



KHACHKAR STUDIOS
EMPOWERING GOOD NEWS

I-SROI: SUNDAY EVENING WORSHIP BENCHMARK TO RE-ENGAGE YOUNG ADULTS

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Research and practice consistently show that Sunday evening services are often the most attractive weekly worship time for young adults (18–29), particularly in urban and university communities.

One of the largest studies of Catholic Mass attendance patterns (more than 56,000 Mass attenders) found that:

- * Sunday evening is easily the most popular Mass time for older teenagers and young adults (ages 15–29).
- * Parishes offering Sunday evening Mass tend to attract more young adults, more university-educated attendees, more visitors, and larger overall attendance than comparable parishes without one.
- * The researchers concluded that eliminating a Sunday evening Mass risks losing one of a parish's best opportunities to engage young adults.

An estimate of increased attendance of 70%+ young adults in some parishes. Thus, many well-known parishes intentionally target young adults with a 6:00–7:00 p.m. Sunday Mass, especially near universities and city centers.

Recent examples include:

- * St. Joseph's in Greenwich Village (New York): its 6 p.m. Sunday Mass has become so popular with young adults that the church frequently reaches capacity, with people standing in the aisles and foyer.
- * Many dioceses now explicitly advertise 7 p.m. Young Adult Masses, recognizing that this time fits students' and young professionals' schedules.

Why Sunday evening works for 18–35 year olds, Sunday evening often fits their lifestyle because:

- * They can work or travel during the weekend.
- * College students often return to campus Sunday afternoon.
- * Young professionals are free after weekend activities.
- * It naturally becomes a social event, with dinners, coffee, or fellowship afterward.

This may be one of the strongest practical lessons from other Christian traditions. Our objective is to increase attendance among Armenian Americans ages 18–29 and piloting a Sunday 7:00 p.m. Divine Liturgy (or a monthly Sunday evening liturgy) at selected parishes could have a much higher probability of attracting young adults than simply trying to fill a traditional 10:30 a.m. Sunday service.

This pilot directly moves two of the core KPIs: KPI #1 (non-holiday church attendance across all ages) and KPI #2 (non-holiday church attendance among young adults ages 18–29). Based on the research and precedent outlined above, a Sunday evening Divine Liturgy has the potential to drive a 25% to 100% increase in these metrics within months, not years, of implementation.

Given this scale of potential impact relative to the cost and effort required, this initiative deserves ranking as the number one highest-priority I-SROI best practice for near-term adoption.