



## ***The Growing Importance of Afterschool in Rural Communities***

### ***Methodology and Background on America After 3PM***

In October 2014, the Afterschool Alliance released findings from *America After 3PM*, revealing a dramatic increase in participation in afterschool over the past decade, from 6.5 million to 10.2 million children. The survey also documented a vast and growing unmet demand for afterschool, with the parents of 19.4 million children reporting that they would enroll their child in a program if one were available. One in five students in the United States today is unsupervised after the school day ends. National and state results from that report are available at [www.afterschoolalliance.org/AA3PM/](http://www.afterschoolalliance.org/AA3PM/).

The *America After 3PM* survey was conducted by Shugoll Research. It is based on in-depth interviews with 13,709 households with children, completed via an online survey. To participate, respondents had to live in the United States and be the guardians of a school-age child living in their household. Interviews were completed between February 28 and April 17, 2014.

For the purposes of the special report, ***The Growing Importance of Afterschool in Rural Communities***, survey respondents were designated as living in rural communities if they selected “rural” as their community type and do not live in a zip code that the U.S. Census Bureau has designated as not having any rural areas. Based on this criteria, responses from 3,805 rural households are included in that special report.

In addition to the household survey, ***The Growing Importance of Afterschool in Rural Communities*** includes findings from an online survey of 661 rural afterschool program providers in 46 states, conducted from June 26 to July 29, 2015. These responses help identify promising practices with the potential to strengthen rural afterschool programs, how rural afterschool programs engage parents, barriers to participation and more.