

2025 #sealeychallenge

“One of my most beloved August rituals.”
—2025 Sealey Challenge participant

Poetry matters.

Connection matters.

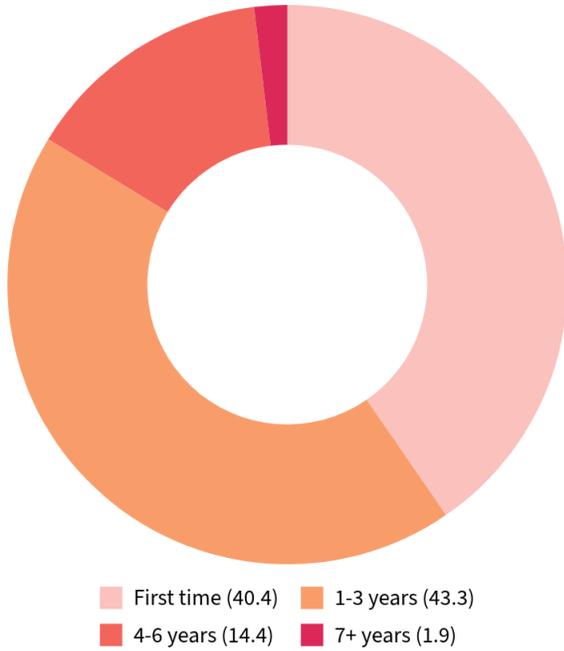
Discovery matters.

Empathy matters.

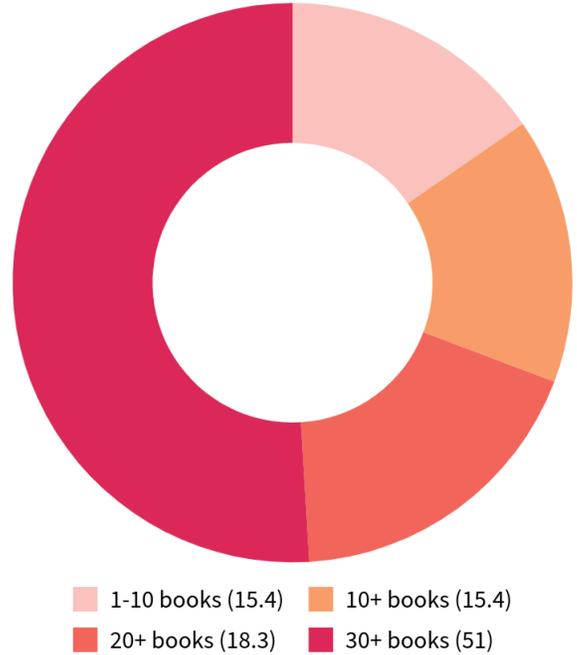
“The world is on fire, and
poetry is both the balm
and the smoke-warning.”

—2025 Sealey Challenge participant

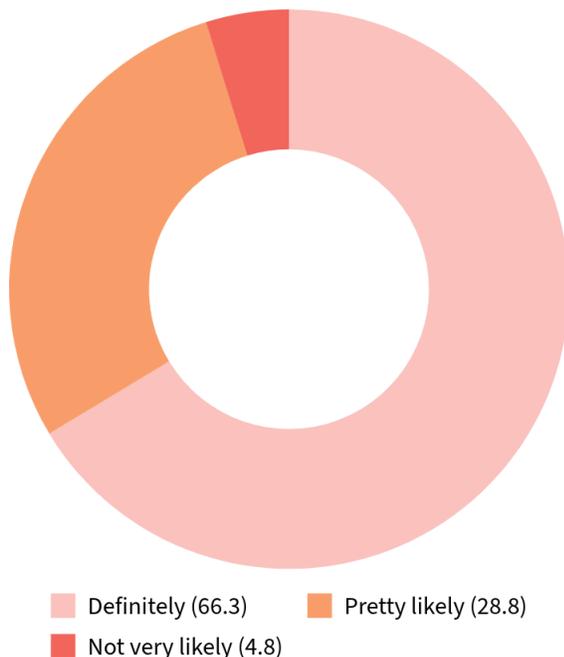
Years of Participation in Sealey Challenge



Self-Reported Books Read Annually



Likelihood of Participating Again



AT A GLANCE

40% of readers joined The Sealey Challenge for the first time

84% of readers have been participating for 1-3 years

69% of participants read 20-31 books

95% of readers will likely participate again

** based on 104 survey submissions*

HOW MANY BOOKS WERE READ: 2025 SURVEY BREAKDOWN

53
people

read 30+ books
annually



1,590
books read

19
people

read 20+ books
annually



475
books read

16
people

read 10+ books
annually



240
books read

16
people

read 1-10 books
annually



80
books read

2,385
books read in 2025
by 104 survey
participants

HOW MANY BOOKS WERE READ: PROJECTED ON FOLLOWERS



7020
followers

51%

of followers read
30+ books

3580

readers

x

30

books

=

107,400

projected books read

18%

of followers read
20+ books

1264

readers

x

25

books

=

31,600

projected books read

15.5%

of followers read
10+ books

1088

readers

x

15

books

=

16,322

projected books read

15.5%

of followers read
1-10 books

1088

readers

x

5

books

=

5400

projected books read

160,722

estimated books read annually by Instagram followers

HOW MANY BOOKS WERE READ: PROJECTED ON FOLLOWERS



823
followers

51%

of followers read
30+ books

420

readers

x

30

books

=

12,600

projected books read

18%

of followers read
20+ books

148

readers

x

25

books

=

3700

projected books read

15.5%

of followers read
10+ books

128

readers

x

15

books

=

1913

projected books read

15.5%

of followers read
1-10 books

128

readers

x

5

books

=

640

projected books read

18,853

estimated books read annually by Facebook followers

HOW MANY BOOKS WERE READ: PROJECTED ON FOLLOWERS



2246
followers

51%

of followers read
30+ books

1247

readers

x

30

books

=

37,410

projected books read

18%

of followers read
20+ books

440

readers

x

25

books

=

11,000

projected books read

15.5%

of followers read
10+ books

379

readers

x

15

books

=

5687

projected books read

15.5%

of followers read
1-10 books

379

readers

x

5

books

=

1896

projected books read

55,993

estimated books read annually by X (Twitter) followers

HOW MANY BOOKS WERE READ: PROJECTED ON FOLLOWERS



172
followers

51%
of followers read
30+ books

88
readers

x

30
books

=

2,640
projected books read

18%
of followers read
20+ books

31
readers

x

25
books

=

775
projected books read

15.5%
of followers read
10+ books

27
readers

x

15
books

=

405
projected books read

15.5%
of followers read
1-10 books

27
readers

x

5
books

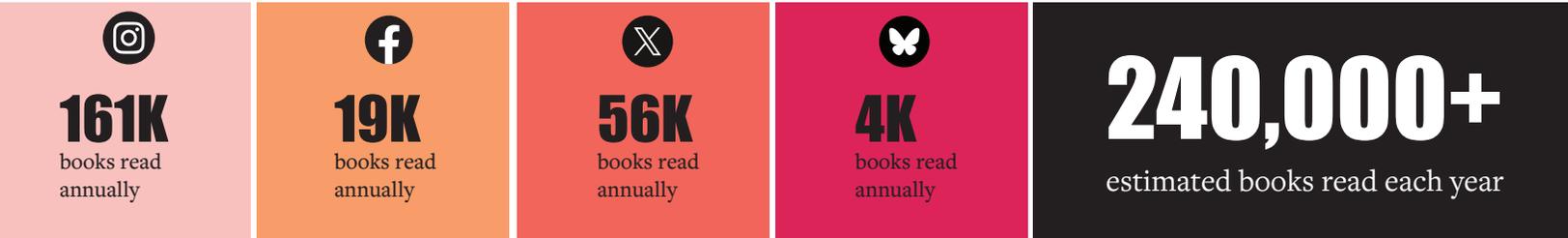
=

135
projected books read

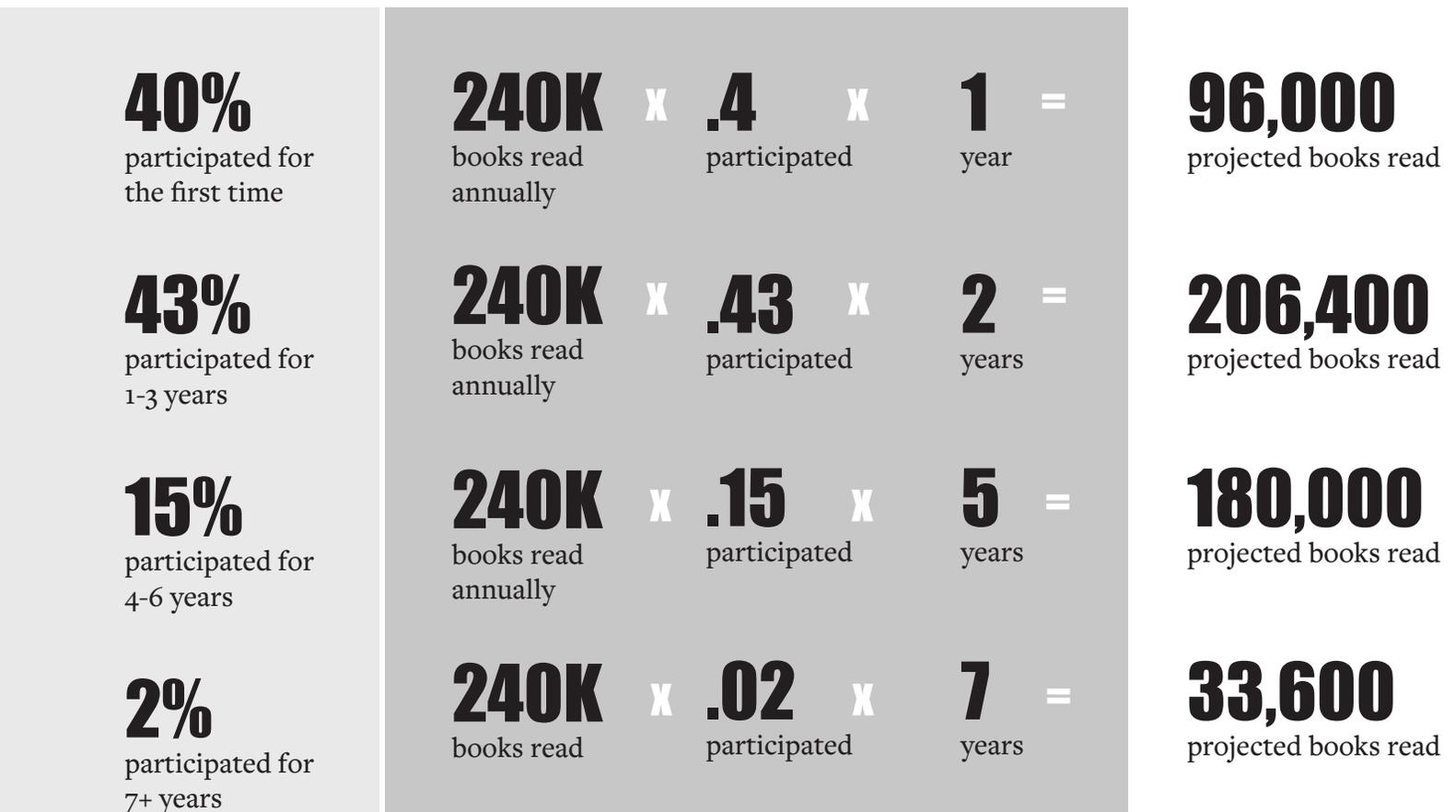
3,955

estimated books read annually by Bluesky followers

HOW MANY BOOKS WERE READ: PROJECTED ON FOLLOWERS



HOW MANY BOOKS READ: OVER 9 YEARS OF SEALEY CHALLENGE



516,000+

estimated books read during 9 years of the Sealey Challenge

HOW MANY POEMS READ: 9 YEARS OF SEALEY CHALLENGE

516,000+ **x** **50 poems**

*estimated books read across
the lifetime of the Sealey Challenge*

per poetry book

THE LARGEST POETRY READING INITIATIVE IN THE WORLD

25,000,000+
poems read

Undeniably meaningful.

To read, cover-to-cover, the stories and histories of so many poets (with such different perspectives and lives than mine) reminds me that the human experience is utterly vast and tender, terrible and wonderful, and most importantly, undeniably meaningful.

—2025 Sealey Challenge participant

Builds radical empathy.

Poetry builds radical empathy. The world needs that now more than ever.

—2025 Sealey Challenge participant

A month-long crash-course in poetry.

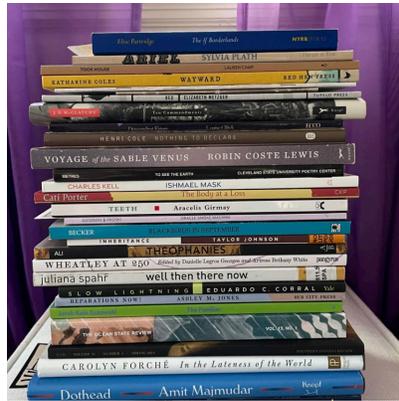
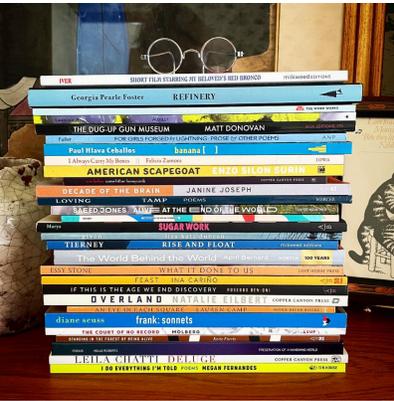
It's an invitation to immerse yourself in reading poetry to a degree that many people, even in the poetry community, are not often afforded... a sort of month-long crash-course in poetry, which leaves me excited, exhausted, & immersed in the kinds of language that most excite me about being alive.

—2025 Sealey Challenge participant

Creates community.

Poetry matters: it's spoken to the human condition since the first poem was created, and delights the mind, ear, and soul. The Sealey Challenge creates a community of readers, sharing our books and responding to posts.

—2025 Sealey Challenge participant



All you have to do is read.

Not analyze or write about or summarize — just read. It is liberating and makes my mind feel fluid and elastic. I reread and I read new. I read poets coming to the [Poetry] Center and I am introduced to new work. I am comforted and invigorated.

—2025 Sealey Challenge participant

