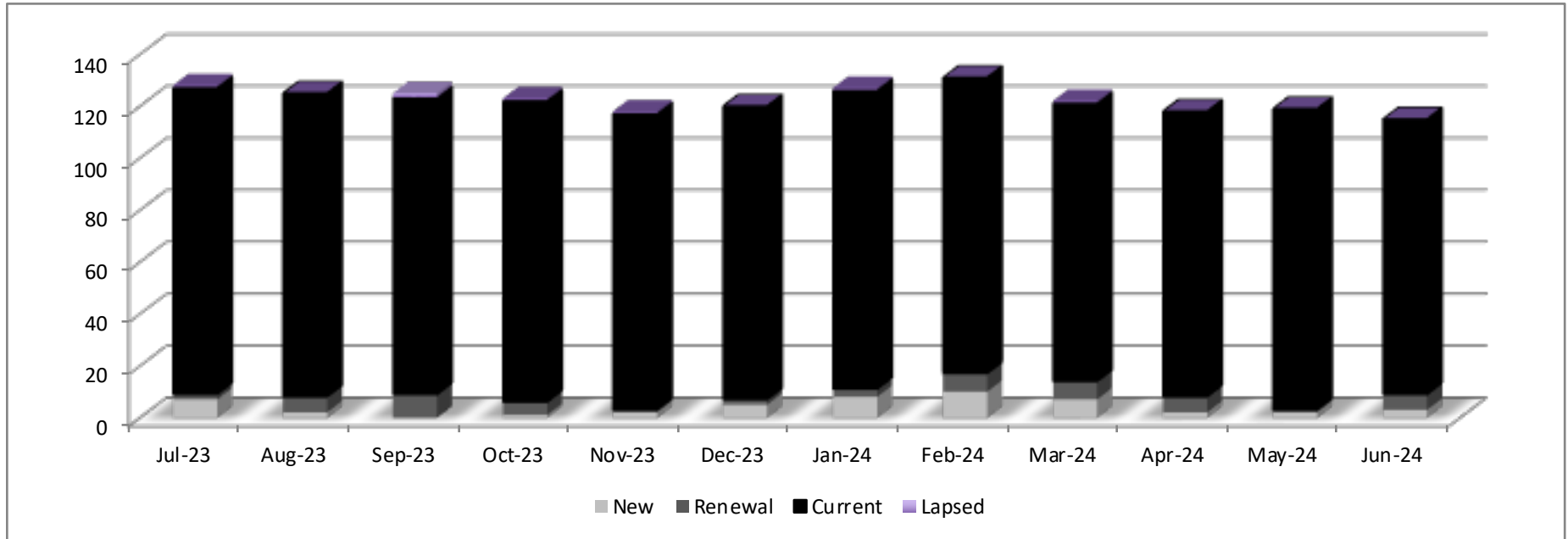


Chicago Area Reading Association

Yearlong Trend of Total Membership

July 2023 to June 2024



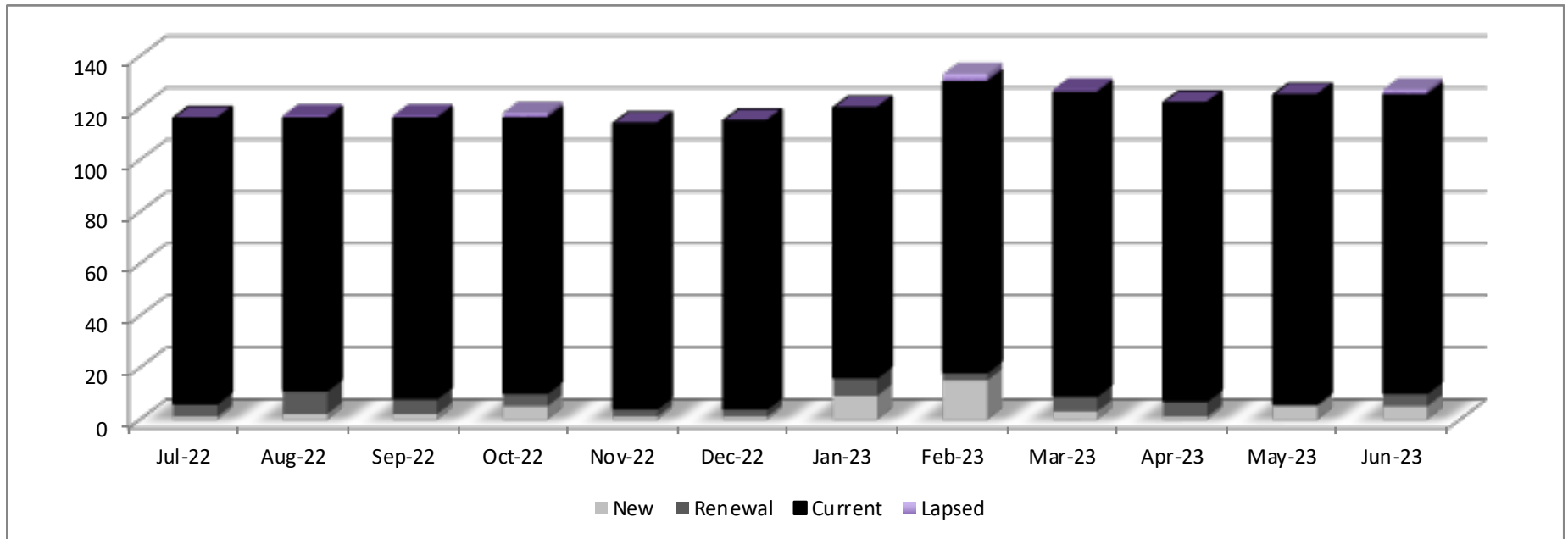
| | <i>Jul-23</i> | <i>Aug-23</i> | <i>Sep-23</i> | <i>Oct-23</i> | <i>Nov-23</i> | <i>Dec-23</i> | <i>Jan-24</i> | <i>Feb-24</i> | <i>Mar-24</i> | <i>Apr-24</i> | <i>May-24</i> | <i>Jun-24</i> | <i>Total</i> |
|--------------------------|--|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| <i>New</i> | 7 | 2 | 0 | 1 | 2 | 5 | 8 | 10 | 7 | 2 | 2 | 3 | 49 |
| <i>Lapsed</i> | 1 | 0 | 2 | 1 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 7 |
| <i>Renewal</i> | 2 | 6 | 9 | 5 | 1 | 2 | 3 | 7 | 7 | 6 | 1 | 6 | 55 |
| <i>Current</i> | 118 | 117 | 114 | 116 | 114 | 113 | 115 | 114 | 107 | 110 | 116 | 106 | |
| <i>Total</i> | 128 | 125 | 125 | 123 | 118 | 120 | 127 | 131 | 122 | 118 | 119 | 115 | |
| <i>Gain/Loss</i> | 1 | -3 | 0 | -2 | -5 | 2 | 7 | 4 | -9 | -4 | 1 | -4 | -12 |
| <i>% Change</i> | 0.79% | -2.34% | 0.00% | -1.60% | -4.07% | 1.69% | 5.83% | 3.15% | -6.87% | -3.28% | 0.85% | -3.36% | -9.45% |
| <i>Non-Renew</i> | 7 | 5 | 2 | 4 | 8 | 3 | 2 | 6 | 17 | 6 | 1 | 6 | 67 |
| <i>Student NR</i> | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 4 | 0 | 0 | 0 | 6 |
| | <i>YTD % of Renewals (w/o Student Non-Renewals)</i> | | | | | | | | | | | | 51.24% |

Growth or Retention: Bronze: 1% or 65%; Silver: 2% or 70%; Gold: 3% or 75%; and Diamond: 10% or 80%

Chicago Area Reading Association

Yearlong Trend of Total Membership

July 2022 to June 2023



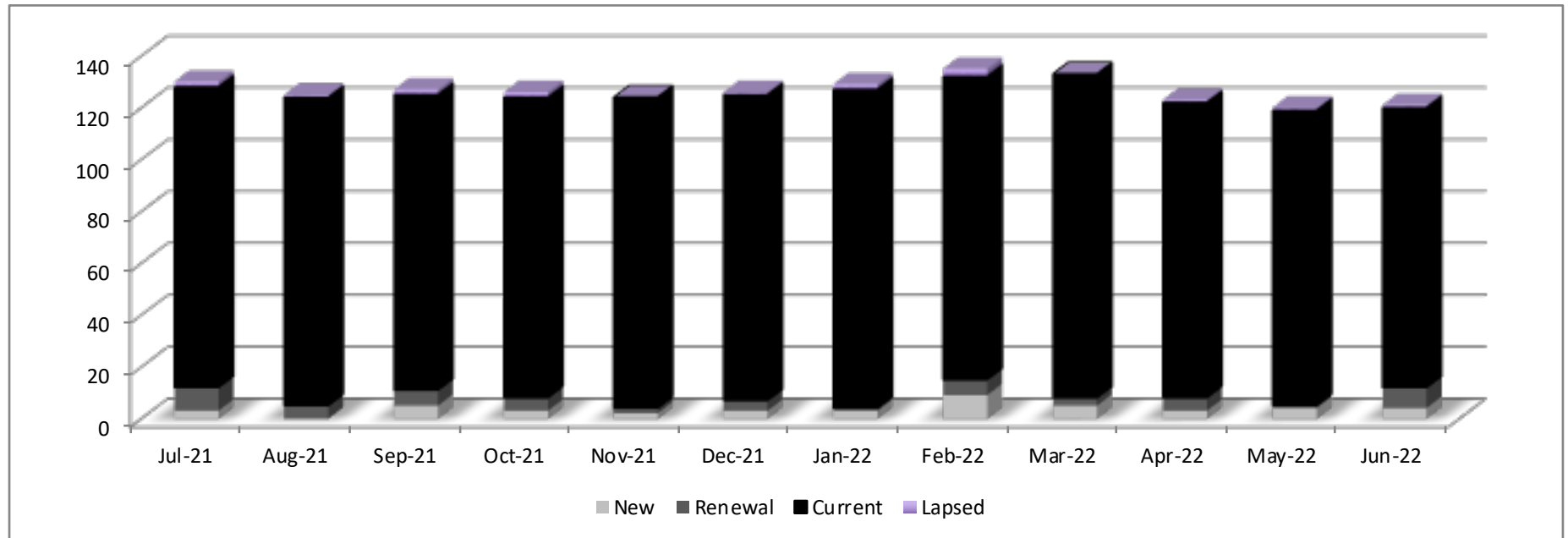
| | Jul-22 | Aug-22 | Sep-22 | Oct-22 | Nov-22 | Dec-22 | Jan-23 | Feb-23 | Mar-23 | Apr-23 | May-23 | Jun-23 | Total |
|------------------|---|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------------|
| New | 1 | 2 | 2 | 5 | 1 | 1 | 9 | 15 | 3 | 1 | 5 | 5 | 50 |
| Lapsed | 0 | 1 | 1 | 2 | 0 | 0 | 0 | 3 | 1 | 0 | 0 | 2 | 10 |
| Renewal | 5 | 9 | 6 | 5 | 3 | 3 | 7 | 3 | 6 | 6 | 1 | 5 | 59 |
| Current | 110 | 105 | 108 | 106 | 110 | 111 | 104 | 112 | 117 | 115 | 119 | 115 | |
| Total | 116 | 117 | 117 | 118 | 114 | 115 | 120 | 133 | 127 | 122 | 125 | 127 | |
| Gain/Loss | -5 | 1 | 0 | 1 | -4 | 1 | 5 | 13 | -6 | -5 | 3 | 2 | 6 |
| % Change | -4.13% | 0.86% | 0.00% | 0.85% | -3.39% | 0.88% | 4.35% | 10.83% | -4.51% | -3.94% | 2.46% | 1.60% | 4.96% |
| Non-renew | 6 | 2 | 3 | 6 | 5 | 0 | 4 | 5 | 10 | 6 | 2 | 5 | 54 |
| | YTD # of Student Members Non-Renewals | | | | | | | | | | | | 8 |
| | YTD % of Renewals (w/o Student Non-Renewals) | | | | | | | | | | | | 61.06% |

Growth or Retention: Bronze: 1% or 65%; Silver: 2% or 70%; Gold: 3% or 75%; and Diamond: 10% or 80%

Chicago Area Reading Association

Yearlong Trend of Total Membership

July 2021 to June 2022



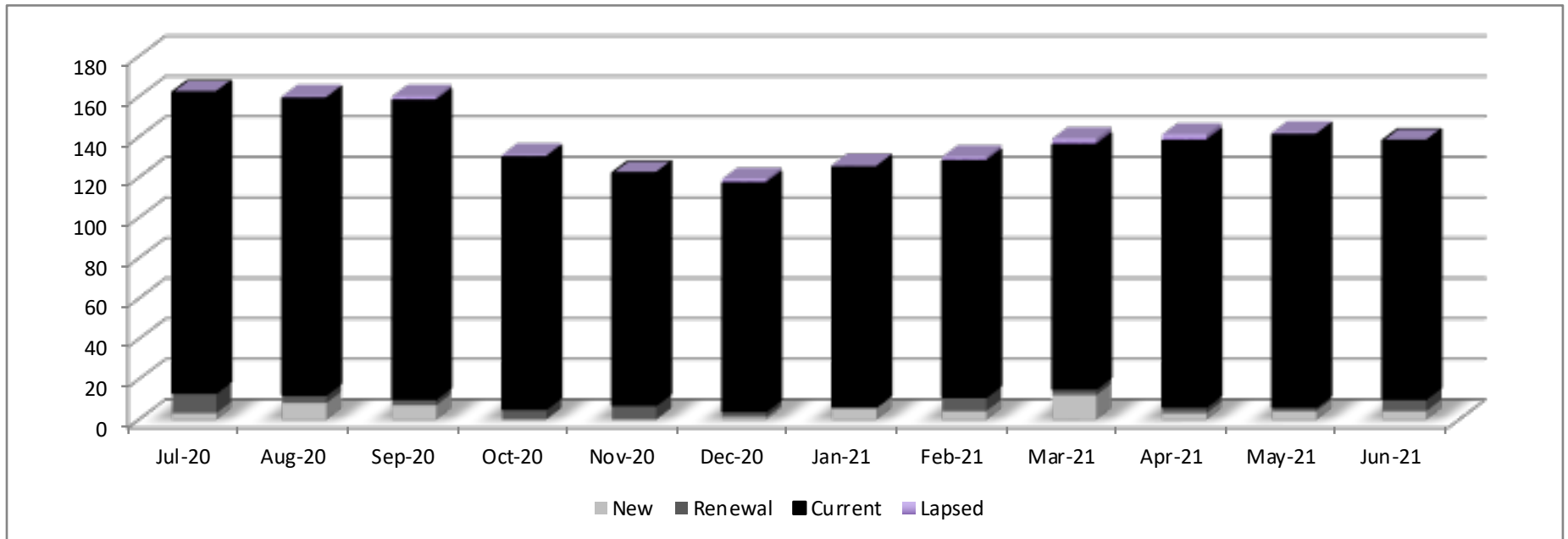
| | Jul-21 | Aug-21 | Sep-21 | Oct-21 | Nov-21 | Dec-21 | Jan-22 | Feb-22 | Mar-22 | Apr-22 | May-22 | Jun-22 | Total |
|------------------|---|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|----------------|
| New | 3 | 0 | 5 | 3 | 2 | 3 | 3 | 9 | 5 | 3 | 4 | 4 | 44 |
| Lapsed | 2 | 1 | 2 | 2 | 0 | 1 | 2 | 3 | 0 | 1 | 1 | 1 | 16 |
| Renewal | 9 | 5 | 6 | 5 | 2 | 4 | 1 | 6 | 3 | 5 | 1 | 8 | 55 |
| Current | 116 | 119 | 114 | 116 | 120 | 118 | 123 | 117 | 125 | 114 | 114 | 108 | |
| Total | 130 | 125 | 127 | 126 | 124 | 126 | 129 | 135 | 133 | 123 | 120 | 121 | |
| Gain/Loss | -8 | -5 | 2 | -1 | -2 | 2 | 3 | 6 | -2 | -10 | -3 | 1 | -17 |
| % Change | -5.80% | -3.85% | 1.60% | -0.79% | -1.59% | 1.61% | 2.38% | 4.65% | -1.48% | -7.52% | -2.44% | 0.83% | -12.32% |
| Non-renew | 13 | 6 | 5 | 6 | 4 | 2 | 2 | 6 | 7 | 14 | 8 | 4 | 77 |
| | YTD # of Student Members Non-Renewals | | | | | | | | | | | | 1 |
| | YTD % of Renewals (w/o Student Non-Renewals) | | | | | | | | | | | | 52.82% |

Growth or Retention: Bronze: 1% or 65%; Silver: 2% or 70%; Gold: 3% or 75%; and Diamond: 10% or 80%

Chicago Area Reading Association

Yearlong Trend of Total Membership

July 2020 to June 2021



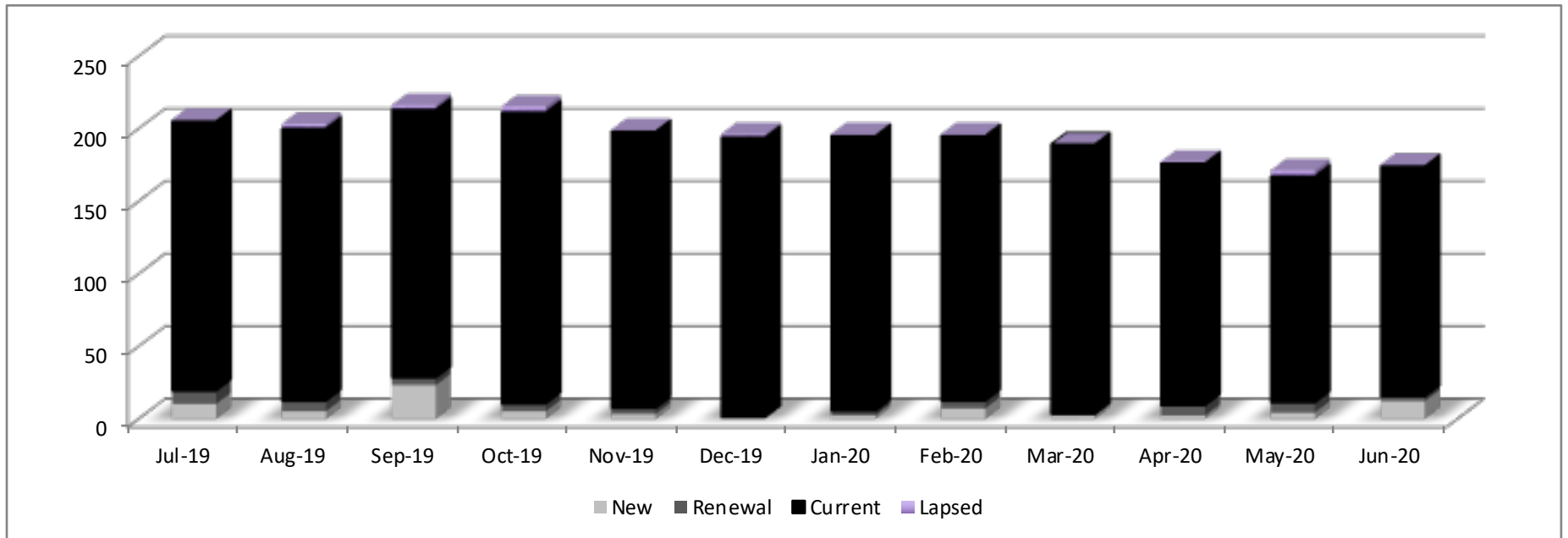
| | Jul-20 | Aug-20 | Sep-20 | Oct-20 | Nov-20 | Dec-20 | Jan-21 | Feb-21 | Mar-21 | Apr-21 | May-21 | Jun-21 | Total |
|------------------|--------|--------|--------|---------|--------|--------|--------|--------|--------|--------|--------|--------|---|
| New | 3 | 8 | 7 | 0 | 0 | 1 | 6 | 4 | 12 | 3 | 4 | 4 | 52 |
| Lapsed | 0 | 1 | 2 | 1 | 0 | 2 | 1 | 2 | 3 | 3 | 1 | 0 | 16 |
| Renewal | 10 | 4 | 3 | 5 | 7 | 3 | 0 | 7 | 3 | 3 | 2 | 6 | 53 |
| Current | 149 | 147 | 148 | 125 | 115 | 113 | 119 | 117 | 121 | 132 | 135 | 128 | |
| Total | 162 | 160 | 160 | 131 | 122 | 119 | 126 | 130 | 139 | 141 | 142 | 138 | |
| Gain/Loss | -13 | -2 | 0 | -29 | -9 | -3 | 7 | 4 | 9 | 2 | 1 | -4 | -37 |
| % Change | -7.43% | -1.23% | 0.00% | -18.13% | -6.87% | -2.46% | 5.88% | 3.17% | 6.92% | 1.44% | 0.71% | -2.82% | -21.14% |
| Non-renew | 16 | 11 | 8 | 30 | 9 | 6 | 0 | 2 | 6 | 4 | 4 | 7 | 103 |
| | | | | | | | | | | | | | YTD # of Student Members Non-Renewals |
| | | | | | | | | | | | | | 1 |
| | | | | | | | | | | | | | YTD % of Renewals (w/o Student Non-Renewals) |
| | | | | | | | | | | | | | 39.66% |

Growth or Retention: Bronze: 1% or 65%; Silver: 2% or 70%; Gold: 3% or 75%; and Diamond: 10% or 80%

Chicago Area Reading Association

Yearlong Trend of Total Membership

July 2019 to June 2020



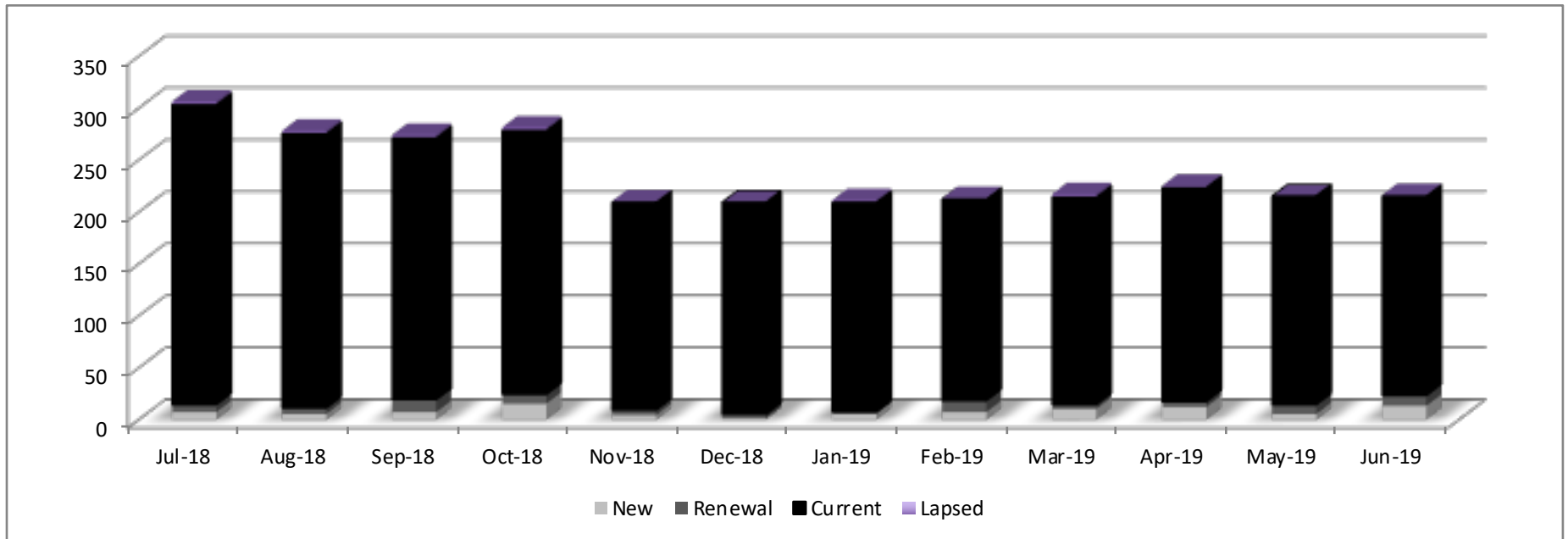
| | Jul-19 | Aug-19 | Sep-19 | Oct-19 | Nov-19 | Dec-19 | Jan-20 | Feb-20 | Mar-20 | Apr-20 | May-20 | Jun-20 | Total |
|------------------|---|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|----------------|
| New | 10 | 5 | 23 | 5 | 3 | 0 | 2 | 7 | 2 | 2 | 4 | 12 | 75 |
| Lapsed | 1 | 3 | 3 | 4 | 1 | 2 | 1 | 1 | 0 | 1 | 4 | 1 | 22 |
| Renewal | 9 | 7 | 5 | 5 | 4 | 1 | 3 | 5 | 1 | 7 | 7 | 3 | 57 |
| Current | 186 | 188 | 185 | 201 | 191 | 193 | 190 | 183 | 186 | 167 | 156 | 159 | |
| Total | 206 | 203 | 216 | 215 | 199 | 196 | 196 | 196 | 189 | 177 | 171 | 175 | |
| Gain/Loss | -10 | -3 | 13 | -1 | -16 | -3 | 0 | 0 | -7 | -12 | -6 | 4 | -41 |
| % Change | -4.63% | -1.46% | 6.40% | -0.46% | -7.44% | -1.51% | 0.00% | 0.00% | -3.57% | -6.35% | -3.39% | 2.34% | -18.98% |
| Non-renew | 19 | 11 | 12 | 10 | 20 | 5 | 2 | 7 | 9 | 14 | 13 | 8 | 130 |
| | YTD # of Student Members Non-Renewals | | | | | | | | | | | | 2 |
| | YTD % of Renewals (w/o Student Non-Renewals) | | | | | | | | | | | | 36.92% |

Growth or Retention: Bronze: 1% or 65%; Silver: 2% or 70%; Gold: 3% or 75%; and Diamond: 10% or 80%

Chicago Area Reading Association

Yearlong Trend of Total Membership

July 2018 to June 2019

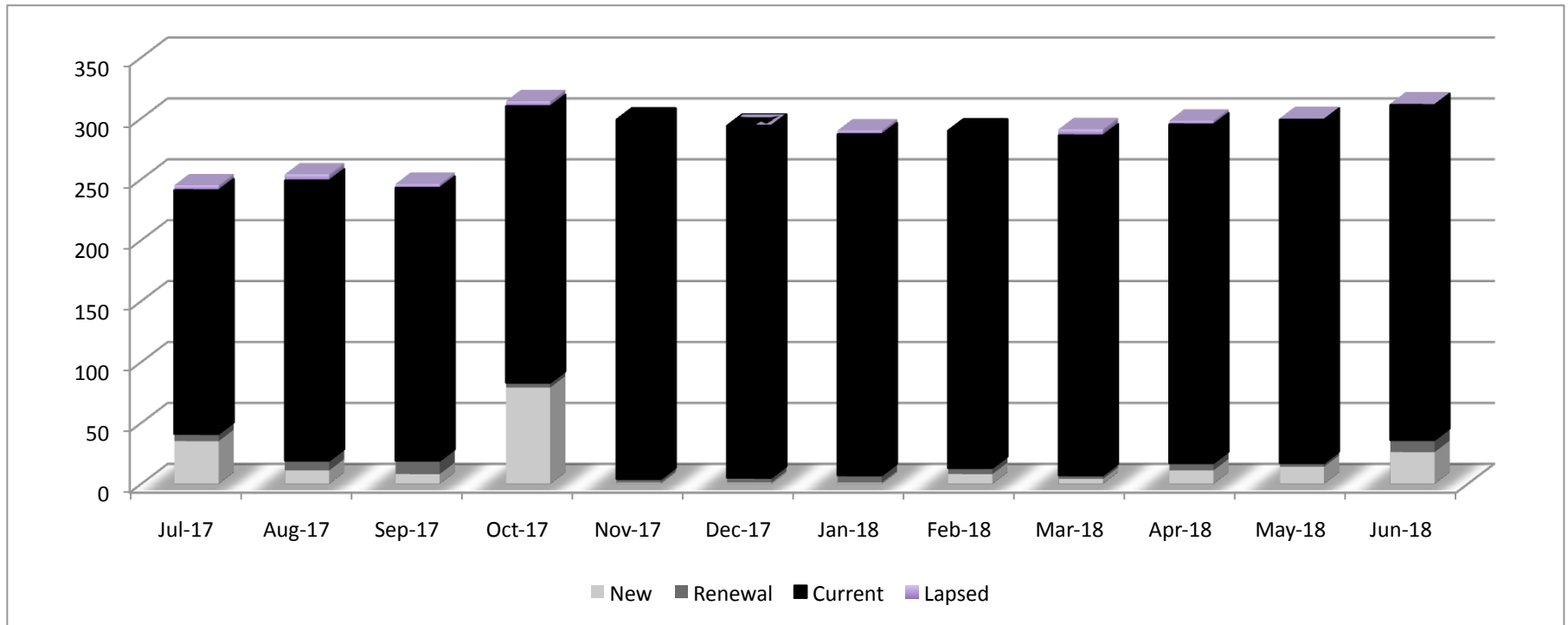


| | Jul-18 | Aug-18 | Sep-18 | Oct-18 | Nov-18 | Dec-18 | Jan-19 | Feb-19 | Mar-19 | Apr-19 | May-19 | Jun-19 | Total |
|------------------|--------|--------|--------|--------|---------|--------|--------|--------|--------|--------|--------|--------|---|
| New | 7 | 5 | 7 | 15 | 4 | 1 | 5 | 7 | 10 | 12 | 5 | 13 | 91 |
| Lapsed | 3 | 3 | 3 | 3 | 1 | 0 | 2 | 1 | 3 | 2 | 0 | 1 | 22 |
| Renewal | 7 | 6 | 12 | 9 | 5 | 4 | 2 | 11 | 4 | 5 | 9 | 10 | 84 |
| Current | 289 | 264 | 252 | 254 | 200 | 204 | 202 | 194 | 200 | 206 | 201 | 192 | |
| Total | 306 | 278 | 274 | 281 | 210 | 209 | 211 | 213 | 217 | 225 | 215 | 216 | |
| Gain/Loss | -6 | -28 | -4 | 7 | -71 | -1 | 2 | 2 | 4 | 8 | -10 | 1 | -96 |
| % Change | -1.92% | -9.15% | -1.44% | 2.55% | -25.27% | -0.48% | 0.96% | 0.95% | 1.88% | 3.69% | -4.44% | 0.47% | -30.77% |
| Non-renew | 13 | 35 | 14 | 11 | 76 | 2 | 4 | 6 | 9 | 6 | 15 | 10 | 201 |
| | | | | | | | | | | | | | YTD # of Student Members Non-Renewals |
| | | | | | | | | | | | | | 2 |
| | | | | | | | | | | | | | YTD % of Renewals (w/o Student Non-Renewals) |
| | | | | | | | | | | | | | 34.19% |

Growth or Retention: Bronze: 1% or 65%; Silver: 2% or 70%; Gold: 3% or 75%; and Diamond: 10% or 80%

Chicago Area Reading Association

Yearlong Trend of Total Membership July 2017 to June 2018



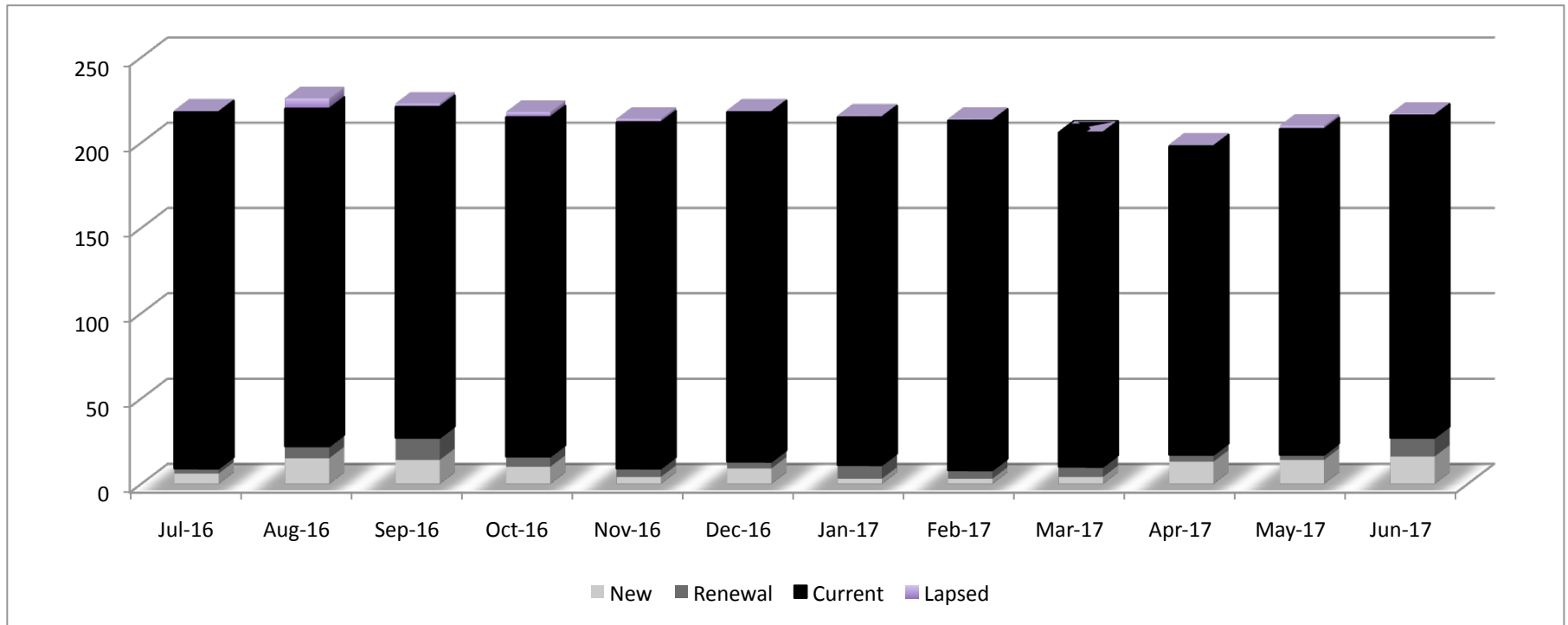
| | <i>Jul-17</i> | <i>Aug-17</i> | <i>Sep-17</i> | <i>Oct-17</i> | <i>Nov-17</i> | <i>Dec-17</i> | <i>Jan-18</i> | <i>Feb-18</i> | <i>Mar-18</i> | <i>Apr-18</i> | <i>May-18</i> | <i>Jun-18</i> | <i>Total</i> |
|------------------|---|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| New | 35 | 11 | 8 | 79 | 1 | 1 | 1 | 8 | 4 | 11 | 14 | 26 | 199 |
| Lapsed | 4 | 5 | 3 | 4 | 0 | 0 | 3 | 0 | 5 | 3 | 1 | 1 | 29 |
| Renewal | 6 | 8 | 11 | 4 | 3 | 4 | 6 | 5 | 3 | 6 | 3 | 10 | 69 |
| Current | 200 | 230 | 224 | 227 | 295 | 289 | 280 | 277 | 279 | 278 | 282 | 275 | |
| Total | 245 | 254 | 246 | 314 | 299 | 294 | 290 | 290 | 291 | 298 | 300 | 312 | |
| Gain/Loss | 28 | 9 | -8 | 68 | -15 | -5 | -4 | 0 | 1 | 7 | 2 | 12 | 95 |
| % Change | 12.90% | 3.67% | -3.15% | 27.64% | -4.78% | -1.67% | -1.36% | 0.00% | 0.34% | 2.41% | 0.67% | 4.00% | 43.78% |
| Non-renew | 11 | 7 | 19 | 15 | 16 | 6 | 8 | 8 | 8 | 7 | 13 | 15 | 133 |
| | YTD # of Student Members Non-Renewals | | | | | | | | | | | | 4 |
| | YTD % of Renewals (w/o Student Non-Renewals) | | | | | | | | | | | | 46.01% |

Growth or Retention: Bronze: 1% or 65%; Silver: 2% or 70%; Gold: 3% or 75%; and Diamond: 10% or 80%

Chicago Area Reading Association

Yearlong Trend of Total Membership

July 2016 to June 2017

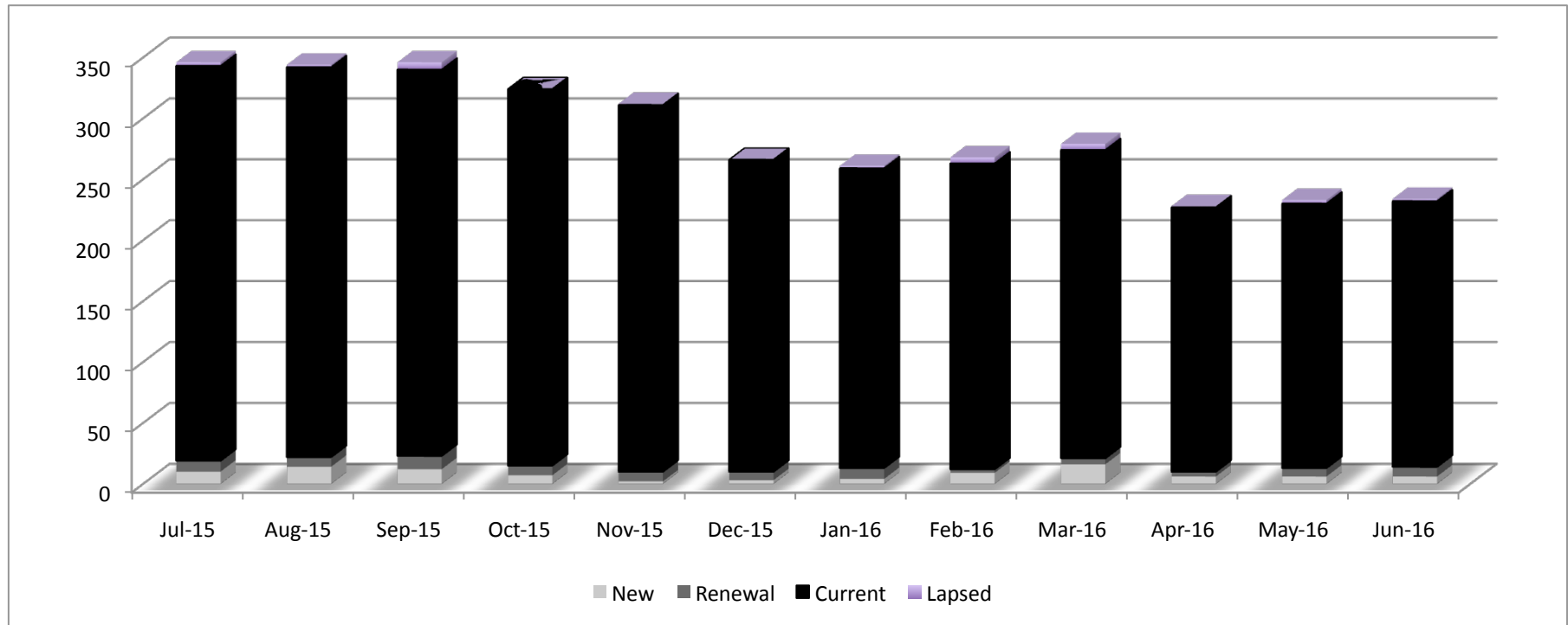


| | Jul-16 | Aug-16 | Sep-16 | Oct-16 | Nov-16 | Dec-16 | Jan-17 | Feb-17 | Mar-17 | Apr-17 | May-17 | Jun-17 | Total | |
|------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---|---------------|
| New | 6 | 15 | 14 | 10 | 4 | 9 | 3 | 3 | 4 | 13 | 14 | 16 | 111 | |
| Lapsed | 1 | 6 | 2 | 3 | 2 | 1 | 1 | 1 | 0 | 1 | 2 | 1 | 21 | |
| Renewal | 3 | 7 | 13 | 6 | 5 | 4 | 8 | 5 | 6 | 4 | 3 | 11 | 75 | |
| Current | 209 | 198 | 194 | 199 | 203 | 205 | 204 | 205 | 196 | 181 | 191 | 189 | | |
| Total | 219 | 226 | 223 | 218 | 214 | 219 | 216 | 214 | 206 | 199 | 210 | 217 | | |
| Gain/Loss | -15 | 7 | -3 | -5 | -4 | 5 | -3 | -2 | -8 | -7 | 11 | 7 | -17 | |
| % Change | -6.41% | 3.20% | -1.33% | -2.24% | -1.83% | 2.34% | -1.37% | -0.93% | -3.74% | -3.40% | 5.53% | 3.33% | -7.26% | |
| Non-renew | 22 | 14 | 19 | 18 | 10 | 5 | 7 | 6 | 12 | 21 | 5 | 10 | 149 | |
| | | | | | | | | | | | | | YTD # of Student Members Non-Renewals | 5 |
| | | | | | | | | | | | | | YTD % of Renewals (w/o Student Non-Renewals) | 41.92% |

Growth or Retention: Bronze \$50: 1% or 65%; Silver \$75: 2% or 70%; Gold \$100: 3% or 75%; and Diamond \$200: 10% or 80%

Chicago Area Reading Association

Yearlong Trend of Total Membership July 2015 to June 2016

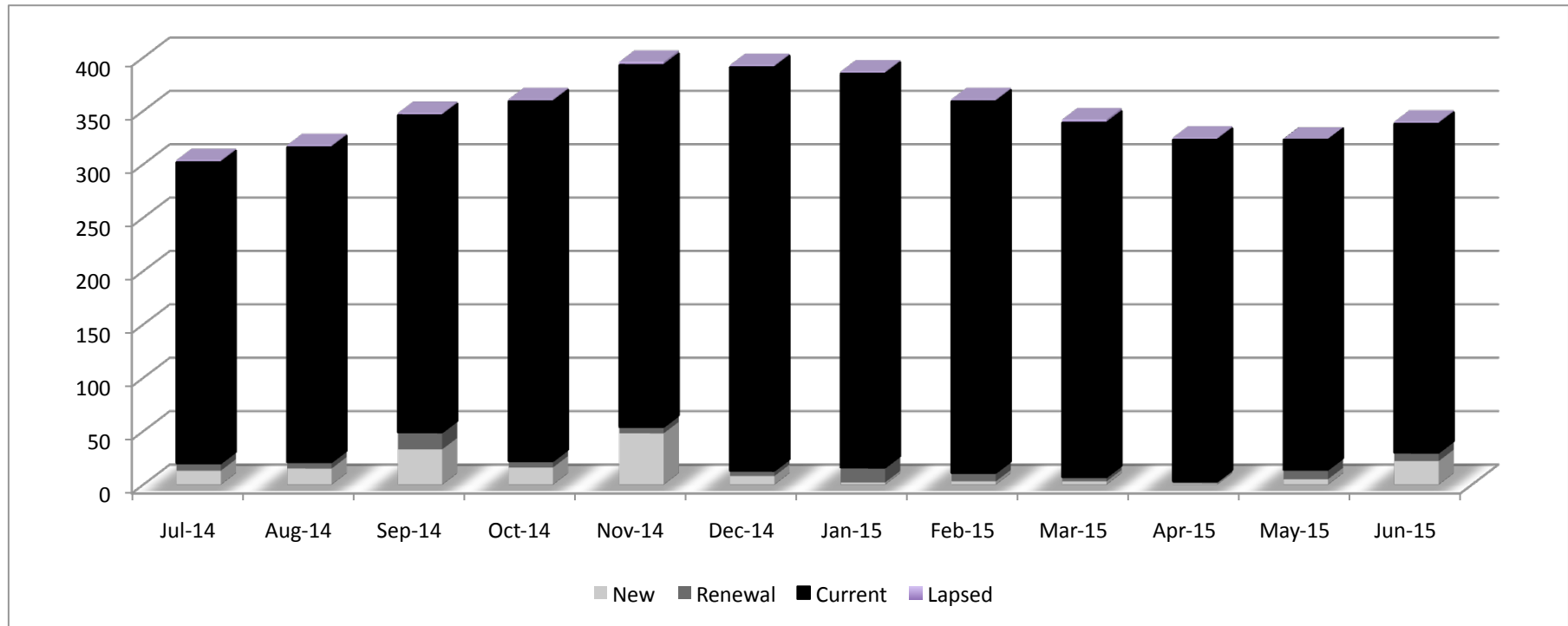


| | <i>Jul-15</i> | <i>Aug-15</i> | <i>Sep-15</i> | <i>Oct-15</i> | <i>Nov-15</i> | <i>Dec-15</i> | <i>Jan-16</i> | <i>Feb-16</i> | <i>Mar-16</i> | <i>Apr-16</i> | <i>May-16</i> | <i>Jun-16</i> | <i>Total</i> |
|------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---|
| New | 10 | 14 | 12 | 7 | 2 | 3 | 4 | 9 | 16 | 6 | 6 | 6 | 95 |
| Lapsed | 3 | 2 | 6 | 0 | 1 | 0 | 2 | 5 | 5 | 1 | 3 | 2 | 30 |
| Renewal | 9 | 8 | 11 | 8 | 8 | 7 | 9 | 3 | 5 | 4 | 7 | 8 | 87 |
| Current | 324 | 320 | 317 | 309 | 301 | 256 | 246 | 251 | 253 | 217 | 217 | 218 | |
| Total | 346 | 344 | 346 | 324 | 312 | 266 | 261 | 268 | 279 | 228 | 233 | 234 | |
| Gain/Loss | 6 | -2 | 2 | -22 | -12 | -46 | -5 | 7 | 11 | -51 | 5 | 1 | -106 |
| % Change | 1.76% | -0.58% | 0.58% | -6.36% | -3.70% | -14.74% | -1.88% | 2.68% | 4.10% | -18.28% | 2.19% | 0.43% | -31.18% |
| Non-renew | 7 | 18 | 16 | 29 | 15 | 49 | 11 | 7 | 10 | 58 | 4 | 7 | 231 |
| | | | | | | | | | | | | | YTD # of Student Members Non-Renewals |
| | | | | | | | | | | | | | 58 |
| | | | | | | | | | | | | | YTD % of Renewals (w/o Student Non-Renewals) |
| | | | | | | | | | | | | | 41.49% |

Growth or Retention: Bronze \$50: 1% or 65%; Silver \$75: 2% or 70%; Gold \$100: 3% or 75%; and Diamond \$200: 10% or 80%

Chicago Area Reading Association

Yearlong Trend of Total Membership July 2014 to June 2015

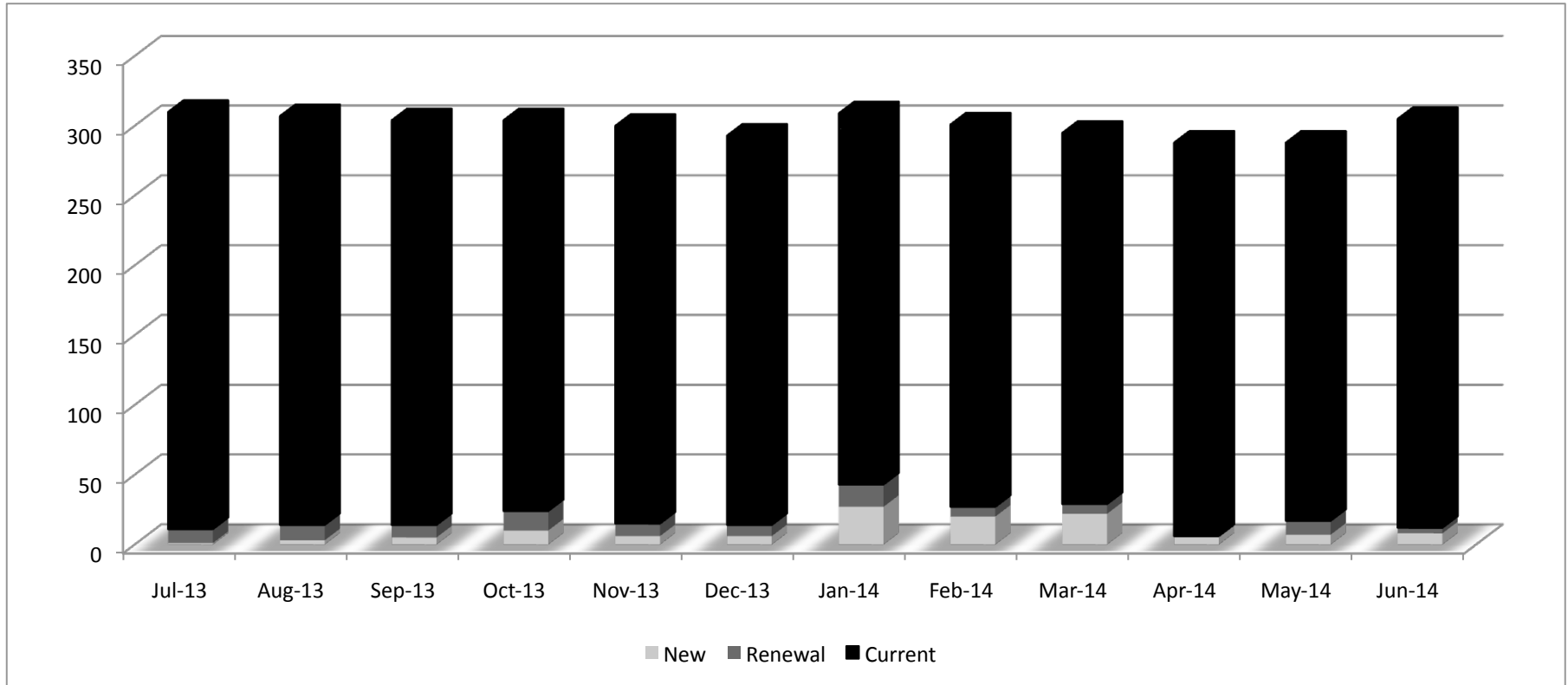


| | <i>Jul-14</i> | <i>Aug-14</i> | <i>Sep-14</i> | <i>Oct-14</i> | <i>Nov-14</i> | <i>Dec-14</i> | <i>Jan-15</i> | <i>Feb-15</i> | <i>Mar-15</i> | <i>Apr-15</i> | <i>May-15</i> | <i>Jun-15</i> | <i>Total</i> |
|------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---|
| New | 13 | 15 | 33 | 16 | 48 | 8 | 2 | 3 | 3 | 1 | 5 | 22 | 169 |
| Lapsed | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 2 | 3 | 2 | 1 | 2 | 25 |
| Renewal | 7 | 6 | 16 | 6 | 6 | 5 | 14 | 8 | 4 | 2 | 9 | 8 | 91 |
| Current | 282 | 295 | 297 | 337 | 339 | 378 | 369 | 348 | 332 | 320 | 309 | 308 | |
| Total | 304 | 318 | 348 | 361 | 396 | 393 | 387 | 361 | 342 | 325 | 324 | 340 | |
| Gain/Loss | 11 | 14 | 30 | 13 | 35 | -3 | -6 | -26 | -19 | -17 | -1 | 16 | 47 |
| % Change | 3.75% | 4.61% | 9.43% | 3.74% | 9.70% | -0.76% | -1.53% | -6.72% | -5.26% | -4.97% | -0.31% | 4.94% | 16.04% |
| Non-renew | 4 | 3 | 5 | 5 | 16 | 13 | 10 | 31 | 25 | 20 | 7 | 8 | 147 |
| | | | | | | | | | | | | | YTD # of Student Members Non-Renewals |
| | | | | | | | | | | | | | 11 |
| | | | | | | | | | | | | | YTD % of Renewals (w/o Student Non-Renewals) |
| | | | | | | | | | | | | | 41.13% |

Growth or Retention: Bronze \$50: 1% or 65%; Silver \$75: 2% or 70%; Gold \$100: 3% or 75%; and Diamond \$200: 10% or 80%

Chicago Area Reading Association

Yearlong Trend of Total Membership July 2013 to June 2014

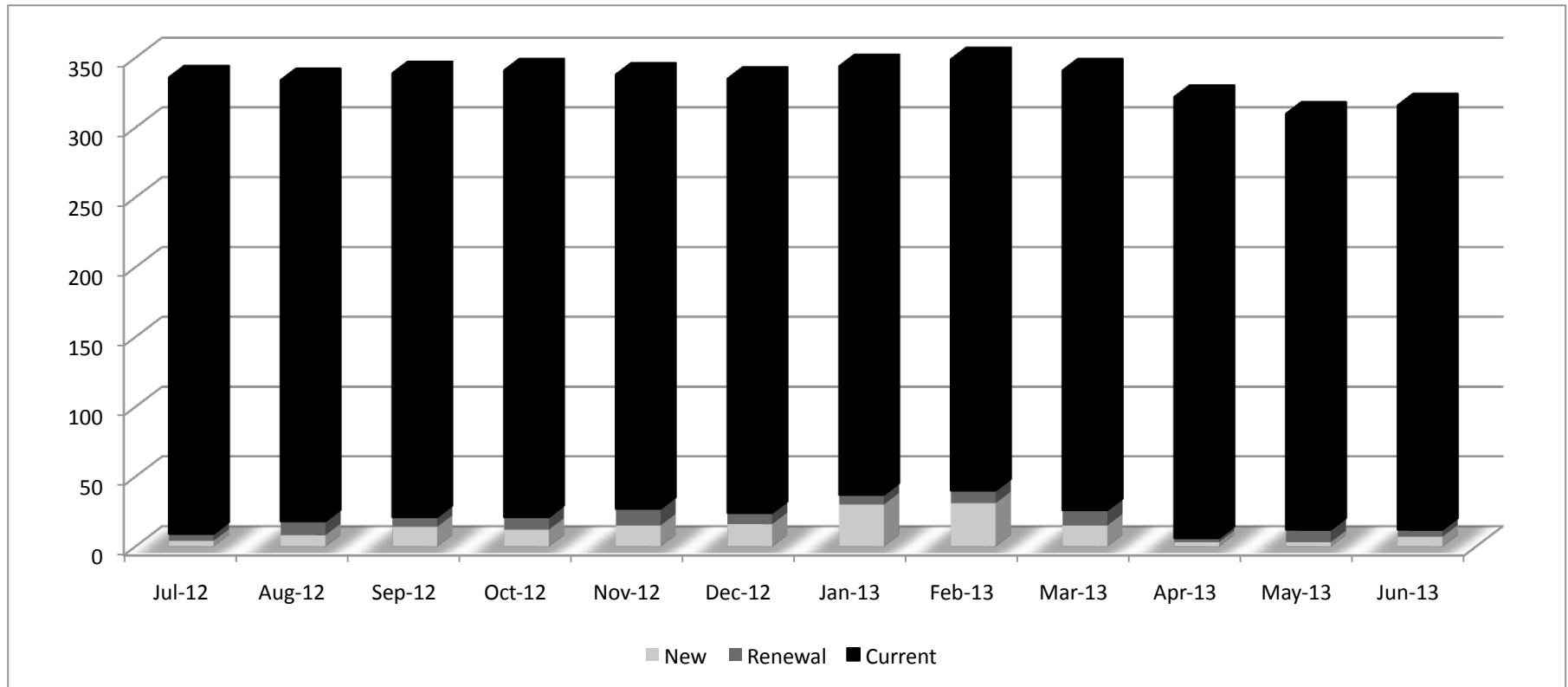


| | <i>Jul-13</i> | <i>Aug-13</i> | <i>Sep-13</i> | <i>Oct-13</i> | <i>Nov-13</i> | <i>Dec-13</i> | <i>Jan-14</i> | <i>Feb-14</i> | <i>Mar-14</i> | <i>Apr-14</i> | <i>May-14</i> | <i>Jun-14</i> | <i>Total</i> |
|------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| New | 1 | 3 | 5 | 10 | 6 | 6 | 27 | 20 | 22 | 6 | 7 | 8 | 121 |
| Renewal | 10 | 11 | 9 | 14 | 9 | 8 | 16 | 7 | 7 | 0 | 10 | 4 | 105 |
| Current | 299 | 293 | 290 | 280 | 285 | 279 | 266 | 274 | 266 | 282 | 271 | 293 | |
| Total | 310 | 307 | 304 | 304 | 300 | 293 | 309 | 301 | 295 | 288 | 288 | 293 | |
| Gain/Loss | -6 | -3 | -3 | 0 | -4 | -7 | 16 | -8 | -6 | -7 | 0 | 5 | -23 |
| % Change | -1.90% | -0.97% | -0.98% | 0.00% | -1.32% | -2.33% | 5.46% | -2.59% | -1.99% | -2.37% | 0.00% | 1.74% | -7.28% |
| Non-renew | 7 | 6 | 8 | 10 | 10 | 13 | 11 | 28 | 28 | 13 | 7 | 3 | 144 |

Membership Growth: 1% Bronze = \$50, 2% Silver = \$75, 3% Gold = \$100, and 10% Diamond = \$200

Chicago Area Reading Association

Yearlong Trend of Total Membership July 2012 to June 2013

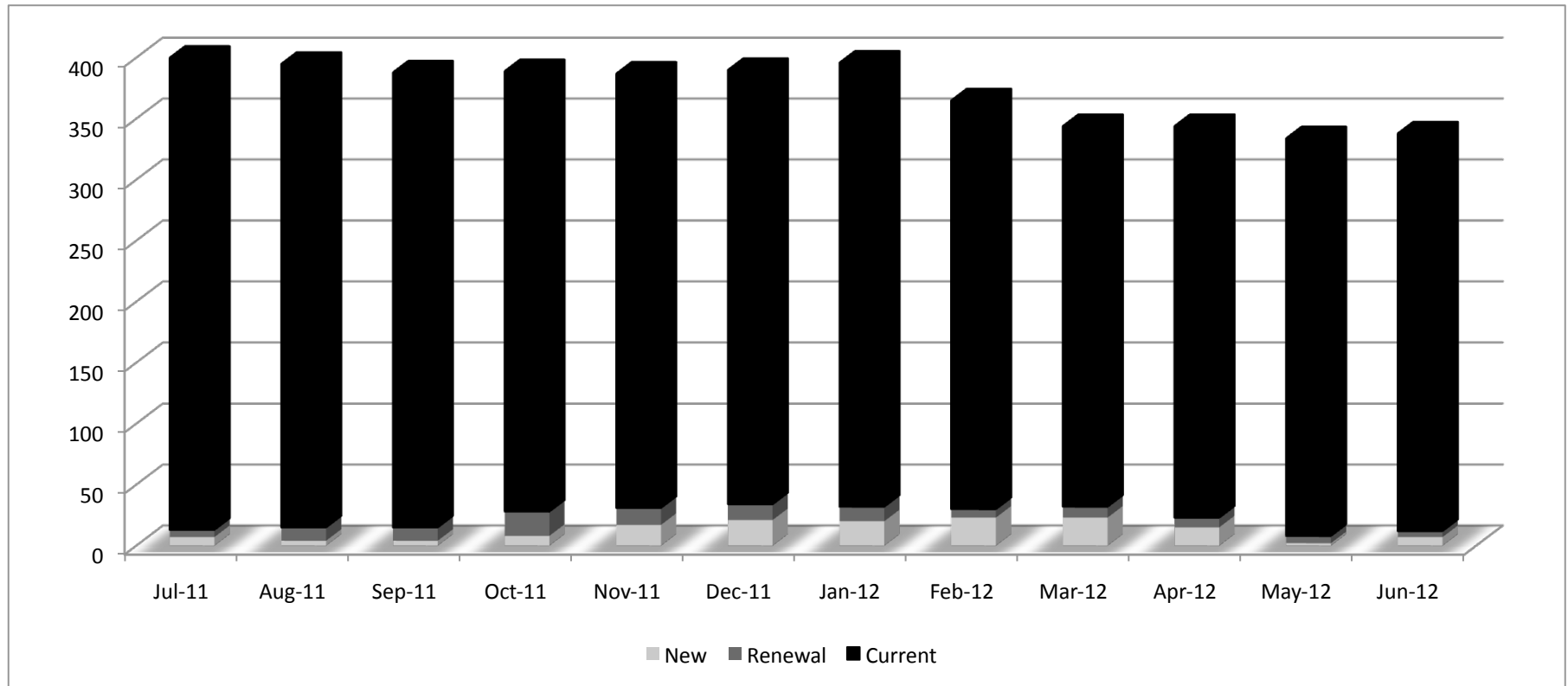


| | <i>Jul-12</i> | <i>Aug-12</i> | <i>Sep-12</i> | <i>Oct-12</i> | <i>Nov-12</i> | <i>Dec-12</i> | <i>Jan-13</i> | <i>Feb-13</i> | <i>Mar-13</i> | <i>Apr-13</i> | <i>May-13</i> | <i>Jun-13</i> | <i>Total</i> |
|------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| New | 4 | 8 | 14 | 12 | 15 | 16 | 30 | 31 | 15 | 3 | 3 | 7 | 158 |
| Renewal | 5 | 10 | 7 | 9 | 12 | 8 | 7 | 9 | 11 | 3 | 9 | 5 | 95 |
| Current | 327 | 316 | 318 | 320 | 311 | 311 | 307 | 309 | 315 | 316 | 298 | 304 | |
| Total | 336 | 334 | 339 | 341 | 338 | 335 | 344 | 349 | 341 | 322 | 310 | 316 | |
| Gain/Loss | -2 | -2 | 5 | 2 | -3 | -3 | 9 | 5 | -8 | -19 | -12 | 6 | -22 |
| % Change | -0.59% | -0.60% | 1.50% | 0.59% | -0.88% | -0.89% | 2.69% | 1.45% | -2.29% | -5.57% | -3.73% | 1.94% | -6.51% |
| Non-renew | 6 | 10 | 9 | 10 | 18 | 19 | 21 | 26 | 23 | 22 | 15 | 1 | 180 |

Membership Growth: 1% Bronze = \$50, 2% Silver = \$75, 3% Gold = \$100, and 10% Diamond = \$200

Chicago Area Reading Association

Yearlong Trend of Total Membership July 2011 to June 2012

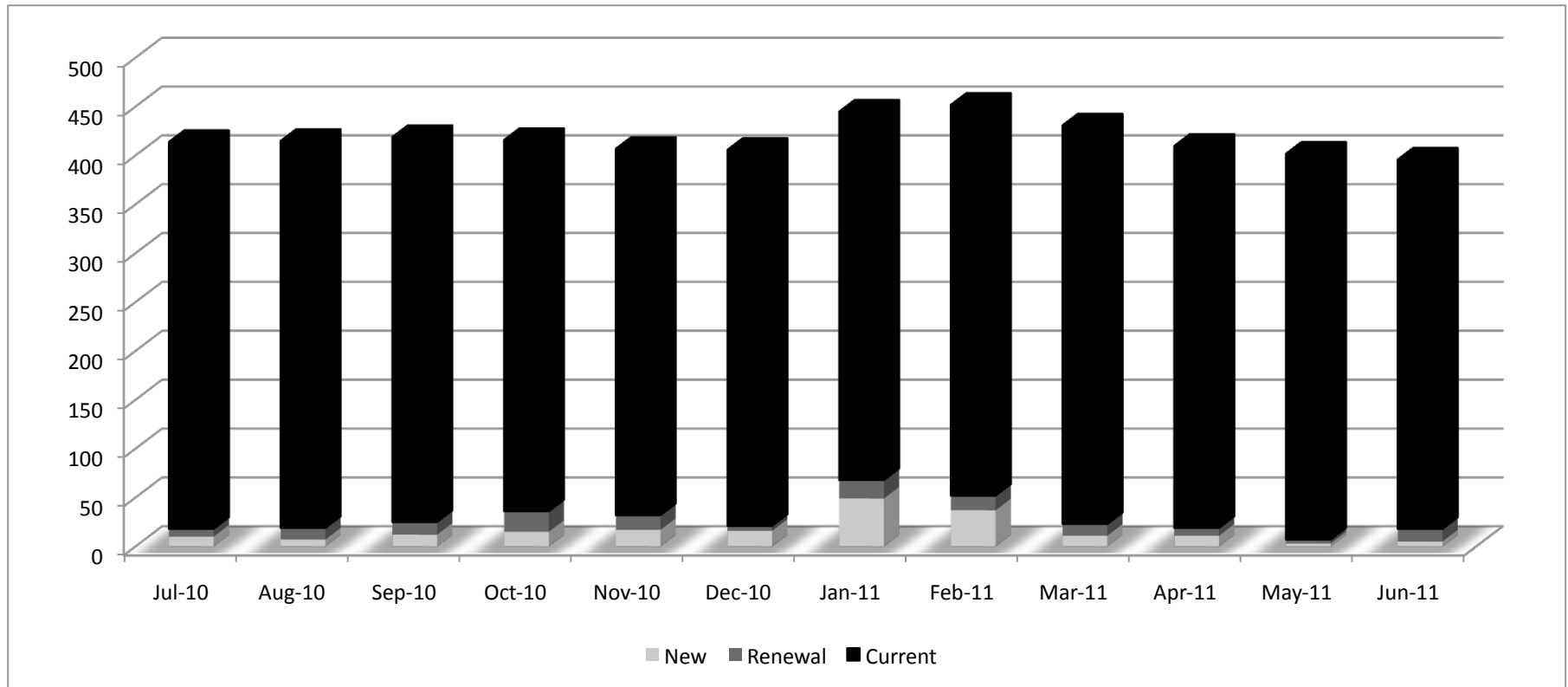


| | <i>Jul-11</i> | <i>Aug-11</i> | <i>Sep-11</i> | <i>Oct-11</i> | <i>Nov-11</i> | <i>Dec-11</i> | <i>Jan-12</i> | <i>Feb-12</i> | <i>Mar-12</i> | <i>Apr-12</i> | <i>May-12</i> | <i>Jun-12</i> | <i>Total</i> |
|------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|----------------|
| New | 7 | 4 | 4 | 8 | 17 | 21 | 20 | 23 | 23 | 15 | 2 | 7 | 151 |
| Renewal | 6 | 11 | 11 | 20 | 14 | 13 | 12 | 7 | 9 | 8 | 6 | 5 | 122 |
| Current | 387 | 380 | 373 | 361 | 356 | 356 | 364 | 335 | 312 | 321 | 326 | 326 | |
| Total | 400 | 395 | 388 | 389 | 387 | 390 | 396 | 365 | 344 | 344 | 334 | 338 | |
| Gain/Loss | 4 | -5 | -7 | 1 | -2 | 3 | 6 | -31 | -21 | 0 | -10 | 4 | -58 |
| % Change | 1.01% | -1.25% | -1.77% | 0.26% | -0.51% | 0.78% | 1.54% | -7.83% | -5.75% | 0.00% | -2.91% | 1.20% | -14.65% |
| Non-renew | 3 | 9 | 11 | 7 | 19 | 18 | 14 | 54 | 44 | 15 | 12 | 3 | 209 |

Membership Growth: 1% Bronze = \$50, 2% Silver = \$75, 3% Gold = \$100, and 10% Diamond = \$200

Chicago Area Reading Association

Yearlong Trend of Total Membership July 2010 to June 2011



| | <i>Jul-10</i> | <i>Aug-10</i> | <i>Sep-10</i> | <i>Oct-10</i> | <i>Nov-10</i> | <i>Dec-10</i> | <i>Jan-11</i> | <i>Feb-11</i> | <i>Mar-11</i> | <i>Apr-11</i> | <i>May-11</i> | <i>Jun-11</i> | <i>Total</i> |
|------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| New | 10 | 7 | 12 | 15 | 17 | 16 | 49 | 37 | 11 | 11 | 3 | 5 | 193 |
| Renewal | 8 | 12 | 13 | 21 | 15 | 5 | 19 | 15 | 12 | 8 | 4 | 13 | 145 |
| Current | 396 | 396 | 394 | 380 | 375 | 385 | 377 | 400 | 408 | 391 | 395 | 378 | |
| Total | 414 | 415 | 419 | 416 | 407 | 406 | 445 | 452 | 431 | 410 | 402 | 396 | |
| Gain/Loss | 2 | 1 | 4 | -3 | -9 | -1 | 39 | 7 | -21 | -21 | -8 | -6 | -16 |
| % Change | 0.49% | 0.24% | 0.96% | -0.72% | -2.16% | -0.25% | 9.61% | 1.57% | -4.65% | -4.87% | -1.95% | -1.49% | -3.88% |
| Non-renew | 8 | 6 | 8 | 18 | 26 | 17 | 10 | 30 | 32 | 32 | 11 | 11 | 209 |