

# Khachkar Studios U.S. Pilot "Faithful" Correlations: FY2025 or Latest Available

**“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	<b>+0.79</b>	<b>Strong Positive Correlation</b>
2	"Faithful" % of Members	SROI	+0.73	Strong Positive Correlation
3	Number of "Faithful"	Church-Related Income % of Total Spending	+0.55	Moderate Positive Correlation
4	"Faithful" % of Members	Church-Related Income % of Total Spending	+0.49	Moderate Positive Correlation
5	"Faithful" % of Members	Spending per "Faithful"	-0.54	Moderate Negative Correlation
6	Spending per "Faithful" <sup>(a)</sup>	Church-Related Income % of Total Spending	<b>-0.76</b>	<b>Strong Negative Correlation</b>

(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>
<b>Average</b>	4.9x	150	\$5,589	\$2,769	61%	67%	49%
<b>High</b>	10.1x	510	\$10,831	\$4,755	106%	171%	94%
<b>Low</b>	1.8x	64	\$1,976	\$1,518	27%	18%	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