  
future through gaps ...  
like taking a look into  
the future and getting  
ready for it.”  
– interviewee, Taurus

# Astrology is the assurance of **transformation**



It doesn't matter who you are. The question is: who do you want to be?

Understanding who we are and having an idea of what might happen in the future should not paralyze. On the contrary, it should help us to work with what we have. This might be the path to personal growth and self-improvement.

In this manner, Astrology takes the place of a life coach and offers information that might lead to progress and transformation. After all, being

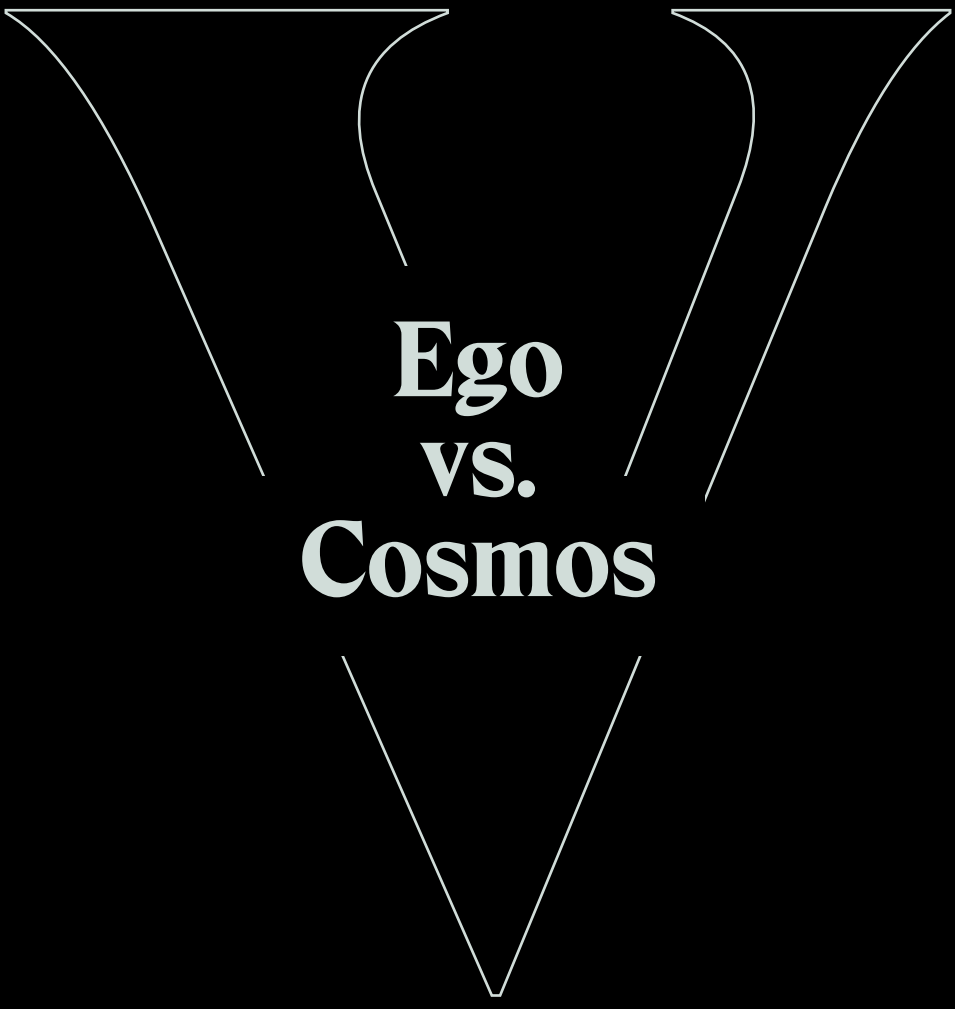
better informed or more inspired before making a decision is always better than having no reflection at all. This is a more libertarian and non-deterministic way to find answers in ourselves through external explanations.

People rely on the horoscope because it doesn't limit their individual freedom. In a neo-liberal system that states that everyone deserves to be happy, Astrology ensures that nothing happens for no reason, and that your life can get even better.




Cultural Tension

Cultural Tension




# Ego

Astrology is the perfect excuse to talk about yourself. It is a tool to acknowledge positive traits, to feed vanity and boost the ego. Every detail of your birth chart is an opportunity for consented narcissism – to think and talk about yourself without coming off as arrogant or egocentric.




“Astrology allows you to talk about yourself at a bar or a dinner party and everyone also gets a chance to talk a bit about themselves”  
– interviewee, Aquarius



“It is a way of showing your worth and being proud of who you are.”  
– interviewee, Leo

## Cosmos

To believe in Astrology is like accepting an invitation to belong to something bigger than ourselves. The stars help us to understand that we are part of a system that goes beyond our wants and individualities. Each of us is just one more spot in the universe. Or better, each of us is a unique portion of stardust in the cosmos. Like the Buddhist concept of oneness, Astrology is the promise of collective singularity: all of us are part of a more significant unity, the Great One.



"It's nice to believe in our connection with the sky and the universe."  
- interviewee, Libra

"It is another way to see life and to connect with what's around us, with the cosmos, with the universe."  
- interviewee, Sagittarius

Cultural Tension

## Ego vs. Cosmos



Cultural Meaning

Astrology is  
a journey to  
**consciousness**



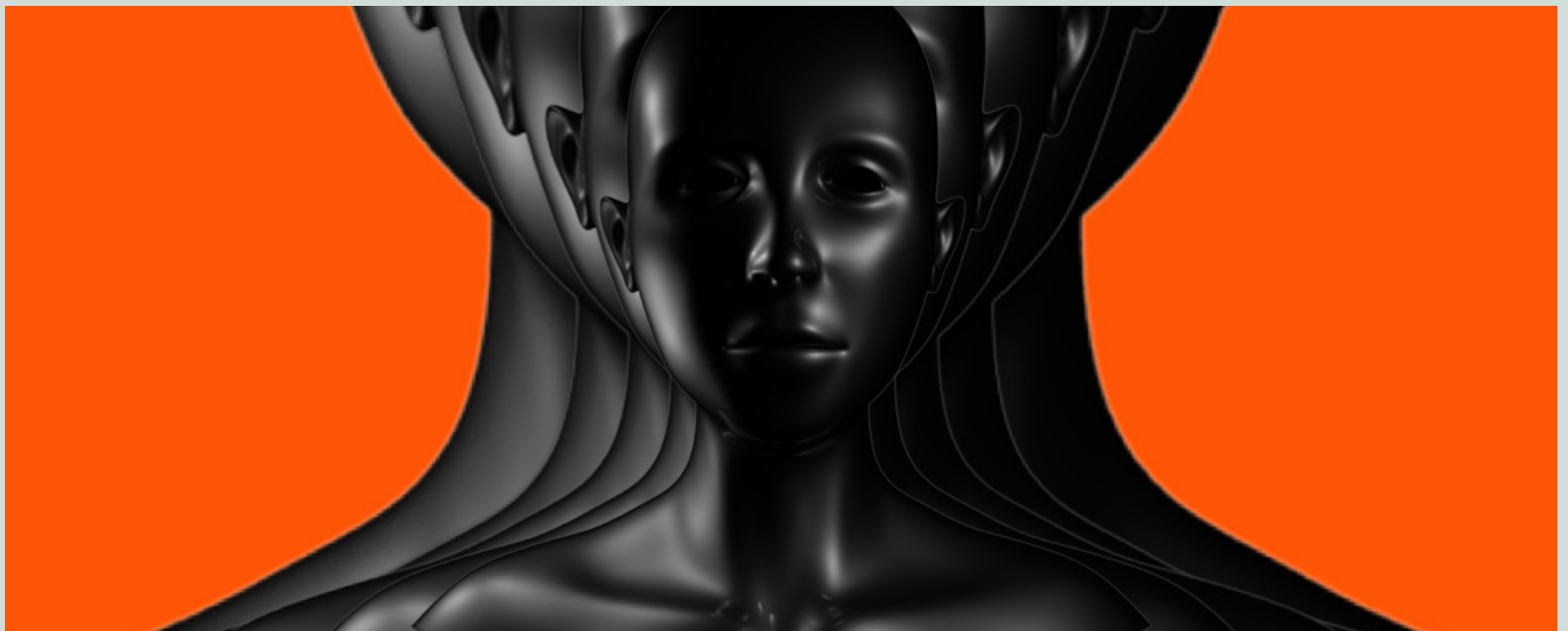
“I think that even those who don’t believe in it subconsciously know that we are all connected with the universe.”  
– interviewee, Sagittarius

“To believe in Astrology is to believe in the possibility of everything influencing everything.”  
– interviewee, Libra

“Astrology connects you to the cosmos and also to what’s best in your own nature.”  
– interviewee, Cancer

Cultural Meaning

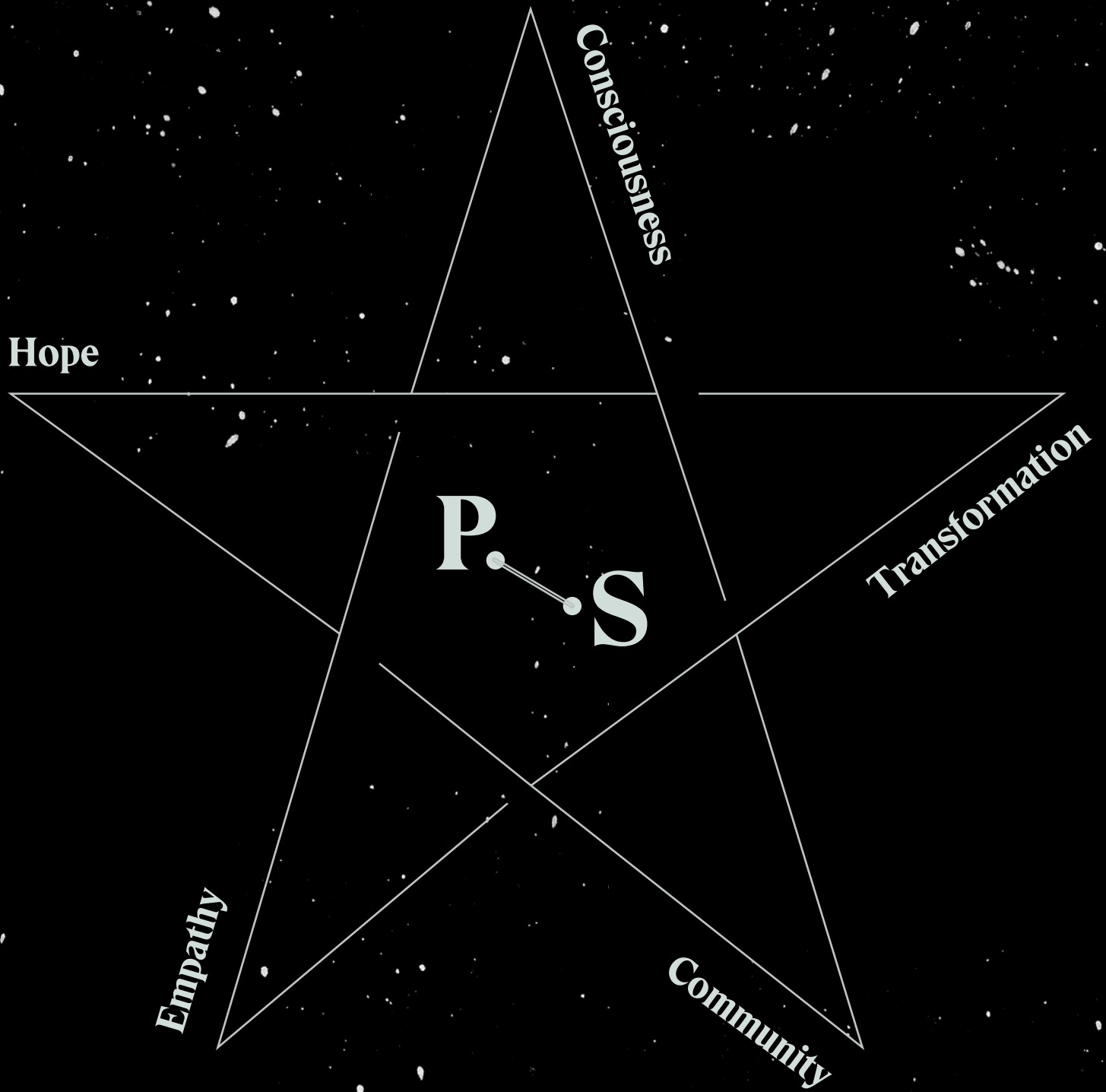
# Astrology is a journey to **consciousness**



Overall the Zodiac offers the possibility of connecting with the cosmos and with ourselves at the same time; to feel whole and yet be a part of something bigger than us. Astrology gives people the opportunity to enjoy their depths and surroundings all at once, their inner space and the universe around them.

This idea is highly relevant to mainstream culture right now, as consciousness is one of the most valuable contemporary aspirations. In the era of Mindfulness, Consciousness isn't just a spiritual state, but also a \$3.7 trillion market according to the Global Wellness Institute.

Whether it's meditation in an ashram in India, or in a SoulCycle class in NYC, we are all searching for the same things: answers and enlightenment; to be present in the moment and, at the same time, connected with the universe. After all, in a world that gets faster and more complex every day, Consciousness is the promise of finding meaning in things and diminishing the angst of everyday life. In the age of anxiety, everything counts to find a little bit of peace, even turning to the stars.



○ ○ ○ ○ ○ ○ ○  
○ AND ABOVE ○  
EVERYTHING,  
ASTROLOGY  
○ IS A TOOL ○  
○ ○ FOR ○ ○  
CONNECTION.  
○ ○ ○ ○ ○ ○ ○

"Who doesn't like to  
compare themselves  
to the universe?"

Interviewee, Gemini



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## PEOPLESTROLOGY

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