

# MEMBERSHIP RECAP FOR APS BOARD MEETING

October 14, 2021

Submitted by Linette Sorrentino, APS Director and Membership Chair

- Current **total** memberships: **968 (1123** including dual memberships)
  - includes Individual, Life, Commercial & Institution
  - **309** new & **289** renewal memberships since 1/1/2021
  - **193** more memberships than close to same timeframe - 11/5/2020 (19.9% growth)
  - **367** more memberships than close to same timeframe - 11/14/2019 37.3% growth)
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- Current **Commercial** memberships: **87**
  - there are **24** new commercial memberships since 1/1/2021
  - **17** more commercial memberships than close to same timeframe - 11/5/2020
  - **33** more commercial memberships than close to same timeframe - 11/14/2019
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- **Online Only** memberships: we started offering Online Only memberships the end of 2020
  - **115** members have chosen the Online Only offer
  - **82 Online Only members are in the USA**
  - **33 Online Only members are in Canada or other countries**
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- Members in **23** countries other than the USA
  - Most members in other countries is Canada with **64** members
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- USA members in **49** states (states with 20 or more members)
  - most members in a state is Minnesota with 64 members followed by New York with 56 members

State	Members	State	Members
Minnesota	66	Oregon	28
New York	61	Pennsylvania	27
Washington	49	Illinois	26
Wisconsin	48	North Carolina	26
Michigan	34	Massachusetts	24
Iowa	31	Maryland	21
Virginia	30	Ohio	21
California	28		

- “How did you hear about us?” was added to the website membership page around May 3, 2020

How did you hear about us?	Number
Online Search	276
Other	126
Social Media	90
Through a friend	62
Use of Peony Registry	36
Through an Event	19