

Massachusetts



Massachusetts has a medium-sized rural high school student population; however, these students make up less than a fifth of the state's total high school population.

The strong majority of MA's rural high schools students is white (82.5%), with a small minority Hispanic population (9.1%).

MA's rural median family income (\$56,500) is far below the overall state median income (\$77,400). Furthermore, rural MA falls in the middle quintile for economic mobility, meaning the current generation may out earn their parents.

High school graduation rates as well as AP and SAT/ACT participation rates are a useful college preparedness gauge. The rural student population has a strong graduation rate that is slightly well above both the state and national rates.

Rural students participate in AP exams slightly more than state peers, but they take the ACT/SAT at slightly lower rates.

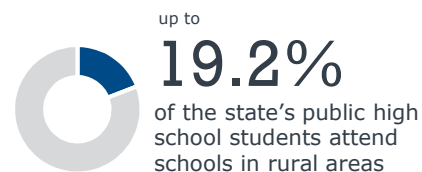
The unemployment rate in rural MA is very low compared to the national rate, and the data show a strong state job market.

Looking at the top industries in rural parts of the state, both the *education, training, and library* category and the *management occupations* category require a college degree, at least for the majority of reported roles held. Select roles in other categories (i.e., accounting) may also require a degree.

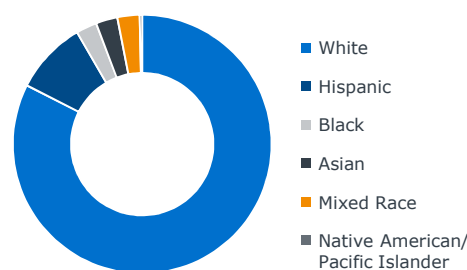
Size of the Rural Market

56,000+

rural students in grades 9-12¹ throughout the state



Statewide Rural Diversity Measures



\$56,500

median family income in rural parts of the state

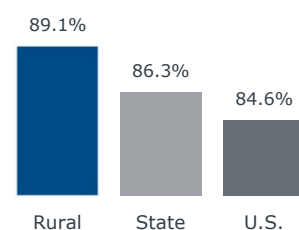
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economic mobility ranking (middle quintile) ●●●●●

Academic Preparedness

High School Graduation Rates

Rural, state, and national averages



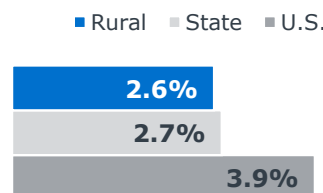
College Readiness Indicators

	Rural	State
Share of junior and senior students who take ACT/SAT per year	42.0%	43.7%
Share of rural HS students taking 1+ AP exams per year	15.2%	14.2%

Employment and Industry Context

Unemployment Rates[†]

Unemployment in rural MA is below state and national rates.



[†] Data as of December 2018

Main Industries in Rural MA

The main industries in the nonmetro areas of the state, excluding retail and food service occupations, are:

- **Office and administrative**
Secretaries; office assistants; bookkeeping and accounting; store clerks; order fillers
- **Education, training, and library**
Elementary education; teacher assistants; secondary education; preschool education
- **Management occupations**
general management; management consultant; project management

1) 2015-16 NCES private school data shows about 4,600 additional rural students in private schools in the state.

Source: See "Data and Methodology" for a full explanation of resources accessed and analyses conducted.