

Adult Summer Reading 2025 Statistics

Program Name	Readers Count	Readers Who Logged	% Logged	Completions	% Completed	Earned Prizes	Redeemed Prizes	% Redeemed
Adult Summer Reading 2021	270	177	66%	110	62%	385	261	68%
Adult Summer Reading 2022	306	199	65%	113	57%	415	275	66%
Adult Summer Reading 2023	396	230	58%	128	56%	449	364	81%
Adult Summer Reading 2024	381	240	63%	147	61%	504	331	66%
Adult Summer Reading 2025	343	236	69%	148	63%	501	344	69%

2025 Prize Name	Times Earned	Times Redeemed	% Redeemed
Mini colored pencils and coloring pages (5 books)	188	132	70%
Completion prize/book (10 books)	148	114	77%
Total raffle tickets	501	344	69%

Grand Prizes	Tickets
Outdoor cookbook, decorative platters	149
State park guidebook, headlamp, 2 MAM tickets	130
Two origami books, origami paper	144

The 2025 Adult Summer Reading Program had slightly fewer registered readers this year, but the number of readers who logged roughly matched those from last year and the percentage of readers who logged was up, 69 percent compared with 63 percent. The number of readers who completed the program, reading at least 10 books between June and early September, was almost exactly the same as last year.

This year we ordered packets of mini colored pencils with the library logo and paired them with mini coloring pages to tie into the theme “Color Our World.” We gave these away to anyone reading five books. Plus, a few readers received two tickets to the Milwaukee Art Museum in the envelopes with their coloring pages. When readers completed the program, they picked a book to keep.

The program and prizes were much like last year’s. Readers could use tickets earned for a chance at grand prizes called The Outdoor Cook, with a cookbook and decorative platters; The Hiker, with a guidebook to Wisconsin state parks and a head lamp; and The Crafter, with origami paper and books with step-by-step instructions. The popularity of the grand prizes was spread pretty evenly among the prize options this year.