

North Carolina

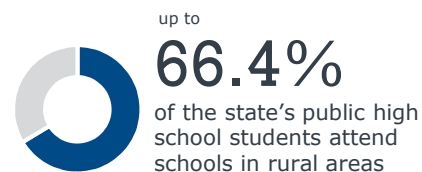


North Carolina has a large rural high school student population; these students make up the two thirds of the state's total high school population.

Size of the Rural Market

310,000+

rural students in grades 9-12¹ throughout the state



While the majority of NC's rural high schools students is white (55.6%), there is a large minority population, the largest part of which is black (22.8%) and Hispanic (14.1%).

NC's rural median family income (\$42,600) is below the overall state median income (\$52,800). Furthermore, rural NC falls in the bottom quintile for economic mobility, meaning the current generation is very unlikely to out earn their parents.

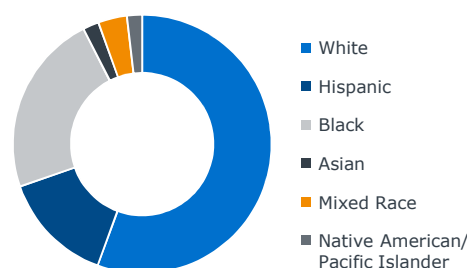
High school graduation as well as AP and SAT/ACT participation rates are a useful college preparedness gauge. The rural population has a slightly strong graduation rate compared to the rest of the state and country.

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

The unemployment rate in rural NC is slightly above the state and national rates, but the data show a healthy overall 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.

Statewide Rural Diversity Measures



\$42,600

median family income in rural parts of the state

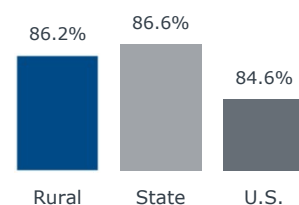
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economic mobility ranking (bottom quintile) ● ● ● ● ●

Academic Preparedness

High School Graduation Rates

Rural, state, and national averages



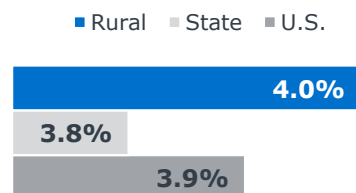
College Readiness Indicators

	Rural	State
Share of junior and senior students who take ACT/SAT per year	31.3%	45.3%
Share of rural HS students taking 1+ AP exams per year	10.2%	13.7%

Employment and Industry Context

Unemployment Rates[†]

Unemployment in rural NC is slightly above the state and national rates.



[†] Data as of December 2018

Main Industries in Rural NC

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 8,800 additional rural students in private schools in the state.

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