

Religion and Spirituality in America: Incl Impact of COVID-19 - US - October 2020

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This report looks at the following areas:

- The current state of religious identity and dedication in America.
- The impact of COVID-19 on organized religion, spirituality, and the emotional need for connection.
- The role religious beliefs play in consumer identity, and consequently consumer behavior.
- The way in which brands can engage with religious consumers on an ethical level and how they can provide community and emotional support to secular consumers.

Formal religious affiliation has been noticeably declining in America for the past few decades; however, the majority of Americans still self-describe as religious and dedicated to their personal faith. For these individuals, their religion or spirituality is an intrinsic part of their personal identity, informing their morals, values, and the way in which they see the world.



“While religious affiliation may be declining in the United States, consumers’ need for communal support, emotional comfort, and a set of beliefs that help them understand the world is still prevalent. The COVID-19 pandemic and the uncertainty of 2020 has only accentuated this need.”

– Lisa Dubina, Senior Culture and Identity Analyst

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