

# Stat Analysis of a Dead Radical Church

Not because it is Thursday 2 pm but of interest to what is being discussed on Marty's blog right now, here are some stats on the "fastest growing religion on earth" that more than back up the statement that "the church is dead". Those having attended the recent IAS event can compare it to the "fresh stats" undoubtedly presented by David Miscavige in support of the "unprecedented expansion" (and leave a comment).

Marty Rathbun, Mike Rinder, Steve Hall, Jeff Hawkins, Amy Scobee, Mark Headly and many others have posted on the internet and/or published books saying that the Church of Scientology is *shrinking* since many years.

Is there any proof for that available outside the church (that either carefully hides actual stats or thoroughly falsifies or misleadingly interpretes them if published – at least, so say its critics)? Yes, that data is available in broad daylight and everywhere: On the Internet (even accessible to Scientologists in "good standing").

There are many websites that keep statistics on the *traffic (visitors and visits)* of any given website on the Internet (provided it has a certain minimum traffic which may differ from one site to the next). I have chosen a site that allows the display of *figures* (rather than just a curve or a trend): <http://siteanalytics.compete.com>

To begin, and to confirm what Mike Rinder said on his recent radio interview on "The Edge", somebody did a search for all the addresses available on *official Scientology websites* for churches, missions and groups (because books no longer contain address lists). The result: a real Whopper! Some 7,000 of these orgs, missions and groups seem to have been simply made up for "expansion" purposes.

“WHOPPER” – a gross and blatant lie				
8501	Claimed by David Miscavige (orgs, missions, groups)		100%	
Addresses of orgs, missions and groups actually found on Church websites (full details below)				
90	Orgs		1%	
334	Missions		4%	
1010	Groups		12%	
	10	ABLE Offices		0.118%
	892	Applied Scholastics		10.493%
	31	Criminon		0.365%
	46	Narconon		0.541%
	16	Way to Happiness		0.188%
	15	WISE		0.176%
7,067	MISSING		83%	

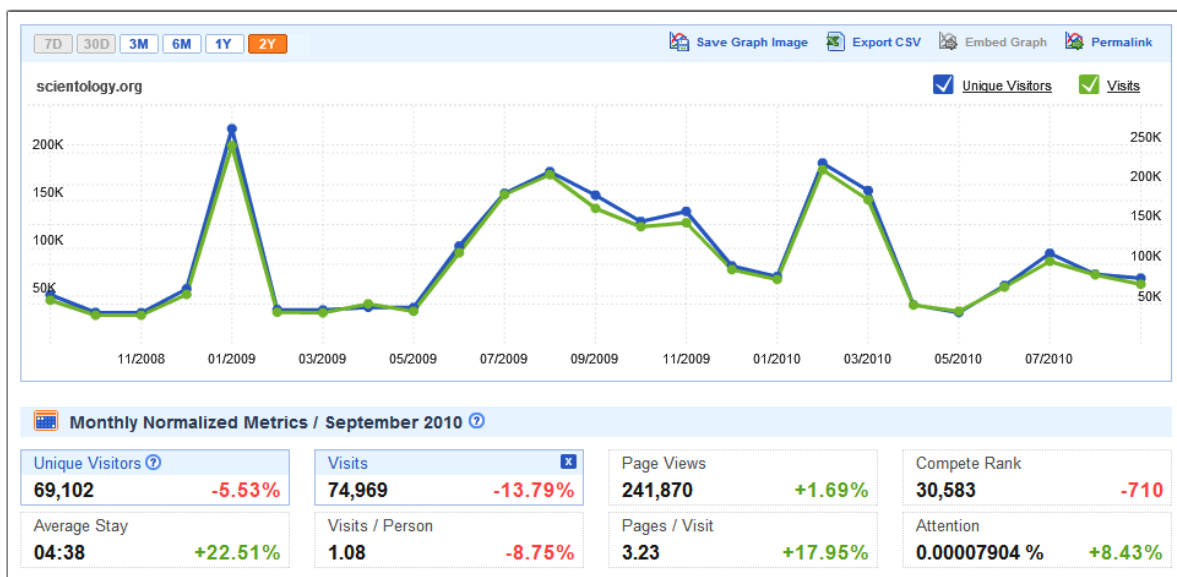
The full track of this research is available on <http://www.scientology-cult.com/declarations-of-independence/knowledge-reports/33-fraud/365-83-percent-whopper.html>.

A few notes on the graphs below and what they show:

- All graphs show **two years** worth of data so we can better see where things are heading.
- All graphs end with September 2010 (this site is updated once a month and just a few days ago has added Sempتمبر).
- All graphs show the *Number of Unique Visitors* (blue line) and the *Number of Visits* (green line) to a site.
- The *scale* for the blue line is on the *left* and the scale for the green line is on the *right* side of the graph.
- Please note the additional fields (showing the figures for September 2010) displayed below each graph:  
*Unique Visitors*     The same person visiting a site twice or several times is counted only *once*  
*Visits*                How many times has this site been *visited* in total  
*Average Stay*        How many *minutes on average* did a visitor stay on that site during a visit  
*Visits / Person*        How many times did a unique visitor *return* to that site  
*Pages / Visit*         How many pages have been viewed (clicked on) per visit
- When you go to this website you can move the mouse over the graph and see the figure for each dot. Unless you pay a fee you will only be able to see *one-year* graphs.

So, here are the STATS of the “fastest growing religion on earth”:

First, the premier site: **Scientology.org**



What is this? Barely Normal, tipping towards Emergency or a long-term Emergency, i.e. Danger trend? For the last **12 months** it undoubtedly is Danger. It possibly would help if somebody would confess to some overts and reform.

Please note hat the number of *Unique Visitors* more or less equals the *Number of Visits*, in other words - whoever vistis this site does so only *once* (1.08 visits, to be precise) and then does not come back.

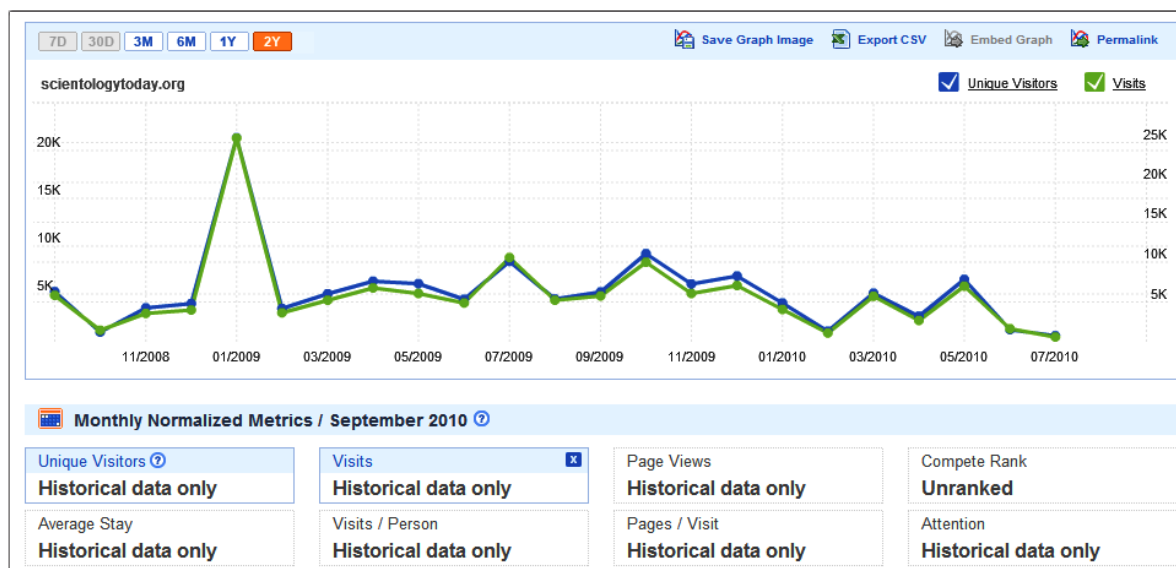
The *Average Stay* is of interest too. There are hundreds of videos on this site with roughly that length. I could be wrong but I invite you to go to this site and start reading: time yourself how long you can keep up the interest reading (assuming the viewpoint of a truly new visitor)!

This site has several of what are called “sub domains” and these are displayed below:

6 total subdomains for scientology.org (September 2010) ⓘ			
	Unique Visitors ⓘ	Monthly Change	Yearly Change
- scientology.org	69,102	-5.53 %	-55.62 %
1 www.scientology.org	66,100	-1.41 %	-56.71 %
2 oca.scientology.org	1,399	-26.91 %	-81.16 %
3 www.oca.scientology.org	1,399	-26.91 %	-81.16 %
4 locator.scientology.org	975	-5.16 %	-64.36 %
5 www.locator.scientology.org	975	-5.16 %	-64.36 %
6 personalitytest.scientology.org	0	N/A	N/A

Well, doesn't look that rosy, folks. Note: No. 2 and 3 as well as No. 4 and 5 are *identical*! OSA folks, what is that? Or did you find a way to get *one* “unique” visitor counted *twice* ?

The site of the “home org” of Tommy Davis (OSA Int) is a perfect reflection of his popularity. Ladies and Gentleman, the OSA INT site **scientologytoday.org**

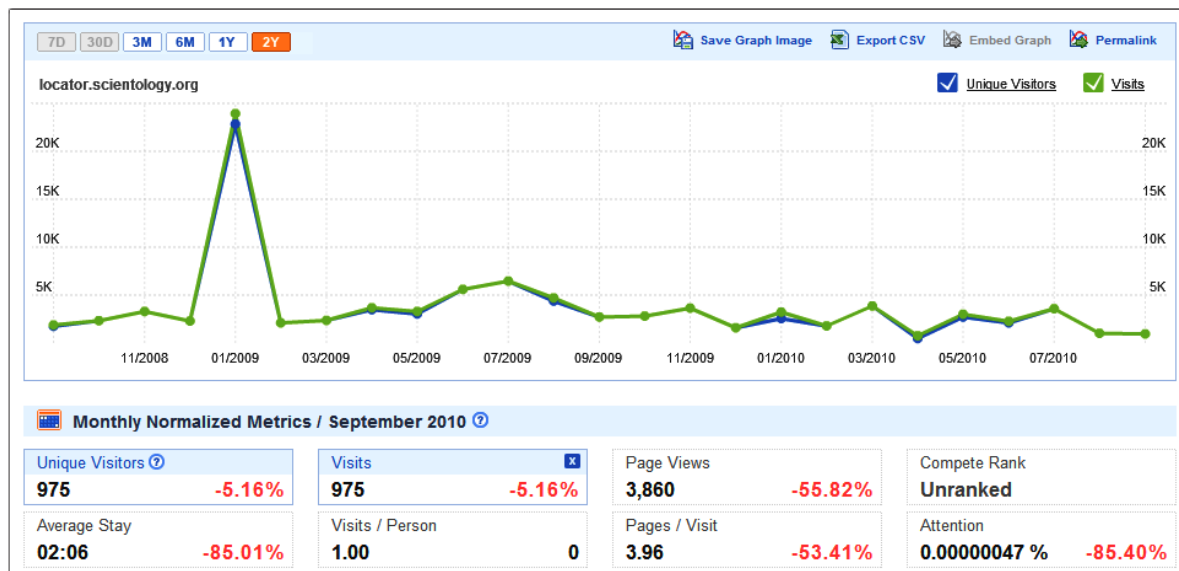


The “last time” this website had enough traffic *from the whole world* to be counted (629) was in *July* 2010. (Note: “last time” could be interpreted in two different ways; please, do not pick the wrong one!) All fields below the graph say “historical data only”. OSA guys, please! Can't you do a little fraudulent all-hands to “make it go up” or are you already *history*? The site doesn't seem to be very attractive to the visitors either as they don't come back (the green and blue lines are almost identical).

Alright, no reason to get depressed (yet!).

Surely, with all this “unprecedented expansion” of new Idle Morgues, people will be looking for their location on the super-duper, fully automated Church Locator (they *have to* because the books no longer contain address lists).

This stat is an indicator of the reach of *truly new* publics:



Well, I guess you have to fix that too, OSA. More all hands.

Look! Only 975 people in a whole *month internationally*! Come on, with *more than 8,500 orgs, missions and groups located in more than 163 countries* that is just about 6 people in each *country* looking for an idle morgue. In a *month*!

This is the *fastest growing what ? !*

Just look at all the TRENDS and the RANGE of these graphs!

Where is all this *straight up and vertical* ? One probably is supposed to *hang* them “straight and vertical” on the wall.

Well, well. OSA, you really dump every problem on Dear Leader.

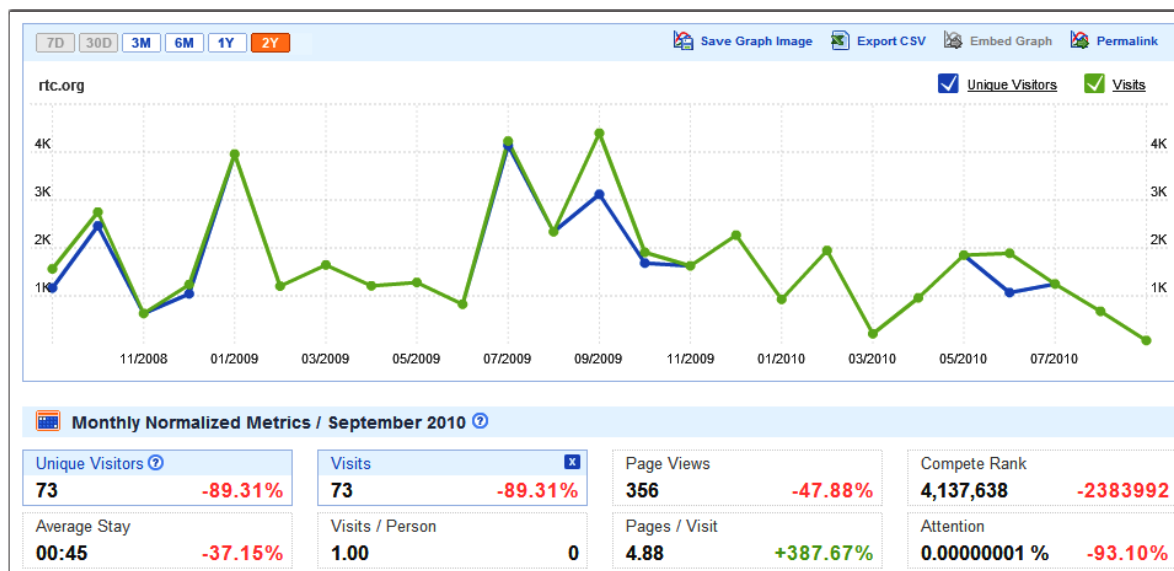
Do you really expect *him* to fix that problem for you as well or are you going to become as effective as he is?

Oh, he already *is* your ideal. I see, I see ...

So then, here is the publicly available and *un-falsify-able* statistic of David Miscavige.

Ladies and Gentleman, *rolling thunder!*

*Theeeeeee staaaaaatic of RTCeeeeeee:*



I hope you didn't see that the *Number of Unique Visitors and Visits* hit a staggering Seeeeeventy-Threeeeee. It probably is equal to the number of KR's written by some brave soles reporting that this whole idle morgue strategy, *statistically*, is for the birds.

There is an oddball statistic that seems to either have been "prepared" for the ISA-Event (just a swinish suspicion) or David the Savage didn't pay attention:

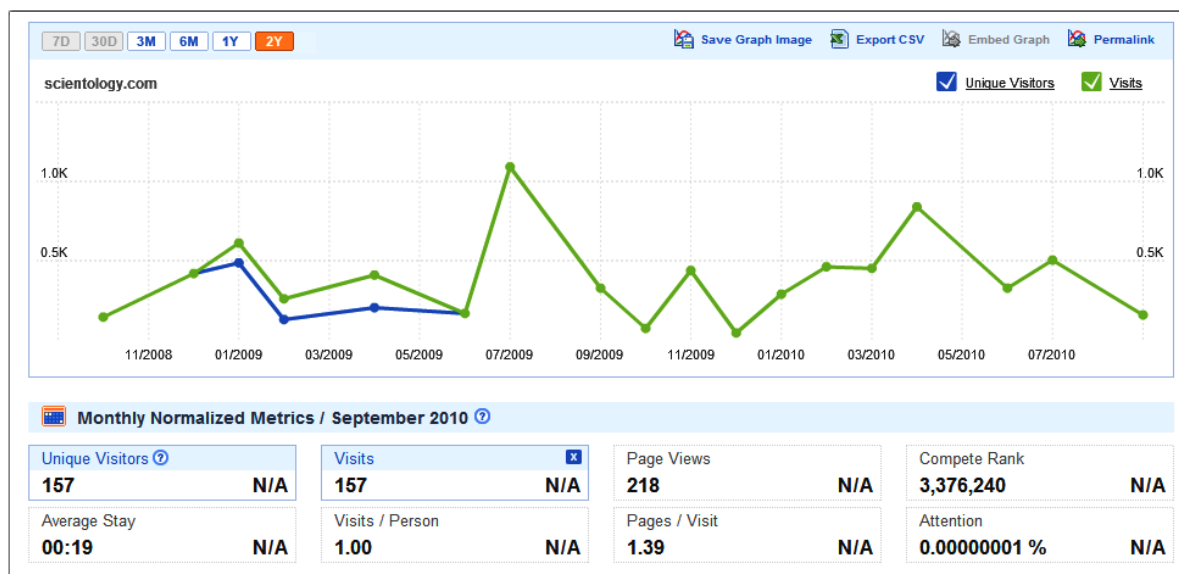


It had such a nice Emergency trend, wobbling between 3,000 and 4,000 unique visitors/visits per month for almost two years that it sort of lends itself to a thunderous IAS announcement: the *interest on the Internet has increased by a factor of 10 in two months ALONE!* Wouldn't even be a straight lie – Dave, felt tempted?

I should not forget the only graph I have found that had, over a period of two years, a Normal trend – nothing staggering and a bit heavy headed at its end (let's see what transpires when the numbers are in for October) but at least for the last half year it was going up nicely towards the level it used to have at its peak.



I have begun with scientology.org and will end this list with scientology.com which seems to barely maintain some sort of a long-range Normal trend in the land of Permanent Non-Existence. It's the shortest *Average Stay* time I've seen: 19 seconds and the visitor is out of there.



Alright, let's leave these "org" stats alone and deal with a few happy ones – Books! The *Molded Age of Knowledge* has been announced as an "unqualified success". Astronomical book and CD sales have been reported with two state-of-the-last-decade printing plants (because it's possible via download *for many years*) exclusively printing these books and CDs on a 24/7 shift to keep up with the demand. Their traffic should be heavy, provided the orgs are still selling to *raw public* (as did the grand-master Jeff Hawkins in a range of *hundreds of thousands*).



First, Bridge Publications: bridgepub.com



Well, even a raw public would make this an “unqualified Emergency”, thus *Danger trend*. And the *Visits per Person* also nearly approach the 1:1 ratio – once there, never to return.

In all the stats I have found one that has a Normal trend for the entire two years even though the site is not “compelling”, i.e. visitors do not return and don’t stay long on the site.



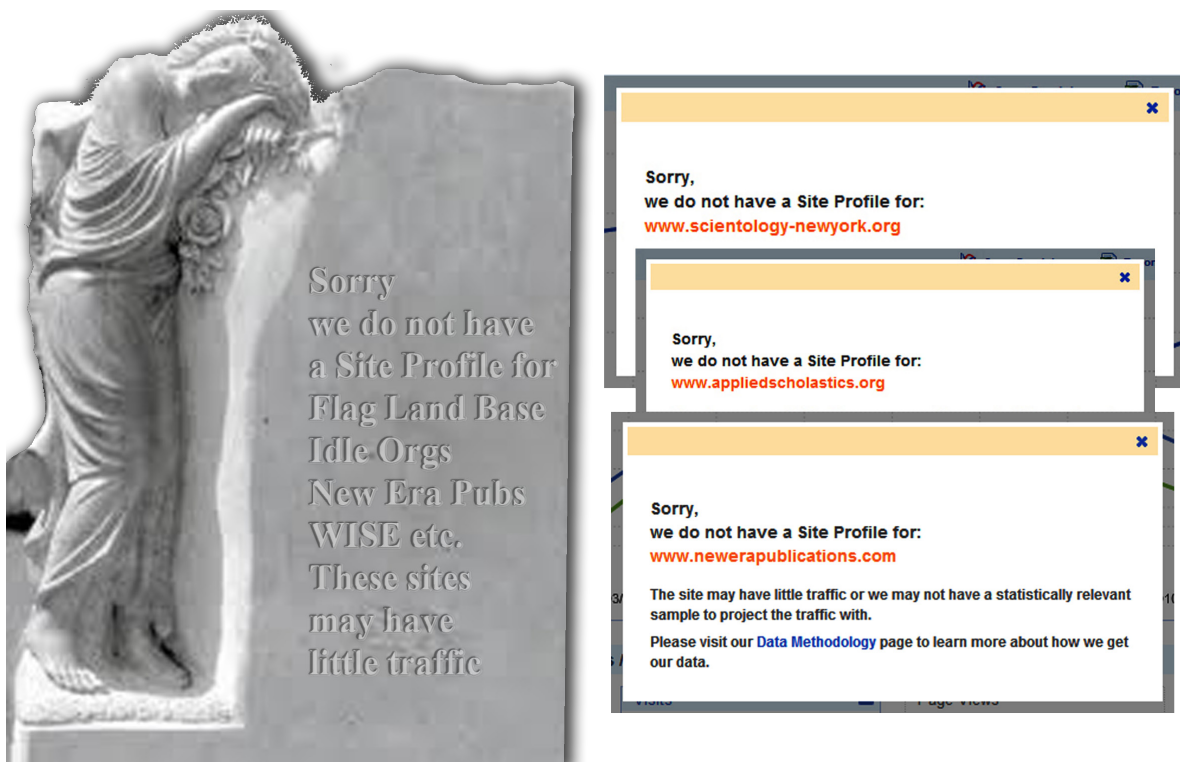
And with that: *There you have it ALL!*

You may ask:

What about the traffic stats of: **New Era Publications, Wise, ABLE, Criminon, Applied Scholastics, Hubbard College International, Flag Land Base, Idle Morgues** (each one got its very own website) and ... (go, test it out for yourself).

Before you assign it to the viciousness of this Honorable SP, I tell you what fate they all share:

*So little traffic, this monitoring website simply does not even record them?*



So, there is no securing for OSA tonight and many other nights until all the stats are up.

For the others, I want to add something before I truly end this story but want to turn the page away from this ideal morgue first



There *are* some sites on the subject of Scientology by former Int Staff that *do* have uptrending traffic (these are not “all” such sites – I am openly biased here and include only those that I like and visit – not a criticism of others but simply an expression of my choice).

First, the site of Jeff Hawkins: [leavingscientology.wordpress.com](http://leavingscientology.wordpress.com)



His site is just over one year old and draws about 5,000 people by now that do return to the site for more which is nicely uptrending.

This is Marty's site:



Also about a year old, about 13,000 people visit even more often and stay a good 7 minutes each time they visit.

And this is Steve Hall's site **scientology-cult.org**.



Again, about a year old and his roughly 6,500 visitors return to his site even more often, about 7 times per month (although Steve hasn't posted anything new in weeks as he is off doing whatever he needs to do – which he probably will let us know when he is done – as recently announced on this blog).

Do you realize that each one of them site owners, every month, speaks to at least the equivalent of an IAS event crowd – without paid extras, at practically no “event” costs, at no paid-advertising visits (as is done by **scientology.org** – see Alexa.com under the tab “clickstream” – about 30% are paid advertisement visits) no regging, you even can originate communication (a comment) *and* be heard and the visitors come on their own as they *want* to see what is up.

I started with **scientology.org** and I will conclude with it.

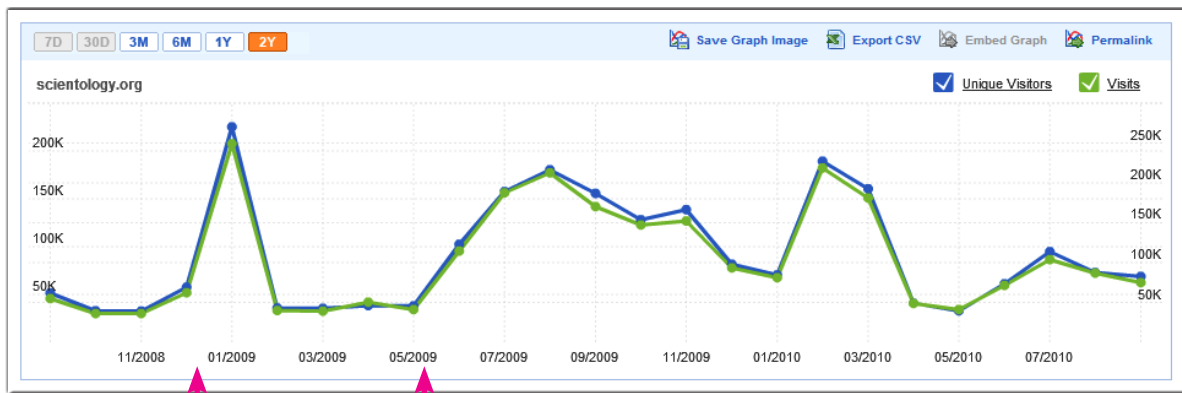
Didn't you wonder a bit where this spike in January 2009 came from and why the traffic picked up again in June 2009?

Well, here's the answer.

Marc Headley, please come forward as I'm quoting from counterknowledge.com: *On January 5, 2009 attorney Barry Van Sickle filed a complaint on behalf of former Scientology Sea Org staff member Marc Headley in the Superior Court of the State of California in Los Angeles.*

And the first traffic is recorded for Steve's site in May 2009 followed by Jeff and Marty in July 2009. And as their traffic picked up so did the traffic on **scientology.org**.

And when did the St. Pete Times start their Truth Rundown? Right, June 2009.



Marc files suit

Sites go online  
Truth Rundown starts

In case somebody didn't get the real point of this analysis: Tommy Davis and whatever he said in rebuttels and replies for the church is CORRECT and what he says is the TRUTH: *The moment all these Int SP's (Special Persons) got dismissed, the church had an "unprecedented" expansion!* Look at the stats – it's even documented!

I believe you know this statement in policy according to which an org causes its own statistics.

Well, that is true for a *live org* but not for a dead radical church.

Love,  
Samuel