



# Alabama

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

While the majority of AL's rural high schools students is white (62.3%), there is a sizable minority population, the largest part of which is black (28.4%).

AL's rural median family income (\$37,900) is below the overall state median income (\$61,500). Furthermore, rural AL falls in the bottom quintile for economic mobility, meaning the current generation is very unlikely to out earn their parents.

High school graduation rates as well as AP and SAT/ACT participation rates are a useful college preparedness gauge. Alabama's rural graduation rate is weaker than the state but better than the national rate.

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

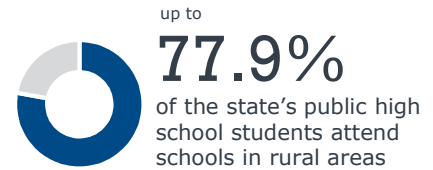
The unemployment rate in rural AL, between the state and national rates, does not indicate significant economic distress.

Looking at the top industries in rural parts of the state, none of the occupations most common in the three main categories require a college degree, at least for the majority of reported roles held. Select roles (i.e., accounting) in the office and administrative category may also require a degree.

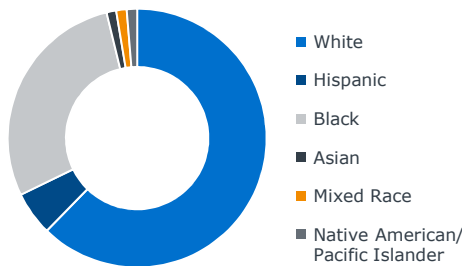
## Size of the Rural Market

**173,500+**

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



## Statewide Rural Diversity Measures



**\$37,900**

median family income in rural parts of the state

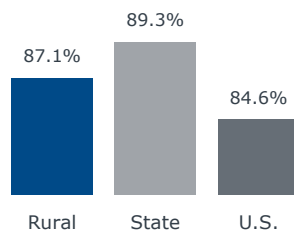
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economic mobility ranking (bottom quintile)

## Academic Preparedness

### High School Graduation Rates

Rural, state, and national averages



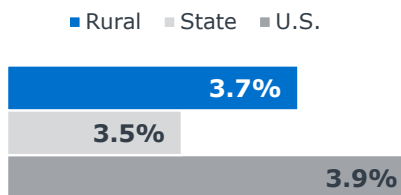
### College Readiness Indicators

	Rural	State
Share of junior and senior students who take ACT/SAT per year	42.2%	58.4%
Share of rural HS students taking 1+ AP exams per year	8.0%	9.4%

## Employment and Industry Context

### Unemployment Rates<sup>†</sup>

The unemployment rate in rural AL is slightly higher than the state overall, but lower than the national average.



<sup>†</sup> Data as of December 2018

### Main Industries in Rural AL

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**  
Secretaries and office assistants; general clerks; bookkeeping and accounting clerks
- **Transportation/material moving**  
Truck and tractor trailer drivers; hand freight and stock movers; packing workers

1) 2015-16 NCES private school data shows about 7,600 additional rural students in private schools in the state.

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