

Oklahoma

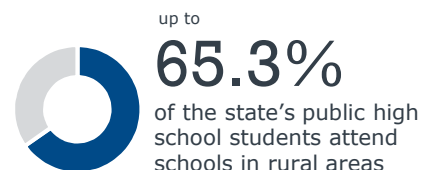


Oklahoma has a large rural high school student population; these students make up the majority of the state's total high school population.

Size of the Rural Market

124,000+

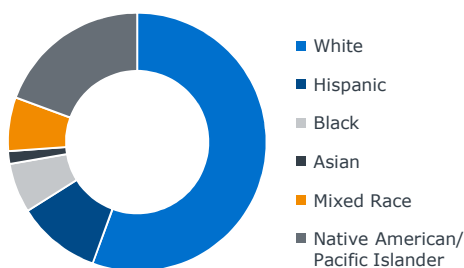
rural students in grades 9-12¹ throughout the state



While the majority of OK's rural high schools students is white (55.6%), there is a large minority population, the largest part of which is Native American (19.4%).

OK's rural median family income (\$43,400) is below the overall state median income (\$50,100). However, rural OK falls in the fourth quintile for economic mobility, meaning the current generation is likely to out earn their parents.

Statewide Rural Diversity Measures



\$43,400

median family income in rural parts of the state

16 of 50

economic mobility ranking (fourth quintile)



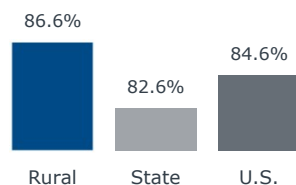
High school graduation rates as well as AP and SAT/ACT participation rates are a useful college preparedness gauge. The rural population has a strong graduation rate compared to the national rate, but the state fails to meet the national average.

Rural students participate in AP exams and the ACT/SAT at rates much 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 | 57.1% | 64.2% |
| Share of rural HS students taking 1+ AP exams per year | 4.2% | 8.0% |

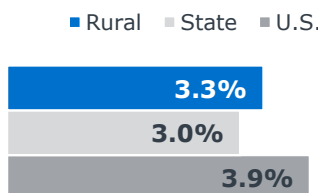
The unemployment rate in rural OK is lower than the national rate and only slightly higher than the state, showing a healthy job market.

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[†]

Unemployment in rural OK is below the national and near the state rate.



[†] Data as of December 2018

Main Industries in Rural OK

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 900 additional rural students in private schools in the state.

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