

TMR-34: How LGBTQ+ daters use numerology, astrology and tarot to navigate relationships

By Anna Matviichuk 10 min 7

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For the purposes of this report, the term "spiritual practices" collectively refers to numerology, astrology, and tarot

Goal:

The goal of this research is to explore how LGBTQ+ individuals incorporate numerology, astrology, and tarot into their dating decisions and whether these mystical beliefs meaningfully impact their relationship dynamics.

Hypotheses:

- Influence on Decisions:** LGBTQ+ daters frequently use numerology, astrology, and tarot to make dating decisions, believing these practices guide them towards better compatibility and emotional connections.
- Emotional Reassurance:** Engaging in magical thinking provides emotional comfort and reassurance in the uncertain world of dating, helping individuals feel more in control of their romantic outcomes.
- Cultural Appeal:** These mystical practices hold significant appeal within LGBTQ+ communities due to their association with self-expression, non-traditional belief systems, and alternative worldviews.
- Selection Bias:** Individuals who already align with certain beliefs or characteristics may be drawn to partners who share their interest in magical thinking, potentially shaping their dating preferences.

Research Structure:

Quantitative research: Sending out a survey to users to gather their opinions on their usage of numerology, astrology, and tarot in shaping their dating experiences and relationship decisions

Survey Questions - 13 Questions

- Do you use numerology, astrology, or tarot when making decisions about dating? [single select]
- How often do you consider numerology, astrology, or tarot when making dating decisions? [single select]
- Which of the following practices do you use the most in your dating life? (Select all that apply) [multiple select]
- What role do these practices play in your dating experience? (Select all that apply) [multiple select]
- To what extent do you feel these practices influence your dating decisions? [single select]
- How do these practices make you feel about your dating experiences? (Select all that apply) [multiple select]
- Do you feel using astrology, numerology, or tarot gives you a sense of control in your dating life? [single select]
- When making dating decisions what do you rely more on? [single select]
- How important are astrology, numerology, or tarot in expressing your identity or beliefs, particularly in the context of dating? [single select]
- Do you feel astrology, numerology, or tarot resonate strongly within the LGBTQ+ community? [single select]
- How important is it to you that a potential partner shares your interest in astrology, numerology, or tarot? [single select]
- Do you actively seek partners who share your interest in these tools? [single select]
- Have you found numerology, astrology, or tarot to be helpful in your past dating decisions? [single select]

Data Structure:

According to survey logic implemented only those who indicated “Yes, I do” when asked about the usage of numerology, astrology, or tarot when making decisions about dating were qualified to continue the survey

Respondents: 2001 individuals

Respondents who continued the survey after the first question: 386 individuals

Groups: 8 groups

- Lesbians- 281 respondents
- Gays - 321 respondents
- Queer women - 135 respondents
- Queer men - 139 respondents
- Trans women - 405 respondents
- Trans men - 426 respondents
- Bi women - 142 respondents
- Bi men - 152 respondents

Dates: 22/11/24 - 03/12/24 [12 days]

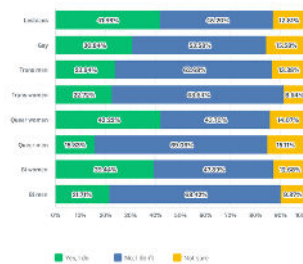
Results [🔗](#)

Overall results: [🔗](#)

- Majority of the LGBTQ+ polled users do not use spiritual practices when making decisions about dating
- Queer women and Lesbians are the categories that use spiritual practices the most when it comes to making dating decisions with 42% and 41% respectively
- Bi men (22%) and Queer men (16%) use spiritual practices the least among the polled groups

Do you use numerology, astrology, or tarot when making decisions about dating?

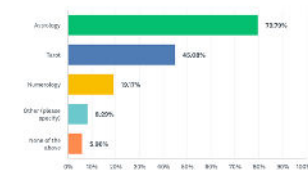
Answered: 3,001 Skipped: 0



- The most popular spiritual practice is astrology, with tarot being the second most popular and numerology being the third popular
- Other spiritual practices used that were mentioned by users are witchcraft practices, spiritual communication, human design practices, runes and pendulum

Which of the following practices do you use the most in your dating life? (Select all that apply)

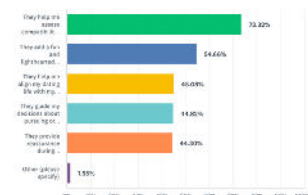
Answered: 308 Skipped: 238



- Assessing compatibility with potential matches is the most common role that respondents use spiritual practices for
- Providing reassurance or guiding decisions about connections are the least common answers when asked about the role that spiritual practices play in respondents' dating experiences
- However, it is worth noting all the suggested reasoning are not that far apart in terms of popularity, which indicates that all of them have a relatively balanced influence on respondents' dating experiences

What role do these practices play in your dating experience? (Select all that apply)

Answered: 330 Skipped: 502



- Using spiritual practices makes respondents feel more confident in their choices and more hopeful about finding the right partner

How do these practices make you feel about your dating experiences? (Select all that apply)

Answered: 330 Skipped: 502



- Majority (57%) agreed that using spiritual practices gives them a sense of control in their dating lives

Do you feel using astrology, numerology, or tarot gives you a sense of control in your dating life?

Answered: 330 Skipped: 502



- Even though respondents indicate that spiritual practices resonate within the LGBTQ+ community, the responses show that the majority relies more on their intuition and personal judgement rather than on the above mentioned practices

- Majority of users are rather neutral about importance of astrology, numerology, or tarot in expressing their identity or beliefs with 37% considering it "somewhat important" and 29% indicating a "neutral" position

- Majority thinks that astrology, numerology, or tarot resonate within the LGBTQ+ community

Do you feel astrology, numerology, or tarot resonate strongly within the LGBTQ+ community?

Answered: 330 Skipped: 502



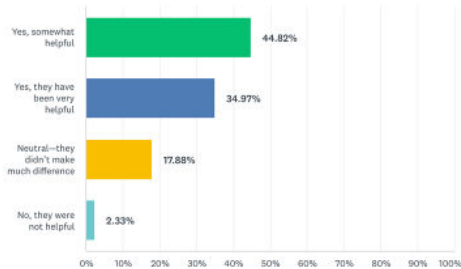
- Respondents do not have a strong preference for their partners to share interest in spiritual practices, but majority sometimes or always seek partners who share interest in these tools (73%)



- 80% of respondents indicate that spiritual practices have been helpful in their past decisions

Have you found numerology, astrology, or tarot to be helpful in your past dating decisions?

Answered: 388 Skipped: 1,615



Results per category: [🔗](#)

- Lesbians**
 - Almost half of the respondents in this category use spiritual practices in their dating decisions
 - Astrology is the most prevalent spiritual practice used
 - The most common reason for using spiritual practices is assessing compatibility with potential partners
 - Using these practices makes respondents in this group feel more confident in their choices and more hopeful about finding the right partner
 - 47% of respondents agree that spiritual practices gives them a sense of control in their dating lives
 - For this category spiritual practices are somewhat important in expressing their identity and beliefs
- Gays**
 - Only 1/3 of respondents in this category use spiritual practices, while over half indicates they don't use it in their dating decision making
 - Among those who do use it, astrology is the most popular practice
 - Most common reasons for using spiritual practices are assessing compatibility with potential partners and adding a fun and lighthearted element to dating
 - 22% of respondents feel these practices significantly influence their dating decisions
 - Using these practices makes respondents in this group feel more confident in their choices and more hopeful about finding the right partner
 - Unlike generalized results, the results of this particular group show that the majority relies equally on spiritual practices and intuition
 - 49% of respondents believe it is important for potential partners to share their interest in astrology, numerology, or tarot, and 25% actively seek partners who share this interest.
- Queer women**
 - A significant portion of respondents (43%) within this category use spiritual practices in their dating decisions with astrology being the most popular
 - 74% agrees that spiritual practices gives them a sense of control in their dating lives
 - This category mainly relies on equally on spiritual practices and intuition
 - 47% think it is very or somewhat important for their potential partners to share their interest in spiritual practice, but only 10% of respondents always seek partners who share these interests
- Queer men**
 - Only 16% of respondents within this category use spiritual practices for decision making purposes in dating, making it the group with the lowest usage compared to the other categories
 - However among those who do use spiritual practices, the majority consider them often in comparison to other groups who mainly consider them "sometimes"
 - Guiding decisions about pursuing or ending connections and assessing compatibility with potential matches are main reasons for using spiritual practices in this category
 - Half of the respondents agrees that spiritual practices gives them a sense of control in their dating lives
 - 50% think it is very or somewhat important for their potential partners to share their interest in spiritual practice, and 30% actively seeks partners who share these interests
 - This group indicates that spiritual practices have been "very helpful" in the past dating decisions
- Trans women**
 - Only 23% use spiritual practices when making decisions about dating with astrology being the most popular
 - 57% agrees that using spiritual practices gives them a sense of control in their dating lives
 - Over half of the respondents in this group think that astrology, numerology, and tarot are important in expressing their identity or beliefs, particularly in the context of dating
 - 64% think that spiritual practices resonate within the LGBTQ+ community
 - 32% think it is very or somewhat important for their potential partners to share their interest in spiritual practice, and only 17% actively seeks partners who share these interests
- Trans men**
 - 24% of respondents in this category use spiritual practices in making decisions about their dating lives
 - Similar to other categories, astrology remains the most popular practice, however, tarot is a close second with nearly half of the users also engaging with it
 - Compared to other categories, guiding decisions about pursuing or ending connections is also a significant reason for using spiritual practices in this category
 - 57% agrees that using spiritual practices gives them a sense of control in their dating lives

- 35% of respondents believe it is important for potential partners to share their interest in astrology, numerology, or tarot, and 19% actively seek partners who share this interest

- **Bi women**

- 39% of respondents use spiritual practices in their dating lives with astrology being the most popular practice used
- Most common reasons for using spiritual practices are assessing compatibility with potential partners and adding a fun and lighthearted element to dating
- Using these practices makes respondents in this group feel more confident in their choices and more hopeful about finding the right partner
- Half of the respondents agrees that using spiritual practices gives them a sense of control in their dating lives
- This category is neutral about spiritual practices' importance in expressing their identity and beliefs
- Only 16% actively seek partners who share their interest in spiritual practices

- **Bi men**

- Only 22% of respondents in this category use spiritual practices when making decisions about dating
- Astrology is the most popular spiritual practice used
- Most common reasons for using spiritual practices are assessing compatibility with potential partners and adding a fun and lighthearted element to dating
- Using these practices makes respondents in this group feel more confident in their choices and less anxious about outcomes
- 58% agree that using spiritual practices gives them a sense of control in their dating lives
- 54% of respondents believe it is important for potential partners to share their interest in astrology, numerology, or tarot, and 25% actively seek partners who share this interest.

Hypotheses Validation:

1. Influence on Decisions - **QUESTIONABLE** ?

Among the polled respondents majority does not use spiritual practices when making decisions about dating. However, 42% engage in these practices, which indicates that these practices are relevant to a significant portion of LGBTQ+ daters, although less than initially suggested. Those who do use these practices most often rely on them to assess compatibility with potential partners.

2. Emotional Reassurance - **QUESTIONABLE** ?

Providing reassurance turned out to be the the least common answer when asked about the role that spiritual practices play in respondents' dating experiences, which goes against the initial hypothesis. While reassurance is not a primary reason for using spiritual practices, they do play a role in reducing uncertainty and increasing respondents' confidence about their choices.

3. Cultural Appeal - **QUESTIONABLE** ?

According to the results almost 70% of the polled respondent agree that spiritual practices resonate within the LGBTQ+ community, which supports the idea that these practices hold significant cultural appeal to LGBTQ+ community. However, considering answers to the first question, the majority of the LGBT audience doesn't use these practices at all, therefore it can not be confidently stated that these mystical practices hold significant appeal within the entire LGBTQ+ community.

4. Selection Bias - **QUESTIONABLE** ?

Majority answered "sometimes" (49%) and only 23% indicated that they always seek partners who share interest in these tools suggesting that shared interests in spiritual practices can be an advantage, but it is not a crucial preference or deal breaker for most respondents.

Further Insights & Suggestions:

Insights:

- A majority of LGBTQ+ users do not use spiritual practices in dating, suggesting these practices are more of a niche interest even within the community
- Astrology is the most popular spiritual practice among all individual groups
- Women are more engaged in spiritual practices than men with queer women and lesbians being the most engaged with spiritual practices
- Assessing compatibility is the primary reason for using spiritual practices in dating

Suggestions:

- Developing astrology themed campaigns specifically aimed at high engagement categories (lesbians and queer women) leveraging their interest in these practices
- Introducing content or blog articles exploring how spiritual practices help in assessing compatibility with potential matches. This would align with the most popular reason users engage with astrology and tarot. To promote this it can be beneficial to partner with influencers who are known for their interest in astrology, so they can help create relatable content or host live Q&A's in partnership with Taimi on social media platforms
- Introducing in-app interactive content to increase user engagement, and position it as a fun way of using spiritual practices in dating. For example, astrology based individual dating tips, monthly horoscopes, interactive quizzes, etc
- As majority of LGBTQ+ resonates with the above mentioned spiritual practices it is worth to try to highlight connection to identity and self-expression, but without putting too much emphasis on their role alone. For example, creating connections between spiritual practices and LGBTQ+ identity in messaging to emphasize various possibilities for self-expression.