

Nebraska




Nebraska has a medium-sized rural high school student population; these students make up the majority of the state's total high school population.

Size of the Rural Market

50,000+
rural students in grades 9-12¹
throughout the state

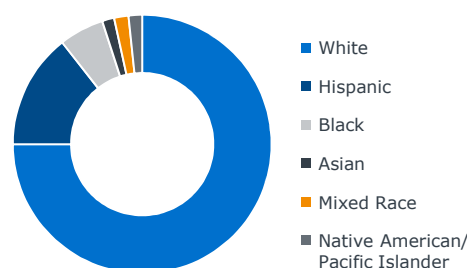
up to **54.0%**
of the state's public high school students attend schools in rural areas



While the majority of NE's rural high schools students is white (75.0%), there is a large minority population, the largest part of which is Hispanic (14.4%).

NE's rural median family income (\$50,200) is below the overall state median income (\$60,000). However, rural NE falls in the top quintile for economic mobility, meaning the current generation is very likely to out earn their parents.

Statewide Rural Diversity Measures



\$50,200
median family income in rural parts of the state

1 of 50
economic mobility ranking
(top quintile)



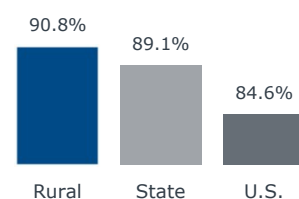
High school graduation rates as well as AP and SAT/ACT participation rates are a useful college preparedness gauge. The rural student population has a strong graduation rate that is slightly above the state rate and far above the national rate.

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	41.5%	47.3%
Share of rural HS students taking 1+ AP exams per year	2.9%	6.6%

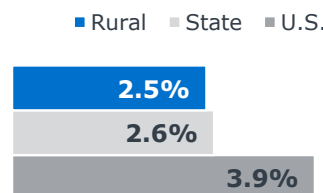
The unemployment rate in rural NE is very low compared to the national rate, and on par with the state rate, showing a healthy overall job market.

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.

Employment and Industry Context

Unemployment Rates[†]

Unemployment in all of Nebraska is well below the national rate.



[†] Data as of December 2018

Main Industries in Rural NE

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 3,100 additional rural students in private schools in the state.

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