



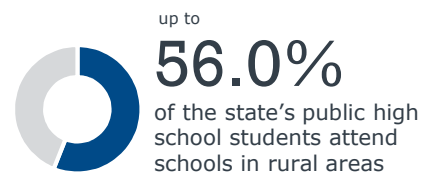
New Hampshire

New Hampshire has a small rural high school student population; however, these students make up the majority of the state's total high school population.

Size of the Rural Market

32,000+

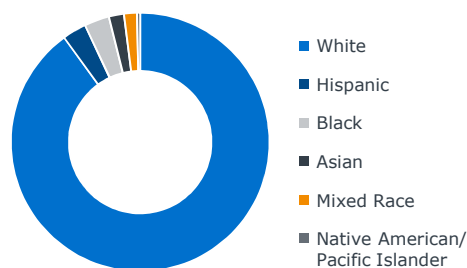
rural students in grades 9-12¹ throughout the state



The strong majority of NH's rural high schools students is white (89.9%). The next largest group of students is black (3.1%).

NH's rural median family income (\$57,800) is below the overall state median income (\$73,400). Furthermore, rural NH falls in the middle quintile for economic mobility, meaning the current generation may out earn their parents.

Statewide Rural Diversity Measures



\$57,800

median family income in rural parts of the state

27 of 50

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

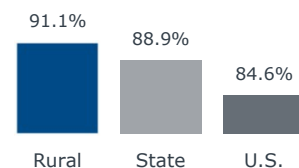
The rural student population has a strong graduation rate that is slightly better than the state rate and far above the national rate.

Rural students participate in AP exams at rates similar to state peers, but take the ACT/SAT at rates far lower.

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	48.2%	51.3%
Share of rural HS students taking 1+ AP exams per year	9.6%	9.9%

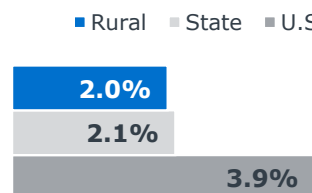
The unemployment rate in rural NH is far lower than the national average, and the data show a strong job market in the state.

Looking at the top industries in rural parts of the state, both the *education, training, and library* as well as the *healthcare and tech occupations* category 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 NH is lower than the state and national rates.



[†] Data as of December 2018

Main Industries in Rural NH

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
- **Healthcare and tech occupations**
Registered nurses; respiratory therapists; clinical lab technicians; pharmacists

1) 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.