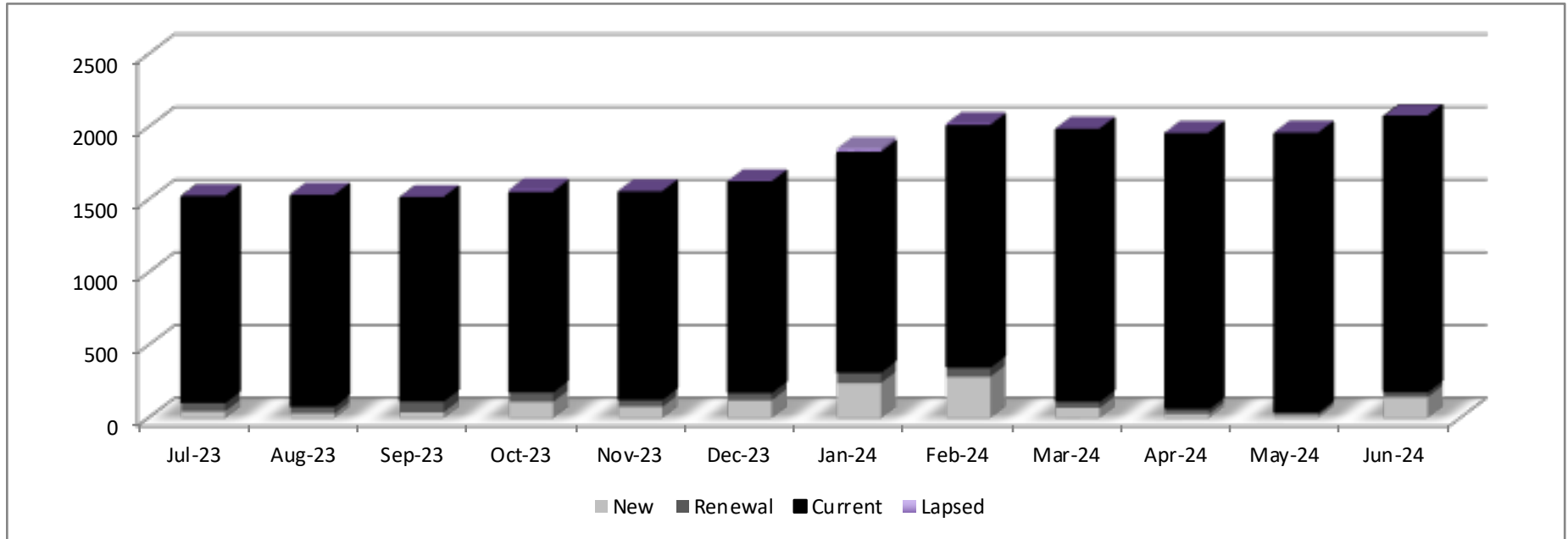


Illinois Reading Council

Yearlong Trend of Total Membership

July 2023 to June 2024



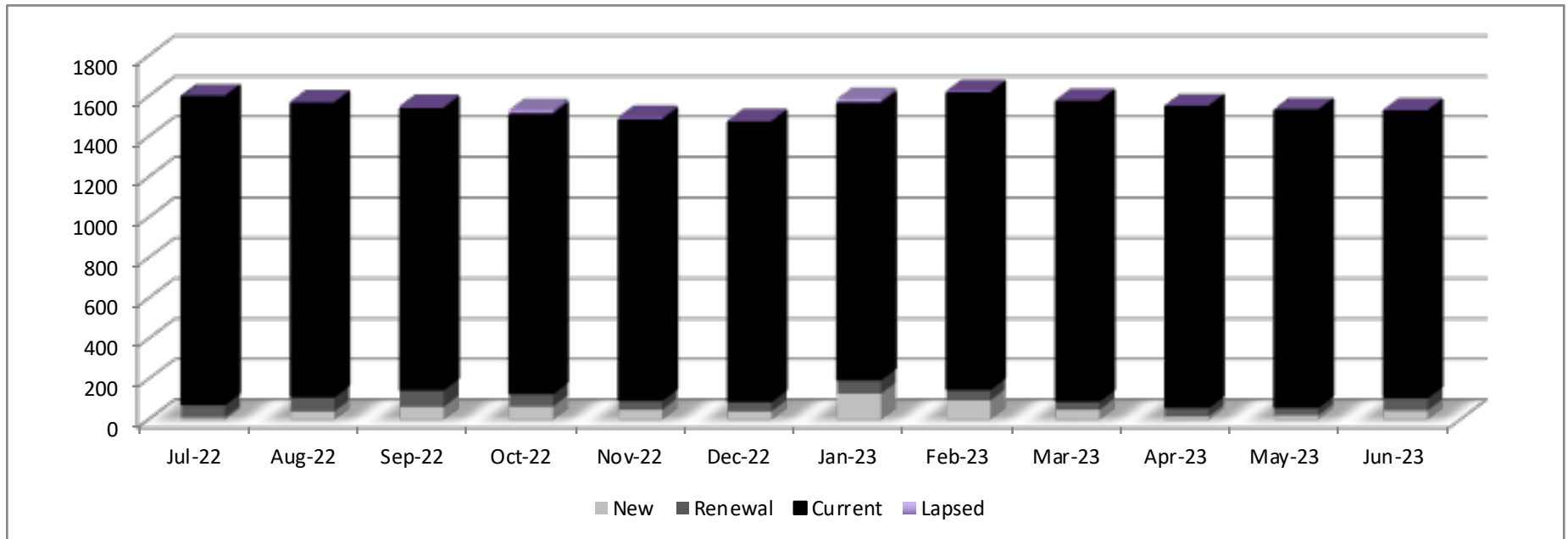
	<i>Jul-23</i>	<i>Aug-23</i>	<i>Sep-23</i>	<i>Oct-23</i>	<i>Nov-23</i>	<i>Dec-23</i>	<i>Jan-24</i>	<i>Feb-24</i>	<i>Mar-24</i>	<i>Apr-24</i>	<i>May-24</i>	<i>Jun-24</i>	<i>Total</i>
New	42	28	37	108	75	119	237	280	67	24	15	140	1172
Lapsed	7	10	8	21	10	9	28	17	9	9	9	5	142
Renewal	65	53	81	71	53	56	78	70	49	40	26	40	682
Current	1413	1446	1394	1368	1423	1444	1507	1656	1866	1889	1913	1890	
Total	1527	1537	1520	1568	1561	1628	1850	2023	1991	1962	1963	2075	
Gain/Loss	-7	10	-17	48	-7	67	222	173	-32	-29	1	112	541
% Change	-0.46%	0.65%	-1.11%	3.16%	-0.45%	4.29%	13.64%	9.35%	-1.58%	-1.46%	0.05%	5.71%	35.27%
Non-Renew	56	28	62	81	92	61	43	124	108	62	23	33	773
Student NR	1	0	10	7	10	13	3	8	13	7	6	1	79
	YTD % of Renewals (w/o Student Non-Renewals)												56.63%

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

Illinois Reading Council

Yearlong Trend of Total Membership

July 2022 to June 2023



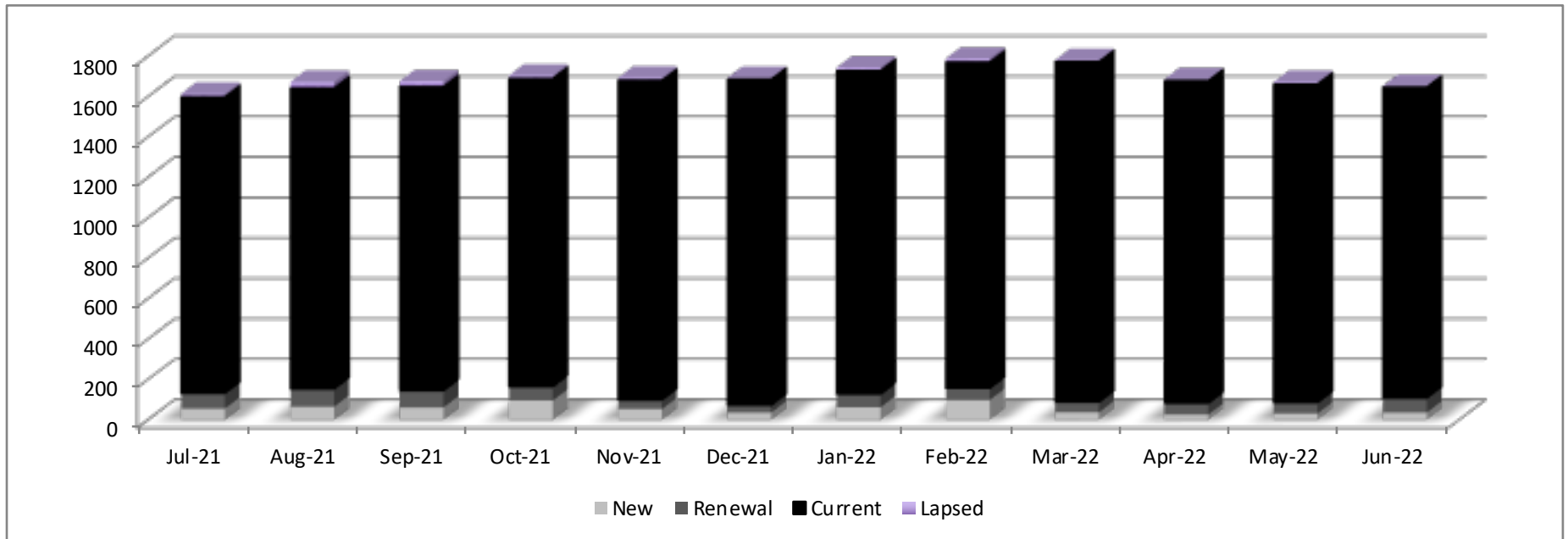
	<i>Jul-22</i>	<i>Aug-22</i>	<i>Sep-22</i>	<i>Oct-22</i>	<i>Nov-22</i>	<i>Dec-22</i>	<i>Jan-23</i>	<i>Feb-23</i>	<i>Mar-23</i>	<i>Apr-23</i>	<i>May-23</i>	<i>Jun-23</i>	<i>Total</i>
New	8	39	61	63	47	39	127	93	47	14	19	43	600
Lapsed	4	9	13	23	16	9	22	11	7	5	5	8	132
Renewal	67	74	87	66	49	51	70	56	45	47	42	65	719
Current	1522	1452	1391	1380	1386	1382	1367	1466	1482	1488	1469	1418	
Total	1601	1574	1552	1532	1498	1481	1586	1626	1581	1554	1535	1534	
Gain/Loss	-50	-27	-22	-20	-34	-17	105	40	-45	-27	-19	-1	-117
% Change	-3.03%	-1.69%	-1.40%	-1.29%	-2.22%	-1.13%	7.09%	2.52%	-2.77%	-1.71%	-1.22%	-0.07%	-7.09%
Non-renew	62	75	96	106	97	65	44	64	99	46	43	52	849
	YTD # of Student Members Non-Renewals												99
	YTD % of Renewals (w/o Student Non-Renewals)												54.83%

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

Illinois Reading Council

Yearlong Trend of Total Membership

July 2021 to June 2022



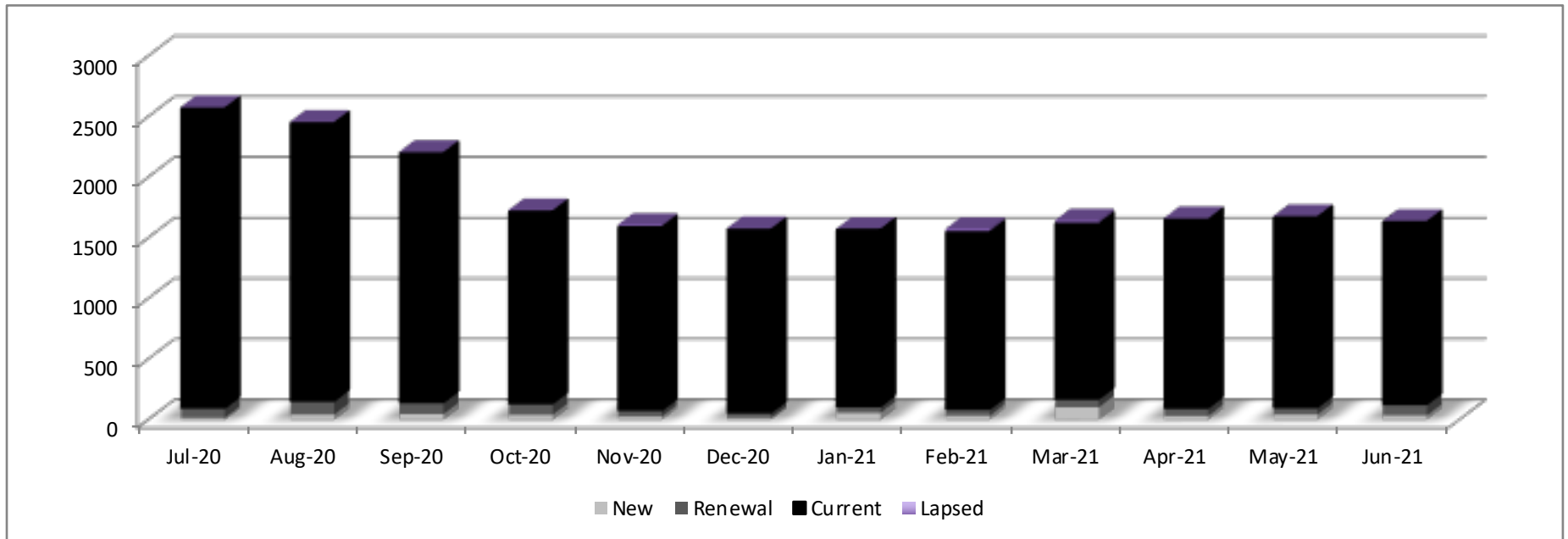
	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Total	
New	53	63	58	93	51	33	60	95	35	23	29	33	626	
Lapsed	15	30	27	13	12	6	16	17	8	7	11	6	168	
Renewal	76	88	84	69	45	37	65	59	51	57	54	73	758	
Current	1467	1489	1505	1526	1583	1614	1601	1615	1685	1597	1576	1539		
Total	1611	1670	1674	1701	1691	1690	1742	1786	1779	1684	1670	1651		
Gain/Loss	-28	59	4	27	-10	-1	52	44	-7	-95	-14	-19	12	
% Change	-1.71%	3.66%	0.24%	1.61%	-0.59%	-0.06%	3.08%	2.53%	-0.39%	-5.34%	-0.83%	-1.14%	0.73%	
Non-renew	96	34	81	79	73	40	24	68	50	125	54	58	782	
													YTD # of Student Members Non-Renewals	50
													YTD % of Renewals (w/o Student Non-Renewals)	58.28%

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

Illinois Reading Council

Yearlong Trend of Total Membership

July 2020 to June 2021



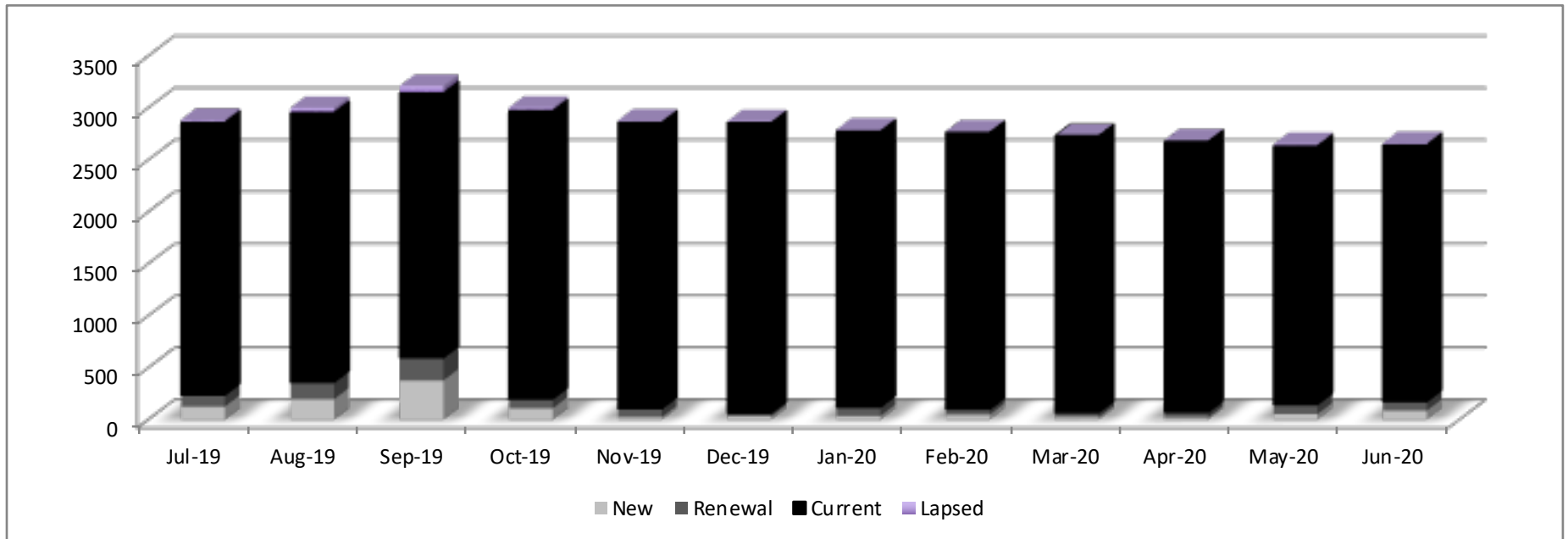
	<i>Jul-20</i>	<i>Aug-20</i>	<i>Sep-20</i>	<i>Oct-20</i>	<i>Nov-20</i>	<i>Dec-20</i>	<i>Jan-21</i>	<i>Feb-21</i>	<i>Mar-21</i>	<i>Apr-21</i>	<i>May-21</i>	<i>Jun-21</i>	<i>Total</i>
New	12	39	43	37	23	11	54	30	101	27	40	31	448
Lapsed	11	12	12	12	19	13	9	27	27	13	10	9	174
Renewal	84	114	97	95	54	45	53	56	69	68	59	93	887
Current	2471	2293	2057	1585	1511	1511	1459	1461	1446	1555	1571	1506	
Total	2578	2458	2209	1729	1607	1580	1575	1574	1643	1663	1680	1639	
Gain/Loss	-82	-120	-249	-480	-122	-27	-5	-1	69	20	17	-41	-1021
% Change	-3.08%	-4.65%	-10.13%	-21.73%	-7.06%	-1.68%	-0.32%	-0.06%	4.38%	1.22%	1.02%	-2.44%	-38.38%
Non-renew	105	349	304	529	164	51	68	57	59	20	33	81	1820
													YTD # of Student Members Non-Renewals
													123
													YTD % of Renewals (w/o Student Non-Renewals)
													41.82%

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

Illinois Reading Council

Yearlong Trend of Total Membership

July 2019 to June 2020



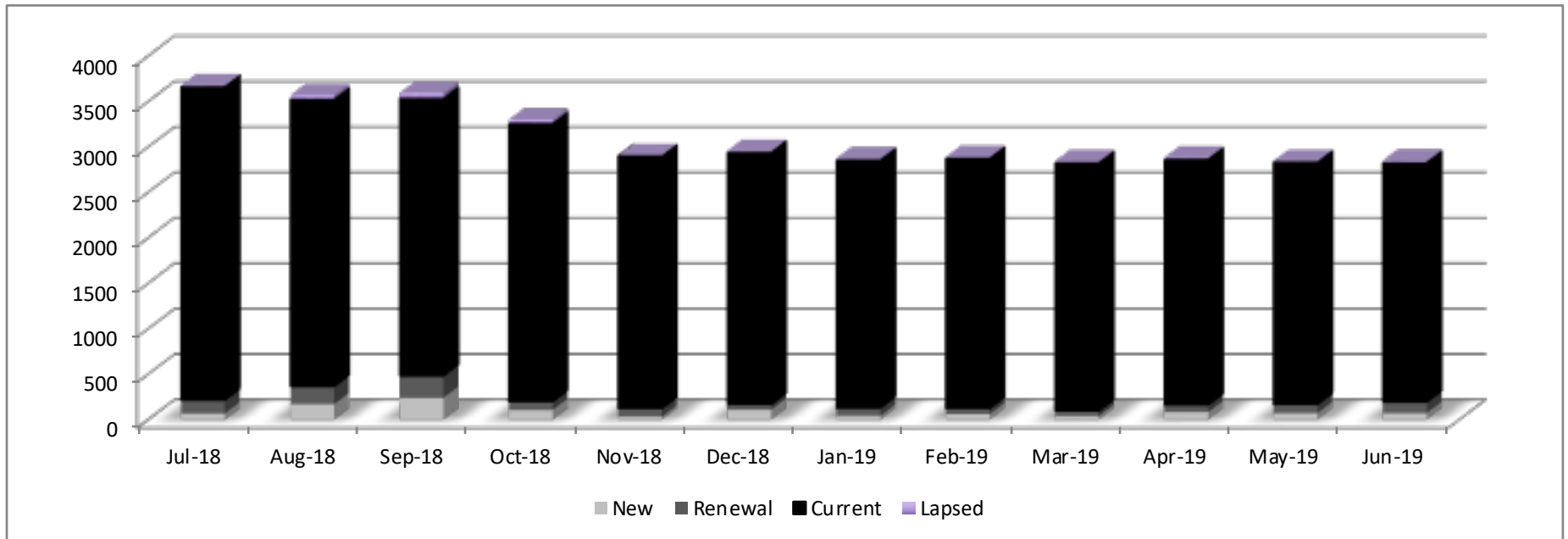
	<i>Jul-19</i>	<i>Aug-19</i>	<i>Sep-19</i>	<i>Oct-19</i>	<i>Nov-19</i>	<i>Dec-19</i>	<i>Jan-20</i>	<i>Feb-20</i>	<i>Mar-20</i>	<i>Apr-20</i>	<i>May-20</i>	<i>Jun-20</i>	<i>Total</i>	
New	123	194	374	106	22	29	32	44	20	15	50	84	1093	
Lapsed	27	46	69	32	18	14	17	11	6	12	22	19	293	
Renewal	112	165	222	91	82	32	87	54	47	55	93	89	1129	
Current	2624	2592	2544	2772	2755	2795	2654	2663	2661	2605	2486	2468		
Total	2886	2997	3209	3001	2877	2870	2790	2772	2734	2687	2651	2660		
Gain/Loss	39	111	212	-208	-124	-7	-80	-18	-38	-47	-36	9	-187	
% Change	1.37%	3.85%	7.07%	-6.48%	-4.13%	-0.24%	-2.79%	-0.65%	-1.37%	-1.72%	-1.34%	0.34%	-6.57%	
Non-renew	111	129	231	346	164	50	129	73	64	74	108	94	1573	
													YTD # of Student Members Non-Renewals	111
													YTD % of Renewals (w/o Student Non-Renewals)	51.97%

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

Illinois Reading Council

Yearlong Trend of Total Membership

July 2018 to June 2019

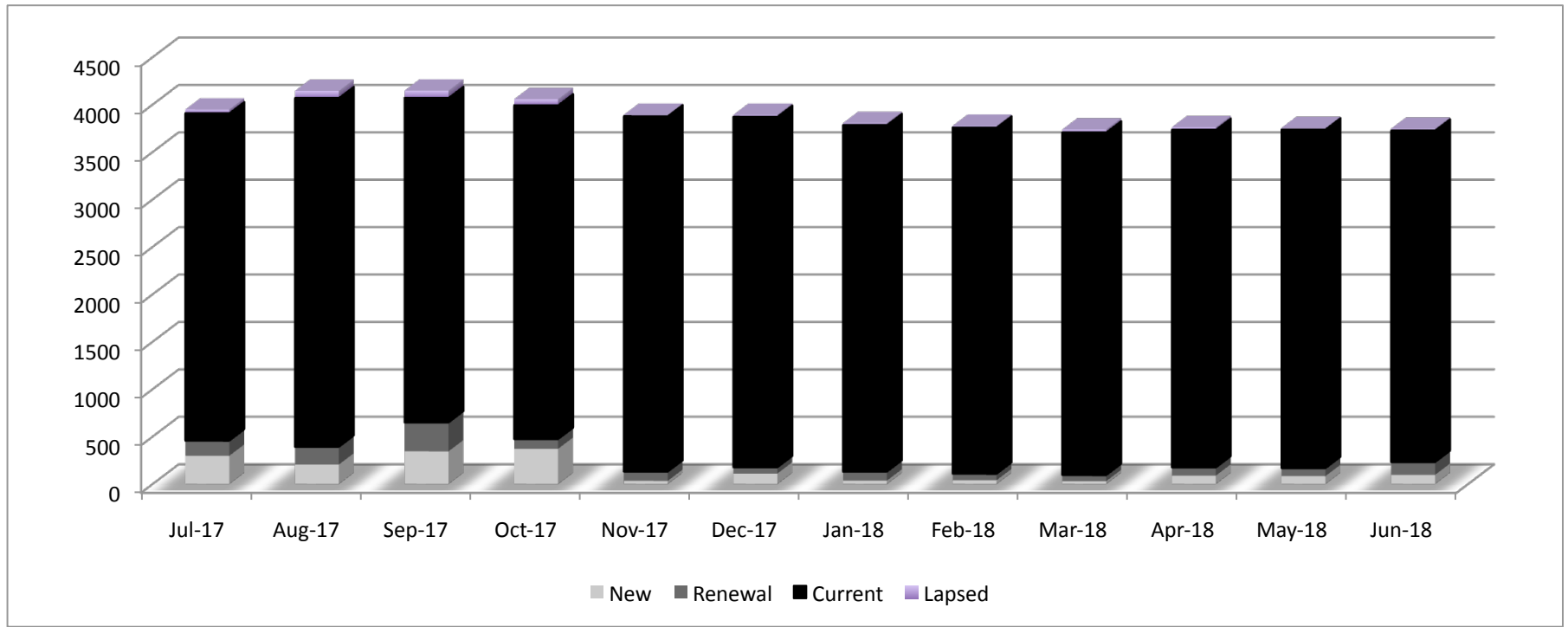


	<i>Jul-18</i>	<i>Aug-18</i>	<i>Sep-18</i>	<i>Oct-18</i>	<i>Nov-18</i>	<i>Dec-18</i>	<i>Jan-19</i>	<i>Feb-19</i>	<i>Mar-19</i>	<i>Apr-19</i>	<i>May-19</i>	<i>Jun-19</i>	<i>Total</i>
New	65	166	236	103	29	106	40	57	36	79	68	69	1054
Lapsed	18	49	64	48	10	18	20	16	20	23	13	26	325
Renewal	148	197	243	93	92	60	85	64	58	80	97	121	1338
Current	3444	3154	3048	3054	2774	2769	2727	2750	2726	2699	2663	2631	
Total	3675	3566	3591	3298	2905	2953	2872	2887	2840	2881	2841	2847	
Gain/Loss	-53	-109	25	-293	-393	48	-81	15	-47	41	-40	6	-881
% Change	-1.42%	-2.97%	0.70%	-8.16%	-11.92%	1.65%	-2.74%	0.52%	-1.63%	1.44%	-1.39%	0.21%	-23.63%
Non-renew	136	324	275	442	431	76	141	78	83	61	121	89	2257
	YTD # of Student Members Non-Renewals												125
	YTD % of Renewals (w/o Student Non-Renewals)												46.16%

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

Illinois Reading Council

Yearlong Trend of Total Membership July 2017 to June 2018

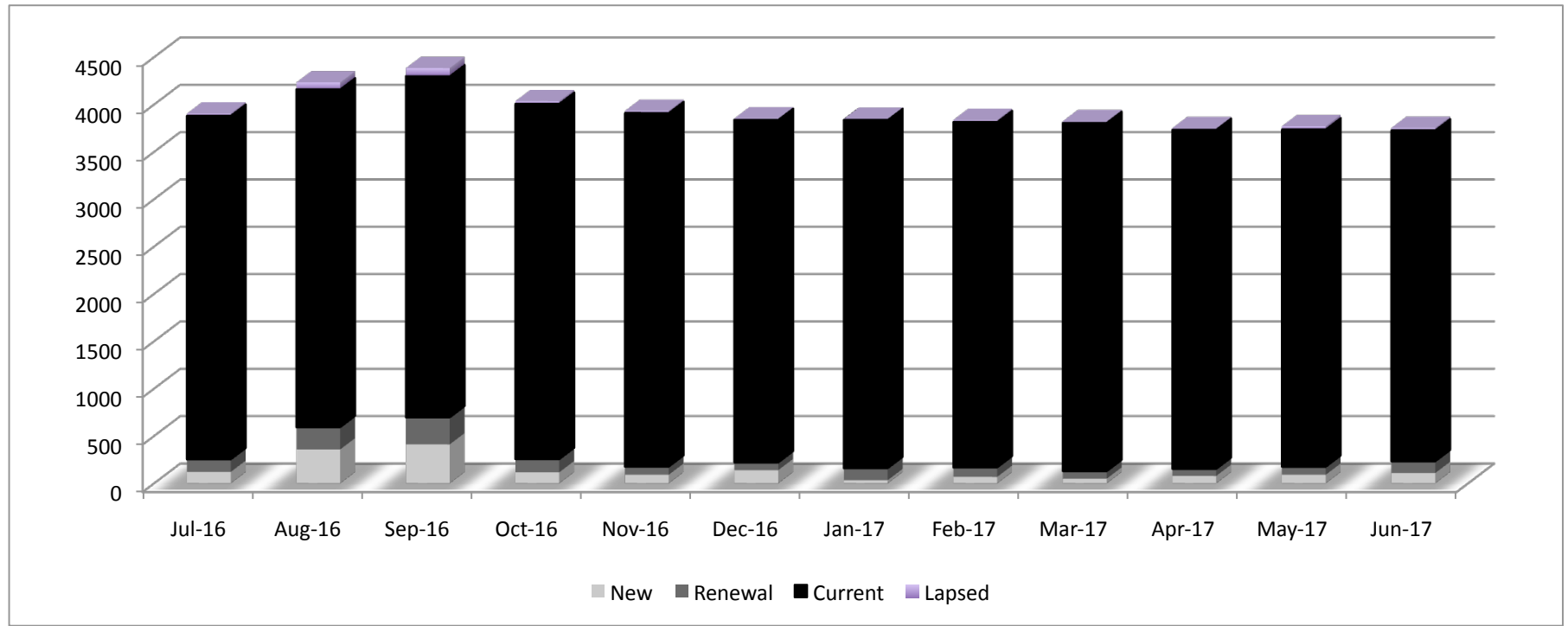


	<i>Jul-17</i>	<i>Aug-17</i>	<i>Sep-17</i>	<i>Oct-17</i>	<i>Nov-17</i>	<i>Dec-17</i>	<i>Jan-18</i>	<i>Feb-18</i>	<i>Mar-18</i>	<i>Apr-18</i>	<i>May-18</i>	<i>Jun-18</i>	<i>Total</i>
New	298	206	345	372	34	111	37	41	31	89	84	97	1745
Lapsed	40	75	77	65	15	21	21	19	31	27	17	20	428
Renewal	160	187	305	103	98	66	95	68	64	86	84	135	1451
Current	3452	3678	3422	3519	3747	3696	3654	3650	3613	3561	3571	3496	
Total	3950	4071	4072	3994	3879	3873	3786	3759	3708	3736	3739	3728	
Gain/Loss	222	121	1	-78	-115	-6	-87	-27	-51	28	3	-11	0
% Change	5.95%	3.06%	0.02%	-1.92%	-2.88%	-0.15%	-2.25%	-0.71%	-1.36%	0.76%	0.08%	-0.29%	0.00%
Non-renew	81	74	55	246	247	248	249	250	251	252	253	254	2460
													YTD # of Student Members Non-Renewals
													201
													YTD % of Renewals (w/o Student Non-Renewals)
													53.27%

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

Illinois Reading Council

Yearlong Trend of Total Membership July 2016 to June 2017

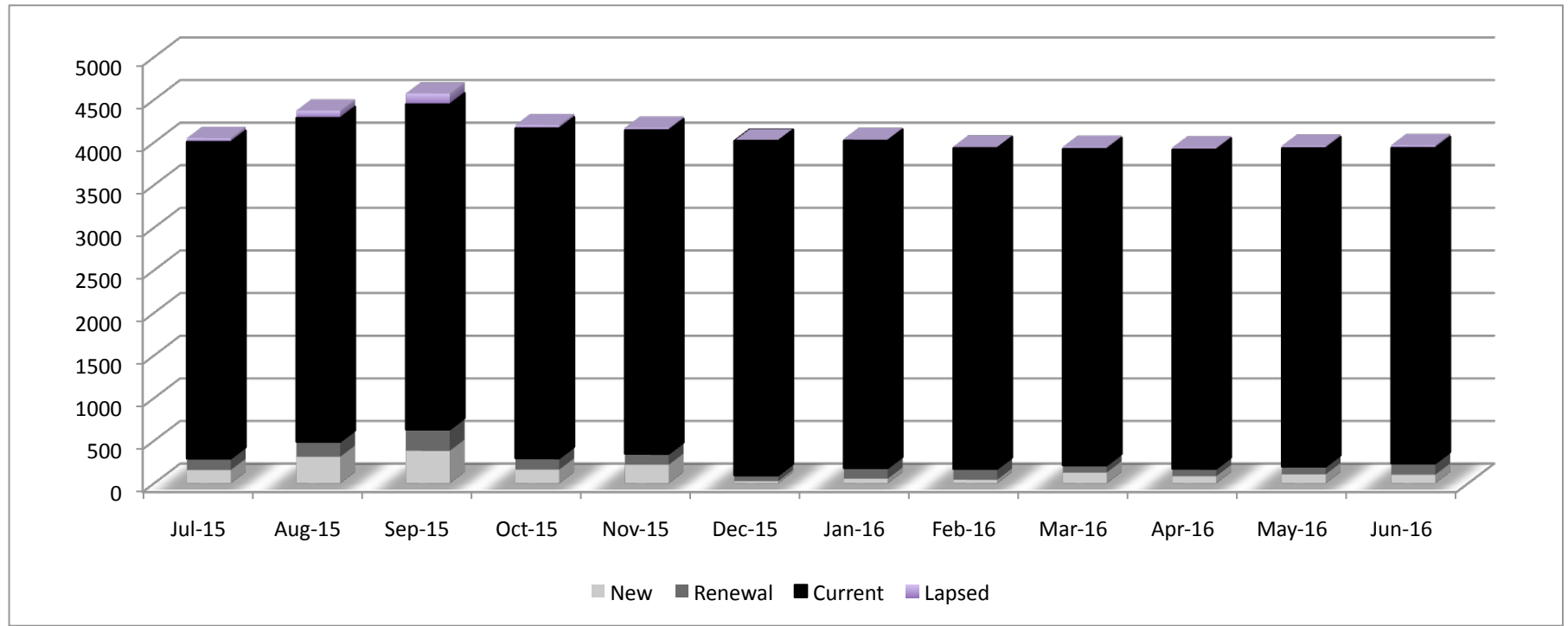


	<i>Jul-16</i>	<i>Aug-16</i>	<i>Sep-16</i>	<i>Oct-16</i>	<i>Nov-16</i>	<i>Dec-16</i>	<i>Jan-17</i>	<i>Feb-17</i>	<i>Mar-17</i>	<i>Apr-17</i>	<i>May-17</i>	<i>Jun-17</i>	<i>Total</i>
New	120	358	411	116	90	139	33	68	49	78	90	108	1660
Lapsed	23	73	86	28	22	15	11	22	18	18	33	25	374
Renewal	133	235	285	139	86	81	127	100	79	74	84	124	1547
Current	3629	3568	3603	3753	3735	3619	3678	3648	3679	3582	3564	3496	
Total	3905	4161	4299	4008	3911	3839	3838	3816	3807	3734	3738	3728	
Gain/Loss	-30	256	138	-291	-97	-72	-1	-22	-9	-73	4	-10	-207
% Change	-0.76%	6.56%	3.32%	-6.77%	-2.42%	-1.84%	-0.03%	-0.57%	-0.24%	-1.92%	0.11%	-0.27%	-5.26%
Non-renew	81	74	55	246	247	248	249	250	251	252	253	254	2460
	YTD # of Student Members Non-Renewals												202
	YTD % of Renewals (w/o Student Non-Renewals)												39.27%

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

Illinois Reading Council

Yearlong Trend of Total Membership July 2015 to June 2016

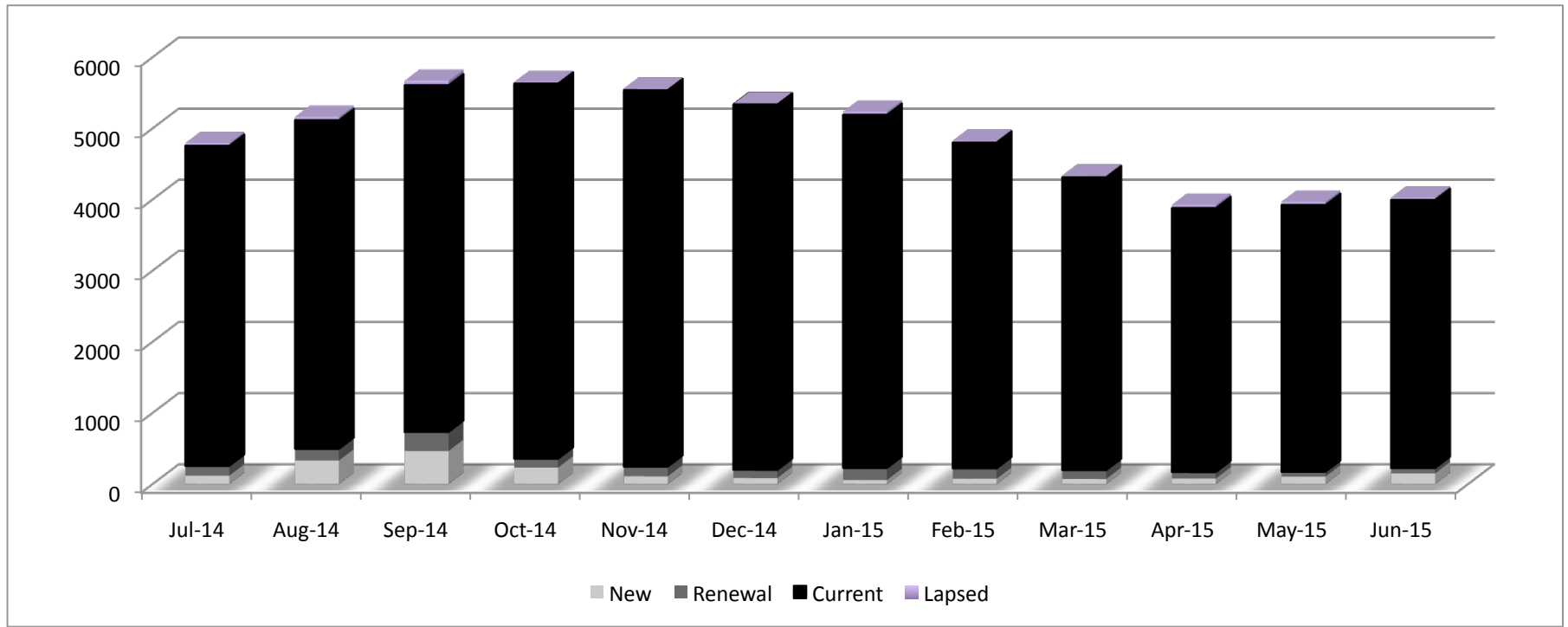


	<i>Jul-15</i>	<i>Aug-15</i>	<i>Sep-15</i>	<i>Oct-15</i>	<i>Nov-15</i>	<i>Dec-15</i>	<i>Jan-16</i>	<i>Feb-16</i>	<i>Mar-16</i>	<i>Apr-16</i>	<i>May-16</i>	<i>Jun-16</i>	<i>Total</i>
<i>New</i>	156	311	381	161	218	25	54	42	126	83	106	100	1763
<i>Lapsed</i>	44	86	126	38	28	8	19	16	25	23	28	33	474
<i>Renewal</i>	135	177	251	133	129	69	125	128	85	89	91	133	1545
<i>Current</i>	3715	3799	3815	3871	3796	3924	3843	3765	3712	3745	3735	3702	
<i>Total</i>	4050	4287	4447	4165	4143	4018	4022	3935	3923	3917	3932	3935	
<i>Gain/Loss</i>	54	237	160	-282	-22	-125	4	-87	-12	-6	15	3	-61
<i>% Change</i>	1.35%	5.85%	3.73%	-6.34%	-0.53%	-3.02%	0.10%	-2.16%	-0.30%	-0.15%	0.38%	0.08%	-1.53%
<i>Non-renew</i>	81	74	55	246	247	248	249	250	251	252	253	254	2460
													YTD # of Student Members Non-Renewals
													386
													YTD % of Renewals (w/o Student Non-Renewals)
													55.93%

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

Illinois Reading Council

Yearlong Trend of Total Membership July 2014 to June 2015

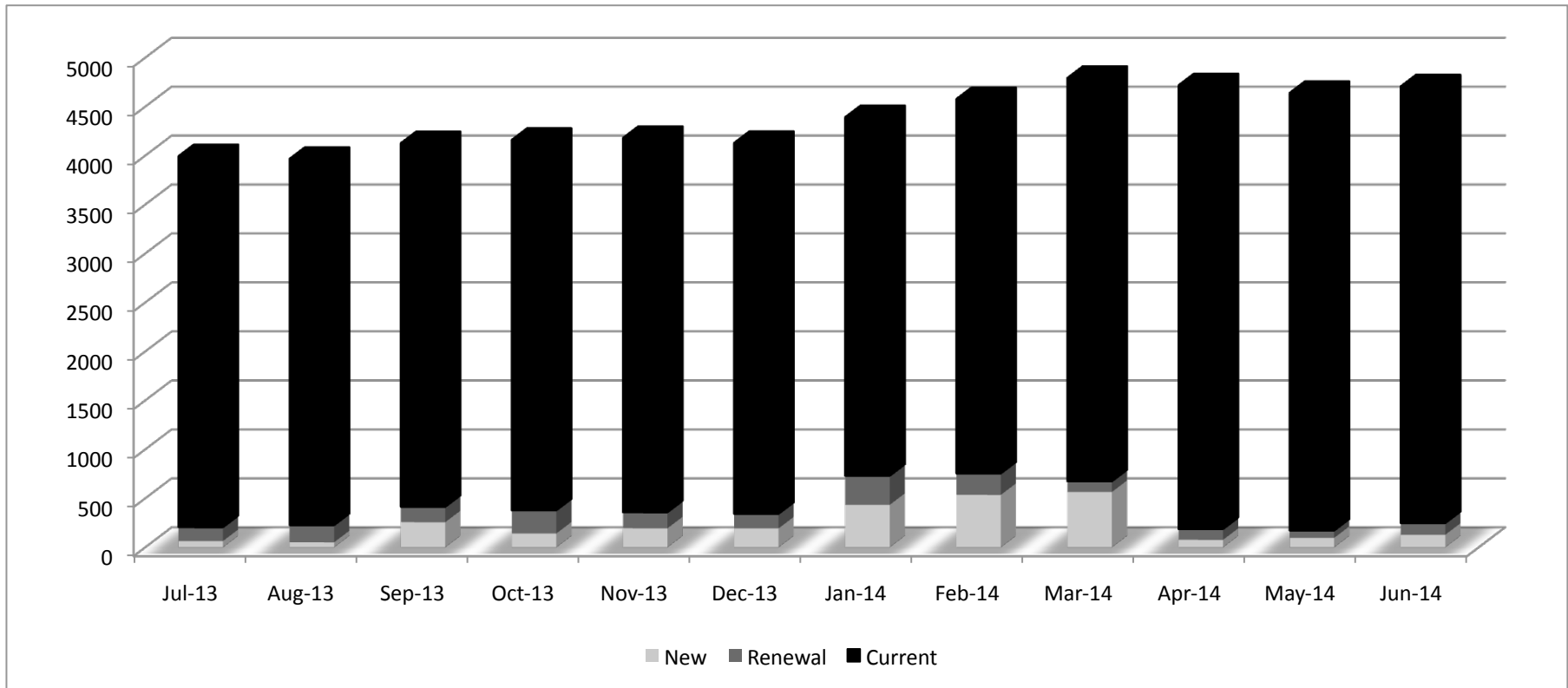


	<i>Jul-14</i>	<i>Aug-14</i>	<i>Sep-14</i>	<i>Oct-14</i>	<i>Nov-14</i>	<i>Dec-14</i>	<i>Jan-15</i>	<i>Feb-15</i>	<i>Mar-15</i>	<i>Apr-15</i>	<i>May-15</i>	<i>Jun-15</i>	<i>Total</i>
New	118	331	465	232	109	85	57	75	72	78	105	151	1878
Lapsed	38	45	63	21	23	12	42	26	24	45	45	33	417
Renewal	138	164	268	125	136	116	170	146	124	91	68	75	1621
Current	4500	4621	4874	5274	5294	5137	4965	4581	4119	3712	3751	3770	
Total	4794	5116	5607	5631	5539	5338	5192	4802	4315	3881	3924	3996	
Gain/Loss	85	322	491	24	-92	-201	-146	-390	-487	-434	43	72	-713
% Change	1.81%	6.72%	9.60%	0.43%	-1.63%	-3.63%	-2.74%	-7.51%	-10.14%	-10.06%	1.11%	1.83%	-15.14%
Non-renew	81	74	55	246	234	298	244	491	492	493	494	495	3697
									YTD # of Student Members Non-Renewals			228	
									YTD % of Renewals (w/o Student Non-Renewals)			45.48%	

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

Illinois Reading Council

Yearlong Trend of Total Membership July 2013 to June 2014

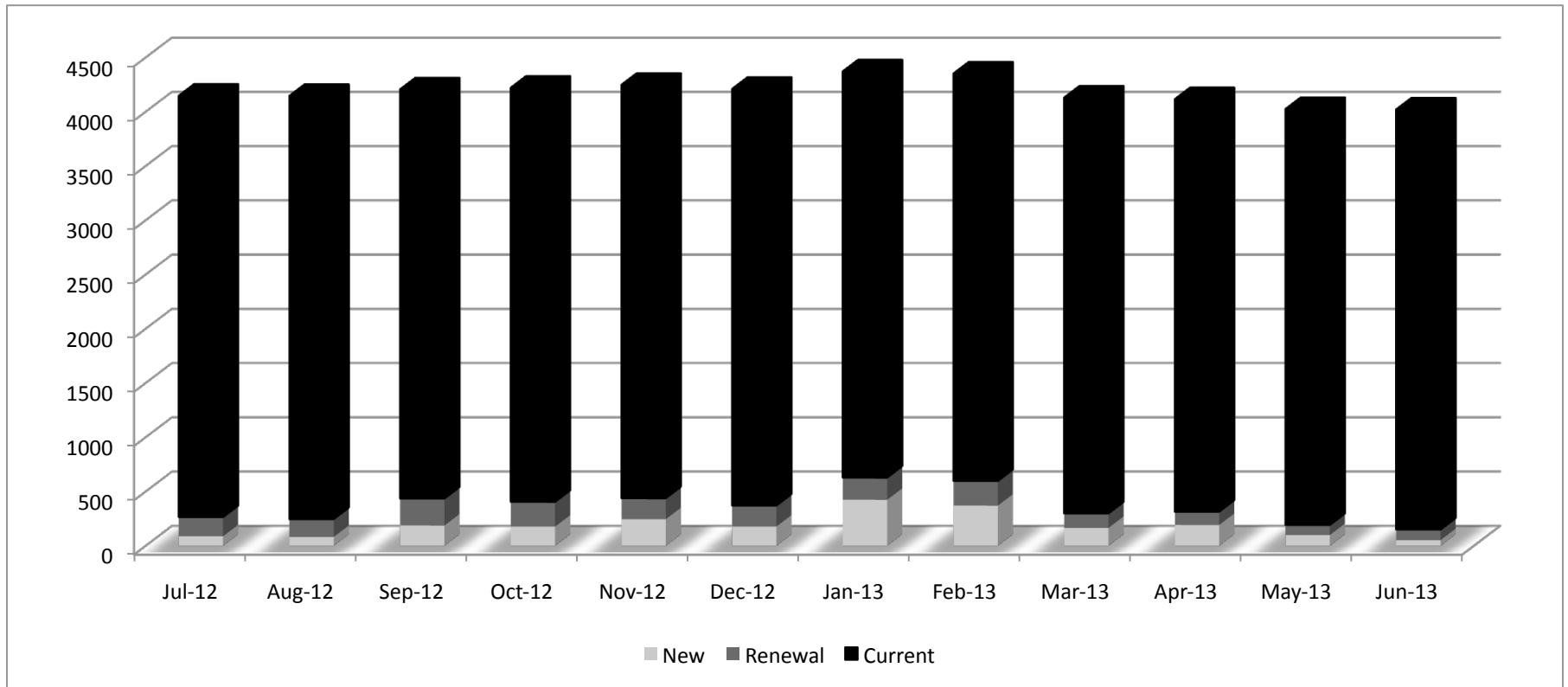


	<i>Jul-13</i>	<i>Aug-13</i>	<i>Sep-13</i>	<i>Oct-13</i>	<i>Nov-13</i>	<i>Dec-13</i>	<i>Jan-14</i>	<i>Feb-14</i>	<i>Mar-14</i>	<i>Apr-14</i>	<i>May-14</i>	<i>Jun-14</i>	<i>Total</i>
New	64	51	256	141	194	193	433	535	565	76	96	128	2732
Renewal	141	175	157	237	164	149	297	219	109	110	75	119	1952
Current	3791	3743	3715	3785	3824	3789	3664	3825	4121	4534	4471	4462	
Total	3996	3969	4128	4163	4182	4131	4394	4579	4795	4720	4642	4709	
Gain/Loss	-27	-27	159	35	19	-51	263	185	216	-75	-78	67	686
% Change	-0.67%	-0.68%	4.01%	0.85%	0.46%	-1.22%	6.37%	4.21%	4.72%	-1.56%	-1.65%	1.44%	17.05%
Non-renew	67	86	94	173	170	171	172	173	174	175	176	177	1808

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

Illinois Reading Council

Yearlong Trend of Total Membership July 2012 to June 2013

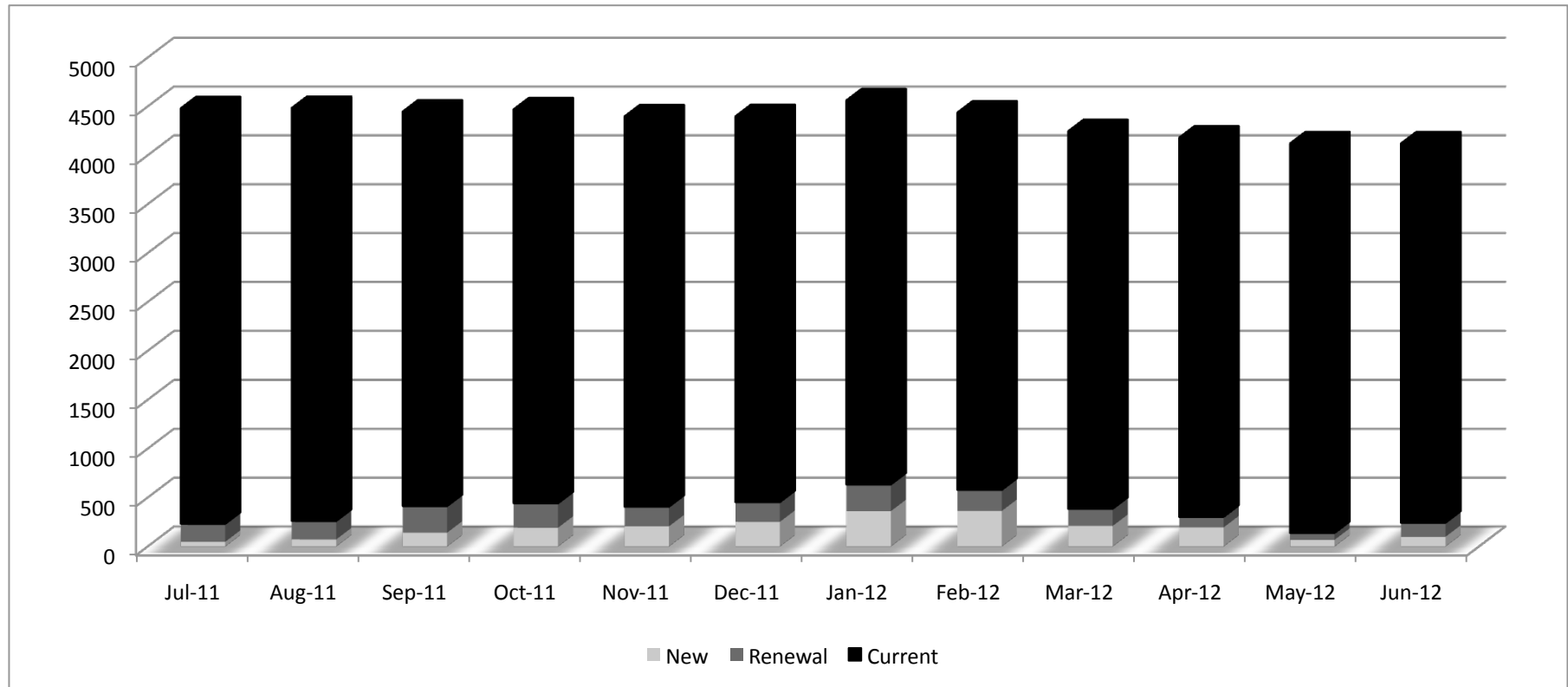


	<i>Jul-12</i>	<i>Aug-12</i>	<i>Sep-12</i>	<i>Oct-12</i>	<i>Nov-12</i>	<i>Dec-12</i>	<i>Jan-13</i>	<i>Feb-13</i>	<i>Mar-13</i>	<i>Apr-13</i>	<i>May-13</i>	<i>Jun-13</i>	<i>Total</i>
New	88	82	187	177	245	178	424	370	165	192	99	52	2259
Renewal	177	165	249	229	194	194	205	228	134	123	93	98	2089
Current	3884	3901	3772	3817	3811	3840	3745	3756	3833	3803	3835	3873	
Total	4149	4148	4208	4223	4250	4212	4374	4354	4132	4118	4027	4023	
Gain/Loss	25	-1	60	15	27	-38	162	-20	-222	-14	-91	-4	-101
% Change	0.61%	-0.02%	1.45%	0.36%	0.64%	-0.89%	3.85%	-0.46%	-5.10%	-0.34%	-2.21%	-0.10%	-2.45%
Non-renew	67	86	82	137	186	188	215	366	374	375	376	377	2829

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

Illinois Reading Council

Yearlong Trend of Total Membership July 2011 to June 2012

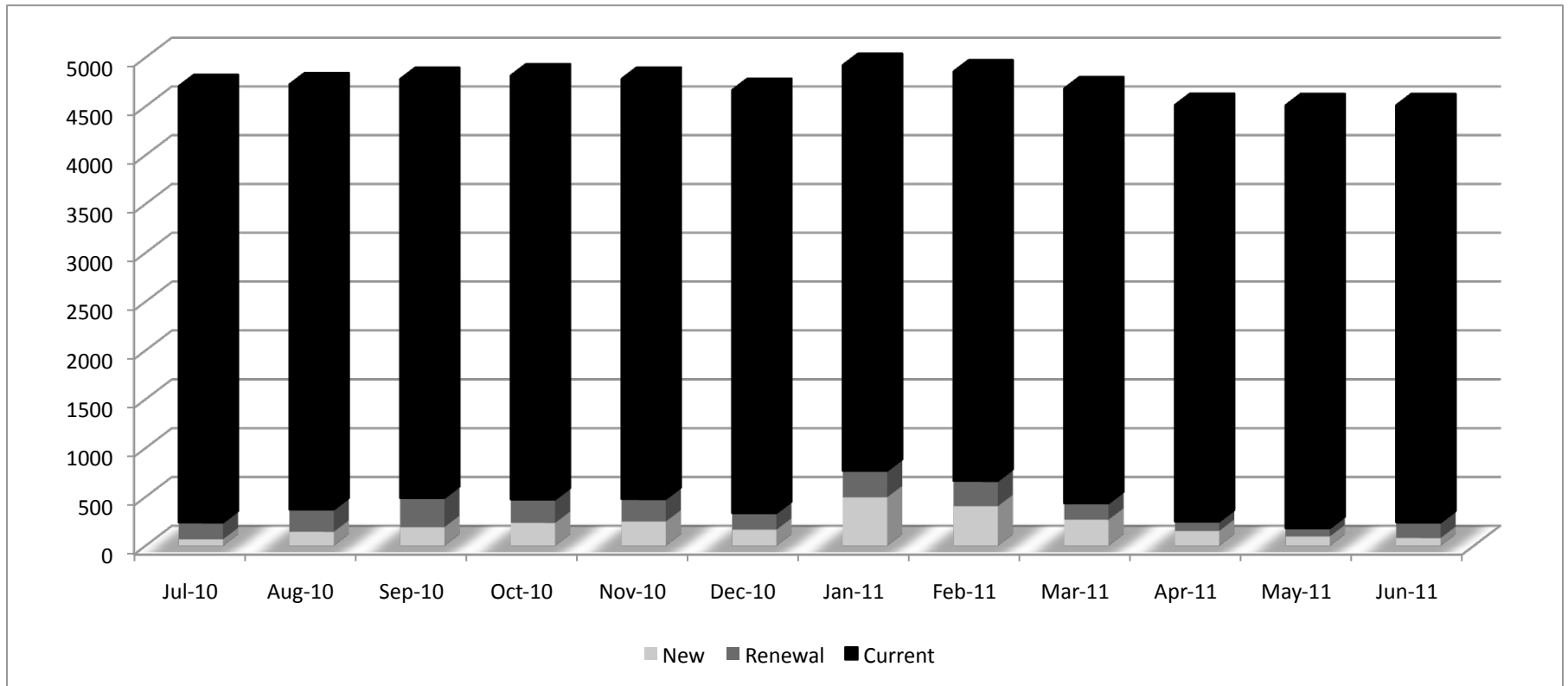


	<i>Jul-11</i>	<i>Aug-11</i>	<i>Sep-11</i>	<i>Oct-11</i>	<i>Nov-11</i>	<i>Dec-11</i>	<i>Jan-12</i>	<i>Feb-12</i>	<i>Mar-12</i>	<i>Apr-12</i>	<i>May-12</i>	<i>Jun-12</i>	<i>Total</i>
New	48	72	141	192	206	252	361	363	210	195	68	99	2207
Renewal	184	189	272	250	201	202	273	216	176	108	70	144	2285
Current	4251	4225	4036	4030	3993	3947	3930	3860	3863	3880	3986	3881	
Total	4483	4486	4449	4472	4400	4401	4564	4439	4249	4183	4124	4124	
Gain/Loss	-30	3	-37	23	-72	1	163	-125	-190	-66	-59	0	-389
% Change	-0.66%	0.07%	-0.82%	0.52%	-1.61%	0.02%	3.70%	-2.74%	-4.28%	-1.55%	-1.41%	0.00%	-8.62%
Non-renew	67	86	118	141	248	230	165	460	378	243	380	381	2897

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

Illinois Reading Council

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	66	142	190	233	247	164	495	404	266	151	95	78	2531
Renewal	172	228	299	240	231	170	272	260	168	96	84	159	2379
Current	4470	4356	4292	4344	4304	4334	4157	4194	4250	4268	4333	4276	
Total	4708	4726	4781	4817	4782	4668	4924	4858	4684	4515	4512	4513	
Gain/Loss	-16	18	55	36	-35	-114	256	-66	-174	-169	-3	1	-211
% Change	-0.34%	0.38%	1.16%	0.75%	-0.73%	-2.38%	5.48%	-1.34%	-3.58%	-3.61%	-0.07%	0.02%	-4.47%
Non-renew	65	103	97	174	250	259	183	437	405	292	91	62	2418