

Incumbent's Annual Statistical Return FAQ's – March 11, 2021

Q: There are no fields for Lay Members of Synod, only under Substitute Lay Members of Synod. However, when I print out a draft, the fields for Lay Members of Synod appear but are blank. What do you suggest we do?

A: We are working to solve this issue. A value must be entered in the field for Average Weekly Attendance for the Lay Member section to appear. Given the time constraints and the upcoming deadline, an alternative is to complete as much information as possible online and email the names and contact information to the [Secretary of Synod](#).

Q: On the printed copy of the *Incumbent's Annual Statistical Return*, there are questions for Christmas attendance, Easter attendance, Pentecost attendance, the second Sunday of September attendance, and the approximate number of people by the age of a typical Sunday (questions A2c, A2, A2a, A2b and A6a-c) and we are not seeing a place to input this data when completing the return on the portal.

A: These questions were removed from this year's return. We are in the process of having these questions removed from the PDF print out, and we apologize for any inconvenience.

Q: For the 2020 congregation population (total members, average Sunday attendance and average weekly attendance), do we include actual physical attendance on those weeks we were allowed to worship in-person, or do we include all forms of attendance, online and in-person?

A: Ideally, we are looking for a combination of online and in-person attendance statistics on the congregation population. Here are a couple of metrics from our survey from early last year that may be helpful:

For Facebook and YouTube live streams, video premieres, and live Zoom (or other video conference platforms)

Count Peak Live Viewers (Facebook), Peak Concurrents (YouTube), Zoom log-ins

- Track the highest number of viewers watching live (or during the video premiere) at any one time.
- You won't capture multiple people participating on the same device (families or couples), but we know that this will be happening. Use an audience multiplier of 1.6 to represent how many people may be watching per device. So if you had 100 peak live viewers and used a 1.6 multiplier, you'd record an attendance of 160 people.

For Facebook and YouTube pre-recorded and live streamed

Count audience retention

- How much of your video is watched on average (this will be expressed as a percentage). The more engaged your viewers are, the longer they'll stay. For example, you might have lower peak live viewers one week, but higher audience retention. That means your viewers were more engaged with your video.

For Facebook pre-recorded and live streamed

Count the number of one-minute views: the number of views that lasted at least a minute, over the lifetime of your video or during a defined time period.

- Facebook's default for "views" is three seconds. For our purposes, one-minute views are a better measure. This will track the people who deliberately chose to stay and watch some of your video, rather than scrolling by.

Count the engagement

- The number of shares. This represents the number of people who are willing to be associated with the post.

- The number of individuals commenting. This shows the people engaging, not just watching.
 - The reactions (likes, loves, etc.) on your video. This shows some level of participation.
- Therefore, depending on the platform used, do your best to estimate the number of congregation members. We know this will not be perfect, but it will help us understand our online activity during the pandemic.

Resources:

- [Incumbent's Annual Statistical Return Handbook](#)