CultureCode Religion Demographics 2027 Release Notes

CONTENTS

Overview
What's New
Data Description
Methodology
Geographic Levels
Technical Support
Legal Notifications

OVERVIEW

Claritas CultureCode® Religion Demographics estimate how much of the U.S. population associates with each major religious group from a cultural perspective. 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 2027 estimates. Data is now available for additional geographic levels including block group, census tract, ZIP code, census place, and minor civil division to enable more detailed analysis.

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)

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- 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. There is also a limit to how much state targets can influence estimates for smaller religious groups including Jewish, Muslim, and Other Religions. This provides stability when sample sizes are small and guards against the risk of overstating these populations in local markets.

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, such as holiday celebrations. 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 presented for the following geographic levels:

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STANDARD MACRO GEOGRAPHIES	STANDARD MICRO GEOGRAPHIES	INDUSTRY GEOGRAPHIES
Country [1]	Place [31K+]	Wire Centers [18K+]
State [51]	Tract [84K+]	Major & Basic Trading Area for Wireless (MTA & BTA) [500 +]
County [3,144]	Block Group [239K+]	Metro/Rural Service Area for Wireless (RSA) [700+]
Nielsen Designated Market Area (DMA) [209]	Residential ZIP Code [32K+]	
Combined Statistical Area (CSA) [100+]	Minor Civil Divisions (MCD) [35K+] (Also includes Census Civil Divisions (CCD) in states that do not have MCDs)	
Core Based Statistical Area – Metropolitan/Micropolitan (CBSA) [900+]		
Congressional District [400+]		
Three-Digit ZIP (TDZ) [800+]		

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 855.400.2778.

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