

# A year in numbers: 2019 digital report





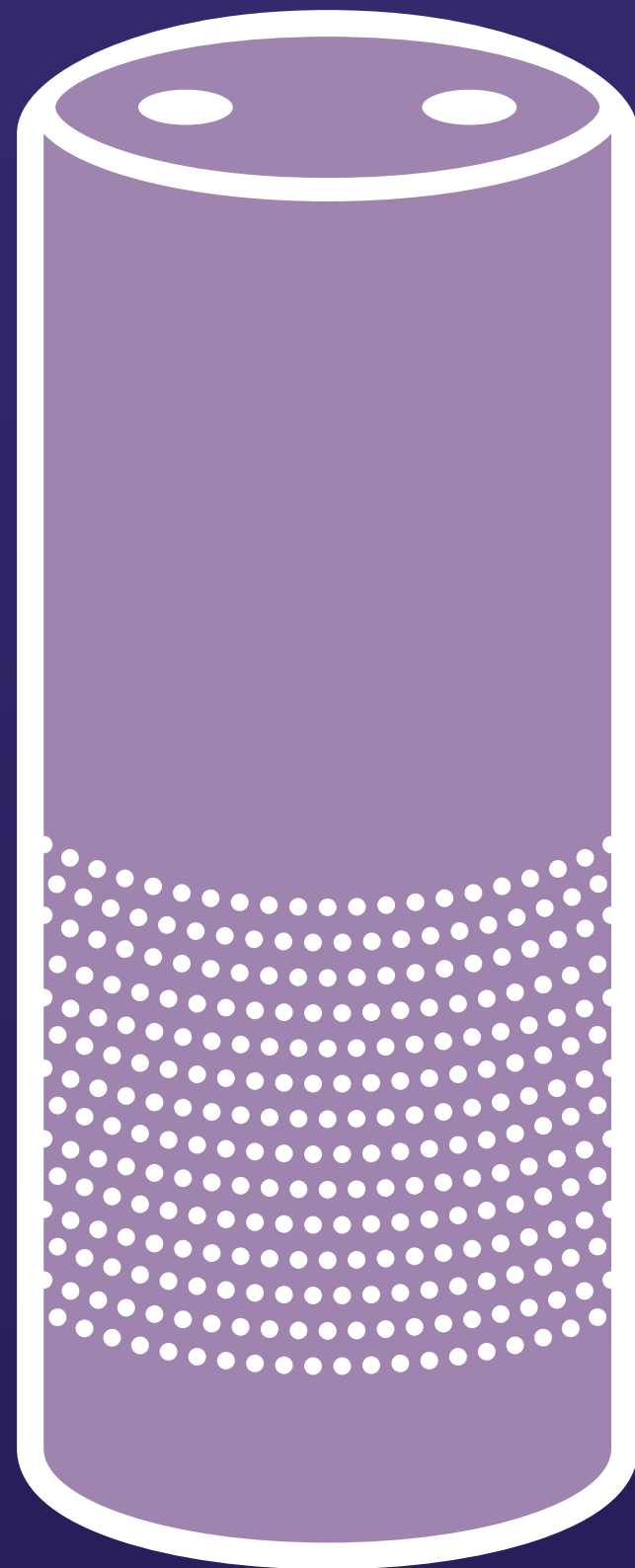
People access  
our apps more than  
**5 million times**  
each year and spend an  
average of **8 minutes on**  
**the Daily Prayer app**



Our social media content  
is seen **more than**  
**3.6 million times**  
each month

A Church Near You,  
our local church-finder  
website, received  
more than  
**38.5 million**  
**page views**  
in the last year





Alexa,  
open the Church  
of England

Since launching last year,  
our Alexa skill has been asked  
**100,000 questions** by Christians  
and people exploring faith





By the end of 2019, more than  
**2,000 churches**  
will have been through our  
day-long digital training



**Thousands** of people,  
churches, organisations and  
schools have **signed up to**  
**our new #CofECharter**





# #FollowtheStar

We increased our Advent and Christmas social media reach by 1.14 million from 2017, to

**7.94 million**





content was seen **more than**  
**6.9 million times**  
on social media

# 93%

of people found LentPilgrim  
and EasterPilgrim helpful,  
very helpful or extremely  
helpful in bringing them  
closer to God



THE CHURCH  
OF ENGLAND



Renewal & Reform

80% of people who use  
A Church Near You and  
88% of Church of  
England website  
visitors **are new**



THE CHURCH  
OF ENGLAND



Renewal & Reform



Our social media accounts  
are helping us to **explain**  
the work of the Church and  
**share** the Good News of  
Jesus Christ in the digital age



THE CHURCH  
OF ENGLAND

