

Washington

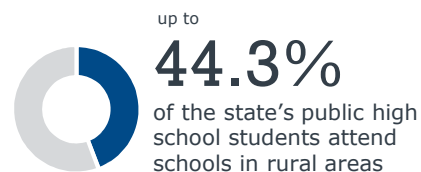


Washington has a large rural high school student population; however, these students make up under half of the state's total high school population.

Size of the Rural Market

150,000+

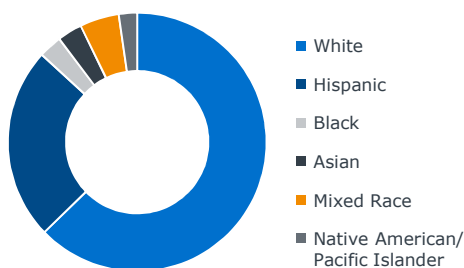
rural students in grades 9-12¹ throughout the state



While the majority of WA's rural high schools students is white (62.8%), there is a sizable Hispanic minority population (24.1%).

WA's rural median family income (\$50,300) is below the overall state median income (\$71,000). Furthermore, rural WA falls in the second quintile for economic mobility, meaning the current generation is unlikely to out earn their parents.

Statewide Rural Diversity Measures



\$50,300

median family income in rural parts of the state

33 of 50

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

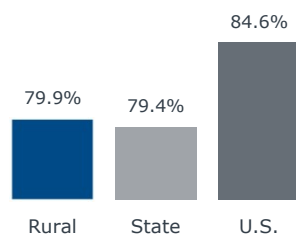
High school graduation as well as AP and SAT/ACT participation rates are a useful college preparedness gauge. The rural population has a weak graduation rate compared to the rest of the country; this is a statewide issue.

Furthermore, rural students participate in AP exams and the ACT/SAT at rates much 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	18.8%	29.7%
Share of rural HS students taking 1+ AP exams per year	7.7%	11.9%

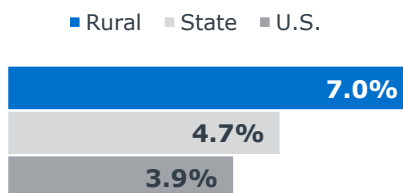
The unemployment rate in rural WA is very high, at almost double the national average and higher than the state overall by 2.3 percentage points.

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 WA is higher than the state and national rates.



[†] Data as of December 2018

Main Industries in Rural WA

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
- **Transportation/material moving**
Truck and tractor trailer drivers; hand freight and stock movers; packing workers

¹) 2015-16 NCES private school data shows about 4,600 additional rural students in private schools in the state.

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