



Khachkar Studios U.S. Pilot Correlations: 2024

#	Correlation Between Parish Performance and Financial Metric		Correlation	Statistical Relationship
	Parish Performance Metric	Financial Metric		
1	"Faithful" % of Capacity	Church-Related Income % of Total Spending	+0.78	Strong Positive Correlation
2	"Faithful" % of Members	SROI	+0.48	Moderate Positive Correlation
3	"Faithful" % of Members	Church-Related Income % of Total Spending	+0.32	Weak Positive Correlation
4	Number of "Faithful"	Church-Related Income % of Total Spending	+0.06	No or Negligible Correlation
5	"Faithful" % of Members	Spending per "Faithful"	-0.31	Weak Negative Correlation
6	Church-Related Income % of Total Spending ^(a)	Spending Per "Faithful"	-0.72	Strong Negative Correlation

(a) Also Financial Metric.

Metrics of Khachkar Studios Pilot Churches

	<u>SROI</u>	<u>"Faithful"</u>	<u>Spending per "Faithful"</u>	<u>Church-Related Income per "Faithful"</u>	<u>Church-Related Income % of Total Spending</u>	<u>"Faithful" % of Capacity</u>	<u>Faithful % of Members</u>
Average	4.4x	107	\$5,586	\$2,653	56%	53%	44%
High	7.7x	176	\$9,570	\$3,586	101%	93%	82%
Low	2.1x	56	\$2,592	\$1,518	27%	21%	19%

Correlations Definitions:

Strong Positive Correlation: +0.70 to +1.00	Strong Negative Correlation: -0.70 to -1.00
Moderate Positive Correlation: +0.40 to +0.69	Moderate Negative Correlation: -0.40 to -0.69
Weak Positive Correlation: +0.10 to +0.39	Weak Negative Correlation: -0.10 to -0.39
No or Negligible Correlation: 0.00 to +0.09	No or Negligible Correlation: 0.00 to -0.09