

## Growth Report - Association for Play Therapy

	Item	12/31/98	12/31/07	12/31/11	12/31/13	12/31/14	12/31/15	12/31/16	12/31/17	12/31/18	12/31/19	Annual %
Member	# Memberships	3,346	5,314	5,687	5,869	6,076	6,166	6,259	6,550	6,815	<b>7,518</b>	10.3%
	# Professional Members	-	4,481	4,858	5,086	5,222	5,316	5,547	5,911	6,207	<b>6,918</b>	11.5%
	# Affiliate Members	-	642	597	504	554	564	417	330	358	<b>293</b>	-18.2%
	# International Members	-	191	232	279	300	286	295	309	250	<b>307</b>	22.8%
	% Member Retention		78	76	78	79	81	83	87.4	87.3	<b>93.8</b>	7.4%
	# Yrs Average Member Tenure		4.5	4.2	4.6	4.8	5.4	6.1	7.9	7.9	<b>16.2</b>	105.1%
RPT's & RPT S's	# RPT	-	677	951	1,184	1,291	1,537	1,684	1,903	1,976	<b>2,442</b>	23.6%
	# RPT-S	-	787	1,060	1,178	1,252	1,331	1,391	1,490	1,556	<b>1,910</b>	22.8%
	# SB-RPT	-	-	-	-	-	0	14	18	21	<b>29</b>	38.1%
	# Total RPT/S, SB-RPT	706	1,464	2,011	2,362	2,543	2,868	3,089	3,411	3,553	<b>4,381</b>	23.3%
	% of Members who hold RPT/S	21%	28%	35%	40%	42%	47%	49%	52%	52%	<b>58%</b>	11.8%
	# RPT/S offer Supervision	-	475	990	1,104	1,189	1,220	1,391	1,574	1,710	<b>1,984</b>	16.0%
Approved Centers & Providers	# Approved Centers	-	-	17	21	23	29	29	32	30	<b>31</b>	3.3%
	Type I Providers	14	164	197	239	264	284	307	326	349	<b>345</b>	-1.1%
	Type II Providers	25	13	20	12	9	11	20	11	12	<b>8</b>	-33.3%
	Play Therapy Contact Hours	-	-	5,385	4,521	9,534	12,358	16,030	16,910	16,966	<b>14,326</b>	-15.6%
	Supervisor Training Contact Hours	-	134	232.5	136.5	226.5	353	290	534	480	<b>1000</b>	108.3%
	Total Hours of Contact Training			5,618	4,658	9,760	12,711	16,320	17,444	17,446	<b>15,326</b>	-12.1%
	Play Therapy Non-Contact Hours	-	395.0	314.0	394.0	717.0	859.0	994.0	1157.0	1575.0	<b>1260.5</b>	-20.0%
	Supervisor Training Non-Contact Hours	-	-	3.5	11.5	8.5	15.5	30.5	50.5	117.5	<b>36.5</b>	-68.9%
Conf.	Number Registered	963	869	827	772	1067	1060	897	1047	1143	<b>1293</b>	13.1%
	CE Hours Offered	18	40	41	37.5	37.5	40	40.5	40.5	34.5	<b>41</b>	18.8%
	Exhibitors	19	29	25	25	24	26	24	22	22	<b>35</b>	59.1%
	Survey answer was 4 or 5		82.80%	84.50%	87.00%	85.76%	89.13%	88.62%	87.91%	91.53%	<b>92.10%</b>	0.6%
Branches	Number of Branches	31	43	44	42	42	41	41	42	42	<b>42</b>	0.0%
	Number of Gold Branches	-	10	24	19	20	22	18	26	28	<b>29</b>	3.6%
	Total Outreach Promos	-	84	80	112	130	123	130	141	191	<b>198</b>	3.7%
Journal	Number of Issues	2	2	4	4	4	4	4	4	4	<b>4</b>	0.0%
	Number of Articles	9	10	18	16	17	18	22	21	24	<b>22</b>	-8.3%
	Institutional Print Subscribers	-	67	38	30	32	29	26	23	22	<b>N/A</b>	
	Institutional Electronic Subscribers	-	2,571	3,192	3,400	3,475	3,695	3,734	4,092	4,101	<b>N/A</b>	
APT E-Learning Center	Book Tests	-	21	41	48	42	52	52	52	56	<b>64</b>	14.3%
	Book Credit Hours (PT only)	-	164	306	338	303	376	384	387	409.5	<b>442.5</b>	8.1%
	Book Credit Hours (Sup Trng only)				10	10	8	8	8	8	<b>10</b>	25.0%
	Audio Programs	-	6	9	56	73	85	98	116	122	<b>147</b>	20.5%
	Audio Program Credit Hours (PT only)	-	10.5	14.5	149	193	238	282.5	336	369.5	<b>438</b>	18.5%
	Audio Program Credit Hours (Sup Trng )			2	6	9	15	15	18	19	<b>26</b>	36.8%
Social Media	# Play Today Digital Newsletters	-	49	52	51	36	36	50	60	62	<b>61</b>	-1.6%
	# Press Releases			344	218	223	316	304	349	319	<b>505</b>	58.3%
	# Facebook friends	-	-	2,577	5,581	8,398	11,225	15,240	18,148	20,880	<b>61,040</b>	192.3%
	# Twitter followers	-	-	809	1,694	2,798	4,053	4,919	5,291	5,458	<b>5,589</b>	2.4%
	# Instagram followers	-	-	-	-	-	-	-	-	-	<b>1,672</b>	