



A Snapshot of the African-American Community After 3PM

Each day in America, millions of kids go home to an empty house after school. In recent years, the growth of quality, affordable afterschool programs—programs that keep kids safe, inspire learning and help working families—has begun to offer parents of these children positive alternatives. Over the past five years, afterschool programs have played an increasingly important role in providing valuable after school opportunities in the African-American community.

In 2009, the Afterschool Alliance conducted a household survey of nearly 30,000 families to learn how many children are in afterschool programs, how many are unsupervised after school and how these numbers compare to five years ago. Building upon and updating a similar study conducted in 2004, *America After 3PM*, sponsored by the JCPenney Afterschool Fund, gives the most comprehensive and accurate picture to date of what this nation's youth are doing each day after school. The study included a specific focus on minority populations and how they are utilizing afterschool programs.

After School Care Arrangements

- African-American children are much more likely to be in afterschool programs than other children. **Twenty-four percent (2,069,720)** of African-American children are enrolled in afterschool programs – at schools, community centers, churches or elsewhere. By comparison, 15 percent of all children participate in afterschool programs.
- **Twenty-eight percent (2,473,140)** of African-American children have no adult supervision after school and are responsible for taking care of themselves during the afternoon hours.

Economic Impact

- African-American parents are feeling the impact of the economic downturn more severely than parents in general. More African-American parents agree that the current economic conditions have impacted their after school care arrangements, with **49 percent** reporting that the economy has impacted how they care for their children after school (compared to 41 percent overall) and **51 percent** stating that it has affected their ability to pay for care (compared to 46 percent overall).
- Four in ten (**41 percent**) African-American parents say their children are spending less time in the care of someone other than a parent after school this year compared to last, which is much greater than the 31 percent reported by parents overall. The primary reason for less outside care is that the parent is no longer working outside the home.

Need or Demand for Afterschool

- Demand for afterschool programs is great in the African-American community. Parents of African-American children *not currently* in afterschool programs are much more likely than other parents to say that they would enroll their children in quality afterschool programs if programs were available. **Sixty-one percent (4,113,972)** of African-American parents say they would enroll their children if programs were available compared to 38 percent of parents in general.
- African American parents are also more likely than the general population to say that there should be “some type of organized activity or place for children and teens to go after school every day that provides opportunities for them to learn.” **Ninety-seven percent** of African-American parents agree compared to just 91 percent agreement in general.



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Satisfaction with Afterschool Programs

- African-American parents are largely satisfied with the afterschool program their child attends with **90 percent** of African-American parents reporting program satisfaction compared to 89 percent overall.
- African-American parents cited child enjoyment (**73 percent**), convenient location (**73 percent**), ability to provide a safe haven (**64 percent**) and affordability (**63 percent**) as their top four reasons for selecting an afterschool program.

Barriers to Enrolling in Afterschool Programs

- After lack of need, the predominant obstacles to enrollment for African-American parents include cost, preference for alternative activities and lack of safe transportation.

National Comparison and Trends – 2004 to 2009

| | 2009 | | 2004 | |
|---|---------------------|------------|---------------------|------------|
| | African-Americans % | National % | African-Americans % | National % |
| Percentage of Kids in Afterschool Programs | 24 | 15 | 20 | 11 |
| Percentage of Kids in Self Care | 28 | 26 | 25 | 25 |
| Percentage of Parents Extremely/Somewhat Satisfied with Afterschool Program | 90 | 89 | 92 | 91 |
| Percentage of Kids Who Would Participate if an Afterschool Program were Available | 61 | 38 | 53 | 30 |

According to U. S. Census data from 2007, the total African-American school-age population is 8,770,000, which is the foundation for the projections in “A Snapshot of the African-American Community After 3PM”.

America After 3PM was sponsored by the JCPenney Afterschool Fund. Between March and May 2009, 29,754 parents/guardians responded to survey questions about their after school child care arrangements during the 2008-2009 school year. RTi, a market research firm, conducted the survey and analyzed the data for the Afterschool Alliance. Additional information from America After 3PM is available at www.afterschoolalliance.org.