



Arizona

Arizona has a large rural high school student population, though these students make up only about a third of the state's total high school population.

While the relative majority of AZ's rural high schools students is white (42.4%), there is a large minority Hispanic population as well (39.3%).

AZ's rural median family income (\$35,300) is below the overall state median income (\$56,600). Furthermore, rural AZ falls in the bottom quintile for economic mobility, meaning the current generation is very unlikely to out earn their parents.

High school graduation rates as well as AP and SAT/ACT participation rates are a useful college preparedness gauge. The rural population has a weak graduation rate that is on par with the state rate but far below the national rate.

Additionally, rural students participate in AP exams and the ACT/SAT at rates far lower than their peers across the state.

The unemployment rate in rural AZ indicates significant economic distress and is well over the state and national unemployment rates.

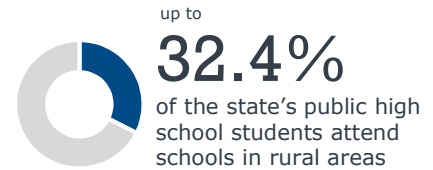
Looking at the top industries in rural parts of the state, of the occupations most common in the three main categories, only the *education, training, and library* category necessarily requires a college degree. Select roles (i.e., accounting) in the office and administrative category may also require a degree.

1) 2015-16 NCES private school data shows about 1,800 additional rural students in private schools in the state.

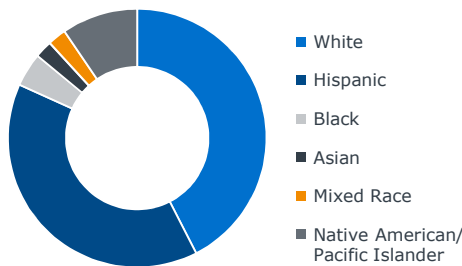
Size of the Rural Market

110,000+

rural students in grades 9-12¹ throughout the state



Statewide Rural Diversity Measures



\$35,300

median family income in rural parts of the state

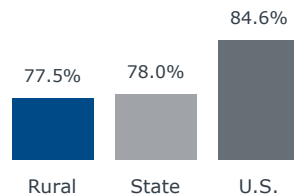
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economic mobility ranking (bottom quintile)

Academic Preparedness

High School Graduation Rates

Rural, state, and national averages



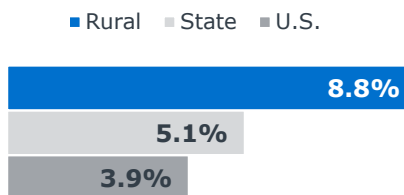
College Readiness Indicators

	Rural	State
Share of junior and senior students who take ACT/SAT per year	17.0%	31.3%
Share of rural HS students taking 1+ AP exams per year	7.2%	9.0%

Employment and Industry Context

Unemployment Rates[†]

Unemployment in rural AZ is much higher than the state and national averages.



† Data as of December 2018

Main Industries in Rural AZ

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

- **Office and administrative**
Secretaries and office assistants; operations management; bookkeeping and accountants
- **Education, training, and library**
Teacher assistants; elementary education; secondary education; substitute teachers
- **Installation, maintenance, repair**
General maintenance and repair workers; industrial machinery mechanics; automotive

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