



A Failing U.S. Armenian Christian Ecosystem: 12 Body Parts

Currently Underperforming with Extraordinary Potential

The 3% "Faithful" U.S. Armenian Christian Ecosystem bottom decile -- next to last place -- performance permeates all of the 12 Ecosystem Body Parts with deeply rooted barriers to change. In stark contrast, a systemic misconception held by many Armenian Americans is that they have among the highest non-holiday church attendance rate of 30% and have best-in-class performance on all 12 Ecosystem Body Parts. Over the past decade the number of "Faithful" has declined and the annual percentage increase in the number of Armenian in the U.S. census is now a fraction of overall U.S. population growth and was from 1980 to 2010 a multiple.

"Faithful" defined as those who regularly attend Armenian church on non-holidays. Percentages are of relevant U.S. Armenian group.

(2) 2% of major Armenian Philanthropist donations to Armenian religious activities (2001 to 2023)

(7) 1% of U.S. Armenians aged 18–29 are "Faithful", a small fraction of the 10% who attend accredited Armenian schools - KPI #3

(3) 2% religious content in Armenian theme major international films (1982-2023)

(4) 3% of articles have religious content in 18 Armenian English language news outlets (2024 sample)

(5) 5% of advertisements have religious content in 18 Armenian English language news outlets (2024 sample)

(6) 6% religious content in 321 Armenian Documentaries (1930-2024)

(1) 3% Armenians "Faithful" - KPI #1

Armenian churches in the U.S. ranked in the bottom decile – next to last place – among the 23 U.S. Orthodox Christian groups in regular weekly attendance % of adherents in both 2010 and 2020 and 10% of the average of U.S. Protestants and Catholics regular weekly attendance percentage.

(8) 0% read the Bible daily - KPI #2

(9) 0% attend Bible study classes

(10) 0% Biblically inspired world-class benchmarking and management excellence - KPI #4

(11) 0% of church role models non-work hours participating in church activities training and retention % - KPI #5

(12) 3.7X SROI which is 39% of the U.S. Orthodox Median SROI of 9.4x

Notes: (a) "Faithful": Non-Holiday Badarak Faithful, which is Khachkar Studios Key Performance Indicator #1, KPI #1. (b) Numbers are rounded to an integer. (c) SROI: Social Return on Investment. (d) For Ecosystem body parts 10 and 11, the analyzed materials are from 1957 to 2024. (e) See Khachkar Studios webpage "Analyses" for additional information. (f) The 3% Armenian American "Faithful" is 12,894 attendees at 164 Armenian churches in 25 states divided by the official U.S. census number of 460,254 Armenian Americans. Furthermore, it is very important to remember that the percentage of Armenian "Faithful" is only 1% if the credible and widely cited number of 1+ million Armenian Americans is the denominator.