

Colorado

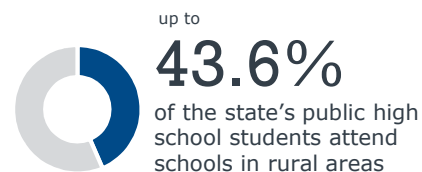


Colorado has a large rural high school student population; these students make up just under half of the state's total high school population.

Size of the Rural Market

116,000+

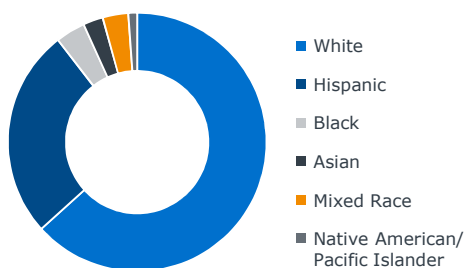
rural students in grades 9-12¹ throughout the state



While the majority of CO's rural high schools students is white (63.3%), there is a large minority population, the largest part of which is Hispanic (26.2%).

CO's rural median family income (\$50,500) is below the overall state median income (\$69,100). That said, rural CO falls in the fourth quintile for economic mobility, meaning the current generation is likely to out earn their parents.

Statewide Rural Diversity Measures



\$50,500

median family income in rural parts of the state

13 of 50

economic mobility ranking (fourth quintile)

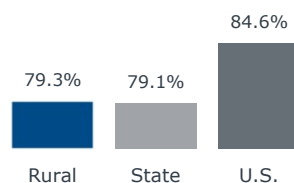
High school graduation rates as well as AP and SAT/ACT participation rates are a useful college preparedness gauge. The rural population has a weak graduation rate that is on par with the state rate but far below the national rate.

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

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	52.1%	45.7%
Share of rural HS students taking 1+ AP exams per year	13.9%	13.7%

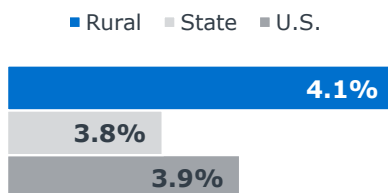
The unemployment rate in rural CO is slightly worse than the rest of the state, but does not indicate significant economic distress.

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 CO is above both the state and national rates.



[†] Data as of December 2018

Main Industries in Rural CO

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**
Construction laborers; operating engineers; carpenters; electricians; supervisors

1) 2015-16 NCES private school data shows about 4,500 additional rural students in private schools in the state.

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