

# Florida

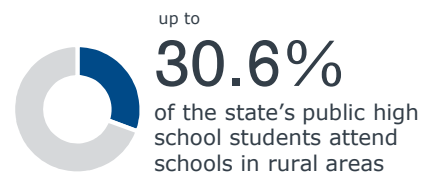


Florida has a large rural high school student population; however, these students make up a little under a third of the state's total high school population.

## Size of the Rural Market

**259,000+**

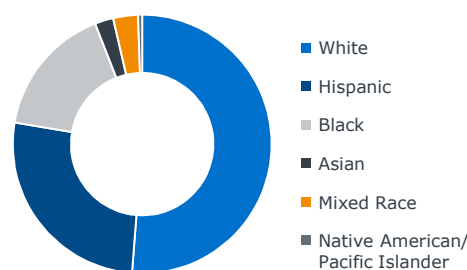
rural students in grades 9-12<sup>1</sup> throughout the state



While the majority of FL's rural high schools students is white (51.2%), there is a large minority population, the largest part of which is Hispanic (26.4%).

FL's rural median family income (\$40,600) is far below the overall state median income (\$52,600). Furthermore, rural FL falls in the bottom quintile for economic mobility, meaning the current generation is very unlikely to out earn their parents.

## Statewide Rural Diversity Measures



**\$40,600**

median family income in rural parts of the state

**44 of 50**

economic mobility ranking (bottom quintile) ● ● ● ● ●

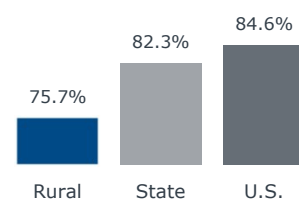
High school graduation rates as well as AP and SAT/ACT participation rates are a useful college preparedness gauge. The rural population has a weak graduation rate that is well below both the state and national rates.

Rural students participate in AP exams and the ACT/SAT at rates far 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	35.6%	61.8%
Share of rural HS students taking 1+ AP exams per year	12.2%	17.5%

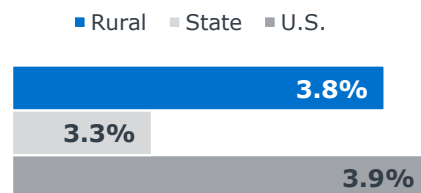
The unemployment rate in rural FL is lower than the national rates, and the data show a strong job market across the state.

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 FL is near the national rate but above the state rate.



<sup>†</sup> Data as of December 2018

### Main Industries in Rural FL

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
- **Transportation/material moving**  
Truck and tractor trailer drivers; hand freight and stock movers; packing workers
- **Protective service occupations**  
Correctional officers and jailers; police and sheriff patrol officers; security guards

1) 2015-16 NCES private school data shows about 9,000 additional rural students in private schools in the state.

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