

YouGov - Superstitions

GB18 Sample: 24th - 25th November 2022

Total	Gender		Age				
	Male	Female	18-24	25-34	35-44	45-54	55+

How superstitious, if at all, do you consider yourself to be?

Unweighted base	2212	1048	1164	192	352	375	329	964
Base: All GB Adults	2212	1073	1139	246	357	389	337	884
Very superstitious	4%	3%	5%	6%	3%	5%	3%	2%
Somewhat superstitious	30%	21%	38%	34%	33%	28%	33%	26%
Not very superstitious	36%	37%	36%	34%	35%	34%	34%	39%
Not at all superstitious	27%	36%	19%	16%	24%	28%	27%	31%
Not sure	3%	4%	3%	9%	5%	4%	3%	1%

Which, if any, of the following do you believe brings bad luck? (Please select one option on each row. If you have never heard of that thing being something that brings bad luck, please select the "Not applicable" option)

Walking under a ladder

Unweighted base	2212	1048	1164	192	352	375	329	964
Base: All GB Adults	2212	1073	1139	246	357	389	337	884
I believe this brings bad luck	29%	21%	36%	28%	24%	30%	38%	27%
I don't believe this bring bad luck	60%	68%	52%	54%	59%	59%	56%	63%
Don't know	8%	7%	10%	13%	12%	7%	5%	7%
Not applicable - Have never heard of this being something that brings bad luck	3%	4%	2%	5%	4%	4%	1%	2%

Stepping on a crack

Unweighted base	2212	1048	1164	192	352	375	329	964
Base: All GB Adults	2212	1073	1139	246	357	389	337	884
I believe this brings bad luck	7%	5%	9%	13%	9%	9%	7%	3%
I don't believe this bring bad luck	81%	83%	79%	69%	75%	78%	85%	86%
Don't know	7%	6%	7%	9%	8%	7%	5%	6%
Not applicable - Have never heard of this being something that brings bad luck	6%	6%	5%	8%	7%	6%	3%	5%

Spilling salt

Unweighted base	2212	1048	1164	192	352	375	329	964
Base: All GB Adults	2212	1073	1139	246	357	389	337	884
I believe this brings bad luck	16%	10%	21%	11%	12%	14%	18%	18%
I don't believe this bring bad luck	70%	75%	65%	64%	68%	73%	71%	71%
Don't know	8%	8%	8%	8%	9%	8%	9%	8%
Not applicable - Have never heard of this being something that brings bad luck	6%	6%	6%	17%	12%	5%	3%	3%

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GB18 Sample: 24th - 25th November 2022

Total	Social Grade		Region							
	ABC1	C2DE	North	Midlands	East	London	South	England	Wales	Scotland

How superstitious, if at all, do you consider yourself to be?

Unweighted base	2212	1295	917	535	376	205	286	507	1909	108	195
Base: All GB Adults	2212	1261	951	529	365	209	299	510	1911	108	192
Very superstitious	4%	3%	4%	5%	3%	4%	4%	3%	4%	2%	3%
Somewhat superstitious	30%	28%	32%	29%	30%	26%	32%	29%	29%	36%	31%
Not very superstitious	36%	38%	34%	39%	34%	41%	31%	39%	37%	38%	31%
Not at all superstitious	27%	28%	25%	24%	31%	27%	28%	26%	27%	21%	32%
Not sure	3%	2%	5%	4%	3%	2%	5%	3%	4%	3%	3%

Which, if any, of the following do you believe brings bad luck? (Please select one option on each row. If you have never heard of that thing being something that brings bad luck, please select the "Not applicable" option)

Walking under a ladder

Unweighted base	2212	1295	917	535	376	205	286	507	1909	108	195
Base: All GB Adults	2212	1261	951	529	365	209	299	510	1911	108	192
I believe this brings bad luck	29%	28%	30%	30%	28%	27%	28%	30%	29%	33%	28%
I don't believe this bring bad luck	60%	62%	57%	62%	59%	63%	57%	60%	60%	54%	61%
Don't know	8%	8%	9%	7%	9%	9%	11%	8%	8%	9%	7%
Not applicable - Have never heard of this being something that brings bad luck	3%	2%	3%	2%	4%	2%	4%	2%	3%	4%	4%

Stepping on a crack

Unweighted base	2212	1295	917	535	376	205	286	507	1909	108	195
Base: All GB Adults	2212	1261	951	529	365	209	299	510	1911	108	192
I believe this brings bad luck	7%	7%	7%	8%	7%	7%	7%	7%	7%	4%	6%
I don't believe this bring bad luck	81%	83%	78%	81%	80%	83%	76%	83%	81%	77%	85%
Don't know	7%	6%	8%	6%	7%	8%	8%	5%	7%	12%	5%
Not applicable - Have never heard of this being something that brings bad luck	6%	5%	7%	5%	7%	2%	9%	5%	6%	7%	4%

Spilling salt

Unweighted base	2212	1295	917	535	376	205	286	507	1909	108	195
Base: All GB Adults	2212	1261	951	529	365	209	299	510	1911	108	192
I believe this brings bad luck	16%	15%	17%	14%	16%	13%	16%	16%	15%	26%	17%
I don't believe this bring bad luck	70%	73%	67%	75%	65%	74%	65%	71%	71%	58%	72%
Don't know	8%	7%	9%	7%	11%	8%	11%	6%	8%	7%	6%
Not applicable - Have never heard of this being something that brings bad luck	6%	5%	7%	4%	9%	5%	8%	6%	6%	8%	5%

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GB18 Sample: 24th - 25th November 2022

Total	How superstitious, if at all, do you consider yourself to be?						
	Very superstitious	Somewhat superstitious	Not very superstitious	Not at all superstitious	Not sure	Net: Superstitious	Net: Not Superstitious

How superstitious, if at all, do you consider yourself to be?

Unweighted base	2212	76	650	803	612	71	726	1415
Base: All GB Adults	2212	78	658	804	595	77	736	1399
Very superstitious	4%	100%	-	-	-	-	11%	-
Somewhat superstitious	30%	-	100%	-	-	-	89%	-
Not very superstitious	36%	-	-	100%	-	-	-	57%
Not at all superstitious	27%	-	-	-	100%	-	-	43%
Not sure	3%	-	-	-	-	100%	-	-

Which, if any, of the following do you believe brings bad luck? (Please select one option on each row. If you have never heard of that thing being something that brings bad luck, please select the "Not applicable" option)

Walking under a ladder

Unweighted base	2212	76	650	803	612	71	726	1415
Base: All GB Adults	2212	78	658	804	595	77	736	1399
I believe this brings bad luck	29%	69%	61%	20%	3%	15%	62%	13%
I don't believe this bring bad luck	60%	27%	30%	68%	91%	21%	30%	78%
Don't know	8%	4%	8%	10%	3%	41%	8%	7%
Not applicable - Have never heard of this being something that brings bad luck	3%	-	1%	3%	3%	22%	1%	3%

Stepping on a crack

Unweighted base	2212	76	650	803	612	71	726	1415
Base: All GB Adults	2212	78	658	804	595	77	736	1399
I believe this brings bad luck	7%	29%	13%	5%	1%	4%	15%	3%
I don't believe this bring bad luck	81%	59%	73%	86%	92%	35%	72%	88%
Don't know	7%	7%	8%	5%	3%	37%	8%	4%
Not applicable - Have never heard of this being something that brings bad luck	6%	6%	5%	4%	5%	25%	5%	5%

Spilling salt

Unweighted base	2212	76	650	803	612	71	726	1415
Base: All GB Adults	2212	78	658	804	595	77	736	1399
I believe this brings bad luck	16%	48%	35%	8%	1%	7%	36%	5%
I don't believe this bring bad luck	70%	38%	49%	79%	90%	30%	47%	84%
Don't know	8%	9%	11%	8%	3%	32%	11%	6%
Not applicable - Have never heard of this being something that brings bad luck	6%	5%	6%	5%	5%	31%	6%	5%

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GB18 Sample: 24th - 25th November 2022

		Total	Gender		Age				
			Male	Female	18-24	25-34	35-44	45-54	55+
Broken mirrors									
	Unweighted base	2212	1048	1164	192	352	375	329	964
	Base: All GB Adults	2212	1073	1139	246	357	389	337	884
	I believe this brings bad luck	30%	20%	38%	29%	33%	31%	36%	25%
	I don't believe this bring bad luck	60%	69%	51%	57%	54%	57%	55%	66%
	Don't know	8%	8%	9%	8%	11%	9%	8%	7%
	Not applicable - Have never heard of this being something that brings bad luck	2%	3%	1%	5%	2%	3%	1%	2%
A black cat crossing your path									
	Unweighted base	2212	1048	1164	192	352	375	329	964
	Base: All GB Adults	2212	1073	1139	246	357	389	337	884
	I believe this brings bad luck	8%	6%	10%	10%	7%	11%	9%	6%
	I don't believe this bring bad luck	81%	83%	79%	75%	81%	79%	81%	84%
	Don't know	7%	7%	7%	7%	7%	7%	8%	7%
	Not applicable - Have never heard of this being something that brings bad luck	4%	4%	3%	8%	4%	3%	2%	3%
Friday the 13th									
	Unweighted base	2212	1048	1164	192	352	375	329	964
	Base: All GB Adults	2212	1073	1139	246	357	389	337	884
	I believe this brings bad luck	18%	14%	22%	21%	19%	18%	20%	16%
	I don't believe this bring bad luck	71%	76%	66%	64%	70%	72%	72%	74%
	Don't know	9%	7%	10%	10%	9%	8%	7%	9%
	Not applicable - Have never heard of this being something that brings bad luck	2%	3%	1%	5%	2%	2%	1%	2%
Opening an umbrella indoors									
	Unweighted base	2212	1048	1164	192	352	375	329	964
	Base: All GB Adults	2212	1073	1139	246	357	389	337	884
	I believe this brings bad luck	26%	17%	35%	27%	25%	26%	32%	24%
	I don't believe this bring bad luck	63%	72%	55%	57%	61%	63%	61%	67%
	Don't know	7%	6%	9%	10%	10%	7%	7%	6%
	Not applicable - Have never heard of this being something that brings bad luck	3%	4%	2%	5%	4%	4%	1%	3%
The number 666									
	Unweighted base	2212	1048	1164	192	352	375	329	964
	Base: All GB Adults	2212	1073	1139	246	357	389	337	884
	I believe this brings bad luck	13%	11%	15%	18%	15%	14%	14%	11%
	I don't believe this bring bad luck	71%	76%	67%	69%	69%	74%	72%	72%
	Don't know	10%	8%	11%	7%	11%	9%	9%	11%
	Not applicable - Have never heard of this being something that brings bad luck	6%	5%	6%	7%	5%	4%	5%	6%

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GB18 Sample: 24th - 25th November 2022

		Total	Social Grade		Region						
			ABC1	C2DE	North	Midlands	East	London	South	England	Wales
Broken mirrors											
Unweighted base	2212	1295	917	535	376	205	286	507	1909	108	195
Base: All GB Adults	2212	1261	951	529	365	209	299	510	1911	108	192
I believe this brings bad luck	30%	27%	33%	29%	29%	28%	29%	30%	29%	35%	31%
I don't believe this bring bad luck	60%	63%	56%	61%	62%	62%	55%	60%	60%	50%	61%
Don't know	8%	8%	9%	9%	6%	8%	12%	8%	8%	12%	7%
Not applicable - Have never heard of this being something that brings bad luck	2%	2%	3%	2%	3%	1%	4%	2%	2%	4%	1%
A black cat crossing your path											
Unweighted base	2212	1295	917	535	376	205	286	507	1909	108	195
Base: All GB Adults	2212	1261	951	529	365	209	299	510	1911	108	192
I believe this brings bad luck	8%	8%	9%	9%	7%	9%	10%	8%	9%	5%	7%
I don't believe this bring bad luck	81%	83%	78%	82%	81%	81%	74%	83%	81%	84%	83%
Don't know	7%	6%	8%	6%	7%	7%	11%	6%	7%	6%	6%
Not applicable - Have never heard of this being something that brings bad luck	4%	3%	5%	3%	5%	2%	4%	3%	4%	5%	4%
Friday the 13th											
Unweighted base	2212	1295	917	535	376	205	286	507	1909	108	195
Base: All GB Adults	2212	1261	951	529	365	209	299	510	1911	108	192
I believe this brings bad luck	18%	16%	21%	19%	15%	23%	16%	17%	18%	20%	18%
I don't believe this bring bad luck	71%	74%	68%	73%	73%	68%	70%	73%	72%	62%	71%
Don't know	9%	9%	9%	6%	9%	8%	10%	9%	8%	14%	9%
Not applicable - Have never heard of this being something that brings bad luck	2%	1%	3%	1%	3%	1%	4%	1%	2%	3%	2%
Opening an umbrella indoors											
Unweighted base	2212	1295	917	535	376	205	286	507	1909	108	195
Base: All GB Adults	2212	1261	951	529	365	209	299	510	1911	108	192
I believe this brings bad luck	26%	24%	29%	25%	26%	28%	24%	28%	26%	26%	26%
I don't believe this bring bad luck	63%	66%	60%	67%	62%	63%	59%	64%	64%	59%	64%
Don't know	7%	7%	8%	6%	9%	8%	10%	6%	7%	11%	6%
Not applicable - Have never heard of this being something that brings bad luck	3%	3%	4%	2%	3%	1%	8%	3%	3%	4%	3%
The number 666											
Unweighted base	2212	1295	917	535	376	205	286	507	1909	108	195
Base: All GB Adults	2212	1261	951	529	365	209	299	510	1911	108	192
I believe this brings bad luck	13%	12%	15%	16%	13%	13%	13%	13%	14%	12%	10%
I don't believe this bring bad luck	71%	74%	68%	71%	72%	73%	66%	74%	71%	72%	70%
Don't know	10%	9%	11%	9%	10%	11%	13%	7%	10%	12%	12%
Not applicable - Have never heard of this being something that brings bad luck	6%	5%	6%	4%	5%	4%	8%	6%	5%	4%	9%

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GB18 Sample: 24th - 25th November 2022

		How superstitious, if at all, do you consider yourself to be?						
Total		Very superstitious	Somewhat superstitious	Not very superstitious	Not at all superstitious	Not sure	Net: Superstitious	Net: Not Superstitious
Broken mirrors								
	Unweighted base	2212	76	650	803	612	71	1415
	Base: All GB Adults	2212	78	658	804	595	77	1399
	I believe this brings bad luck	30%	75%	64%	18%	3%	20%	65%
	I don't believe this bring bad luck	60%	18%	26%	71%	92%	28%	26%
	Don't know	8%	6%	9%	10%	3%	33%	8%
	Not applicable - Have never heard of this being something that brings bad luck	2%	1%	1%	2%	3%	20%	1%
A black cat crossing your path								
	Unweighted base	2212	76	650	803	612	71	1415
	Base: All GB Adults	2212	78	658	804	595	77	1399
	I believe this brings bad luck	8%	40%	15%	5%	1%	5%	18%
	I don't believe this bring bad luck	81%	56%	72%	86%	93%	41%	71%
	Don't know	7%	3%	9%	7%	2%	32%	8%
	Not applicable - Have never heard of this being something that brings bad luck	4%	2%	3%	2%	4%	22%	3%
Friday the 13th								
	Unweighted base	2212	76	650	803	612	71	1415
	Base: All GB Adults	2212	78	658	804	595	77	1399
	I believe this brings bad luck	18%	52%	36%	12%	2%	14%	38%
	I don't believe this bring bad luck	71%	41%	51%	79%	93%	29%	50%
	Don't know	9%	7%	12%	8%	2%	36%	12%
	Not applicable - Have never heard of this being something that brings bad luck	2%	-	0%	1%	3%	21%	0%
Opening an umbrella indoors								
	Unweighted base	2212	76	650	803	612	71	1415
	Base: All GB Adults	2212	78	658	804	595	77	1399
	I believe this brings bad luck	26%	74%	54%	17%	3%	13%	56%
	I don't believe this bring bad luck	63%	23%	35%	74%	91%	28%	34%
	Don't know	7%	1%	9%	8%	2%	35%	9%
	Not applicable - Have never heard of this being something that brings bad luck	3%	2%	2%	2%	4%	24%	2%
The number 666								
	Unweighted base	2212	76	650	803	612	71	1415
	Base: All GB Adults	2212	78	658	804	595	77	1399
	I believe this brings bad luck	13%	43%	25%	9%	3%	9%	27%
	I don't believe this bring bad luck	71%	44%	57%	77%	88%	31%	56%
	Don't know	10%	8%	13%	10%	3%	35%	13%
	Not applicable - Have never heard of this being something that brings bad luck	6%	5%	5%	3%	6%	26%	5%

YouGov - Superstitions

GB18 Sample: 24th - 25th November 2022

		Total	Gender		Age				
			Male	Female	18-24	25-34	35-44	45-54	55+
The number 13									
Unweighted base		2212	1048	1164	192	352	375	329	964
Base: All GB Adults		2212	1073	1139	246	357	389	337	884
I believe this brings bad luck		14%	11%	17%	14%	13%	13%	16%	13%
I don't believe this bring bad luck		75%	78%	72%	70%	74%	76%	74%	76%
Don't know		9%	8%	10%	12%	9%	8%	9%	8%
Not applicable - Have never heard of this being something that brings bad luck		2%	3%	2%	5%	3%	3%	1%	2%
Putting new shoes on the table									
Unweighted base		2212	1048	1164	192	352	375	329	964
Base: All GB Adults		2212	1073	1139	246	357	389	337	884
I believe this brings bad luck		21%	13%	28%	17%	18%	19%	27%	21%
I don't believe this bring bad luck		60%	65%	55%	56%	56%	62%	61%	61%
Don't know		7%	7%	8%	9%	9%	6%	6%	7%
Not applicable - Have never heard of this being something that brings bad luck		12%	15%	9%	18%	16%	13%	6%	11%
Passing someone on the stairs									
Unweighted base		2212	1048	1164	192	352	375	329	964
Base: All GB Adults		2212	1073	1139	246	357	389	337	884
I believe this brings bad luck		13%	9%	16%	11%	10%	13%	19%	12%
I don't believe this bring bad luck		70%	74%	66%	67%	68%	71%	67%	73%
Don't know		7%	6%	7%	6%	9%	6%	5%	6%
Not applicable - Have never heard of this being something that brings bad luck		11%	10%	11%	15%	13%	10%	9%	9%
The groom seeing the bride on the wedding day before the ceremony									
Unweighted base		2212	1048	1164	192	352	375	329	964
Base: All GB Adults		2212	1073	1139	246	357	389	337	884
I believe this brings bad luck		21%	13%	29%	24%	24%	24%	25%	16%
I don't believe this bring bad luck		65%	72%	59%	56%	59%	63%	64%	72%
Don't know		10%	10%	11%	12%	13%	9%	10%	10%
Not applicable - Have never heard of this being something that brings bad luck		3%	5%	1%	7%	4%	4%	1%	2%
Do you own an item you consider to bring you luck (e.g. a coin or an item of clothing)?									
Unweighted base		2212	1048	1164	192	352	375	329	964
Base: All GB Adults		2212	1073	1139	246	357	389	337	884
Yes, I do		16%	13%	19%	28%	16%	15%	15%	14%
No, I don't		80%	82%	77%	65%	78%	80%	81%	84%
Don't know		4%	4%	4%	7%	6%	5%	4%	2%

YouGov - Superstitions

GB18 Sample: 24th - 25th November 2022

		Total	Social Grade		Region							
			ABC1	C2DE	North	Midlands	East	London	South	England	Wales	Scotland
The number 13												
Unweighted base		2212	1295	917	535	376	205	286	507	1909	108	195
Base: All GB Adults		2212	1261	951	529	365	209	299	510	1911	108	192
I believe this brings bad luck		14%	13%	15%	14%	15%	18%	12%	12%	14%	13%	13%
I don't believe this bring bad luck		75%	77%	72%	77%	70%	74%	72%	77%	75%	72%	78%
Don't know		9%	8%	10%	7%	10%	8%	12%	9%	9%	12%	7%
Not applicable - Have never heard of this being something that brings bad luck		2%	2%	3%	2%	4%	0%	3%	2%	2%	4%	2%
Putting new shoes on the table												
Unweighted base		2212	1295	917	535	376	205	286	507	1909	108	195
Base: All GB Adults		2212	1261	951	529	365	209	299	510	1911	108	192
I believe this brings bad luck		21%	19%	23%	22%	21%	22%	19%	20%	21%	26%	20%
I don't believe this bring bad luck		60%	62%	57%	62%	62%	62%	54%	58%	60%	50%	64%
Don't know		7%	7%	8%	7%	7%	8%	11%	6%	7%	10%	6%
Not applicable - Have never heard of this being something that brings bad luck		12%	12%	12%	9%	10%	8%	16%	16%	12%	14%	10%
Passing someone on the stairs												
Unweighted base		2212	1295	917	535	376	205	286	507	1909	108	195
Base: All GB Adults		2212	1261	951	529	365	209	299	510	1911	108	192
I believe this brings bad luck		13%	12%	14%	16%	13%	11%	10%	15%	14%	17%	2%
I don't believe this bring bad luck		70%	73%	67%	71%	70%	76%	64%	71%	70%	65%	73%
Don't know		7%	6%	8%	7%	6%	6%	11%	4%	7%	7%	7%
Not applicable - Have never heard of this being something that brings bad luck		11%	10%	11%	6%	11%	7%	16%	10%	10%	11%	18%
The groom seeing the bride on the wedding day before the ceremony												
Unweighted base		2212	1295	917	535	376	205	286	507	1909	108	195
Base: All GB Adults		2212	1261	951	529	365	209	299	510	1911	108	192
I believe this brings bad luck		21%	20%	23%	23%	21%	26%	18%	19%	21%	29%	18%
I don't believe this bring bad luck		65%	67%	63%	66%	63%	64%	64%	67%	65%	56%	73%
Don't know		10%	10%	10%	8%	12%	9%	14%	11%	11%	12%	6%
Not applicable - Have never heard of this being something that brings bad luck		3%	3%	4%	3%	4%	1%	4%	3%	3%	3%	3%
Do you own an item you consider to bring you luck (e.g. a coin or an item of clothing)?												
Unweighted base		2212	1295	917	535	376	205	286	507	1909	108	195
Base: All GB Adults		2212	1261	951	529	365	209	299	510	1911	108	192
Yes, I do		16%	17%	15%	16%	14%	15%	22%	16%	16%	15%	14%
No, I don't		80%	80%	80%	80%	83%	80%	72%	82%	80%	79%	81%
Don't know		4%	3%	5%	4%	3%	5%	6%	2%	4%	5%	4%

YouGov - Superstitions

GB18 Sample: 24th - 25th November 2022

		How superstitious, if at all, do you consider yourself to be?						
		Total	Very superstitious	Somewhat superstitious	Not very superstitious	Not at all superstitious	Not sure	Net: Superstitious
The number 13								
	Unweighted base	2212	76	650	803	612	71	1415
	Base: All GB Adults	2212	78	658	804	595	77	1399
	I believe this brings bad luck	14%	45%	27%	9%	2%	10%	29%
	I don't believe this bring bad luck	75%	44%	59%	82%	93%	31%	57%
	Don't know	9%	7%	12%	9%	2%	40%	12%
	Not applicable - Have never heard of this being something that brings bad luck	2%	3%	1%	1%	3%	20%	2%
Putting new shoes on the table								
	Unweighted base	2212	76	650	803	612	71	1415
	Base: All GB Adults	2212	78	658	804	595	77	1399
	I believe this brings bad luck	21%	61%	45%	12%	2%	13%	47%
	I don't believe this bring bad luck	60%	23%	36%	70%	82%	24%	35%
	Don't know	7%	7%	9%	7%	2%	32%	9%
	Not applicable - Have never heard of this being something that brings bad luck	12%	8%	9%	12%	14%	32%	9%
Passing someone on the stairs								
	Unweighted base	2212	76	650	803	612	71	1415
	Base: All GB Adults	2212	78	658	804	595	77	1399
	I believe this brings bad luck	13%	56%	26%	8%	1%	5%	29%
	I don't believe this bring bad luck	70%	31%	57%	78%	85%	29%	54%
	Don't know	7%	6%	9%	5%	2%	27%	9%
	Not applicable - Have never heard of this being something that brings bad luck	11%	7%	8%	9%	12%	39%	8%
The groom seeing the bride on the wedding day before the ceremony								
	Unweighted base	2212	76	650	803	612	71	1415
	Base: All GB Adults	2212	78	658	804	595	77	1399
	I believe this brings bad luck	21%	57%	43%	14%	3%	12%	44%
	I don't believe this bring bad luck	65%	32%	43%	73%	90%	26%	41%
	Don't know	10%	4%	13%	11%	3%	39%	12%
	Not applicable - Have never heard of this being something that brings bad luck	3%	6%	2%	2%	4%	24%	2%
Do you own an item you consider to bring you luck (e.g. a coin or an item of clothing)?								
	Unweighted base	2212	76	650	803	612	71	1415
	Base: All GB Adults	2212	78	658	804	595	77	1399
	Yes, I do	16%	56%	30%	12%	2%	9%	33%
	No, I don't	80%	40%	65%	85%	97%	56%	63%
	Don't know	4%	4%	5%	2%	1%	36%	5%

YouGov - Superstitions

GB18 Sample: 24th - 25th November 2022

Total	Gender		Age				
	Male	Female	18-24	25-34	35-44	45-54	55+

Which, if any, of the following do you believe brings good luck? (Please select one option on each row. If you have never heard of that thing being something that brings good luck, please select the "Not applicable" option)

Touching wood

Unweighted base	2212	1048	1164	192	352	375	329	964
Base: All GB Adults	2212	1073	1139	246	357	389	337	884
I believe this brings good luck	33%	24%	42%	45%	35%	33%	35%	28%
I don't believe this brings good luck	54%	64%	45%	42%	48%	52%	54%	61%
Don't know	9%	8%	10%	11%	13%	9%	9%	8%
Not applicable - Have never heard of this being something that brings good luck	3%	4%	3%	3%	5%	6%	2%	3%

Finding a penny

Unweighted base	2212	1048	1164	192	352	375	329	964
Base: All GB Adults	2212	1073	1139	246	357	389	337	884
I believe this brings good luck	29%	21%	36%	35%	31%	31%	33%	23%
I don't believe this brings good luck	60%	68%	52%	47%	58%	59%	59%	65%
Don't know	8%	8%	9%	13%	10%	6%	7%	8%
Not applicable - Have never heard of this being something that brings good luck	3%	4%	3%	6%	2%	3%	1%	4%

Hanging a horseshoe above your door

Unweighted base	2212	1048	1164	192	352	375	329	964
Base: All GB Adults	2212	1073	1139	246	357	389	337	884
I believe this brings good luck	14%	10%	18%	11%	10%	15%	15%	15%
I don't believe this brings good luck	70%	76%	65%	67%	69%	68%	72%	71%
Don't know	11%	9%	12%	9%	12%	10%	10%	11%
Not applicable - Have never heard of this being something that brings good luck	6%	6%	5%	12%	9%	7%	3%	3%

Crossing your fingers

Unweighted base	2212	1048	1164	192	352	375	329	964
Base: All GB Adults	2212	1073	1139	246	357	389	337	884
I believe this brings good luck	25%	18%	32%	35%	29%	22%	25%	22%
I don't believe this brings good luck	63%	70%	56%	49%	56%	65%	65%	68%
Don't know	10%	8%	11%	12%	13%	9%	9%	8%
Not applicable - Have never heard of this being something that brings good luck	2%	4%	1%	3%	3%	3%	1%	2%

YouGov - Superstitions

GB18 Sample: 24th - 25th November 2022

Total	Social Grade		Region							
	ABC1	C2DE	North	Midlands	East	London	South	England	Wales	Scotland

Which, if any, of the following do you believe brings good luck? (Please select one option on each row. If you have never heard of that thing being something that brings good luck, please select the "Not applicable" option)

Touching wood

Unweighted base	2212	1295	917	535	376	205	286	507	1909	108	195
Base: All GB Adults	2212	1261	951	529	365	209	299	510	1911	108	192
I believe this brings good luck	33%	33%	34%	34%	32%	32%	29%	37%	33%	37%	29%
I don't believe this brings good luck	54%	56%	52%	56%	56%	56%	54%	51%	54%	48%	59%
Don't know	9%	8%	10%	7%	9%	11%	12%	9%	9%	9%	7%
Not applicable - Have never heard of this being something that brings good luck	3%	3%	4%	3%	3%	1%	6%	3%	3%	6%	5%

Finding a penny

Unweighted base	2212	1295	917	535	376	205	286	507	1909	108	195
Base: All GB Adults	2212	1261	951	529	365	209	299	510	1911	108	192
I believe this brings good luck	29%	26%	31%	28%	29%	28%	27%	29%	28%	31%	31%
I don't believe this brings good luck	60%	62%	56%	61%	62%	58%	58%	59%	60%	55%	61%
Don't know	8%	8%	9%	7%	7%	12%	11%	8%	9%	10%	5%
Not applicable - Have never heard of this being something that brings good luck	3%	3%	4%	4%	2%	2%	4%	4%	3%	4%	3%

Hanging a horseshoe above your door

Unweighted base	2212	1295	917	535	376	205	286	507	1909	108	195
Base: All GB Adults	2212	1261	951	529	365	209	299	510	1911	108	192
I believe this brings good luck	14%	12%	16%	14%	15%	13%	15%	12%	14%	15%	13%
I don't believe this brings good luck	70%	74%	65%	73%	69%	69%	62%	74%	70%	63%	73%
Don't know	11%	10%	12%	9%	9%	15%	13%	9%	10%	16%	8%
Not applicable - Have never heard of this being something that brings good luck	6%	5%	7%	4%	6%	3%	10%	5%	6%	7%	5%

Crossing your fingers

Unweighted base	2212	1295	917	535	376	205	286	507	1909	108	195
Base: All GB Adults	2212	1261	951	529	365	209	299	510	1911	108	192
I believe this brings good luck	25%	25%	26%	25%	24%	28%	25%	27%	26%	31%	19%
I don't believe this brings good luck	63%	64%	61%	66%	63%	59%	58%	63%	63%	57%	68%
Don't know	10%	10%	10%	7%	10%	12%	15%	8%	10%	8%	8%
Not applicable - Have never heard of this being something that brings good luck	2%	2%	3%	2%	2%	1%	2%	2%	2%	4%	5%

YouGov - Superstitions

GB18 Sample: 24th - 25th November 2022

Total	How superstitious, if at all, do you consider yourself to be?						
	Very superstitious	Somewhat superstitious	Not very superstitious	Not at all superstitious	Not sure	Net: Superstitious	Net: Not Superstitious

Which, if any, of the following do you believe brings good luck? (Please select one option on each row. If you have never heard of that thing being something that brings good luck, please select the "Not applicable" option)

Touching wood

Unweighted base	2212	76	650	803	612	71	726	1415
Base: All GB Adults	2212	78	658	804	595	77	736	1399
I believe this brings good luck	33%	68%	62%	28%	4%	21%	63%	18%
I don't believe this brings good luck	54%	22%	25%	60%	88%	17%	25%	72%
Don't know	9%	3%	10%	10%	3%	38%	9%	7%
Not applicable - Have never heard of this being something that brings good luck	3%	6%	3%	1%	4%	24%	3%	2%

Finding a penny

Unweighted base	2212	76	650	803	612	71	726	1415
Base: All GB Adults	2212	78	658	804	595	77	736	1399
I believe this brings good luck	29%	73%	56%	22%	5%	10%	58%	14%
I don't believe this brings good luck	60%	13%	34%	68%	88%	29%	31%	76%
Don't know	8%	12%	9%	9%	3%	37%	9%	6%
Not applicable - Have never heard of this being something that brings good luck	3%	2%	2%	2%	4%	25%	2%	3%

Hanging a horseshoe above your door

Unweighted base	2212	76	650	803	612	71	726	1415
Base: All GB Adults	2212	78	658	804	595	77	736	1399
I believe this brings good luck	14%	55%	28%	8%	2%	6%	31%	5%
I don't believe this brings good luck	70%	27%	52%	79%	90%	29%	49%	83%
Don't know	11%	12%	15%	10%	4%	31%	15%	7%
Not applicable - Have never heard of this being something that brings good luck	6%	7%	5%	4%	5%	34%	5%	4%

Crossing your fingers

Unweighted base	2212	76	650	803	612	71	726	1415
Base: All GB Adults	2212	78	658	804	595	77	736	1399
I believe this brings good luck	25%	58%	50%	18%	4%	16%	51%	12%
I don't believe this brings good luck	63%	33%	36%	72%	89%	22%	36%	79%
Don't know	10%	7%	12%	9%	4%	42%	12%	7%
Not applicable - Have never heard of this being something that brings good luck	2%	2%	1%	1%	3%	20%	1%	2%

YouGov - Superstitions

GB18 Sample: 24th - 25th November 2022

		Total	Gender		Age				
			Male	Female	18-24	25-34	35-44	45-54	55+
Seeing a shooting star									
	Unweighted base	2212	1048	1164	192	352	375	329	964
	Base: All GB Adults	2212	1073	1139	246	357	389	337	884
	I believe this brings good luck	28%	19%	37%	42%	35%	35%	29%	18%
	I don't believe this brings good luck	58%	68%	48%	44%	51%	53%	59%	66%
	Don't know	9%	9%	10%	10%	10%	7%	8%	11%
	Not applicable - Have never heard of this being something that brings good luck	5%	5%	5%	4%	3%	5%	3%	6%
Four-leaf clovers									
	Unweighted base	2212	1048	1164	192	352	375	329	964
	Base: All GB Adults	2212	1073	1139	246	357	389	337	884
	I believe this brings good luck	32%	21%	41%	41%	31%	32%	32%	29%
	I don't believe this brings good luck	58%	68%	49%	45%	56%	57%	59%	63%
	Don't know	8%	8%	8%	10%	11%	8%	8%	6%
	Not applicable - Have never heard of this being something that brings good luck	2%	3%	1%	5%	3%	3%	1%	1%
A rabbit's foot									
	Unweighted base	2212	1048	1164	192	352	375	329	964
	Base: All GB Adults	2212	1073	1139	246	357	389	337	884
	I believe this brings good luck	7%	6%	8%	9%	5%	6%	8%	7%
	I don't believe this brings good luck	77%	80%	75%	67%	74%	76%	78%	82%
	Don't know	10%	9%	11%	9%	11%	12%	11%	9%
	Not applicable - Have never heard of this being something that brings good luck	6%	6%	6%	16%	11%	6%	2%	3%
Wishbones									
	Unweighted base	2212	1048	1164	192	352	375	329	964
	Base: All GB Adults	2212	1073	1139	246	357	389	337	884
	I believe this brings good luck	18%	12%	24%	19%	16%	20%	21%	17%
	I don't believe this brings good luck	69%	75%	63%	59%	67%	67%	70%	73%
	Don't know	9%	8%	10%	9%	13%	9%	8%	8%
	Not applicable - Have never heard of this being something that brings good luck	4%	5%	3%	13%	5%	4%	2%	3%
Making a wish while blowing out birthday candles									
	Unweighted base	2212	1048	1164	192	352	375	329	964
	Base: All GB Adults	2212	1073	1139	246	357	389	337	884
	I believe this brings good luck	28%	18%	38%	39%	33%	30%	26%	24%
	I don't believe this brings good luck	61%	71%	51%	48%	55%	57%	65%	66%
	Don't know	9%	7%	10%	8%	9%	9%	8%	9%
	Not applicable - Have never heard of this being something that brings good luck	2%	4%	1%	5%	4%	4%	1%	1%

YouGov - Superstitions

GB18 Sample: 24th - 25th November 2022

		Total	Social Grade		Region						
			ABC1	C2DE	North	Midlands	East	London	South	England	Wales
Seeing a shooting star											
Unweighted base	2212	1295	917	535	376	205	286	507	1909	108	195
Base: All GB Adults	2212	1261	951	529	365	209	299	510	1911	108	192
I believe this brings good luck	28%	27%	29%	27%	27%	28%	29%	28%	28%	32%	28%
I don't believe this brings good luck	58%	61%	54%	60%	59%	55%	54%	59%	58%	54%	59%
Don't know	9%	8%	12%	8%	10%	13%	11%	9%	10%	10%	7%
Not applicable - Have never heard of this being something that brings good luck	5%	4%	5%	5%	4%	4%	6%	4%	5%	4%	5%
Four-leaf clovers											
Unweighted base	2212	1295	917	535	376	205	286	507	1909	108	195
Base: All GB Adults	2212	1261	951	529	365	209	299	510	1911	108	192
I believe this brings good luck	32%	30%	34%	32%	29%	32%	31%	32%	32%	37%	31%
I don't believe this brings good luck	58%	61%	54%	60%	62%	58%	53%	58%	58%	50%	60%
Don't know	8%	7%	9%	6%	7%	9%	12%	8%	8%	10%	8%
Not applicable - Have never heard of this being something that brings good luck	2%	1%	3%	2%	2%	1%	4%	2%	2%	3%	2%
A rabbit's foot											
Unweighted base	2212	1295	917	535	376	205	286	507	1909	108	195
Base: All GB Adults	2212	1261	951	529	365	209	299	510	1911	108	192
I believe this brings good luck	7%	6%	8%	7%	7%	7%	8%	5%	7%	8%	7%
I don't believe this brings good luck	77%	80%	73%	79%	77%	75%	73%	79%	77%	74%	80%
Don't know	10%	9%	11%	9%	11%	13%	11%	9%	10%	11%	7%
Not applicable - Have never heard of this being something that brings good luck	6%	5%	7%	5%	5%	4%	8%	7%	6%	6%	6%
Wishbones											
Unweighted base	2212	1295	917	535	376	205	286	507	1909	108	195
Base: All GB Adults	2212	1261	951	529	365	209	299	510	1911	108	192
I believe this brings good luck	18%	16%	20%	19%	17%	18%	17%	16%	17%	23%	20%
I don't believe this brings good luck	69%	72%	65%	70%	70%	69%	65%	71%	69%	61%	69%
Don't know	9%	8%	10%	8%	8%	11%	12%	9%	9%	11%	7%
Not applicable - Have never heard of this being something that brings good luck	4%	4%	5%	3%	5%	3%	6%	4%	4%	5%	5%
Making a wish while blowing out birthday candles											
Unweighted base	2212	1295	917	535	376	205	286	507	1909	108	195
Base: All GB Adults	2212	1261	951	529	365	209	299	510	1911	108	192
I believe this brings good luck	28%	28%	29%	28%	26%	27%	33%	28%	28%	32%	27%
I don't believe this brings good luck	61%	62%	59%	63%	62%	59%	53%	62%	60%	57%	64%
Don't know	9%	8%	10%	8%	9%	11%	11%	8%	9%	8%	6%
Not applicable - Have never heard of this being something that brings good luck	2%	2%	3%	2%	2%	2%	3%	2%	2%	3%	4%

YouGov - Superstitions

GB18 Sample: 24th - 25th November 2022

		Total	How superstitious, if at all, do you consider yourself to be?					
			Very superstitious	Somewhat superstitious	Not very superstitious	Not at all superstitious	Not sure	Net: Superstitious
Seeing a shooting star								
Unweighted base	2212	76	650	803	612	71	726	1415
Base: All GB Adults	2212	78	658	804	595	77	736	1399
I believe this brings good luck	28%	68%	53%	24%	3%	9%	55%	15%
I don't believe this brings good luck	58%	24%	31%	63%	89%	25%	30%	74%
Don't know	9%	6%	12%	9%	3%	42%	11%	7%
Not applicable - Have never heard of this being something that brings good luck	5%	1%	4%	4%	5%	25%	4%	4%
Four-leaf clovers								
Unweighted base	2212	76	650	803	612	71	726	1415
Base: All GB Adults	2212	78	658	804	595	77	736	1399
I believe this brings good luck	32%	76%	64%	23%	5%	9%	65%	15%
I don't believe this brings good luck	58%	15%	26%	69%	89%	25%	25%	78%
Don't know	8%	5%	10%	7%	3%	44%	9%	5%
Not applicable - Have never heard of this being something that brings good luck	2%	3%	0%	1%	3%	23%	1%	2%
A rabbit's foot								
Unweighted base	2212	76	650	803	612	71	726	1415
Base: All GB Adults	2212	78	658	804	595	77	736	1399
I believe this brings good luck	7%	35%	13%	3%	1%	5%	16%	2%
I don't believe this brings good luck	77%	44%	67%	85%	90%	20%	65%	87%
Don't know	10%	14%	14%	8%	4%	41%	14%	6%
Not applicable - Have never heard of this being something that brings good luck	6%	8%	5%	4%	5%	35%	6%	5%
Wishbones								
Unweighted base	2212	76	650	803	612	71	726	1415
Base: All GB Adults	2212	78	658	804	595	77	736	1399
I believe this brings good luck	18%	60%	37%	11%	2%	9%	39%	7%
I don't believe this brings good luck	69%	28%	49%	78%	90%	17%	47%	83%
Don't know	9%	8%	12%	8%	3%	40%	12%	6%
Not applicable - Have never heard of this being something that brings good luck	4%	5%	2%	3%	5%	33%	2%	4%
Making a wish while blowing out birthday candles								
Unweighted base	2212	76	650	803	612	71	726	1415
Base: All GB Adults	2212	78	658	804	595	77	736	1399
I believe this brings good luck	28%	74%	53%	23%	4%	7%	56%	15%
I don't believe this brings good luck	61%	19%	35%	67%	90%	30%	33%	76%
Don't know	9%	5%	10%	9%	3%	40%	9%	7%
Not applicable - Have never heard of this being something that brings good luck	2%	2%	2%	1%	2%	24%	2%	2%

YouGov - Superstitions

GB18 Sample: 24th - 25th November 2022

		Total	Gender		Age				
			Male	Female	18-24	25-34	35-44	45-54	55+
Kissing on New Years									
	Unweighted base	2212	1048	1164	192	352	375	329	964
	Base: All GB Adults	2212	1073	1139	246	357	389	337	884
	I believe this brings good luck	12%	11%	14%	24%	16%	11%	10%	9%
	I don't believe this brings good luck	68%	70%	65%	50%	61%	69%	71%	73%
	Don't know	9%	8%	11%	11%	12%	9%	9%	8%
	Not applicable - Have never heard of this being something that brings good luck	11%	11%	10%	15%	11%	11%	9%	9%
Seeing a rainbow									
	Unweighted base	2212	1048	1164	192	352	375	329	964
	Base: All GB Adults	2212	1073	1139	246	357	389	337	884
	I believe this brings good luck	16%	10%	21%	23%	15%	15%	16%	14%
	I don't believe this brings good luck	69%	75%	62%	56%	65%	70%	71%	72%
	Don't know	9%	8%	9%	9%	11%	7%	7%	9%
	Not applicable - Have never heard of this being something that brings good luck	7%	7%	7%	12%	10%	8%	6%	5%
Saying bless you when someone sneezes									
	Unweighted base	2212	1048	1164	192	352	375	329	964
	Base: All GB Adults	2212	1073	1139	246	357	389	337	884
	I believe this brings good luck	20%	14%	26%	32%	17%	21%	23%	17%
	I don't believe this brings good luck	65%	72%	59%	52%	62%	66%	64%	71%
	Don't know	9%	8%	9%	7%	11%	7%	9%	9%
	Not applicable - Have never heard of this being something that brings good luck	6%	6%	6%	9%	11%	6%	5%	4%
Blowing on dice									
	Unweighted base	2212	1048	1164	192	352	375	329	964
	Base: All GB Adults	2212	1073	1139	246	357	389	337	884
	I believe this brings good luck	11%	9%	13%	17%	13%	14%	12%	7%
	I don't believe this brings good luck	72%	76%	68%	56%	68%	72%	75%	76%
	Don't know	9%	8%	10%	8%	12%	7%	8%	9%
	Not applicable - Have never heard of this being something that brings good luck	8%	7%	9%	19%	7%	6%	5%	8%
Seeing a magpie									
	Unweighted base	2212	1048	1164	192	352	375	329	964
	Base: All GB Adults	2212	1073	1139	246	357	389	337	884
	I believe this brings good luck	13%	10%	17%	22%	14%	18%	13%	9%
	I don't believe this brings good luck	71%	75%	67%	59%	66%	66%	72%	77%
	Don't know	10%	8%	11%	8%	13%	8%	10%	9%
	Not applicable - Have never heard of this being something that brings good luck	6%	7%	5%	10%	7%	7%	5%	5%

YouGov - Superstitions

GB18 Sample: 24th - 25th November 2022

		Total	Social Grade		Region						
			ABC1	C2DE	North	Midlands	East	London	South	England	Wales
Kissing on New Years											
Unweighted base	2212	1295	917	535	376	205	286	507	1909	108	195
Base: All GB Adults	2212	1261	951	529	365	209	299	510	1911	108	192
I believe this brings good luck	12%	13%	12%	13%	12%	14%	15%	12%	13%	12%	8%
I don't believe this brings good luck	68%	68%	67%	69%	66%	65%	60%	71%	67%	65%	72%
Don't know	9%	9%	10%	8%	11%	12%	12%	7%	9%	11%	8%
Not applicable - Have never heard of this being something that brings good luck	11%	10%	11%	10%	11%	9%	12%	10%	10%	12%	12%
Seeing a rainbow											
Unweighted base	2212	1295	917	535	376	205	286	507	1909	108	195
Base: All GB Adults	2212	1261	951	529	365	209	299	510	1911	108	192
I believe this brings good luck	16%	15%	16%	16%	17%	12%	15%	17%	16%	15%	13%
I don't believe this brings good luck	69%	69%	68%	68%	69%	72%	63%	70%	68%	68%	73%
Don't know	9%	8%	9%	9%	9%	11%	12%	6%	9%	11%	5%
Not applicable - Have never heard of this being something that brings good luck	7%	7%	7%	7%	5%	6%	10%	8%	7%	6%	10%
Saying bless you when someone sneezes											
Unweighted base	2212	1295	917	535	376	205	286	507	1909	108	195
Base: All GB Adults	2212	1261	951	529	365	209	299	510	1911	108	192
I believe this brings good luck	20%	20%	21%	19%	17%	19%	25%	22%	20%	25%	14%
I don't believe this brings good luck	65%	67%	64%	67%	68%	64%	57%	66%	65%	63%	71%
Don't know	9%	7%	10%	8%	9%	12%	10%	7%	9%	6%	8%
Not applicable - Have never heard of this being something that brings good luck	6%	6%	6%	6%	6%	5%	8%	5%	6%	5%	7%
Blowing on dice											
Unweighted base	2212	1295	917	535	376	205	286	507	1909	108	195
Base: All GB Adults	2212	1261	951	529	365	209	299	510	1911	108	192
I believe this brings good luck	11%	11%	11%	12%	10%	11%	13%	12%	12%	9%	5%
I don't believe this brings good luck	72%	73%	69%	72%	73%	73%	63%	71%	71%	73%	77%
Don't know	9%	8%	11%	8%	10%	11%	11%	7%	9%	12%	9%
Not applicable - Have never heard of this being something that brings good luck	8%	8%	9%	8%	6%	5%	12%	10%	8%	5%	8%
Seeing a magpie											
Unweighted base	2212	1295	917	535	376	205	286	507	1909	108	195
Base: All GB Adults	2212	1261	951	529	365	209	299	510	1911	108	192
I believe this brings good luck	13%	12%	15%	12%	15%	12%	12%	15%	13%	19%	9%
I don't believe this brings good luck	71%	74%	67%	77%	71%	70%	62%	69%	71%	64%	76%
Don't know	10%	8%	11%	7%	10%	13%	15%	9%	10%	13%	7%
Not applicable - Have never heard of this being something that brings good luck	6%	6%	6%	5%	4%	5%	11%	6%	6%	4%	8%

YouGov - Superstitions

GB18 Sample: 24th - 25th November 2022

		How superstitious, if at all, do you consider yourself to be?							
		Total	Very superstitious	Somewhat superstitious	Not very superstitious	Not at all superstitious	Not sure	Net: Superstitious	Net: Not Superstitious
Kissing on New Years									
	Unweighted base	2212	76	650	803	612	71	726	1415
	Base: All GB Adults	2212	78	658	804	595	77	736	1399
	I believe this brings good luck	12%	28%	24%	10%	2%	5%	24%	7%
	I don't believe this brings good luck	68%	39%	52%	74%	85%	24%	51%	79%
	Don't know	9%	14%	12%	8%	4%	38%	12%	7%
	Not applicable - Have never heard of this being something that brings good luck	11%	19%	12%	8%	8%	33%	13%	8%
Seeing a rainbow									
	Unweighted base	2212	76	650	803	612	71	726	1415
	Base: All GB Adults	2212	78	658	804	595	77	736	1399
	I believe this brings good luck	16%	53%	30%	11%	2%	5%	32%	7%
	I don't believe this brings good luck	69%	27%	52%	75%	89%	28%	49%	81%
	Don't know	9%	8%	11%	9%	2%	34%	11%	6%
	Not applicable - Have never heard of this being something that brings good luck	7%	12%	8%	5%	6%	32%	8%	6%
Saying bless you when someone sneezes									
	Unweighted base	2212	76	650	803	612	71	726	1415
	Base: All GB Adults	2212	78	658	804	595	77	736	1399
	I believe this brings good luck	20%	63%	37%	16%	3%	9%	40%	10%
	I don't believe this brings good luck	65%	27%	46%	72%	88%	25%	44%	79%
	Don't know	9%	5%	10%	9%	3%	41%	9%	6%
	Not applicable - Have never heard of this being something that brings good luck	6%	5%	7%	4%	6%	25%	7%	5%
Blowing on dice									
	Unweighted base	2212	76	650	803	612	71	726	1415
	Base: All GB Adults	2212	78	658	804	595	77	736	1399
	I believe this brings good luck	11%	39%	21%	8%	1%	4%	23%	5%
	I don't believe this brings good luck	72%	36%	56%	78%	90%	30%	54%	83%
	Don't know	9%	11%	13%	8%	4%	34%	13%	6%
	Not applicable - Have never heard of this being something that brings good luck	8%	14%	10%	6%	6%	33%	10%	6%
Seeing a magpie									
	Unweighted base	2212	76	650	803	612	71	726	1415
	Base: All GB Adults	2212	78	658	804	595	77	736	1399
	I believe this brings good luck	13%	42%	25%	10%	2%	10%	27%	7%
	I don't believe this brings good luck	71%	46%	56%	77%	88%	22%	55%	82%
	Don't know	10%	7%	15%	8%	4%	34%	14%	6%
	Not applicable - Have never heard of this being something that brings good luck	6%	5%	5%	5%	6%	34%	5%	5%

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GB18 Sample: 24th - 25th November 2022

		Total	Gender		Age				
			Male	Female	18-24	25-34	35-44	45-54	55+
Getting pooped on by a bird									
Unweighted base		2212	1048	1164	192	352	375	329	964
Base: All GB Adults		2212	1073	1139	246	357	389	337	884
I believe this brings good luck		14%	9%	18%	19%	13%	16%	18%	10%
I don't believe this brings good luck		73%	78%	69%	67%	71%	72%	71%	77%
Don't know		8%	7%	9%	10%	10%	7%	8%	7%
Not applicable - Have never heard of this being something that brings good luck		5%	7%	4%	5%	6%	5%	4%	6%
A bride wearing "something borrowed, something blue, something old and something new"									
Unweighted base		2212	1048	1164	192	352	375	329	964
Base: All GB Adults		2212	1073	1139	246	357	389	337	884
I believe this brings good luck		25%	15%	34%	19%	22%	25%	29%	26%
I don't believe this brings good luck		61%	70%	53%	58%	56%	61%	61%	64%
Don't know		10%	10%	11%	14%	16%	10%	8%	9%
Not applicable - Have never heard of this being something that brings good luck		4%	5%	2%	9%	7%	4%	1%	1%

YouGov - Superstitions

GB18 Sample: 24th - 25th November 2022

	Total	Social Grade		Region							
		ABC1	C2DE	North	Midlands	East	London	South	England	Wales	Scotland
Getting pooped on by a bird											
Unweighted base	2212	1295	917	535	376	205	286	507	1909	108	195
Base: All GB Adults	2212	1261	951	529	365	209	299	510	1911	108	192
I believe this brings good luck	14%	13%	15%	17%	12%	12%	13%	12%	14%	20%	12%
I don't believe this brings good luck	73%	75%	71%	73%	75%	74%	65%	77%	73%	64%	76%
Don't know	8%	7%	9%	7%	8%	10%	13%	6%	8%	9%	6%
Not applicable - Have never heard of this being something that brings good luck	5%	5%	5%	3%	6%	4%	8%	5%	5%	7%	6%
A bride wearing "something borrowed, something blue, something old and something new"											
Unweighted base	2212	1295	917	535	376	205	286	507	1909	108	195
Base: All GB Adults	2212	1261	951	529	365	209	299	510	1911	108	192
I believe this brings good luck	25%	24%	27%	26%	24%	26%	22%	26%	25%	31%	23%
I don't believe this brings good luck	61%	64%	57%	63%	62%	61%	55%	61%	61%	54%	67%
Don't know	10%	9%	12%	8%	11%	11%	16%	10%	11%	10%	8%
Not applicable - Have never heard of this being something that brings good luck	4%	3%	4%	3%	3%	2%	6%	3%	4%	6%	2%

YouGov - Superstitions

GB18 Sample: 24th - 25th November 2022

		Total	How superstitious, if at all, do you consider yourself to be?						
			Very superstitious	Somewhat superstitious	Not very superstitious	Not at all superstitious	Not sure	Net: Superstitious	Net: Not Superstitious
Getting pooped on by a bird									
Unweighted base		2212	76	650	803	612	71	726	1415
Base: All GB Adults		2212	78	658	804	595	77	736	1399
I believe this brings good luck		14%	46%	27%	9%	2%	7%	29%	6%
I don't believe this brings good luck		73%	43%	59%	81%	88%	30%	57%	84%
Don't know		8%	10%	11%	6%	3%	38%	11%	5%
Not applicable - Have never heard of this being something that brings good luck		5%	1%	4%	4%	7%	26%	3%	5%
A bride wearing "something borrowed, something blue, something old and something new"									
Unweighted base		2212	76	650	803	612	71	726	1415
Base: All GB Adults		2212	78	658	804	595	77	736	1399
I believe this brings good luck		25%	69%	50%	18%	3%	9%	52%	12%
I don't believe this brings good luck		61%	20%	34%	70%	89%	20%	33%	78%
Don't know		10%	7%	13%	11%	3%	40%	13%	8%
Not applicable - Have never heard of this being something that brings good luck		4%	4%	2%	1%	4%	31%	3%	3%