

ADULT SUMMER READING STATS 2019

PROGRAM NAME	READERS COUNT	READERS WHO LOGGED	% LOGGED	COMPLETIONS	% COMPLETED	EARNED PRIZES	REDEEMED PRIZES	% REDEEMED
Adult Summer Reading 2017	336	170	50.5%	21	12.3%	504	362	71.8%
Adult Summer Reading 2018	264	120	45.4%	39	32.5%	579	298	51.4%
Adult Summer Reading 2019	354	184	52.0%	89	48.4%	449	390	86.9%

We had an increase of 90 people register for Summer Reading in 2019 compared to those in 2018 as well as an increase in those who actually participated in the program after registering (almost 7% more than 2018). These numbers are only slightly higher than 2017, the summer before the National Ave construction. So while there wasn't a ton of growth in this area, we did bounce back from last year and remained consistent.

The percentage of those who logged some reading versus those who completed the entire program (read 15 books) increased by about 16% compared to last year. The low 12.3% completion rate from 2017 should not be considered a comparable number as the requirements for completion were different then. However, it is very encouraging that just about half of those who participated in 2019 did complete the program!

On another positive note, we had a very high rate of those who actually came by the library to redeem their prizes this year (a total of 86.9%, which is an increase of about 15% from 2017, and a huge increase of about 35% from 2018 – a jump that is likely due to people not coming because of the National Ave construction). As shown in the breakdown below, we had over 80 more raffle tickets earned and about double the number of raffle tickets redeemed compared to last year (both 2018's and 2019's programs offered the same number of opportunities to earn raffle tickets). The offering of coupons to adults for the first time also went over very well, with 86.5% of those who earned them coming in to pick them up.

2018

PRIZE NAME	TIMES EARNED	TIMES REDEEMED	% REDEEMED
Total Raffle Tickets	279	157	56.2%
Completion Prize	37	19	51.3%

2019

PRIZE NAME	TIMES EARNED	TIMES REDEEMED	% REDEEMED
Coupon Packs	163	141	86.5%
Total Raffle Tickets	360	312	86.7%
Completion Prize	89	78	87.6%