



NORTH CAROLINA AFTER 3PM



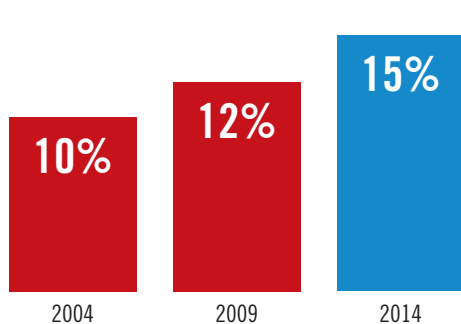
America After 3PM surveyed parents in North Carolina to examine how children spend the hours between 3 and 6 p.m.—the hours after school ends and before parents typically return home from work. It highlights the trends in afterschool program participation, documents the benefits associated with participation in afterschool programs, and measures public support for afterschool programs.

America After 3PM revealed that **234,908 children (15%) in North Carolina** participate in an afterschool program, yet **523,140 children (39%) would be enrolled** in a program if one were available to them.

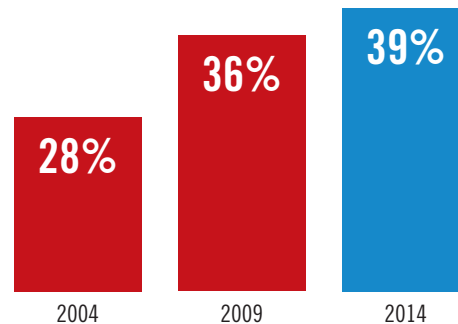
With **87% of North Carolina's parents satisfied with their child's afterschool program and 80% agreeing that afterschool programs give working parents peace of mind**, more work needs to be done to ensure that all children in North Carolina are able to take part in an afterschool program that keeps them safe, inspires learning and supports working parents.

OVERALL DEMAND FOR AFTERSCHOOL PROGRAMS

Afterschool Program Participation in North Carolina



Demand for Afterschool Programs in North Carolina



19%
of children are unsupervised after school in 2014 for an average of 7.21 hours per week.

On average, children spend **6.03** hours and **3.59** days per week in an afterschool program.

North Carolina Parents are Satisfied with their Child's Afterschool Program

- 87% are satisfied with their child's afterschool program overall.
- 87% are satisfied with their child's afterschool program's safe environment.
- 76% are satisfied with their child's afterschool program's quality of care.
- North Carolina parents cited as their top five reasons for selecting an afterschool program: quality of care (68%), the program is a safe haven (68%), their child enjoys the afterschool program (68%), knowledgeable and well-trained program staff (66%) and program cost (64%).

Afterschool Programs Provide a Wide Range of Benefits to North Carolina's Children and Families

- 65% of parents agree that afterschool programs can help excite children about learning.
- 62% of parents agree that afterschool programs help children gain workforce skills, such as teamwork, leadership and critical thinking.
- 75% of North Carolina parents agree that afterschool programs can help reduce the likelihood that youth will engage in risky behaviors, such as commit a crime or use drugs, or become a teen parent.
- The top five activities North Carolina parents report are offered by their child's afterschool program are opportunities for physical activity (72%), beverages, snacks and/or meals (70%), homework assistance (62%), music or art (59%) and opportunities for reading or writing (57%).

North Carolina Parents Support Public Funding for Afterschool Programs

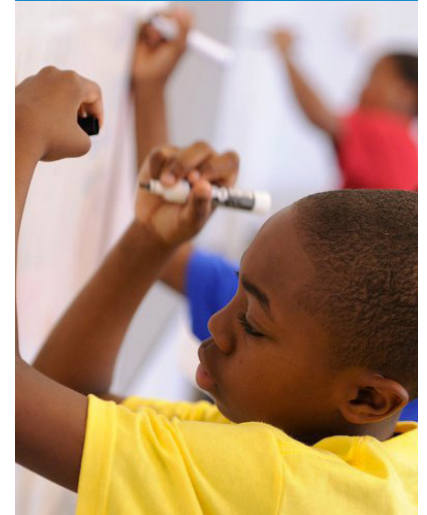
- 86% of North Carolina parents support public funding for afterschool programs, while just 15% report receiving government assistance with the cost of their child's program.
- 80% of North Carolina parents agree that afterschool programs help give working parents peace of mind about their children when they are at work.
- 80% of North Carolina parents agree that afterschool programs help working parents keep their jobs.

ABOUT THE SURVEY

The percentages and projected numbers of children and families in *America After 3PM* are based on survey responses from parents. The Afterschool Alliance contracted with Shugoll Research to collect the data. Nationally, 30,720 households were screened, and 13,709 households completed in-depth interviews via an online survey using a blend of national consumer panels. At least 200 households completed interviews in every state and the District of Columbia, between Feb. 28 and April 17, 2014. In North Carolina 326 households and 1,874 children were screened for this study. Child-level statewide projections and total school enrollment numbers are based on 2011-2012 Department of Education, National Center for Education Statistics. Total school enrollment for North Carolina is 1,566,054. For additional information about *America After 3PM*, visit: <http://afterschoolalliance.org/AA3PM>.

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Snapshot of Afterschool Programs in North Carolina



55% of North Carolina children in an afterschool program qualify for the Federal Free and Reduced Price Lunch Program.

In North Carolina, the top three providers of afterschool programs are afterschool programs run by a public school, afterschool programs run by a religious organization and YMCA afterschool programs.

51% of afterschool programs in North Carolina are located in a public school building.

On average, North Carolina families who pay for their child's afterschool program spend \$68 per week.

After lack of need, the predominant obstacles to enrollment include:

Preference for alternative activities.

The afterschool programs are too expensive.