

## Growth Report - Association for Play Therapy

	Item	12/31/98	12/31/07	12/31/11	12/31/12	12/31/13	12/31/14	12/31/15	12/31/16	12/31/17	12/31/18	Annual %	
Member	# Memberships	3,346	5,314	5,687	5,759	5,869	6,076	6,166	6,259	6,550	<b>6,815</b>	4.0%	
	# Professional Members	-	4,481	4,858	4,946	5,086	5,222	5,316	5,547	5,911	<b>6,207</b>	5.0%	
	# Affiliate Members	-	642	597	575	504	554	564	417	330	<b>358</b>	8.5%	
	# International Members	-	191	232	238	279	300	286	295	309	<b>250</b>	-19.1%	
	% Member Retention		78	76	77	78	79	79	81	83	87.4	<b>87.3</b>	-0.1%
	# Yrs Average Member Tenure		4.5	4.2	4.5	4.6	4.8	5.4	6.1	7.9	<b>7.9</b>	-0.4%	
RPT's & RPT S's	# RPT	-	677	951	1,044	1,184	1,291	1,537	1,684	1,903	<b>1,976</b>	3.8%	
	# RPT-S	-	787	1,060	1,122	1,178	1,252	1,331	1,391	1,490	<b>1,556</b>	4.4%	
	# SB-RPT	-	-	-	-	-	-	0	14	18	<b>21</b>	16.7%	
	# Total RPT/S, SB-RPT	706	1,464	2,011	2,166	2,362	2,543	2,868	3,089	3,411	<b>3,553</b>	4.2%	
	% of Members who hold RPT/S	21%	28%	35%	38%	40%	42%	47%	49%	<b>52%</b>	<b>52%</b>	0.1%	
	# RPT-S offer Supervision	-	475	990	1,056	1,104	1,189	1,220	1,391	1,574	<b>1,710</b>	8.6%	
Approved Centers & Providers	# Approved Centers	-	-	17	20	21	23	29	29	32	<b>30</b>	-6.3%	
	Type I Providers	14	164	197	213	239	264	284	307	326	<b>349</b>	7.1%	
	Type II Providers	25	13	20	16	12	9	11	20	11	<b>12</b>	9.1%	
	Play Therapy Contact Hours	-	-	5,385	4,758	4,521	9,534	12,358	16,030	16,910	<b>16,966</b>	0.3%	
	Supervisor Training Contact Hours	-	134	232.5	142.5	136.5	226.5	353	290	534	<b>480</b>	-10.1%	
	Total Hours of Contact Training			5,618	4,901	4,658	9,760	12,711	16,320	17,444	<b>17,446</b>	0.0%	
	Play Therapy Non-Contact Hours	-	395.0	314.0	374.0	394.0	717.0	859.0	994.0	1157.0	<b>1575.0</b>	36.1%	
	Supervisor Training Non-Contact Hours	-	-	3.5	3.5	11.5	8.5	15.5	30.5	50.5	<b>117.5</b>	132.7%	
Conf.	Number Registered	963	869	827	739	772	1067	1060	897	1047	<b>1143</b>	9.2%	
	CE Hours Offered	18	40	41	40.5	37.5	37.5	40	40.5	40.5	<b>34.5</b>	-14.8%	
	Exhibitors	19	29	25	14	25	24	26	24	22	<b>22</b>	0.0%	
	Survey answer was 4 or 5		82.80%	84.50%	84.20%	87.00%	85.76%	89.13%	88.62%	87.91%	<b>91.53%</b>	4.1%	
Branches	Number of Branches	31	43	44	44	42	42	41	41	42	<b>42</b>	0.0%	
	Number of Gold Branches	-	10	24	20	19	20	22	18	26	<b>28</b>	7.7%	
	Total Outreach Promos	-	84	80	118	112	130	123	130	141	<b>191</b>	35.5%	
Journal	Number of Issues	2	2	4	4	4	4	4	4	4	<b>4</b>	0.0%	
	Number of Articles	9	10	18	17	16	17	18	22	21	<b>24</b>	14.3%	
	Institutional Print Subscribers	-	67	38	37	30	32	29	26	23	<b>N/A</b>		
	Institutional Electronic Subscribers	-	2,571	3,192	3,275	3,400	3,475	3,695	3,734	4,092	<b>N/A</b>		
Graduate Universities	Offering Play Therapy	-	146	167	170	177	180	162	164	164	<b>163</b>	-0.6%	
	Play Therapy Internships	-	99	116	117	120	105	99	100	100	<b>106</b>	6.0%	
	Univ. Professors teaching play therapy	-	-	-	-	-	-	216	196	196	<b>221</b>	12.8%	
	.....maintain current APT membership	-	-	-	-	-	-	109	117	115	<b>124</b>	7.8%	
APT E-Learning Center	Book Tests	-	21	41	45	48	42	52	52	52	<b>56</b>	7.7%	
	Book Credit Hours (PT only)	-	164	306	328	338	303	376	384	387	<b>409.5</b>	5.8%	
	Book Credit Hours (Sup Trng only)				10	10	10	8	8	8	<b>8</b>	0.0%	
	Audio Programs	-	6	9	30	56	73	85	98	116	<b>122</b>	5.2%	
	Audio Program Credit Hours (PT only)	-	10.5	14.5	70.5	149	193	238	282.5	336	<b>369.5</b>	10.0%	
	Audio Program Credit Hours (Sup Trng )			2	4	6	9	15	15	18	<b>19</b>	5.6%	
Social Media	# APT Member Flashes	-	49	52	51	51	36	36	50	60	<b>62</b>	3.3%	
	# Press Releases			344	335	218	223	316	304	349	<b>319</b>	-8.6%	
	# Facebook friends	-	-	2,577	3,820	5,581	8,398	11,225	15,240	18,148	<b>20,880</b>	15.1%	
	# Twitter followers	-	-	809	1,130	1,694	2,798	4,053	4,919	5,291	<b>5,458</b>	3.2%	