

New Jersey



New Jersey has a medium-sized rural high school student population; however, these students make up less than a fifth of the state's total high school population.

While the majority of NJ's rural high schools students is white (68.4%), there is a large minority population, the largest part of which is Hispanic (14.8%).

NJ's rural median family income (\$57,600) is below the overall state median income (\$80,100). Furthermore, rural NJ falls in the middle quintile for economic mobility, meaning the current generation may 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 student population has a strong graduation rate, one that is consistent across the state.

Rural students participate in AP exams and the ACT/SAT at rates on par with their peers across the state, with only a slightly lower rate of ACT/SAT activity per year.

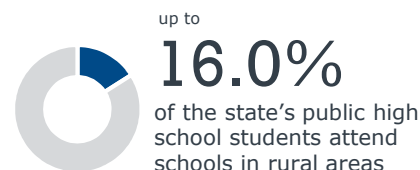
The unemployment rate in rural NJ is lower than the state and national averages, and the data show a strong rural job market.

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.

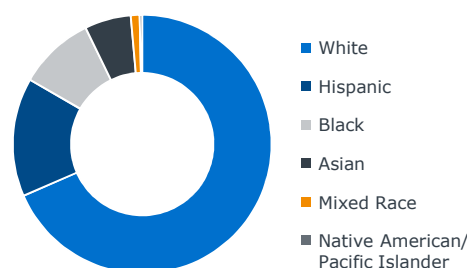
Size of the Rural Market

64,000+

rural students in grades 9-12¹ throughout the state



Statewide Rural Diversity Measures



\$57,600

median family income in rural parts of the state

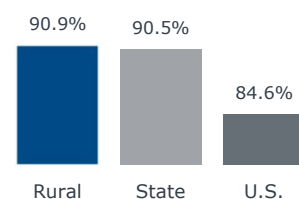
23 of 50

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

Academic Preparedness

High School Graduation Rates

Rural, state, and national averages



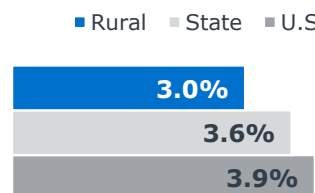
College Readiness Indicators

	Rural	State
Share of junior and senior students who take ACT/SAT per year	53.8%	56.1%
Share of rural HS students taking 1+ AP exams per year	13.4%	13.5%

Employment and Industry Context

Unemployment Rates[†]

Unemployment in rural NJ is below the state and national averages.



[†] Data as of December 2018

Main Industries in Rural NJ

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

1) 2015-16 NCES private school data shows about 2,700 additional rural students in private schools in the state.

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