



Louisiana

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

While the majority of LA's rural high schools students is white (56.4%), there is a large minority population, the largest part of which is black (35.5%).

LA's rural median family income (\$39,000) is below the overall state median income (\$46,100). Furthermore, rural LA falls in the second quintile for economic mobility, meaning the current generation is 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. The rural student population has a slightly weak graduation rate that is slightly above the state rate and far below the national rate.

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

The unemployment rate in rural LA is higher than the state and national averages, and the data show a slightly weak job market.

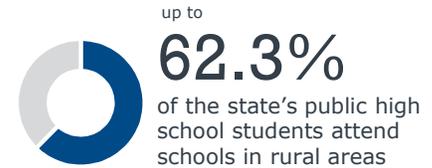
Looking at the top industries in rural parts of the state, only the *education, training, and library* occupations category necessarily requires a college degree, at least for the majority of reported roles held. Select roles in other categories (i.e., accounting) may also require a degree.

1) 2015-16 NCES private school data shows about 9,600 additional rural students in private schools in the state.

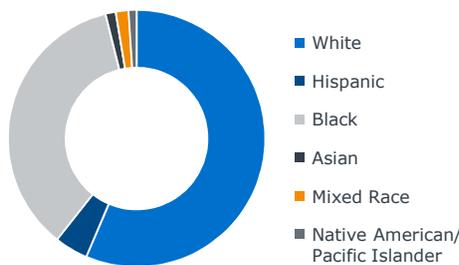
Size of the Rural Market

125,000+

rural students in grades 9-12¹ throughout the state



Statewide Rural Diversity Measures



\$39,000

median family income in rural parts of the state

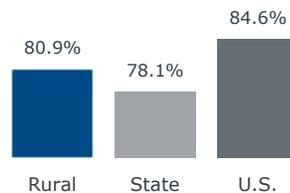
35 of 50

economic mobility ranking (second quintile) ●●●●●

Academic Preparedness

High School Graduation Rates

Rural, state, and national averages



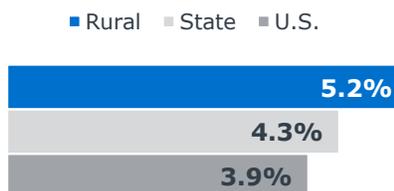
College Readiness Indicators

	Rural	State
Share of junior and senior students who take ACT/SAT per year	36.7%	55.0%
Share of rural HS students taking 1+ AP exams per year	6.2%	7.3%

Employment and Industry Context

Unemployment Rates[†]

Unemployment in rural LA is above the state and national rates.



[†] Data as of December 2018

Main Industries in Rural LA

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
- **Education, training, and library**
Elementary education; teacher assistants; secondary education; preschool education
- **Transportation/material moving**
Truck and tractor trailer drivers; hand freight and stock movers; packing workers

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