



CultureCode Religion Demographics 2026 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 manufacturers and retailers with product placements and merchandising. Additionally, religious association is an important cultural influence via holiday observance, meals, and other customs that enable marketers to engage in a more relevant manner.

WHAT'S NEW

This update is based on the newest data sources available, including the 2020 U.S. Religion Census, the Public Religion Research Institute's American Values Atlas, Claritas Business-Facts®, and Claritas Pop-Facts® Demographics 2026 estimates.

DATA DESCRIPTION

Variable Roster

The CultureCode® Religion Demographics dataset contains the following variables:

- Current Year Population, Roman Catholic
- Current Year Population, Jewish (conservative, orthodox, and reformed congregations)
- Current Year Population, Muslim (includes all sects)
- Current Year Population, Other Christian (includes Protestant, Mormon, Amish, historically Black churches, Jehovah's Witness, Eastern Orthodox, Greek Orthodox, Bruderhof, etc.)

- Current Year Population, Other (includes Buddhist, Shinto, Sikh, Hindu, Baha'i, Spiritualist, Unitarian Universalist, Zoroastrian, etc.)

METHODOLOGY

The methodology combines the latest Claritas Pop-Facts® Demographics and Claritas Business-Facts® data with the most comprehensive and respected studies on religion available. State level targets are driven by the American Values Atlas survey conducted by the Public Religion Research Institute (PRRI). The PRRI conducts at least 40,000 interviews annually, making it the largest regular survey to ask participants about religions affiliation. County level targets are driven by counts of congregations based on the 2020 U.S. Religion Census, which is conducted by the Association of Statisticians of American Religious Bodies (ASARB). The 2020 U.S. Religion Census covered over 350,000 congregations, making it the largest study of its kind. This information is then supplemented by a Claritas-developed gravity model, which uses geospatial research on religious facilities and schools found in Claritas Business-Facts® to help distribute local populations into the different categories based on their proximity to these locations.

It is important to note that the gravity model assigns everyone to a religious group based on the data for their area, even those who do not identify with any religion. In this context, religious affiliation is a combination of religious adherence as well as a person's proximity to religious institutions and other practicing members. This can be useful for marketing purposes as proximity to friends, family, and institutions associated with a religion means that an individual may still engage in some related cultural practices. However, this data should not be used to gauge religious adherence as it is not possible to estimate how many people do not associate with any religion in local markets.

GEOGRAPHIC LEVELS

This data is only presented for the following geographic levels:

STANDARD MACRO GEOGRAPHIES	INDUSTRY GEOGRAPHIES
Country [1]	Wire Centers [18K+]
State [51]	Major & Basic Trading Area Wireless (MTA & BTA) [500 +]
County [3,143]	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.

LEGAL NOTIFICATIONS

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