

Virginia

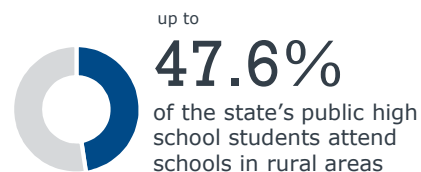


Virginia has a large rural high school student population; these students make up nearly half of the state's total high school population.

Size of the Rural Market

185,000+

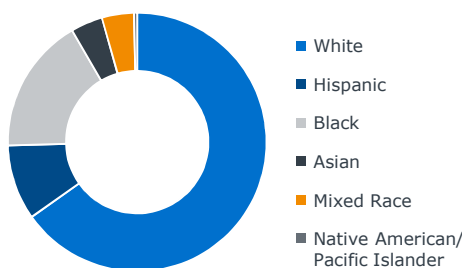
rural students in grades 9-12¹ throughout the state



While the majority of VA's rural high schools students is white (65.2%), there is a sizable minority population, the largest part of which is black (17.0%).

VA's rural median family income (\$51,700) is below the overall state median income (\$71,500). Furthermore, rural VA falls in the second quintile for economic mobility, meaning the current generation is unlikely to out earn their parents.

Statewide Rural Diversity Measures



\$51,700

median family income in rural parts of the state

39 of 50

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

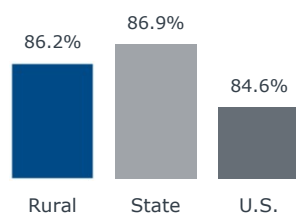
High school graduation as well as AP and SAT/ACT participation rates are a useful college preparedness gauge. The state overall, as well as its rural population, has a strong graduation rate, performing above the national average.

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	37.3%	40.0%
Share of rural HS students taking 1+ AP exams per year	12.2%	16.1%

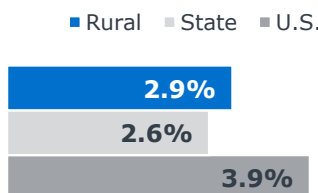
The unemployment rate in rural VA is lower than the national average, and the data show a strong job market in the state.

Looking at the top industries in rural parts of the state, 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 require a degree.

Employment and Industry Context

Unemployment Rates[†]

Unemployment in rural VA is lower than the national unemployment rate.



[†] Data as of December 2018

Main Industries in Rural VA

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 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.