Measuring Worship Attendance

Annual data reporting within the Data Hub will record **in-person worship attendance only**. Please enter your average weekly in-person worship attendance for those weeks in 2020 that your church worshiped in person. We recognize that in-person attendance numbers may have been restricted at various times in 2020.

We will count online worship attendance separately and gather that in the Supplemental Survey. You can access the supplemental survey here.

If you have in-person worship that is also streamed, you will count the worship attendance **separately**. It is recommended that you count views within a week of the broadcast if you have the data available. If this data is not available, use the current data available within the platform.

Facebook, Instagram, Vimeo, YouTube, and other video streaming platforms or multiple streaming platforms

For each platform, count 1-minute views. If this metric is not available for a platform, count the number of views.

Zoom

Count participant devices that are logged in. Do not use any multiplier to make this number larger. We know in many cases there were multiple people viewing on one device.

We hope to provide additional resources in late January to help you gather this data within various platforms. Please check the Yearbook webpage in late January.