



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

The strong majority of IA's rural high schools students is white (81.8%), with small minority Hispanic (8.8%) and black (4.2%) populations.

IA's rural median family income (\$53,900) is below the overall state median income (\$58,600). However, rural IA falls in the top quintile for economic mobility, meaning the current generation is very likely to 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 population has a very strong graduation rate that is slightly above the state rate and far above the national rate.

However, Iowa's rural students participate in AP exams and the ACT/SAT at rates far lower than their peers across the state.

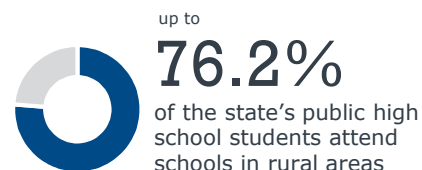
The unemployment rate in rural IA is far lower than the national rates, and the data show a strong job market across the state.

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.

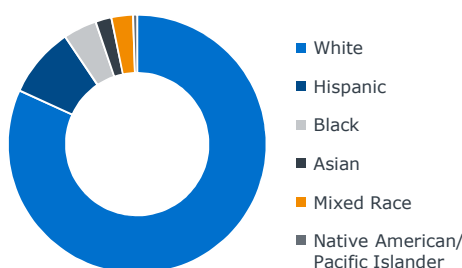
Size of the Rural Market

112,000+

rural students in grades 9-12¹ throughout the state



Statewide Rural Diversity Measures



\$53,900

median family income in rural parts of the state

4 of 50

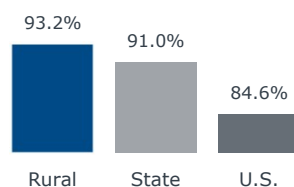
economic mobility ranking (top quintile)



Academic Preparedness

High School Graduation Rates

Rural, state, and national averages



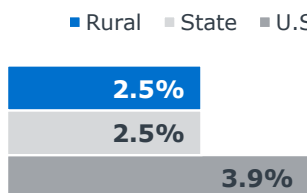
College Readiness Indicators

	Rural	State
Share of junior and senior students who take ACT/SAT per year	31.0%	35.9%
Share of rural HS students taking 1+ AP exams per year	4.0%	6.6%

Employment and Industry Context

Unemployment Rates[†]

Unemployment in all of Iowa is below the national unemployment rate.



[†] Data as of December 2018

Main Industries in Rural IA

The main industries in the nonmetro areas of the state, excluding retail and food service occupations, are:

- **Production occupations**
Assemblers and fabricators; meat, fish and poultry processors; general production
- **Office and administrative**
Secretaries and office assistants; general clerks; bookkeeping and accounting clerks
- **Transportation/material moving**
Truck and tractor trailer drivers; hand freight and stock movers; packing workers

1) 2015-16 NCES private school data shows about 4,300 additional rural students in private schools in the state.

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