

# TD Summer Reading Club 2024

## National Program Statistics

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TD Summer Reading Club 2024 – National Program Statistics

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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, exclusive 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 2024 Staff Survey.



## **2. Executive Summary (Key Findings)**

### **Overall Satisfaction**

Librarians' overall satisfaction with the TDSRC program remains strong in 2024, with the Atlantic provinces Quebec, and Ontario showing stronger participation with the overall program.

### **Program promotion, registration, and attendance**

The total number of registrations for 2024's TDSRC reached an impressive 283, 061, an increase from 263,621 registrants in 2023. This is despite a decrease in promotional events and general attendance. Library-based programs continue to be well-attended, while online and community-based programs, though experiencing lower participation, continue to provide valuable program access. The decrease in programs held outside library locations reflects a natural shift as communities move beyond COVID-era lockdowns and embrace traditional library programming.

While overall registrations have shown a positive increase in 2024, the proportion of first-time registrants has seen a modest decline of 10% compared to the previous year. In 2023, 64% of registrants were new to TDSRC, compared to 54% in 2024. This slight decrease may be related to a reduction in promotional activities, with approximately 13,500 events held in 2023, down from over 16,000 in the year prior. As a result, there may have been fewer opportunities to introduce the program to new audiences.

Attendance experienced a decline in 2024, with approximately 650,000 participants across all programs, compared to 680,000 in the previous year. To the drop-in new program registrants, this decrease may be linked to the reduction in promotional events. Given that the rise in registrations and program activities reflects growth for the program, it is recommended that greater emphasis be placed on expanding promotional efforts to attract new participants and boost overall attendance.

### **TDSRC Website**

Respondents expressed increased satisfaction with the website's ease of navigation, content, and overall design, compared to last year. The site's appearance, in particular, was well received with an 18-point increase since the 2023 survey. This positive trend was largely driven by feedback from the Atlantic, Quebec and Ontario regions.

The performance and usage rates of specific website resources have improved substantially in 2024.

Consistent with previous years, those website resources which are offered in both English and French garnered higher satisfaction scores.



### 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 2024 programs via email, which provided a unique link to an evaluation form for submitting their data. It is important to note that, unlike in recent years, the registration numbers in this report no longer include the number of children registered on the TDSRC website, as libraries can now access that data on the updated TDSRC website via the new staff portals and include it in their submissions.

Using the most up-to-date contact information for all participating libraries provided by the TDSRC team, Forum Research distributed 783 email invitations, inviting 2,003 branches to submit their data in both official languages. The invitations were sent on September 13, 2024, and the evaluation form remained open for completion until October 10, 2024. We received 558 survey responses, representing a total of 1,635 individual libraries. This reflects a response rate of 82%, marking a 7% 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.

#### Survey response rate

Table 1: Response rate per region and calculated weight

	Total # of libraries registered with TDSRC	Total # of libraries represented in this report	Survey response rate	Weight applied
<b>Atlantic</b>	200	200	100%	1
<b>Quebec</b>	459	624	74%	1.359
<b>Ontario</b>	626	729	86%	1.165
<b>West</b>	344	438	79%	1.273
<b>Territories</b>	6	12	50%	-
<b>TOTAL</b>	<b>1635</b>	<b>2003</b>	<b>82%</b>	-

#### Library inclusion in this evaluation

This report represents a total of 2,003 libraries, a weighted figure based on the 1,635 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.

Table 2: Library inclusion by region

	Unweighted base	Weighted base	Weight applied
<b>Atlantic</b>	200	200	1
<b>Quebec</b>	459	624	1.359
<b>Ontario</b>	626	729	1.165



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<b>West</b>	344	438	1.273
<b>Territories</b>	6	12	-
	1635	2003	



## 4. Survey Findings

### Delivering the 2024 TDRC program

The majority of programs were offered in English, with 1,202 English-only programs, 522 French-only programs, and 269 bilingual programs.

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

	Total libraries represented	% of total libraries	English	French	Bilingual
<b>Atlantic</b>	200	100%	175	0	25
<b>Quebec</b>	624	74%	0	521	103
<b>Ontario</b>	729	86%	623	1	102
<b>West</b>	438	79%	404	0	33
<b>Territories</b>	12	50%		6	
<b>TOTAL</b>	<b>2003</b>		<b>1202</b>	<b>522</b>	<b>269</b>

### Program promotion

Libraries taking part in TDSRC this year promoted the program at 13,519 separate events, reaching an estimated 654,779 children in total. This total is down approximately 30,000 from 2023.

Table 4: Location and number of promotional activities and attendance over time (2016-2024)

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

### Program registration

A total of 283,061 children registered for the TDSRC in 2024, reflecting a 7.5% increase compared to last year. This growth was largely supported by strong registration numbers in Ontario and Quebec.

Table 5: Registration in each region over time (2017-2024)

2017	2018	2019	2020	2021	2022	2023	2024
------	------	------	------	------	------	------	------



Atlantic	16,636	15,141	17,030	857	9,222	15,616	18,236	16,446
Quebec	42,989	50,927	49,103	7,498	26,269	47,459	41,096	51,908
Ontario	162,402	170,243	165,537	15,768	68,292	110,448	122,521	135,249
West	104,173	109,333	92,349	8,516	89,130	57,478	79,814	79,435
Territories	428	197	434	82	1,727	102	8	23
Independent	499	762	4,598	303	-	-	1,946	-
No library indicated	-	-	-	3,605	622	-	-	-
<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>

## Summary of total program registration

The majority of 2024 registrations were completed in person, with minimal use of third-party platforms or alternative methods. Ontario reported the highest proportion of third-party registrations at 18%.

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

	Total registrations	In-person registration	Percent of Total (%)	3rd party platform registration	Percent of Total (%)
Atlantic	16,446	14,923*	91%	1,523*	9%
Quebec	51,908	49,794*	98%	1,047*	2%
Ontario	135,249	106,921*	82%	23,522*	18%
West	79,435	50,815*	96%	1,915*	4%
Territories	23	23*	100%	-	-
<b>TOTAL</b>	<b>283,061</b>	<b>222,476*</b>	<b>-</b>	<b>28,008*</b>	<b>-</b>

\*The deflated totals are attributed to variations in how respondents provided their answers to Q5 and Q7.

## New and existing participant registrations

In 2024, the program recorded an increase in new participants, with Ontario attracting over 80,000 first-time registrants. However, the overall proportion of new participants declined compared to 2023, when a larger share of registrants were newcomers to the program.

Table 7: New program registrants vs returning registrants

	Total registrations	New registrants	Percentage of new registrants	Percentage of returning registrants
Atlantic	16,446	9,510	58%	42%
Quebec	51,908	23,816	46%	54%
Ontario	135,249	80,425	59%	41%
West	79,435	39,592	50%	50%
Territories	23	18	78%	22%
<b>Total</b>	<b>283,061</b>	<b>153,362</b>	<b>54%</b>	<b>46%</b>





## TDSRC programs

In 2024, the TDSRC delivered 54,133 activities across Canada, engaging nearly 655,000 participants. The majority of these activities were held at library locations, with nearly 3,000 taking place in community venues and only 158 conducted online. Ontario reported the highest average number of participants per activity, with 21 children.

Most program offerings have returned to library locations. Program location shows minimal variation based on children's age, although older children are slightly more likely to participate in community-based programs.

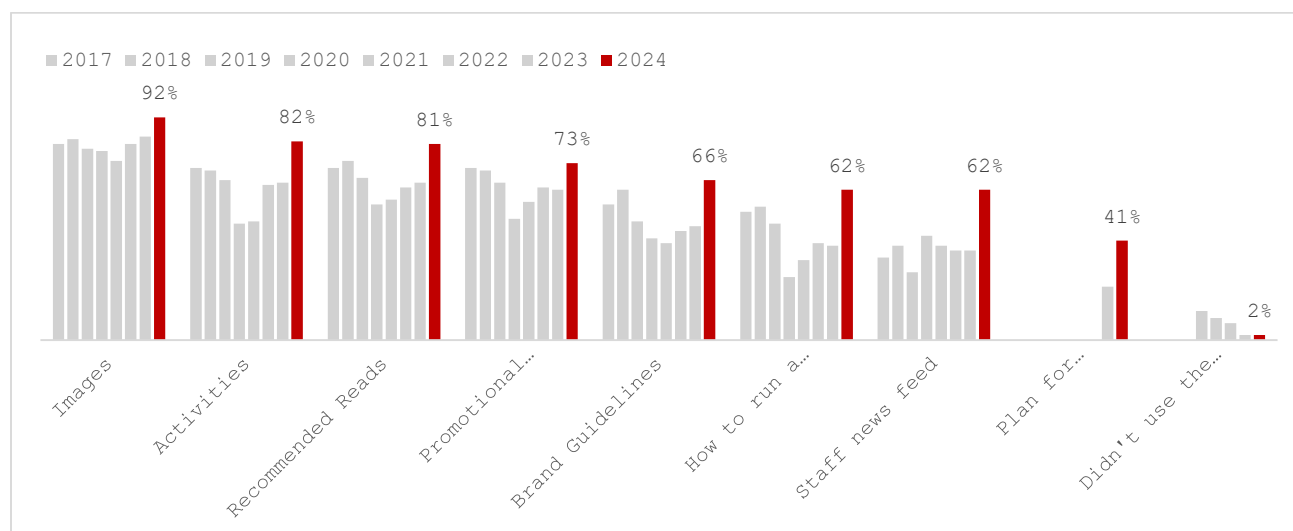
Table 8: Total number of programs and events offered and attendance

	# of libraries	# 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>	200	2,941	2,806	11	124	52,886	18
<b>Quebec</b>	624	5,746	4,911	33	802	74,497	13
<b>Ontario</b>	729	20,436	18,826	58	1,552	420,783	21
<b>West</b>	438	24,971	24,441	56	474	106,589	4
<b>Territories</b>	12	40	32	-	8	25	1
<b>Total</b>	<b>2,003</b>	<b>54,133</b>	<b>51,016</b>	<b>158</b>	<b>2,960</b>	<b>654,779</b>	<b>12</b>

## TDSRC Staff Website Resource Usage

In 2024, all website resources experienced a significant increase in usage by libraries compared to previous years. Even the "Plan for Accessibility," while still the least accessed resource, saw a considerable increase in usage, rising to 41% of libraries.

Chart 1: Website resource usage from 2017 to 2024





Similar to last year's findings, libraries that accessed resources in both languages tended to use a wider variety of available resources.

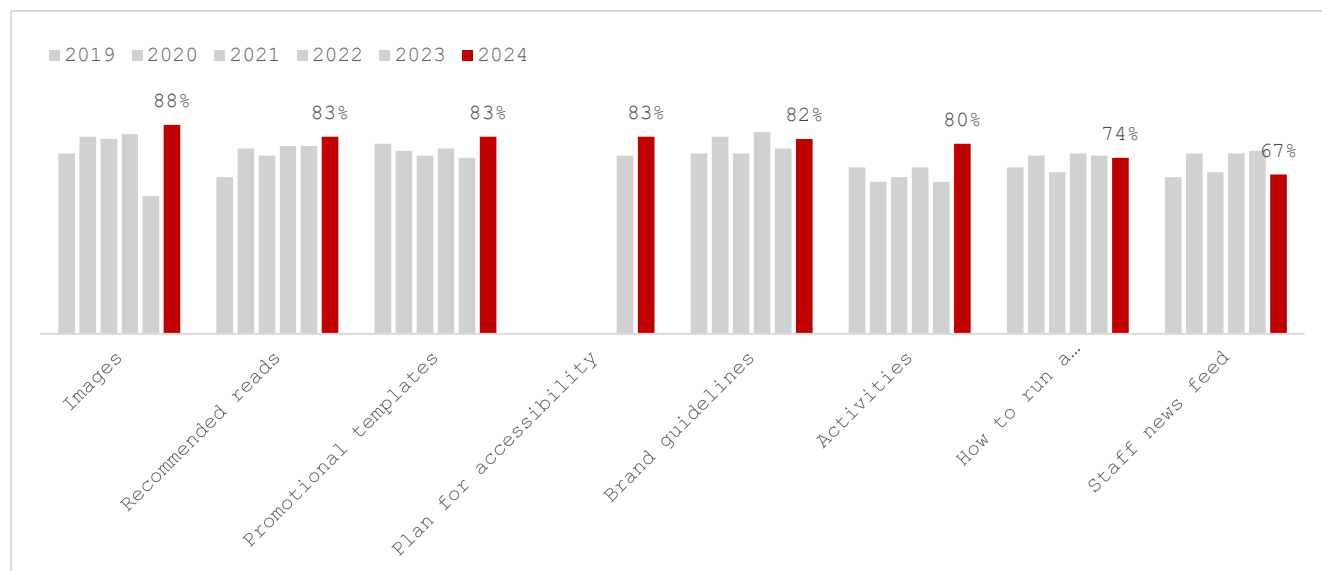
Table 9: Website resource usage by language

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

## Satisfaction with website resources

In 2024, libraries expressed increased satisfaction with the website resources. Respondents rated each resource on a satisfaction scale from 1 to 10 and the results showed positive trends across the board. Most resources saw improved satisfaction scores with slight decreases for the staff news feed and "How to Run a Successful Program".

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



Most elements of the program experienced an increase in satisfaction in 2024, with the most significant and consistent improvements observed for resources available in both languages.



Table 10: Satisfaction with website resources based on resource language

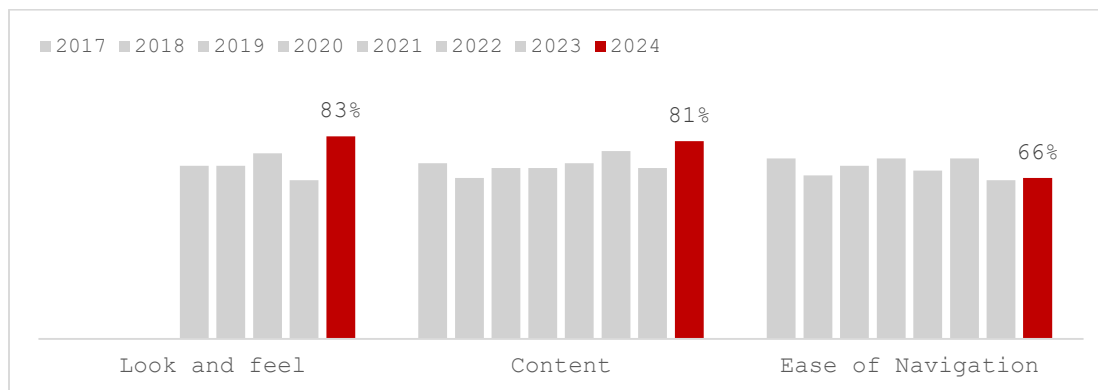
	English-language resources		French-language resources		Bilingual resources	
	2023	2024	2023	2024	2023	2024
Brand guidelines	78%	<b>84%</b>	76%	<b>67%</b>	81%	<b>96%</b>
Images	60%	<b>81%</b>	52%	<b>96%</b>	61%	<b>99%</b>
Plan for accessibility	76%	<b>81%</b>	62%	<b>75%</b>	81%	<b>100%</b>
Promotional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



## Overall satisfaction with the TDSRC Staff website

The TDSRC staff website received positive feedback in 2024, with respondents expressing higher satisfaction compared to the previous year. In particular, the website's look and feel showed a remarkable 18-percentage-point increase in satisfaction since the 2023 study, indicating significant improvements in its visual appeal and user experience. The website's content and ease of navigation also contributed to the overall positive assessment. Chart 3: Satisfaction with website aspects over time (%)

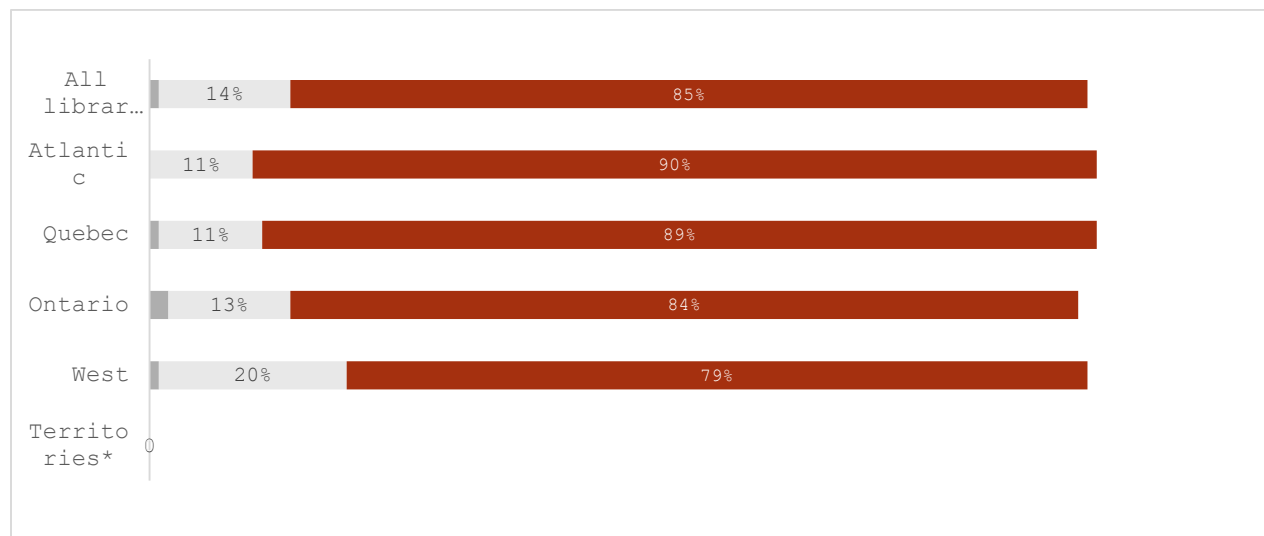
Chart 3: Satisfaction with website aspects over time (%)



## Overall satisfaction with 2024 TD Summer Reading Club

The 2024 TD Summer Reading Club garnered high praise, with overall satisfaction scores (ratings of 8 to 10) increasing by 13% compared to the previous year. with improvements observed across all regions of the country.

Chart 4: Satisfaction by region with 2024 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, encompassing both appreciation for existing resources and constructive suggestions for improvement. Key themes emerged, including program materials, accessibility, communication, website usability, and activity variety. The detailed feedback highlights actionable opportunities to enhance the TDSRC experience while celebrating its success in promoting literacy and community engagement.

Below, we summarize the major themes, incorporating representative comments to illustrate the positive impact of the program and areas for potential growth.

### Positive Feedback and Appreciation

Many participants expressed their appreciation for the TDSRC for its efforts, emphasizing the program’s value to their communities:

*“It was another great year, I value this program so much and love to see the way our community gets engaged with it! Thank you for all of the materials and resources provided!”*

*“We were happy with the website and resources this year. They allowed us to deliver a successful, well-received program.”*

*“Our community loved the storywalks, I was so happy to have them at all of our branches this year!”*

*“TDSRC does a fantastic job supporting libraries in delivering the program. We greatly appreciate the free materials, as well as the TDSRC Storywalk. TDSRC is a valuable program for our community and this is why we continue to participate each year.”*

*“We appreciate the program materials, ideas for programs, brand guidelines, promotional ideas. Additional information on thanking program sponsors, donors would be wonderful!”*

### Areas of Improvement

While the TD Summer Reading Club is widely appreciated for its resources and impact, participants also identified areas where the program could be further enhanced. Key areas for growth include enhancing the accessibility and usability of materials, expanding activity options to better engage older children, streamlining communication processes, and providing earlier access to program details. By focusing on these areas, TDSRC can better empower libraries to deliver an even more impactful and inclusive program.



## Website Usability and Accessibility

Feedback indicated that while the website offers valuable resources, there are opportunities to improve user experience. Suggestions included improving website functionality, making materials easier to locate, and improving communication regarding website updates.

***“The lack of information around creating the TD SRC staff accounts and when that was supposed to happen was confusing – Last communication and staff site news updates we received stated access in August and staff here ended up sending 4 emails to different TD contacts in September to try and get information about this process”***

***“No matter how many times I sign up for the staff emails from the site I never get them. This leads to me sometimes missing things.”***

***“It was difficult in the beginning to find pretty much anything on the staff site. Finding things like crafts and recommended reads is pretty convoluted if you do not have any prior experience with the site, especially if that’s the main reason you come on to the site.”***

***“The website update in the middle of summer was inconvenient and a hard transition to navigate, it needs search bar for ease of use, the materials were in early and that was nice, the how to use the website video is from pre-covid and could use an update.”***

***“There was a problem with the staff website when the kids' website was lost. Access to staff news feed history and some activity templates disappeared and was not restored”***

## Timely Communication for Better Program Planning

In addition, other respondents highlighted the importance of receiving program-relevant information earlier in the process. This would enable libraries to better plan and allocate necessary resources.

***“The accessibility guideline was wonderful and very helpful. It would have been nice however, to have received this info earlier in the year so we could better plan/integrate into our programming and promotions.”***

***“As much information as possible on the arrival date of the physical SRC materials would be appreciated. We receive a huge amount of materials (including stuff for other library systems) and have very limited space to store and sort them. So planning around this delivery is always a challenge for us.”***



*“A **calendar with timelines** for ordering material, submitting stats etc. it would be nice to see all the deadlines in one place. **Including items for planning the following year**”*

*“**Longer timelines** would be really appreciated. If TDSRC is able to release samples of images and material in late Fall 2024 for 2025 it gives us more time to plan our order and our program. Additionally, **receiving material earlier in the spring** is appreciated to help with internal delivery and planning.”*

### **Enhancing Program Materials for Greater Engagement**

Some respondents called for more diverse and engaging program materials that resonate with a broader age range.

*“Many of the images and promotional material are **heavily geared to very young children** and while they hold a 'cutesy' appeal for that age group, graphics more relevant to our harder to engage age groups would be helpful.”*

*“Avoir des activités suggérées **plus variées**, moins de bricolage et qui sont plus en lien avec un livre. [Have more variation in suggested activities, less crafty and more relevant to books]”*

*“The activities on the website were not things our kids are interested in.”*

*“Activities/format of the booklets are getting a bit **repetitive** for kids who have done the program for several years.”*

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**



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*"Staff **tirelessly promoted** the TD Summer Reading Club by connecting with parents and children of all ages while visiting the library..."*

*"The Summer Reading Club team at SPL **visited all of the elementary schools in the city and outlying area, promoting TD Summer Reading Club and our programs.** At each visit students learned about the TD Summer Reading Club and SPL programs. Additionally students participated in activities so that they would get an idea of what to expect at library programs. For primary grades we offered interactive storytelling, and junior/intermediate students participated in STEAM activities. The result was that student were **so pumped up about registering for TD Summer Reading Club** that on several occasions we would see many students from the school we visited right after school that very day!"*

*"The Children's Team (Jennifer Cotter, Christine Ramroop, Lucinda Rajeselman, Kimberly Lin) **planned and organized a large interactive display,** book reporting procedures, and facilitated many opportunities for children to participate and stay engaged this summer..."*

*"Our branch **created a solar system display,** and once children read 12 books they became "Rocket Readers", and put their name onto a rocket to be placed in the solar system..."*

*"At Swansea Branch we **increased the numbers** from around 30 to over 80 kids. Without the **work of many staff** from RN we could not have brought the numbers up so high!"*

*"We had staff **dress up in Space clothing,** (a space dress) and a patron came in an astronaut's suit. It was fun. The staff also **homemade goodies** for the patrons, and included dietary needs of the patrons."*

*"We have a Student Staff member that is indigenous and **incorporated the Moon Calendar** which is charted on the back of a turtle shell, I was impressed with her **initiative and creativity.** Her ability to merge her culture's teachings with programming **was refreshing and informative!**"*

*"I really appreciated help from NFB's Florence François with arrangements for the NFB series. Also thanks to Lorisia MacLeod in Alberta for her speedy attention to all our requests for TD SRC supplies (and the folks at your end who helped fill our orders). And I don't know who gave EPL permission to use TD SRC images in our animated promo video this year, but that permission was much appreciated also!"*

## **Positive Program Impacts on Children and Families**





Feedback from program participants was overwhelmingly positive, with many parents expressing gratitude for the program's ability to motivate children to read and foster a love of visiting the library. The StoryWalks® were also particularly well-received.

*"I had many parents tell me that this program helped to **keep their kids engaged** and having our programs at the same time each week helped them **to keep routine through the summer.**"*

*"Thank you for running the Summer Reading Club, it was awesome. Teagan was **counting down the days until Monday every week!**"*

*"Just wanted to say this is fantastic. My son has dyslexia and reading is a constant struggle. **He is SO motivated to read right now.** We are picking books at his level so I just need to be within eye / ear shot. Such a good program."*

*"The program **exceeded my expectations.** My child really loved it and looked forward to it each week. It really **fired her imagination**, and she **loved being matched up with an older child.**"*

*"My little girl has diverse abilities and is embarrassed to read because she is in grade 4 with a grade 1 reading level. **SRC has changed all of that to 'proud of reading'!** She even started reading in bed at night on her own with a flashlight – **I cried tears of joy** (Comment from a parent)"*

*"One parent specifically mentioned how their child had disliked reading prior to participating in the Literacy Program and how they changed dramatically - they **started regularly asking to be taken to the library to borrow books** and read at home."*

*"No pressure to be told to read **because it was fun** to do it"*

*"We had a couple of parents this year who emailed us specifically about the increase in reading by the children"*

Parents and library staff also noted that children participating in the program were excited to track their reading progress which further motivated them to read more.



*"One little boy's mother said **he was very excited to fill up his logbook**-- he is a very active, busy child normally and she can have trouble having him pay attention to a story, or to finish one the whole way through, but she said he was more likely to listen/complete a book if he knew he could add it to his logbook."*

*"I like this Program because **it keeps the kids reading and they wanted to read every day** because they didn't want to break their streak."*

This year's TDSRC theme was also very popular with program participants, their families as well as library staff.

*"Many positive comments about the theme this year - it was very popular with kids and staff alike."*

*"Loved the space theme. Was a lot of fun!"*

*"Nous avons eu des bons commentaires de la part des parents autant que les enfants [We've had good feedback from parents as well as the children]"*

*"Le thème était vraiment inspirant. Toutes les bibliothèques ont bien décoré les bibliothèques et les salles d'animation. [The theme was truly inspiring. All the libraries and entertainment rooms were well decorated]"*

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 some libraries, TD employees made notable contributions, such as attending events, providing promotional materials, or supporting community engagement efforts:

*"The TD staff took part in the national launch at our Library—they were fantastic! They were super organized and enthusiastic. They made the launch a huge success."*

*"The TD Bank representatives were at our official launch for the program. Two of them brought swag to give to the children attending."*

*"One local TD employee, the Manager of Customer Experience, reached out to be involved. She came to our Get Your Summer Read On Day and helped hand out summer drawstring bags."*





## Conclusion

The TD Summer Reading Club (TDSRC) continues to be a highly valued program, fostering literacy and community engagement through its wide array of resources, activities, and engaging themes. Feedback from participants highlights both its strengths and opportunities for growth. Positive comments emphasized the program's impact on motivating children to read, the high quality of resources provided, and the creativity of library staff in delivering engaging programming.

Opportunities for growth, include improving website usability, ensuring timely communication for better planning, and expanding materials to engage older children. The dedication and innovation of library staff, who consistently go above and beyond to make the program a success, as well as the program's inspiring space theme were widely praised. The contributions of TD employees at various events were also appreciated.

These insights provide actionable recommendations to further enhance the TDSRC's reach and impact while celebrating its successes.

The increased TDSRC registration total in 2024 reflects the program's ongoing recovery toward pre-COVID numbers and its enduring popularity. This growth has been accompanied by an increase in the total number of program activities offered by libraries, with the West region playing a significant role in driving these positive trends.

While overall attendance was lower in 2024, this presents an opportunity to focus on enhancing promotional events, particularly within schools, to accelerate the program's growth in the future.

Users showed higher satisfaction with bilingual resources than previous years. The TDSRC staff site has also seen a notable increase in usage in 2024 with most resources receiving slightly higher ratings compared to previous years. Notably, users expressed greater satisfaction with bilingual resources in 2024 than in prior years.

The program appears to be making steady progress toward reclaiming its pre-pandemic success. Placing greater emphasis on program promotion and enhancing the experience in the Western provinces could be pivotal in further increasing its popularity. Significant changes in 2024, such as the marked decline in online programs, reflect a broader post-COVID shift. As children return to libraries, the growth in TDSRC registration and activities is once again primarily fueled by in-library programs. This highlights the importance of prioritizing library-based programming and strengthening outreach efforts to engage more librarians in the coming years.



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

**Thank you for participating in the 2024 TD Summer Reading Club (TDSRC).**

We would like you to complete this short survey to report statistics on your library's 2024 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 September 1 and September 30, 2024 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 2024 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

New to the TDSRC


**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

online

in your community


**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

online

in your community


**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
<input type="checkbox"/>	Activities
<input type="checkbox"/>	Staff news feed
<input type="checkbox"/>	How to run a successful program
<input type="checkbox"/>	Brand guidelines
<input type="checkbox"/>	Promotional templates
<input type="checkbox"/>	Plan for Accessibility
<input type="checkbox"/>	Other (please specify) _____
<input type="checkbox"/>	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					
	1	2	3	4	5	6	7	8	9	10	N/A
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					
	1	2	3	4	5	6	7	8	9	10	N/A
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?**

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**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!**



## Appendix B

### Regional statistics

## The Atlantic region

### Inclusion in the study

200 libraries in the Atlantic provinces participated in the 2024 TDSRC. All libraries completed the Statistics and Evaluation Form.

Table 11: Participation and Survey response of Atlantic region libraries

	Total # of libraries in 2024 program	Survey Responses
<b>Atlantic total</b>	<b>200</b>	<b>200</b>
<b>New Brunswick</b>	0	0
<b>Newfoundland &amp; Labrador</b>	93	93
<b>Nova Scotia</b>	82	82
<b>Prince Edward Island</b>	25	25

### Delivery of the program

Of the 200 libraries, 175 offered their programs in English, and the remaining 25 offered them in both English and French.

Table 12: Language delivery of programs in the Atlantic region

	Total # of libraries	English	French	Bilingual
<b>Atlantic</b>	<b>200</b>	<b>175</b>	<b>0</b>	<b>25</b>
<b>Newfoundland &amp; Labrador</b>	93	93	0	0
<b>Nova Scotia</b>	82	82	0	0
<b>PEI</b>	25	0	0	25
<b>New Brunswick</b>	0	0	0	0

### Promotion

Libraries in the Atlantic region promoted the TDSRC through 1,169 events, attracting 29,857 attendees. Most of these events were held at school-based locations. However, the total number of activities decreased compared to 1,617 in 2023.



Table 13: Promotion of TDSRC in Atlantic-region libraries (2019-2024)

	2019	2020	2021	2022	2023	2024
<b>Activities</b>	<b>504</b>	<b>62</b>	<b>191</b>	<b>290</b>	<b>1617</b>	<b>1169</b>
<b>School-based</b>	283	3	88	136	1,410	1,031
<b>Day camps</b>	63	-	33	69	87	58
<b>Childcare centres</b>	89	-	40	66	107	52
<b>Other</b>	69	59	30	19	13	28
<b>Attendance</b>	49,691	511	7,698	13,510	38,317	29,857

## Registration

Similarly to previous years, the majority of registrants in the region were associated with Nova Scotia.

Table 14: Registration statistics of TDSRC in Atlantic-region libraries (2017-2024)

	2017	2018	2019	2020	2021	2022	2023	2024
<b>Atlantic</b>	<b>116,636</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>Newfoundland &amp; Labrador</b>	2,093	2,104	2,874	174	1,597	2,601	2,689	3,112
<b>Nova Scotia</b>	12,739	11,271	12,752	533	6,659	11,110	10,783	12,160
<b>PEI</b>	1,804	1,765	2,004	150	961	1,410	3,247	1,174
<b>New Brunswick</b>	-	-	-	-	5	495	-	-



### Club Programming (2024)

A total of 2,941 activities were delivered and garnered an attendance of 47,217. These were mostly offered in Nova Scotia, and primarily in library locations.

Table 15: TDSRC Programming in Atlantic regions (2024)

	# of libraries	# of Activities	Activities held online	% of activities held online	Activities in library	Activities in community	% of activities held in-person	Total attendance	Average # of attendants per activity
<b>Atlantic</b>	<b>200</b>	<b>2,941</b>	<b>11</b>	<b>0%</b>	<b>2,806</b>	<b>124</b>	<b>100%</b>	<b>47,217</b>	<b>16</b>
<b>Newfoundland &amp; Labrador</b>	93	538	-	0%	518	20	100%	1,040	2
<b>Nova Scotia</b>	82	1,636	11	1%	1,521	104	99%	37,195	23
<b>PEI</b>	25	767	-	0%	767	-	100%	8,982	12
<b>New Brunswick</b>	-								

### Overall Satisfaction with program (2024)

Despite a decrease in activity since last year, the majority (90%) of libraries reported being overall satisfied with the TDSRC.

Table 16: Satisfaction with 2024 TDSRC, Atlantic-region libraries

	0-3 Not satisfied	4-7 Somewhat satisfied	8-10 Satisfied
<b>Atlantic*</b>	-	11%	90%

\*Please note that because the number of libraries providing a response at this question is a smaller sample size, they are presented as a region rather than individually.

### Website Metrics

Libraries in the Atlantic region are generally satisfied with the website resources. The highest score belongs to Images (which has improved in 2024 across all regions) and the lowest satisfaction score was given to Plan for Accessibility. Atlantic libraries are also generally satisfied with the overall website experience, with Ease of Navigation being the lowest score at 76%.

Table 17: Staff website usage and satisfaction metrics in Atlantic region (2024)

Used each resource	% libraries which used resource	Satisfied (8-10/10)
Recommended reads	89%	84%
Images	100%	92%
Activities	100%	89%
Staff news feed	90%	73%



How to run a successful program	98%	71%
Brand guidelines	82%	65%
Promotional templates	88%	68%
Plan for Accessibility	59%	59%

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

Satisfied (8-10/10)	
Look and feel	84%
Content	84%
Ease of navigation	76%

*\*Please note that because the number of libraries providing a response at this question is a smaller sample size, they are presented as a region rather than individually.*



## Quebec

### Inclusion in the study

In Quebec there were 624 libraries registered with the TDSRC. 459 libraries participated in the survey.

Table 19: Participation and Survey response of Quebec libraries

	total # of libraries in program	Survey Responses
<b>Quebec</b>	<b>624</b>	<b>459</b>
ABPQ	69	51
Réseau BIBLIO	452	332
indie/other system	103	76

### Program delivery

The majority of Quebec programs were offered in French (520 libraries). The remaining were offered in both languages, with zero English-only programs (103 libraries).

Table 20: Language delivery of programs in Quebec

	total # of libraries	English	French	Bilingual
<b>Quebec</b>	<b>624</b>	<b>0</b>	<b>520</b>	<b>103</b>
ABPQ	69	0	54	15
Réseau BIBLIO	452	0	375	76
Independent/other system	103	0	91	12

### Promotion

Quebec libraries promoted the program with 2,565 activities. While this is down from the number of activities offered in 2023, total attendance of these activities only decreased by a small amount. Most activities were offered in school-based locations.

Table 21: TDSRC Promotions in Quebec (2019-2024)

	2019	2020	2021	2022	2023	2024
<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>
School-based	1,209	108	290	1,158	1,980	1,122



Day camps	457	57	181	791	551	554
Childcare centres	143	40	77	267	185	212
Other	170	629	707	1,212	2,140	677
<b>Attendance</b>	<b>93,402</b>	<b>33,964</b>	<b>26,219</b>	<b>81,961</b>	<b>86,905</b>	<b>83,062</b>

## Registration

Registration for the TDRC at Quebec libraries has increase to 51,908 this year. The most registrations were associated with the Réseau BIBLIO network of libraries.

Table 22: TDSRC Registration in Quebec (2017-2024)

	2017	2018	2019	2020	2021	2022	2023	2024
<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>
ABPQ	34,266	37,779	38,486	6,552	13,922	15,044	11,902	16,268
Réseau BIBLIO	8,723	13,148	10,618	946	6,347	9,486	77,811	19,551
Independent/other system	-	-	-	-	6,000	22,930	14,981	16,089

## Club Programming

A total of 5,746 activities were delivered across Quebec. Almost all were delivered in library locations. In total these activities garnered an attendance of 74,497.

Table 23: 2024 TDSRC Programming and attendance in Quebec

	# of librarie s	# of activities	Activities held nline	% of activities held online	Activities in library	Activities in communi ty	% of activities held in- person	Total attendan ce	Average # of attendant s per activity
<b>Quebec</b>	<b>624</b>	<b>5,746</b>	<b>33</b>	<b>1%</b>	<b>4,910</b>	<b>802</b>	<b>99%</b>	<b>74,497</b>	<b>13</b>
ABPQ	69	1,217	15	1%	971	231	99%	25,059	21
Réseau BIBLIO	452	3,263	7	0%	2,875	381	100%	29,226	9
Independ ent/other system	103	1,266	11	1%	1,065	190	99%	20,211	16

## Overall Satisfaction

Satisfaction with the program was 89% for the Quebec region. Independent libraries reported lower satisfaction than the rest at 75%.





Table 24: 2024 TDSRC Program Satisfaction in Quebec libraries

	0-3 Not satisfied	4-7 Somewhat satisfied	8-10 Satisfied
<b>Quebec</b>	<b>0%</b>	<b>11%</b>	<b>89%</b>
ABPQ	0%	18%	82%
Réseau BIBLIO	0%	7%	93%
indie/other system	0%	25%	75%

### Website metrics

The most widely used website resource in Quebec was Images at 93%. Plan for accessibility was only used by 25%. Satisfaction was generally high for the website resources, with the promotional templates and images getting the highest satisfaction scores. The lowest usage and satisfaction belong to Plan for Accessibility. Ease of navigation is the lowest scoring website characteristic at 69%.

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

Used each resource	Quebec	ABPQ	Réseau BIBLIO	Independent/other system
Recommended reads	87%	87%	89%	78%
Images	93%	93%	91%	100%
Activities	78%	59%	85%	63%
Staff news feed	61%	49%	61%	67%
How to run a successful program	67%	35%	79%	37%
Brand guidelines	59%	61%	59%	59%
Promotional templates	76%	67%	85%	44%
Plan for Accessibility	25%	14%	24%	37%



Table 26: Satisfaction with 2024 TDSRC Staff website in Quebec libraries

Satisfied (8-10/10)	Quebec	ABPQ	Réseau BIBLIO	Independent/other system
Recommended reads	90%	82%	95%	73%
Images	96%	81%	98%	99%
Activities	88%	70%	94%	63%
Staff news feed	69%	84%	67%	73%
How to run a successful program	62%	83%	76%	93%
Brand guidelines	74%	87%	71%	78%
Promotional templates	95%	74%	97%	100%
Plan for Accessibility	60%	100%	69%	86%
Look and feel	88%	84%	92%	92%
Content	91%	84%	96%	91%
Ease of navigation	69%	78%	67%	85%

## Ontario

### Inclusion in the study

Out of the 729 libraries who participated in the TDSRC in 2024, 626 completed the Statistics and Evaluation Survey.

Table 27: Participation and survey responses of libraries in Ontario

	total # of libraries in program	Survey Respondents
<b>Ontario</b>	<b>729</b>	<b>626</b>
SOLS	516	445
OLSN	103	89
Toronto	107	92



## Program delivery

Ontario libraries primarily offered the program in English, with 623 programs offered in English and 102 offered in both languages.

Table 28: Language delivery of programs in Ontario

	total # of libraries	English	French	Bilingual
<b>Ontario</b>	<b>729</b>	<b>623</b>	<b>1</b>	<b>102</b>
SOLS	516	427	1	88
OLSN	103	92	0	12
Toronto	107	104	0	2

## Promotion

Ontario libraries promoted the TDSRC with 7,000 activities compared to 5,296 in the previous year. These were mostly based in schools and garnered an attendance of over 246,000 children.

Table 29: Promotion of TDSRC in Ontario (2019-2024)

	2019	2020	2021	2022	2023	2024
<b>Activities</b>	<b>4,762</b>	<b>862</b>	<b>1,815</b>	<b>4,180</b>	<b>5,296</b>	<b>7,000</b>
School-based	2,990	276	1,165	8,374	2,813	3,850
Day camps	632	27	156	609	849	1,253
Childcare centres	755	81	280	485	906	796
Other	385	597	214	713	729	1,101
<b>Attendance</b>	<b>277,953</b>	<b>38,512</b>	<b>44,248</b>	<b>165,902</b>	<b>371,016</b>	<b>246,246</b>

## Registration

Similarly to previous years, the majority of registrations were associated with the SOLS network of libraries. A total of 135,249 registrations were made in Ontario, an increase of nearly 20,000 since 2023.



Table 30: TDSRC Registration in Ontario libraries (2017-2024)

	2017	2018	2019	2020	2021	2022	2023	2024
<b>Ontario</b>	<b>162,402</b>	<b>170,243</b>	<b>165,537</b>	<b>15768</b>	<b>68292</b>	<b>110,448</b>	<b>115,947</b>	<b>135,249</b>
SOLS	3,982	134,018	131,845	11,907	46,343	77,629	85,942	97,972
OLSN	3,982	6,333	4,717	1,045	1,520	12,261	12,051	15,392
Toronto	34,382	29,893	28,975	2,816	20,334	20,548	17,902	21,885
Independent/other	-	-	-	-	95	9	52	-

### Club programming and attendance (2024)

Ontario libraries delivered 20,436 activities, primarily located in library locations. There were a total of 420,783 attendees.

Table 31: 2024 TDSRC Programming and attendance in Ontario libraries

	# of libraries	# of activities	Activities held online	Percentage of activities held online	Activities in library	Activities in community	% of activities held in-person	Attendance	Average # of attendants per activity
<b>Ontario</b>	<b>729</b>	<b>20,436</b>	<b>58</b>	<b>0%</b>	<b>18,826</b>	<b>1,552</b>	<b>100%</b>	<b>420,783</b>	<b>21</b>
SOLS	516	13,892	43	0%	12,864	985	100%	299,169	22
OLSN	103	4,030	15	0%	3,532	483	100%	77,236	19
Toronto	107	2,514	-	0%	2,429	85	100%	44,378	18

### Overall satisfaction

Ontario libraries reported high satisfaction at 84%.

Table 32: 2024 TDSRC Satisfaction in Ontario libraries

	Not satisfied (1-3)	Somewhat satisfied (4-7)	Satisfied (8-10)
<b>Ontario</b>	<b>2%</b>	<b>13%</b>	<b>84%</b>
SOLS	2%	13%	85%
OLSN	1%	10%	89%
Toronto	1%	20%	79%

### Website Metrics

Ontario was not as receptive to the website resources compared to other regions. Images was the most used resource. It also garnered the highest satisfaction at 78%. General elements of the



website (look and feel, content, and ease of navigation) received high satisfaction scores throughout the region.

*Table 33: Usage of TDSRC Staff website resources in Ontario libraries*

Used each resource	Ontario	SOLS	OLSN	Toronto
Recommended reads	70%	76%	61%	50%
Images	91%	94%	91%	78%
Activities	79%	83%	72%	73%
Staff news feed	53%	62%	43%	24%
How to run a successful program	45%	47%	50%	31%
Brand guidelines	65%	72%	65%	30%
Promotional templates	69%	69%	71%	72%
Plan for Accessibility	37%	42%	35%	20%

*Table 34: Satisfaction with 2024 TDSRC website in Ontario libraries*

Satisfied (8-10/10)	Ontario	SOLS	OLSN	Toronto
Recommended reads	58%	62%	48%	44%
Images	78%	80%	78%	69%
Activities	64%	67%	53%	63%
Staff news feed	36%	41%	28%	19%
How to run a successful program	33%	32%	45%	26%
Brand guidelines	56%	60%	64%	26%
Promotional templates	58%	57%	59%	63%
Plan for Accessibility	33%	36%	33%	20%
Look and feel	83%	85%	86%	74%
Content	84%	84%	87%	79%
Ease of navigation	82%	86%	69%	71%



## The West and Territories

### Inclusion in the study

Of the 438 Western province libraries registered in the 2024 TDSRC, 344 participated in the Statistics and Evaluation form. Only 6 libraries in the Territories participated in the program, so their results will not be included in some sections of this appendix.

*Table 35: Participation of libraries in Western Canada and Territories in 2024 TDSRC*

	total # of libraries in program	Survey Responses
<b>Western Provinces</b>	<b>438</b>	<b>344</b>
British Columbia	1	1
Alberta	132	104
Saskatchewan	221	174
Manitoba	83	65
<b>Territories</b>	<b>6</b>	<b>6</b>

### Program delivery

404 libraries delivered the program in English, while 33 offered the program in both English and French. No French-only programs were offered.

*Table 36: Language delivery of programs in the Western provinces and Territories*

	total # of libraries	English	French	Bilingual
<b>Western provinces</b>	<b>437</b>	<b>404</b>	<b>0</b>	<b>33</b>
British Columbia	1	1	0	0
Alberta	132	131	0	1
Saskatchewan	221	220	0	1
Manitoba	83	52	0	30
Territories	-	-	-	-

### Promotion

The 2024 TDSRC was primarily promoted at school-based locations with 2,751 programs, and an attendance of 110,908. Registration numbers have increased despite the decline in both totals.



Table 37: Promotion of TDSRC in the Territories and Western Provinces (2019-2024)

	Western Provinces						Territories					
	2019	2020	2021	2022	2023	2024	2019	2020	2021	2022	2023	2024
<b>Activities</b>	<b>5,212</b>	<b>1,537</b>	<b>3,125</b>	<b>1,694</b>	<b>4,437</b>	<b>2,751</b>	<b>16</b>	<b>2</b>	<b>113</b>	<b>77</b>	<b>-</b>	<b>35</b>
School-based	1,971	66	2,050	792	1,586	1,328	4	1	6	9	-	20
Day camps	197	45	209	181	461	232	4	-	3	47	-	40
Childcare centres	2,215	9	182	339	636	583	4	1	3	3	-	20
Other	829	1,417	684	383	1,754	607	4	-	101	18	-	30
<b>Attendance</b>	<b>234,445</b>	<b>12,932</b>	<b>63,209</b>	<b>180,411</b>	<b>137,227</b>	<b>110,908</b>	<b>774</b>	<b>352</b>	<b>775</b>	<b>423</b>	<b>-</b>	<b>110</b>

## Registration

Registration for the 2024 TDSRC increased by close to 2,000 since last year, with 79,435 total registrations across the Western provinces.

Table 38: TDSRC Registration in Territories and Western Provinces (2017-2024)

	2017	2018	2019	2020	2021	2022	2023	2024
<b>Western Provinces</b>	<b>104,173</b>	<b>109,333</b>	<b>92,349</b>	<b>8516</b>	<b>29130</b>	<b>57,478</b>	<b>77,793</b>	<b>79,435</b>
British Columbia	-	-	-	-	23	158	146	187
Alberta	63,814	60,463	46,153	3,269	5,998	27,326	43,160	39,449
Saskatchewan	24,744	2,933	30,421	2,864	7,596	9,011	10,164	11,322
Manitoba	15,449	19,196	15,561	2,123	15,513	20,983	24,323	28,477
<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>



## Club Programming

The Western provinces region produced 24,971 activities, primarily in Alberta, which garnered an attendance of 106,589.

Table 39: 2024 TDSRC Programming and attendance in the Territories and Western Provinces

	# of libraries	# of activities	Activities held online	% of activities held online	in library	in community	% of activities held in-person	Attendance	Average of attendance per activity
<b>Western Provinces</b>	<b>437</b>	<b>24,971</b>	<b>56</b>	<b>0%</b>	<b>24,441</b>	<b>474</b>	<b>100%</b>	<b>106,589</b>	<b>4</b>
Alberta	132	20,815	6	0%	20,579	230	100%	53,668	3
British Columbia	1	51	-	0%	51	-	100%	916	18
Manitoba	83	1,342	5	0%	1,311	27	100%	12,635	9
Saskatchewan	221	2,762	44	2%	2,501	217	98%	39,370	14
<b>Territories</b>	<b>6</b>	<b>40</b>	<b>-</b>	<b>0%</b>	<b>32</b>	<b>8</b>	<b>100%</b>	<b>25</b>	<b>1</b>

## Overall satisfaction with program

Satisfaction with the TDSRC is at 79% for the Western provinces. Alberta reported higher satisfaction than the other Western provinces.

Table 40: Satisfaction with TDSRC in the Western Provinces

	Not satisfied 1-3/10	Somewhat satisfied 4-7/10	Satisfied 8-10/10
<b>Western Provinces</b>	<b>1%</b>	<b>20%</b>	<b>79%</b>
Alberta	0%	15%	85%
Manitoba	2%	28%	70%
Saskatchewan	1%	21%	79%





## Website metrics

The Western provinces used a variety of the website resources, with the highest usage belonging to images and recommended reads. The staff news feed was only used by 64% of libraries. Satisfaction with the website resources was overall on the lower side, with the highest satisfaction being reported for images, at 75%. The West was quite unsatisfied with the ease of navigation of the website, with only 32% reporting high satisfaction.

Table 41: TDSRC Staff website usage metrics in Western province libraries

Used each resource	Western Provinces	AB	MB
Recommended reads	88%	89%	81%
Images	92%	92%	84%
Activities	86%	89%	81%
Staff news feed	64%	63%	69%
How to run a successful program	70%	84%	73%
Brand guidelines	71%	80%	70%
Promotional templates	75%	80%	83%
Plan for Accessibility	66%	75%	67%

Table 42: Satisfaction with TDSRC staff website in Western province libraries

Satisfied (8-10/10)	Western Provinces	AB	MB
Recommended reads	62%	59%	85%
Images	75%	82%	66%
Activities	57%	61%	22%
Staff news feed	36%	55%	36%
How to run a successful program	52%	76%	41%
Brand guidelines	68%	73%	76%
Promotional templates	51%	55%	49%
Plan for Accessibility	49%	52%	75%
Look and feel	78%	86%	75%
Content	67%	86%	71%
Ease of navigation	32%	38%	73%

## Appendix C

### TDSRC Parent/Caregiver and Kids Survey Results



Online surveys were made available to parents/caregivers and kids through the TDSRC kids site to measure changes in behaviour and attitude, which are key indicators of the program's impact on preventing summer learning loss, improving literacy outcomes and increasing a child's chance for future success in life. We received almost 1,500 responses from across Canada. New this year, participating libraries were able to view their local results in the Reports section of their staff portal account. Results were overwhelmingly positive, with most participants maintaining or increasing reading skills and confidence as a result of the program.

**Here are a few highlights from the survey:**

- 94% of parents/caregivers report that their child maintained or increased their confidence as a reader.
- 94% of parents/caregivers say their kids read the same amount or more over the summer.
- 96% of parents/caregivers agree their child has maintained or improved their reading skills over the summer.
- 99% of kids will consider joining the Club again.

**Here are comments from parents/caregivers:**

*"The summer reading club is the highlight of the summer! We just spent 5 hours at the library reading, partying and the kids are so excited to fill in their books!"*

*"It provided an incredible motivation for my child to carry on reading through the summer."*

**Here are comments from kids:**

*"The summer reading club is a wonderful way of encouraging kids to read more. There are also fun activities to do on the td summer reading club website. I have joined the club for 2 years now and I love it."*

*"The club is amazing I joined today and it's encouraging me to read books more"*

*"Our library is so much fun! They have great programs and wonderful books to recommend. It has been the highlight of my summer."*



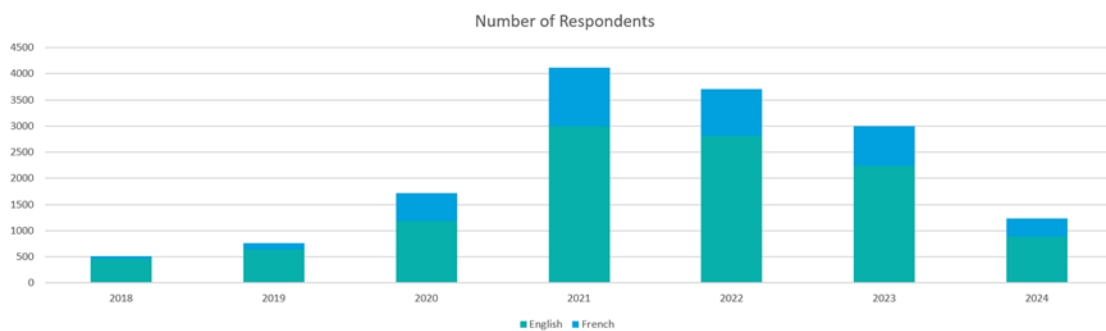
# TDSRC Kids Survey

2024 Results



## 2024 Kids Survey

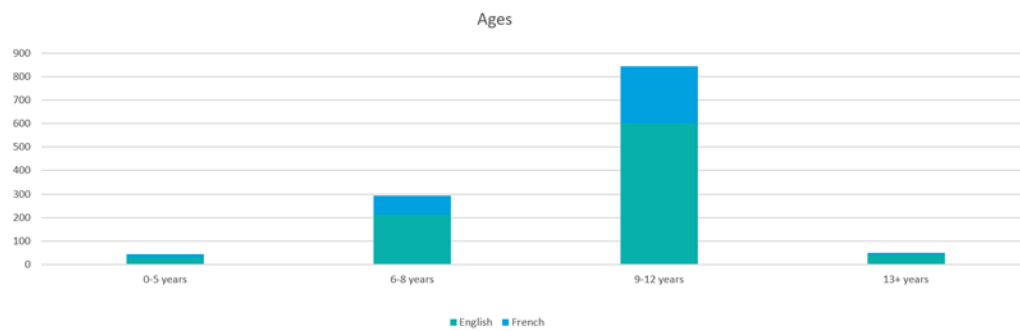
*Number of Respondents 2018-2024*





## 2024 Kids Survey

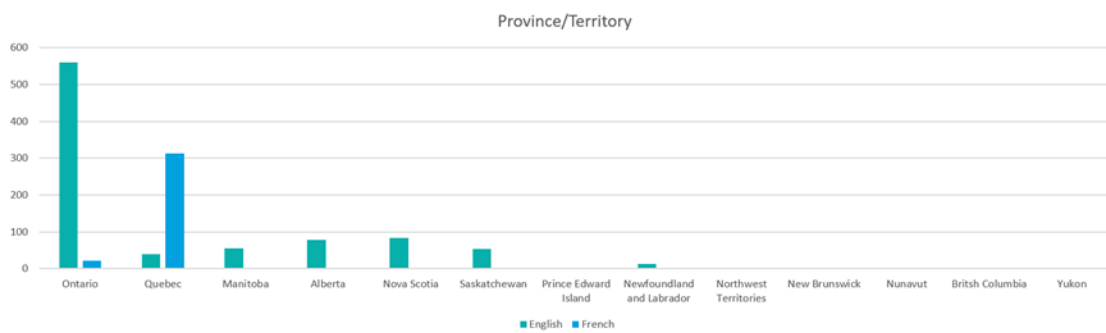
*Age of Respondents*





## 2024 Kids Survey

*Province/Territory*





## 2024 Kids Survey

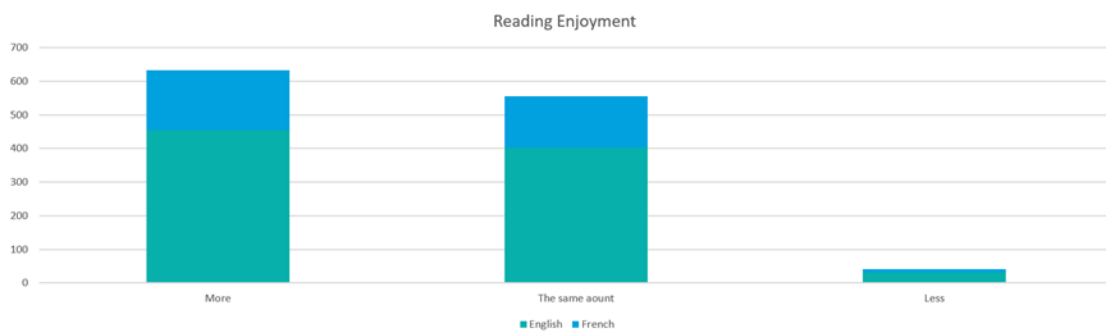
*Since joining the Club, I have been reading (by myself or with others)...*





## 2024 Kids Survey

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

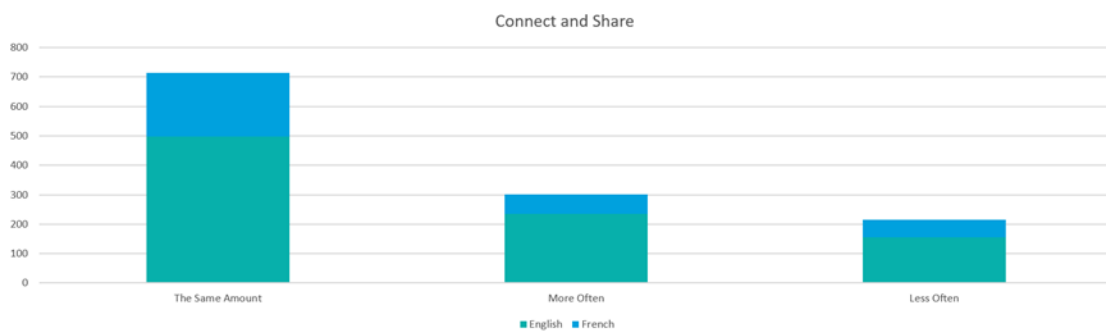






## 2024 Kids Survey

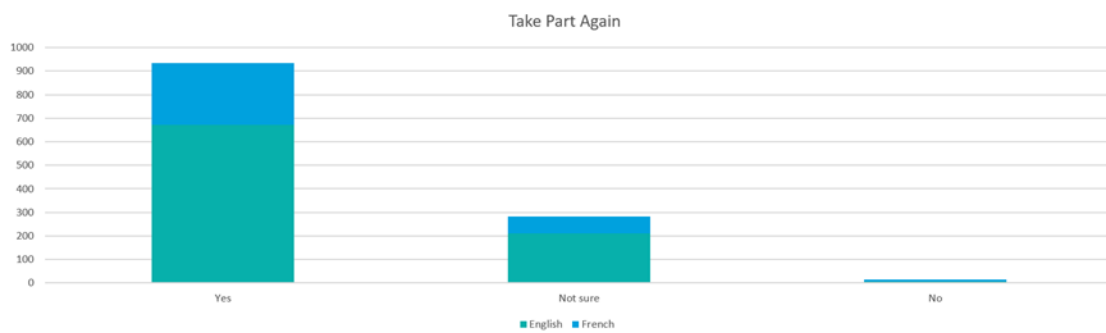
*Being a part of the Club allowed me to connect and share with other kids....*





## 2024 Kids Survey

*Will you take part in the Club again?*





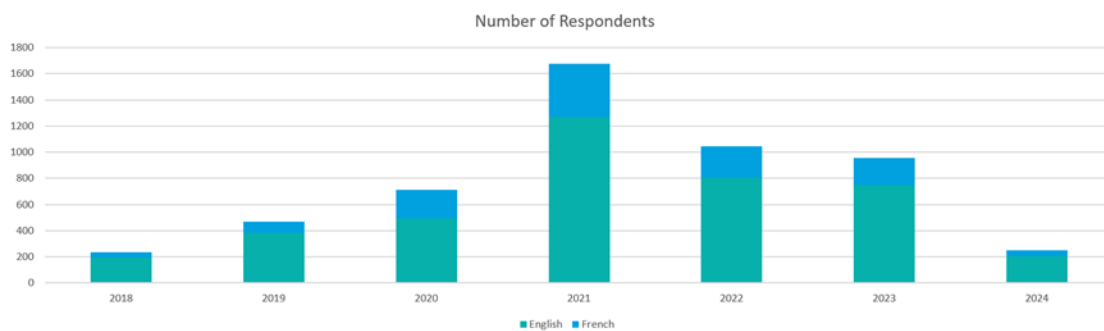
# TDSRC Parent/Caregiver Survey

2024 Results



## 2024 Parent/Caregiver Survey

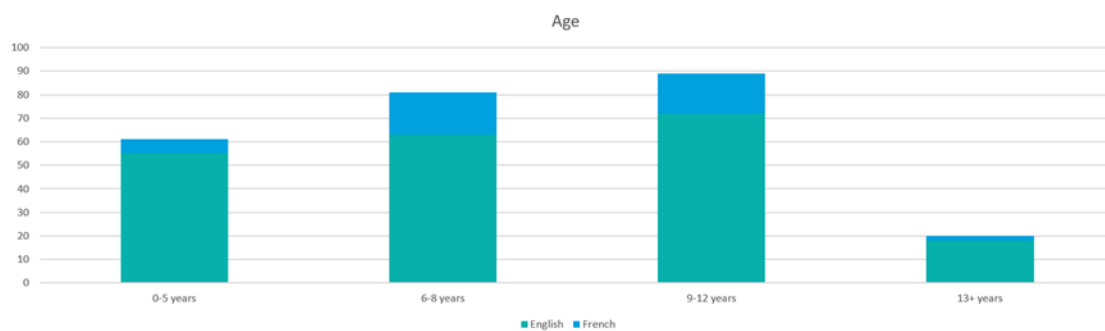
*Number of Respondents 2018-2023*





## 2024 Parent/Caregiver Survey

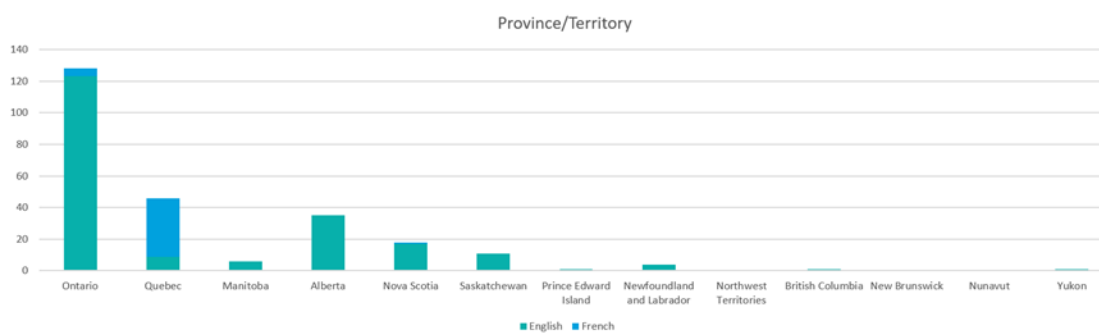
*Participant Age*





## 2024 Parent/Caregiver Survey

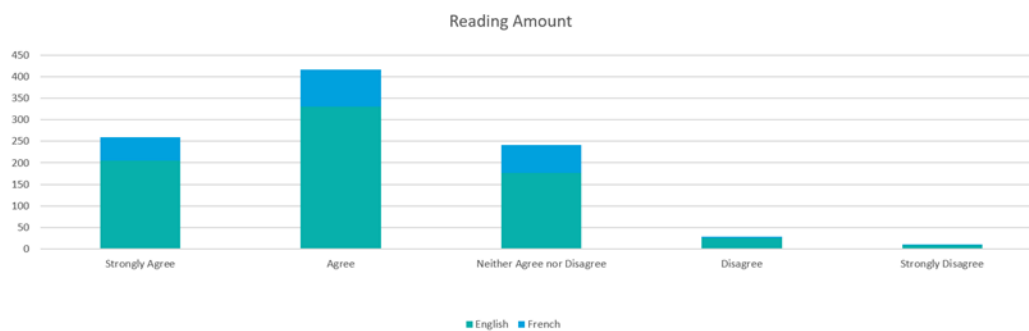
*Province/Territory*





## 2024 Parent/Caregiver Survey

My child reads more often.





## 2024 Parent/Caregiver Survey

My child is a more confident reader.

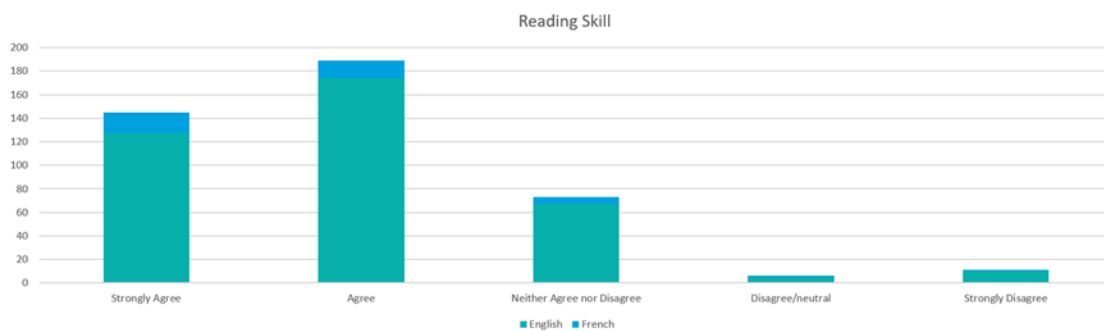






## 2024 Parent/Caregiver Survey

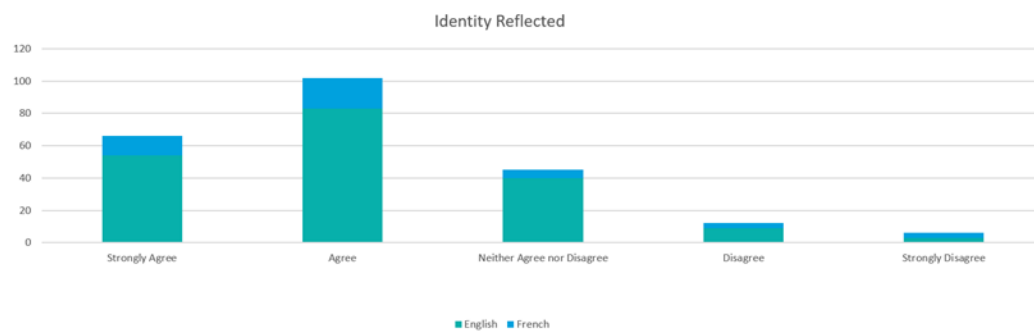
My child maintained or improved their reading skills.





## 2024 Parent/Caregiver Survey

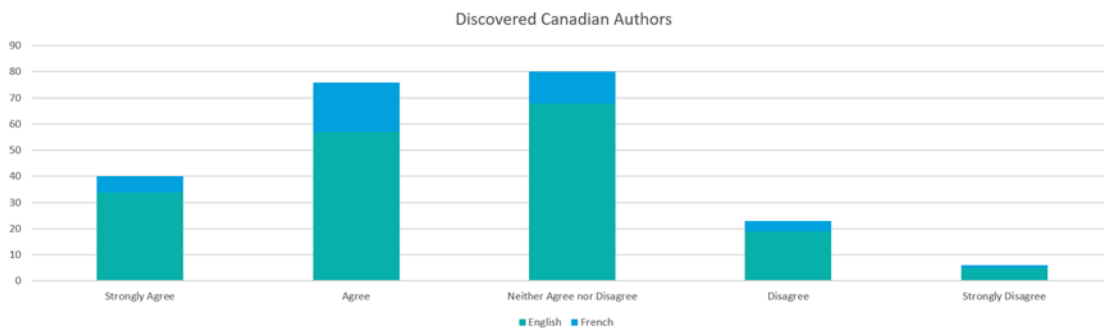
My child was able to find books that reflected their identity and experiences.





## 2024 Parent/Caregiver Survey

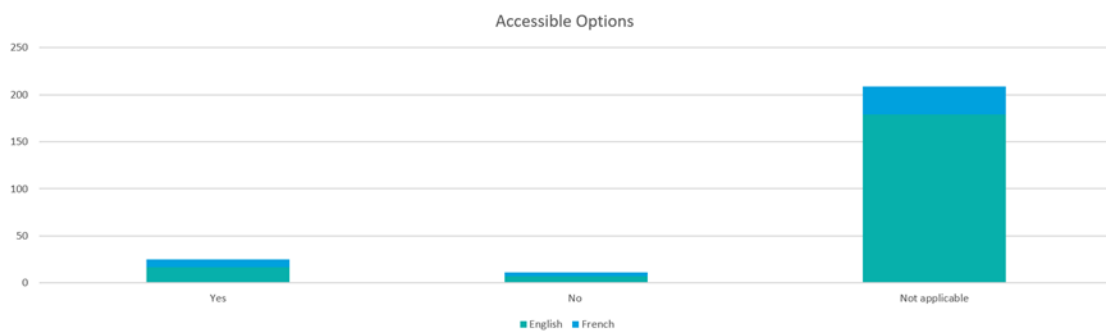
My child discovered Canadian children's writers and illustrators.





## 2024 Parent/Caregiver Survey

If your child has a print disability, were you able to find information about accessible options for reading and activities?





## 2024 Parent/Caregiver Survey

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

