

Mississippi

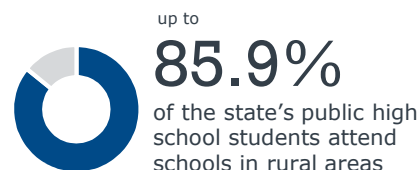


Mississippi has a large rural high school student population; these students make up the strong majority of the state's total high school population.

Size of the Rural Market

116,000+

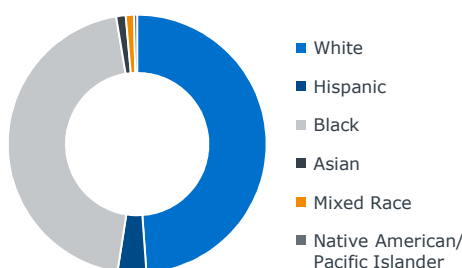
rural students in grades 9-12¹ throughout the state



While the largest portion of MS's rural high schools students is white (48.9%), there is also an equally large population of black students (45.0%).

MS's rural median family income (\$36,000) is below the overall state median income (\$43,500). Furthermore, rural MS falls in the bottom quintile for economic mobility, meaning the current generation is very unlikely to out earn their parents.

Statewide Rural Diversity Measures



\$36,000

median family income in rural parts of the state

45 of 50

economic mobility ranking (bottom quintile)

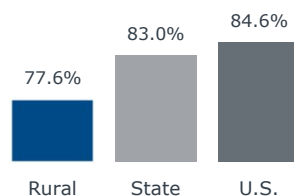
High school graduation rates as well as AP and SAT/ACT participation rates are a useful college preparedness gauge. The rural population has a weak graduation rate that is well below both the state and national rates.

Rural students participate in AP exams and the ACT/SAT at rates 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	58.9%	61.4%
Share of rural HS students taking 1+ AP exams per year	4.0%	4.8%

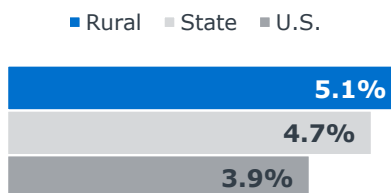
The unemployment rate in rural MS is high compared to the state and national rates, and the data show a slightly weak job market.

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[†]

Unemployment in rural MS is above both state and national rates.



[†] Data as of December 2018

Main Industries in Rural MS

The main industries in the nonmetro areas of the state, excluding retail and food service occupations, are:

- **Office and administrative**
Secretaries and office assistants; general clerks; bookkeeping and accounting clerks
- **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 6,100 additional rural students in private schools in the state.

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