

# Minnesota

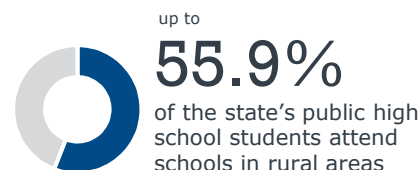


Minnesota has a large rural high school student population; these students make up the majority of the state's total high school population.

## Size of the Rural Market

### 150,000+

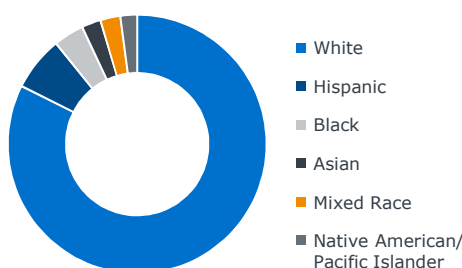
rural students in grades 9-12<sup>1</sup> throughout the state



The strong majority of MN's rural high schools students is white (82.5%), with a small minority Hispanic population (6.8%).

MN's rural median family income (\$53,400) is far below the overall state median income (\$64,800). However, rural MN falls in the top quintile for economic mobility, meaning the current generation is very likely to out earn their parents.

## Statewide Rural Diversity Measures



### \$53,400

median family income in rural parts of the state

### 5 of 50

economic mobility ranking (top quintile)



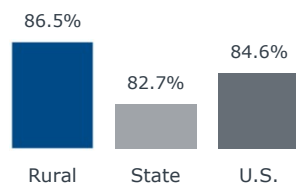
High school graduation rates as well as AP and SAT/ACT participation rates are a useful college preparedness gauge. The rural student population has a strong graduation rate that is above both the state and national graduation rates.

Rural students participate in AP exams at rates lower than state peers, but take the ACT/SAT at rates above those same peers.

## 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	57.6%	50.7%
Share of rural HS students taking 1+ AP exams per year	9.5%	12.2%

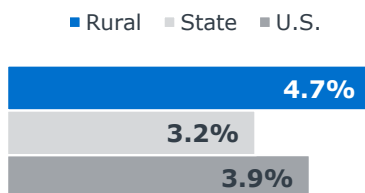
The unemployment rate in rural MN is higher than the state and national averages, and the data show a slightly weak job market.

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<sup>†</sup>

Unemployment in rural MN is above both state and national rates.



<sup>†</sup> Data as of December 2018

### Main Industries in Rural MN

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*
- **Education, training, and library**  
*Elementary education; teacher assistants; secondary education; preschool education*

<sup>1</sup>) 2015-16 NCES private school data shows about 4,700 additional rural students in private schools in the state.

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