

NORTH TEXAS CONFERENCE
COUNTING WORSHIP ATTENDANCE IN EZRA FOR 2021
(11/30/21)

1. Your church should have in place a system it used in 2021 to count online worship attendance, so some of the following information may just be additional items to consider.
2. We are attempting to get an accurate picture of worship attendance whether it was in-person or online.
3. Both in-person worship and online worship are reported as annual averages.
4. When reporting **in-person worship** and calculating the average attendance, remember there may have been Sundays when only online worship was offered.
5. Counting weekly **online worship** attendance (Whatever your church chooses, be consistent!)
 - a. Count online attendance as not a “scroll” but worshippers who stayed connected for 20-30 minutes, no matter which online platform was used.
 - b. Count one Sunday of worship attendance as “one week.” I.E., count Sunday thru Saturday as one worship service. Since worshippers can worship anytime now, there needs to be a cutoff. A 7-day week seems appropriate rather than counting every time a particular Facebook or You Tube service is watched months later.
 - c. In reporting online worship attendance, we suggest you count one “view” as 1.8 persons in attendance. Whatever system your church chooses to count the number of online viewers in a home at any one time, be consistent.

TABLE 1, Lines 7 and 7a

In Ezra, lines 7 and 7a have the following embedded instructions as help in completing Table 1.

Line 7 Report average in-person attendance at all services held on a consistent weekly basis as the primary opportunity for worship. Count all persons (including children) who participate in part of any of these services. Do not include online worshippers nor attendance from irregularly held special services (i.e., Christmas Eve services).

Line 7a Report here average weekly number of unique viewers who access worship online. This includes those live streaming your worship service and views/downloads of recorded worship services (audio or video), sermons, and/or podcasts. Do not include generic hits/visits to your website.