

# California



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

While the majority of CA's rural high schools students is Hispanic (51.4%), there is a large rural white population, too (31.1%).

CA's rural median family income (\$49,200) is below the overall state median income (\$71,800). Furthermore, rural CA falls in the middle quintile for economic mobility, meaning the current generation may not earn their parents.

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 the state rate and slightly above the national rate.

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

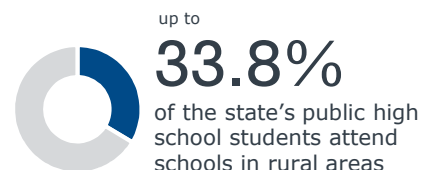
The unemployment rate in rural CA is slightly worse than the rest of the state, and this indicates some rural economic distress.

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 and health aids) may also require a degree.

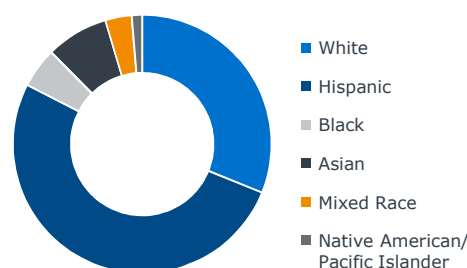
## Size of the Rural Market

### 653,000+

rural students in grades 9-12<sup>1</sup> throughout the state



## Statewide Rural Diversity Measures



### \$49,200

median family income in rural parts of the state

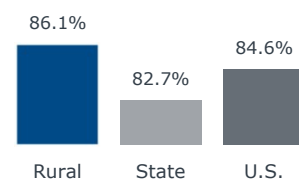
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economic mobility ranking (middle quintile) ●●●●●

## Academic Preparedness

### High School Graduation Rates

Rural, state, and national averages



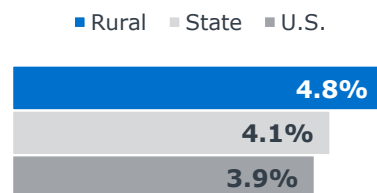
### College Readiness Indicators

	Rural	State
Share of junior and senior students who take ACT/SAT per year	20.9%	31.7%
Share of rural HS students taking 1+ AP exams per year	11.0%	15.0%

## Employment and Industry Context

### Unemployment Rates<sup>†</sup>

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



<sup>†</sup> Data as of December 2018

### Main Industries in Rural CA

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*
- **Personal care and services**  
*Personal care aides; amusement/recreation workers; childcare; home health aides*

1) 2015-16 NCES private school data shows about 18,800 additional rural students in private schools in the state.

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