

Maryland

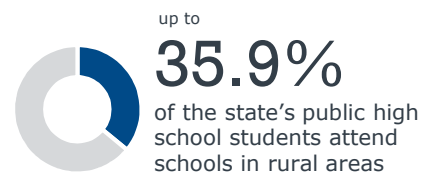


Maryland has a large rural high school student population; however these students make up about a third of the state's total high school population.

Size of the Rural Market

92,000+

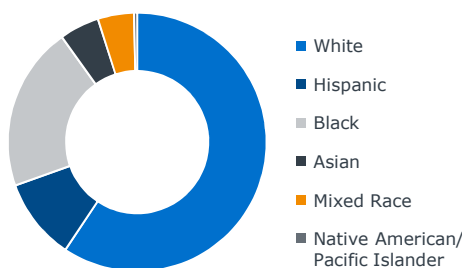
rural students in grades 9-12¹ throughout the state



While the majority of MD's rural high schools students is white (59.3%), there is a large minority population, the largest part of which is black (20.5%).

MD's rural median family income (\$59,600) is far below the overall state median income (\$80,800). Furthermore, rural MD falls in the second quintile for economic mobility, meaning the current generation is unlikely to out earn their parents.

Statewide Rural Diversity Measures



\$59,600

median family income in rural parts of the state

36 of 50

economic mobility ranking (second quintile) ●●●●●

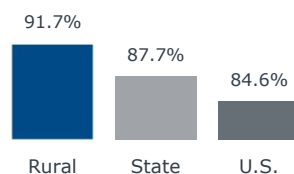
High school graduation rates as well as AP and SAT/ACT participation rates are a useful college preparedness gauge. The rural population has a strong graduation rate that is well above both the state and national rates.

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

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	56.1%	58.5%
Share of rural HS students taking 1+ AP exams per year	17.4%	21.2%

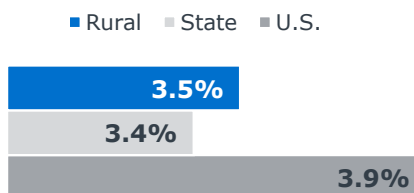
The unemployment rate in rural MD is lower than the national rates, and the data show a strong job market across the state.

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.

Employment and Industry Context

Unemployment Rates[†]

Unemployment in rural MD is below the national unemployment rate.



[†] Data as of December 2018

Main Industries in Rural MD

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
- **Transportation/material moving**
Truck and tractor trailer drivers; hand freight and stock movers; packing workers

1) 2015-16 NCES private school data shows about 4,400 additional rural students in private schools in the state.

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