

U.S. and Republic of Armenia Non-Holiday Sunday Church Attendees - "Faithful": Massive Misconceptions versus Actual and Benchmarks

A. Massive misconceptions:

All three of the most widely cited U.S. Armenian diaspora surveys report that approximately **30%** of U.S. Armenians attend church four or more times per month, which is Khachkar Studios definition of "Faithful".

The Pew Research Center reports that about **51%** of adults in Armenia describe themselves as "highly religious" and 98% identify as Christian (mostly Armenian Apostolic), a category often assumed to include weekly church attendance.

B. Actual Armenian church attendance count:

	United States of America (U.S.)		Republic of Armenia (ROA)		1 st Priority U.S. Performance Improvement Goal
	<u>Metric</u>	<u>Metric as a % of Relevant Total</u>	<u>Metric</u>	<u>Metric as a % of Relevant Total</u>	
Armenian Total Population	438,646		3,076,200		
Number of Sunday sermon active Christian churches	164		158		
Total Legal Capacity	23,964		33,794		
Total "Faithful"	12,894		12,166		
Total "Faithful" % of Total Population	2.9%		0.4%		Increase the number of U.S. "Faithful" 18- 29 year-old females to match the Republic of Armenia's 223% relative performance.
18 to 29 years of age Population	68,854	16%	400,000	13%	
18 to 29 years of age "Faithful"	985	8%	4,136	34%	
18 to 29 years of age "Faithful" % of 18 to 29 years of age Population	1.4%	49%	1.0%	261%	
18 to 29 years of age Female Population	34,427	8%	216,000	7%	
18 to 29 years of age Female "Faithful"	246	2%	1,903	16%	2,254
18 to 29 years of age Female "Faithful" % of 18 to 29 years of age Female Population	0.7%	24%	0.9%	223%	6.5%

C. Benchmarks for U.S. actual church attendance count:

U.S. group of 23 Orthodox churches have a top quartile of 20% and a median of 15%.

U.S. Catholics and Protestants have approximately 30%.

Notes:

- "Faithful" definition is average number of attendees at non-holiday Sunday church in 2024.
- U.S. "Faithful" source: JI-Analytics in 2024 conducted 243 on-site field research visits at 106 Armenian churches in 25 of the largest states, with photographic verification to identify 22,786 holiday Badarak faithful and 12,894 non-holiday Badarak faithful.
- 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/>
- Republic of Armenia preliminary number extrapolated from a sample of 32 of the 89 churches.
- Benchmark numbers confirmed with multiple primary sources and cell phone data reports.