

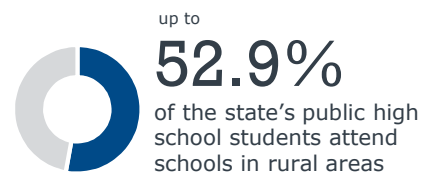


Utah has a large rural high school student population; these students make up the majority of the state's total high school population.

Size of the Rural Market

100,000+

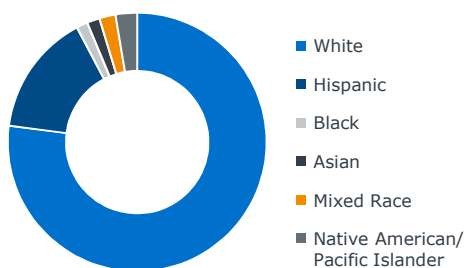
rural students in grades 9-12¹ throughout the state



While the majority of UT's rural high schools students is white (77.1%), there is a sizable Hispanic (15.3%) population.

UT's rural median family income (\$53,000) is far below the overall state median income (\$68,400). However, rural UT falls in the top quintile for economic mobility, meaning the current generation is very likely to out earn their parents.

Statewide Rural Diversity Measures



\$53,000

median family income in rural parts of the state

6 of 50

economic mobility ranking (top quintile)



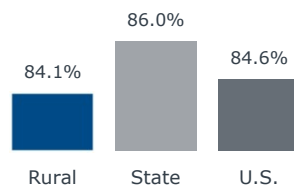
High school graduation as well as AP and SAT/ACT participation rates are a useful college preparedness gauge. The rural population has an average graduation rate that is slightly weaker than the state overall.

Rural students participate in AP exams and the ACT/SAT at rates lower than their peers across the state, especially in the case of the ACT/SAT.

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	51.8%	65.8%
Share of rural HS students taking 1+ AP exams per year	11.1%	12.5%

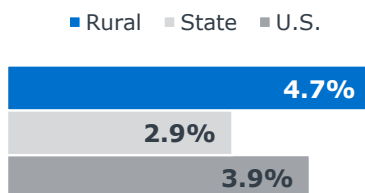
The unemployment rate in rural UT is high. Notably, the overall state rate is lower than the national average while the rural rate is higher, signaling a weak job market in rural UT.

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[†]

Unemployment in rural UT is above both the state and national rates.



[†] Data as of December 2018

Main Industries in Rural UT

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
- **Education, training, and library**
Elementary education; teacher assistants; secondary education; preschool education
- **Construction and extraction**
Operating engineers; equipment operators; construction laborers; carpenters

1) 2015-16 NCES private school data shows about 2,300 additional rural students in private schools in the state.

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