

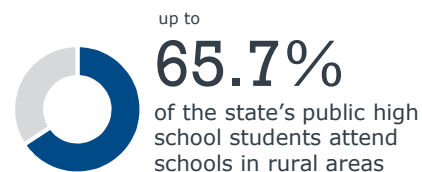


Wisconsin has a large rural high school student population; these students make up the majority of the state's total high school population.

## Size of the Rural Market

### 173,000+

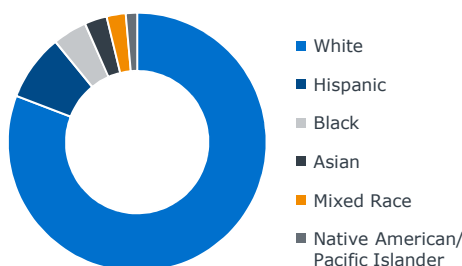
rural students in grades 9-12<sup>1</sup> throughout the state



While the strong majority of WI's rural high schools students is white (80.9%), there is a sizable minority Hispanic population (8.3%).

WI's rural median family income (\$51,000) is below the overall state median income (\$59,300). However, rural WI falls in the top quintile for economic mobility, meaning the current generation is likely to out earn their parents.

## Statewide Rural Diversity Measures



### \$51,000

median family income in rural parts of the state

### 9 of 50

economic mobility ranking (top quintile)

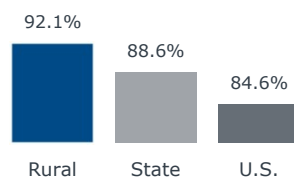
High school graduation as well as AP and SAT/ACT participation rates are a useful college preparedness gauge. The rural population has a very strong graduation rate compared to the rest of the state and country.

Rural students participate in AP exams and the ACT/SAT at rates lower than their peers across the state.

## 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	45.7%	53.1%
Share of rural HS students taking 1+ AP exams per year	12.6%	13.4%

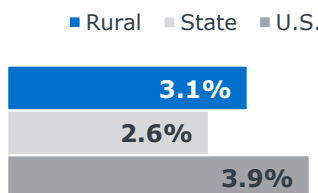
The unemployment rate in rural WI is not quite as healthy as the state overall, but it is far better than the national rate, showing a strong job market.

Looking at the top industries in rural parts of the state, none of the categories necessarily require a college degree, at least for the majority of reported roles held. Select roles in other categories (i.e., accounting) may require a degree or certification.

## Employment and Industry Context

### Unemployment Rates<sup>†</sup>

Unemployment in rural WI is above the state and below the national rate.



<sup>†</sup> Data as of December 2018

### Main Industries in Rural WI

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

- **Production occupations**  
Assemblers and fabricators; meat, fish and poultry processors; general production
- **Office and administrative**  
Office clerks; customer service reps; office assistants and secretaries; bookkeeping
- **Transportation/material moving**  
Truck and tractor trailer drivers; hand freight and stock movers; packing workers

1) 2015-16 NCES private school data shows about 6,500 additional rural students in private schools in the state.

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