



## American Baptist Churches USA

### Church Renewal & Organizational Development

#### Innovation and Size of Congregations

In a recent study under the direction of the “Pulpit and Pew” project ([www.pulpitandpew.duke.edu](http://www.pulpitandpew.duke.edu)), mid-sized congregations were found to be the most innovative. The survey question forced pastors to choose between the following two options in making decisions about the congregation’s future:

1. It is essential in a rapidly changing world that congregational leaders should seek to be innovative in such things as worship and music style.
2. In a rapidly changing world, it is essential that leaders keep their congregation focused on the inherited traditions and practices of the church.

Of all clergy in America, 6 of 10 affirmed their belief in innovation. Catholic priests were a mirror opposite with 6 of 10 affirming tradition. Results by congregational size are shown below:

| Innovation by Size  | Innovation | Tradition |
|---------------------|------------|-----------|
| Small (<100)        | 55.2%      | 44.8%     |
| Mid-Sized (100-350) | 70.1%      | 29.9%     |
| Large (351-1000)    | 68.5%      | 31.5%     |
| Mega (>1000)        | 61.2%      | 38.8%     |