



N26 Survey Reveals Nearly 40% Of Gen Z Believe Astrology Can Help Them Make Wiser Financial Decisions

With the growing popularity of horoscopes, more than 50% of Americans believe horoscopes have made a major impact on their lives

Along with the new survey, N26 partners with The AstroTwins to provide a path to financial success with advice and guidance for every Zodiac sign

New York, August 11, 2021 - [N26](#), today released new survey results that reveal how astrology and zodiac signs impact how Americans, especially younger generations, make decisions on all aspects of their lives, including their finances. The survey found that almost a quarter of Americans read their horoscopes regularly, increasing to nearly 30% when looking specifically at Gen Z. With most of America knowing their zodiac signs (91%), the survey also revealed that over half of respondents (52%) believe horoscopes have made at least one major impact on their life, and 31% go further to say they believe astrology can help them make wiser financial decisions.

The survey, which captured data from over 1,000 adult respondents across the U.S., also found that more than 1 in 3 Americans (34%) who are regular horoscope readers are more optimistic about their financial outlook compared to non horoscope readers (21%). Those that read their astrology regularly are also significantly more likely to report use of investment apps (40%), Etrade or online brokerages (31%), or invest in mutual funds, ETF's, and hedge funds (40%) compared to those who rarely or never read horoscopes.

“Astrology has always been a popular tool for Americans trying to navigate the tough choices in their lives, so it’s no surprise that many turn to astrological guidance during particularly challenging times,” said Stephanie Balint, Interim General Manager of N26 US. “At N26, we are dedicated to serving all our customers, regardless of their zodiac sign, by making it easy to budget, visualize spending habits, automatically earn cashback and unlock exclusive discounts for brands you love.”

Additional key takeaways from the survey include:

- **That Sounds Like Me:** 56% of Americans say their zodiac sign accurately reflects their personality traits. Millennials (63%) and Gen Z (62%) are especially likely to say their zodiac sign is reflective of their traits.
- **Quite the Impact:** In addition to helping make a difficult financial decision, 40% of Americans say their zodiac sign influences everyday interactions with friends, and 34% say it influences romance.
- **Driven by Curiosity:** Among respondents who read their horoscope, 71% reported curiosity is the leading reason for doing so, followed by “it is good for conversation,” (42%) and it is comforting (37%).
- **The Collector’s Touch:** Regular horoscope readers are 9 times more likely to invest in rare wine/liquor, 7 times more likely to hold NFT’s, and 6 times more likely to invest in significant amounts of sports memorabilia.

In addition, N26 teamed up with American astrologers and authors, [The AstroTwins](#), Ophira and Tali Edut, to provide a unique guide to financial success for each zodiac sign. The zodiac profiles provide rich and practical guidance on how to make the best decisions about money and are meant to improve financial wealth based on the different astrological signs.

“Whether you’re a super-spender or a thoughtful saver, people’s zodiac signs reveal hidden secrets about how they handle money and big financial decisions,” said The AstroTwins. “We were so thrilled to partner with N26 to highlight the ways Americans can better lean into astrology to take control of their finances and awaken their inner money managers.”

To learn more about the study and to check out the new zodiac profiles by The AstroTwins, read more [here](#).

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About N26

N26 GmbH (“N26”) is building the first mobile banking platform the world loves to use. Valentin Stalf and Maximilian Tayenthal founded N26 in 2013 and launched the initial product in early 2015. Today N26 has more than 7 million customers in 25 markets. The company employs more than 1,500 employees across 10 office locations: Amsterdam, Berlin, Barcelona, Belgrade, Madrid, Milan, Paris, Vienna, New York and São Paulo. With a full European banking license, state-of-the-art technology and no branch network, N26 has redesigned banking for the 21st century and is available on Android, iOS and desktop. N26 has raised close to \$1.8 billion from the world’s most established investors, including Third Point Ventures, Coatue Management LLC, Dragoner Investment Group, Insight Venture Partners, GIC, Tencent, Allianz X, Peter

Thiel's Valar Ventures, Li Ka-Shing's Horizons Ventures, Earlybird Venture Capital, Greyhound Capital, Battery Ventures, in addition to members of the Zalando management board, and Redalpine Ventures. N26 currently operates in: Austria, Belgium, Denmark, Estonia, Finland, France, Germany, Greece, Iceland, Ireland, Italy, Latvia, Liechtenstein, Lithuania, Luxembourg, Netherlands, Norway, Poland, Portugal, Slovakia, Slovenia, Spain, Sweden, Switzerland and the U.S., where it operates via its wholly-owned subsidiary, N26 Inc., based in New York. Banking services in the U.S. are offered by N26 Inc. in partnership with Axos Bank®, Member FDIC (Certificate 35546). For more information about N26, please visit n26.com.

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