

Oregon

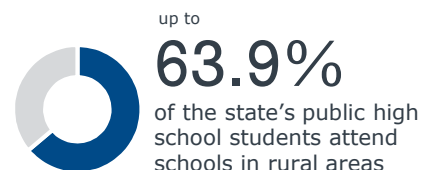


Oregon has a large rural high school student population; these students make up the majority of the state's total high school population.

Size of the Rural Market

112,000+

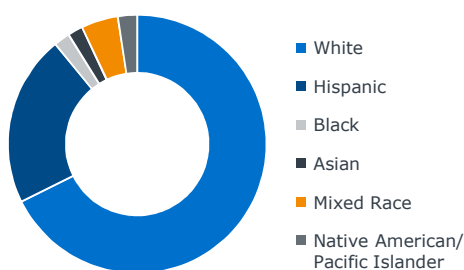
rural students in grades 9-12¹ throughout the state



While the majority of OR's rural high schools students is white (67.6%), there is a large minority population, the largest part of which is Hispanic (21.4%).

OR's rural median family income (\$46,000) is below the overall state median income (\$60,200). However, rural OR falls in the fourth quintile for economic mobility, meaning the current generation is likely to out earn their parents.

Statewide Rural Diversity Measures



\$46,000

median family income in rural parts of the state

19 of 50

economic mobility ranking (fourth quintile)



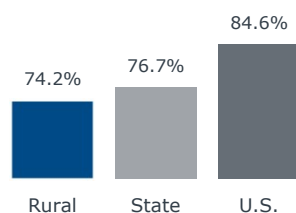
High school graduation as well as AP and SAT/ACT participation rates are a useful college preparedness gauge. OR has weak graduation overall, with rural students performing even below the state average.

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	24.0%	29.3%
Share of rural HS students taking 1+ AP exams per year	5.4%	6.9%

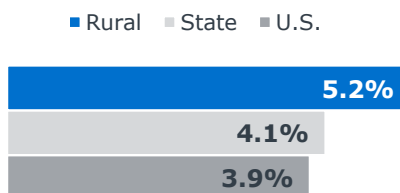
The unemployment rate in rural OR is higher than the national and state averages, showing a slightly weak job market.

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 OR is above both the state and national rates.



[†] Data as of December 2018

Main Industries in Rural OR

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 3,200 additional rural students in private schools in the state.

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