

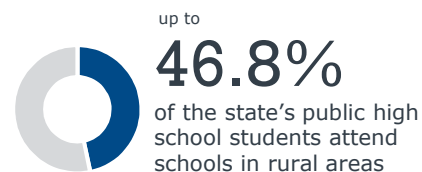
# Georgia



Georgia 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

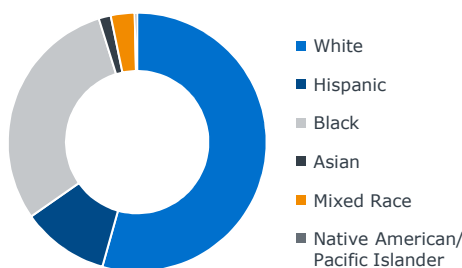
**243,000+**  
rural students in grades 9-12<sup>1</sup>  
throughout the state



While the majority of GA's rural high schools students is white (54.3%), there is a large minority population, the largest part of which is black (29.9%).

GA's rural median family income (\$40,700) is far below the overall state median income (\$56,200). Furthermore, rural GA falls in the bottom quintile for economic mobility, meaning the current generation is very unlikely to out earn their parents.

## Statewide Rural Diversity Measures



**\$40,700**  
median family income in rural parts of the state

**48 of 50**  
economic mobility ranking  
(bottom quintile) ● ● ● ● ●

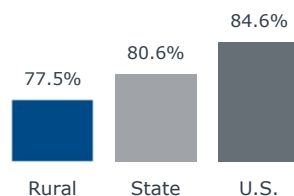
High school graduation rates as well as AP and SAT/ACT participation rates are a useful college preparedness gauge. The rural population has a weak graduation rate that is below the state rate and far below the national rate.

Rural students participate in AP exams and the ACT/SAT at rates far 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	34.0%	43.2%
Share of rural HS students taking 1+ AP exams per year	10.6%	15.7%

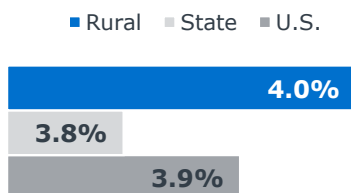
The unemployment rate in rural GA is slightly higher than the state and national rates, but the data show a strong job market across the state.

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<sup>†</sup>

Unemployment in rural GA is slightly above the state and national rates.



<sup>†</sup> Data as of December 2018

### Main Industries in Rural GA

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 8,400 additional rural students in private schools in the state.

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