



Khachkar Studios U.S. Pilot "Faithful" Correlations: 2024

“Faithful”: The U.S. religious sector universally agreed upon definition is average non-holiday attendees.

#	Correlation Between Parish Performance and Financial Performance		Correlation	Statistical Relationship
	Parish Performance	Financial Performance		
1	"Faithful" % of Capacity	Church-Related Income % of Total Spending	+0.80	Strong Positive Correlation
2	"Faithful" % of Members	SROI	+0.71	Strong Positive Correlation
3	Number of "Faithful"	Church-Related Income % of Total Spending	+0.53	Moderate Positive Correlation
4	"Faithful" % of Members	Church-Related Income % of Total Spending	+0.46	Moderate Positive Correlation
5	"Faithful" % of Members	Spending per "Faithful"	-0.49	Moderate Negative Correlation
6	Spending per "Faithful" ^(a)	Church-Related Income % of Total Spending	-0.66	Moderate Negative Correlation

(a) Also Financial Metric.

Select 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	5.0x	144	\$5,412	\$2,814	61%	64%	49%
High	10.7x	480	\$10,155	\$5,655	105%	161%	94%
Low	2.0x	56	\$1,868	\$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