

Executive Summary

Annual Church Profile (ACP) 2023 data were used to investigate various defining attributes of Southern Baptist Convention (SBC) churches. Only churches are included in the results and not every church reported all the demographic information or ACP statistics.

Long-Term Trends:

- There was a 26% increase in total baptisms from 2022 to 2023. This is in addition to a 16% increase from 2021 to 2022. This equates to a 47% increase over the last two years, 2022 to 2024.
- Total baptisms per 100 worship attendees have increased since 2020 from 2.77 to 5.60. This is still well below historical averages.

2023 Baptisms Highlights:

The comparison to 2018 includes all churches who reported total baptism numbers in the named year.

- Total Baptisms
 - Churches averaged 7.4 baptisms in 2018 and 8.5 in 2023.
 - 26% of churches reported 0 baptisms in 2023.
 - In 2018, 28% of churches reported 0 baptisms.
 - 20% of churches reported 10 or more baptisms in 2023.
 - In 2018, 18% of churches reported 10 or more baptisms.
- Baptisms per 100 AM Worship Attendees
 - Churches averaged 5.4 baptisms per 100 AM worship attendees in 2018 and 6.1 in 2023.
 - 26% of churches reported 0 baptisms per 100 AM worship attendees in 2023.
 - In 2018, 28% of churches reported 0 baptisms per 100 AM worship attendees.
 - 17% of churches reported 10 or more baptisms per 100 AM worship attendees in 2023.
 - In 2018, 13% of churches reported 10 or more baptisms per 100 AM worship attendees.

2023 Total Baptisms Crosstab Highlights:

- Region
 - Churches in the South (25%) and West (22%) are less likely to have zero baptisms than those in the Northeast (34%) and Midwest (33%).
 - Churches in the South (21%) and West (20%) are more likely to have 10 or more baptisms than those in the Northeast (16%) and Midwest (15%).
 - Churches in the West (10.3) and South (8.9) averaged more total baptisms than those in the Midwest (5.6).
- Population Zone
 - Urban (20%) churches are the least likely to have 0 baptisms.
 - Urban (28%) churches are the most likely to have 10 or more baptisms.
 - Urban (15.0) churches averaged the most total baptisms.
- Year Organized
 - Churches organized in 2000-Present (23%) are the least likely to have zero baptisms.
 - Churches organized in 2000-Present (26%) are the most likely to have 10 or more baptisms.
 - Churches organized in 1950-1999 (10.2) and 2000-Present (10.2) averaged more total baptisms than those organized in Pre-1900 (7.0) and 1900-1949 (7.3).

2023 ACP Baptisms

- Percentage of AM worship in Sunday school or small groups
 - Churches with 0% to <25% (45%) are the most likely to have zero baptisms.
 - Churches with 0% to <25% (15%) are the least likely to have 10 or more baptisms.

2023 Baptisms per 100 AM Worship Attendees Crosstab Highlights:

- Region
 - Churches in the Northeast (33%) and Midwest (32%) are more likely to have zero baptisms per 100 attendees.
 - Churches in the West (22%) and Northeast (20%) are more likely to have more than 10 baptisms per 100 attendees.
 - Churches in the Northeast (7.7) and West (7.3) average more baptisms per 100 attendees than those in the Midwest (5.8) and South (6.0).
- Population
 - Churches in Rural (32%) areas are the most likely to have zero baptism per 100 attendees while those in Urban (20%) area are the least likely.
 - Churches in Suburban (16%) areas are the least likely to have more than 10 baptisms per 100 attendees.
 - Urban (6.8) averaged the most baptisms per 100 attendees.
- Year Organized
 - Churches organized in 2000-Present (23%) are the least likely to have 0 baptisms per 100 attendees.
 - Churches organized in 2000-Present (25%) are the most likely to have more than 10 baptisms per 100 attendees.
 - Churches organized 2000-Present (8.4) averaged the most baptisms per 100 attendees while Pre-1900 (5.1) averaged the least.
- Percentage of AM worship in Sunday school or small groups
 - Churches with 0% to <25% (45%) are the most likely to have zero baptisms per 100 attendees.
 - Churches with 100%+ (7.3) averaged the most baptisms per 100 attendees.

Compared to 2018 Highlights:

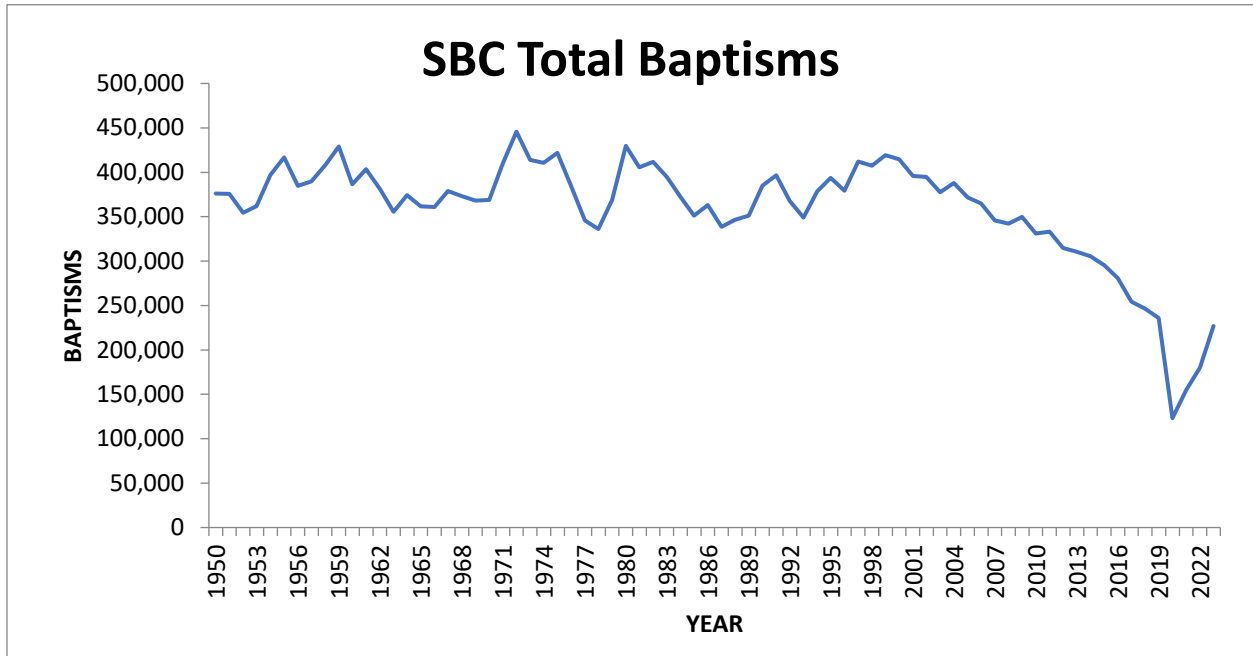
The comparison includes churches who reported values in both years. Numbers provided are baptisms per 100 AM worship attendees.

- Region: Significant increase in baptisms in the South.
- Year Organized: Significant increases in baptisms for Pre-1900, 1900-1949, and 1950-1999.
- Attendance Groups: Significant increases for attendance of 50-99, 100-249, 250-499, and 500+.
- Sunday School Groups: Significant increases for 25% to < 50%, 50% to < 75%, 75% to < 100% and 100%+.

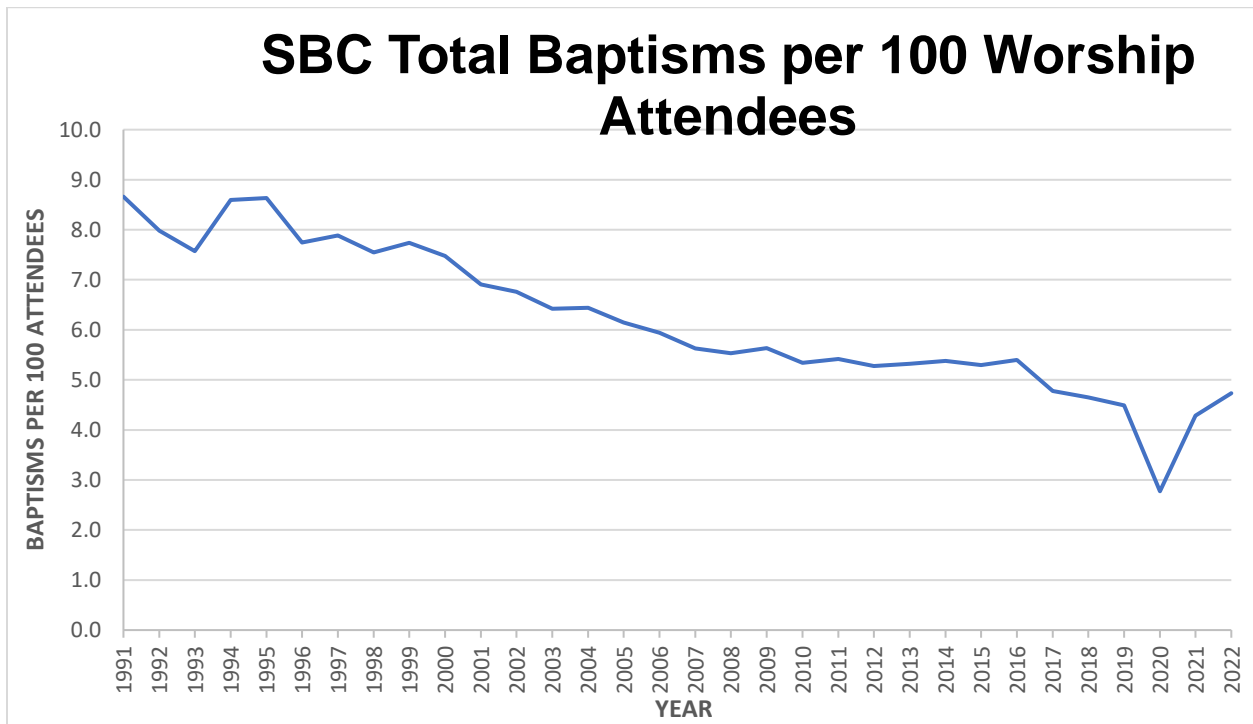
The following pages contain graphs and tables for the attributes discussed above.

Baptisms Long-Term Trends

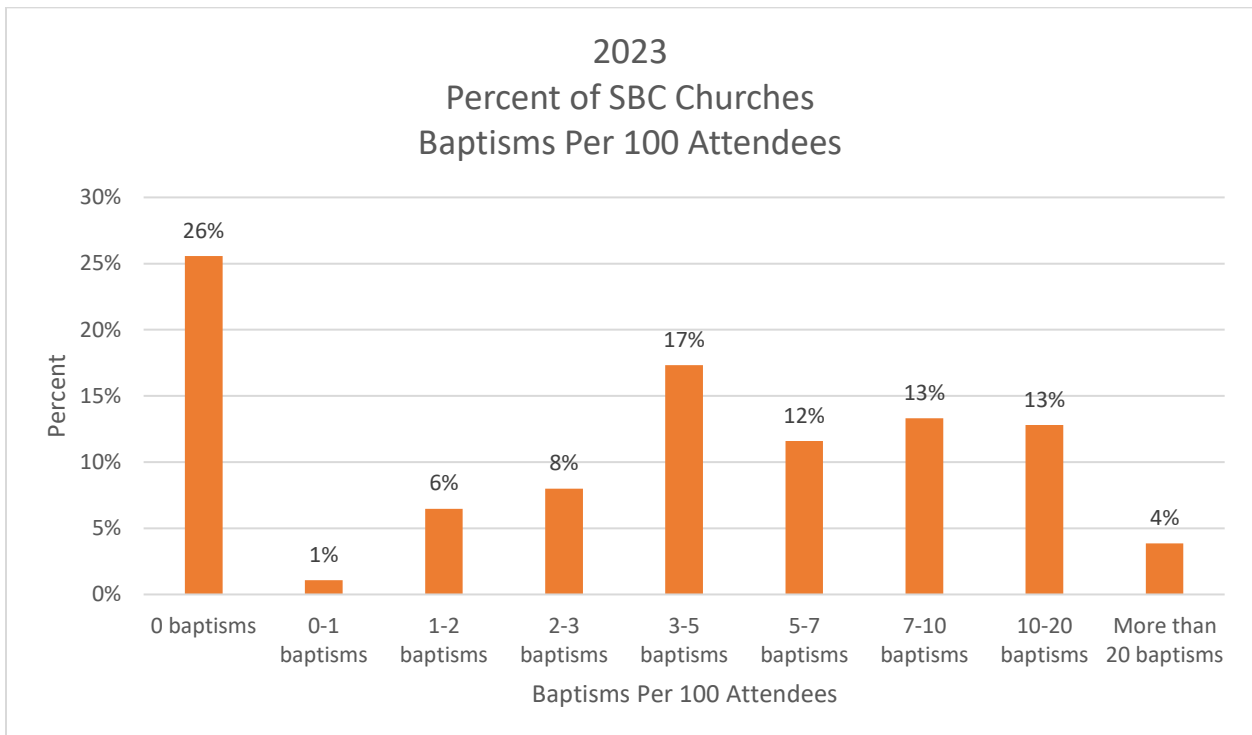
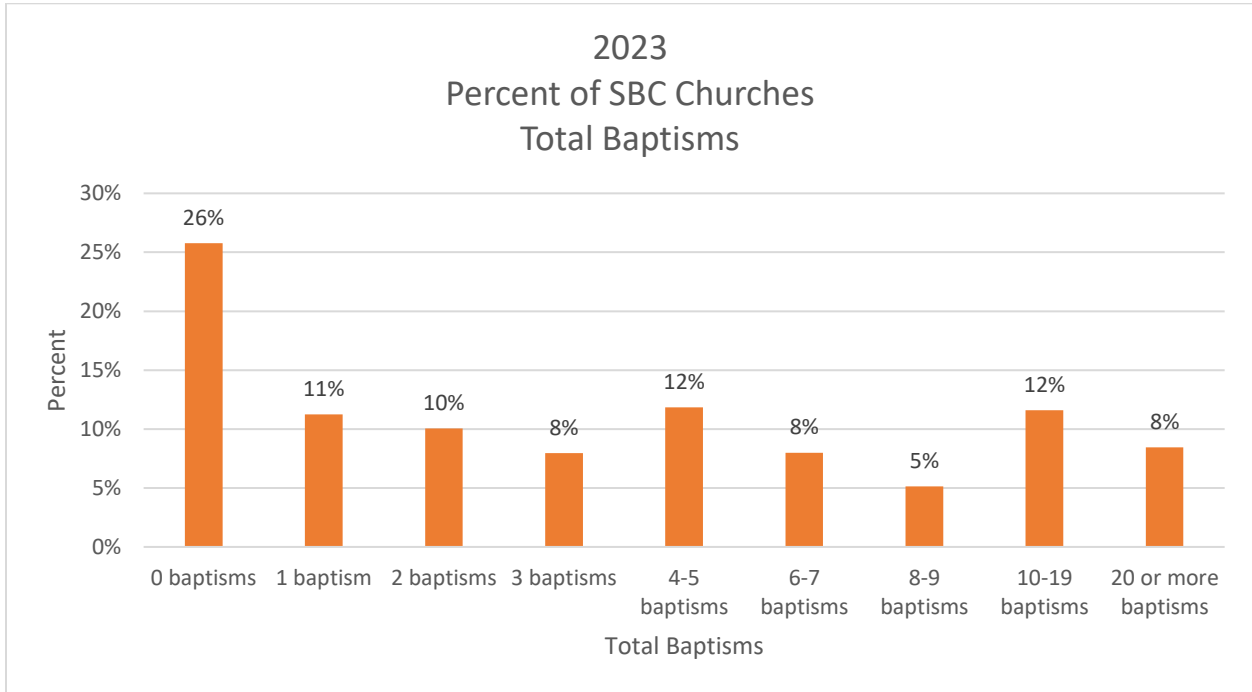
Total Baptisms



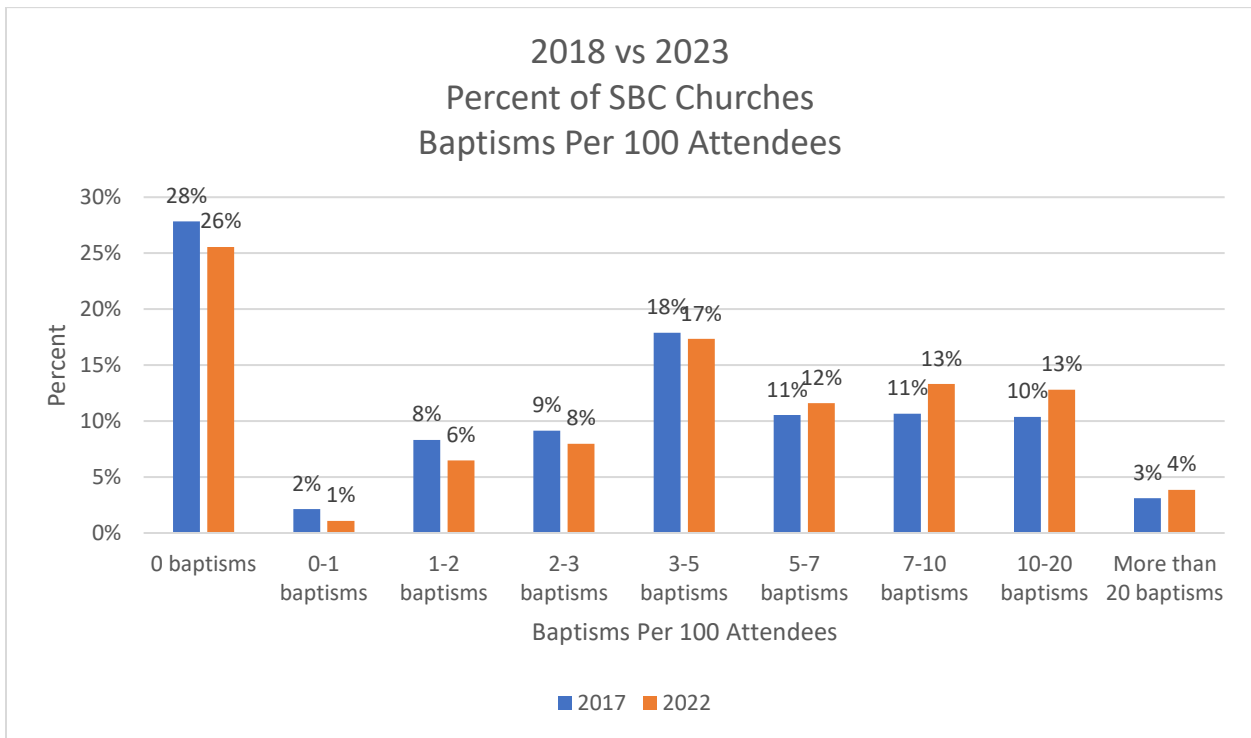
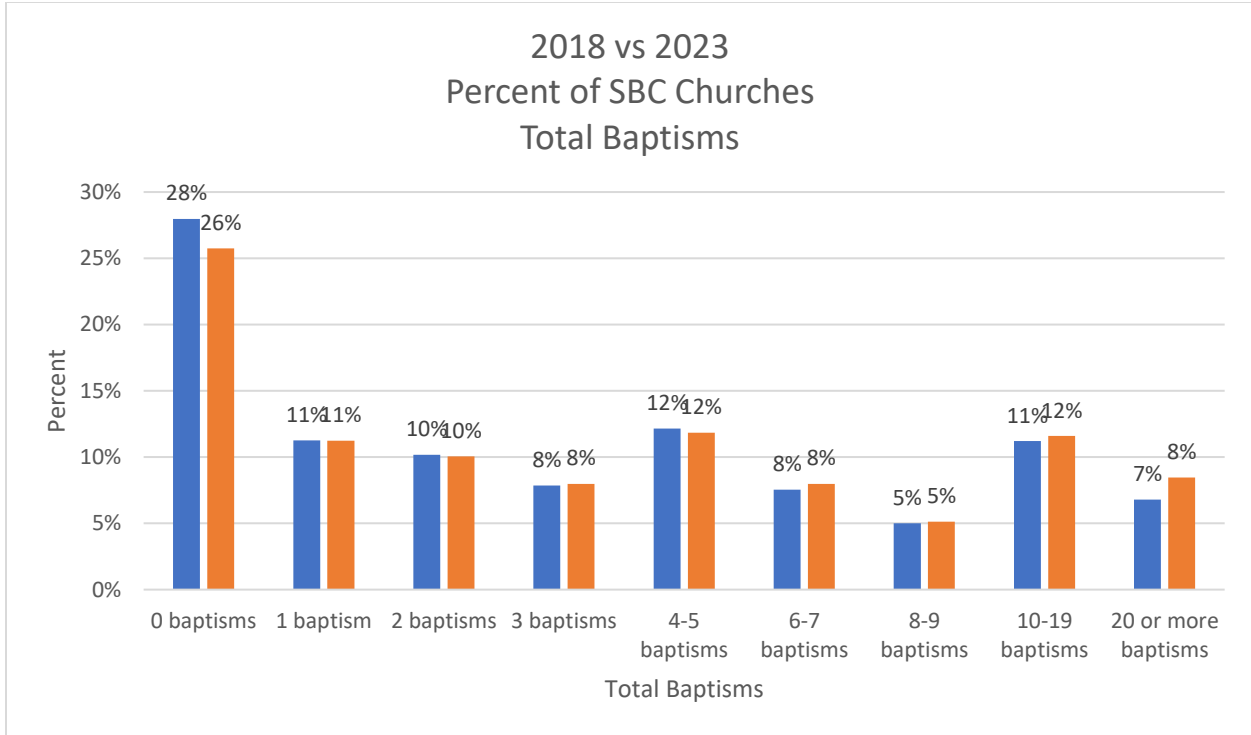
Total Baptisms per 100 Worship Attendees



ACP 2023 Baptisms



2023 ACP Baptisms



ACP 2023 Total Baptism Crosstabs

Total Baptisms: The following tables show the distribution across various demographics as it relates to the total baptisms reported by a church.

Region

Total Baptisms	NORTHEAST	MIDWEST	SOUTH	WEST	OVERALL
0 baptisms	34%	33%	25%	22%	26%
1 baptism	8%	12%	11%	11%	11%
2-3 baptisms	16%	17%	18%	20%	18%
4-9 baptisms	26%	23%	25%	26%	25%
10 or more baptisms	16%	15%	21%	20%	20%
AVERAGE	6.1	5.6	8.9	10.3	8.5

Population

Total Baptisms	RURAL	SUBURBAN	URBAN	OVERALL
0 baptisms	32%	24%	20%	26%
1 baptism	13%	11%	8%	11%
2-3 baptisms	19%	18%	17%	18%
4-9 baptisms	24%	25%	26%	25%
10 or more baptisms	12%	22%	28%	20%
AVERAGE	4.4	8.5	15.0	8.5

2023 ACP Baptisms

Year Organized

Total Baptisms	Pre-1900	1900-1949	1950-1999	2000-Present	OVERALL
0 baptisms	27%	26%	26%	23%	26%
1 baptism	12%	13%	11%	8%	11%
2-3 baptisms	19%	18%	18%	17%	18%
4-9 baptisms	24%	25%	25%	26%	25%
10 or more baptisms	18%	18%	21%	26%	20%
AVERAGE	7.0	7.3	10.2	10.2	8.5

Percentage of AM worship in Sunday school or small groups

Total Baptisms	0% to < 25%	25% to < 50%	50% to < 75%	75% to < 100%	100%+	OVERALL
0 baptisms	45%	25%	22%	22%	33%	26%
1 baptism	11%	11%	11%	11%	11%	11%
2-3 baptisms	14%	19%	19%	18%	15%	18%
4-9 baptisms	15%	25%	27%	27%	23%	25%
10 or more baptisms	15%	19%	20%	22%	18%	20%
AVERAGE	7.0	9.0	8.3	8.0	7.5	8.5

ACP 2023 Baptisms per 100 AM Worship Attendees Crosstabs

Baptisms per 100 AM Worship Attendees: The following tables show the distribution across various demographics as it relates to the total baptisms reported by a church.

Region

Baptisms per 100 AM Worship Attendees	NORTHEAST	MIDWEST	SOUTH	WEST	OVERALL
0 baptisms	33%	32%	25%	22%	26%
0-3 baptisms	9%	14%	16%	12%	16%
3-5 baptisms	14%	16%	18%	16%	17%
5-7 baptisms	10%	11%	12%	12%	12%
7-10 baptisms	14%	11%	14%	15%	13%
More than 10 baptisms	20%	16%	16%	22%	17%
AVERAGE	7.7	5.8	6.0	7.3	6.1

Population

Baptisms per 100 AM Worship Attendees	RURAL	SUBURBAN	URBAN	OVERALL
0 baptisms	32%	23%	20%	26%
0-3 baptisms	13%	17%	17%	16%
3-5 baptisms	15%	18%	19%	17%
5-7 baptisms	10%	12%	12%	12%
7-10 baptisms	13%	13%	14%	13%
More than 10 baptisms	13%	12%	14%	17%
AVERAGE	5.8	6.0	6.8	6.1

2023 ACP Baptisms

Year Organized

Baptisms per 100 AM Worship Attendees	Pre-1900	1900-1949	1950-1999	2000-Present	OVERALL
0 baptisms	26%	26%	26%	23%	26%
0-3 baptisms	18%	17%	15%	11%	16%
3-5 baptisms	18%	18%	18%	15%	17%
5-7 baptisms	12%	12%	12%	11%	12%
7-10 baptisms	13%	13%	13%	15%	13%
More than 10 baptisms	13%	15%	17%	25%	17%
AVERAGE	5.1	5.8	6.1	8.4	6.1

Percentage of AM worship in Sunday school or small groups

Baptisms per 100 AM Worship Attendees	0% to < 25%	25% to < 50%	50% to < 75%	75% to < 100%	100%+	OVERALL
0 baptisms	45%	25%	22%	22%	33%	26%
0-3 baptisms	9%	15%	17%	18%	14%	16%
3-5 baptisms	12%	16%	18%	20%	14%	17%
5-7 baptisms	8%	12%	12%	13%	11%	12%
7-10 baptisms	11%	14%	14%	13%	11%	13%
More than 10 baptisms	15%	18%	16%	15%	17%	17%
AVERAGE	5.6	6.1	6.0	5.7	7.3	6.1

ACP 2023 Compared to ACP 2018

The following tables show the demographics for churches in both 2018 and 2023. The definitions applied in the 2023 Church Demographics were used for 2018 to make the results comparable. The baptisms numbers are baptisms per 100 AM worship attendees.

Region

REGION	2023	2018	Sig Diff
Northeast	7.4	6.3	
Midwest	5.3	5.2	
South	5.7	5.0	***
West	6.8	6.3	

Year Organized

YR_ORG_GRP	2023	2018	Sig Diff
Pre-1900	5.0	4.4	***
1900-1949	5.9	4.9	***
1950-1999	5.9	5.4	***
2000-Present	7.6	7.3	

AM Worship Attendance

ATT_GRP	2023	2018	Sig Diff
1-49	5.3	5.0	
50-99	6.3	5.6	***
100-249	6.0	5.0	***
250-499	5.8	4.8	***
500+	6.3	5.1	***

Percentage of AM worship in Sunday school or small groups

SS_AM_GRP	2023	2018	Sig Diff
0% to < 25%	5.3	5.0	
25% to < 50%	5.7	5.4	***
50% to < 75%	5.7	5.2	***
75% to < 100%	5.4	4.8	***
100%+	6.9	5.4	***