

# TD Summer Reading Club 2022

National program statistics

maru/BLUE

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# STARTING POINT

This report details an evaluation of the 2022 TD Summer Reading Club program delivered by, and through, libraries across the country. It includes tracking data from previous years but not an in-depth look at those trends due to the unique situation libraries continue to find themselves in.

## Introduction to this year's report

The TD Summer Reading Club (TDSRC) is a national bilingual program that engages Canadian children in the joy of reading while championing Canadian writers and illustrators. Participating libraries were provided with program materials, thematic booklists, access to illustrations, programming, and activity ideas and free outreach materials for promoting the program in their community.

Despite the ongoing COVID-19 pandemic, most of Canada has returned to a near-normal state as provincial governments okayed re-opening public spaces. With libraries open to the public again, we saw a huge influx in children back into the TDSRC this year and programs run almost entirely in-person. About half the children are new to the program and half were returning, having participated in previous years.

In the past, the main objective of this study has been to provide information about the reach and success of the program to the TDSRC Partners, Toronto Public Library, TD Bank Group and Library and Archives Canada as well as to participating libraries. The specific research objectives have continued to be focused around two key things:

- Measure the number of programs, activities and attendance attributed to, organized by, or otherwise associated with, the TD Summer Reading Club; and
- Provide recommendations for how the TDSRC program may be improved.

As we did last year, the data presented here are based on two sources of information:

- Responses to the Maru/Blue evaluation form which collected feedback on the program from the grass-roots point of view including the number of children who registered in-person at their libraries or using a 3<sup>rd</sup> party website as arranged by their library; and

- The TDSRC Kids’ website (<https://www.tdsummerreadingclub.ca> and <https://www.clubdelecturetd.ca>) which provided us with the number of children who registered for the program directly on the site.

## Library inclusion in this evaluation

In total, 1,827 libraries are represented in this report by way of either Maru/Blue’s evaluation form or the TDSRC database of online registrations. In total, 90% of Canadian libraries are represented here - 73% by way of Maru/Blue’s form and an additional 17% by way of the TDSRC’s registration database.

	<b>total # of libraries in Canada</b>	<b>total # of libraries in this report</b>	<b>Maru/Blue’s form</b>	<b>% of total</b>	<b>TDSRC’s database</b>
Atlantic	193	190	183	95%	7
Quebec	538	483	405	75%	78
Ontario	768	710	545	71%	165
West	530	439	342	65%	97
Territories	9	5	5	56%	0
<b>TOTAL</b>	<b>2,038</b>	<b>1,827</b>	<b>1,480</b>	<b>73%</b>	<b>347</b>

## Methodology

Despite the fact that libraries are organized differently in each province and territory and can be managed as ‘systems’ or as individual entities, we report numbers based on individual libraries. Librarians responsible for the program at each library were invited to submit information about their 2022 program online by way of an email containing a unique link that took them directly to the evaluation form where they entered their information.

Please note that the registration numbers presented in this report represent a combination of those provided by the libraries themselves by way of that form, as well as those provided by the TDSRC team by way of their online registration system.

Using the most recent contact information available for all participating libraries provided by the TDSRC team, Maru/Blue sent out ~700 email invitations in both official languages. The invitations were sent on the 1<sup>st</sup> of September 2022 and the form was available to complete until the 30<sup>th</sup> of September 2022.

606 responses to the survey were received representing a total of 1,480 individual libraries – a response rate of 73%. Added to these data are the registrations completed on the TDSRC website which accounts for an additional 347 libraries.

In 2020 and 2021, no weighting was applied as we believed that an extrapolation to population-wide totals within each region would inappropriately over-inflate registration in years when many libraries were either closed to the public and/or severely restricted in the services they could provide for at least some of the time the program was running.

With a return to close-to-normal registration levels this year, we reinstated a weighting scheme so that the regional results are in their correct proportion within the total of all Canadian libraries who participated in the program. In other words, we are adjusting the results slightly to account for libraries missing from the data we collected in the Maru/Blue form. We believe that this replicates the weighting scheme applied in 2017-2019.

	<b>total # of libraries in Canada</b>	<b># of libraries in form</b>	<b>form response rate</b>	<b>weight applied</b>
Atlantic	193	184	95%	1.02
Quebec	538	383	75%	1.10
Ontario	768	538	71%	1.08
West	530	322	65%	1.17
Territories	9	5	56%	1.44
<b>TOTAL</b>	<b>2,038</b>	<b>1,480</b>	<b>73%</b>	

## Findings



### Delivering the 2022 TDSRC program

The programs were primarily offered in English. 1,007 libraries (or 68%) offered their program in English; 308 offered their program in French; and 163 offered their program in both official languages.

	# of libraries in form	% of total libraries	English	French	Bilingual
Atlantic	184	95%	172	1	10
Quebec	383	75%	5	305	94
Ontario	538	71%	520	2	22
West Territories	322	65%	305		37
TOTAL	1,480	73%	1,007	308	163







### Program promotion

Those libraries that took part in the Summer Reading Club program this year promoted the program at 9,669 separate events, reaching an estimated 442,206 children in total.

	2016	2017	2018	2019	2020	2021	trend (2016-2022)	2022
Activities	38,326	26,297	45,522	44,765	3,295	6,716		9,669
School-based					453	3,717		4,468
Day camps					129	594		1,697
Childcare centres					130	5634		1,160
Other					2,702	1,771		2,344
Attendance	718,400	664,073	831,546	783,240	55,919	146,879		442,206

## Registration

A total of 231,104 children registered for the TDSRC in 2022. This has increased exceptionally compared to last year and is now nearly back to 2019 levels. The program has rebounded most strongly in Atlantic Canada and Quebec. In Ontario and the West, numbers continue to climb year on year but are still short of pre-pandemic registration.

	2015	2016	2017	2018	2019	2020	2021	trend (2015-2022)	2022
Atlantic	16,979	13,664	16,636	15,141	17,030	857	9,222		15,616
Quebec	47,229	50,814	42,989	50,927	49,103	7,498	26,269		47,459
Ontario	159,437	165,695	162,402	170,243	165,537	15,768	68,292		110,448
West	84,746	95,481	104,173	109,333	92,349	8,516	29,130		57,478
Territories	296	430	428	197	434	82	1,727		102
<b>TOTAL</b>						33,024	134,640		231,104
Independent	-	1,080	499	762	4,598	303	-		-
No library indicated	-	-	-	-	-	3,605	622		-
<b>TOTAL</b>	<b>308,687</b>	<b>327,164</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>

Of those who registered for the program this year, 182,072 children did so in-person and 24,371 registered by way of a 3<sup>rd</sup> party platform working in partnership with the libraries.

Only 13% of registrations occurred by way of the TDSRC website and with no direct contact with the libraries.

	total registrations	in person	3 <sup>rd</sup> party platform	%	TDSRC website	%
Atlantic	13,841	13,838	2	89%	1,776	11%
Quebec	41,246	38,833	2,414	86%	6,213	14%
Ontario	98,551	79,174	19,377	89%	11,897	11%
West	52,753	50,175	2,578	88%	4,725	12%
Territories	52	52	-	94%	51	6%
No library indicated	-	-	-	0%	-	0%
Central program	-	-	-	0%	-	0%
<b>TOTAL</b>	<b>206,443</b>	<b>182,072</b>	<b>24,371</b>	<b>87%</b>	<b>24,661</b>	<b>13%</b>

### 3<sup>rd</sup> party platforms

The most popular 3<sup>rd</sup> party platforms used by libraries continue to include:

- READsquared
- Beanstack
- Facebook
- Wufoo
- Google Forms

In addition to these platforms, libraries also continue to use build pages on their own websites that allowed children to register, receiving registrations via email, and some also report sending children directly to the TDSRC website to register there.

### New Registrations

Libraries reported that more than half of the children who registered this year were new to the program. Ontario recorded the highest proportion of new registrations while the West and Quebec recorded the highest proportion of repeat participants.

	<b>total registrations</b>	<b>new registrations (2022)</b>	<b>% new registrations</b>	<b>% repeat participants</b>
Atlantic	13,841	8,371	60%	40%
Quebec	41,246	18,917	46%	54%
Ontario	98,551	70,654	72%	28%
West Territories	52,753 52	21,621 16	41% 31%	59% 69%
<b>TOTAL</b>	<b>206,443</b>	<b>119,580</b>	<b>58%</b>	<b>42%</b>



## Club programs

In total, 24,731 separate activities were organized across the 1,480 libraries who completed the form, and nearly 370,000 children attended.

	# of libraries	# of activities	online	%	in library	in community	%	attendance	children/activity
Atlantic	183	2,463	25	1%	2,254	184	99%	51,467	21
Quebec	405	3,879	94	2%	3,192	594	98%	53,247	14
Ontario	545	13,699	899	7%	11,436	1,364	93%	209,094	15
West Territories	5	97	-	0%	88	9	100%	420	4
<b>TOTAL</b>	<b>1,480</b>	<b>24,731</b>	<b>1,110</b>	<b>4%</b>	<b>20,577</b>	<b>3,044</b>	<b>96%</b>	<b>369,887</b>	<b>15</b>

The 24,731 club program activities were delivered in the libraries or local communities and only 1,110 were delivered online.

Libraries in Ontario delivered a larger proportion of their activities online than other regions, but these still accounted for fewer than 1 in 10 of the activities organized.

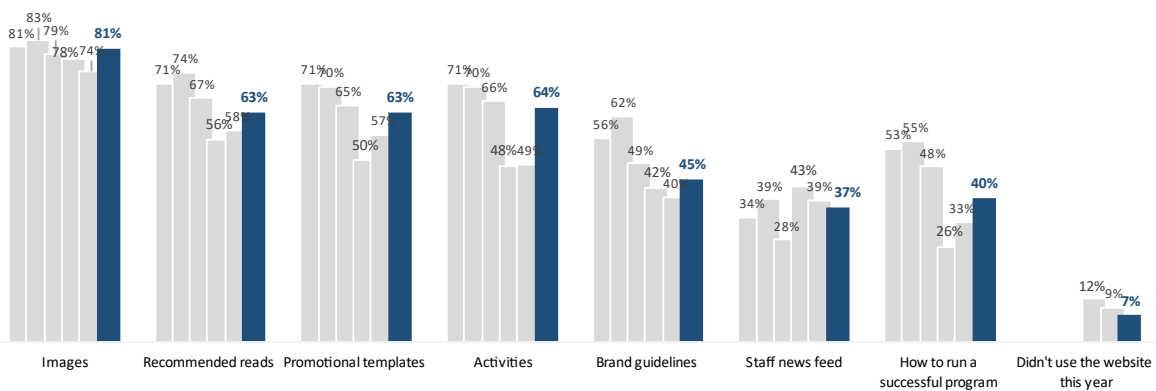
## Website resource use

Two-third of libraries (67%) accessed English-language resources on the website, 25% accessed French-language resources, and 8% accessed both.

Libraries are much more likely to have used all the website resources this year (the exception being the staff news feed) and the Images continue to be the most popular resource. The number accessing Activities has rebounded to 2019 levels as libraries open to the public across the country. Recommended reads and promotional templates follow on closely from there.

### Use of website resources

2017 2018 2019 2020 2021 2022



Q16. Which, if any, of the following resources on the library staff website have you made use of this year?  
Base: all those who were able to deliver at least part of the TDSRC program (n=1,480)

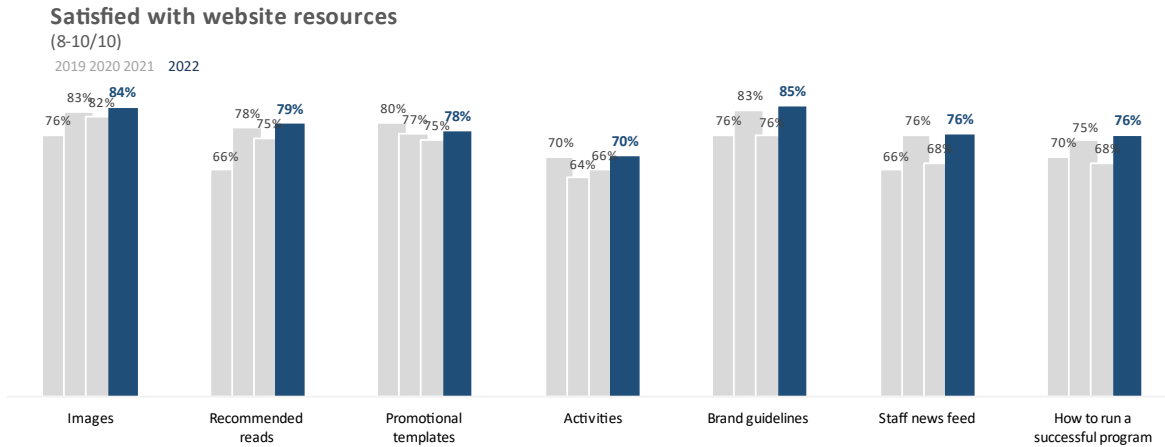
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Regardless of language, most libraries are accessing the images. Those accessing resources in both official languages make use of a wider variety of them, in general.

<i>Use of website resources</i>	<b>English-language resources</b>	<b>French-language resources</b>	<b>Both languages</b>
Images	79%	81%	91%
Activities	67%	55%	70%
Promotional templates	64%	55%	83%
Recommended reads	60%	66%	83%
Brand guidelines	44%	41%	60%
“How to run a successful program”	42%	31%	47%
Staff news feed	33%	41%	60%

## Satisfaction with website resources

When asked to rate each resource on a scale running from 0 “not at all satisfied” to 10 “completely satisfied”, satisfaction with the materials remains high and has increased compared to last year.



Q17. And how satisfied are you with each of the following online resources?  
Base: all those who accessed each of the resources (n=varies). Chart in base size order

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Those accessing French resources are generally more likely to be satisfied than those accessing English resources.

<i>Satisfied with website resources (8-10/10)</i>	<b>English-language resources</b>	<b>French-language resources</b>	<b>Both languages</b>
Images	83%	84%	93%
Recommended reads	76%	85%	85%
Promotional templates	72%	89%	87%
Activities	68%	75%	76%
Brand guidelines	82%	87%	93%
Staff news feed	71%	81%	86%
“How to run a successful program”	74%	83%	82%

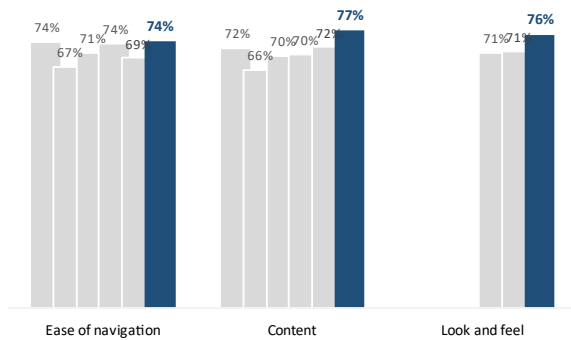
## Overall satisfaction with website

When asked to rate the website with respect to the ease of navigation, the content, and the look and feel, librarians are more satisfied with them than they have been in the past. Three-quarters now rate them an 8, 9 or 10 out of 10.

### Satisfied with website elements

(8-10/10)

2017 2018 2019 2020 2021 2022



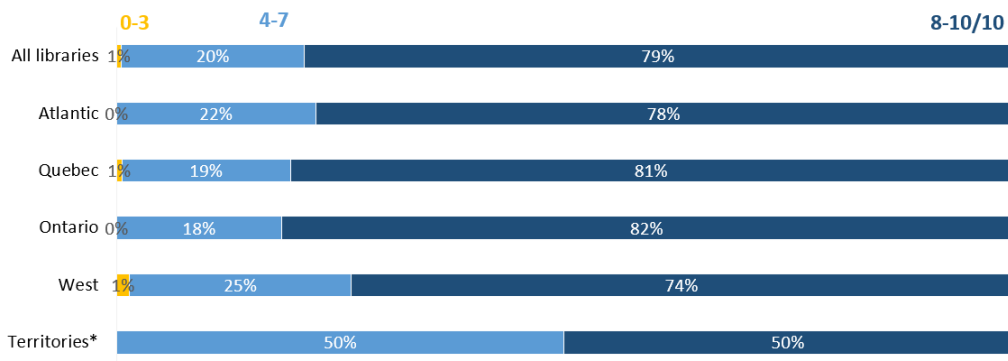
Q18. Thinking about the staff website overall this year, how satisfied were you with the website's...?  
Base: all those who accessed the website's resources

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## Overall satisfaction with the 2022 TD Summer Reading Club

When asked to rate the 2022 TD Summer Reading Club program, 4 in 5 rate the program as 8-10/10. Libraries in Ontario and Quebec were most satisfied with the program while those in the West were less satisfied.

### Satisfied with 2022 TD Summer Reading Club



Q19. Thinking about the program overall this year, how satisfied are you with the 2022 TD SRC?

Base: all those who were able to deliver at least part of the TDSRC program (n=1,480)

\*caution small base size

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When asked what the TDSRC could have done differently to better support individual libraries in delivering the program, there was an acknowledgement the TDSRC did a great job given the circumstances and several called out the addition of the StoryWalk.

*“Loved the addition of the Storywalks! Had loads of positive interactions. Should be done every year! Made me sick to put them in the garbage at the end, since the license only covered use during the summer. 100% waste. If that's the case next year and a better agreement can't be created with the author and publisher - then don't bother.”*

*“All was good. Thanks for all you do to make summer fun and exciting in our community.”*

*“Keep up the good work.”*

*“It was an **amazing program** to run.”*

*“Great program! We had a lot of fun and many new participants!”*

*“Honestly, we find you super organized and supportive. **We like the news, the images, the recommended reads. We especially like the eBooks available on the public website for kids.** Responses to our questions are quick which is very much appreciated. However, we would love to see more promotion for the program, ex: on the national news.*

That being said, there were suggestions for improvements to the website and registration system. There were few concerns raised regarding the delivery of stickers which were delayed due to unexpected supply chain issues. The TDSRC team have started the materials orders process three months earlier this year in order to compensate for supply chain issues for the 2023 program.

*“We love the support and materials that we receive from the TD Summer Reading Club each year. They really enhance our ability to run the program and get kids excited about literacy. We were disappointed that the **Summer Reading program stickers did not arrive to us until August.** We had planned on using them with our in-person reporting, to encourage kids to add to their booklets and that unfortunately, did not get to happen.”*

*“Some of the lovely images were not available this year in jpg format making it more difficult to utilise them. **Frustrating when many branded items were not delivered***

*until too late e.g. stickers. I realise that this is out of your hands but still annoying not to be able to share these with our program participants.”*

*“Shipping challenges this year*

- unavoidably the stickers were very late*
- this was our first year being used as a depot and our supplies were mixed in with the other system’s so we had to sort and count them and provide our own containers for their supplies – it would make it much easier for systems to have their own labeled boxes”*

*“Of course, the **stickers being sent to us at the end of the summer weren't useful to us** at all. Apparently, ours were not sent with the others once they arrived so it was a disappointment.”*

*“It is confusing to our patrons to have two different platforms to offer TDSRC activities. If our system wants to utilize a platform like Beanstack, I do not want them to also engage with the TDSRC website by tracking their books in two places, but all promotional materials drove them to your site...**IF participants could complete or be linked to the activities on your website through us, but use Beanstack as the notebook/book tracking platform, this might work together.** Basically, it was confusing to our patrons. We would like to find a path forward that offers us more customization. Also - the stickers and web codes never arrived this year! We don't see the need to use the webcodes in the future. But the reward stickers would be great. Perhaps, TDSRC could focus efforts on digital promotions that we could customize for our specific Library system and less on the paper handout materials. It would be awesome if TDSRC instead sponsored some custom prizes or gear that we could order for our library - at cost TDSRC shirts for all registrants or something.”*

## Conclusion

Canadian libraries were thrilled to be able to offer in-person programming this summer after two challenging years. For some, it was the first time they'd opened their door since 2019 and children returned to the program or joined for the first time at near pre-COVID levels. Parents spontaneously expressed their gratitude for the program and commented that their children loved being in the libraries regularly again.

*Everyone was so happy to be able to meet up again at the library and were really impressed and appreciative of the programs we offered.*

*The library manager here really worked hard to get kids back into the library this summer. And it showed. She has record attendance for programming and even just day-to-day usage of the facility. It was an amazing summer here!*

*Wonderful to be able to interact with other kids after Covid isolations!*

The StoryWalk, in particular, continues to be a success and some libraries asked for more in-person ideas like it (particularly for communities less inclined to online programs or unstable internet)

*Folks coming and going from the Library loved stopping and reading the Storywalk. Even the adult patrons, which caused a trickle event at the Circ Desk with "what's with the story boards in the garden", questions. This allowed an opportunity for staff to promote the Summer Reading program.*

The issue with the late delivery of stickers, aside, suggestions for improvement continue to revolve around streamlining the registration process – allowing families to register together rather than registering each child individually, for example.

There were also suggestions this year to update the website somewhat and more practical suggestions to design the physical poster so that local TDSRC information can be added to it; or to include prompts in the reading passports for children to write about their favourite characters instead of just room to doodle or for their own thoughts; or select more recent picks for future themes as some libraries could not access out-of-print recommended reads..

All in all, libraries were happy to be able to welcome their communities back to the library and staff went above and beyond to make it fun and engaging. Most are anticipating even more participation next summer!

# APPENDIX A

## Evaluation form



# TD Summer Reading Club statistics and evaluation form

**Thank you for participating in the 2022 TD Summer Reading Club (TDSRC).**

We would like you to complete a short survey to report statistics on your library’s 2022 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, 2022 and will allow you to enter the results for your library.

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

**1b. What library system are you completing this survey for?** \_\_\_\_\_

**Please provide the number of service points/branches included in the system** \_\_\_\_\_

**Please list service points/branch names below:**

**2. In which language(s) did you primarily conduct the 2022 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 2022 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		
<b>TOTAL</b>	+	=

**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	<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?**

- Recommended reads
- Images
- Activities
- Staff news feed
- How to run a successful program
- Brand guidelines
- Promotional templates
- 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					
	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											
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 2022 TDSRC?**

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

**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.**

**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!**

**Merci d'avoir participé au Club de lecture d'été TD 2022.**

En répondant à ce court sondage, vous nous aiderez à recueillir des statistiques sur le déroulement du Club dans votre bibliothèque. Vous pourrez aussi nous transmettre vos commentaires sur le programme, et nous dire comment nous pourrions mieux vous servir à l'avenir.

Nous pourrions également fournir un portrait du Club de 2022 aux bibliothèques participantes et à nos partenaires : la Bibliothèque publique de Toronto, Bibliothèque et Archives Canada et le Groupe Banque TD.

Vous pouvez répondre au sondage du 1 au 30 septembre 2022. Merci!

**1a. Pour quelle bibliothèque remplissez-vous cette enquête ?** \_\_\_\_\_

**1b. Pour quel réseau de bibliothèques répondez-vous à cette enquête ?** \_\_\_\_\_

**nombre de points de service/succursales inclus dans le réseau** \_\_\_\_\_

**Veillez indiquer le nom des points de service/succursales ci-dessous**

**2. Dans quelles langues avez-vous principalement offert le Club de lecture d'été 2022 ?**

- Anglais
- Français
- Français et anglais (bilingue)

**3. Nous allons maintenant nous pencher sur les mesures prises par le personnel de votre bibliothèque pour promouvoir le Club de lecture d'été TD 2022. Combien de fois votre personnel a-t-il fait la promotion du Club auprès des établissements suivants ?**

Écoles	<input type="text"/>
Camps de jour	<input type="text"/>
Garderies	<input type="text"/>
Autre	<input type="text"/>

4. Combien d'enfants environ avez-vous rencontrés en faisant la promotion du Club auprès des établissements suivants ? Si vous n'avez rencontré aucun enfant, indiquez 0 (zéro).

Écoles	
Camps de jour	
Garderies	
Autre	

5. Indiquez ci-dessous le nombre et ages d'enfants de votre bibliothèque qui se sont inscrits au Club de lecture d'été TD 2022 en personne ou en utilisant une autre plateforme (READSquared, Beanstack). Si aucun enfant ne s'est inscrit, indiquez 0 (zéro).

Attention : l'inscription est différente de la participation. Pour être comptabilisés ici, les enfants doivent s'être inscrits officiellement au Club, et pas seulement avoir participé aux activités.

ages	En personne	En utilisant une autre plateforme
0-5 ans		
6-8 ans		
9-12 ans		
13 ans et +		
<b>TOTAL</b>	+	=

6. Si vous avez indiqué que certains enfants se sont inscrits en utilisant une autre plateforme. De quelle plateforme s'agit-il ?

7. Parmi les enfants inscrits au Club dans votre bibliothèque, combien y avaient participé lors d'années antérieures, et combien y participaient pour la première fois ? Ces données peuvent être compilées à partir de vos formulaires d'inscription; transcrivez les totaux ci-dessous.

**Note :** Assurez-vous que le nombre total d'inscrits (enfants des années antérieures + nouvelles inscriptions) est égal au nombre total d'enfants inscrits indiqué à la Q5.

Inscrits les années antérieures	
Participaient pour la première fois au Club	

**8. Nous allons maintenant nous pencher sur les activités offertes par votre bibliothèque dans le cadre du Club de lecture d'été TD 2022. Au total, combien d'activités avez-vous pu offrir... ?**

*Comptabilisez ici les activités régulières du Club : heure du conte, rencontres avec les auteurs, bricolages, etc. Ne comptabilisez pas les activités promotionnelles, comme les visites dans les écoles, les concours ou les articles publiés dans les journaux.*

À votre bibliothèque	<input type="text"/>
En ligne	<input type="text"/>
Dans votre communauté	<input type="text"/>

**9. Indiquez combien d'enfants ont participé aux types d'activités ci-dessous.**

*Comptabilisez tous les enfants qui ont participé aux activités offertes par votre bibliothèque, peu importe s'ils s'étaient inscrits officiellement au Club ou non, et peu importe si ces activités étaient tenues à la bibliothèque ou ailleurs.*

À votre bibliothèque	<input type="text"/>
En ligne	<input type="text"/>
Dans votre communauté	<input type="text"/>

**10. Nous allons maintenant nous pencher sur le site Web pour les bibliothécaires. Ce site offre différentes ressources. Lesquelles avez-vous utilisées cette année ?**

<input type="checkbox"/>	Titres recommandés
<input type="checkbox"/>	Illustrations
<input type="checkbox"/>	Activités
<input type="checkbox"/>	Rubrique « Nouvelles du Club »
<input type="checkbox"/>	Rubrique « Pour un Club de lecture d'été réussi »
<input type="checkbox"/>	Lignes directrices sur l'image de marque
<input type="checkbox"/>	Modèles promotionnels
<input type="checkbox"/>	Autre (précisez) _____
<input type="checkbox"/>	Je n'ai pas utilisé le site Web cette année

**11. Dans quelle mesure êtes-vous satisfait(e) des ressources suivantes ?**

	Pas du tout satisfait(e)							Tout à fait satisfait(e)			S. O.
	1	2	3	4	5	6	7	8	9	10	
Titres recommandés											
Illustrations											
Activités											
Rubrique « Nouvelles du Club »											
Rubrique « Pour un Club de lecture d'été réussi »											
Lignes directrices sur l'image de marque											
Modèles promotionnels											
Autre (précisez) _____											

**12. En gardant toujours en tête le site Web pour les bibliothécaires, dans quelle mesure êtes-vous satisfait(e)...**

	Pas du tout satisfait(e)							Tout à fait satisfait(e)			S. O.
	1	2	3	4	5	6	7	8	9	10	
De l'apparence du site											
Du contenu du site											
De la facilité d'utilisation du site											

**13. Nous allons maintenant nous pencher sur le Club de lecture d'été TD dans son ensemble. Dans quelle mesure êtes-vous satisfait(e) du Club cette année ?**

Pas du tout satisfait(e)							Tout à fait satisfait(e)			
1	2	3	4	5	6	7	8	9	10	

**14. Qu'aurait pu faire l'équipe du Club de lecture d'été TD pour mieux vous aider à offrir le programme ?**

**15. Le personnel de votre bibliothèque a-t-il déployé des efforts hors de l'ordinaire pour offrir le Club en 2022 ? Si oui, nous aimerions le savoir. Nous aimerions également savoir si des parents ou des enfants vous ont dit comment le Club les a touchés cet été.**



**16. Si un ou des employés du Groupe Banque TD ont joué un rôle dans les activités du Club organisées par votre bibliothèque l'été dernier, veuillez indiquer le nombre d'employés concernés et le temps approximatif qu'ils ont consacré au Club. Veuillez également indiquer toute autre contribution faite par un ou des employés du Groupe Banque TD, s'il y a lieu.**

**Merci d'avoir pris le temps de répondre au sondage.**

# APPENDIX B

## Regional statistics

## The Atlantic region

### Inclusion in the study

There are 193 libraries in the Atlantic provinces who participated in the TDSRC. 183 of them completed the Maru/Blue evaluation form and the remaining 7 are represented here by way of the TDSRC's database of registered children.

	total # of libraries	Maru/Blue's form	% of total	TDSRC's database
Atlantic total	193	183	95%	7
Newfoundland & Labrador	93	92	99%	1
Nova Scotia	73	73	100%	0
PEI	25	17	68%	6
New Brunswick	2	1	50%	0

### Delivery of the program

Of the 183 libraries represented by the Maru/Blue evaluation form, all were able to deliver at least some of the TDSRC program in 2022. The program was delivered in English in Newfoundland & Labrador and in New Brunswick. Bilingual programs were delivered in Nova Scotia.

	# of libraries in form	English	French	Bilingual
Atlantic	183	172	1	10
Newfoundland & Labrador	92	92	-	-
Nova Scotia	73	63	-	10
PEI	17	16	1	-
New Brunswick	1	1	-	-


### Promotion

Libraries in the Atlantic region promoted the program by way of a variety of community-based initiatives in 2022 and a total of 51,467 children were reached with their efforts.

	2019	2020	2021	2022
Activities	504	62	191	290
School-based	283	3	88	136
Day camps	63	-	33	69
Childcare centres	89	-	40	66
Other	69	59	30	19
Attendance	49,691	511	7,698	13,510

## Registration

The majority of registered children in the Atlantic region were associated with libraries in Nova Scotia.

	2015	2016	2017	2018	2019	2020	2021	trend (2015-2022)	2022
Atlantic	16,979	13,664	16,636	15,141	17,030	857	9,222		15,616
Newfoundland & Labrador	2,453	2,591	2,093	2,104	2,874	174	1,597		2,601
Nova Scotia	12,739	9,357	12,739	11,271	12,152	533	6,659		11,110
PEI	1,787	1,716	1,804	1,765	2,004	150	961		1,410
New Brunswick	-	-	-	-	-	-	5		495

## Club programming

A total of 2,463 club activities were delivered this year – primarily in-person attendance.

	# of libraries	# of activities	online	%	in library	in community	%	attendance	children/ activity
Atlantic	193	2,463	25	1%	2,254	184	99%	51,467	21
Newfoundland & Labrador	93	180	-	-	160	20	100%	2,000	11
Nova Scotia	73	1,702	15	1%	1,588	99	99%	43,985	26
PEI	25	551	10	2%	488	53	98%	4,642	8
New Brunswick	2	30	-	-	18	12	100%	840	28

## Overall satisfaction with program

Despite the challenges with delivering the program in 2022, nearly three-fourth of libraries in the Atlantic region are satisfied with the program.

	0-3 Not satisfied	4-7 Somewhat satisfied	8-10 Satisfied
Atlantic	2%	24%	74%

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

*“Parents really loved the chance to bring the kids out to a program in the summer that encouraged reading and having fun! Positive feedback from a lot of the parents.”*

*“I really enjoy running the TD summer reading program every year and I find the website very useful. Thanks for all the work you do!”*

### Website metrics

At least two-thirds of those accessing resources on the website were satisfied with them. Those accessing the ‘how to’ and ‘brand guidelines resources were more likely to be satisfied while those looking at the ‘recommended reads’ and ‘activities’ were less so.

	<b>% Libraries used each resource</b>	<b>satisfied (8-10/10)</b>
Images	93%	76%
“How to run a successful program”	85%	83%
Activities	67%	61%
Brand guidelines	56%	80%
Promotional templates	56%	73%
Recommended Reads	56%	60%
Staff news feed	37%	90%
		<b>% satisfied (8-10/10)</b>
Ease of navigation		76%
Look and feel of website		72%
Content		80%

## Quebec

### Inclusion in the study

538 libraries in Quebec participated in the TDSRC this year. 405 of them completed the Maru/Blue evaluation form and the remaining 78 are represented here by way of the TDSRC's database of registered children.

	total # of libraries	Maru/Blue's form	% of total	TDSRC's database
Quebec	538	405	75%	78
ABPQ	71	47	66%	0
Réseau BIBLIO	314	251	80%	39
Independent/other system	153	107	70%	39

### Delivery of the program

Of the 405 libraries represented by the Maru/Blue evaluation form delivered at least some of the TDSRC program in 2022. The programs were delivered in French, or a bilingual program was offered.

	# of libraries in form	English	French	Bilingual
Quebec	405	5	305	94
ABPQ	47	-	39	8
Réseau BIBLIO	251	5	169	77
Indie/other system	107	-	97	9


### Promotion

Libraries in Quebec were able to promote the program using a variety of activities including both in-person and online promotion (listed as 'other' in table below).

	2019	2020	2021	2022
Activities	1,970	834	1,255	3,428
School-based	1,209	108	290	1,158
Day camps	457	57	181	791
Childcare centres	143	40	77	267
Other	170	629	707	1,212
Attendance	93,402	3,964	26,219	81,961

## Registration

The majority of registered children in Quebec were associated with individual libraries and their contribution to the regional total number of registrations increased compared to previous years. ABPQ, on the other hand, contributed less to the provincial total than would have been expected.

	2015	2016	2017	2018	2019	2020	2021	trend (2015-2022)	2022
Quebec	47,229	50,814	42,989	50,927	49,103	7,498	26,269		47,459
ABPQ	36,344	41,141	34,266	37,779	38,486	6,552	13,922		15,044
Réseau BIBLIO	10,885	9,673	8,723	13,148	10,618	946	6,347		9,486
Indie/other system	-	-	-	-	-	-	6,000		22,930

## Club programming

A total of 3,879 club activities were delivered across Quebec this year – nearly all of which were delivered in-person had an average of 14 children per activity. Réseau BIBLIO libraries delivered nearly all their programming online while ABPQ libraries delivered a quarter of theirs either in the library or community.

	# of libraries	# of activities	online	%	in library	in community	%	attendance	children/ activity
Quebec	538	3,879	94	2%	3,192	594	98%	53,247	14
ABPQ	71	1,282	35	3%	960	287	97%	21,923	17
Réseau BIBLIO	314	910	37	4%	792	80	96%	9,285	10
Indie/other system	153	1,687	21	1%	1,440	227	99%	22,038	13

## Overall satisfaction

Despite the ongoing challenges with delivering the program in 2022, 4 in 5 libraries in Quebec were satisfied with the program and only 1 in 5 were somewhat satisfied.

	0-3 Not satisfied	4-7 Somewhat satisfied	8-10 Satisfied
Quebec	0%	15%	85%
ABPQ	0%	14%	86%
Réseau BIBLIO	0%	15%	85%

Please note: because the number of independent libraries is small, they have been omitted from this table.

## Website metrics

At least three-quarters of those who used the French-language resources available on the website were satisfied with them. The brand guidelines and images, in particular, generated high scores.

	<b>% of libraries who used each resource</b>	<b>Satisfied (8-10/10)</b>
Images	82%	<b>86%</b>
Recommended reads	68%	85%
Promotional templates	58%	87%
Activities	55%	75%
Staff news feed	44%	82%
Brand guidelines	42%	<b>91%</b>
“How to run a successful program”	32%	84%
Other	3%	1%

	<b>% satisfied (8-10/10)</b>
Look and feel	81%
Content	<b>86%</b>
Ease of navigation	80%



## Ontario

### Inclusion in the study

Of the 769 libraries in Ontario who participated in the TDSRC, 545 of them completed the Maru/Blue evaluation form and the remaining 165 are represented here by way of the TDSRC's database of registered children.

	total # of libraries	Maru/Blue's form	% of total	TDSRC's database
Ontario	769	545	71%	165
SOLS	557	386	69%	125
OLSN	111	80	72%	19
Toronto	100	79	79%	20
Independent/other system	1	0	0%	1

### Delivery of the program

Of the 545 libraries represented by the Maru/Blue evaluation form, all reported delivering at least some of the TDSRC program in 2022. The program was delivered primarily in English although 44 delivered a bilingual program.

	# of libraries in form	English	French	Bilingual
Ontario	545	520	2	22
SOLS	386	372	-	13
OLSN	80	72	2	6
Toronto	79	76	-	3
Independent/other system	0	-	-	-


### Promotion

Libraries in Ontario were able to promote the TDSRC on 4,180 separate occasions. The promotions were highest in school-based reach out and an estimated 209,094 children were informed about the TDSRC in 2022.

	2019	2020	2021	2022
Activities	4,762	862	1,815	4,180
School-based	2,990	276	1,165	2,374
Day camps	632	27	156	609
Childcare centres	755	81	280	485
Other	385	597	214	713
Attendance	277,953	38,512	44,248	165,902

## Registration

The majority of registered children in Ontario were associated with SOLS libraries followed by those in Toronto.

	2015	2016	2017	2018	2019	2020	2021	trend (2015-2022)	2022
Ontario	159,437	165,695	162,402	170,243	165,537	15,768	68,292		110,448
SOLS	116,924	123,587	124,038	134,018	131,845	11,907	46,343		77,629
OLSN	4,411	5,358	3,982	6,333	4,717	1,045	1,520		12,261
Toronto	38,102	36,750	34,382	29,893	28,975	2,816	20,334		20,548
Indie/other system	-	-	-	-	-	-	95		9

## Club programming

A total of 13,699 club activities were delivered this year – with majority of them delivered in the library. An average of 15 children took part in each activity. In all the regions libraries delivered most of their programming in-person.

	# of libraries	# of activities	online	%	in library	in community	%	attendance	children/activity
Ontario	545	13,699	899	7%	11,436	1,364	93%	209,094	15
SOLS	386	9,819	755	8%	8,311	754	92%	136,813	14
OLSN	80	2,686	80	3%	2,100	506	97%	40,783	15
Toronto	79	1,194	65	5%	1,025	104	95%	31,498	26
Indie/other system	1	-	-	-	-	-	-	-	-

## Overall satisfaction

Despite the challenges with delivering the program in 2022, nearly two-third of libraries in Ontario were satisfied with the program and a third were somewhat satisfied.

	0-3 Not satisfied	4-7 Somewhat satisfied	8-10 Satisfied
Ontario	5%	32%	64%
SOLS	3%	30%	67%
OLSN	6%	27%	67%
Toronto	5%	34%	61%

Please note: because the number of independent libraries is so small, they have been omitted from this table.

## Website metrics

The images continue to be the most popular resource used from the website followed by the ‘activities’ and promotional templates. Almost three-quarters are satisfied with the resources and the aesthetics of the website.

<i>% of Libraries used each resource</i>	<b>Ontario</b>	<b>SOLS</b>	<b>OLSN</b>	<b>Toronto</b>
Images	<b>87%</b>	91%	90%	78%
Activities	71%	75%	68%	68%
Promotional templates	70%	67%	73%	70%
Recommended reads	64%	67%	68%	56%
Brand guidelines	50%	60%	59%	30%
“How to run a successful program”	44%	46%	51%	34%
Staff news feed	39%	41%	44%	32%

<i>Satisfied (8-10/10)</i>	<b>Ontario</b>	<b>SOLS</b>	<b>OLSN</b>	<b>Toronto</b>
Images	<b>85%</b>	81%	90%	85%
Brand guidelines	81%	88%	81%	67%
Recommended reads	80%	78%	78%	86%
Staff news feed	75%	78%	77%	68%
Promotional templates	75%	71%	81%	73%
"How to run a successful program"	75%	68%	85%	70%
Activities	72%	72%	72%	72%
Look and feel of website	78%	78%	88%	69%
Content	78%	78%	87%	71%
Ease of navigation	73%	68%	84%	67%

Please note: because the number of independent libraries is so small, they have been omitted from this table.

## The West and Territories

### Inclusion in the study

There are 529 libraries in the West who participated in the TDSRC. 342 of them completed the Maru/Blue evaluation form and the remaining 97 are represented here by way of the TDSRC's database of registered children.

	total # of libraries	Maru/Blue's form	% of total	TDSRC's database
West	529	342	65%	97
British Columbia	1	1	100%	0
Alberta	190	121	64%	54
Saskatchewan	262	168	64%	41
Manitoba	76	52	68%	2
Territories	9	5	56%	1

### Delivery of the program

Of the 342 libraries represented by the Maru/Blue evaluation form, the program was delivered primarily in English although a handful of libraries delivered a bilingual program.

	# of libraries in form	English	French	Bilingual
West	342	305	-	37
British Columbia	1	1	-	-
Alberta	121	118	-	3
Saskatchewan	168	136	-	32
Manitoba	52	50	-	2
Territories	5	-	5	-



### Promotion

The 2022 TDSRC was overwhelmingly promoted in school-based events in the West and in day camps in the Territories.

	2019	2020	2021	2022	2019	2020	2021	Terr (2022)
Activities	5,212	1,537	3,125	1,694	16	2	113	77
School-based	1,971	66	2,050	792	4	1	6	9
Day camps	197	45	209	181	4	-	3	47
Childcare centres	2,215	9	182	339	4	1	3	3
Other	829	1,417	684	383	4	-	101	18
Attendance	234,445	12,932	63,209	180,411	774	352	775	423

## Registration

Most registered children in the West were associated with libraries in Alberta followed by Manitoba progressing towards their pre-COVID trends.

	2015	2016	2017	2018	2019	2020	2021	trend (2015-2022)	2022
West	84,746	95,481	104,173	109,333	92,349	8,516	29,130		57,478
British Columbia	-	-	-	-	-	-	23		158
Alberta	48,661	55,717	63,814	60,463	46,153	3,269	5,998		27,326
Saskatchewan	21,968	21,943	24,744	29,339	30,421	2,864	7,596		9,011
Manitoba	13,985	17,677	15,449	19,196	15,561	2,123	15,513		20,983
Territories	296	430	428	197	434	82	1,727		102

## Club programming

A total of 4,592 club activities were delivered this year and attracted a total of 55,659 children. Most of the activities were delivered in libraries this year – a complete reversal on the way the program was delivered last year (where most activities were delivered in community).

	# of libraries	# of activities	online	%	in library	in community	%	attendance	children/ activity
West	529	4,592	1,002	2%	3,607	893	98%	55,659	12
British Columbia	1	35		0%	35	-	100%	1,120	32
Alberta	190	2,890	436	2%	2,173	667	98%	36,460	13
Manitoba	262	1,096	27	3%	865	198	97%	10,249	9
Saskatchewan	76	571	362	2%	534	27	98%	7,830	14
Territories	9	97	1	0%	88	9	100%	420	4

## Overall satisfaction with program

6 in 10 libraries were satisfied with the program. Those in Saskatchewan were more satisfied than those in Alberta or Manitoba.

	0-3 Not satisfied	4-7 Somewhat satisfied	8-10 Satisfied
West	9%	31%	60%
Alberta	10%	15%	54%
Saskatchewan	7%	28%	65%
Manitoba	11%	30%	59%

Please note because the number of libraries in the Territories is small, they have been omitted from this table.

## Website metrics

Images were the most used resource by libraries in the West and satisfaction with them is high. They were less likely to make use of the staff news feed, and satisfaction with it is lowest.

More than two-thirds are satisfied with the ease of navigation and look/feel of website.

<i>Used each resource</i>	<b>West</b>	<b>AB</b>	<b>SK</b>	<b>MB*</b>
Images	<b>66%</b>	72%	64%	72%
Activities	59%	67%	55%	61%
Promotional templates	59%	67%	52%	72%
Recommended reads	57%	61%	50%	78%
Brand guidelines	37%	41%	29%	50%
How to run a successful program	36%	41%	29%	50%
Staff news feed	24%	25%	21%	39%

<i>Satisfied (8-10/10)</i>	<b>West</b>	<b>AB</b>	<b>SK</b>	<b>MB*</b>
Brand guidelines	<b>86%</b>	90%	70%	69%
Images	81%	76%	84%	92%
Recommended reads	73%	70%	79%	81%
Promotional templates	71%	74%	70%	69%
"How to run a successful program"	67%	65%	65%	78%
Staff news feed	63%	47%	75%	86%
Activities	63%	56%	69%	82%
Ease of navigation	69%	68%	67%	94%
Look and feel of website	69%	62%	73%	82%
Content	66%	59%	71%	88%

Please note: the results for the Territories is not presented here due to small base sizes.

\*caution: small base size

# APPENDIX C

## TDSRC Parent/Caregiver and Kids' Surveys – summary of results



## 2022 TD Summer Reading Club Parent/Caregiver and Kids Survey Results



Surveys were distributed online to parents/caregivers and kids through the TDSRC kids' site and links shared on the TDSRC staff site newsfeed. The surveys measure changes in reading behaviour and attitude, which are key indicators of a child's later success in life. We received 4,752 responses from across Canada (down from 5,797 in 2021 and up from 2,455 in 2020 and 1,231 in 2019). Respondents to the kids' survey were mostly age 9-12 while respondents of the parents/caregivers answered primarily on behalf of kids age 6-8.

Results indicate the 2022 TD Summer Reading Club is having a positive impact on families. The kids' survey results indicate that participants are reading the same amount or more, enjoying reading more and connecting with other kids because of participating in the program. The overwhelming majority of kids will consider participating again. Reasons given for a 'not sure' or 'no' answer included aging out of the program, not yet knowing their plans for next summer and having to check in with their parents/caregivers first.

Results from the parent/caregiver surveys were equally positive, indicating that caregivers are aware of the importance of reading, that kids are reading more,



feeling more confident, improving their reading skills, reporting higher self-esteem, and finding books they can identify with.

Here are a few comments from parents/caregivers:

“My child got really excited about reading when she joined this program. It really motivated her to read - she read 30 books in 24 hours”

“My daughter has to go in to the library each time we pass by the building. She is excited to find new books and loves reading at home! “

“The TD Summer Reading Club saved my 7 years old from becoming a video game zombie. He enjoyed the incentives from reading and going to the library to log /discuss the stories with the librarians. We also looked forward to completing the challenges as part of family time.”

Here are comments from kids:

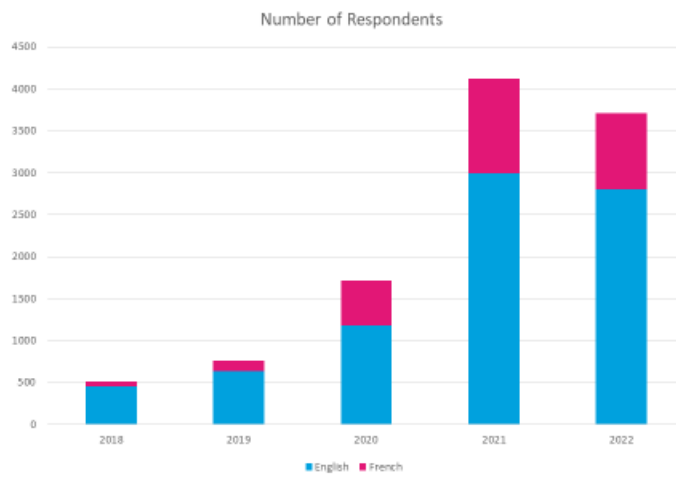
“It has really helped me to make time for my reading. Normally I put it off but now I have goals that I am working towards so I feel more motivated.”

“We came from India. Reading club is new for us. I like all the activities and I am enjoying it a lot. “

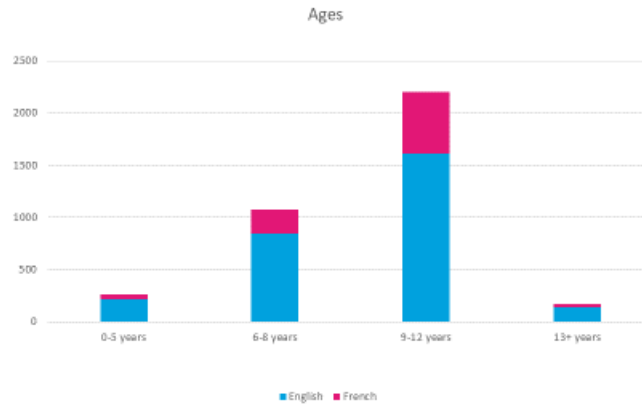
“I like the club because it brings people together.”

“The TD Summer Reading Club has always been one of my favourite parts of the summer and I look forward to it all year. It is one of the things that has nurtured my love of reading and inspired me to want to become a librarian! I am so excited to participate next year!:D”

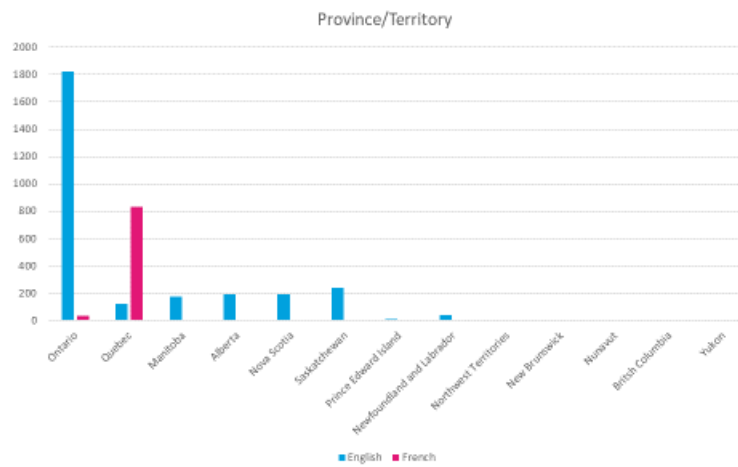
# 2022 TD Summer Reading Club Kids Survey Results



## How old are you?



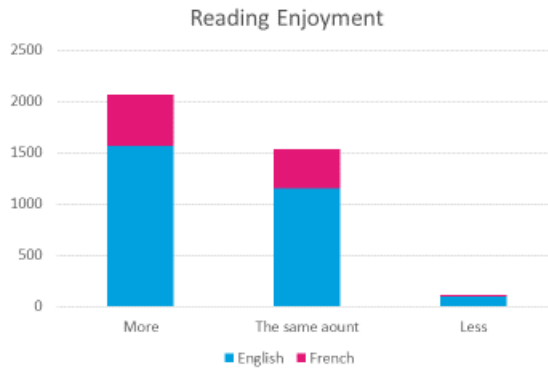
## What province/territory do you live in?



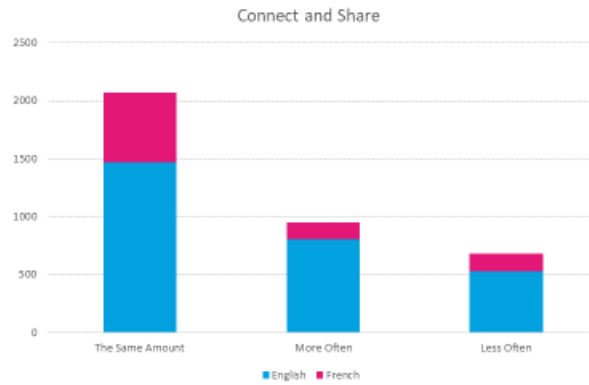
Since joining the Club, I have been reading (by myself or with others)...



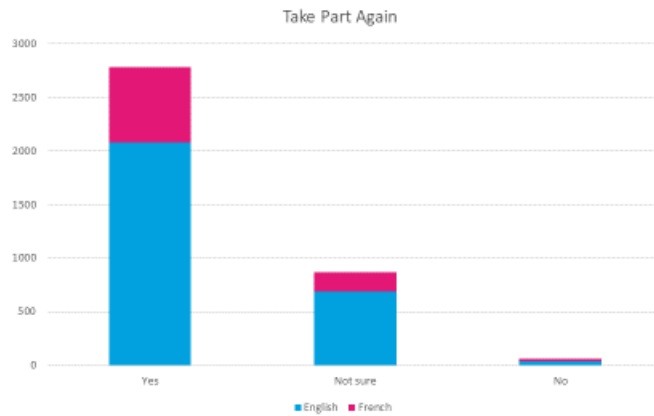
Since joining the Club, I enjoy reading...



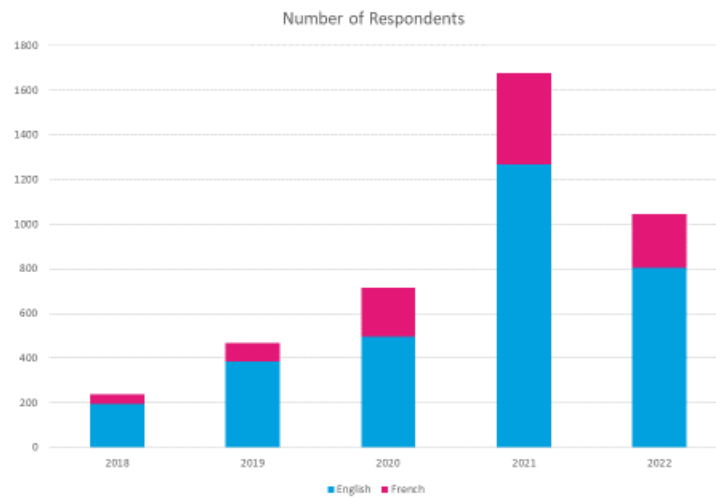
## Being a part of the club allowed me to connect and share with other kids...



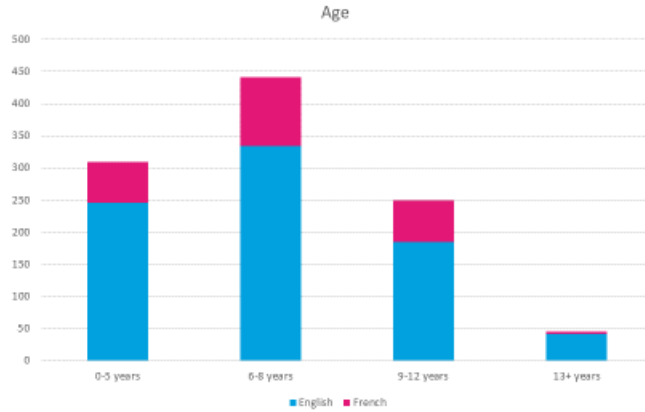
## Will you take part in the Club again?



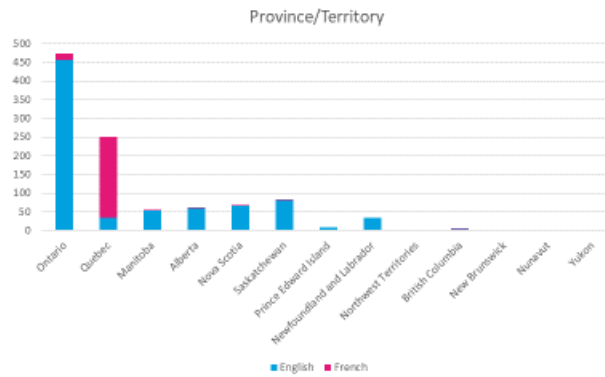
# 2022 TD Summer Reading Club Parent/Caregiver Survey Results



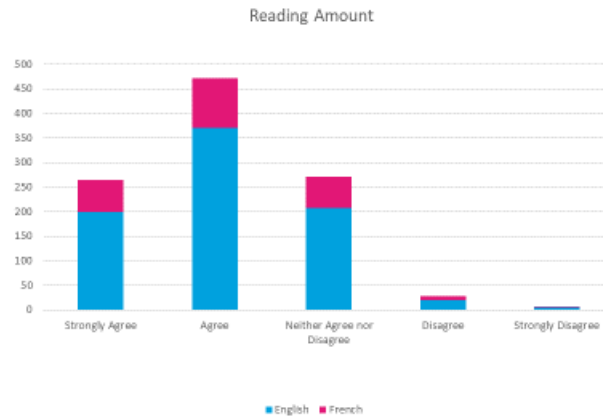
## How old is your child?



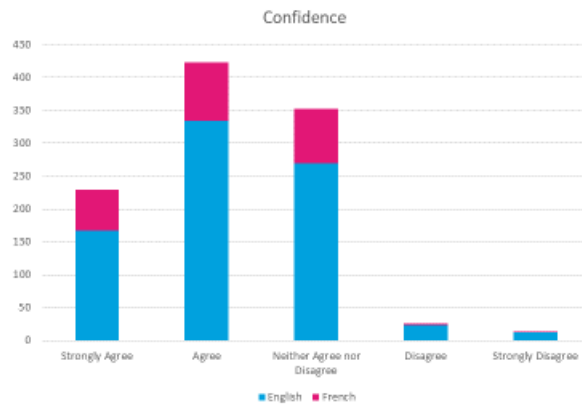
## What province/territory do you live in?



## My child reads more often.

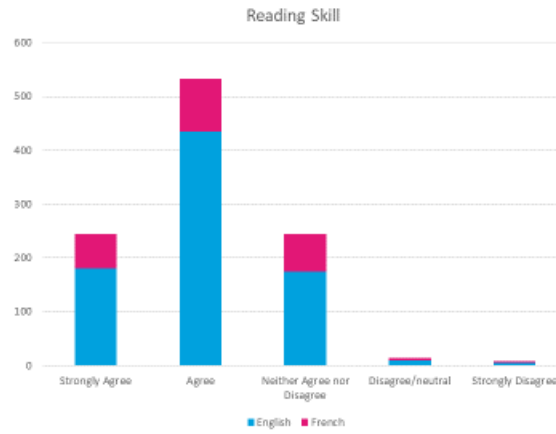


## My child is a more confident reader.

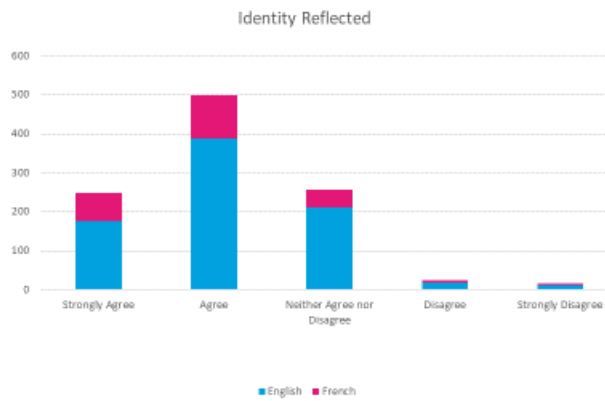




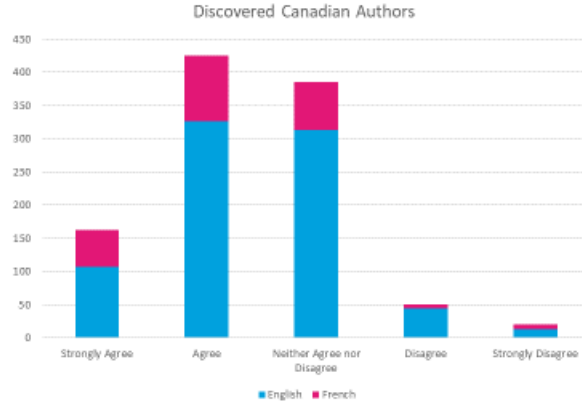
My child maintained or improved their reading skills.



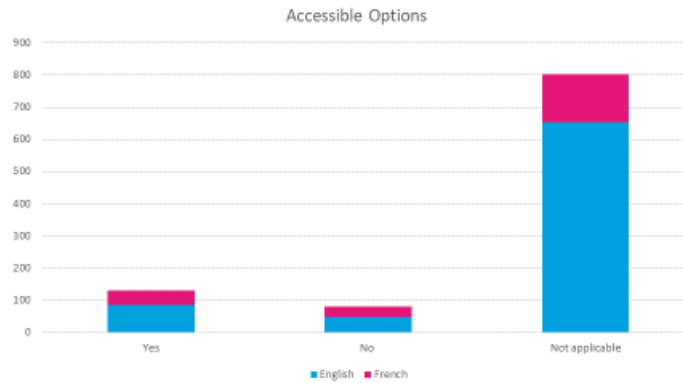
My child was able to find books that reflected their identity and experiences.



## My child discovered Canadian children's writers and illustrators.



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



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

