

Missouri

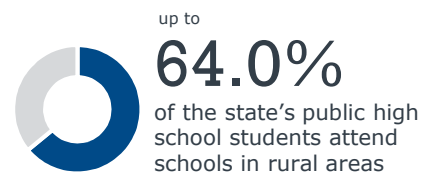


Missouri has a large rural high school student population; these students make up the majority of the state's total high school population.

Size of the Rural Market

171,000+

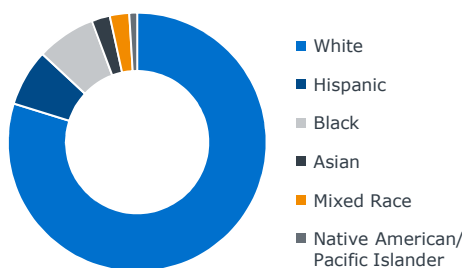
rural students in grades 9-12¹ throughout the state



The strong majority of MO's rural high schools students is white (79.9%), there is a large minority Hispanic (7.1%) and black (7.4%) population.

MO's rural median family income (\$42,000) is below the overall state median income (\$53,600). However, rural MO falls in the fourth quintile for economic mobility, meaning the current generation is likely to out earn their parents.

Statewide Rural Diversity Measures



\$42,000

median family income in rural parts of the state

18 of 50

economic mobility ranking (fourth quintile)



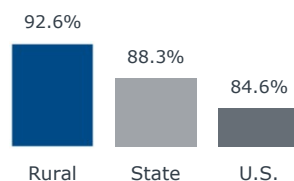
High school graduation rates as well as AP and SAT/ACT participation rates are a useful college preparedness gauge. The rural student population has a very strong graduation rate that is slightly above the state rate and far above the national rate.

Rural students participate in AP exams slightly less than state peers, but take the ACT/SAT at rates better than their state peers.

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	58.7%	55.1%
Share of rural HS students taking 1+ AP exams per year	5.2%	6.6%

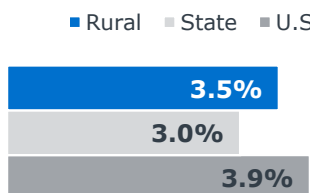
The unemployment rate in rural MO is below the national rate and a little above the state rate, showing a healthy job market.

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 MO is below both state and national rates.



[†] Data as of December 2018

Main Industries in Rural MO

The main industries in the nonmetro areas of the state, excluding retail and food service occupations, are:

- **Office and administrative**
Secretaries and office assistants; general clerks; bookkeeping and accounting clerks
- **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 6,700 additional rural students in private schools in the state.

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