

# South Carolina

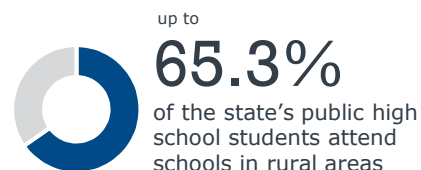


South Carolina has a large rural high school student population; these students make up the majority of the state's total high school population.

## Size of the Rural Market

### 146,000+

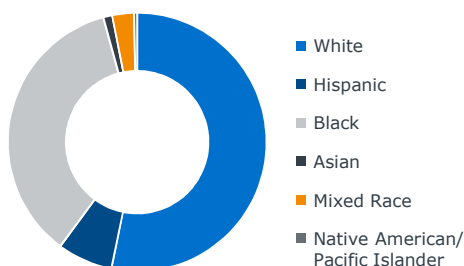
rural students in grades 9-12<sup>1</sup> throughout the state



While the majority of SC's rural high schools students is white (53.1%), there is a large minority population, the largest part of which is black (35.6%).

SC's rural median family income (\$38,200) is below the overall state median income (\$50,600). Furthermore, rural SC falls in the bottom quintile for economic mobility, meaning the current generation is very unlikely to out earn their parents.

## Statewide Rural Diversity Measures



### \$38,200

median family income in rural parts of the state

### 50 of 50

economic mobility ranking (bottom quintile)

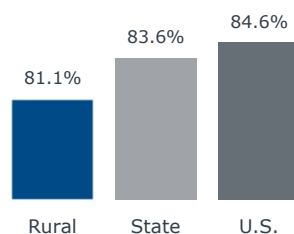
High school graduation as well as AP and SAT/ACT participation rates are a useful college preparedness gauge. The rural student population has a weak graduation rate compared to the state and the rest of the country.

Rural students participate in AP exams and the ACT/SAT at rates far below 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	41.1%	61.9%
Share of rural HS students taking 1+ AP exams per year	8.6%	12.1%

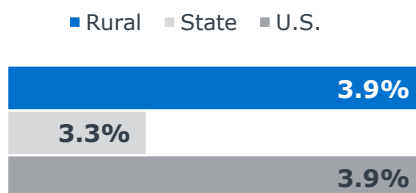
The unemployment rate in rural SC is exactly the national average, and the data show a strong job market in the state.

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 also require a degree.

## Employment and Industry Context

### Unemployment Rates<sup>†</sup>

Unemployment in rural SC is on par with the state and national rates.



<sup>†</sup> Data as of December 2018

### Main Industries in Rural SC

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 5,500 additional rural students in private schools in the state.

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