

# Michigan

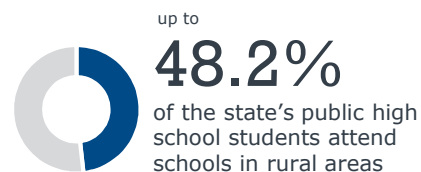


Michigan has a large rural high school student population; however, these students make up just under half of the state's total high school population.

## Size of the Rural Market

### 231,000+

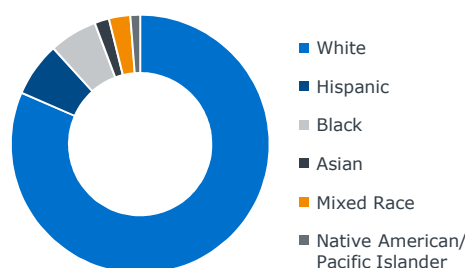
rural students in grades 9-12<sup>1</sup> throughout the state



The strong majority of MI's rural high schools students is white (81.5%), with small minority Hispanic (6.8%) and black (6.0%) populations.

MI's rural median family income (\$45,400) is far below the overall state median income (\$54,900). Furthermore, rural MI falls in the second quintile for economic mobility, meaning the current generation is unlikely to out earn their parents.

## Statewide Rural Diversity Measures



### \$45,400

median family income in rural parts of the state

### 31 of 50

economic mobility ranking (second quintile)

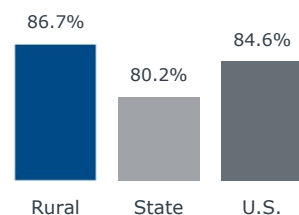
High school graduation rates as well as AP and SAT/ACT participation rates are a useful college preparedness gauge. The rural student population has a strong graduation rate that is slightly above the national rate and well above the state rate.

Rural students participate in AP exams and the ACT/SAT at rates on par with state peers, though their AP exam rates are a little low.

## 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	46.6%	47.7%
Share of rural HS students taking 1+ AP exams per year	7.7%	9.2%

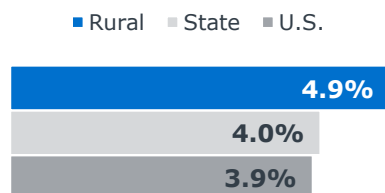
The unemployment rate in rural MI is high compared to the state and national rates, and the data show a slightly weak job market.

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 also require a degree.

## Employment and Industry Context

### Unemployment Rates<sup>†</sup>

Unemployment in rural MI is above both state and national rates.



<sup>†</sup> Data as of December 2018

### Main Industries in Rural MI

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
- **Production occupations**  
Assemblers and fabricators; meat, fish and poultry processors; general production
- **Transportation/material moving**  
Truck and tractor trailer drivers; hand freight and stock movers; packing workers

1) 2015-16 NCES private school data shows about 5,700 additional rural students in private schools in the state.

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