

BLACK CATS, BROKEN MIRRORS, OH MY! HOW SUPERSTITIOUS IS THE UK?

Do you steer clear of black cats or wrap your mirrors in cotton wool? We set out to discover how superstitious we are as a nation, and what – if anything – has us crossing our fingers and touching wood.

HALLOWEEN OMENS

Halloween isn't just a time of celebration, it's a time when superstitions become even more prominent!



1/4

of people believe that black cats, and putting a pumpkin in the window, bring good luck



Mirror, mirror, on the wall... Britons still see superstitions galore within the looking glass. It's our most common superstition, with

40%

expecting bad luck from breaking a mirror



THE GOOD, THE BAD AND THE RITUALS

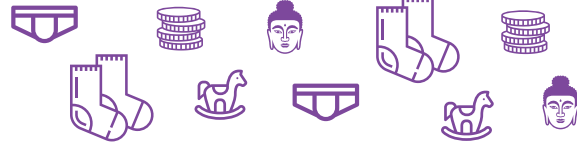
Lucky mascots and superstitious rituals are just as important as ever.

The nation's top five lucky items are...



1/3

Brits admit to regularly using these lucky charms.



14%

carry out superstitious rituals when sitting a test

12%

do so when buying a scratch card or playing bingo

1 in 4

wouldn't put shoes on the table

1/3

of the country thinks that finding a penny or a four leaf clover will bring them luck

18%

think that wishing on a shooting star will bring them luck

CONTROLLING YOUR OWN LUCK

Despite luck being, well, luck, it seems we still try to control it; and superstitious rituals and tokens play a big role in this.

42% of UK adults are typically superstitious

22% do believe that superstitions will ward off bad luck

'Superstitions are unlikely to come to anything, but you carry them out anyway.'

37%

of people agree with this statement

SURPRISING SUPERSTITIONS

Traditional superstitions like black cats and pumpkins might still be alive and well, but the UK is also home to some altogether stranger superstitions.

Superstitious rituals reported by people:

Kissing two fingers both on the front and back,

when the clock reads matching numbers

4444

Standing on one leg when seeing a set of identical numbers

Making a wish at

Putting the left sock on