

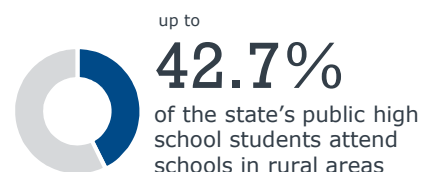
Texas



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

Size of the Rural Market

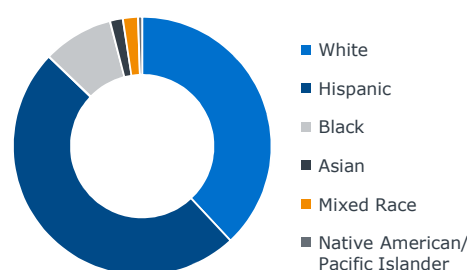
651,000+
rural students in grades 9-12¹
throughout the state



The largest group of TX's rural high schools students is Hispanic (49.1%), with white (38.0%) and black (8.8%) forming the next two largest groups.

TX's rural median family income (\$47,500) is below the overall state median income (\$59,200). However, rural TX falls in the fourth quintile for economic mobility, meaning the current generation is likely to out earn their parents.

Statewide Rural Diversity Measures



\$47,500
median family income in rural parts of the state

17 of 50
economic mobility ranking
(fourth quintile) ●●●●●○

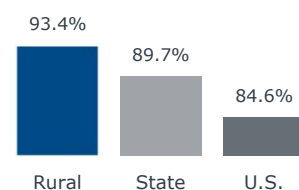
High school graduation as well as AP and SAT/ACT participation rates are a useful college preparedness gauge. The rural student population has a very strong graduation rate compared to the rest of the country. Rural students in TX also out-perform their state peers.

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	29.0%	36.3%
Share of rural HS students taking 1+ AP exams per year	9.6%	14.7%

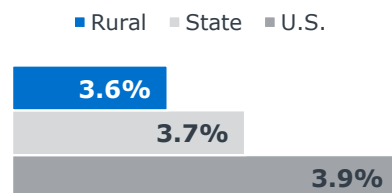
The unemployment rate in rural TX is lower than the state and national averages, showing a healthy job market.

Looking at the top industries in rural parts of the state, only the *education, training, and library* 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.

Employment and Industry Context

Unemployment Rates[†]

Unemployment in rural TX is slightly below the state and national rates.



[†] Data as of December 2018

Main Industries in Rural TX

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

1) 2015-16 NCES private school data shows about 10,400 additional rural students in private schools in the state.

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