CultureCode Religion Demographics 2024 Release Notes

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OVERVIEW

Claritas CultureCode® Religion Demographics include population estimates for major religious groups for specific geographic levels. Different religions have different days of worship and some limit consumption of consumer goods and services, for example, kosher dietary rules. Therefore, this dataset can be a valuable resource in assisting manufactures and retailers with product placements and merchandising. Additionally, religious preference is an important linkage to cultures via holidays, meals, and other customs that enable marketers to engage in a more relevant manner.

WHAT'S NEW

This data has been updated based on the newest source data available, including Claritas Pop-Facts® Demographics 2024 estimates.

DATA DESCRIPTION

Variable Roster

The CultureCode® Religion Demographics dataset contains the following variables:

- Current Year Population, Roman Catholic (includes many self-reports that do not routinely attend mass)
- Current Year Population, Jewish (conservative, orthodox, and reformed congregations; includes many self-reports that do not routinely attend services)
- Current Year Population, Muslim (includes all sects)

- Current Year Population, Other Christian (includes Protestant, Mormon, Amish, Eastern Orthodox, Greek Orthodox, etc.)
- Current Year Population, Other or No Religion (includes Buddhist, Shinto, Sikh, Hindu, Baha'i, Bruderhof, Spiritualist, Unitarian Universalist, Zoroastrian; also includes atheist and agnostic persons)

METHODOLOGY

This data is developed using demographic models based on the following sources:

- Claritas Pop-Facts® Demographics
- The Association of Religion Data Archives
- Center For Applied Research In The Apostolate (Georgetown University)
- Jewish Virtual Library, Pew Research Center
- Claritas geospatial research on religious facilities and schools
- Claritas DirecTarget® Religion Coding
- Many websites for individual religious groups

GEOGRAPHIC LEVELS

In order to protect religious communities, this data is only presented for specific geographic levels:

STANDARD MACRO GEOGRAPHIES	INDUSTRY GEOGRAPHIES
Country [1]	Wire Centers [18K+]
State [51]	Major & Basic Trading Area Wireless (MTA & BTA) [500 +]
County [3,142]	Metro/Rural Service Area for Wireless (RSA) [700+]
Nielsen Designated Market Area (DMA) [210]	
Combined Statistical Area (CSA) [100+]	
Core Based Statistical Area – Metropolitan/Micropolitan (CBSA) [900+]	
Congressional District [400+]	

TECHNICAL SUPPORT

If you need further assistance, not provided in the release notes, please contact the Claritas Solution Center between 9:00 a.m. and 8:00 p.m. (Monday through Friday, EST) at 800.866.6511.

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