

**TD**  
**Summer**  
**Reading**  
**Club**  
**2025**

# TD Summer Reading Club 2025

## National Program Statistics

January 2026

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## TABLE OF CONTENTS

<b>1. INTRODUCTION &amp; BACKGROUND .....</b>	<b>3</b>
<b>2. EXECUTIVE SUMMARY (KEY FINDINGS).....</b>	<b>4</b>
<b>3. METHODOLOGY.....</b>	<b>5</b>
<b>Survey Response Rate .....</b>	<b>5</b>
<b>Library Inclusion in this Evaluation .....</b>	<b>6</b>
<b>4. SURVEY FINDINGS .....</b>	<b>7</b>
<b>Delivering the 2025 TDSRC Program .....</b>	<b>7</b>
<b>Program Promotion .....</b>	<b>7</b>
<b>Program Registration .....</b>	<b>8</b>
<b>Summary of Total Program Registration .....</b>	<b>8</b>
<b>New and Existing Participant Registrations.....</b>	<b>9</b>
<b>TDSRC Programs .....</b>	<b>9</b>
<b>TDSRC Staff Website Resource Usage .....</b>	<b>10</b>
<b>Satisfaction with Website Resources .....</b>	<b>11</b>
<b>Overall Satisfaction with the TDSRC Staff website .....</b>	<b>12</b>
<b>Overall Satisfaction with 2025 TD Summer Reading Club .....</b>	<b>12</b>
<b>5. OPEN-ENDED RESPONSE THEMES.....</b>	<b>13</b>
<b>6. CONCLUSION .....</b>	<b>27</b>
<b>7. APPENDIX A: TD SUMMER READING CLUB STATISTICS AND EVALUATION FORM .....</b>	<b>28</b>
<b>8. APPENDIX B: REGIONAL STATISTICS .....</b>	<b>34</b>
<b>The Atlantic Region .....</b>	<b>34</b>
<b>Quebec .....</b>	<b>37</b>
<b>Ontario.....</b>	<b>40</b>
<b>The West and Territories.....</b>	<b>43</b>
<b>9. APPENDIX C: TDSRC PARENT/CAREGIVER AND KIDS SURVEY RESULTS .....</b>	<b>47</b>

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## 1. Introduction & Background

The TD Summer Reading Club (TDSRC) is a national, bilingual initiative designed to inspire a love of reading in children while showcasing the talent of Canadian writers and illustrators. Participating libraries received a comprehensive suite of resources, including program materials, thematic booklists, dedicated illustrations, programming and activity ideas, and free outreach materials to promote the program within their communities.

As in past years, the primary goal of this study was to gather and share insights on the reach and impact of the TDSRC program with key stakeholders, including TDSRC partners, Toronto Public Library, Library and Archives Canada, TD Bank Group and participating libraries.

The research objectives of this survey were to:

- Assess the number of programs, activities, and attendance figures linked to the TD Summer Reading Club (TDSRC), including those organized or supported by participating libraries for children in libraries or within the community.
- Compare success metrics, where feasible, to previous years to provide guidance on establishing effective performance measurement benchmarks.
- Offer recommendations to enhance the TDSRC program's effectiveness and impact.

Forum Research Inc. is pleased to present the findings from the TDSRC 2025 Staff Survey.

## 2. Executive Summary (Key Findings)

### Overall Satisfaction

Librarian's overall satisfaction with the TDSRC program remains strong in 2025 at 89%. Across Canada, the program delivered 38,023 activities, engaging 693,440 participants. Ontario (446,640) drove high attendance, followed by the West (87,361) and Atlantic (86,106) regions.

### Program promotion, registration, and attendance

The total number of registrations for the 2025 TDSRC reached an impressive 312,413, a 10% increase since 2024, continuing the gradual increase since 2020 (36,629 – 283,061). This follows a steady promotion of the program through 13,236 separate events in 2025, only a slight decrease from 2024's 13,519 events. Library-based programs remain well-attended with 33,253 participants, while community-based (4,638) and online (131) programs, though smaller in scale, continue to offer valuable access.

While overall registrations increased in 2025, the program also saw growth in new participants, with Ontario attracting 75,615 first-time registrants. While the overall proportion of new participants declined slightly from 54% in 2024, newcomers still make up the largest share of registrants. This slight decrease may be linked to a reduction in promotional activities, with 283 fewer events held in 2025, potentially resulting in fewer opportunities to reach new audiences.

Attendance increased in 2025, reaching 693,440 participants across all programs, up from 654,779 the previous year. With the growth in registrations and program activities, it is recommended that promotional efforts continue to expand to attract new participants and further boost overall attendance.

### TDSRC Website

The TDSRC staff website received positive feedback in 2025, although satisfaction levels declined compared to the previous year. Satisfaction with the website's *content* and *ease of navigation* each dropped by 8 percentage points, while satisfaction with its *look and feel* declined by a more modest 4 percentage points.

Consistent with findings from 2023 and 2024, libraries accessing resources in both languages used a wider variety of materials. Images remained the most used resource for English and Bilingual materials, while recommended reads was most popular for French materials.

Satisfaction with website resources showed mixed trends compared to 2024: modest declines were seen for brand guidelines, plan for accessibility, recommended reads, and activities, whereas satisfaction increased for images, and staff news feed.

### 3. Methodology

Libraries across provinces and territories differ in structure, with some operating as part of larger systems and others functioning as independent entities. For consistency, the data is reported based on individual libraries. Librarians responsible for overseeing the program at each location were invited to share details about their 2025 programs via email, which provided a unique link to an evaluation form for submitting their data. It is important to note that the registration numbers in this report include the number of children registered on the TDSRC website, as provided by the TDSRC.

Using the most up-to-date contact information for all participating libraries provided by the TDSRC team, Forum Research distributed 778 email invitations, inviting 1,979 branches to submit their data in both official languages. The invitations were sent on September 8, 2025, and the evaluation form remained open for completion until October 15, 2025. We received 651 survey responses, representing a total of 1,700 individual libraries. This reflects a response rate of 86%, marking a 4-percentage point improvement compared to last year. This year, we applied a weighting scheme to the data to ensure proportional accuracy, accounting for libraries who didn't respond. This approach aligns with the methodology used in previous evaluations from 2017–2019 and 2023–2024.

#### Survey Response Rate

Table 1: Response rate per region and calculated weight

	Total # of libraries registered with TDSRC that responded to the survey	Total # of libraries represented in this report	Survey response rate	Weight applied
<b>Atlantic</b>	189	189	100%	1.000
<b>Quebec</b>	472	603	78%	1.278
<b>Ontario</b>	621	693	90%	1.116
<b>West</b>	416	489	85%	1.175
<b>Territories</b>	2	5	40%	2.500
<b>TOTAL</b>	<b>1,700</b>	<b>1,979</b>	<b>86%</b>	-

## Library Inclusion in this Evaluation

This report represents a total of 1,979 libraries, a weighted figure based on the 1,700 libraries that responded to the survey. The weighting scheme, applied by region, adjusts for the total number of libraries offering the program across Canada to ensure proportional representation.

	Unweighted base	Weighted base	Weight applied
<b>Atlantic</b>	189	189	1.000
<b>Quebec</b>	472	603	1.278
<b>Ontario</b>	621	693	1.116
<b>West</b>	416	489	1.175
<b>Territories</b>	2	5	2.500
<b>TOTAL</b>	<b>1,700</b>	<b>1,979</b>	-

## 4. Survey Findings

### Delivering the 2025 TDSRC Program

The majority of programs were offered in English, with 1,154 English-only programs, 510 French-only programs, and 316 bilingual programs.

Table 3: Number of libraries in each region that offered the TDSRC program in English, French, or both languages

	Total # of Libraries Represented in this Report	Survey Response Rate	English	French	Bilingual
<b>Atlantic</b>	189	100%	74	-	115
<b>Quebec</b>	603	78%	1	508	93
<b>Ontario</b>	693	90%	616	1	76
<b>West Territories</b>	489	85%	457	-	32
<b>TOTAL</b>	<b>1,979</b>	<b>86%</b>	<b>1,154</b>	<b>510</b>	<b>316</b>

### Program Promotion

Libraries taking part in TDSRC this year promoted the program at 13,236 separate events, reaching an estimated 693,440 children in total. Total attendance has gone up by approximately 38,500 since 2024.

Table 4: Location and number of promotional activities and attendance over time (2016-2025)

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
<b>Activities</b>	38,326	26,297	45,522	44,765	3,295	6,716	9,669	16,206	13,519	<b>13,236</b>
<b>School-based</b>	-	-	-	-	453	3,717	4,468	7,788	7,343	<b>7,068</b>
<b>Day camps</b>	-	-	-	-	129	594	1,697	1,947	2,102	<b>1,864</b>
<b>Childcare Centers</b>	-	-	-	-	130	5,634	1,160	1,833	1,635	<b>1,765</b>
<b>Other</b>	-	-	-	-	2,702	1,771	2,344	4,637	2,421	<b>2,538</b>
<b>Attendance</b>	718,400	664,073	831,546	783,240	55,919	146,879	442,206	684,765	654,779	<b>693,440</b>

## Program Registration

A total of 312,413 children registered for the TDSRC in 2025, reflecting a 10% increase compared to last year. This growth was largely driven by consistently strong registration numbers in Ontario, along with an increase of approximately 24,000 registrations in the West region since 2024.

Table 5: Registration in each region over time (2017-2025)

	2017	2018	2019	2020	2021	2022	2023	2024	2025
<b>Atlantic</b>	16,636	15,141	17,030	857	9,222	15,616	18,236	16,446	<b>16,552</b>
<b>Quebec</b>	42,989	50,927	49,103	7,498	26,269	47,459	41,096	51,908	<b>50,101</b>
<b>Ontario</b>	162,402	170,243	165,537	15,768	68,292	110,448	122,521	135,249	<b>139,964</b>
<b>West</b>	104,173	109,333	92,349	8,516	29,130	57,478	79,814	79,435	<b>104,517</b>
<b>Territories</b>	428	197	434	82	1,727	102	8	23	<b>9</b>
<b>Independent</b>	499	762	4,598	303	-	-	1,946	-	<b>-</b>
<b>No library indicated</b>	-	-	-	3,605	622	-	-	-	<b>1,271</b>
<b>TOTAL</b>	<b>327,127</b>	<b>346,603</b>	<b>329,051</b>	<b>36,629</b>	<b>135,262</b>	<b>231,104</b>	<b>263,621</b>	<b>283,061</b>	<b>312,413</b>

## Summary of Total Program Registration

The majority of 2025 registrations were completed in person, with minimal use of third-party platforms or alternative methods. The West region reported the highest proportion of third-party registrations at 27%, up 23 percentage points from 2024 (4%), followed by Ontario at 15%, consistent with 2024 (15%).

Table 6: Percentage of registrations in-person vs by 3rd-party platform vs by TDSRC Website across regions

\*Note: The registration figures here and throughout include children who registered via the TDSRC website. When compared with Forum records, a small discrepancy was observed, attributable to libraries that did not provide a response, libraries whose records were later removed, or libraries that changed to inactive status after the launch of the kids' site. As a result, totals based on Forum-matched records may be slightly lower than the overall registration figures.

	Total registrations	In-person registration	Percent of Total (%)	3rd party platform registration	Percent of Total (%)	TDSRC Website Registration	Percent of Total (%)
<b>Atlantic</b>	16552	14257	86%	1161	7%	1134	7%
<b>Quebec</b>	50101	46741	93%	1317	3%	2042	4%
<b>Ontario</b>	139964	112183	80%	20426	15%	7354	5%

<b>West</b>	104517	75084	72%	27572	26%	1861	2%
<b>Territories</b>	9	-	-	-	-	9	100%
<b>No library indicated</b>	1271	-	-	-	-	1271	100%
<b>TOTAL</b>	<b>312,413</b>	<b>248,266</b>	<b>-</b>	<b>50,476</b>	<b>-</b>	<b>12,400</b>	<b>-</b>

## New and Existing Participant Registrations

In 2025, the program recorded an increase in new participants, with Ontario attracting 75,615 first-time registrants. However, the overall proportion of new participants declined slightly compared to 2024 (54%), although the plurality of registrants remains newcomers to the program.

Table 7: New program registrants vs returning registrants

	Total Registrations	New Registrants	Percentage of New Registrants	Percentage of Returning Registrants
<b>Atlantic</b>	15,418	8,135	53%	47%
<b>Quebec</b>	48,226	21,682	45%	55%
<b>Ontario</b>	133,020	75,615	57%	43%
<b>West</b>	103,051	49,961	48%	52%
<b>Territories</b>	150	60	40%	60%
<b>TOTAL</b>	<b>299,865</b>	<b>155,454</b>	<b>52%</b>	<b>48%</b>

## TDSRC Programs

In 2025, the TDSRC delivered 38,023 activities across Canada, engaging 693,440 participants. The majority of these activities were being held at library locations (33,253), with 4,638 taking place in community venues, and only 131 being conducted online. The Atlantic region reported the highest average number of participants per activity, at 23 children, closely followed by Ontario with 22 children.

Table 8: Total number of programs and events offered and attendance

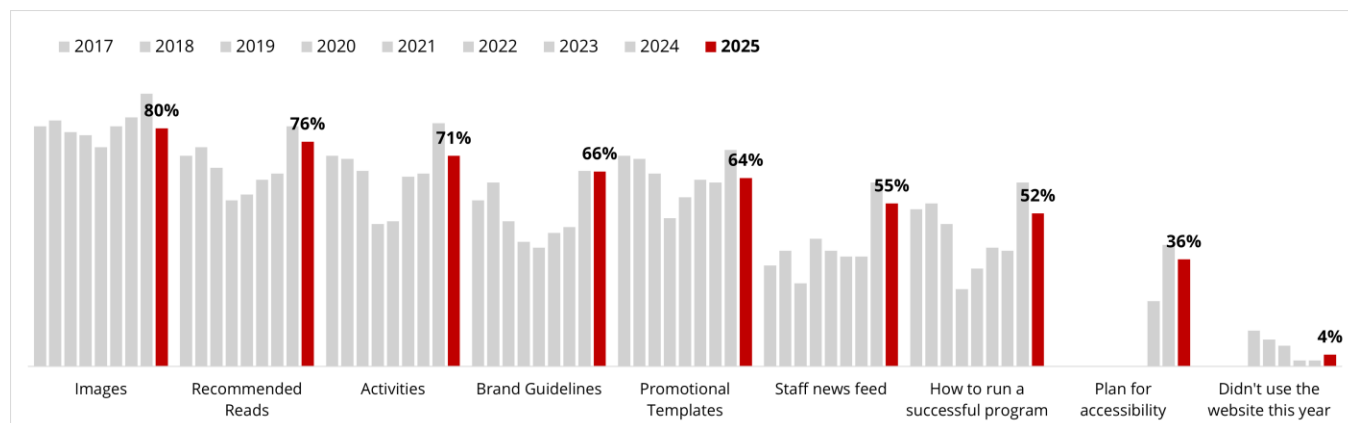
	Total # of Libraries Represented in this Report	# of activities	# of Activities held in-library	# of Activities held online	# of Activities held in local community	Attendance	Average # of attendants per activity
<b>Atlantic</b>	189	3,667	3,508	15	144	86,106	23
<b>Quebec</b>	603	6,027	5,464	14	549	73,206	12
<b>Ontario</b>	693	20,559	18,726	55	1,779	446,640	22
<b>West</b>	489	7,604	5,408	47	2,149	87,361	11
<b>Territories</b>	5	165	148	-	18	128	1

TOTAL	1,979	38,023	33,253	131	4,638	693,440	18
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### TDSRC Staff Website Resource Usage

In 2025, nearly all website resources experienced a decrease in usage by libraries compared to the significant increases seen in 2024. However, the use of “brand guidelines” remained stable at 66% and overall usage levels continue to be higher than in previous years.

Chart 1: Website resource usage from 2017 to 2025



Similar to the findings from the past two years (2023-2024), libraries that accessed resources in both languages tended to use a wider variety of available resources. *Images* remained the most used website resource across English, and bilingual materials, and *recommended reads* was the most used website resource across French materials.

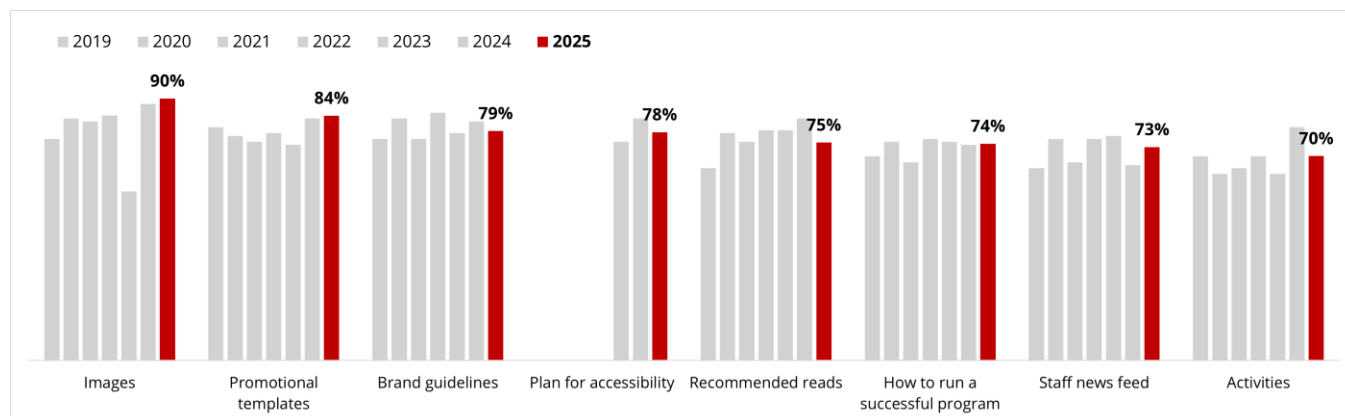
Table 9: Website resource usage by language

	English-language resources			French-language resources			Bilingual resources		
	2023	2024	2025	2023	2024	2025	2023	2024	2025
<b>Images</b>	84%	92%	<b>83%</b>	81%	92%	<b>68%</b>	85%	94%	<b>89%</b>
<b>Recommended reads</b>	63%	76%	<b>73%</b>	65%	87%	<b>73%</b>	74%	92%	<b>87%</b>
<b>Activities</b>	67%	83%	<b>70%</b>	53%	78%	<b>64%</b>	66%	91%	<b>83%</b>
<b>Brand guidelines</b>	52%	70%	<b>65%</b>	47%	54%	<b>63%</b>	56%	75%	<b>75%</b>
<b>Promotional templates</b>	61%	71%	<b>64%</b>	60%	74%	<b>55%</b>	67%	80%	<b>76%</b>
<b>Staff news feed</b>	42%	61%	<b>50%</b>	28%	58%	<b>61%</b>	49%	73%	<b>68%</b>
<b>How to run a successful program</b>	51%	61%	<b>46%</b>	20%	66%	<b>50%</b>	42%	65%	<b>74%</b>
<b>Plan for accessibility</b>	24%	46%	<b>34%</b>	14%	28%	<b>28%</b>	31%	47%	<b>57%</b>

## Satisfaction with Website Resources

In 2025, satisfaction with the website’s resources trended differently compared to 2024. Compared with previous results, satisfaction declined modestly for *brand guidelines*, *plan for accessibility*, *recommended reads*, and *activities*. In contrast, satisfaction increased for the *images* and *staff news feed*.

Chart 2: Satisfaction scores for website resources (scores 8 – 10)



In 2025, satisfaction levels were broadly strong across website resources, with high ratings reported across languages. Notably, satisfaction with *How to run a successful program* and *Staff news feed* increased across all language formats.

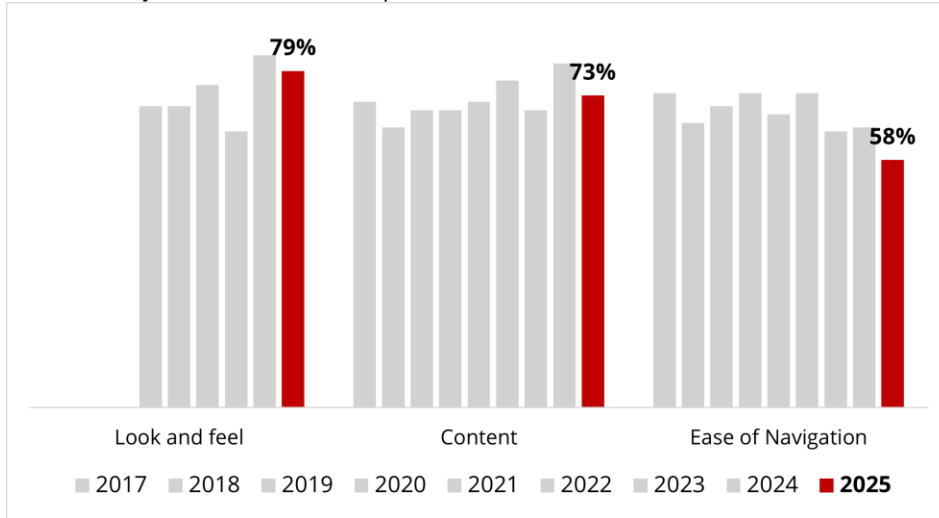
Table 10: Satisfaction with website resources based on resource language (scores 8 – 10)

	English-language resources			French-language resources			Bilingual resources		
	2023	2024	2025	2023	2024	2025	2023	2024	2025
<b>Images</b>	60%	81%	<b>97%</b>	52%	96%	<b>95%</b>	61%	99%	<b>99%</b>
<b>Plan for accessibility</b>	76%	81%	<b>95%</b>	62%	75%	<b>90%</b>	81%	100%	<b>67%</b>
<b>Promotional templates</b>	70%	78%	<b>94%</b>	78%	95%	<b>85%</b>	81%	83%	<b>88%</b>
<b>Brand guidelines</b>	78%	84%	<b>87%</b>	76%	67%	<b>97%</b>	81%	96%	<b>76%</b>
<b>How to run a successful program</b>	72%	75%	<b>81%</b>	77%	74%	<b>95%</b>	85%	72%	<b>75%</b>
<b>Activities</b>	63%	76%	<b>81%</b>	63%	87%	<b>79%</b>	71%	82%	<b>66%</b>
<b>Staff news feed</b>	76%	70%	<b>80%</b>	77%	62%	<b>93%</b>	78%	61%	<b>73%</b>
<b>Recommended reads</b>	77%	76%	<b>78%</b>	83%	88%	<b>95%</b>	77%	97%	<b>73%</b>

### Overall Satisfaction with the TDSRC Staff website

The TDSRC staff website received generally positive feedback in 2025, although satisfaction levels declined compared to the previous year. Satisfaction with the website’s *content* and *ease of navigation* each decreased by 8 percentage points, while satisfaction with the *look and feel* of the website declined by a more modest 4 percentage points.

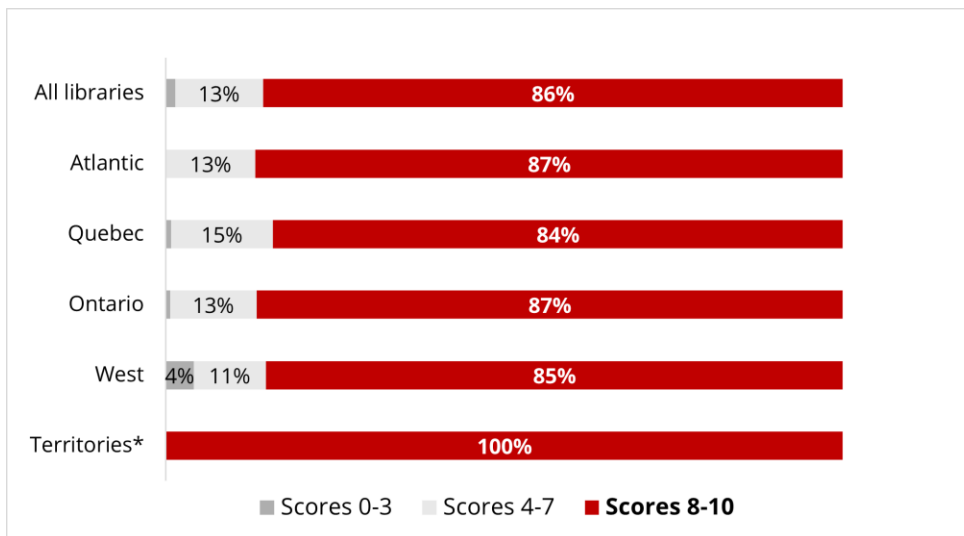
Chart 3: Satisfaction with website aspects over time (%)



### Overall Satisfaction with 2025 TD Summer Reading Club

The 2025 TD Summer Reading Club continued to be well-received across all libraries; with overall satisfaction (ratings 8 to 10) remaining stable across all libraries. Notably, the West experienced the largest increase, with satisfaction increasing from 79% in 2024 to 85% in 2025.

Chart 4: Satisfaction by region with 2025 TD Summer Reading Club (%)



## 5. Open-ended response themes

To gain a deeper understanding of how the TD Summer Reading Club (TDSRC) could further enhance its support for program delivery, participants were invited to share their candid feedback through an open-ended question: “Is there anything the TDSRC could have done to better support you in delivering the program?” (Q14). The responses offered a wide range of perspectives, reflecting both strong appreciation for the TD Summer Reading Club’s resources and thoughtful suggestions for how support could be further strengthened. While many respondents emphasized that the program is well organized, generous, and impactful, the feedback also surfaced several clear areas for refinement. Key themes this year centred on the breadth and suitability of activity and program ideas, accessibility and age appropriateness of materials, timing and clarity of information to support planning, website functionality and navigation, and alignment between themes, activities, and participant needs.

Together, the feedback highlights practical and actionable opportunities to enhance the TDSRC experience for libraries of varying sizes and capacities, while reinforcing the program’s continued success in fostering literacy, creativity, and community engagement across Canada. Below, we summarize the major themes, incorporating representative comments to illustrate both the program’s strengths and areas for potential growth.

### Positive Feedback and Appreciation

Many participants expressed strong appreciation for the TD Summer Reading Club, emphasizing its value as a cornerstone of summer programming in their communities. Respondents frequently highlighted the generosity of materials, the quality of resources, and the responsiveness of the TDSRC team.

*“This is a great program, with amazing resources. We are happy to participate each year.”*

*“Honestly, there’s nothing we would suggest improving — we truly loved everything about the TD Summer Reading Club this year. The resources, materials, and overall structure were incredibly well thought out, engaging, and easy to implement. We felt fully supported throughout, and our participants had such a great time. It’s clear a lot of care and effort goes into the program, and we’re so grateful to be part of it. Thank you for all that you do!”*

*“The resources were great and easily accessible. Helped to make our summer a success!”*

*"Everything was great!"*

*"The activities that are prepared for staff to outreach to school and the community are WONDERFUL!"*

*"The team was fantastic--I attended the training webinar and also reached out for support and was answered in a very timely and satisfactory way."*

*"The TDSRC provides more than enough material to run a successful summer reading club."*

*"We appreciate all your support!"*

*"This is an excellent program and we run it with the "story walk" each year"*

*"Le Sentier des contes est une initiative formidable. Merci de continuer à le proposer dans les prochaines années."*

*"Thank you for all your assistance creating wonderful resources for libraries!"*

*"It is well thought out and we feel like there is plenty of support. We also enjoy being able to adapt the program to our library but let everyone feel like they are able to take part anywhere and still have cohesiveness."*

*"We had a lot of fun with the program this year!"*

*"Seeded bookmarks from Hannah Promotions were a huge hit -Loved the TD graphics and images from the artist this year... Snapshot trivia was a great resource to use for our summer reading kick-off party. The facts were educational and engaging for everyone -The banana/fanny pack graphic was a favourite among the children."*

*"Tout était parfait, c'est aussi un plus de recevoir des courriels pour nous informer des nouvelles du Club."*

*"C'était ma première année avec le Club de lecture d'été TD et j'ai vraiment apprécié le fait que tout le matériel était clé en main et que les activités étaient déjà prêtes. Il y avait beaucoup de suggestions et de choix. Les enfants ont particulièrement aimé LE MONDE EN PÂTE À MODELER et MOI DANS LE MONDE. Merci pour votre beau travail."*

## Areas of Improvement

While overall sentiment toward the TD Summer Reading Club remains highly positive, respondents identified several areas where additional support or refinement could further strengthen program delivery.

## Expanding and diversifying activity and program ideas

One of the main theme in this year's feedback was the desire for a wider variety of activity and program ideas. Some respondents indicated that they needed to supplement or replace suggested activities with their own, particularly when programming for diverse age groups or limited resources.

*"There was less activity ideas this year, could have used more. StoryWalk panels were even smaller this year (were too small to begin with). Was expecting the school-age notebook to be more like a passport to match the theme."*

*"The activity suggestions don't excite me enough, so I find that we are doing a lot more of our own thing instead of doing any of the program plans given."*

*"More activities program ideas."*

*"The activity choices did not seem to connect with the theme at all. I had to create all my own crafts and activities this year which was a lot more work than last year."*

*"I think more program ideas, a lot of the ideas we came up with ourselves that would fit the theme but having better program selection would be great."*

*"Adding more passive options for programs would be great since colouring pages, word searches, connect the dots, mazes, etc. are always popular as passive material for kids."*

*"More open ended activities."*

## Website Usability

Overall, libraries acknowledged the value of the existing platforms and noted that, when functioning well, they were generally easy to navigate. However, the quotes below highlight recurring frustrations with usability, technical glitches, and accessibility particularly for children and families. Together, these comments point to a need for a more stable, intuitive, and streamlined digital experience, with clearer guidance and potential opportunities to simplify access through improved walkthroughs or app-based solutions.

*"Feedback from families is that the kids website is harder to access as a webpage than if it was in app form."*

*"A better walk through the client side of the tracking website would have been great, or an app would be even better to be able to help up track reading."*

*"The only thing that comes to mind is that the website has a few bugs. Many when accessing the staff website, it would glitch and I was unable to log in."*

*"There were multiple glitches in the kids web site, that parents mentioned made it difficult for their kids and for them to access at times. Parts of the site would show error messages, and some had trouble making profiles and logging in, getting an error message that they did not have permission to access."*

## Earlier Release of Core Assets to Support Planning

Libraries also consistently emphasized the importance of receiving core program assets earlier to support effective planning and preparation.

*"Programs were hard to plan because not all content was added with enough time for planning"*

*"If the timelines could be released sooner, such as theme, actives, recommended reads, start dates/launch dates etc."*

*"It would be helpful for the theme to be announced earlier in the year"*

*"If the Recommended reads could be available earlier, to allow time to budget for and source the materials before the program starts."*

## Improving age appropriateness and flexibility of activities

Respondents also noted challenges in finding activities that worked well across different ages, especially for older children or mixed-age groups.

*"I found some of the activities were too difficult for some children in the age groups they were geared towards. Specifically, the trivia and the frog origami. However, with extra help everyone was successful and enjoyed it"*

*"[help our library in program delivery] Ensure the suggested activities are ones that are engaging for large groups that includes children who have limited ability to follow step-by-step instructions and with limited fine motor skills"*

*"Our community has a population of just under 1,000, and we often see families attending together, with children across a wide range of age groups. It would be helpful to have activity suggestions that are designed to be flexible across age levels — with core elements that engage younger children and optional modifications or extensions to challenge older participants. This approach would allow us to run inclusive, multi-age programs where all children can participate together while still being appropriately engaged based on their individual learning levels."*

*"More crafts specifically related to the theme for a wider age group would be appreciated."*

*"Il aurait été pertinent de donner une plus grande variété de dessins à colorier adaptés pour tous les âges. Il en est de même pour les activités, elles étaient sur le thème, mais il manquait de variété en termes de temps, peu d'activités étaient adaptées à offrir pendant plus ou moins une heure pour un groupe d'enfants âgées de 5 à 12 ans. De plus, des activités stimulant la coopération auprès des enfants auraient été aussi appréciées. Et avoir des suggestions de lecture pour les 13 à 17 ans."*

*"Un peu plus de suggestions d'activités pour les jeunes de 8 à 12 ans"*

*"Les enfants de 8 ans et plus ne se sentaient pas interpellés par les affiches et les carnets"*

*"les carnets de lecture pour les eux catégories d'âge devrait avoir chacun une couleur prédominante, pour faciliter le repérage de la bonne catégorie de lecteurs."*

## Enhancing Program Materials for Greater Engagement

Libraries also provided detailed feedback on program materials, highlighting opportunities to enhance engagement for both staff and families. While visual assets were widely praised for their improved quality and ease of use, other materials such as journals, activities, and recommended reads were seen as less consistently engaging or aligned with local needs. The comments below point to opportunities to better tailor materials to diverse library contexts, strengthen the alignment between activities and program goals, improve testing and clarity, and refresh

recommended reads and activity options to better support meaningful participation across settings.

*"Images were much better this year (colour, clarity, actions and expressions of characters) and easier to download, lots of variety. Please continue this."*

*"J'aimerais avoir une plus grande variété de propositions d'activités faciles à réaliser. Par « activités faciles », je pense à des activités ou jeux sur papier qu'il suffit simplement d'imprimer et de remettre aux enfants (par exemple : mots croisés, cherche et trouve, trouvez les différences, mots cachés, etc.). Dans une bibliothèque qui n'a pas de budget prévu pour le club de lecture, nous devons nous débrouiller avec les ressources disponibles, et le matériel pour certains bricolages proposés n'est pas toujours accessible. Dans ces cas, il est beaucoup plus simple d'imprimer une activité ou un jeu et de le donner directement à l'enfant."*

*"Aussi ridicule que cela serait pour le concepteur des activités, j'aimerais suggérer de faire l'essai de chaque activité devant un public actif, soit que vous avez un public qui agit comme le feraient les enfants. Cela pourrait donner une idée de ce qui fonctionne et ce qui ne fonctionne pas. Par exemple, l'activité Jeopardy qui a plusieurs réponses dans la même page, mais toutes les réponses arrivent en même temps. Ce qui fait qu'il est impossible de donner les réponses une à une. Je devais me tenir devant l'écran pour cacher les réponses affichées avant que les enfants n'aient le temps de répondre car ils avaient répondu à la première question et je voulais voir quelle était la réponse. Je ne pense pas que cette activité ait réellement été testée."*

*"We found that the two books were very similar in terms of design and colour and could be easily mixed up. "*

*"Not the web resources, but it would be really great if the School-aged notebook had school-aged written on the front, or something similar, just like the Pre-Reader one does."*

*"More recommended reads that are slightly older titles as we had few of these in our library and little options for ordering them"*

*"Canada wide planning committee, get staff from rural and urban libraries across Canada so activities can be created that are within varying budgets, for different numbers of kids, complexity, and staffing levels. This year's activities were someone disappointing as many were just a refresh of the previous year's options with new names."*

*"I think offering more suggestions on running a closing or launch party would be helpful."*

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## Suggestions on Themes and theme-related materials

A few libraries emphasized the central role of the theme in shaping children’s engagement with the program. When themes were imaginative and emotionally resonant, they were seen to spark curiosity and excitement; however, participants also noted a desire for themes that are more direct, forward-facing, and consistently carried through all program elements. The feedback below highlights opportunities to strengthen thematic coherence by better aligning recommended reads, activities, and materials, and by incorporating simple, creative tools such as progress trackers or theme-based resources that help bring the theme to life in meaningful and practical ways.

*“Nous avons aimé particulièrement le terme de cet été : Un été autour du monde. C’est un sujet qui suscitait l’imaginaire (rêver à voyager) des enfants pour découvrir des endroits et des cultures qu’ils ne connaissaient pas. Il est donc toujours important que le thème du Club qui est choisi touche le cœur et la curiosité des enfants!”*

*“Can the theme be forward facing?”*

*“[It would be great] for it [the theme] to be forward facing.”*

*“It would be awesome to have something included in the materials that would help the children track their reading progress in a fun and engaging way. For example, to compliment the travel theme this year, a passport would have been fun to have. We created passports ourselves, but to have them in the materials would be awesome”*

*“Unfortunately we were really disappointed by the recommended read list and didn't get many books that were suggested because they did not tie to the theme well and would not have been well read by our patrons.”*

*“The activity choices did not seem to connect with the theme at all. I had to create all my own crafts and activities this year which was a lot more work than last year.”*

## Logistics Challenges

Some libraries also described a range of logistical challenges that made program delivery more complex, particularly for small and rural libraries. The feedback below highlights issues related to ordering quantities, distribution models, shipping and fulfillment, timelines, and accessibility of tools and systems. Together, these comments point to opportunities to introduce more flexible ordering options, clearer timelines and communications, and more inclusive operational supports

to help libraries of different sizes and capacities implement the program more smoothly and with less strain.

*“For small libraries, it would be nice not to have to order such a large amount of materials (booklets, postcards, etc.). We end up with a lot of extra (waste). Ideally, we could order smaller batches of printed materials.”*

*“The new system of delivering materials only to hubs is slightly problematic for our library. I understand why this is needed, however, our closest pickup location is an hour and a half away so arranging to get the supplies has proven tricky the passed couple years”*

*“If the branding guidelines used fonts that were more accessible for example , available in Word, Publisher, Canva (for free) that would be wonderful.”*

*“This year we experienced some challenges in receiving our club materials (including the Story Walk) where items were missing from our order. Streamlined communications with the depot library and regional coordinators would be helpful in staying informed and on schedule for program preparations.”*

*“We had issues with the shipping of material, it went to another library for distribution, which they did not do. We were scrambling at the last minute to get more material.”*

*“Clearer deadlines for ordering material and storywalks - not a lot of turn around time for soliciting branch participation”*

*“The print material could arrive sooner. It is helpful to have it available to promote the program in advance.”*

## Suggestions on Material Design

Participants offered practical suggestions to improve the design of program materials, with a strong emphasis on accessibility, usability, and customization. The feedback below highlights a need for materials that are easier for children to use independently, clearer to read in different environments, and more flexible for libraries to adapt to local branding and timelines. Improving font size, resolution, layout efficiency, and providing ready-to-use yet customizable templates were seen as key opportunities to enhance both the child experience and staff ease of delivery.

*“Something easy to store (i.e. perhaps 1, 11 x14 fold out sheet to pin to the fridge and track reading progress), easy for kids of any level to count reading progress, and looks engaging is great”*

*“Allow LibraryAware to host images and templates so they are easily accessible for libraries that subscribe to LibraryAware for poster creation. Our staff and community partners put the majority of the money and effort into running the summer reading program, so we need better customizable options to better represent our own branding for our library system, and that of TDSRC.”*

*“I would have liked some sort of poster template where I could input the dates our local SRC was running for-- I made my own using some of the images/illustrations from the site, but it would be nice to have something premade. The site has a couple options with just the SRC logo in the corner and space to write in what you'd like but I was looking for something that would stand out a bit more, and that I could print quite large without losing quality.”*

*“The notebooks supplied are very generic, having some “how to use” options, even just for staff to reference would be helpful. To reduce booklet size and wasted space, the pages for stickers/writing could be centralized with no text and double for French and English users.”*

*“More blank space in the notebooks for children to write”*

*The colouring pages on the website were blurry, unfortunately. We still used them, but a higher resolution would be great!*

## Suggestions for Program Promotion

Opportunities to strengthen program promotion and outreach were also mentioned in the feedback. While this year’s visuals were widely praised for their bright colours and appeal, participants expressed a desire for more versatile, ready-to-use promotional assets that work across different channels and formats. The feedback below points to the value of clearer guidance on promotion strategies, more customizable templates (including social media and school-based materials), and broader, centralized promotion to help libraries raise awareness and maximize reach within their communities.

*“It would simplify promotion if we could use the theme name publicly.”*

*“The TDSRC images were great this year. The bright colours and illustrations worked well for promotion and were much preferred over a few of the previous years.”*

*"I still wish there were better images. Every year I find that there are a couple of useful images but all the rest are too specialized or just weird. I'd like a wider variety of images of kids reading books - ones that are suitable for different sizes (one or two kids reading to use in small spaces, something bigger to use in larger spaces) - and perhaps you could just go ahead and design some social media graphics (Facebook covers & posts, Instagram posts, something for Stories or Reels) that we could add our own library name to? I find that a lot of the images don't lend themselves to different social media (need portrait, landscape, square)."*

*"One area where additional support would have been helpful is marketing. Increased promotion and outreach from TD SRC at a broader level could help raise awareness even further."*

*"Il serait aussi intéressant d'avoir plus de détails ou de suggestions concernant la réalisation, la présentation et la promotion du club de lecture, autant à l'intérieur qu'à l'extérieur de la bibliothèque. Par exemple, nous partager des images de présentoirs faits dans le passé, ou encore des exemples de techniques de publicité et de communication déjà utilisées. Vous pourriez également suggérer du matériel à acheter pour nous aider à mettre tout cela en place. Bref, je trouverais pertinent d'ajouter ces éléments à la rencontre Zoom que nous faisons toujours avant le lancement du Club TD. Merci!"*

*"Un modèle de publication Facebook pour annoncer le début du club et les dates du club. Une identité visuelle complète avec police, couleurs, fonds, etc."*

*"Dans ma communauté, la meilleure promotion passe par l'école. Avoir une activité promotionnelle à distribuer à chaque élève un peu plus tôt que pendant la période des examens serait peut-être intéressante. Aussi, une version miniature du Club pour le congé des fêtes (ou du matériel promotionnel qui annonce le Club de l'été lors du congé de mars) pourrait peut-être aider à promouvoir le concept."*

*"Comme par les années passées, il aurait été intéressant d'avoir une vidéo promotionnelle que nous aurions pu partager sur nos médias sociaux. Il serait aussi intéressant de revoir les gabarits des modèles, car il n'est pas toujours facile de les modifier."*

To gather stories of exceptional efforts and meaningful impacts, respondents were asked: "We would love to hear about any staff who went above and beyond in delivering the program this year or if you had any comments from parents or participants about how the program has impacted them this year." (Q15).

The responses to this question celebrate the dedication of staff and the positive influence of the TD Summer Reading Club (TDSRC) on participants. The responses highlight inspiring examples of staff creativity and commitment, as well as heartfelt testimonials from families and participants about the program's impact

## Staff Excellence and Engagement

Many libraries shared powerful examples of staff excellence and deep engagement that brought the program to life in their communities. The stories below highlight how staff creativity, dedication, and responsiveness directly translated into higher participation, stronger motivation to read, and meaningful emotional connections for children and families. Whether through inventive incentives, community partnerships, inclusive programming, or exceptional support from the TDSRC team, these examples underscore the critical role staff play in creating welcoming, inspiring library experiences that extend well beyond the summer and leave a lasting impact.

*"We had a student , design and 3d print small dragon tokens for the children as they reached certain milestones throughout the summer. The children were working hard to achieve their summer reading goals as they really wanted these small dragon tokens. He also designed and had 3d printed medals for each level of success throughout the summer with the 150+ books medal being the highest. This one was gold and had a crown on top. This was the envy of all of the children. We had 6 parents report in person to us that they reached this level. This was by far the most successful TD Summer Reading program offered in our community over the years. The participants have asked for us to do one similar over the winter months."*

*"The St. James Town team took 950 book reports this summer and saw a huge increase in participation that was nearly 10 times the previous year! "*

*"Our library partnered with a local toy store to offer weekly prize incentives. I received this wonderful feed back form a parent: "Hi! I wanted to send an email to tell you how great the influence has been on my 8 year old daughter this summer. She's super motivated to read and has been picking up chapter books as well! It's created a great nighttime routine for her and has her reading more than she was before. You're also working your way into her play! She has been very into creating prize draws with her toys lately and has us all fill out ballots for a chance to win. Thank you for the fun program!"*

*"Our Summer Student did a fabulous job of running the TD Summer Reading Club this year. We can't thank him enough for the energy, creativity, and kindness he brought to the library. From leading activities with patience and enthusiasm to making every child feel welcome, he left a lasting mark on our community. His thoughtfulness and dedication and joy working with children shone through in everything he did. His positivity, caring, and inclusive blend of learning and fun will continue to ripple through the families and children he connected with."*

*"Our Gambo Public Library staff member (a small town of under 2000) goes above and beyond every summer to do TDSRC in her community. Her registration numbers are often higher than*

*many of our larger communities because she's connecting so well with her community. Also a special thank you to all of our library staff this summer whose branches were closed because of forest fires (we had multiple branches affected for large chunks of August), and to the staff who were working despite being displaced from their homes themselves. One parent reported that the summer reading club was a great distraction for her kids while they themselves were displaced due to wildfires."*

*"Myself, head librarian and the assistant Librarian come up with our events and summer programming on our own. Some plans based on your website recommendations and some plans we come up on our own. Our parents and kids really love our kick off program the Stuffie Sleepover where kids bring their stuffies to storytime, name tag them and leave them for an overnight sleepover in the library. Its been a tradition for at least 10 years and the kids look forward to it each year. We do storytimes each week for different age groups, family d'ctivity nights like bingo or crafts, a family teddy bear picnic and hopefully soon do a campfire storytime to end the season."*

*"I had to contact TDSRC to ask for more supplies as I made a mistake when ordering. The staff was extremely friendly and helpful. I received my material very quickly. I very greatly appreciate all that the TD Summer Reading Club does for our community."*

*"We were grateful that TDSRC staff were swift to remedy any missing items to make sure the program was ready for launch time."*

*"Our favourite feedback that we received by many participants was not about any specific clubs or activities, but the that they "loved being at the library". This helps us to know that we reached our goal of creating a safe and inviting space for the children to play and learn with us this summer. Each year our TDSRC program is run with one staff and one summer student who actively participate in programming with the children throughout the entire summer. By the end of the TD SRC we have become one big library family and are sad to see the children go back to school!"*

*"Email from a patron below, (I did remove staff name and left initials only) I wanted to take a moment to express our sincere appreciation for the incredible work PK has done as the Children's Summer Program Coordinator at the Uxbridge Library. Our family has participated in many of the programs this summer, and we've been consistently impressed by PK's professionalism, creativity, and genuine kindness. She has a remarkable ability to engage children of all ages, creating a welcoming and enriching environment that has made our visits to the library a highlight of the season. It's clear that PK brings both heart and skill to her role, and we truly hope she will be invited back next summer. Her presence has made a meaningful difference in our community, and we're grateful for the opportunity to have been part of the programs she led. Thank you for supporting such wonderful programming and for having someone as talented as PK on your team. All the best and thank you again."*

*“Oui, beaucoup plus de promotion cette année dans les écoles et cette promotion a porté fruit. Nous avons eu plus de 2x plus d'inscription que l'année précédente. Plusieurs parents nous ont remercié d'offrir un tel club pendant l'été pour encourager leurs enfants de continuer à lire pendant les vacances. Les enfants étaient motivés à lire et excités de faire parti du club. Chaque enfant inscrit avait leur nom d'écrit sur une valise et coller à l'entrée de la bibliothèque. Ils ont apprécié notre carte du monde géante sur laquelle les enfants pouvaient déplacer leur petite avion avec leur nom au fur et à mesure qu'ils accomplissaient une autre parti du défi de lecture.”*

## Positive program impacts on children and families

Many libraries consistently highlighted the positive and far-reaching impacts of the program on children and families. The feedback below illustrates how the Summer Reading Club fostered stronger reading habits, reduced screen time, boosted confidence and self-esteem, and created shared family experiences around reading and learning. For many families, the program transformed reading into an adventure rather than a task, supporting children with diverse needs and abilities while reinforcing the library as a welcoming, motivating, and meaningful space in their lives.

*“Parent commented that the artwork celebrated Canada beautifully!”*

*“They were inspired to read more which reduced screen time. - Parent”*

*“We had several children who filled out 3+ booklets this summer. kids love coming to the desk to do their book reports and interacting with staff”*

*“C'est un incontournable des activités jeunesse et probablement notre activité coeur de coeur, année après année!”*

*“Families who were travelling were very happy to hear that they could continue reading while on their trip and still be able to collect stickers upon return.”*

*“Thank you for running the Summer Reading Club...”*

*“The reading club has had a positive impact on my son's reading habit this summer. It gave him fun goals/missions to work towards hence making reading feel like an adventure rather than a chore. He was excited to pick new books & track his progress. He even ensured that reading was done before playing games or watching TV.”*

*"We had many children telling us enthusiastically how many books they were reading during the summer. One was very proud that she had read around 175 books and hoped that next year she could read more"*

*"Parents appreciate the book report component, it motivates their kids to read and engage with staff" and that they were very pleased on how enthusiastically their children were reading for the Summer Reading Club"*

*"Parents were thrilled that it was back to in person. Many said that online did not work for them, that it wasn't exciting for the kids. There were so many things that we did in house to keep the kids entertained and busy (and learning). Weekly events had parents participating in scavenger hunts with their kids, which they loved."*

*"Caregivers appreciated how flexible the program was, that they could do it on the go, visit the website, and come in person for physical reporting."*

*"Les parents sont très contents et apprécient grandement cet activité."*

Finally, the survey asked "If one or more TD employees played a role in your library's TDSRC programming, please indicate how many employees were involved and the approximate hours of their involvement. Please also highlight any extraordinary contributions made by TD staff." (Q16)

For a few libraries, TD employees made notable contributions, such as attending events, providing promotional materials, or making a donation:

*" (branch manager of TD, Alliston ON) went above and beyond in supporting the program and working towards providing us with a very thoughtful donation that went towards prizes and library initiatives within our community."*

*"We appreciate the involvement our TD Shelburne Branch in allowing us to hang part of our Story Walk in the bank's window each year. It is sometimes difficult to find businesses that are willing to participate and TD is always excited and happy to receive their page of the story."*

*"Our local TD Branch generously donated TD branded promotional items that were popular prizes at the Launch Party and during the summer. We were also grateful for the \$100 donation that went towards acquiring prizes for our weekly draws."*

## 6. Conclusion

The TD Summer Reading Club (TDSRC) continues to be a highly valued program in 2025, fostering literacy and community engagement through its broad range of resources, activities, and engaging themes. Feedback from participants highlights ongoing strengths alongside opportunities for growth. Positive feedback highlighted strong satisfaction with the program overall, with participants praising the high quality and accessibility of resources, the thoughtful and well-structured design, and the strong level of support provided by the TDSRC team. Comments also emphasized the ease of implementation, the flexibility to adapt activities locally while maintaining a cohesive national experience, and the enthusiasm and enjoyment the program generated for both staff and children.

Opportunities for improvement include enhancing website usability and navigation, where satisfaction declined in 2025, and expanding promotional efforts to attract new participants, following a slight decrease in the proportion of first-time registrants. Clear opportunities for further strengthening the program include earlier release of core assets, improved digital usability, greater flexibility and age appropriateness of activities, and enhancements to materials, logistics, and promotional supports to better meet the diverse needs of libraries across Canada.

The increase in total registrations to 312,413 in 2025 reflects the programs steady growth since 2020 and its enduring popularity. This growth is supported by a strong number of program activities delivered nationally, with Ontario leading attendance figures, followed by West and Atlantic regions. Library-based programs remain the cornerstone of participation, with community and online programs providing important, though smaller-scale, access.

While attendance increased notably in 2025 to 693,440 participants, promotional activities slightly decreased, suggesting that expanding outreach efforts beyond current levels could further boost engagement and reach new audiences.

The TDSRC staff website received generally positive feedback, but with some declines in satisfaction, particularly regarding the content and ease of navigation. Consistent with previous years bilingual users tend to engage with a wider variety of resources, with images and recommended reads being the most popular materials across language groups.

Overall, the TDSRC is making even closer progress than last year in reclaiming its pre-pandemic success. Continued emphasis on program promotion, website improvements, and supporting library staff innovation, especially in key regions, will be vital to maintaining and expanding the program's impact in the coming years.

## 7. Appendix A: TD Summer Reading Club Statistics and Evaluation Form

Thank you for participating in the 2025 TD Summer Reading Club (TDSRC).

We would like you to complete this short survey to report statistics on your library's 2025 program. This is also an opportunity to provide feedback on the program and to let us know how we can best support you in future.

Our interest in conducting this study is to submit information about the state of the program this year to the program's partners (Toronto Public Library, Library and Archives Canada and TD Bank Group), as well as to participating libraries. The feedback gathered will help us continue to make improvements to the TD Summer Reading Club program (TDSRC).

The online survey will be accessible between [Date] and [Date] and will allow you to enter the results for your library.

**1. Which library are you completing this survey for?** \_\_\_\_\_

**2. In which language(s) did you primarily conduct the 2025 TDSRC program?**

- English  
 French  
 Bilingual, French and English

**3. How many times (if any) did staff in your library interact with each of the following to promote this year's program?**

Schools	<input type="text"/>
Day camps	<input type="text"/>
Childcare centres	<input type="text"/>
Other	<input type="text"/>

**4. How many children (if any) would you estimate you reached with each interaction?**



Schools	
Day camps	
Childcare centres	
Other	

**5. How many children (if any) registered for the 2024 TDSRC program in-person or using a 3<sup>rd</sup> party platform other than the TDSRC kids' site (e.g. READSquared, Beanstack)? If you had no children register in these ways, please enter 0.**

*Please note that registration is distinct from participation in activities. Children must be registered to be counted here, not just participate in TDSRC activities.*

age	In-person	Using 3 <sup>rd</sup> party platform of choice
0-5 years old		
6-8 years old		
9-12 years old		
13+ years old		
TOTAL	+	=

**6. If you used a 3<sup>rd</sup> party platform other than the TDSRC kids' site. What platform(s) did you use this year?**



**7. How many children registered in your library who had participated in the TD Summer Reading Club in previous years, and how many were new to the program?**

*NOTE: Ensure the total number of registrants (previous years + new to the program) is equal to the total number of registrants listed in Q5.*

Registered in previous years	<input type="text"/>
New to the TDSRC	<input type="text"/>

**8. Thinking about all the programs you were able to offer as part of the TDSRC program, how many did you offer...?**

*Include* programming activities such as story time, author readings, and arts and crafts

*Exclude* promotional activities such as school visits, contests, or newspaper articles

in your library	<input type="text"/>
online	<input type="text"/>
in your community	<input type="text"/>

**9. How many children attended each of the following types of programs?**

*Please note that this number should include children who attended activities/programs run by your library. They may or may not be officially registered for the TDSRC – they are counted as having participated if they took part in any of the programs within the library or outside of it.*

in your library	<input type="text"/>
online	<input type="text"/>
in your community	<input type="text"/>

**10. Which, if any, of the following resources on the library staff website have you made use of this year?**

<input type="checkbox"/>	Recommended reads
<input type="checkbox"/>	Images



- Activities
- Staff news feed
- How to run a successful program
- Brand guidelines
- Promotional templates
- Plan for Accessibility
- Other (please specify) \_\_\_\_\_
- Didn't use the website this year

**11. How satisfied are you with each of the following online resources?**

	Not at all satisfied					Completely satisfied					N/A
	1	2	3	4	5	6	7	8	9	10	
Recommended reads											
Images											
Activities											
Staff news feed											
How to run a successful program											
Brand guidelines											
Promotional templates											
Plan for Accessibility											
Other (please specify) _____											

**12. How satisfied were you with the website's...?**

	Not at all satisfied					Completely satisfied					N/A
	1	2	3	4	5	6	7	8	9	10	
Look and feel											
Content											
Ease of navigation											

**13. Thinking about the program overall this year, how satisfied are you with the 2024 TDSRC?**

Not at all satisfied					Completely satisfied				
1	2	3	4	5	6	7	8	9	10



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**14. Is there anything the TDSRC could have done to better support you in delivering the program?**

**15. We would love to hear about any staff who went above and beyond in delivering the program this year or if you had any comments from parents or participants about how the program has impacted them this year.**



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**16. If one or more TD employees played a role in your library's TDSRC programming, please indicate how many employees were involved and the approximate hours of their involvement. Please also highlight any extraordinary contributions made by TD staff.**

Thank you for your participation

## 8. Appendix B: Regional Statistics

### The Atlantic Region

#### Inclusion in the Study

189 libraries in the Atlantic provinces participated in the 2025 TDSRC. All libraries completed the Statistics and Evaluation Form.

Table 11: Participation and Survey response of Atlantic region libraries

	Total # of libraries registered with TDSRC that responded to the survey	Total # of libraries represented in this report
<b>Atlantic</b>	<b>189</b>	<b>189</b>
Newfoundland & Labrador	92	92
Nova Scotia	72	72
Prince Edward Island	24	24
New Brunswick	1	1

#### Delivery of the Program

Of the 189 libraries, 74 offered their programs in English, and 115 offered them in both English and French.

Table 12: Language delivery of programs in the Atlantic region

	Total # of libraries represented in this report	English	French	Bilingual
<b>Atlantic</b>	<b>189</b>	<b>74</b>	-	<b>115</b>
Newfoundland & Labrador	92	1	-	91
Nova Scotia	72	72	-	-
PEI	24	0	-	24
New Brunswick	1	1	-	-

#### Promotion

Libraries in the Atlantic region promoted the TDSRC through 1,291 events, attracting 86,106 attendees. The majority of these events were held at school-based locations. The total number of activities increased compared to 1,169 in 2024.

Table 13: Promotion of TDSRC in Atlantic-region libraries (2019-2025)

	2019	2020	2021	2022	2023	2024	2025
<b>Activities</b>	<b>504</b>	<b>62</b>	<b>191</b>	<b>290</b>	<b>1,617</b>	<b>1,169</b>	<b>1,291</b>
<b>School-based</b>	283	3	88	136	1,410	1031	1,115
<b>Day camps</b>	63	-	33	69	87	58	82

<b>Childcare centres</b>	89	-	40	66	107	52	74
<b>Other</b>	69	59	30	19	13	28	20
<b>Attendance</b>	49,691	511	7,698	13,510	38,317	29,857	86,106

## Registration

Similar to previous years, the majority of registrants in the region came from Nova Scotia. While the number of registrants in the Newfoundland and Nova Scotia dropped in 2025, there was a slight increase in PEI.

Table 14: Registration statistics of TDSRC in Atlantic-region libraries (2017-2025)

	2017	2018	2019	2020	2021	2022	2023	2024	2025
<b>Atlantic</b>	<b>16,636</b>	<b>15,141</b>	<b>17,030</b>	<b>857</b>	<b>9,222</b>	<b>15,616</b>	<b>16,719</b>	<b>16,446</b>	<b>16,552</b>
Newfoundland & Labrador	2,093	2,104	2,874	174	1,597	2,601	2,689	3,112	2,975
Nova Scotia	12,739	11,271	12,152	533	6,659	11,110	10,783	12,160	11,633
PEI	1,804	1,765	2,004	150	961	1,410	3,247	1,174	1,701
New Brunswick	-	-	-	-	5	495	-	-	243

## Club Programming (2025)

A total of 3,667 activities were delivered and garnered the attendance of 86,106. These were mostly offered in Nova Scotia, and primarily in library locations.

Table 15: TDSRC Programming in Atlantic regions (2025)

	Total # of libraries represented in this report	# of activities	# of Activities held in-library	# of Activities held online	# of Activities held in local community	Attendance	Average # of attendees per activity
<b>Atlantic</b>	<b>189</b>	<b>3,667</b>	<b>3,508</b>	<b>15</b>	<b>144</b>	<b>86,106</b>	<b>23</b>
Newfoundland & Labrador	92	738	628	6	104	3,174	4
Nova Scotia	72	2,042	1,994	9	39	71,531	35
PEI	24	827	827	-	-	10,821	13
New Brunswick	1	60	59	-	1	580	10

## Overall Satisfaction with Program (2025)

The majority (87%) of libraries reported being satisfied with the TDSRC overall, maintaining high satisfaction levels.

Table 16: Satisfaction with 2025 TDSRC, Atlantic-region libraries

	0-3 Not Satisfied	4-7 Somewhat Satisfied	8-10 Satisfied
<b>Atlantic</b>	<b>0%</b>	<b>13%</b>	<b>87%</b>
Newfoundland & Labrador	0%	0%	100%
Nova Scotia	0%	0%	100%
PEI	0%	100%	0%
New Brunswick	0%	100%	0%

\*Please note that the number of libraries providing a response to this question is a smaller sample size; interpret with caution.

### Website Metrics (2025)

Libraries in the Atlantic region are generally satisfied with the website resources. The highest score belongs to *Images* and *brand guidelines* and the lowest scores were given to *recommended reads* and *how to run a successful program*.

Atlantic libraries are also generally satisfied with the overall website experience, with 100% of libraries being satisfied with the look and feel. However, satisfaction with the *content* and *ease of navigation* has declined compared to last year.

Table 17: Staff website usage and satisfaction metrics in Atlantic region (2025)

Used each resource	% Libraries which used resource	Satisfied (8-10)
Images	99%	100%
Brand guidelines	87%	100%
Activities	99%	87%
Promotional templates	87%	87%
Staff news feed	86%	56%
Plan for Accessibility	48%	56%
Recommended reads	99%	49%
How to run a successful program	99%	49%

Table 18: Staff website satisfaction (%) in Atlantic region (2025)

	Satisfied (8-10)
Look and feel	100%
Content	61%
Ease of navigation	49%

## Quebec

### Inclusion in the Study

This report represents a total of 603 Quebec libraries, a weighted figure based on the 472 libraries that responded to the survey.

Table 19: Participation and Survey response of Quebec libraries

	Total # of libraries registered with TDSRC that responded to the survey	Total # of libraries represented in this report
<b>Quebec</b>	<b>472</b>	<b>603</b>
ABPQ	130	166
Réseau BIBLIO	330	422
Indie/other system	12	15

### Delivery of the Program

The majority of Quebec programs were offered in French (508 libraries). The remaining were offered in both languages (93 libraries), and only 1 English-only program.

Table 20: Language delivery of programs in Quebec

	Total # of libraries represented in this report	English	French	Bilingual
<b>Quebec</b>	<b>603</b>	<b>1</b>	<b>508</b>	<b>93</b>
ABPQ	166	-	141	26
Réseau BIBLIO	422	1	354	66
Indie/other system	15	-	14	1

### Promotion

Quebec libraries promoted the program with 3,008 activities. The total number of activities offered is rising after a decline in 2024. Most activities were offered in school-based locations.

Table 21: TDSRC Promotions in Quebec (2019-2025)

	2019	2020	2021	2022	2023	2024	2025
<b>Activities</b>	<b>1,970</b>	<b>834</b>	<b>1,255</b>	<b>3,428</b>	<b>4,856</b>	<b>2,565</b>	<b>3,008</b>
School-based	1,209	108	290	1,158	1,980	1,122	1,171
Day camps	457	57	181	791	551	554	575
Childcare centres	143	40	77	267	185	212	256
Other	170	629	707	1,212	2,140	677	1006
Attendance	93,402	3,964	26,219	81,961	86,905	83,062	73,206

### Registration

Registration for the TDSRC at Quebec libraries has decreased to 50,101 this year. The most registrations were associated with the ABPQ network of libraries.

Table 22: TDSRC Registration in Quebec (2017-2025)

	2017	2018	2019	2020	2021	2022	2023	2024	2025
<b>Quebec</b>	<b>42,989</b>	<b>50,927</b>	<b>49,103</b>	<b>7,498</b>	<b>26,269</b>	<b>47,459</b>	<b>38,694</b>	<b>51,908</b>	<b>50,101</b>
ABPQ	34,266	37,779	38,486	6,552	13,922	15,044	11,902	16,268	29,751
Réseau BIBLIO	8,723	13,148	10,618	946	6,347	9,486	11,811	19,551	15,845
Indie/other system	-	-	-	-	6,000	22,930	14,981	16,089	4,455

### Club Programming (2025)

A total of 6,027 activities were delivered across Quebec, with almost all taking place in library locations. These activities attracted a combined attendance of 73,206.

Table 23: 2025 TDSRC Programming and attendance in Quebec

	Total # of libraries represented in this report	# of activities	# of Activities held in-library	# of Activities held online	# of Activities held in local community	Attendance	Average # of attendees per activity
<b>Quebec</b>	<b>603</b>	<b>6,027</b>	<b>5,464</b>	<b>14</b>	<b>549</b>	<b>73,206</b>	<b>12</b>
ABPQ	166	2,677	2,382	1	294	40,941	15
Réseau BIBLIO	422	2,400	2,227	-	173	16,267	7
Independent/other system	15	125	107	10	8	1613	13

### Overall Satisfaction with Program (2025)

Overall satisfaction with the program was 84% for the Quebec region. Réseau BIBLIO reported the lowest satisfaction among the Quebec regions at 81%.

Table 24: 2025 TDSRC Program Satisfaction in Quebec libraries

	0-3 Not satisfied	4-7 Somewhat satisfied	8-10 Satisfied
<b>Quebec</b>	<b>1%</b>	<b>15%</b>	<b>84%</b>
ABPQ	0%	9%	91%
Réseau BIBLIO	1%	18%	81%
Independent/other system	0%	0%	100%

### Website Metrics (2025)

The most widely used website resource in Quebec was *Recommended Reads*, used by 73% of libraries. Use of *Plan for Accessibility* resource remained low at 25%, unchanged from 2024. Satisfaction with the website resources was high, with *How to Run a Successful Program* and

Promotional Templates receiving the highest satisfaction scores. While *Plan for Accessibility* had the lowest satisfaction rating, it remained generally positive at 74%. General elements of the website (*look and feel, content, and ease of navigation*) received high satisfaction scores throughout the region.

Table 25: Usage of TDSRC Staff website resources in Quebec libraries

Resources Used	Quebec	ABPQ	Réseau BIBLIO	Independent/ other system
Recommended reads	73%	74%	88%	85%
Images	70%	95%	72%	94%
Activities	64%	68%	79%	85%
Staff news feed	62%	55%	81%	17%
How to run a successful program	51%	26%	77%	17%
Brand guidelines	63%	62%	80%	17%
Promotional templates	58%	64%	69%	9%
Plan for Accessibility	25%	42%	24%	77%

Table 26: Satisfaction with TDSRC staff website in Quebec libraries

Satisfied (8-10)	Quebec	ABPQ	Réseau BIBLIO	Independent/ other system
Recommended reads	95%	86%	97%	100%
Images	95%	90%	98%	100%
Activities	81%	43%	96%	10%
Staff news feed	94%	79%	97%	100%
How to run a successful program	97%	83%	98%	100%
Brand guidelines	85%	94%	98%	50%
Promotional templates	97%	67%	96%	-
Plan for Accessibility	74%	90%	98%	-

Table 27: Staff website satisfaction (%) in Quebec libraries

	Satisfied (8-10)
Look and feel	90%
Content	88%
Ease of navigation	71%

## Ontario

### Inclusion in the Study

This report represents a total of 693 Ontario libraries, a weighted figure based on the 621 libraries that responded to the survey.

Table 28: Participation and Survey response of Ontario libraries

	Total # of libraries registered with TDSRC that responded to the survey	Total # of libraries represented in this report
<b>Ontario</b>	<b>621</b>	<b>693</b>
SOLS	412	462
OLSN	37	39
Toronto	99	110
Independent/Other systems	73	82

### Delivery of the Program

The majority of Ontario programs were offered in English (616 libraries). The remaining were offered in both languages (76 libraries), and only 1 French-only program.

Table 29: Language delivery of programs in Ontario

	Total # of libraries represented in this report	English	French	Bilingual
<b>Ontario</b>	<b>693</b>	<b>616</b>	<b>1</b>	<b>76</b>
SOLS	462	401	-	61
OLSN	39	35	-	4
Toronto	110	110	-	-
Independent/Other systems	82	70	1	10

### Promotion

Ontario libraries promoted the TDSRC with 5,286 activities, representing a decline from last year but remaining consistent with 2023 levels. These activities were primarily school-based and reached an attendance of 446,640 children.

Table 30: Promotion of TDSRC in Ontario (2019-2025)

	2019	2020	2021	2022	2023	2024	2025
Activities	<b>4,762</b>	<b>862</b>	<b>1,815</b>	<b>4,180</b>	<b>5,296</b>	<b>7,000</b>	<b>5,286</b>
School-based	2,990	276	1,165	2,374	2,813	3,850	2,872

Day camps	632	27	156	609	849	1,253	837
Childcare centres	755	81	280	485	906	796	898
Other	385	597	214	713	729	1,101	679
Attendance	277,953	38,512	44,248	165,902	371,016	246,246	446,640

## Registration

A total of 139,964 registrations were made in Ontario, a slight increase from 2024. Similarly to previous years, the majority of registrations were associated with the SOLS network of libraries.

Table 31: TDSRC Registration in Ontario libraries (2017-2025)

	2017	2018	2019	2020	2021	2022	2023	2024	2025
<b>Ontario</b>	<b>162,402</b>	<b>170,243</b>	<b>165,537</b>	<b>15,768</b>	<b>68,292</b>	<b>110,448</b>	<b>115,947</b>	<b>135,249</b>	<b>139,964</b>
SOLS	124,038	134,018	131,845	11,907	46,343	77,629	85,942	97,972	102,141
OLSN	3,982	6,333	4,717	1,045	1,520	12,261	12,051	15,392	3,011
Toronto	34,382	29,893	28,975	2,816	20,334	20,548	17,902	21,885	19,622
Independent/other	-	-	-	-	95	9	52	-	15,190

## Club Programming (2025)

Ontario libraries delivered 20,559 activities, primarily located in library locations. There was a total of 446,640 attendees.

Table 32: 2025 TDSRC Programming and attendance in Ontario libraries

	Total # of libraries represented in this report	# of activities	# of Activities held in-library	# of Activities held online	# of Activities held in local community	Attendance	Average # of attendees per activity
<b>Ontario</b>	<b>693</b>	<b>20,559</b>	<b>18,726</b>	<b>55</b>	<b>1,779</b>	<b>446,640</b>	<b>22</b>
SOLS	462	12,689	11,653	34	1,002	280,082	22
OLSN	39	644	616	3	25	25,857	40
Toronto	110	2,252	2,169	1	82	35,162	16
Independent/other	82	2,847	2,343	11	493	59,135	21

## Overall Satisfaction with Program (2025)

Overall satisfaction with the program was 87% for the Ontario region. OLSN reported the lowest satisfaction among the Ontario regions at 81%.

Table 33: 2025 TDSRC Satisfaction in Ontario libraries

	0-3 Not satisfied	4-7 Somewhat satisfied	8-10 Satisfied
<b>Ontario</b>	<b>1%</b>	<b>13%</b>	<b>87%</b>

SOLS	0%	16%	84%
OLSN	6%	14%	81%
Toronto	0%	0%	100%
Independent/other	1%	11%	88%

### Website Metrics (2025)

The most widely used website resource in Ontario was *Images*, used by 88% of libraries. It also garnered the highest satisfaction at 97%. The website's *look and feel*, along with its *content* received high satisfaction scores throughout the region, while the *ease of navigation* was slightly lower at 62%.

Table 34: Usage of TDSRC Staff website resources in Ontario libraries

Used each resource	Ontario	SOLS	OLSN	Toronto
Recommended reads	75%	75%	83%	100%
Images	88%	93%	94%	100%
Activities	70%	70%	77%	100%
Staff news feed	50%	44%	17%	100%
How to run a successful program	46%	40%	17%	100%
Brand guidelines	68%	68%	74%	100%
Promotional templates	64%	60%	83%	100%
Plan for Accessibility	46%	40%	46%	100%

Table 35: Satisfaction with TDSRC staff website in Ontario libraries

Satisfied (8-10)	Ontario	SOLS	OLSN	Toronto
Recommended reads	77%	69%	97%	100%
Images	97%	98%	82%	100%
Activities	78%	71%	82%	100%
Staff news feed	77%	65%	100%	100%
How to run a successful program	82%	71%	86%	100%
Brand guidelines	89%	85%	100%	100%
Promotional templates	94%	92%	93%	100%
Plan for Accessibility	84%	72%	100%	100%

Table 36: Staff website satisfaction (%) in Ontario libraries

Satisfied (8-10)	
Look and feel	87%
Content	86%
Ease of navigation	62%

## The West and Territories

### Inclusion in the Study

This report represents a total of 489 Western libraries, a weighted figure based on the 416 libraries that responded to the survey.

Table 37: Participation of libraries in Western Provinces and Territories

	Total # of libraries registered with TDSRC that responded to the survey	Total # of libraries represented in this report
<b>Western Provinces</b>	<b>416</b>	<b>489</b>
British Columbia	1	1
Alberta	119	140
Saskatchewan	249	293
Manitoba	47	55
<b>Territories</b>	<b>2</b>	<b>5</b>

### Delivery of the Program

457 libraries delivered the program in English, while 32 offered the program in both English and French. No French-exclusive programs were offered.

Table 38: Language delivery of programs in the Western provinces and Territories

	Total # of libraries represented in this report	English	French	Bilingual
<b>Western provinces</b>	<b>489</b>	<b>457</b>	-	<b>32</b>
British Columbia	1	1	-	-
Alberta	140	139	-	1
Saskatchewan	293	293	-	-
Manitoba	55	25	-	31
<b>Territories</b>	<b>5</b>	<b>5</b>	-	-

### Promotion

The 2025 TDSRC was primarily promoted through school-based locations, offering a total of 2,491 activities that garnered an attendance of 87,361. Despite an ongoing decline in overall number of activities and attendance since 2023, registration figures have continued to rise.

Table 39: Promotion of TDSRC in the Western Provinces and Territories (2019-2025)

	Western Provinces						
	2019	2020	2021	2022	2023	2024	2025
<b>Activities</b>	<b>5,212</b>	<b>1,537</b>	<b>3,125</b>	<b>1,694</b>	<b>4,437</b>	<b>2,750</b>	<b>2,491</b>
School-based	1,971	66	2,050	792	1,586	1,328	1,357
Day camps	197	45	209	181	461	232	211

Childcare centres	2,215	9	182	339	636	583	374
Other	829	1,417	684	383	1,754	607	549
Attendance	234,445	12,932	63,209	180,411	137,227	110,908	87,361
<b>Territories</b>							
	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>	<b>2025</b>
<b>Activities</b>	<b>16</b>	<b>2</b>	<b>113</b>	<b>77</b>	<b>-</b>	<b>35</b>	<b>60</b>
School-based	4	1	6	9	-	20	27
Day camps	4	-	3	47	-	40	15
Childcare centres	4	1	3	3	-	20	18
Other	4	-	101	18	-	30	-
Attendance	774	352	775	423	-	110	128

## Registration

Across the Western provinces, registration for the 2025 TDSRC increased by more than 25,000 compared to last year, reaching a total of 104,517 registrations. This marks the largest increase observed since 2022.

Table 40: TDSRC Registration in Western Provinces and Territories (2017-2025)

	2017	2018	2019	2020	2021	2022	2023	2024	2025
<b>Western Provinces</b>	<b>104,173</b>	<b>109,333</b>	<b>92,349</b>	<b>8,516</b>	<b>29,130</b>	<b>57,478</b>	<b>77,793</b>	<b>79,435</b>	<b>104,517</b>
British Columbia	-	-	-	-	23	158	146	187	197
Alberta	63,814	60,463	46,153	3,269	5,998	27,326	43,160	39,449	53,084
Saskatchewan	24,744	29,339	30,421	2,864	7,596	9,011	10,164	11,322	10,032
Manitoba	15,449	19,196	15,561	2,123	15,513	20,983	24,323	28,477	25,922
<b>Territories</b>	<b>428</b>	<b>197</b>	<b>434</b>	<b>82</b>	<b>1,727</b>	<b>102</b>	<b>8</b>	<b>23</b>	<b>9</b>

## Club Programming (2025)

The Western provinces hosted 7,604 activities, largely in Saskatchewan and Alberta, attracting a total attendance of 87,361.

Table 41: 2025 TDSRC Programming and attendance in the Western Provinces and Territories

	Total # of libraries represented in this report	# of activities	# of Activities held in-library	# of Activities held online	# of Activities held in local community	Attendance	Average # of attendees per activity
<b>Western Provinces</b>	<b>489</b>	<b>7,604</b>	<b>5,408</b>	<b>47</b>	<b>2,149</b>	<b>87,361</b>	<b>11</b>
Alberta	1	2,816	2,492	27	297	41,181	15
British Columbia	140	49	48	-	1	236	5
Manitoba	293	552	520	13	19	8,698	16

Saskatchewan	55	3,183	1,654	-	1,529	24,224	8
<b>Territories</b>	<b>5</b>	<b>165</b>	<b>148</b>	<b>-</b>	<b>18</b>	<b>128</b>	<b>1</b>

### Overall Satisfaction with Program (2025)

Satisfaction with the TDSRC in the Western provinces stands at 85%, with Manitoba reporting higher satisfaction levels than the other provinces in the region.

Table 42: Satisfaction with TDSRC in the Western Provinces and Territories

	0-3 Not satisfied	4-7 Somewhat satisfied	8-10 Satisfied
<b>Western Provinces</b>	<b>4%</b>	<b>11%</b>	<b>85%</b>
Alberta	2%	19%	80%
British Columbia	0%	0%	100%
Manitoba	0%	8%	92%
Saskatchewan	6%	8%	86%
<b>Territories</b>	<b>0%</b>	<b>0%</b>	<b>100%</b>

### Website metrics (2025)

Overall satisfaction with the website resources was good, with the highest satisfaction reported for *images* at 97% and the lowest for *activities* at 68%. These figures show considerable improvement compared to last year, when the highest satisfaction was only 75%. The Western provinces expressed satisfaction with the websites *look and feel*, *content*, and *ease of navigation*, another significant improvement from the previous year.

Table 43: TDSRC Staff website usage metrics in Western province libraries

Used each resource	Western Provinces	Saskatchewan	Alberta	Manitoba	British Columbia
Recommended reads	69%	75%	55%	71%	100%
Images	71%	74%	61%	78%	100%
Activities	66%	72%	51%	69%	100%
Staff news feed	44%	45%	38%	54%	100%
How to run a successful program	42%	44%	32%	49%	100%
Brand guidelines	58%	64%	47%	52%	100%
Promotional templates	61%	68%	41%	71%	100%
Plan for Accessibility	31%	29%	26%	52%	100%

Table 44: Satisfaction with TDSRC staff website in Western province libraries

Satisfied (8-10)	Western Provinces	Saskatchewan	Alberta	Manitoba	British Columbia
Images	97%	98%	48%	88%	100%
Brand guidelines	88%	96%	44%	28%	100%

Promotional templates	87%	96%	86%	38%	100%
Staff news feed	87%	98%	48%	23%	100%
Recommended reads	86%	91%	69%	90%	100%
How to run a successful program	85%	96%	87%	22%	100%
Plan for Accessibility	84%	50%	92%	31%	100%
Activities	68%	68%	44%	38%	0%

Table 45: Staff website satisfaction (%) in Western province libraries

	Satisfied (8-10)
Look and feel	75%
Content	69%
Ease of navigation	62%

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## 9. Appendix C: TDSRC Parent/Caregiver and Kids Survey Results

### TDSRC 2025 Parent and Kids Survey Results

TDSRC is an outcomes-based program that measures its reach and impact through key metrics and feedback from participating libraries and families to improve the program. Quantitative and qualitative data is gathered through participant surveys that capture self-reported improvements in reading frequency, enjoyment, and confidence—key indicators of future success. Libraries can now access and export survey results through the new staff portal, using this feedback to inform and improve their local program design and delivery. In recent years, we saw a decline in survey responses due to the requirement for respondents to log in to the TDSRC website before completing the survey so results could be reflected in the staff portal. Updates for 2026 will allow respondents to complete the survey directly from their profile after logging in, removing barriers and creating a more seamless experience. This year's national results are overwhelmingly positive:

**Satisfaction and engagement:** Nearly all participants (99%) would consider participating again, and 98% strongly agreed the Club provided a vital platform to connect and share with other young readers.

**Positive reading impact:** 98% of participants enjoyed reading the same amount or more. A significant majority (94%) maintained or increased the amount of reading they did, and 92% maintained or improved their reading skills.

**Confidence and identity:** 93% were able to find books that reflected their identity and experiences, which directly supported the 90% who maintained or increased their reading confidence.



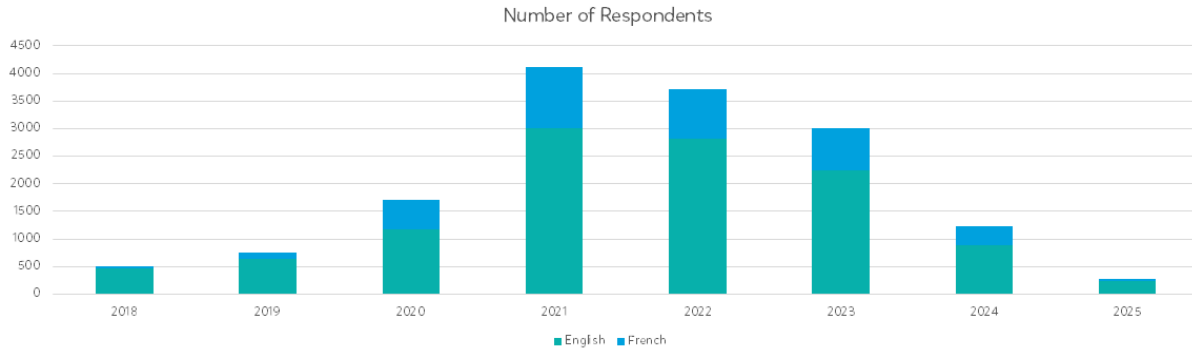
# TDSRC Kids Survey

2025 Results



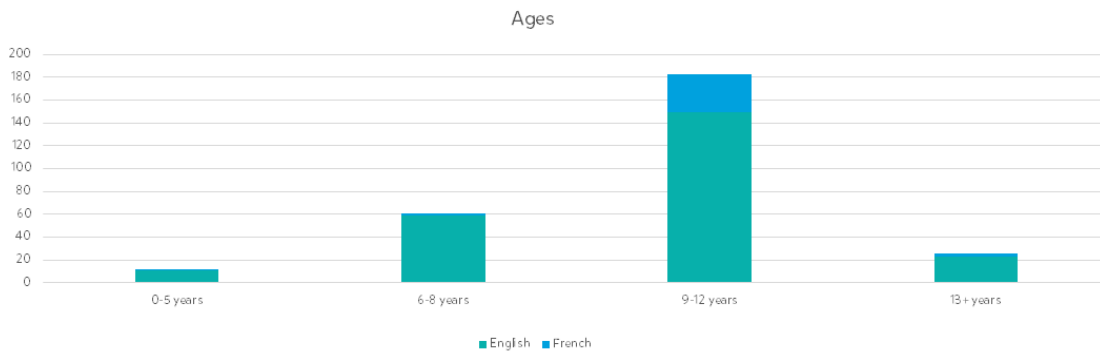
# 2025 Kids Survey

Number of Respondents 2018-2025



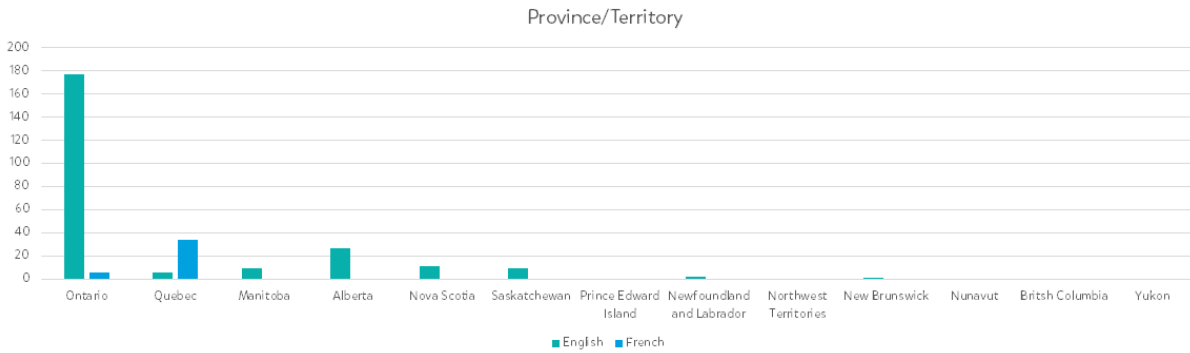
# 2025 Kids Survey

Age of Respondents



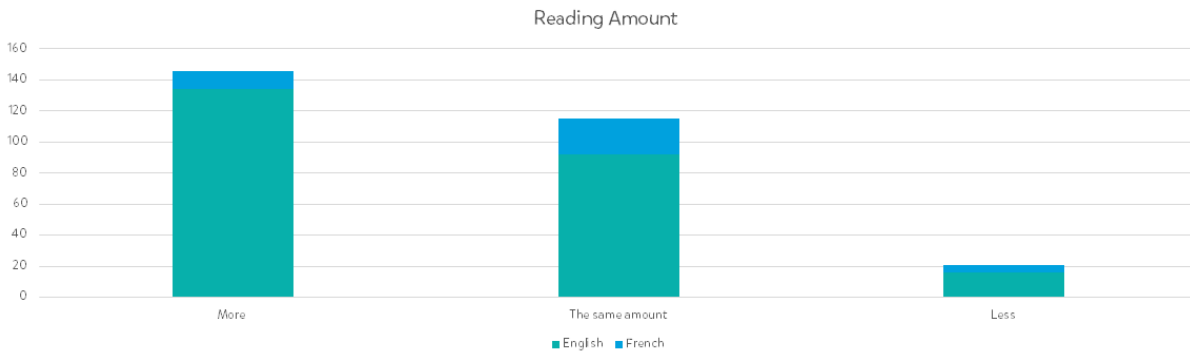
# 2025 Kids Survey

## Province/Territory



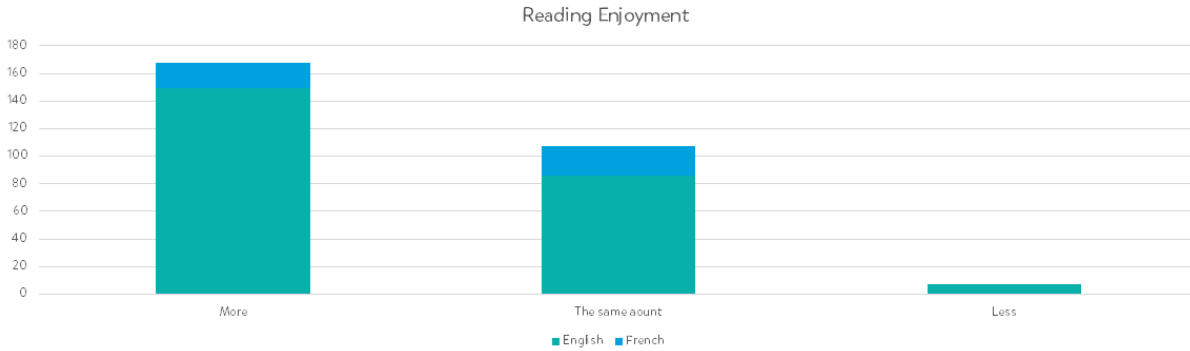
# 2025 Kids Survey

## Since joining the Club, I have been reading (by myself or with others)...



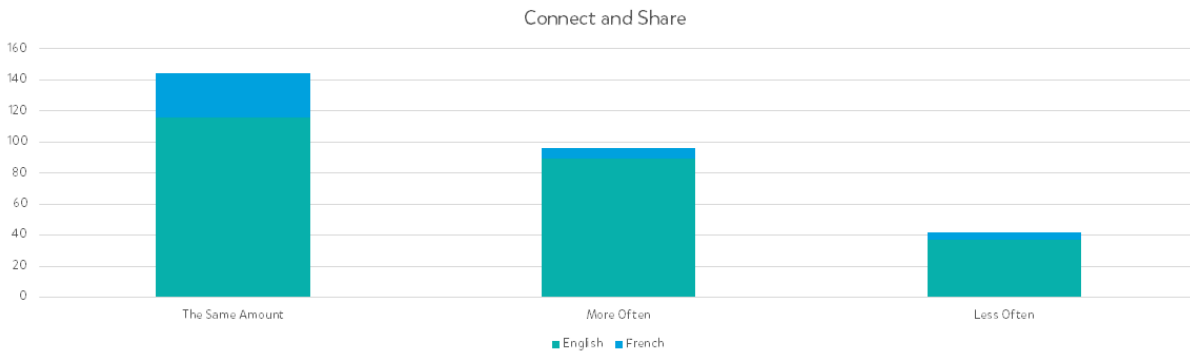
# 2025 Kids Survey

*Since I joined the Club, I enjoy reading...*



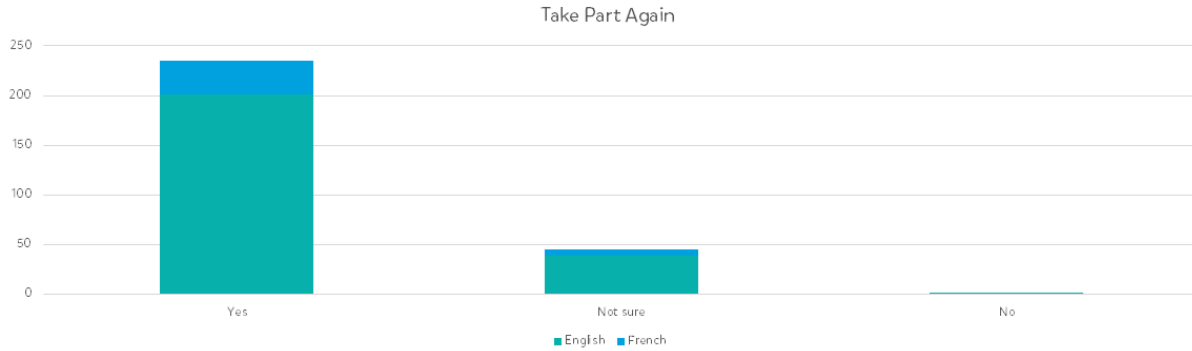
# 2025 Kids Survey

*Being a part of the Club allowed me to connect and share with other kids....*



# 2025 Kids Survey

*Will you take part in the Club again?*





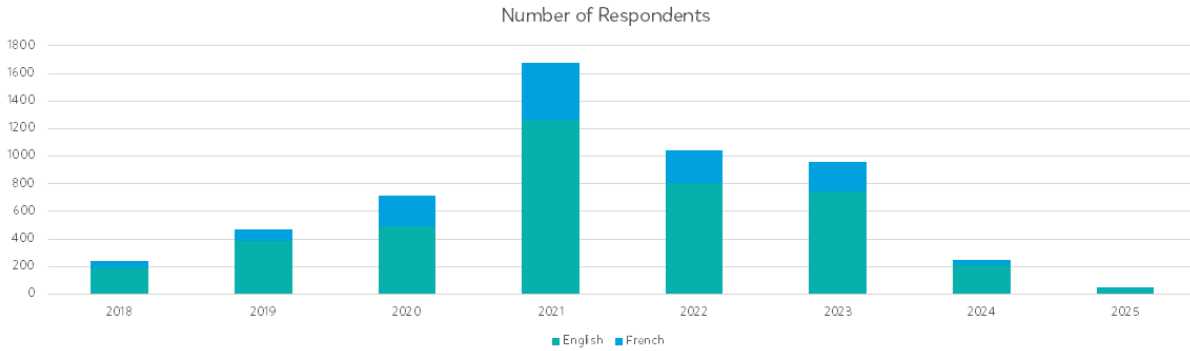
# TDSRC Parent/Caregiver Survey

2025 Results



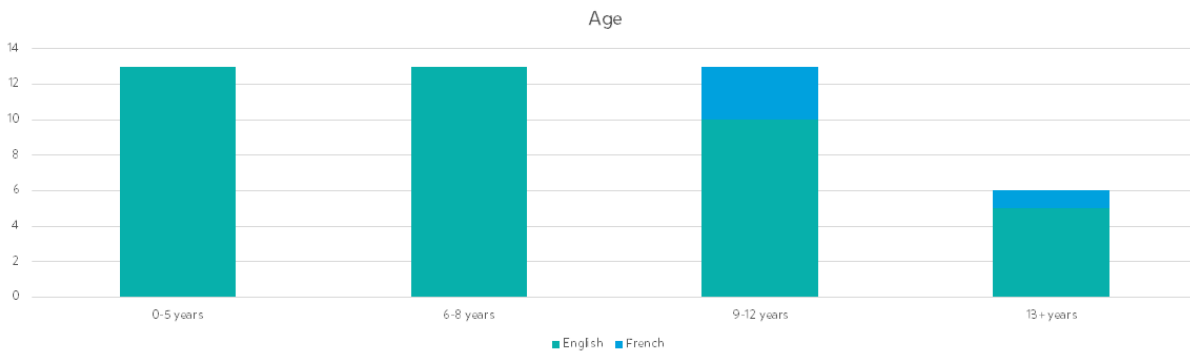
# 2025 Parent/Caregiver Survey

Number of Respondents 2018-2025



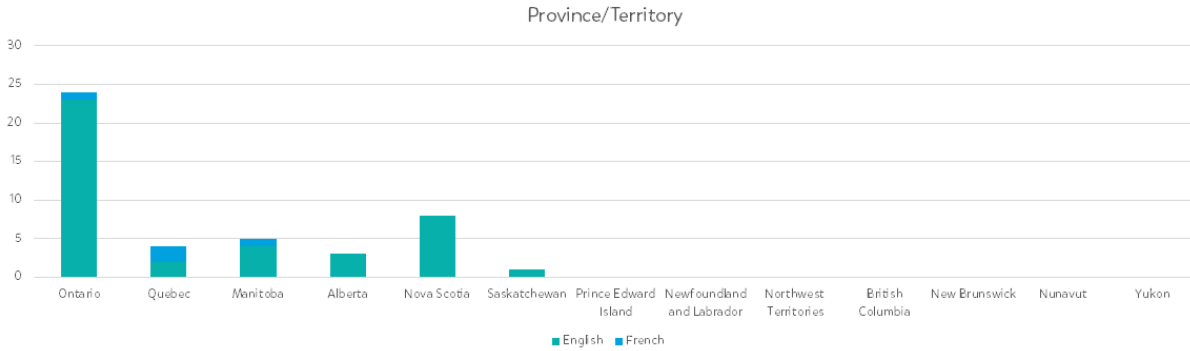
# 2025 Parent/Caregiver Survey

Participant Age



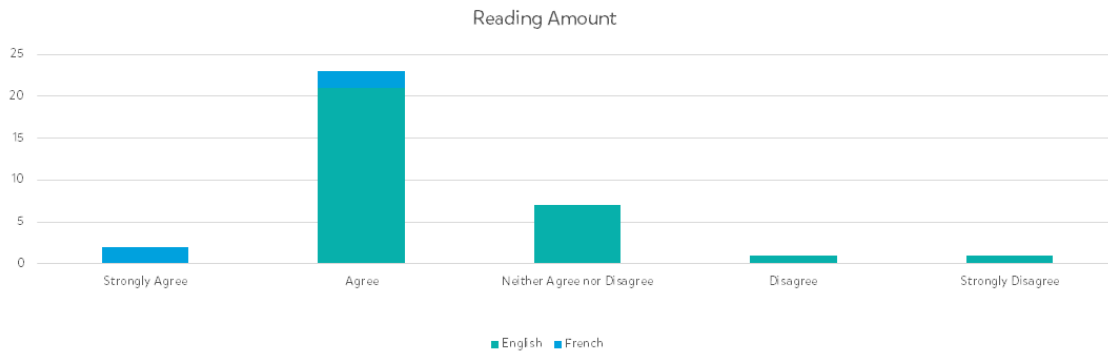
# 2025 Parent/Caregiver Survey

## Province/Territory



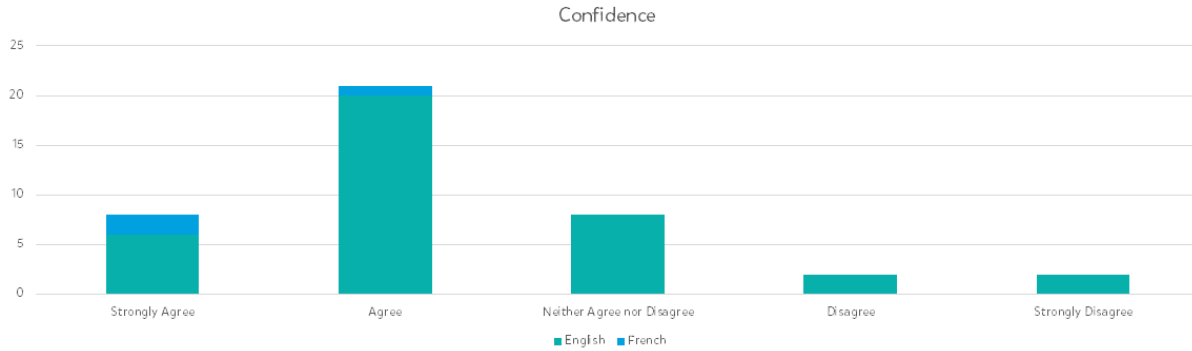
# 2025 Parent/Caregiver Survey

## My child reads more often.



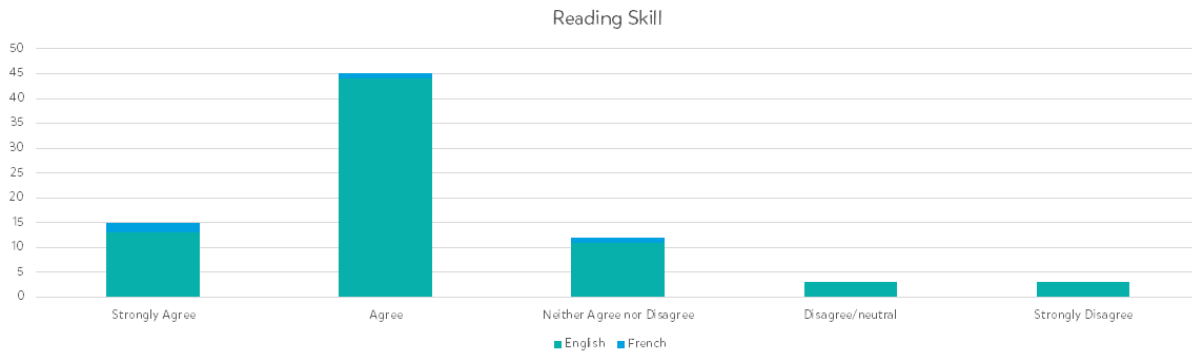
# 2025 Parent/Caregiver Survey

My child is a more confident reader.



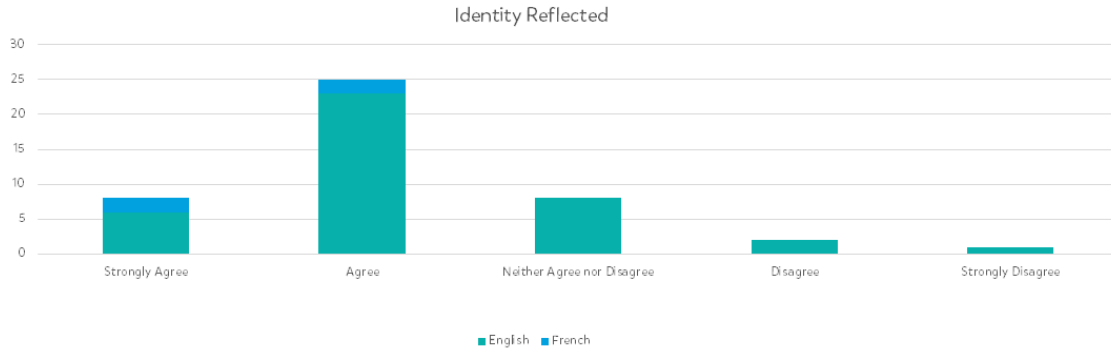
# 2025 Parent/Caregiver Survey

My child maintained or improved their reading skills.



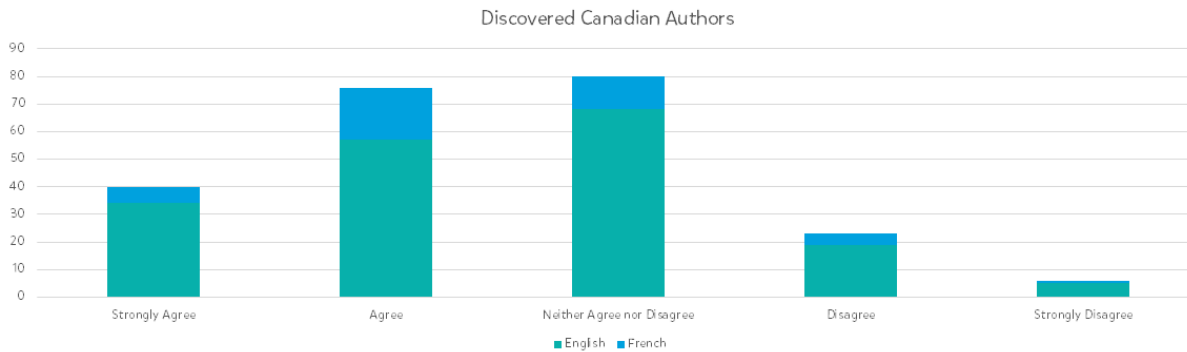
## 2025 Parent/Caregiver Survey

My child was able to find books that reflected their identity and experiences.



## 2025 Parent/Caregiver Survey

My child discovered Canadian children's writers and illustrators.



# 2025 Parent/Caregiver Survey

Will you and your family take part in the TD Summer Reading Club again?

