

## Ohio

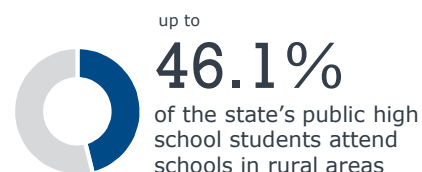


Ohio has a large rural high school student population; however, these students make up under half of the state's total high school population.

## Size of the Rural Market

**239,000+**

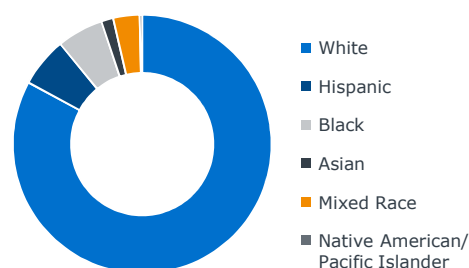
rural students in grades 9-12<sup>1</sup> throughout the state



The strong majority of OH's rural high schools students is white (82.9%), and there are smaller groups of Hispanic (6.2%) and black (5.8%) students.

OH's rural median family income (\$50,200) is below the overall state median income (\$54,000). Furthermore, rural OH falls in the middle quintile for economic mobility, meaning the current generation may out earn their parents.

## Statewide Rural Diversity Measures



**\$50,200**

median family income in rural parts of the state

**30 of 50**

economic mobility ranking (middle quintile) ●●●●●

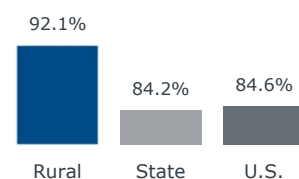
High school graduation as well as AP and SAT/ACT participation rates are a useful college preparedness gauge. The rural population has a strong graduation rate compared to the rest of the state and country.

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

## 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	42.7%	44.2%
Share of rural HS students taking 1+ AP exams per year	4.6%	7.6%

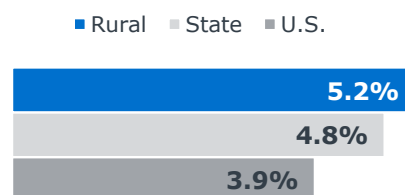
The unemployment rate in rural OH is higher than the state and national rates, and the data show a weak job market in the state.

Looking at the top industries in rural parts of the state, only the *healthcare and tech 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.

## Employment and Industry Context

Unemployment Rates<sup>†</sup>

Unemployment in rural Ohio is above the state and national averages.



<sup>†</sup> Data as of December 2018

## Main Industries in Rural OH

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*
- **Transportation/material moving**  
*Truck and tractor trailer drivers; hand freight and stock movers; packing workers*
- **Healthcare and tech occupations**  
*Registered nurses; respiratory therapists; clinical lab technicians; pharmacists*

1) 2015-16 NCES private school data shows about 6,000 additional rural students in private schools in the state.

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