Case study:

Using marbles to capture age demographics at St Stephen's, Twickenham

Background:

Each year, National Church requests that parishes estimate the size and age profile of their worshipping community. St Stephen's wanted a visible, interactive way to measure the age profile of their congregation more frequently and with greater consistency.

The solution they came up with was based on marbles.

Method:

1. On arrival, every person was given a marble and asked to drop it into the jar labelled with their age range.
2. At the end of the day, the marbles were counted and the team had a good sense of how many people in each age range attended services that day.
3. To capture the **Worshipping Community**: Do this every Sunday for a month, and ask each person to do this **only once** in that time.

This simple process engaged the whole community.

Notes:

Each service had different colored marbles. This was helpful for St Stephen's, but not essential for gaining insight into age demographics

St Stephen's counted the marbles, but it would also work to weigh them (assuming each marble weighed the same)

Equipment needed

1) Jars, bowls, or baskets,
2) Labels
3) Marbles (or pom poms, dried beans, or Lego...)
4) A clear explanation for volunteers and the congregation