



WISCONSIN AFTER 3PM



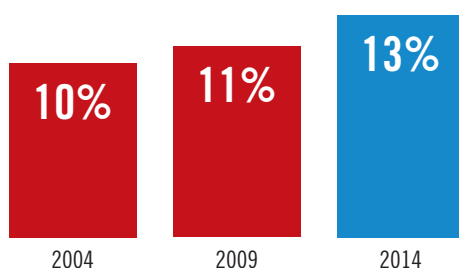
America After 3PM surveyed parents in Wisconsin to examine how children spend the hours between 3 and 6 p.m.—the hours after school ends and before parents typically return home from work. It highlights the trends in afterschool program participation, documents the benefits associated with participation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

America After 3PM revealed that **121,469 children (13%) in Wisconsin** participate in an afterschool program, yet **265,984 children (33%) would be enrolled** in a program if one were available to them.

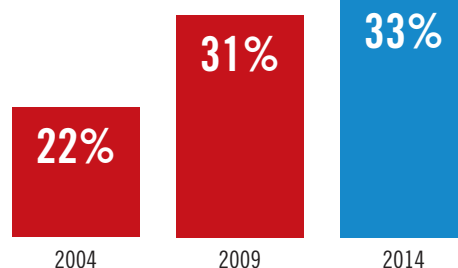
With **79% of Wisconsin's parents satisfied with their child's afterschool program** and **75% agreeing that afterschool programs give working parents peace of mind**, more work needs to be done to ensure that all children in Wisconsin are able to take part in an afterschool program that keeps them safe, inspires learning and supports working parents.

OVERALL DEMAND FOR AFTERSCHOOL PROGRAMS

Afterschool Program Participation in Wisconsin



Demand for Afterschool Programs in Wisconsin



22%

of children are unsupervised after school in 2014 for an average of 7.75 hours per week.

On average, children spend **6.67 hours** and **3.91 days per week** in an afterschool program.

Wisconsin Parents are Satisfied with their Child's Afterschool Program

- 79% are satisfied with their child's afterschool program overall.
- 94% are satisfied with their child's afterschool program's safe environment.
- 89% are satisfied with their child's afterschool program's quality of care.
- Wisconsin parents cited as their top five reasons for selecting an afterschool program: their child enjoys the afterschool program (88%), location is convenient (87%), variety of activities (83%), quality of care (73%) and knowledgeable and well-trained program staff (73%).

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

- 58% of parents agree that afterschool programs can help excite children about learning.
- 63% of parents agree that afterschool programs help children gain workforce skills, such as teamwork, leadership and critical thinking.
- 75% of Wisconsin 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 Wisconsin parents report are offered by their child's afterschool program are opportunities for physical activity (94%), beverages, snacks and/or meals (71%), academic programs/clubs (57%), homework assistance (52%) and music or art (51%).

Wisconsin Parents Support Public Funding for Afterschool Programs

- 82% of Wisconsin parents support public funding for afterschool programs, while just 4% report receiving government assistance with the cost of their child's program.
- 75% of Wisconsin parents agree that afterschool programs help give working parents peace of mind about their children when they are at work.
- 70% of Wisconsin 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 Wisconsin 256 households and 1,345 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 Wisconsin is 920,221. For additional information about *America After 3PM*, visit: <http://afterschoolalliance.org/AA3PM>.

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Snapshot of Afterschool Programs in Wisconsin



29% of Wisconsin children in an afterschool program qualify for the Federal Free and Reduced Price Lunch Program.

In Wisconsin, the top three providers of afterschool programs are afterschool programs run by a public school, YMCA afterschool programs and Boys & Girls Club afterschool programs.

85% of afterschool programs in Wisconsin are located in a public school building.

On average, Wisconsin families who pay for their child's afterschool program spend \$109 per week.

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

Preference for alternative activities.

The afterschool programs are too expensive.