

APNA Membership Report October 2020

Number of current active members as of 9/30/2020: **14,570 – 5% increase** (13,867 on 9/30/19)

Renewals and New Members in the Last Period (June 1, 2020 – September 27, 2020)

- **Renewals:** 2,812 – **5.1% increase** from the same period in the previous year (2,675)
- **New Members:** 1,326 – **9.7% decrease** from the same period in the previous year (1,468)

Renewals and New Members in 2020 so far (January 1, 2020 – September 27, 2020)

- **Renewals:** 6,585 – **6.5% increase** from the same period in the previous year (6,184)
- **New Members:** 3,308 – **1.2% increase** from the same period in the previous year (3,250)
 - This is **12+** new members joining each day!

Renewal Rate

$$\frac{14,570 - 4,306}{11,935} = 86\%$$

Current members – members gained in the past year
Total members last year

4,306: join date 9/27/19 – 9/27/20

11,935: renewals + new members 1/1/19 – 12/31/19

Average tenure of a member

$$\frac{1}{1 - .85203} = 6.8 \text{ years}$$