



U.S. and Republic of Armenia Non-Holiday Sunday Church Attendees - "Faithful": KPI #1 and KPI #2 U.S. Performance Improvement 5-Year Goals

1. Our priority for U.S. performance improvement goal is to increase by **100%** (25,788) the number of "Faithful" (KPI #1) from 2.8% to 5.6% of total U.S. Armenian population, which would still only move the U.S. Armenian Church attendance from the bottom decile to the bottom quartile among the 23 Benchmark Orthodox Christian Churches in the U.S.
2. Our priority for U.S. performance improvement goal is to increase the number of U.S. Armenian "Faithful" females aged 18 to 29 (within KPI #2) from 0.7% to 8.8% of their age group, to match the Republic of Armenia 314% relative performance.

	United States of America (U.S.)		Republic of Armenia (ROA)		KPI #1 and KPI #2 U.S. Performance Improvement Goals
	Metric	Metric as a % of Relevant Total	Metric	Metric as a % of Relevant Total	
Armenian Total Population	460,254		3,076,200		
Number of Sunday sermon active Christian churches	164		160		
Total Legal Capacity	23,964		36,468		
Total "Faithful"	12,894		10,400		25,788
Total "Faithful" % of Total Population	2.8%		0.3%		5.6%
18 to 29 years of age Population	68,854	15%	400,000	13%	
18 to 29 years of age "Faithful"	985	8%	3,615	35%	
18 to 29 years of age "Faithful" % of 18 to 29 years of age Population	1.4%	51%	0.9%	267%	
18 to 29 years of age Female Population	34,427	7%	196,000	6%	
18 to 29 years of age Female "Faithful"	246	2%	2,080	20%	3,027
18 to 29 years of age Female "Faithful" % of 18 to 29 years of age Female Population	0.7%	26%	1.1%	314%	8.8%

Notes:

1. "Faithful" definition is the median number of attendees at non-holiday Sunday church. **U.S. Armenian "Faithful" 2024:** Source, JI-Analytics model of all 164 active parish Armenian churches in the U.S. is based on 243 on-site, in-person, and photo verified field research Sunday visits at 106 of the 164 churches (65%) in 25 U.S. states with 95% of the U.S. Armenian population. **ROA "Faithful" 2026:** Source, JI-Analytics model of all 160 active parish Armenian churches in ROA is based on 100 on-site, in-person, and photo verified field research Sunday visits at 100 of the 160 churches (63%). Numbers documented included attendance, ages, genders, and capacity.
2. U.S. supporting data from the United States Government Census Bureau: <https://www.census.gov>. Republic of Armenia population source is The Government of the Republic of Armenia: <https://www.gov.am/en/demographics/>

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