



# The Failing U.S. Armenian Christian Ecosystem: 12 Body Parts Currently Underperforming with Extraordinary Potential

- Only ~3% of U.S. Armenians – approximately 13,000 individuals – attend church weekly on non-holidays (the "Faithful") – ranking them as a bottom decile performer among major religions and peer groups, and metastasizing underperformance across the entire ecosystem.
- A highly destructive massive systemic misconception – perpetuated by zero transparency – among U.S. Armenians is that weekly church attendance is 30% or higher, not 3% or less. This leads many to falsely believe they are the best, when they are a bottom decile performer.
- The U.S. Armenian Christian ecosystem is a textbook example of the Dunning-Kruger "Peak of Mount Worst Practices", where a highly destructive massive systemic misconception – bottom decile performance masked as excellence – corrupts a system without transparency, without accountability, and without a world-class benchmarking and management excellence "Framework" to improve performance.

**(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 to 2023)

**(1) 3%** Armenians "Faithful" – KPI #1

Only 3% of U.S. Armenians attend church weekly (the "Faithful") – ranking next to last (22<sup>nd</sup> of 23) among U.S. Orthodox groups in 2010 and 2020. This is a small fraction of the 20% top quartile Orthodox and 30% Catholic/Protestant averages.

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

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

**(9) 0%** attend Bible study classes

**(10) 0%** Biblically inspired by world-class benchmarking and management excellence – the "Framework" – KPI #4

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

**(11) 0%** of church role models' non-work hours participating in "Framework" BENEFITS education, training, and retention – KPI #5

**(6) 6%** religious content in 321 Armenian documentaries (1930 to 2024)

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

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