

South Dakota




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

Size of the Rural Market

35,000+
rural students in grades 9-12¹
throughout the state

up to
94.5%
of the state's public high school students attend schools in rural areas



While the vast majority of SD's rural high schools students is white (79.0%), there is a sizable minority population, the largest part of which is Native American (9.8%).

SD's rural median family income (\$47,400) is below the overall state median income (\$56,500). However, rural SD falls in the top quintile for economic mobility, meaning the current generation is very likely to out earn their parents.

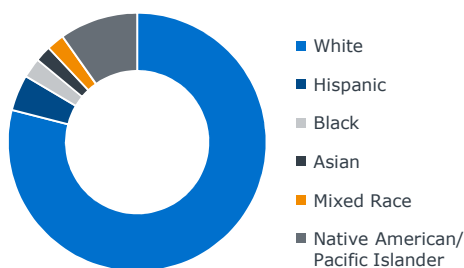
High school graduation as well as AP and SAT/ACT participation rates are a useful college preparedness gauge. The rural population has an average graduation rate compared to the rest of the country, slightly better than the state overall.

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

The unemployment rate in rural SD is slightly 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, 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.

Statewide Rural Diversity Measures



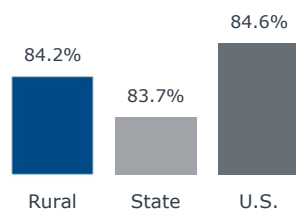
\$47,400
median family income in rural parts of the state

8 of 50
economic mobility ranking
(top quintile) ●●●●●

Academic Preparedness

High School Graduation Rates

Rural, state, and national averages



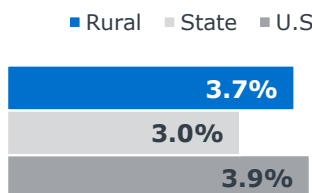
College Readiness Indicators

	Rural	State
Share of junior and senior students who take ACT/SAT per year	42.3%	48.6%
Share of rural HS students taking 1+ AP exams per year	3.8%	6.2%

Employment and Industry Context

Unemployment Rates[†]

Unemployment in rural South Dakota is on par with both the national rate.



[†] Data as of December 2018

Main Industries in Rural SD

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
- **Education, training, and library**
Elementary education; teaching assistants; secondary education; special education

1) 2015-16 NCES private school data shows about 1,100 additional rural students in private schools in the state.

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