



Who Should Read

VP of Enrollment
Management

Director of Admissions

Recruitment and
Extension Agents

Rural Student Population Factsheets

Three Ways to Use This Resource

- Size the rural student population and determine the opportunity for engagement in your state
- Understand the makeup and academic preparedness status of your state's students
- Compare states across your recruiting region and understand your state's status

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Table of Contents

Alabama	4	Nebraska	30
Alaska	5	Nevada	31
Arizona	6	New Hampshire	32
Arkansas	7	New Jersey	33
California	8	New Mexico	34
Colorado	9	New York	35
Connecticut	10	North Carolina	36
Delaware	11	North Dakota	37
Florida	12	Ohio	38
Georgia	13	Oklahoma	39
Hawaii	14	Oregon	40
Idaho	15	Pennsylvania	41
Illinois	16	Rhode Island	42
Indiana	17	South Carolina	43
Iowa	18	South Dakota	44
Kansas	19	Tennessee	45
Kentucky	20	Texas	46
Louisiana	21	Utah	47
Maine	22	Vermont	48
Maryland	23	Virginia	49
Massachusetts	24	Washington	50
Michigan	25	West Virginia	51
Minnesota	26	Wisconsin	52
Mississippi	27	Wyoming	53
Missouri	28	National Comparison Data	54
Montana	29	Data and Methodology	65



Alabama

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

While the majority of AL's rural high schools students is white (62.3%), there is a sizable minority population, the largest part of which is black (28.4%).

AL's rural median family income (\$37,900) is below the overall state median income (\$61,500). Furthermore, rural AL falls in the bottom quintile for economic mobility, meaning the current generation is very unlikely to out earn their parents.

High school graduation rates as well as AP and SAT/ACT participation rates are a useful college preparedness gauge. Alabama's rural graduation rate is weaker than the state but better than the national rate.

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

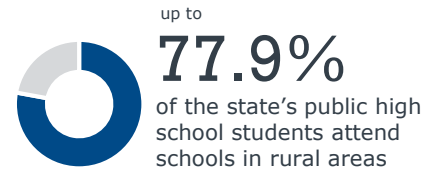
The unemployment rate in rural AL, between the state and national rates, does not indicate significant economic distress.

Looking at the top industries in rural parts of the state, none of the occupations most common in the three main categories require a college degree, at least for the majority of reported roles held. Select roles (i.e., accounting) in the office and administrative category may also require a degree.

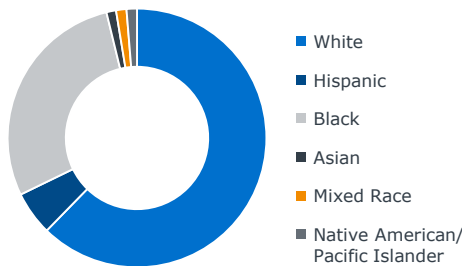
Size of the Rural Market

173,500+

rural students in grades 9-12¹ throughout the state



Statewide Rural Diversity Measures



\$37,900

median family income in rural parts of the state

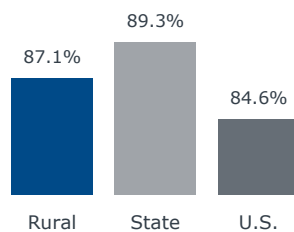
43 of 50

economic mobility ranking (bottom quintile) ● ● ● ● ●

Academic Preparedness

High School Graduation Rates

Rural, state, and national averages



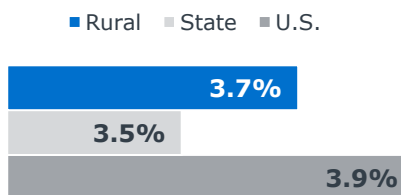
College Readiness Indicators

	Rural	State
Share of junior and senior students who take ACT/SAT per year	42.2%	58.4%
Share of rural HS students taking 1+ AP exams per year	8.0%	9.4%

Employment and Industry Context

Unemployment Rates[†]

The unemployment rate in rural AL is slightly higher than the state overall, but lower than the national average.



[†] Data as of December 2018

Main Industries in Rural AL

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

- **Production occupations**
Assemblers and fabricators; meat, fish and poultry processors; general production
- **Office and administrative**
Secretaries and office assistants; general clerks; bookkeeping and accounting clerks
- **Transportation/material moving**
Truck and tractor trailer drivers; hand freight and stock movers; packing workers

1) 2015-16 NCES private school data shows about 7,600 additional rural students in private schools in the state.

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



Alaska

Alaska has a smaller rural high school student population than many states, but these students make up the strong majority of the state's total high school population.

While the majority of AK's rural high schools students is white (53.8%), there is a large minority population, the largest part of which is Native American and Pacific Islander (26.2%).

AK's rural median family income (\$60,400) is below the state median (\$73,200). Also, rural AK falls in the second quintile for economic mobility, meaning the current generation is unlikely to out earn their parents.

High school graduation rates as well as AP and SAT/ACT participation rates are a useful college preparedness gauge. Alaska's rural population has a significantly weaker graduation rate than the rest of the state and country.

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

The unemployment rate in AK indicates significant economic distress, and the rural rate even more so, at over double the national rate.

Looking at the top industries in rural parts of the state, of the occupations most common in the three main categories, only the *education, training, and library* category necessarily requires a college degree. Select roles (i.e., accounting) in the office and administrative category may also require a degree.

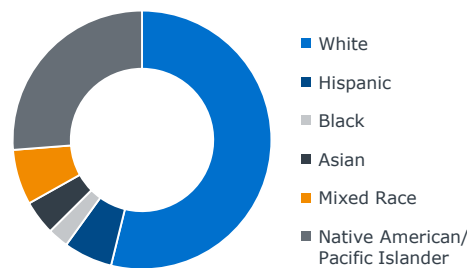
1) 2015-16 NCES private school data shows about 700 additional rural students in private schools in the state.

Size of the Rural Market

28,000+
rural students in grades 9-12¹
throughout the state

up to **72.5%**
of the state's public high school students attend schools in rural areas

Statewide Rural Diversity Measures

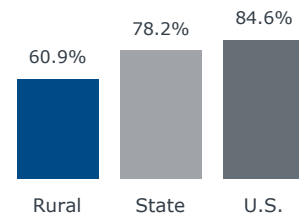


\$60,400
median family income in rural parts of the state

40 of 50
economic mobility ranking
(second quintile) ●●●●●

Academic Preparedness

High School Graduation Rates
Rural, state, and national averages



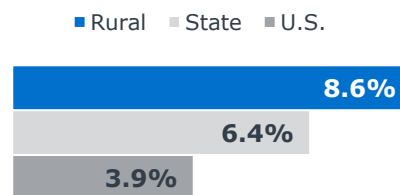
College Readiness Indicators

	Rural	State
Share of junior and senior students who take ACT/SAT per year	34.8%	39.1%
Share of rural HS students taking 1+ AP exams per year	3.6%	5.2%

Employment and Industry Context

Unemployment Rates[†]

Unemployment in rural AK is higher than the state rate, and both are significantly above the national rate.



[†] Data as of December 2018

Main Industries in Rural AK

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

- **Office and administrative**
Secretaries and office assistants; operations management; bookkeeping and accountants
- **Education, training, and library**
Teacher assistants; elementary education; secondary education; substitute teachers
- **Construction and extraction**
Operating engineers; laborers and freight; oil, gas, and mining service unit operators

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



Arizona

Arizona has a large rural high school student population, though these students make up only about a third of the state's total high school population.

While the relative majority of AZ's rural high schools students is white (42.4%), there is a large minority Hispanic population as well (39.3%).

AZ's rural median family income (\$35,300) is below the overall state median income (\$56,600). Furthermore, rural AZ falls in the bottom quintile for economic mobility, meaning the current generation is very unlikely to out 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 weak graduation rate that is on par with the state rate but far below the national rate.

Additionally, 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 AZ indicates significant economic distress and is well over the state and national unemployment rates.

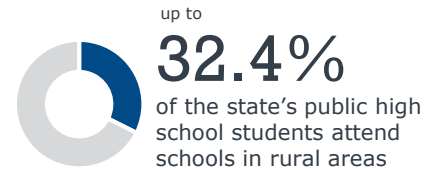
Looking at the top industries in rural parts of the state, of the occupations most common in the three main categories, only the *education, training, and library* category necessarily requires a college degree. Select roles (i.e., accounting) in the office and administrative category may also require a degree.

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

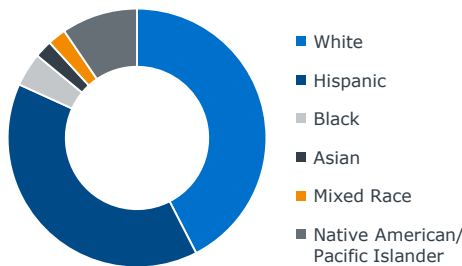
Size of the Rural Market

110,000+

rural students in grades 9-12¹ throughout the state



Statewide Rural Diversity Measures



\$35,300

median family income in rural parts of the state

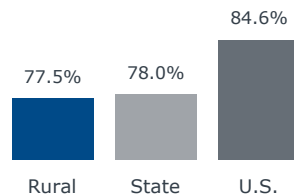
49 of 50

economic mobility ranking (bottom quintile)

Academic Preparedness

High School Graduation Rates

Rural, state, and national averages



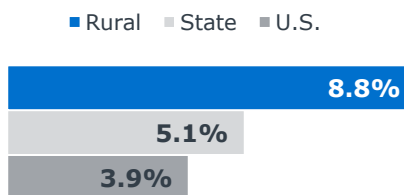
College Readiness Indicators

	Rural	State
Share of junior and senior students who take ACT/SAT per year	17.0%	31.3%
Share of rural HS students taking 1+ AP exams per year	7.2%	9.0%

Employment and Industry Context

Unemployment Rates[†]

Unemployment in rural AZ is much higher than the state and national averages.



[†] Data as of December 2018

Main Industries in Rural AZ

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

- **Office and administrative**
Secretaries and office assistants; operations management; bookkeeping and accountants
- **Education, training, and library**
Teacher assistants; elementary education; secondary education; substitute teachers
- **Installation, maintenance, repair**
General maintenance and repair workers; industrial machinery mechanics; automotive

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



Arkansas

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

While the majority of AR's rural high schools students is white (66.8%), there is a large minority population, the largest part of which is black (17.2%).

AR's rural median family income (\$37,700) is below the overall state median income (\$45,900). Furthermore, rural AR falls in the second quintile for economic mobility, meaning the current generation is unlikely to out 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 slightly above the state rate and far above the national rate.

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

The unemployment rate in rural AR is on par with the state and national rates and demonstrates a healthy job market across the state.

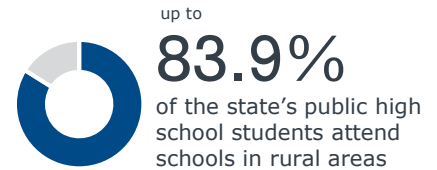
Looking at the top industries in rural parts of the state, none of the occupations most common in the three main categories require a college degree, at least for the majority of reported roles held. Select roles (i.e., accounting) in the office and administrative category may also require a degree.

1) 2015-16 NCES private school data shows about 2,500 additional rural students in private schools in the state.

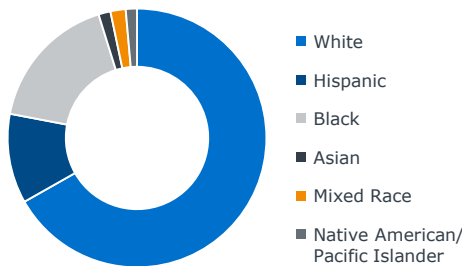
Size of the Rural Market

120,000+

rural students in grades 9-12¹ throughout the state



Statewide Rural Diversity Measures



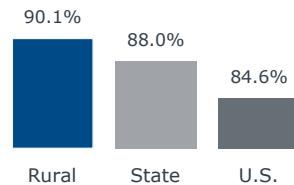
\$37,700
median family income in rural parts of the state

37 of 50
economic mobility ranking
(second quintile) ●●●●●

Academic Preparedness

High School Graduation Rates

Rural, state, and national averages



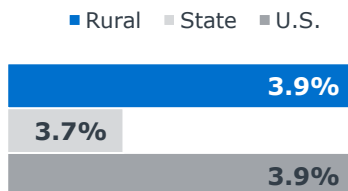
College Readiness Indicators

	Rural	State
Share of junior and senior students who take ACT/SAT per year	56.9%	64.2%
Share of rural HS students taking 1+ AP exams per year	18.2%	19.4%

Employment and Industry Context

Unemployment Rates[†]

Unemployment in rural Arkansas on par with state and national rates.



[†] Data as of December 2018

Main Industries in Rural AR

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

- **Production occupations**
Assemblers and fabricators; first-line supervisors; meat, fish, poultry processors
- **Office and administrative**
Stock clerks and order fillers; secretaries and office assistants; first-line supervisors
- **Transportation/material moving**
Laborers; freight movers; bus operators; packing workers; light truck delivery

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

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.

Size of the Rural Market

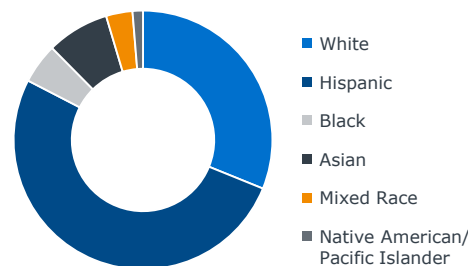
653,000+
rural students in grades 9-12¹
throughout the state

up to **33.8%**
of the state's public high school students attend schools in rural areas

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 out earn their parents.

Statewide Rural Diversity Measures



\$49,200
median family income in rural parts of the state

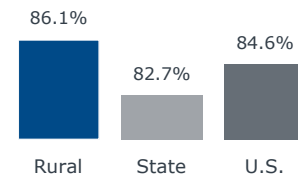
24 of 50
economic mobility ranking
(middle quintile) ●●●●○

High school graduation rates as well as AP and SAT/ACT participation rates are a useful college preparedness gauge. The rural population has a 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.

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%

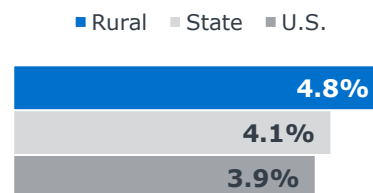
The unemployment rate in rural CA is slightly worse than the rest of the state, and this indicates some rural economic distress.

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.

Employment and Industry Context

Unemployment Rates[†]

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



[†] 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.

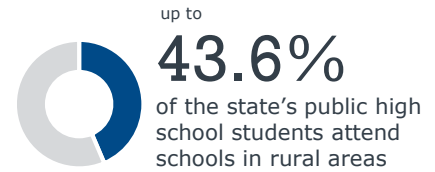


Colorado has a large rural high school student population; these students make up just under half of the state's total high school population.

Size of the Rural Market

116,000+

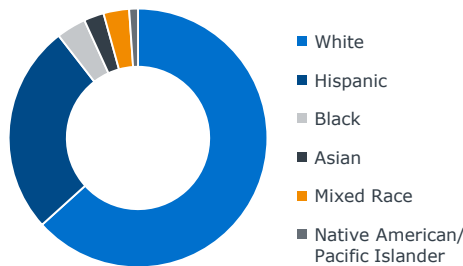
rural students in grades 9-12¹ throughout the state



While the majority of CO's rural high schools students is white (63.3%), there is a large minority population, the largest part of which is Hispanic (26.2%).

CO's rural median family income (\$50,500) is below the overall state median income (\$69,100). That said, rural CO falls in the fourth quintile for economic mobility, meaning the current generation is likely to out earn their parents.

Statewide Rural Diversity Measures



\$50,500

median family income in rural parts of the state

13 of 50

economic mobility ranking (fourth quintile)

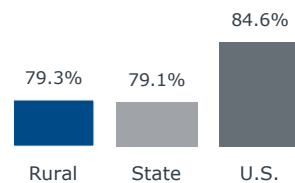
High school graduation rates as well as AP and SAT/ACT participation rates are a useful college preparedness gauge. The rural population has a weak graduation rate that is on par with the state rate but far below the national rate.

Rural students participate in AP exams at similar rates to state peers, but they take the ACT/SAT at higher rates.

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	52.1%	45.7%
Share of rural HS students taking 1+ AP exams per year	13.9%	13.7%

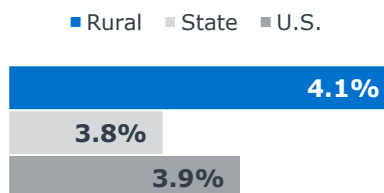
The unemployment rate in rural CO is slightly worse than the rest of the state, but does not indicate significant economic distress.

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) may also require a degree.

Employment and Industry Context

Unemployment Rates[†]

Unemployment in rural CO is above both the state and national rates.



[†] Data as of December 2018

Main Industries in Rural CO

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
- **Construction and extraction**
Construction laborers; operating engineers; carpenters; electricians; supervisors

1) 2015-16 NCES private school data shows about 4,500 additional rural students in private schools in the state.

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



Connecticut does not have a large rural high school student population, and these students make up only about a fifth of the state's total high school population.

The strong majority of CT's rural high schools students is white (82.2%). There are small minority populations, including Hispanic (6.4%) and Black (4.9%) students.

CT's rural median family income (\$76,300) is slightly above the overall state median income (\$74,200). Furthermore, rural CT falls in the middle quintile for economic mobility, meaning the current generation may out 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 above the state rate and far above the national rate.

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

The unemployment rate in rural CT is lower than the national average and shows a strong job market across the state.

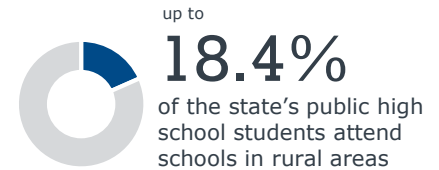
Looking at the top industries in rural parts of the state only the *education, training, and library* category necessarily requires a college degree, at least for the majority of reported roles held. Select roles in other categories (i.e., accounting) may also require a degree.

1) 2015-16 NCES private school data shows about 3,000 additional rural students in private schools in the state.

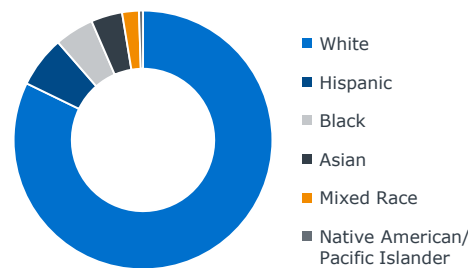
Size of the Rural Market

30,000+

rural students in grades 9-12¹ throughout the state



Statewide Rural Diversity Measures



\$76,300

median family income in rural parts of the state

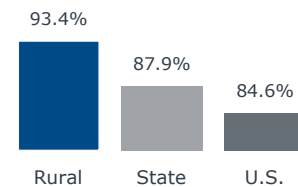
29 of 50

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

Academic Preparedness

High School Graduation Rates

Rural, state, and national averages



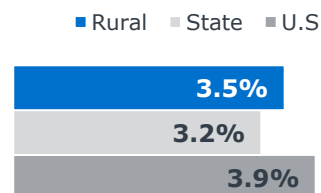
College Readiness Indicators

	Rural	State
Share of junior and senior students who take ACT/SAT per year	64.8%	69.1%
Share of rural HS students taking 1+ AP exams per year	17.6%	15.7%

Employment and Industry Context

Unemployment Rates[†]

Unemployment in rural CT is below the national and near the state rate.



[†] Data as of December 2018

Main Industries in Rural CT

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
- **Production occupations**
Assemblers and fabricators; inspectors, testers, sorters, samplers, and weighers

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



Delaware

Delaware does not have a large rural high school student population; however, these students make up a third of the state's total high school population.

While the majority of DE's rural high schools students is white (51.7%), there is a large minority population, the largest part of which is black (26.1%).

DE's rural median family income (\$56,600) is below the overall state median income (\$62,800). Furthermore, rural DE falls in the bottom quintile for economic mobility, meaning the current generation is very unlikely to out 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 slightly above the state rate and far above the national rate.

Rural students participate in AP exams more frequently than state peers but take the ACT/SAT at slightly lower rates.

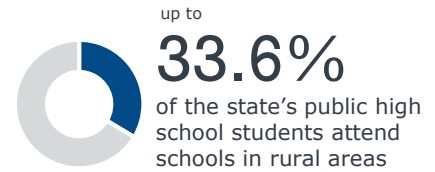
The unemployment rate in rural DE is lower than the national rates, and the data show a strong job market across the state.

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.

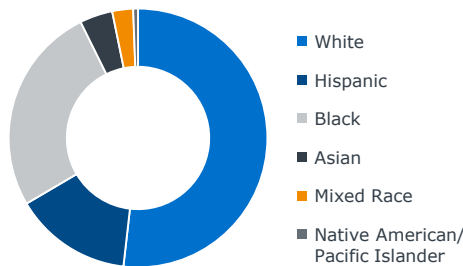
Size of the Rural Market

13,000+

rural students in grades 9-12¹ throughout the state



Statewide Rural Diversity Measures



\$56,600

median family income in rural parts of the state

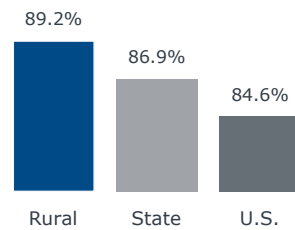
46 of 50

economic mobility ranking (bottom quintile) ● ● ● ● ●

Academic Preparedness

High School Graduation Rates

Rural, state, and national averages



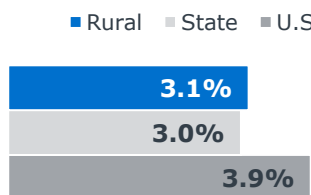
College Readiness Indicators

	Rural	State
Share of junior and senior students who take ACT/SAT per year	42.5%	47.4%
Share of rural HS students taking 1+ AP exams per year	13.9%	11.6%

Employment and Industry Context

Unemployment Rates[†]

Unemployment in rural DE is on par with the state rate and below the national rate.



[†] Data as of December 2018

Main Industries in Rural DE

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

- **Transportation/material moving**
Truck and tractor trailer drivers; hand freight and stock movers; packing workers
- **Production occupations**
Assemblers and fabricators; meat, fish and poultry processors; general production
- **Office and administrative**
Secretaries; office assistants; bookkeeping and accounting; store clerks; order fillers

1) 2015-16 NCES private school data shows about 700 additional rural students in private schools in the state.

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



Florida

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

While the majority of FL's rural high schools students is white (51.2%), there is a large minority population, the largest part of which is Hispanic (26.4%).

FL's rural median family income (\$40,600) is far below the overall state median income (\$52,600). Furthermore, rural FL falls in the bottom quintile for economic mobility, meaning the current generation is very unlikely to out 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 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 far lower than their peers across the state.

The unemployment rate in rural FL is lower than the national rates, and the data show a strong job market across the state.

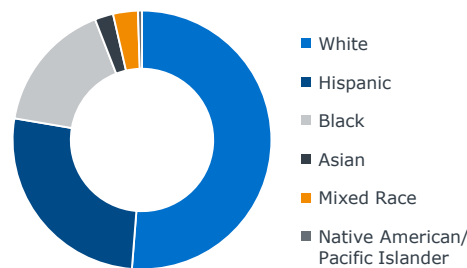
Looking at the top industries in rural parts of the state, none of the categories necessarily require a college degree, at least for the majority of reported roles held. Select roles in other categories (i.e., accounting) may also require a degree.

Size of the Rural Market

259,000+
rural students in grades 9-12¹
throughout the state

up to **30.6%**
of the state's public high school students attend schools in rural areas

Statewide Rural Diversity Measures

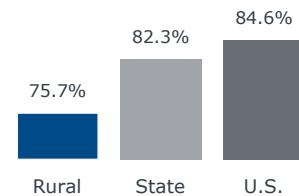


\$40,600
median family income in rural parts of the state

44 of 50
economic mobility ranking
(bottom quintile) ● ● ● ● ●

Academic Preparedness

High School Graduation Rates
Rural, state, and national averages



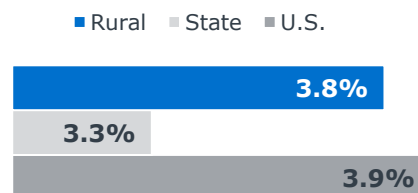
College Readiness Indicators

	Rural	State
Share of junior and senior students who take ACT/SAT per year	35.6%	61.8%
Share of rural HS students taking 1+ AP exams per year	12.2%	17.5%

Employment and Industry Context

Unemployment Rates[†]

Unemployment in rural FL is near the national rate but above the state rate.



[†] Data as of December 2018

Main Industries in Rural FL

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
- **Transportation/material moving**
Truck and tractor trailer drivers; hand freight and stock movers; packing workers
- **Protective service occupations**
Correctional officers and jailers; police and sheriff patrol officers; security guards

1) 2015-16 NCES private school data shows about 9,000 additional rural students in private schools in the state.

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



Georgia has a large rural high school student population; these students make up nearly half of the state's total high school population.

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.

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.

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.

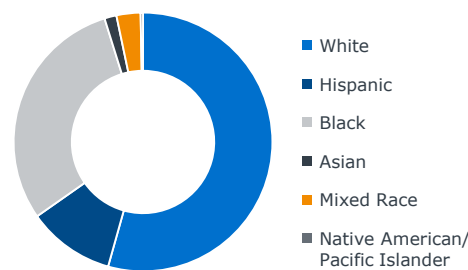
1) 2015-16 NCES private school data shows about 8,400 additional rural students in private schools in the state.

Size of the Rural Market

243,000+
rural students in grades 9-12¹ throughout the state

up to **46.8%**
of the state's public high school students attend schools in rural areas

Statewide Rural Diversity Measures

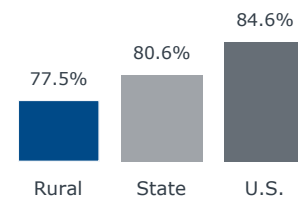


\$40,700
median family income in rural parts of the state

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

Academic Preparedness

High School Graduation Rates
Rural, state, and national averages



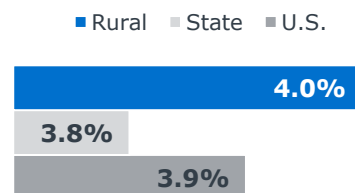
College Readiness Indicators

	Rural	State
Share of junior and senior students who take ACT/SAT per year	34.0%	43.2%
Share of rural HS students taking 1+ AP exams per year	10.6%	15.7%

Employment and Industry Context

Unemployment Rates[†]

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



[†] 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

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



Hawaii

Hawaii does not have a large rural high school student population; however these students make almost two thirds of the state's total high school population.

HI's rural high school student majority is split between Native American and Pacific Islander (37.9%) and Asian (29.4%) with a small white minority (15.3%).

HI's rural median family income (\$63,100) is far below the overall state median income (\$77,800). Furthermore, rural HI falls in the second quintile for economic mobility, meaning the current generation is unlikely to out earn their parents.

High school graduation rates as well as AP and SAT/ACT participation rates are a useful college preparedness gauge. Because the entire state has one school district, there is no way to differentiate rural and non-rural, but across the state, students graduate at rates slightly below the national rate.

Hawaii has decent performance when it comes to taking AP exams and the ACT/SAT.

The unemployment rate in rural HI is lower than the national rates, and the data show a strong job market across the state.

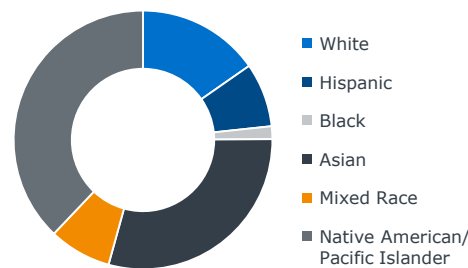
Looking at the top industries in rural parts of the state, none of the categories necessarily require a college degree, at least for the majority of reported roles held. Select roles in other categories (i.e., accounting) may also require a degree.

Size of the Rural Market

30,000+
rural students in grades 9-12¹
throughout the state

up to **62.4%**
of the state's public high school students attend schools in rural areas

Statewide Rural Diversity Measures

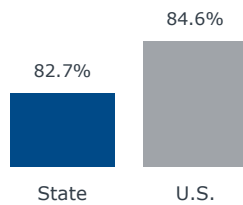


\$63,100
median family income in rural parts of the state

32 of 50
economic mobility ranking
(second quintile) ●●●●●

Academic Preparedness

High School Graduation Rates
Rural, state, and national averages



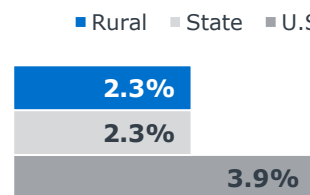
College Readiness Indicators

	Rural	State
Share of junior and senior students who take ACT/SAT per year	60.3%	60.3%
Share of rural HS students taking 1+ AP exams per year	10.1%	10.1%

Employment and Industry Context

Unemployment Rates[†]

Unemployment in HI is significantly lower than the national average.



[†] Data as of December 2018

Main Industries in Rural HI

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
- **Building maintenance/cleaning**
Maids and housekeeping; janitors/ cleaners; landscaping workers and groundskeepers
- **Transportation/material moving**
Truck and tractor trailer drivers; hand freight and stock movers; packing workers

1) 2015-16 NCES private school data shows about 2,300 additional rural students in private schools in the state.

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

Idaho



Idaho has a medium-sized rural high school student population; however, these students make up the strong majority of the state's total high school population.

While the majority of ID's rural high schools students is white (74.6%), there is also a sizable Hispanic minority population (16.7%).

ID's rural median family income (\$47,200) is below the overall state median income (\$52,200). However, rural ID falls in the fourth quintile for economic mobility, meaning the current generation is likely to out 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 far above the state rate and slightly above the national rate.

Rural students participate in AP exams and the ACT/SAT at rates on par their peers across the state, taking the ACT/SAT slightly more frequently than state peers.

The unemployment rate in rural ID is below the national rates and slightly above the state rate, and the data show a strong rural job market.

Looking at the top industries in rural parts of the state, only the *education, training, and library* occupations 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.

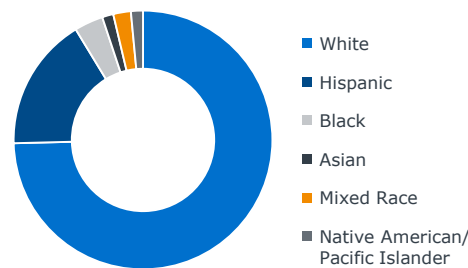
1) 2015-16 NCES private school data shows about 2,000 additional rural students in private schools in the state.

Size of the Rural Market

76,000+
rural students in grades 9-12¹
throughout the state

up to **85.3%**
of the state's public high school students attend schools in rural areas

Statewide Rural Diversity Measures

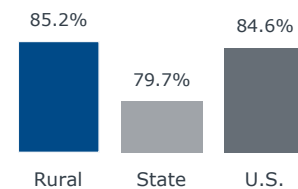


\$47,200
median family income in rural parts of the state

11 of 50
economic mobility ranking
(fourth quintile) ●●●●●○

Academic Preparedness

High School Graduation Rates
Rural, state, and national averages



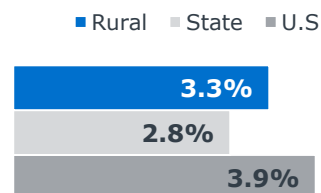
College Readiness Indicators

	Rural	State
Share of junior and senior students who take ACT/SAT per year	54.4%	50.0%
Share of rural HS students taking 1+ AP exams per year	7.7%	7.4%

Employment and Industry Context

Unemployment Rates[†]

Unemployment in rural ID is between the national and state rates.



[†] Data as of December 2018

Main Industries in Rural ID

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; teacher assistants; secondary education; preschool education

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



Illinois

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

The strong majority of IL's rural high schools students is white (77.5%), with small minority Hispanic (9.0%) and black (7.8%) populations.

IL's rural median family income (\$50,200) is far below the overall state median income (\$63,000). However, rural IL falls in the fourth quintile for economic mobility, meaning the current generation is likely to out 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 slightly above the state rate and far above the national rate.

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

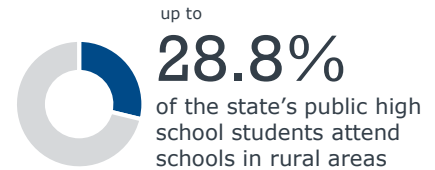
The unemployment rate in rural IL is higher than the state and national rates, and the data show a weak rural job market.

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.

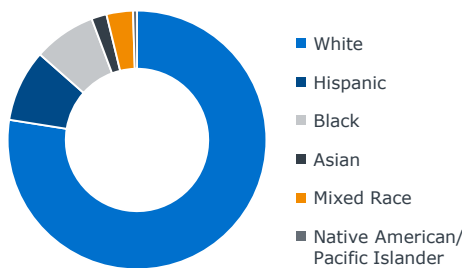
Size of the Rural Market

176,000+

rural students in grades 9-12¹ throughout the state



Statewide Rural Diversity Measures



\$50,200

median family income in rural parts of the state

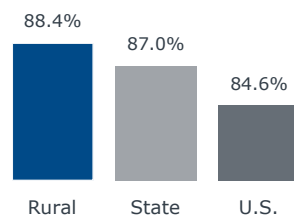
15 of 50

economic mobility ranking (fourth quintile) ●●●●●○

Academic Preparedness

High School Graduation Rates

Rural, state, and national averages



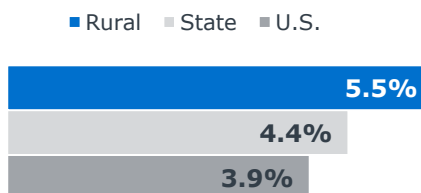
College Readiness Indicators

	Rural	State
Share of junior and senior students who take ACT/SAT per year	28.6%	45.8%
Share of rural HS students taking 1+ AP exams per year	5.6%	14.6%

Employment and Industry Context

Unemployment Rates[†]

Unemployment in rural IL is above both the state and national rates.



[†] Data as of December 2018

Main Industries in Rural IL

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 6,800 additional rural students in private schools in the state.

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



Indiana

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

The strong majority of IN's rural high schools students is white (82.9%), with small minority Hispanic (8.0%) and black (3.7%) populations.

IN's rural median family income (\$51,200) is slightly below the overall state median income (\$54,200). Furthermore, rural IN falls in the middle quintile for economic mobility, meaning the current generation may out 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 both the state and national rates.

Rural students participate in AP exams and the ACT/SAT at rates on par with their peers across the state.

The unemployment rate in rural IN is lower than the national rates, and the data show a strong job market across the state.

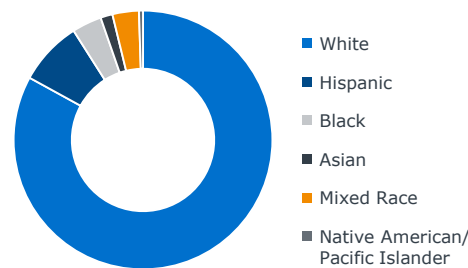
Looking at the top industries in rural parts of the state, none of the categories necessarily require a college degree, at least for the majority of reported roles held. Select roles in other categories (i.e., accounting) may also require a degree.

Size of the Rural Market

200,000+
rural students in grades 9-12¹ throughout the state

up to **61.9%**
of the state's public high school students attend schools in rural areas

Statewide Rural Diversity Measures

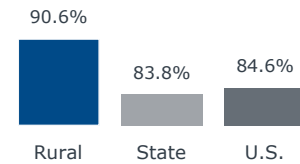


\$51,200
median family income in rural parts of the state

25 of 50
economic mobility ranking
(middle quintile) ●●●●●

Academic Preparedness

High School Graduation Rates
Rural, state, and national averages



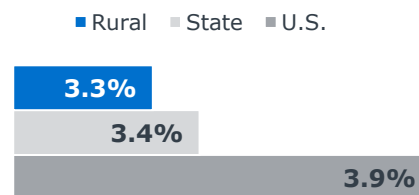
College Readiness Indicators

	Rural	State
Share of junior and senior students who take ACT/SAT per year	37.8%	38.8%
Share of rural HS students taking 1+ AP exams per year	11.6%	11.9%

Employment and Industry Context

Unemployment Rates[†]

Unemployment in rural IN is lower than the state and national rates.



[†] Data as of December 2018

Main Industries in Rural IN

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

- **Production occupations**
Assemblers and fabricators; meat, fish and poultry processors; general production
- **Office and administrative**
Secretaries and office assistants; general clerks; bookkeeping and accounting clerks
- **Transportation/material moving**
Truck and tractor trailer drivers; hand freight and stock movers; packing workers

1) 2015-16 NCES private school data shows about 6,400 additional rural students in private schools in the state.

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

Iowa



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

The strong majority of IA's rural high schools students is white (81.8%), with small minority Hispanic (8.8%) and black (4.2%) populations.

IA's rural median family income (\$53,900) is below the overall state median income (\$58,600). However, rural IA falls in the top quintile for economic mobility, meaning the current generation is very likely to out 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 very strong graduation rate that is slightly above the state rate and far above the national rate.

However, Iowa's rural students participate in AP exams and the ACT/SAT at rates far lower than their peers across the state.

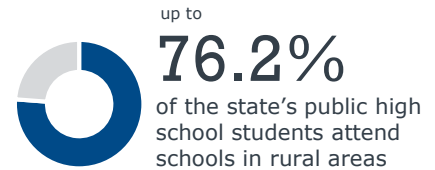
The unemployment rate in rural IA is far lower than the national rates, and the data show a strong job market across the state.

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.

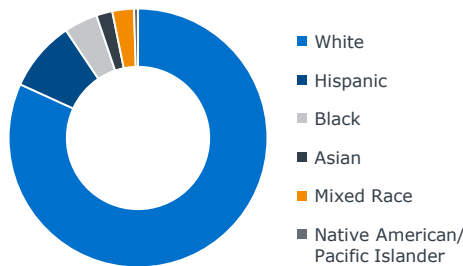
Size of the Rural Market

112,000+

rural students in grades 9-12¹ throughout the state



Statewide Rural Diversity Measures



\$53,900

median family income in rural parts of the state

4 of 50

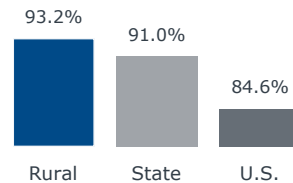
economic mobility ranking (top quintile)



Academic Preparedness

High School Graduation Rates

Rural, state, and national averages



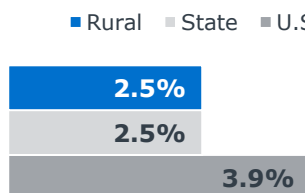
College Readiness Indicators

	Rural	State
Share of junior and senior students who take ACT/SAT per year	31.0%	35.9%
Share of rural HS students taking 1+ AP exams per year	4.0%	6.6%

Employment and Industry Context

Unemployment Rates[†]

Unemployment in all of Iowa is below the national unemployment rate.



[†] Data as of December 2018

Main Industries in Rural IA

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

- **Production occupations**
Assemblers and fabricators; meat, fish and poultry processors; general production
- **Office and administrative**
Secretaries and office assistants; general clerks; bookkeeping and accounting clerks
- **Transportation/material moving**
Truck and tractor trailer drivers; hand freight and stock movers; packing workers

1) 2015-16 NCES private school data shows about 4,300 additional rural students in private schools in the state.

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



Kansas

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

The strong majority of KS's rural high schools students is white (73.9%), though there is a large minority Hispanic population (13.8%).

KS's rural median family income (\$49,000) is below the overall state median income (\$56,400). However, rural KS falls in the top quintile for economic mobility, meaning the current generation is very likely to out 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 slightly above the state rate and far above the national rate.

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

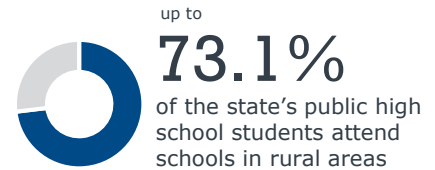
The unemployment rate in rural KS is below the state and national rates, and the data show a strong job market.

Looking at the top industries in rural parts of the state, only the *education, training, and library* occupations 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.

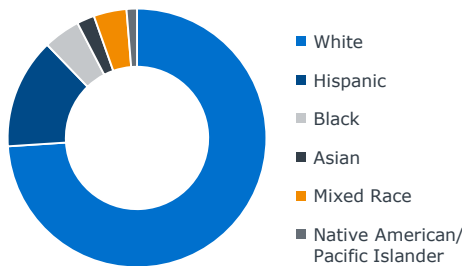
Size of the Rural Market

103,000+

rural students in grades 9-12¹ throughout the state



Statewide Rural Diversity Measures



\$49,000

median family income in rural parts of the state

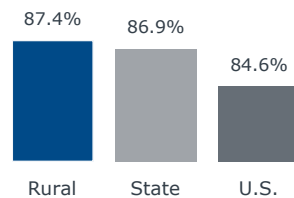
7 of 50

economic mobility ranking (top quintile)

Academic Preparedness

High School Graduation Rates

Rural, state, and national averages



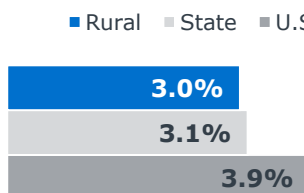
College Readiness Indicators

	Rural	State
Share of junior and senior students who take ACT/SAT per year	38.8%	44.6%
Share of rural HS students taking 1+ AP exams per year	2.9%	6.0%

Employment and Industry Context

Unemployment Rates[†]

Unemployment in all of KS is below the national unemployment rate.



[†] Data as of December 2018

Main Industries in Rural KS

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; teacher assistants; secondary education; preschool education

1) 2015-16 NCES private school data shows about 2,800 additional rural students in private schools in the state.

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



Kentucky

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

The strong majority of KY's rural high schools students is white (86.1%), with small minority black (5.8%) and Hispanic (4.4%) populations.

KY's rural median family income (\$38,700) is below the overall state median income (\$48,400). Furthermore, rural KY falls in the second quintile for economic mobility, meaning the current generation is unlikely to out earn their parents.

High school graduation rates as well as AP and SAT/ACT participation rates are a useful college preparedness gauge. The rural student population has a strong graduation rate that is slightly above the state rate and far 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 KY is higher than the national rates, and the data show a slightly weak rural job market.

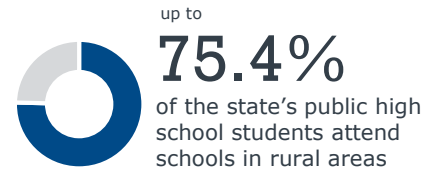
Looking at the top industries in rural parts of the state, none of the categories necessarily require a college degree, at least for the majority of reported roles held. Select roles in other categories (i.e., accounting) may also require a degree.

1) 2015-16 NCES private school data shows about 4,000 additional rural students in private schools in the state.

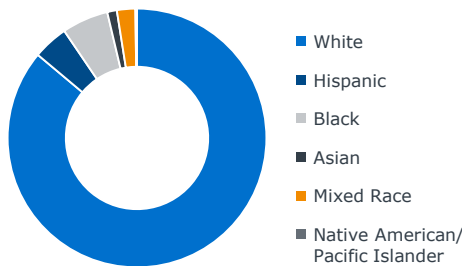
Size of the Rural Market

150,000+

rural students in grades 9-12¹ throughout the state



Statewide Rural Diversity Measures



\$38,700

median family income in rural parts of the state

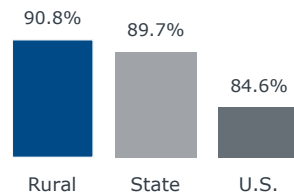
38 of 50

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

Academic Preparedness

High School Graduation Rates

Rural, state, and national averages



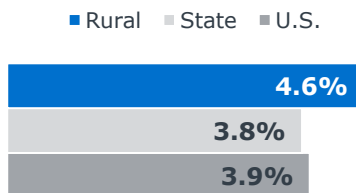
College Readiness Indicators

	Rural	State
Share of junior and senior students who take ACT/SAT per year	73.6%	81.7%
Share of rural HS students taking 1+ AP exams per year	12.8%	14.7%

Employment and Industry Context

Unemployment Rates[†]

Unemployment in rural KY is higher than the state and national rates.



[†] Data as of December 2018

Main Industries in Rural KY

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

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



Louisiana

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

While the majority of LA's rural high schools students is white (56.4%), there is a large minority population, the largest part of which is black (35.5%).

LA's rural median family income (\$39,000) is below the overall state median income (\$46,100). Furthermore, rural LA falls in the second quintile for economic mobility, meaning the current generation is unlikely to out earn their parents.

High school graduation rates as well as AP and SAT/ACT participation rates are a useful college preparedness gauge. The rural student population has a slightly weak graduation rate that is slightly above 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.

The unemployment rate in rural LA is higher than the state and national averages, and the data show a slightly weak job market.

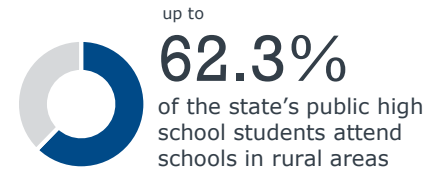
Looking at the top industries in rural parts of the state, only the *education, training, and library* occupations category necessarily requires a college degree, at least for the majority of reported roles held. Select roles in other categories (i.e., accounting) may also require a degree.

1) 2015-16 NCES private school data shows about 9,600 additional rural students in private schools in the state.

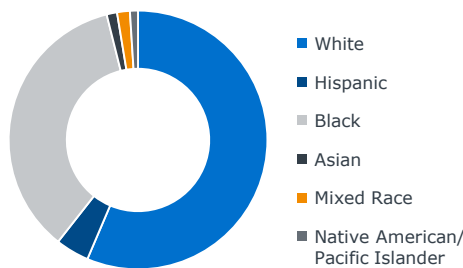
Size of the Rural Market

125,000+

rural students in grades 9-12¹ throughout the state



Statewide Rural Diversity Measures



\$39,000

median family income in rural parts of the state

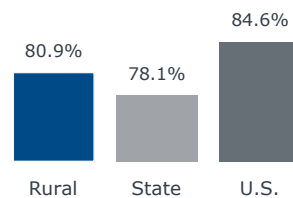
35 of 50

economic mobility ranking (second quintile)

Academic Preparedness

High School Graduation Rates

Rural, state, and national averages



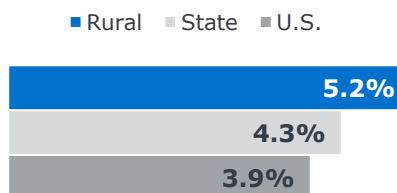
College Readiness Indicators

	Rural	State
Share of junior and senior students who take ACT/SAT per year	36.7%	55.0%
Share of rural HS students taking 1+ AP exams per year	6.2%	7.3%

Employment and Industry Context

Unemployment Rates[†]

Unemployment in rural LA is above the state and national rates.



[†] Data as of December 2018

Main Industries in Rural LA

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

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



Maine

Maine has a medium-sized rural high school student population; however these students make up the strong majority of the state's total high school population.

The strong majority of ME's rural high schools students is white (90.8%), and no minority group represents more than 2% of the student population.

ME's rural median family income (\$48,000) is below the overall state median income (\$56,300). Furthermore, rural ME falls in the second quintile for economic mobility, meaning the current generation is unlikely to out earn their parents.

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

Rural students participate in AP exams and the ACT/SAT at rates on par with their peers across the state.

The unemployment rate in rural ME is lower than the national rate and only slightly higher than the state rate, showing a strong job market statewide.

Looking at the top industries in rural parts of the state, only the *education, training, and library* occupations 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.

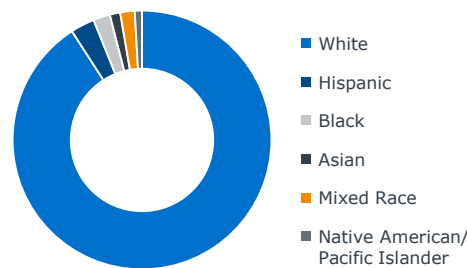
1) 2015-16 NCES private school data shows about 6,500 additional rural students in private schools in the state.

Size of the Rural Market

44,000+
rural students in grades 9-12¹
throughout the state

up to **86.1%**
of the state's public high school students attend schools in rural areas

Statewide Rural Diversity Measures

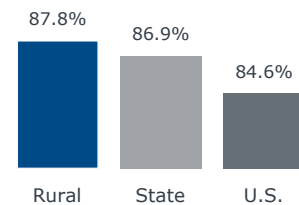


\$48,000
median family income in rural parts of the state

34 of 50
economic mobility ranking
(second quintile) ●●●●●

Academic Preparedness

High School Graduation Rates
Rural, state, and national averages



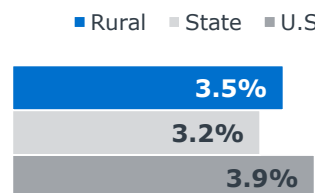
College Readiness Indicators

	Rural	State
Share of junior and senior students who take ACT/SAT per year	51.2%	52.8%
Share of rural HS students taking 1+ AP exams per year	12.1%	12.4%

Employment and Industry Context

Unemployment Rates[†]

Unemployment in rural Maine is below the national unemployment rate.



[†] Data as of December 2018

Main Industries in Rural ME

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; teacher assistants; secondary education; preschool education

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



Maryland

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

While the majority of MD's rural high schools students is white (59.3%), there is a large minority population, the largest part of which is black (20.5%).

MD's rural median family income (\$59,600) is far below the overall state median income (\$80,800). Furthermore, rural MD falls in the second quintile for economic mobility, meaning the current generation is unlikely to out 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 both the state and national rates.

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

The unemployment rate in rural MD is lower than the national rates, and the data show a strong job market across the state.

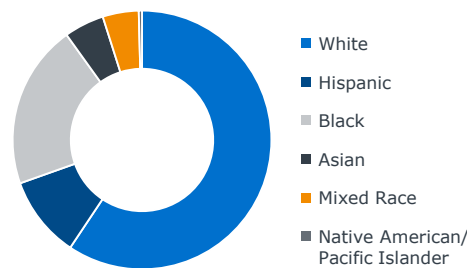
Looking at the top industries in rural parts of the state, none of the categories necessarily require a college degree, at least for the majority of reported roles held. Select roles in other categories (i.e., accounting) may also require a degree.

Size of the Rural Market

92,000+
rural students in grades 9-12¹
throughout the state

up to **35.9%**
of the state's public high school students attend schools in rural areas

Statewide Rural Diversity Measures

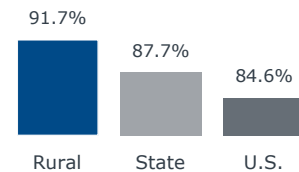


\$59,600
median family income in rural parts of the state

36 of 50
economic mobility ranking
(second quintile) ●●●●●

Academic Preparedness

High School Graduation Rates
Rural, state, and national averages



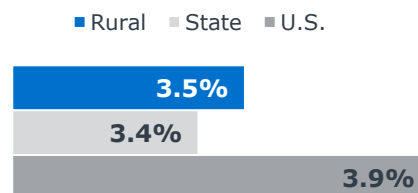
College Readiness Indicators

	Rural	State
Share of junior and senior students who take ACT/SAT per year	56.1%	58.5%
Share of rural HS students taking 1+ AP exams per year	17.4%	21.2%

Employment and Industry Context

Unemployment Rates[†]

Unemployment in rural MD is below the national unemployment rate.



[†] Data as of December 2018

Main Industries in Rural MD

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 4,400 additional rural students in private schools in the state.

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



Massachusetts

Massachusetts has a medium-sized rural high school student population; however, these students make up less than a fifth of the state's total high school population.

The strong majority of MA's rural high schools students is white (82.5%), with a small minority Hispanic population (9.1%).

MA's rural median family income (\$56,500) is far below the overall state median income (\$77,400). Furthermore, rural MA falls in the middle quintile for economic mobility, meaning the current generation may out earn their parents.

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

Rural students participate in AP exams slightly more than state peers, but they take the ACT/SAT at slightly lower rates.

The unemployment rate in rural MA is very low compared to the national rate, and the data show a strong state job market.

Looking at the top industries in rural parts of the state, both the *education, training, and library* category and the *management occupations* category 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.

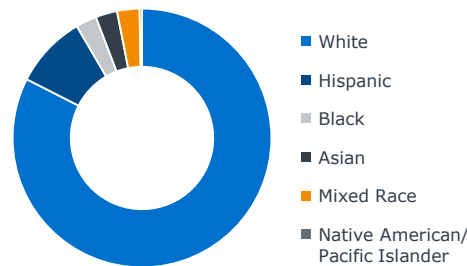
1) 2015-16 NCES private school data shows about 4,600 additional rural students in private schools in the state.

Size of the Rural Market

56,000+
rural students in grades 9-12¹ throughout the state

up to **19.2%**
of the state's public high school students attend schools in rural areas

Statewide Rural Diversity Measures

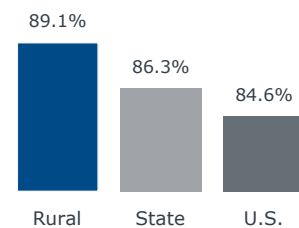


\$56,500
median family income in rural parts of the state

26 of 50
economic mobility ranking (middle quintile)

Academic Preparedness

High School Graduation Rates
Rural, state, and national averages



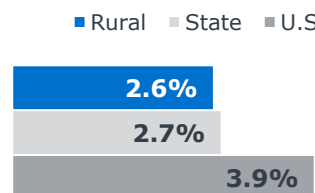
College Readiness Indicators

	Rural	State
Share of junior and senior students who take ACT/SAT per year	42.0%	43.7%
Share of rural HS students taking 1+ AP exams per year	15.2%	14.2%

Employment and Industry Context

Unemployment Rates[†]

Unemployment in rural MA is below state and national rates.



[†] Data as of December 2018

Main Industries in Rural MA

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
- **Management occupations**
general management; management consultant; project management

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



Michigan

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

The strong majority of MI's rural high schools students is white (81.5%), with small minority Hispanic (6.8%) and black (6.0%) populations.

MI's rural median family income (\$45,400) is far below the overall state median income (\$54,900). Furthermore, rural MI falls in the second quintile for economic mobility, meaning the current generation is unlikely to out earn their parents.

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

Rural students participate in AP exams and the ACT/SAT at rates on par with state peers, though their AP exam rates are a little low.

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

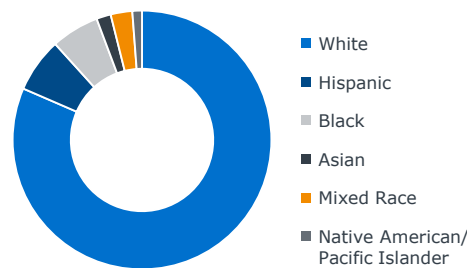
Looking at the top industries in rural parts of the state, none of the categories necessarily require a college degree, at least for the majority of reported roles held. Select roles in other categories (i.e., accounting) may also require a degree.

Size of the Rural Market

231,000+
rural students in grades 9-12¹ throughout the state

up to **48.2%**
of the state's public high school students attend schools in rural areas

Statewide Rural Diversity Measures

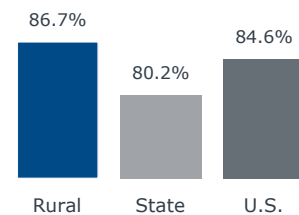


\$45,400
median family income in rural parts of the state

31 of 50
economic mobility ranking
(second quintile) ●●●●●

Academic Preparedness

High School Graduation Rates
Rural, state, and national averages



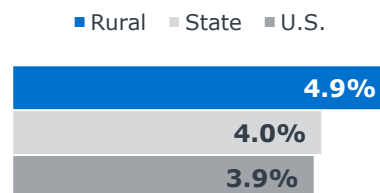
College Readiness Indicators

	Rural	State
Share of junior and senior students who take ACT/SAT per year	46.6%	47.7%
Share of rural HS students taking 1+ AP exams per year	7.7%	9.2%

Employment and Industry Context

Unemployment Rates[†]

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



[†] Data as of December 2018

Main Industries in Rural MI

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 5,700 additional rural students in private schools in the state.

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



Minnesota

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

The strong majority of MN's rural high schools students is white (82.5%), with a small minority Hispanic population (6.8%).

MN's rural median family income (\$53,400) is far below the overall state median income (\$64,800). However, rural MN falls in the top quintile for economic mobility, meaning the current generation is very likely to out earn their parents.

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

Rural students participate in AP exams at rates lower than state peers, but take the ACT/SAT at rates above those same peers.

The unemployment rate in rural MN is higher than the state and national averages, and the data show a slightly weak job market.

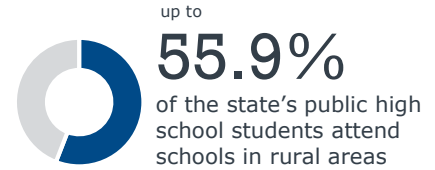
Looking at the top industries in rural parts of the state, only the *education, training, and library* category necessarily requires a college degree, at least for the majority of reported roles held. Select roles in other categories (i.e., accounting) may also require a degree.

1) 2015-16 NCES private school data shows about 4,700 additional rural students in private schools in the state.

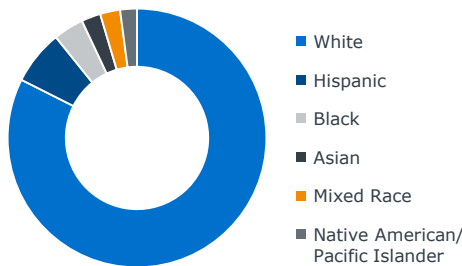
Size of the Rural Market

150,000+

rural students in grades 9-12¹ throughout the state



Statewide Rural Diversity Measures



\$53,400

median family income in rural parts of the state

5 of 50

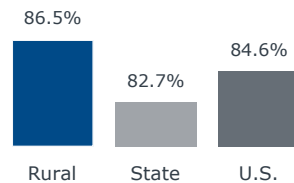
economic mobility ranking (top quintile)



Academic Preparedness

High School Graduation Rates

Rural, state, and national averages



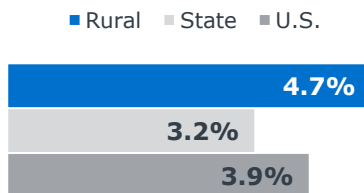
College Readiness Indicators

	Rural	State
Share of junior and senior students who take ACT/SAT per year	57.6%	50.7%
Share of rural HS students taking 1+ AP exams per year	9.5%	12.2%

Employment and Industry Context

Unemployment Rates[†]

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



[†] Data as of December 2018

Main Industries in Rural MN

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; teacher assistants; secondary education; preschool education

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



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.

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.

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.

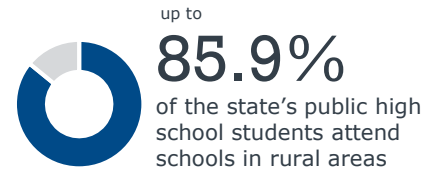
The unemployment rate in rural MS is high compared to the state and national rates, and the data show a slightly weak job market.

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.

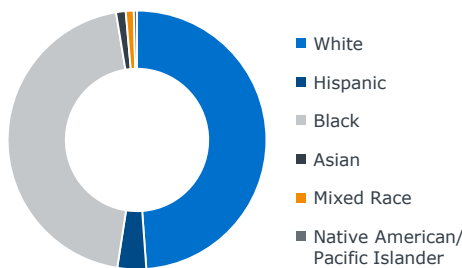
Size of the Rural Market

116,000+

rural students in grades 9-12¹ throughout the state



Statewide Rural Diversity Measures



\$36,000

median family income in rural parts of the state

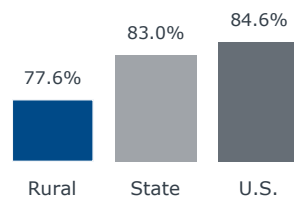
45 of 50

economic mobility ranking (bottom quintile) ● ● ● ● ●

Academic Preparedness

High School Graduation Rates

Rural, state, and national averages



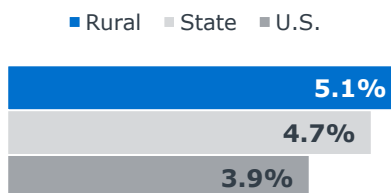
College Readiness Indicators

	Rural	State
Share of junior and senior students who take ACT/SAT per year	58.9%	61.4%
Share of rural HS students taking 1+ AP exams per year	4.0%	4.8%

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.

Missouri



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

The strong majority of MO's rural high schools students is white (79.9%), there is a large minority Hispanic (7.1%) and black (7.4%) population.

MO's rural median family income (\$42,000) is below the overall state median income (\$53,600). However, rural MO falls in the fourth quintile for economic mobility, meaning the current generation is likely to out earn their parents.

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

Rural students participate in AP exams slightly less than state peers, but take the ACT/SAT at rates better than their state peers.

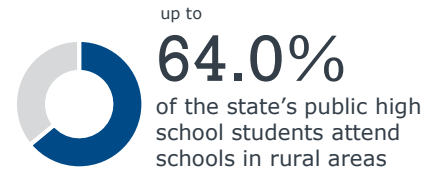
The unemployment rate in rural MO is below the national rate and a little above the state rate, showing a healthy job market.

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.

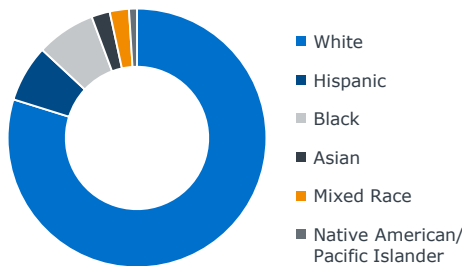
Size of the Rural Market

171,000+

rural students in grades 9-12¹ throughout the state



Statewide Rural Diversity Measures



\$42,000

median family income in rural parts of the state

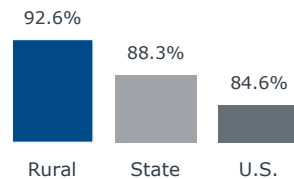
18 of 50

economic mobility ranking (fourth quintile) ●●●●●○

Academic Preparedness

High School Graduation Rates

Rural, state, and national averages



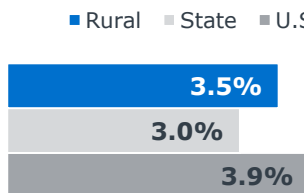
College Readiness Indicators

	Rural	State
Share of junior and senior students who take ACT/SAT per year	58.7%	55.1%
Share of rural HS students taking 1+ AP exams per year	5.2%	6.6%

Employment and Industry Context

Unemployment Rates[†]

Unemployment in rural MO is below both state and national rates.



[†] Data as of December 2018

Main Industries in Rural MO

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 6,700 additional rural students in private schools in the state.

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



Montana

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

While the majority of MT's rural high schools students is white (77.1%), there is a large minority population, the largest part of which is Native American (9.8%).

MT's rural median family income (\$45,500) is below the overall state median income (\$53,400). However, rural MT falls in the fourth quintile for economic mobility, meaning the current generation is likely to out earn their parents.

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

Rural students participate in AP exams less than state peers, but take the ACT/SAT at rates higher than these same state peers.

The unemployment rate in rural MT is higher than the state and national averages, and the data show a slightly weak job market.

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.

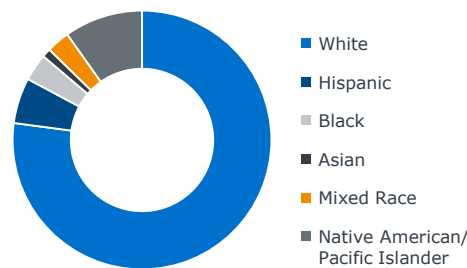
1) 2015-16 NCES private school data shows about 1,300 additional rural students in private schools in the state.

Size of the Rural Market

38,000+
rural students in grades 9-12¹ throughout the state

up to **89.9%**
of the state's public high school students attend schools in rural areas

Statewide Rural Diversity Measures

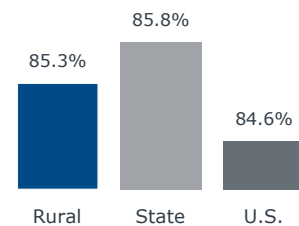


\$45,500
median family income in rural parts of the state

14 of 50
economic mobility ranking (fourth quintile)

Academic Preparedness

High School Graduation Rates
Rural, state, and national averages



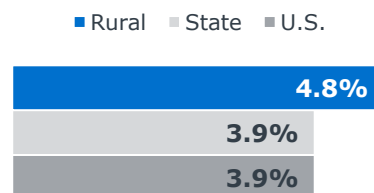
College Readiness Indicators

	Rural	State
Share of junior and senior students who take ACT/SAT per year	48.0%	43.2%
Share of rural HS students taking 1+ AP exams per year	4.6%	5.8%

Employment and Industry Context

Unemployment Rates[†]

Unemployment in rural MT is below above state and national rates.



[†] Data as of December 2018

Main Industries in Rural MT

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
- **Construction and extraction**
Construction laborers; supervisors; oil and gas laborers; electricians; carpenters

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



Nebraska

Nebraska has a medium-sized rural high school student population; these students make up the majority of the state's total high school population.

While the majority of NE's rural high schools students is white (75.0%), there is a large minority population, the largest part of which is Hispanic (14.4%).

NE's rural median family income (\$50,200) is below the overall state median income (\$60,000). However, rural NE falls in the top quintile for economic mobility, meaning the current generation is very likely to out earn their parents.

High school graduation rates as well as AP and SAT/ACT participation rates are a useful college preparedness gauge. The rural student population has a strong graduation rate that is slightly above the state rate and far 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 NE is very low compared to the national rate, and on par with the state rate, showing a healthy overall 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.

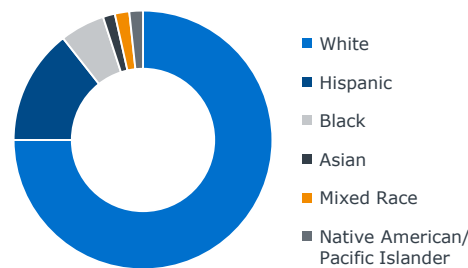
1) 2015-16 NCES private school data shows about 3,100 additional rural students in private schools in the state.

Size of the Rural Market

50,000+
rural students in grades 9-12¹ throughout the state

up to **54.0%**
of the state's public high school students attend schools in rural areas

Statewide Rural Diversity Measures

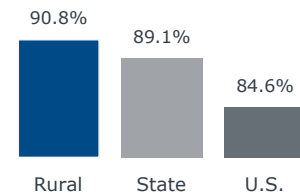


\$50,200
median family income in rural parts of the state

1 of 50
economic mobility ranking (top quintile)

Academic Preparedness

High School Graduation Rates
Rural, state, and national averages



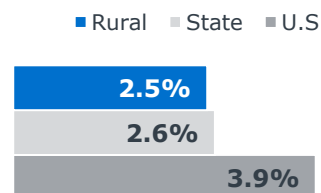
College Readiness Indicators

	Rural	State
Share of junior and senior students who take ACT/SAT per year	41.5%	47.3%
Share of rural HS students taking 1+ AP exams per year	2.9%	6.6%

Employment and Industry Context

Unemployment Rates[†]

Unemployment in all of Nebraska is well below the national rate.



[†] Data as of December 2018

Main Industries in Rural NE

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

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



Nevada

Nevada has a large medium-sized high school student population; these students make up under a third of the state's total high school population.

Size of the Rural Market

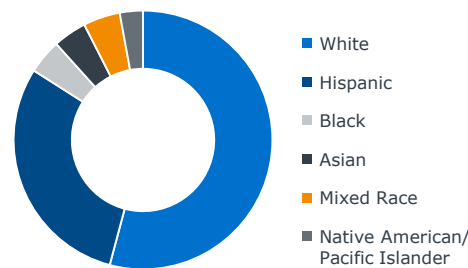
42,000+
rural students in grades 9-12¹
throughout the state

up to **30.0%**
of the state's public high school students attend schools in rural areas

While the majority of NV's rural high schools students is white (54.2%), there is a large minority population, the largest part of which is Hispanic (29.9%).

NV's rural median family income (\$56,300) is below the overall state median income (\$58,000). However, rural NV falls in the top quintile for economic mobility, meaning the current generation is very likely to out earn their parents.

Statewide Rural Diversity Measures



\$56,300
median family income in rural parts of the state

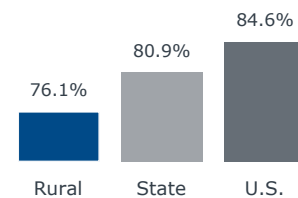
10 of 50
economic mobility ranking
(top quintile)

High school graduation rates as well as AP and SAT/ACT participation rates are a useful college preparedness gauge. The rural student population has a very weak graduation rate that is slightly 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	22.8%	62.3%
Share of rural HS students taking 1+ AP exams per year	3.5%	11.8%

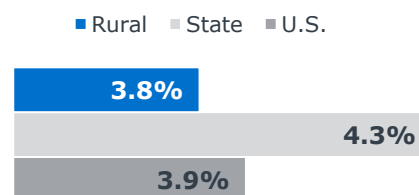
The unemployment rate in rural NV is slightly below the national rate and well below the state rate, and data show a healthy rural job market.

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 NV is lower than in the state of Nevada overall.



[†] Data as of December 2018

Main Industries in Rural NV

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
- **Construction and extraction**
Construction laborers; supervisors; oil and gas laborers; electricians; carpenters
- **Installation, maintenance, repair**
General maintenance and repair workers; industrial machinery mechanics; automotive

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.



New Hampshire

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

The strong majority of NH's rural high schools students is white (89.9%). The next largest group of students is black (3.1%).

NH's rural median family income (\$57,800) is below the overall state median income (\$73,400). Furthermore, rural NH falls in the middle quintile for economic mobility, meaning the current generation may out earn their parents.

The rural student population has a strong graduation rate that is slightly better than the state rate and far above the national rate.

Rural students participate in AP exams at rates similar to state peers, but take the ACT/SAT at rates far lower.

The unemployment rate in rural NH is far 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, both the *education, training, and library* as well as the *healthcare and tech occupations* category 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.

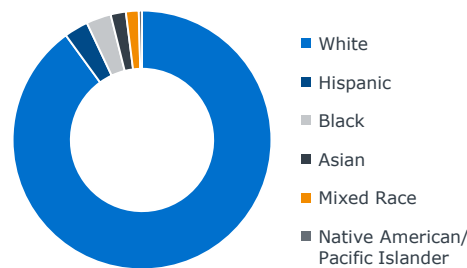
1) 2015-16 NCES private school data shows about 4,700 additional rural students in private schools in the state.

Size of the Rural Market

32,000+
rural students in grades 9-12¹
throughout the state

up to **56.0%**
of the state's public high school students attend schools in rural areas

Statewide Rural Diversity Measures

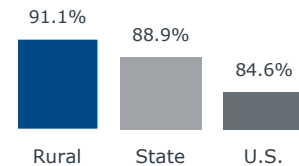


\$57,800
median family income in rural parts of the state

27 of 50
economic mobility ranking
(middle quintile) ●●●●●

Academic Preparedness

High School Graduation Rates
Rural, state, and national averages



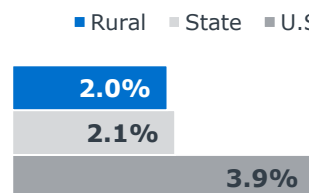
College Readiness Indicators

	Rural	State
Share of junior and senior students who take ACT/SAT per year	48.2%	51.3%
Share of rural HS students taking 1+ AP exams per year	9.6%	9.9%

Employment and Industry Context

Unemployment Rates[†]

Unemployment in rural NH is lower than the state and national rates.



[†] Data as of December 2018

Main Industries in Rural NH

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
- **Healthcare and tech occupations**
Registered nurses; respiratory therapists; clinical lab technicians; pharmacists

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



New Jersey

New Jersey has a medium-sized rural high school student population; however, these students make up less than a fifth of the state's total high school population.

While the majority of NJ's rural high schools students is white (68.4%), there is a large minority population, the largest part of which is Hispanic (14.8%).

NJ's rural median family income (\$57,600) is below the overall state median income (\$80,100). Furthermore, rural NJ falls in the middle quintile for economic mobility, meaning the current generation may out earn their parents.

High school graduation rates as well as AP and SAT/ACT participation rates are a useful college preparedness gauge. The rural student population has a strong graduation rate, one that is consistent across the state.

Rural students participate in AP exams and the ACT/SAT at rates on par with their peers across the state, with only a slightly lower rate of ACT/SAT activity per year.

The unemployment rate in rural NJ is lower than the state and national averages, and the data show a strong rural job market.

Looking at the top industries in rural parts of the state, only the *healthcare and tech occupations* 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.

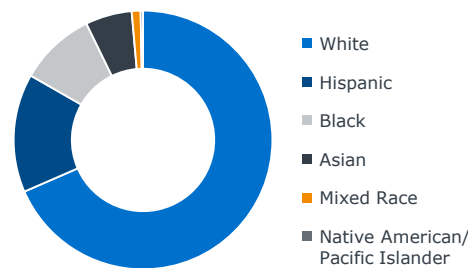
1) 2015-16 NCES private school data shows about 2,700 additional rural students in private schools in the state.

Size of the Rural Market

64,000+
rural students in grades 9-12¹
throughout the state

up to **16.0%**
of the state's public high school students attend schools in rural areas

Statewide Rural Diversity Measures

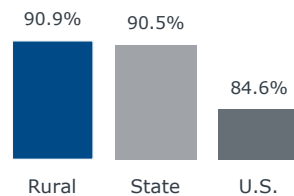


\$57,600
median family income in rural parts of the state

23 of 50
economic mobility ranking
(middle quintile) ●●●●●

Academic Preparedness

High School Graduation Rates
Rural, state, and national averages



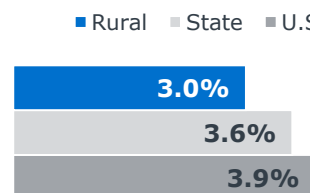
College Readiness Indicators

	Rural	State
Share of junior and senior students who take ACT/SAT per year	53.8%	56.1%
Share of rural HS students taking 1+ AP exams per year	13.4%	13.5%

Employment and Industry Context

Unemployment Rates[†]

Unemployment in rural NJ is below the state and national averages.



[†] Data as of December 2018

Main Industries in Rural NJ

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
- **Healthcare and tech occupations**
Registered nurses; respiratory therapists; clinical lab technicians; pharmacists
- **Transportation/material moving**
Truck and tractor trailer drivers; hand freight and stock movers; packing workers

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

New Mexico



New Mexico has a medium-sized rural high school student population; these students make up the strong majority of the state's total high school population.

The majority of NM's rural high schools students is Hispanic (58.4%), and the next largest populations are white (25.2%) and Native American (10.8%).

NM's rural median family income (\$37,900) is far below the overall state median income (\$46,700). Furthermore, rural NM falls in the bottom quintile for economic mobility, meaning the current generation is very unlikely to out earn their parents.

High school graduation as well as AP and SAT/ACT participation rates are a useful college preparedness gauge. While data is not available on rural student graduation rates, the state of New Mexico has very weak rates compared to the national rate.

Rural students participate in AP exams and the ACT/SAT at rates lower than their peers across the state, with the ACT/SAT rate being especially low.

The unemployment rate in rural NM is higher than both the state and national averages, and the data show a weak job market in the rural parts of 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.

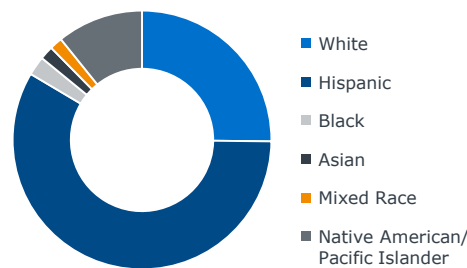
1) 2015-16 NCES private school data shows about 1,800 additional rural students in private schools in the state.

Size of the Rural Market

71,000+
rural students in grades 9-12¹
throughout the state

up to **71.6%**
of the state's public high school students attend schools in rural areas

Statewide Rural Diversity Measures

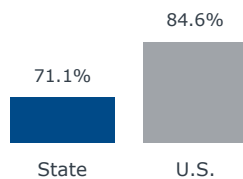


\$35,700
median family income in rural parts of the state

41 of 50
economic mobility ranking
(bottom quintile) ● ● ● ● ●

Academic Preparedness

High School Graduation Rates
Rural, state, and national averages



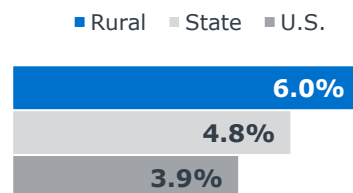
College Readiness Indicators

	Rural	State
Share of junior and senior students who take ACT/SAT per year	26.9%	66.1%
Share of rural HS students taking 1+ AP exams per year	7.8%	8.4%

Employment and Industry Context

Unemployment Rates[†]

Unemployment in rural NM is well above the state and national rates.



[†] Data as of December 2018

Main Industries in Rural NM

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
- **Construction and extraction**
Construction laborers; supervisors; oil and gas laborers; electricians; carpenters
- **Education, training, and library**
Elementary education; teacher assistants; secondary education; preschool education

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



New York

New York has a large rural high school student population; however, these students make up a quarter of of the state's total high school population.

The majority of NY's rural high schools students is white (83.4%), and there are small minority Hispanic (6.9%) and black (4.9%) populations.

NY's rural median family income (\$50,900) is below the overall state median income (\$64,900). Furthermore, rural NY falls in the middle quintile for economic mobility, meaning the current generation may out earn their parents.

High school graduation rates as well as AP and SAT/ACT participation rates are a useful college preparedness gauge. The rural student population has a fairly strong graduation rate compared to the rest of the state and country. The state rate fails to meet the national average.

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

The unemployment rate in rural NY is higher than the state and national averages, and the data show a slightly weak 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.

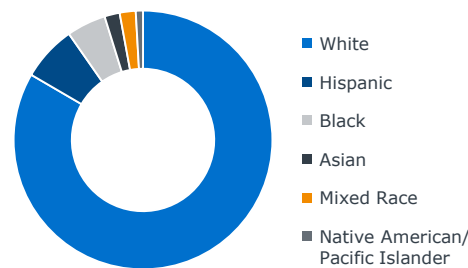
1) 2015-16 NCES private school data shows about 7,300 additional rural students in private schools in the state.

Size of the Rural Market

200,000+
rural students in grades 9-12¹ throughout the state

up to **24.6%**
of the state's public high school students attend schools in rural areas

Statewide Rural Diversity Measures

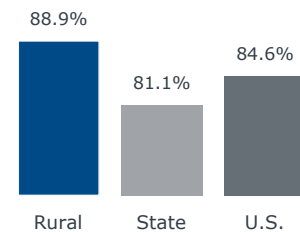


\$50,900
median family income in rural parts of the state

22 of 50
economic mobility ranking
(middle quintile) ●●●●●

Academic Preparedness

High School Graduation Rates
Rural, state, and national averages



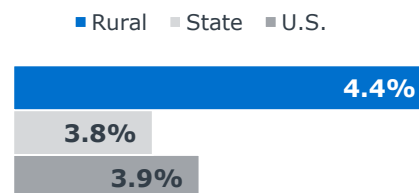
College Readiness Indicators

	Rural	State
Share of junior and senior students who take ACT/SAT per year	37.6%	43.5%
Share of rural HS students taking 1+ AP exams per year	10.8%	13.8%

Employment and Industry Context

Unemployment Rates[†]

Unemployment in rural NY is higher than the state and national rates.



[†] Data as of December 2018

Main Industries in Rural NY

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

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



North Carolina

North Carolina has a large rural high school student population; these students make up the two thirds of the state's total high school population.

While the majority of NC's rural high schools students is white (55.6%), there is a large minority population, the largest part of which is black (22.8%) and Hispanic (14.1%).

NC's rural median family income (\$42,600) is below the overall state median income (\$52,800). Furthermore, rural NC falls in the bottom quintile for economic mobility, meaning the current generation is very unlikely 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 a slightly strong graduation rate compared to the rest of the state and country.

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

The unemployment rate in rural NC is slightly above the state and national rates, but the data show a healthy overall 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.

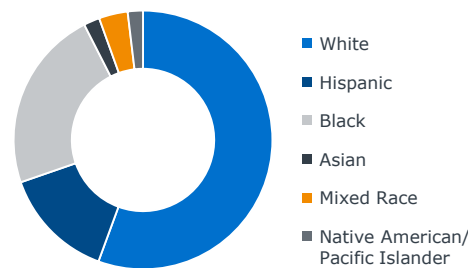
1) 2015-16 NCES private school data shows about 8,800 additional rural students in private schools in the state.

Size of the Rural Market

310,000+
rural students in grades 9-12¹ throughout the state

up to **66.4%**
of the state's public high school students attend schools in rural areas

Statewide Rural Diversity Measures

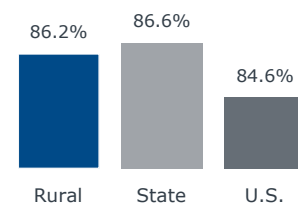


\$42,600
median family income in rural parts of the state

47 of 50
economic mobility ranking (bottom quintile)

Academic Preparedness

High School Graduation Rates
Rural, state, and national averages



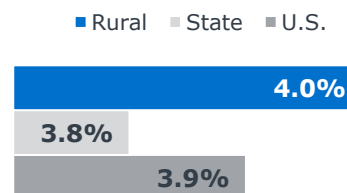
College Readiness Indicators

	Rural	State
Share of junior and senior students who take ACT/SAT per year	31.3%	45.3%
Share of rural HS students taking 1+ AP exams per year	10.2%	13.7%

Employment and Industry Context

Unemployment Rates[†]

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



[†] Data as of December 2018

Main Industries in Rural NC

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

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

North Dakota



North 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.

While the majority of ND's rural high schools students is white (78.6%), there are sizable groups of Native American (7.0%) and Hispanic (5.9%) students.

ND's rural median family income (\$54,700) is below the overall state median income (\$61,800). However, rural ND falls in the top quintile for economic mobility, meaning the current generation is very likely to out earn their parents.

High school graduation rates as well as AP and SAT/ACT participation rates are a useful college preparedness gauge. The rural student population has a strong graduation rate compared to the national average. The state performs at a similarly high level.

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

The unemployment rate in rural ND is lower than the national rate and only slightly higher than the state, showing a healthy job market.

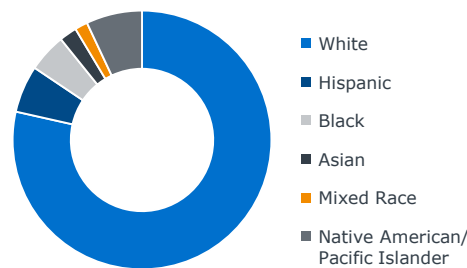
Looking at the top industries in rural parts of the state, none of the categories necessarily require a college degree, at least for the majority of reported roles held. Select roles in other categories (i.e., accounting) may also require a degree.

Size of the Rural Market

29,000+
rural students in grades 9-12¹ throughout the state

up to **96.2%**
of the state's public high school students attend schools in rural areas

Statewide Rural Diversity Measures

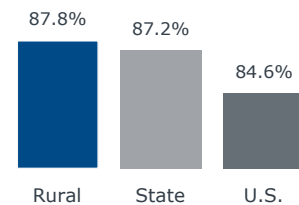


\$54,700
median family income in rural parts of the state

2 of 50
economic mobility ranking (top quintile)

Academic Preparedness

High School Graduation Rates
Rural, state, and national averages



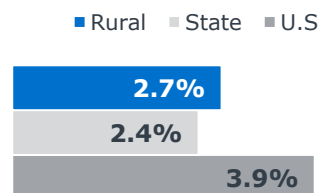
College Readiness Indicators

	Rural	State
Share of junior and senior students who take ACT/SAT per year	47.6%	50.9%
Share of rural HS students taking 1+ AP exams per year	4.6%	4.9%

Employment and Industry Context

Unemployment Rates[†]

Unemployment in rural North Dakota is well below the national average.



[†] Data as of December 2018

Main Industries in Rural ND

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
- **Construction and extraction**
Oil and gas laborers; construction laborers; supervisors; electricians; carpenters
- **Transportation/material moving**
Truck and tractor trailer drivers; hand freight and stock movers; packing workers

1) 2015-16 NCES private school data shows about 1,000 additional rural students in private schools in the state.

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



Ohio 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

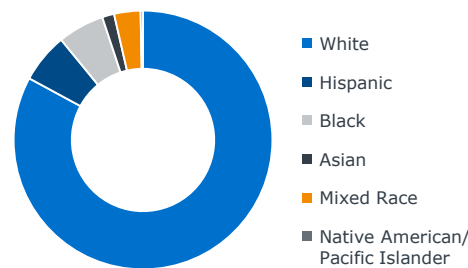
239,000+
rural students in grades 9-12¹
throughout the state

up to **46.1%**
of the state's public high school students attend schools in rural areas

The strong majority of OH's rural high schools students is white (82.9%), and there are smaller groups of Hispanic (6.2%) and black (5.8%) students.

OH's rural median family income (\$50,200) is below the overall state median income (\$54,000). Furthermore, rural OH falls in the middle quintile for economic mobility, meaning the current generation may out earn their parents.

Statewide Rural Diversity Measures



\$50,200
median family income in rural parts of the state

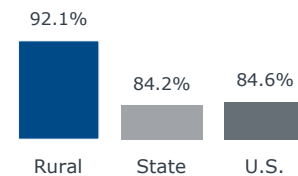
30 of 50
economic mobility ranking
(middle quintile) ●●●●●

High school graduation as well as AP and SAT/ACT participation rates are a useful college preparedness gauge. The rural population has a strong graduation rate compared to the rest of the state and country.

Rural students participate in AP exams and the ACT/SAT at rates quite a bit 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	42.7%	44.2%
Share of rural HS students taking 1+ AP exams per year	4.6%	7.6%

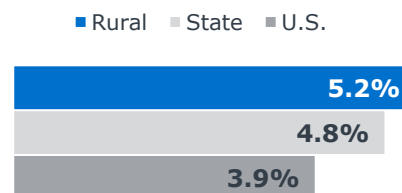
The unemployment rate in rural OH is higher than the state and national rates, and the data show a weak job market in the state.

Looking at the top industries in rural parts of the state, only the *healthcare and tech occupations* 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 Ohio is above the state and national averages.



[†] Data as of December 2018

Main Industries in Rural OH

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
- **Transportation/material moving**
Truck and tractor trailer drivers; hand freight and stock movers; packing workers
- **Healthcare and tech occupations**
Registered nurses; respiratory therapists; clinical lab technicians; pharmacists

1) 2015-16 NCES private school data shows about 6,000 additional rural students in private schools in the state.

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



Oklahoma

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

While the majority of OK's rural high schools students is white (55.6%), there is a large minority population, the largest part of which is Native American (19.4%).

OK's rural median family income (\$43,400) is below the overall state median income (\$50,100). However, rural OK falls in the fourth quintile for economic mobility, meaning the current generation is likely to out 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 compared to the national rate, but the state fails to meet the national average.

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

The unemployment rate in rural OK is lower than the national rate and only slightly higher than the state, showing a healthy job market.

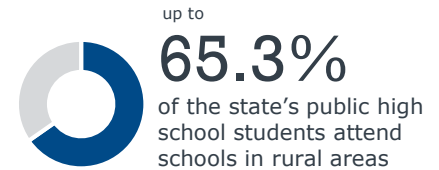
Looking at the top industries in rural parts of the state, none of the categories necessarily require a college degree, at least for the majority of reported roles held. Select roles in other categories (i.e., accounting) may also require a degree.

1) 2015-16 NCES private school data shows about 900 additional rural students in private schools in the state.

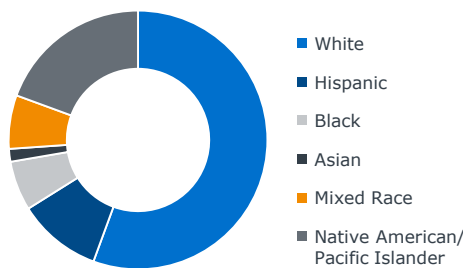
Size of the Rural Market

124,000+

rural students in grades 9-12¹ throughout the state



Statewide Rural Diversity Measures



\$43,400

median family income in rural parts of the state

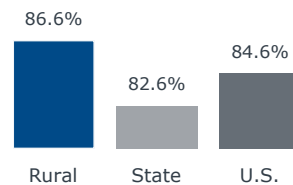
16 of 50

economic mobility ranking (fourth quintile)

Academic Preparedness

High School Graduation Rates

Rural, state, and national averages



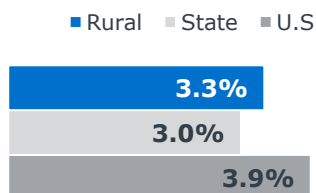
College Readiness Indicators

	Rural	State
Share of junior and senior students who take ACT/SAT per year	57.1%	64.2%
Share of rural HS students taking 1+ AP exams per year	4.2%	8.0%

Employment and Industry Context

Unemployment Rates[†]

Unemployment in rural OK is below the national and near the state rate.



[†] Data as of December 2018

Main Industries in Rural OK

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

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



Oregon

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

While the majority of OR's rural high schools students is white (67.6%), there is a large minority population, the largest part of which is Hispanic (21.4%).

OR's rural median family income (\$46,000) is below the overall state median income (\$60,200). However, rural OR falls in the fourth quintile for economic mobility, meaning the current generation is likely to out earn their parents.

High school graduation as well as AP and SAT/ACT participation rates are a useful college preparedness gauge. OR has weak graduation overall, with rural students performing even below the state average.

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

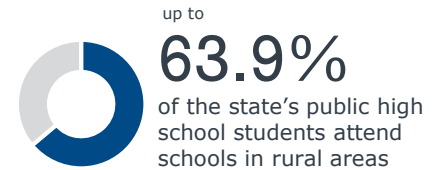
The unemployment rate in rural OR is higher than the national and state averages, showing a slightly weak job market.

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.

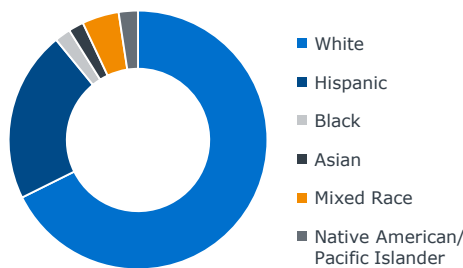
Size of the Rural Market

112,000+

rural students in grades 9-12¹ throughout the state



Statewide Rural Diversity Measures



\$46,000

median family income in rural parts of the state

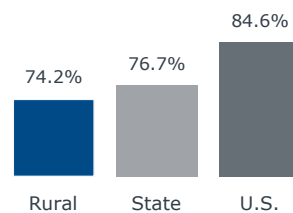
19 of 50

economic mobility ranking (fourth quintile) ●●●●●○

Academic Preparedness

High School Graduation Rates

Rural, state, and national averages



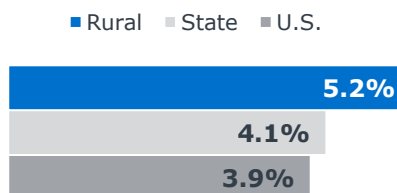
College Readiness Indicators

	Rural	State
Share of junior and senior students who take ACT/SAT per year	24.0%	29.3%
Share of rural HS students taking 1+ AP exams per year	5.4%	6.9%

Employment and Industry Context

Unemployment Rates[†]

Unemployment in rural OR is above both the state and national rates.



[†] Data as of December 2018

Main Industries in Rural OR

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 3,200 additional rural students in private schools in the state.

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

Pennsylvania



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

Size of the Rural Market

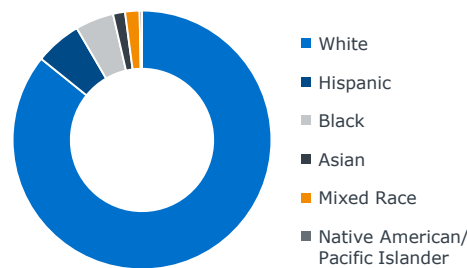
257,000+
rural students in grades 9-12¹
throughout the state

up to **48.1%**
of the state's public high school students attend schools in rural areas

The strong majority of PA's rural high schools students is white (85.7%), with small minority populations of Hispanic (5.8%) and black (4.8%) students.

PA's rural median family income (\$47,900) is below the overall state median income (\$59,200). However, rural PA falls in the fourth quintile for economic mobility, meaning the current generation is likely to out earn their parents.

Statewide Rural Diversity Measures



\$47,900
median family income in rural parts of the state

12 of 50
economic mobility ranking
(fourth quintile) ●●●●●○

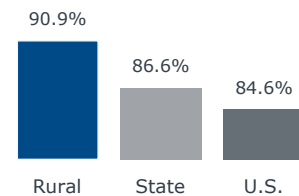
High school graduation as well as AP and SAT/ACT participation rates are a useful college preparedness gauge. The rural student population has a very strong graduation rate compared to the rest of the state and country.

Rural students participate in AP exams and the ACT/SAT at rates well below 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	40.6%	44.5%
Share of rural HS students taking 1+ AP exams per year	7.8%	9.5%

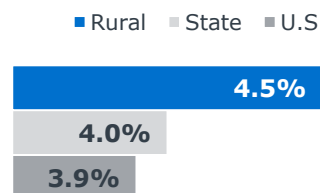
The unemployment rate in rural PA is higher than the national and state averages, showing a slightly weak job market.

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 Pennsylvania is above the state and national rates.



[†] Data as of December 2018

Main Industries in Rural PA

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 10,800 additional rural students in private schools in the state.

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

Rhode Island



Rhode Island has a small rural high school student population; these students less than a fifth of the state's total high school population.

Rural RI is almost entirely white, with the largest minority population being Hispanic (3.3%).

RI's rural median family income (\$74,200) is below the overall state median income (\$63,900). Furthermore, rural RI falls in the middle quintile for economic mobility, meaning the current generation may out earn their parents.

High school graduation as well as AP and SAT/ACT participation rates are a useful college preparedness gauge. The rural student population has a very strong graduation rate compared to the rest of the state and country.

Rural students participate in AP exams and the ACT/SAT at below their state peers, especially when looking at ACT/SAT rates.

The unemployment rate in rural RI is exactly the national rate, which is also very close to the state rate overall, showing a strong job market.

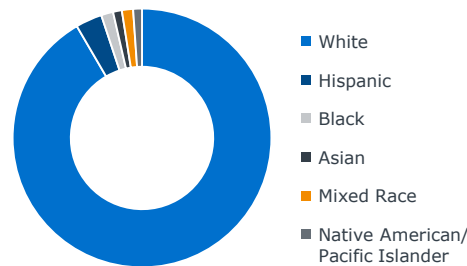
Looking at the top industries in rural parts of the state, none of the categories necessarily require a college degree, at least for the majority of reported roles held. Select roles in other categories (i.e., accounting) may also require a degree.

Size of the Rural Market

7,000+
rural students in grades 9-12¹
throughout the state

up to **15.8%**
of the state's public high school students attend schools in rural areas

Statewide Rural Diversity Measures

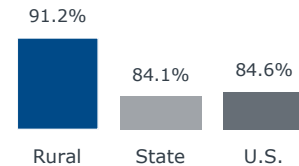


\$74,200
median family income in rural parts of the state

28 of 50
economic mobility ranking
(middle quintile) ●●●●●

Academic Preparedness

High School Graduation Rates
Rural, state, and national averages



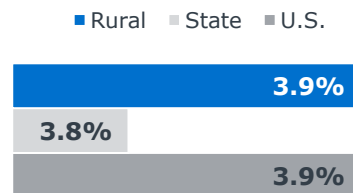
College Readiness Indicators

	Rural	State
Share of junior and senior students who take ACT/SAT per year	22.7%	26.2%
Share of rural HS students taking 1+ AP exams per year	11.3%	10.4%

Employment and Industry Context

Unemployment Rates[†]

Unemployment in rural RI is on par with both the state and national rates.



[†] Data as of December 2018

Main Industries in Rural RI

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

- **Building maintenance/cleaning**
Maids and housekeeping; janitors/ cleaners; landscaping workers and groundskeepers
- **Office and administrative**
Secretaries and office assistants; general clerks; bookkeeping and accounting clerks
- **Construction and extraction**
Operating engineers and equipment operators; construction laborers; carpenters

1) 2015-16 NCES private school data shows about 50 additional rural students in private schools in the state.

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

South Carolina

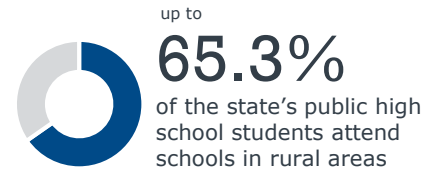


South Carolina has a large rural high school student population; these students make up the majority of the state's total high school population.

Size of the Rural Market

146,000+

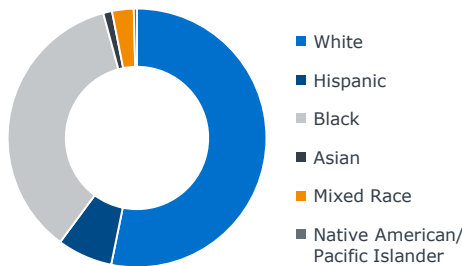
rural students in grades 9-12¹ throughout the state



While the majority of SC's rural high schools students is white (53.1%), there is a large minority population, the largest part of which is black (35.6%).

SC's rural median family income (\$38,200) is below the overall state median income (\$50,600). Furthermore, rural SC falls in the bottom quintile for economic mobility, meaning the current generation is very unlikely to out earn their parents.

Statewide Rural Diversity Measures



\$38,200

median family income in rural parts of the state

50 of 50

economic mobility ranking (bottom quintile) ● ● ● ● ●

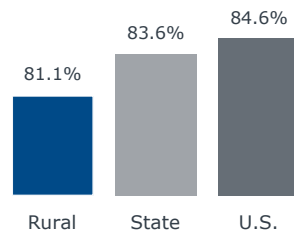
High school graduation as well as AP and SAT/ACT participation rates are a useful college preparedness gauge. The rural student population has a weak graduation rate compared to the state and the rest of the country.

Rural students participate in AP exams and the ACT/SAT at rates far below 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	41.1%	61.9%
Share of rural HS students taking 1+ AP exams per year	8.6%	12.1%

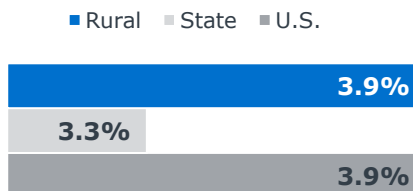
The unemployment rate in rural SC is exactly the national average, and the data show a strong job market in the state.

Looking at the top industries in rural parts of the state, 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 SC is on par with the state and national rates.



[†] Data as of December 2018

Main Industries in Rural SC

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

- **Production occupations**
Assemblers and fabricators; meat, fish and poultry processors; general production
- **Office and administrative**
Secretaries and office assistants; general clerks; bookkeeping and accounting clerks
- **Transportation/material moving**
Truck and tractor trailer drivers; hand freight and stock movers; packing workers

1) 2015-16 NCES private school data shows about 5,500 additional rural students in private schools in the state.

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

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.

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.

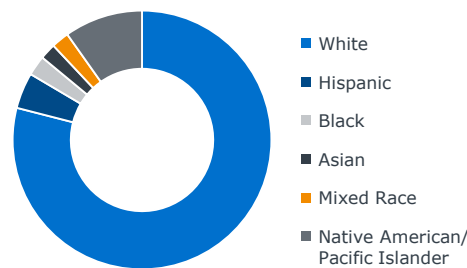
1) 2015-16 NCES private school data shows about 1,100 additional rural students in private schools in the state.

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

Statewide Rural Diversity Measures

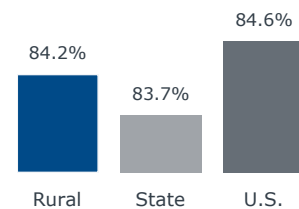


\$47,400
median family income in rural parts of the state

8 of 50
economic mobility ranking (top quintile)

Academic Preparedness

High School Graduation Rates
Rural, state, and national averages



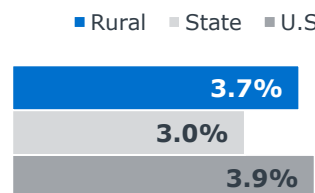
College Readiness Indicators

	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

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



Tennessee

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

While the majority of TN's rural high schools students is white (75.6%), there is a sizable minority population, the largest part of which is black (13.0%).

TN's rural median family income (\$40,800) is below the overall state median income (\$51,300). Furthermore, rural TN falls in the bottom quintile for economic mobility, meaning the current generation is very unlikely 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 a very strong graduation rate compared to the rest of the country and is slightly stronger than the rest of TN.

Rural students participate in AP exams at rates similar to their peers across the state, but they take the ACT/SAT at rates a fair bit lower.

The unemployment rate in rural TN is lower than the national average, and only slightly behind the overall state rate, showing a strong job market.

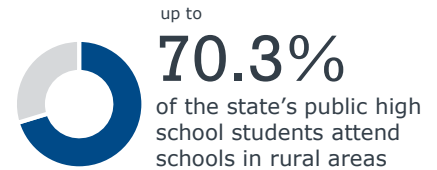
Looking at the top industries in rural parts of the state, none of the categories necessarily require a college degree, at least for the majority of reported roles held. Select roles in other categories (i.e., accounting) may require a degree.

1) 2015-16 NCES private school data shows about 7,000 additional rural students in private schools in the state.

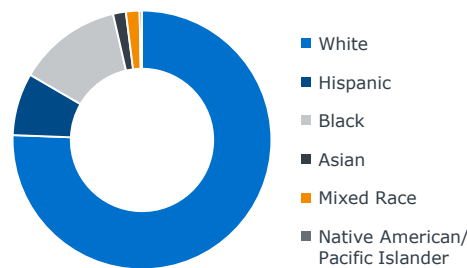
Size of the Rural Market

206,000+

rural students in grades 9-12¹ throughout the state



Statewide Rural Diversity Measures



\$40,800

median family income in rural parts of the state

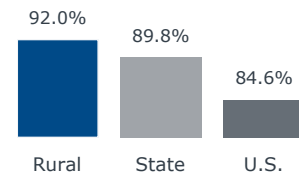
42 of 50

economic mobility ranking (bottom quintile) ● ● ● ● ●

Academic Preparedness

High School Graduation Rates

Rural, state, and national averages



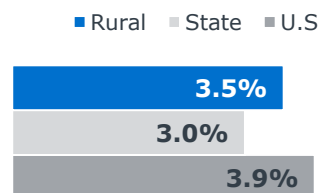
College Readiness Indicators

	Rural	State
Share of junior and senior students who take ACT/SAT per year	51.2%	59.5%
Share of rural HS students taking 1+ AP exams per year	8.1%	8.5%

Employment and Industry Context

Unemployment Rates[†]

Unemployment in rural Tennessee is slightly better than the national rate.



[†] Data as of December 2018

Main Industries in Rural TN

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

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



Texas

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

The largest group of TX's rural high schools students is Hispanic (49.1%), with white (38.0%) and black (8.8%) forming the next two largest groups.

TX's rural median family income (\$47,500) is below the overall state median income (\$59,200). However, rural TX falls in the fourth quintile for economic mobility, meaning the current generation is 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 student population has a very strong graduation rate compared to the rest of the country. Rural students in TX also out-perform their state peers.

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 TX is lower than the state and national averages, showing a healthy job market.

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.

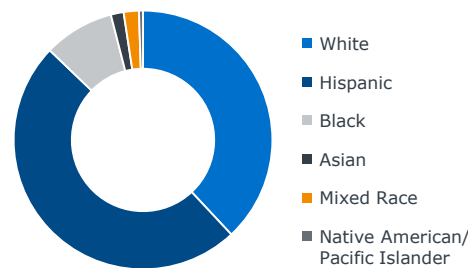
1) 2015-16 NCES private school data shows about 10,400 additional rural students in private schools in the state.

Size of the Rural Market

651,000+
rural students in grades 9-12¹ throughout the state

up to **42.7%**
of the state's public high school students attend schools in rural areas

Statewide Rural Diversity Measures

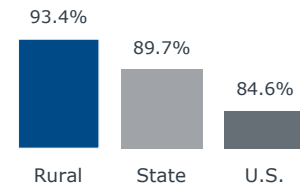


\$47,500
median family income in rural parts of the state

17 of 50
economic mobility ranking (fourth quintile)

Academic Preparedness

High School Graduation Rates
Rural, state, and national averages



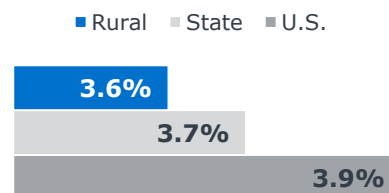
College Readiness Indicators

	Rural	State
Share of junior and senior students who take ACT/SAT per year	29.0%	36.3%
Share of rural HS students taking 1+ AP exams per year	9.6%	14.7%

Employment and Industry Context

Unemployment Rates[†]

Unemployment in rural TX is slightly below the state and national rates.



[†] Data as of December 2018

Main Industries in Rural TX

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

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



Utah

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

While the majority of UT's rural high schools students is white (77.1%), there is a sizable Hispanic (15.3%) population.

UT's rural median family income (\$53,000) is far below the overall state median income (\$68,400). However, rural UT 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 that is slightly weaker than the state overall.

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

The unemployment rate in rural UT is high. Notably, the overall state rate is lower than the national average while the rural rate is higher, signaling a weak job market in rural UT.

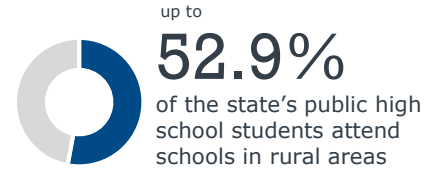
Looking at the top industries in rural parts of the state, only the *education, training, and library* category necessarily requires a college degree, at least for the majority of reported roles held. Select roles in other categories (i.e., accounting) may also require a degree.

1) 2015-16 NCES private school data shows about 2,300 additional rural students in private schools in the state.

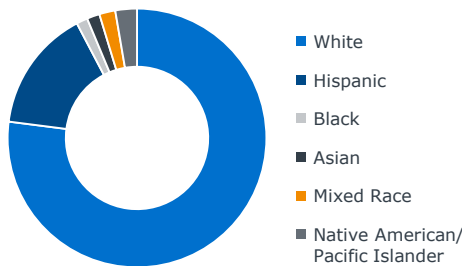
Size of the Rural Market

100,000+

rural students in grades 9-12¹ throughout the state



Statewide Rural Diversity Measures



\$53,000

median family income in rural parts of the state

6 of 50

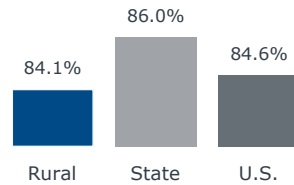
economic mobility ranking (top quintile)



Academic Preparedness

High School Graduation Rates

Rural, state, and national averages



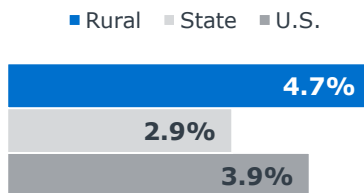
College Readiness Indicators

	Rural	State
Share of junior and senior students who take ACT/SAT per year	51.8%	65.8%
Share of rural HS students taking 1+ AP exams per year	11.1%	12.5%

Employment and Industry Context

Unemployment Rates[†]

Unemployment in rural UT is above both the state and national rates.



[†] Data as of December 2018

Main Industries in Rural UT

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
- **Construction and extraction**
Operating engineers; equipment operators; construction laborers; carpenters

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



Vermont

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

Rural VT's high school population is almost entirely white (92.4%) with all other groups making up just 1-2% of the population.

VT's rural median family income (\$53,200) is below the overall state median income (\$57,500). Furthermore, rural VT falls in the middle quintile for economic mobility, meaning the current generation may 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 a very strong graduation rate compared to the rest of the country. This rate is consistent across the state.

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

The unemployment rate in rural VT is 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.

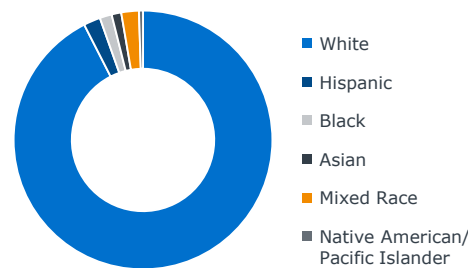
1) 2015-16 NCES private school data shows about 2,000 additional rural students in private schools in the state.

Size of the Rural Market

20,000+
rural students in grades 9-12¹
throughout the state

up to **90.6%**
of the state's public high school students attend schools in rural areas

Statewide Rural Diversity Measures

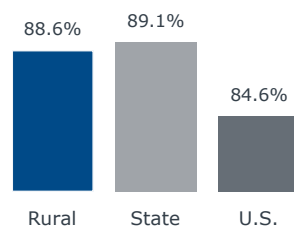


\$53,200
median family income in rural parts of the state

21 of 50
economic mobility ranking
(middle quintile) ●●●●●

Academic Preparedness

High School Graduation Rates
Rural, state, and national averages



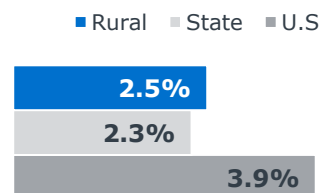
College Readiness Indicators

	Rural	State
Share of junior and senior students who take ACT/SAT per year	44.3%	43.4%
Share of rural HS students taking 1+ AP exams per year	9.9%	10.6%

Employment and Industry Context

Unemployment Rates[†]

Unemployment in rural VT is lower than the national unemployment rate.



[†] Data as of December 2018

Main Industries in Rural VT

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
- **Production occupations**
Assemblers and fabricators; meat, fish and poultry processors; general production

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



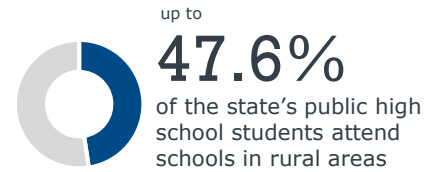
Virginia

Virginia 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

185,000+

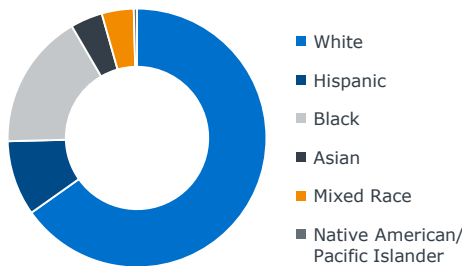
rural students in grades 9-12¹ throughout the state



While the majority of VA's rural high schools students is white (65.2%), there is a sizable minority population, the largest part of which is black (17.0%).

VA's rural median family income (\$51,700) is below the overall state median income (\$71,500). Furthermore, rural VA falls in the second quintile for economic mobility, meaning the current generation is unlikely to out earn their parents.

Statewide Rural Diversity Measures



\$51,700

median family income in rural parts of the state

39 of 50

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

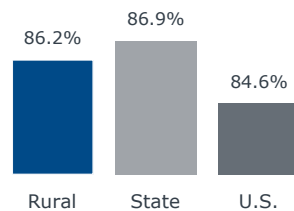
High school graduation as well as AP and SAT/ACT participation rates are a useful college preparedness gauge. The state overall, as well as its rural population, has a strong graduation rate, performing above the national average.

Rural students participate in AP exams and the ACT/SAT at rates slightly 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	37.3%	40.0%
Share of rural HS students taking 1+ AP exams per year	12.2%	16.1%

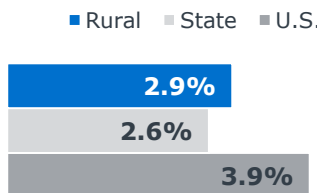
The unemployment rate in rural VA is lower than the national average, and the data show a strong job market in the state.

Looking at the top industries in rural parts of the state, 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 require a degree.

Employment and Industry Context

Unemployment Rates[†]

Unemployment in rural VA is lower than the national unemployment rate.



[†] Data as of December 2018

Main Industries in Rural VA

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 700 additional rural students in private schools in the state.

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



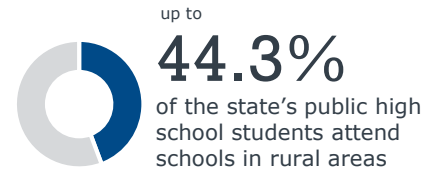
Washington

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+

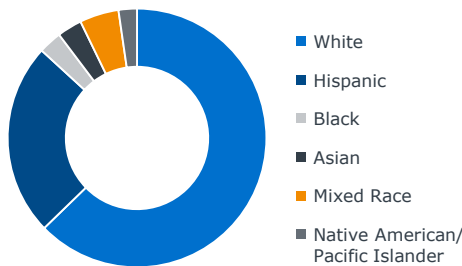
rural students in grades 9-12¹ throughout the state



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) ●●●●●

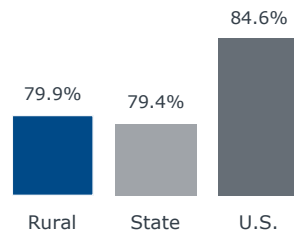
High school graduation as well as AP and SAT/ACT participation rates are a useful college preparedness gauge. The rural population has a weak graduation rate compared to the rest of the country; this is a statewide issue.

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%

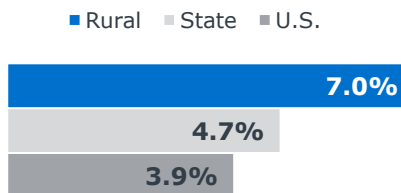
The unemployment rate in rural WA is very high, at almost double the national average and higher than the state overall by 2.3 percentage points.

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.

West Virginia



West Virginia has a medium-sized rural high school student population; these students make up the strong majority of the state's total high school population.

Nearly all of WV's rural high schools students are white (89.3%), and the largest minority population is black (5.6%).

WV's rural median family income (\$38,800) is below the overall state median income (\$43,500). However, rural WV falls in the fourth quintile for economic mobility, meaning the current generation is 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, doing slightly better than the national average but underperforming compared to the state average.

Rural students participate in AP exams at rates similar to their peers across the state but take the ACT/SAT with less frequency.

The unemployment rate in rural WV is high, and demonstrates a weak job market across the state as well as in the rural parts.

Looking at the top industries in rural parts of the state, only the *healthcare and tech operations* category necessarily requires a college degree or certification, at least for the majority of reported roles held. Select roles in other categories (i.e., accounting) may also require a degree.

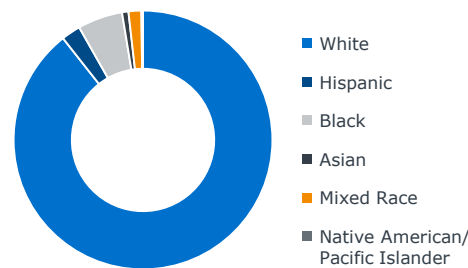
1) 2015-16 NCES private school data shows about 2,100 additional rural students in private schools in the state.

Size of the Rural Market

74,000+
rural students in grades 9-12¹
throughout the state

up to **93.3%**
of the state's public high school students attend schools in rural areas

Statewide Rural Diversity Measures

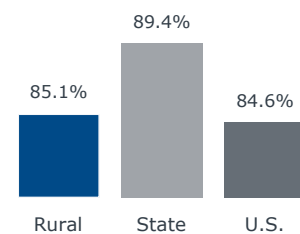


\$38,800
median family income in rural parts of the state

20 of 50
economic mobility ranking
(fourth quintile) ●●●●●○

Academic Preparedness

High School Graduation Rates
Rural, state, and national averages



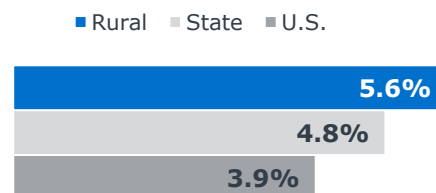
College Readiness Indicators

	Rural	State
Share of junior and senior students who take ACT/SAT per year	35.1%	37.8%
Share of rural HS students taking 1+ AP exams per year	7.9%	7.7%

Employment and Industry Context

Unemployment Rates[†]

Unemployment in rural WV is higher than the state and national rates.



[†] Data as of December 2018

Main Industries in Rural WV

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
- **Transportation/material moving**
Truck and tractor trailer drivers; hand freight and stock movers; packing workers
- **Healthcare and tech operations**
Registered nurses; EMTs and paramedics; all other nurses; pharmacy technicians

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

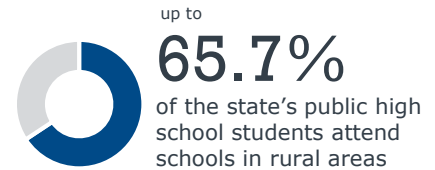


Wisconsin has a large rural high school student population; these students make up the majority of the state's total high school population.

Size of the Rural Market

173,000+

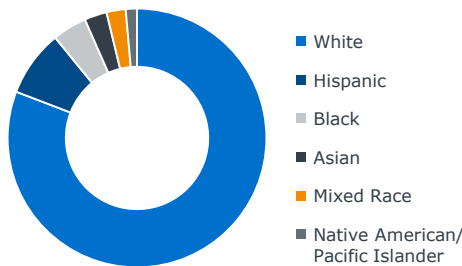
rural students in grades 9-12¹ throughout the state



While the strong majority of WI's rural high schools students is white (80.9%), there is a sizable minority Hispanic population (8.3%).

WI's rural median family income (\$51,000) is below the overall state median income (\$59,300). However, rural WI falls in the top quintile for economic mobility, meaning the current generation is likely to out earn their parents.

Statewide Rural Diversity Measures



\$51,000

median family income in rural parts of the state

9 of 50

economic mobility ranking (top quintile)



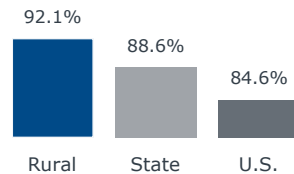
High school graduation as well as AP and SAT/ACT participation rates are a useful college preparedness gauge. The rural population has a very strong graduation rate compared to the rest of the state and country.

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	45.7%	53.1%
Share of rural HS students taking 1+ AP exams per year	12.6%	13.4%

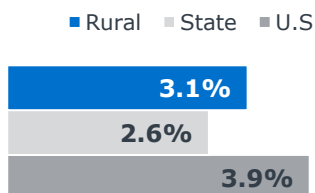
The unemployment rate in rural WI is not quite as healthy as the state overall, but it is far better than the national rate, showing a strong job market.

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 require a degree or certification.

Employment and Industry Context

Unemployment Rates[†]

Unemployment in rural WI is above the state and below the national rate.



[†] Data as of December 2018

Main Industries in Rural WI

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

- **Production occupations**
Assemblers and fabricators; meat, fish and poultry processors; general production
- **Office and administrative**
Office clerks; customer service reps; office assistants and secretaries; bookkeeping
- **Transportation/material moving**
Truck and tractor trailer drivers; hand freight and stock movers; packing workers

1) 2015-16 NCES private school data shows about 6,500 additional rural students in private schools in the state.

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



Wyoming

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

While the majority of WY's rural high schools students is white (74.8%), there is a sizable minority Hispanic population (15.0%).

WY's rural median family income (\$58,200) is below the overall state median income (\$60,400). However, rural WY 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 a slightly weak graduation rate compared to the rest of the state and country.

Rural students participate in AP exams and the ACT/SAT at rates very similar to their peers across the state.

The unemployment rate in rural WY is lower slightly above the state and national rate but shows a strong job market in the state.

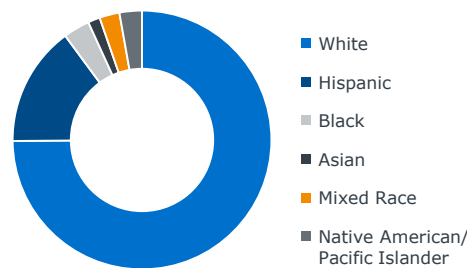
Looking at the top industries in rural parts of the state, every category contains jobs that require a college degree for at least half of the reported roles held.

Size of the Rural Market

26,000+
rural students in grades 9-12¹
throughout the state

up to **96.7%**
of the state's public high school students attend schools in rural areas

Statewide Rural Diversity Measures

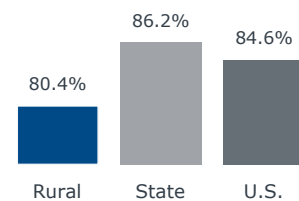


\$58,200
median family income in rural parts of the state

3 of 50
economic mobility ranking
(top quintile)

Academic Preparedness

High School Graduation Rates
Rural, state, and national averages



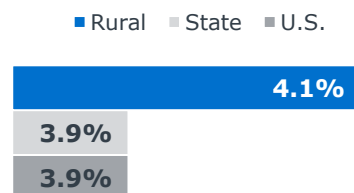
College Readiness Indicators

	Rural	State
Share of junior and senior students who take ACT/SAT per year	41.1%	40.0%
Share of rural HS students taking 1+ AP exams per year	6.6%	6.7%

Employment and Industry Context

Unemployment Rates[†]

Unemployment in rural WY is on par with both the state and national rates.



[†] Data as of December 2018

Main Industries in Rural WY

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 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.



National Comparison Data

Side-by-Side Comparisons for Select Measures

APPENDIX A

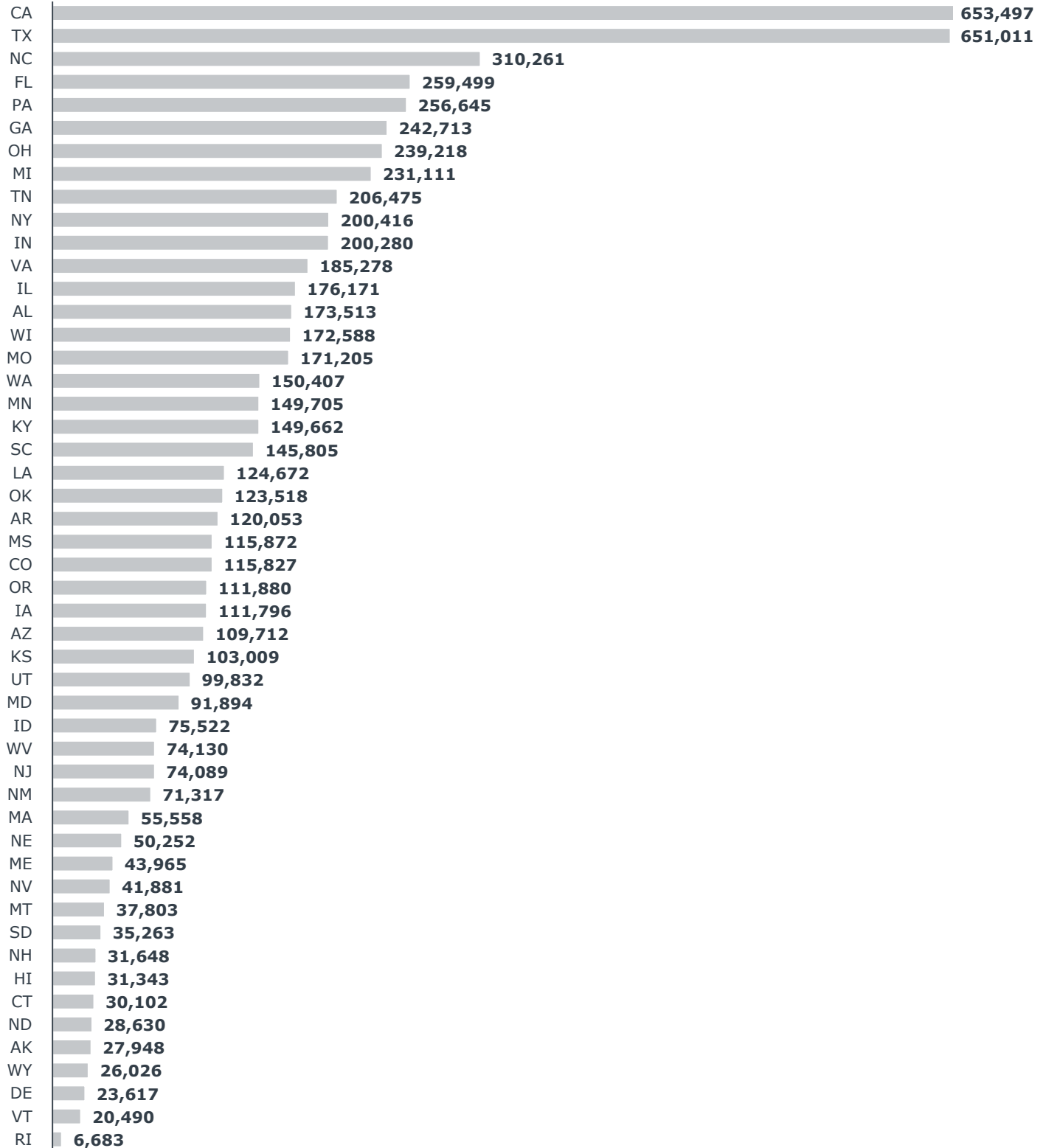
- Size of the Rural Market
- College Readiness Indicators
- Rural Unemployment
- Economic Mobility Rankings



Size of the Rural Market

Actual Number of Rural Students, by State

Raw count of the rural 9-12th grade student population per state using 2015-16 NCES data



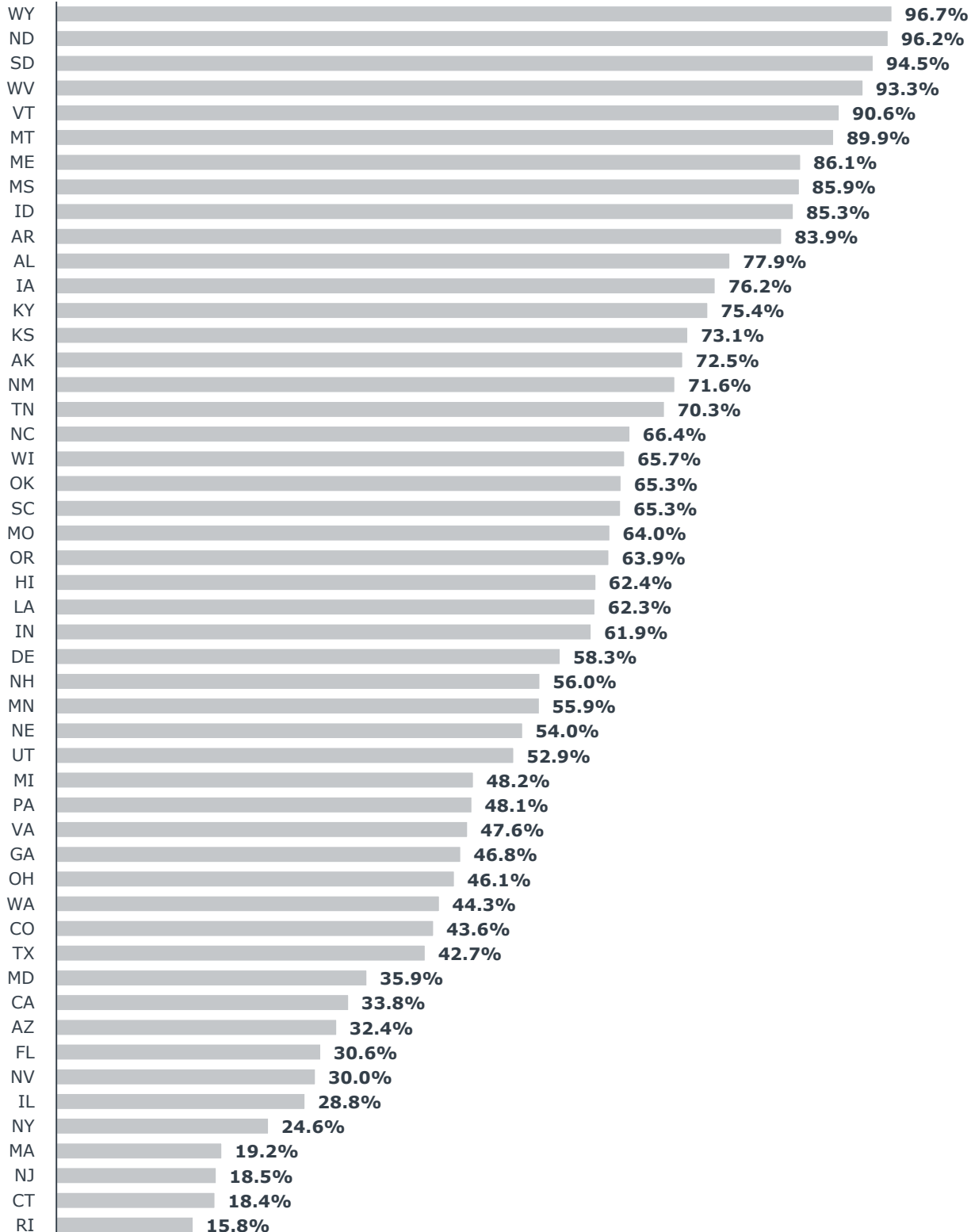
Source: See "Data and Methodology" for a full explanation of resources accessed and analyses conducted.



Size of the Rural Market

Percent of All 9-12th Graders from Rural Districts, by State

Raw count of the rural 9-12th grade student population per state divided by the total number of 9-12th grade students in the state using 2015-16 NCES data

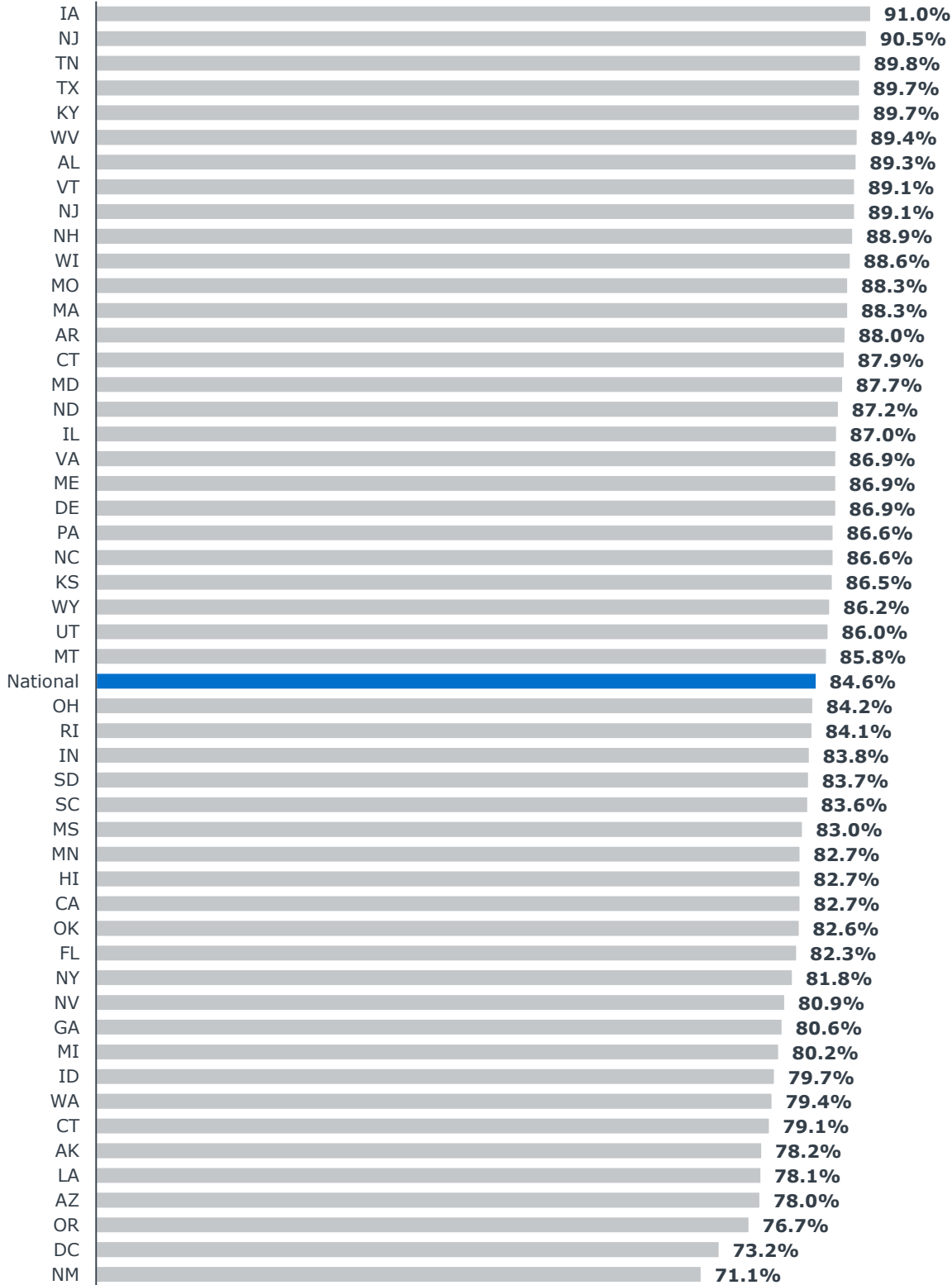


Source: See "Data and Methodology" for a full explanation of resources accessed and analyses conducted.



College Readiness Indicators

Overall High School Graduation Rates by State (2016-17)

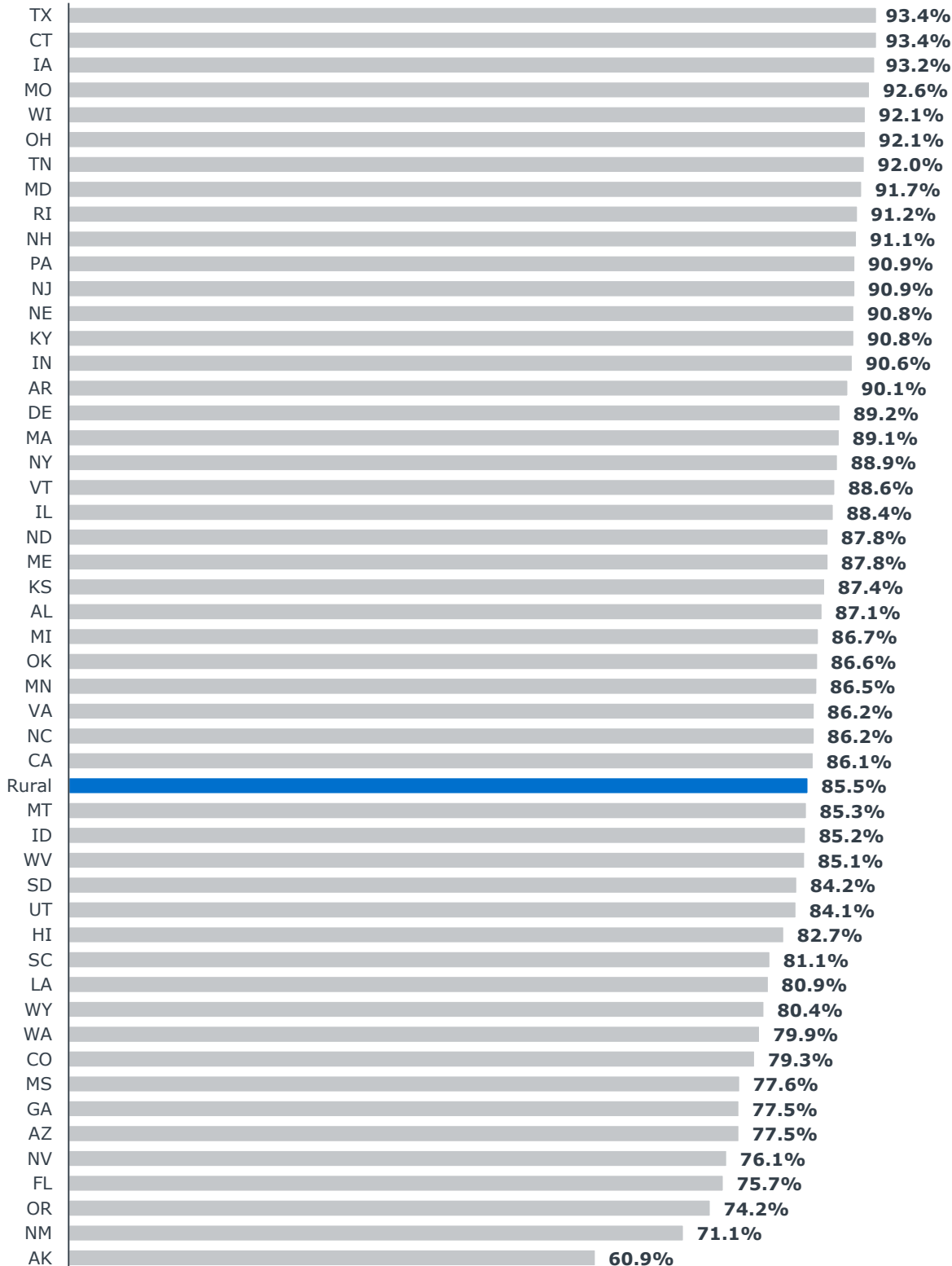


Source: See "Data and Methodology" for a full explanation of resources accessed and analyses conducted.

College Readiness Indicators



Rural-only High School Graduation Rates by State (2016-17)



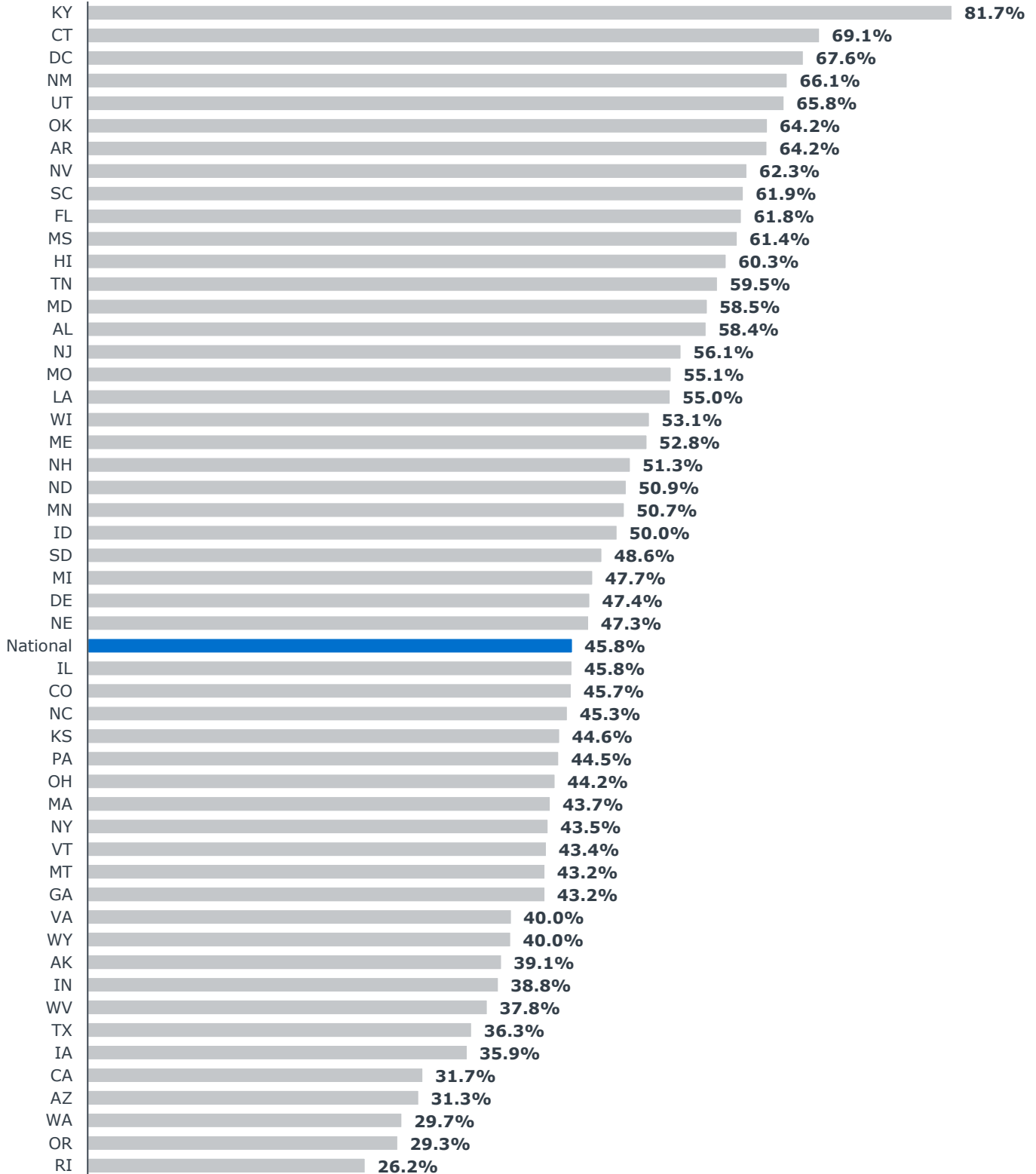
Source: See "Data and Methodology" for a full explanation of resources accessed and analyses conducted.



College Readiness Indicators

Percent of 11-12 Graders Taking the ACT/SAT per Year, by State

The number of juniors and seniors who took the ACT or SAT divided by total number of juniors and seniors in those same schools, using CDRC 2015-16 data



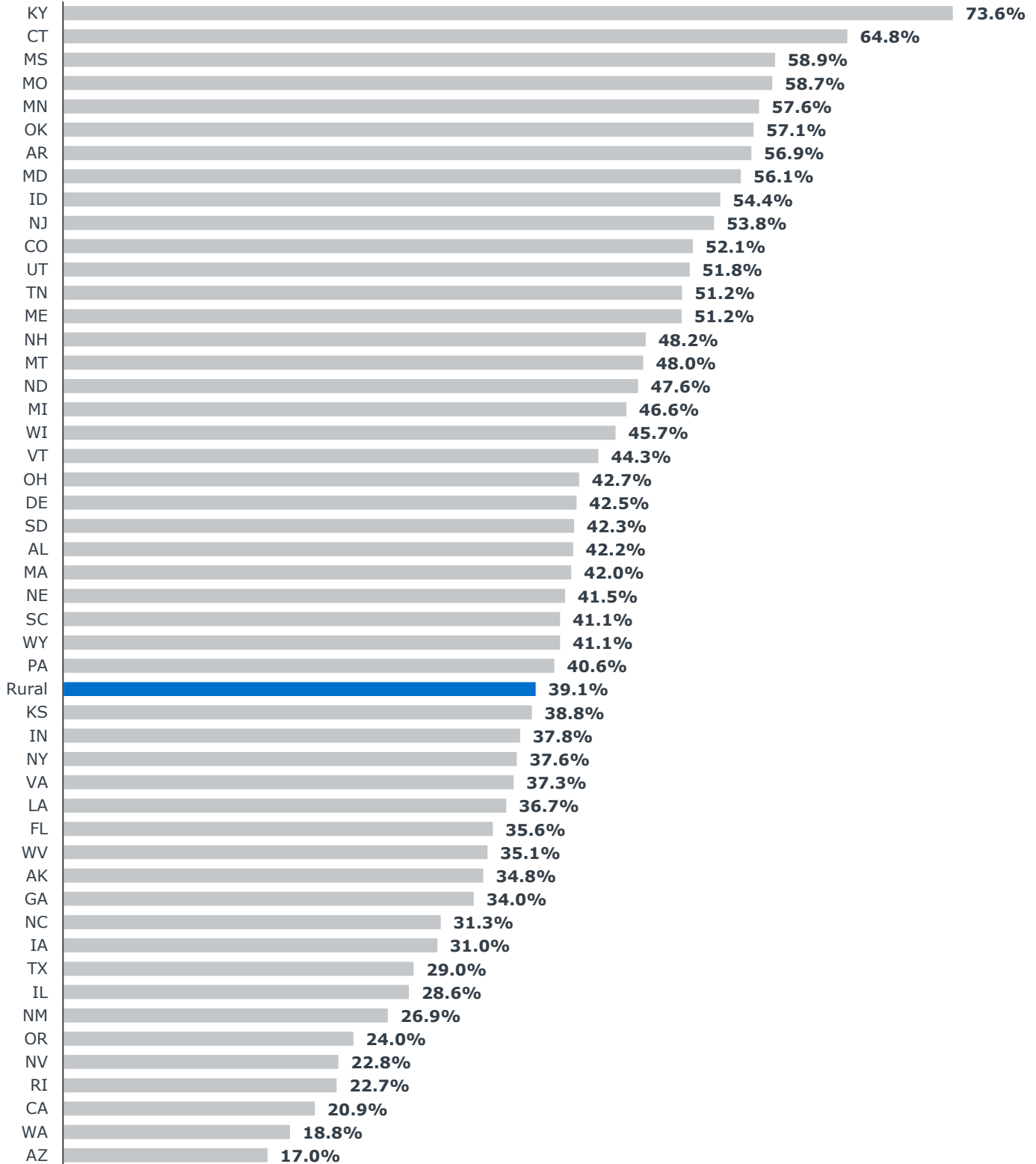
Source: See "Data and Methodology" for a full explanation of resources accessed and analyses conducted.



College Readiness Indicators

Percent of Rural 11-12 Graders Taking the ACT/SAT per Year, by State

The number of juniors and seniors attending schools in rural zip codes who took the ACT or SAT divided by total number of juniors and seniors in those same schools, using CDRC 2015-16 data



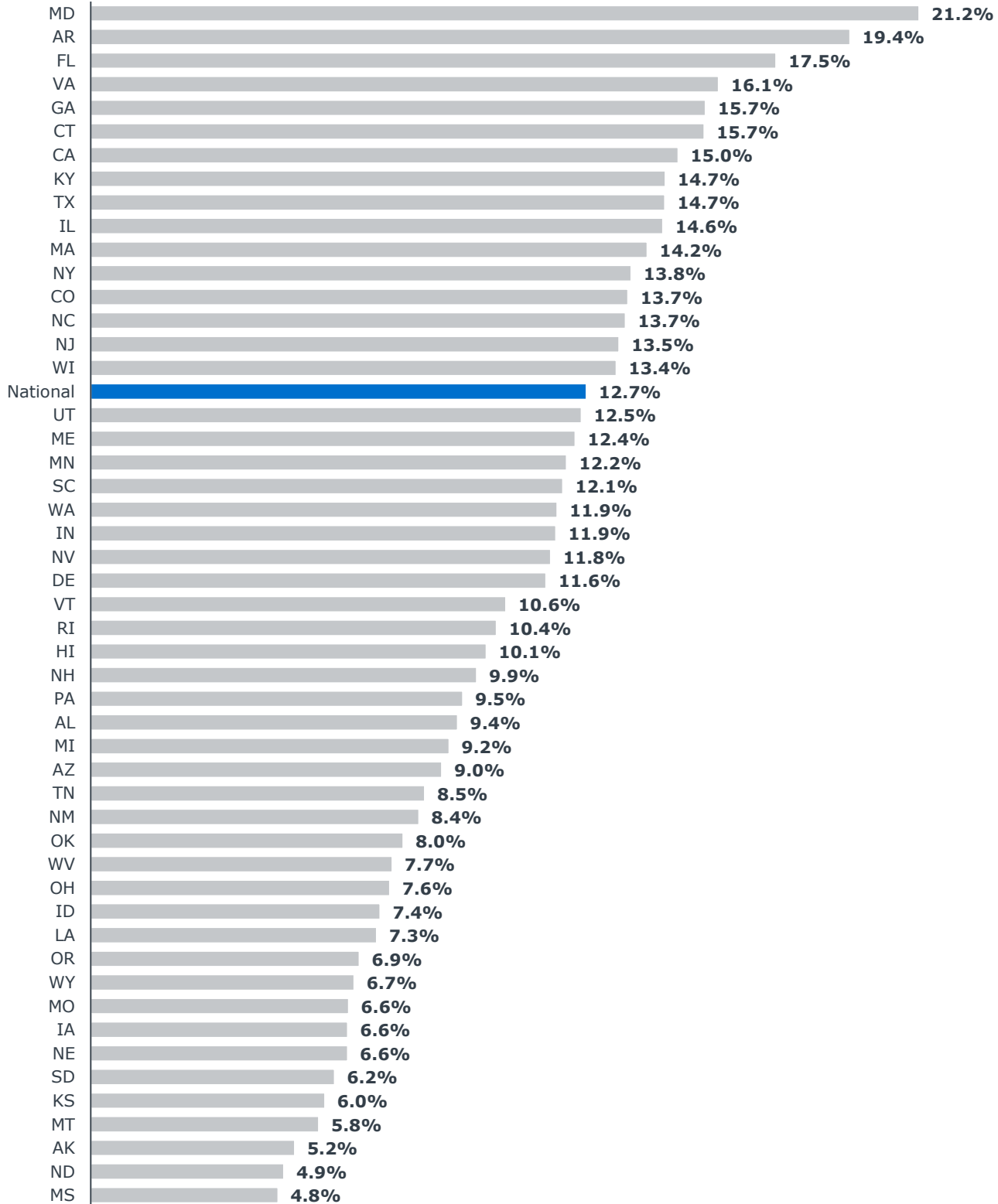
Source: See "Data and Methodology" for a full explanation of resources accessed and analyses conducted.



College Readiness Indicators

Percent of 9-12 Graders Taking 1+ AP Exam per Year (2015-16)

The number of high school students who took 1+ AP exams divided by total number of high school students in those same schools, using CDRC 2015-16 data



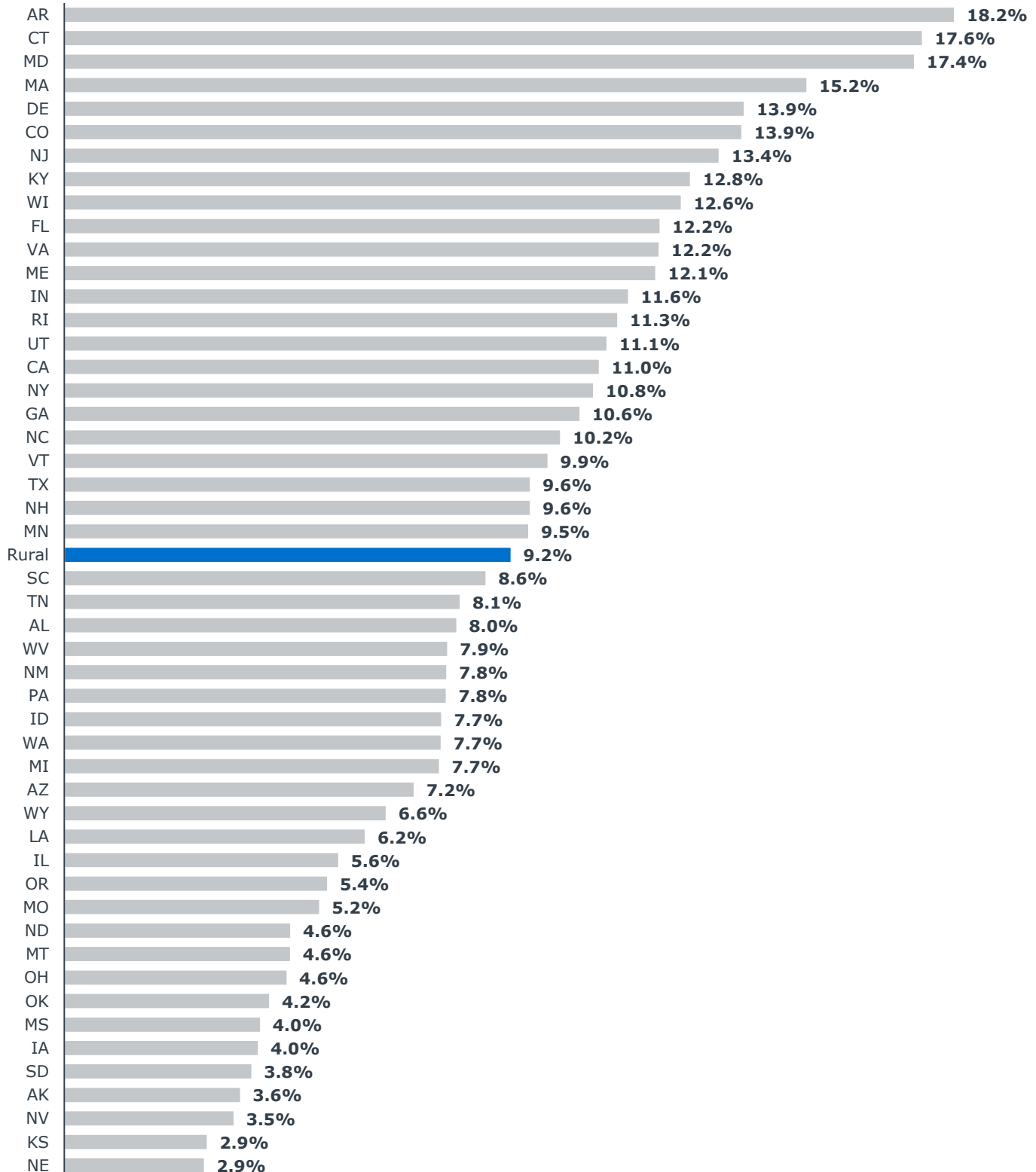
Source: See "Data and Methodology" for a full explanation of resources accessed and analyses conducted.



College Readiness Indicators

Percent of Rural 9-12 Graders Taking 1+ AP Exam per Year (2015-16)

The number of high school students attending schools in rural zip codes who took 1+ AP exams divided by total number of high school students in those same schools, using CDRC 2015-16 data



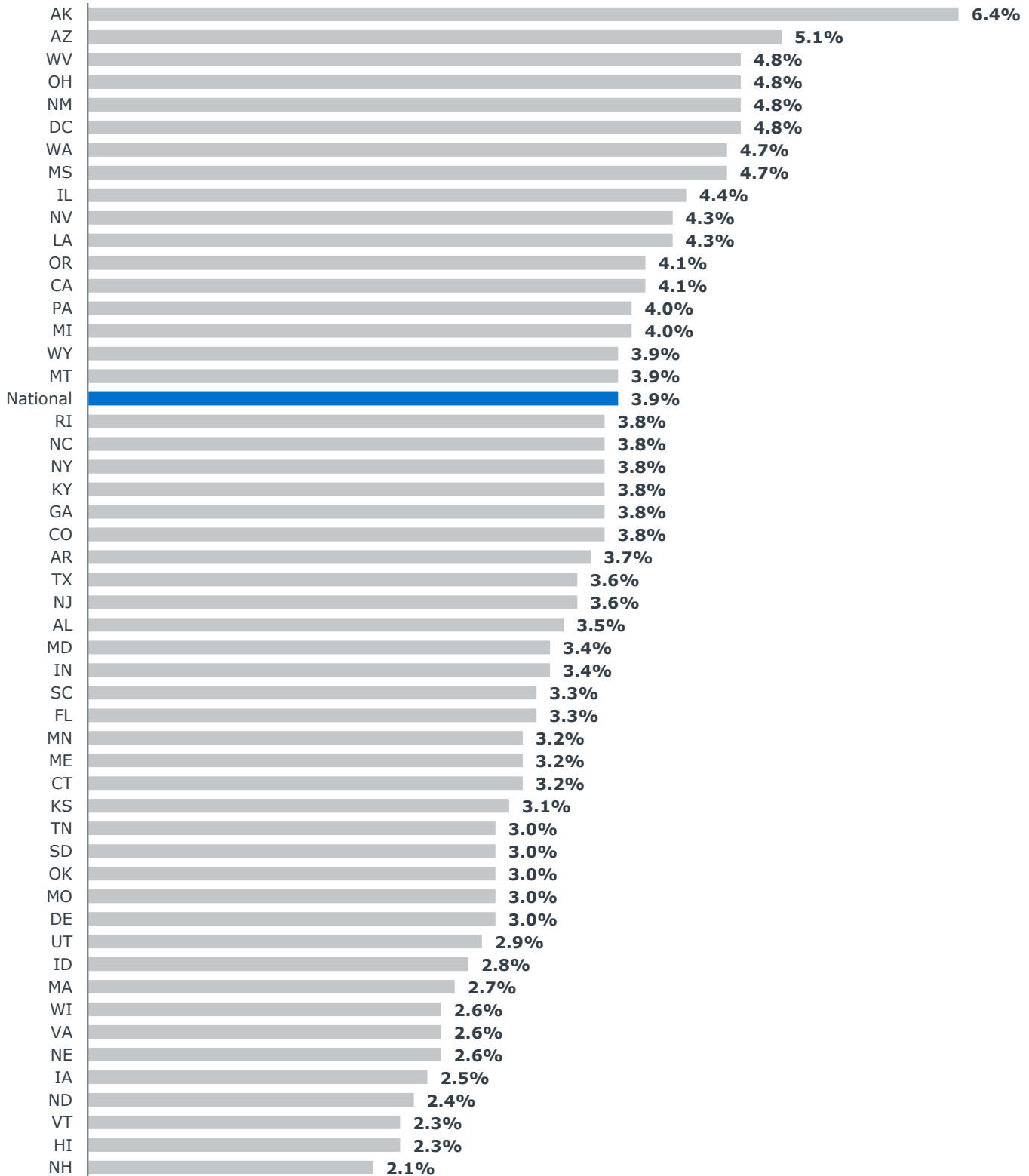
Source: See "Data and Methodology" for a full explanation of resources accessed and analyses conducted.



Unemployment Rates

Overall State Unemployment Rates

All counties, according to Local Area Unemployment Statistics for December 2018



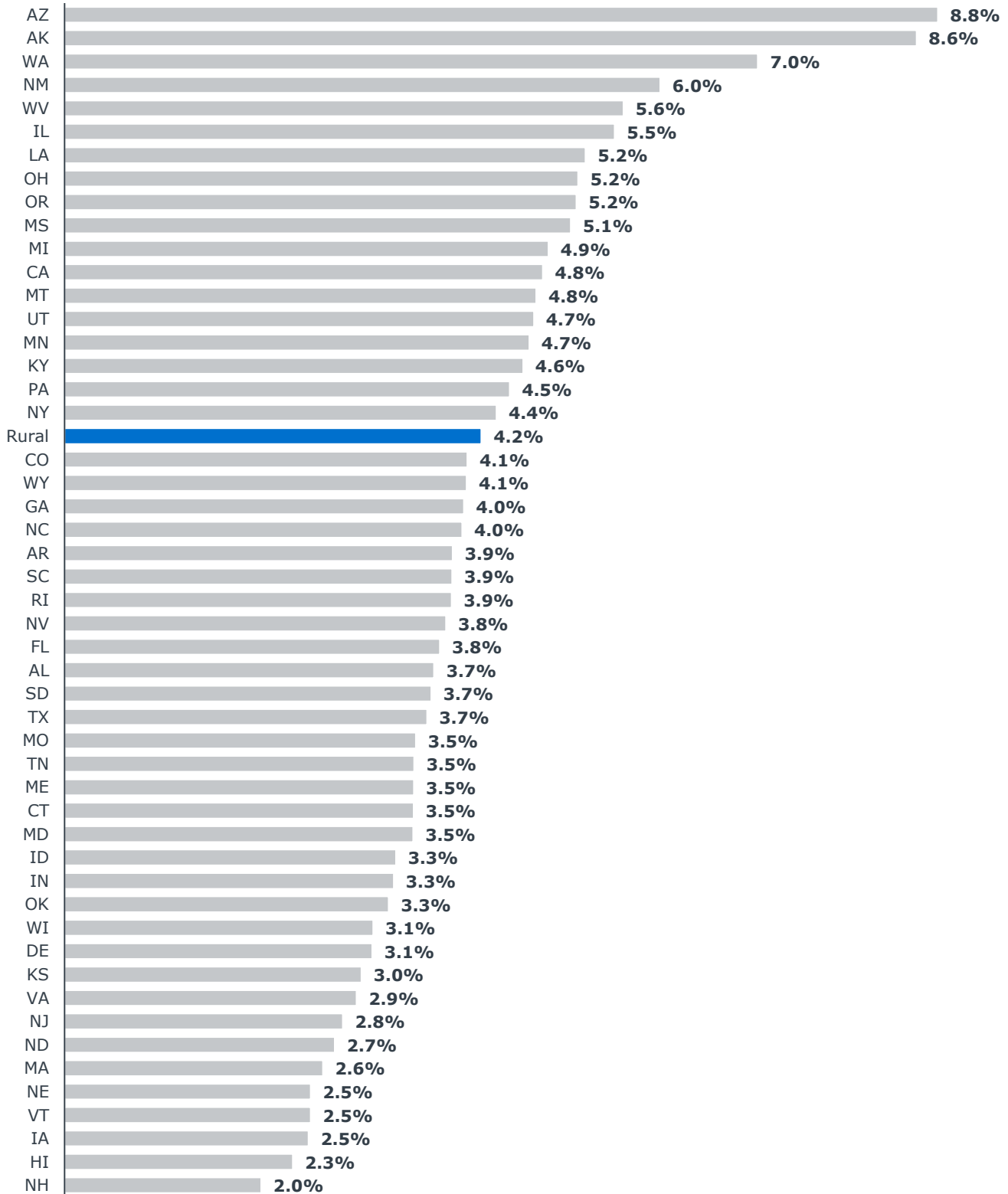
Source: See "Data and Methodology" for a full explanation of resources accessed and analyses conducted.



Unemployment Rates

Rural Unemployment Rates by State

In rural counties only, according to Local Area Unemployment Statistics as of December 2018



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

Economic Mobility Rankings



Statewide Economic Mobility in Rank Order, by Quintile and State

Economic Mobility Ranking, by Quintile

Top Quintile		Fourth Quintile		Middle Quintile		Second Quintile		Bottom Quintile	
1	North Dakota	11	Idaho	21	New York	31	Indiana	41	Arkansas
2	Nebraska	12	Pennsylvania	22	West Virginia	32	Maine	42	Arizona
3	Wyoming	13	Colorado	23	New Hampshire	33	Maryland	43	Tennessee
4	Iowa	14	Oklahoma	24	Nevada	34	Michigan	44	Florida
5	Minnesota	15	Texas	25	California	35	Ohio	45	Alabama
6	Utah	16	Illinois	26	Rhode Island	36	New Mexico	46	Delaware
7	South Dakota	17	Vermont	27	Connecticut	37	Alaska	47	Mississippi
8	Kansas	18	New Jersey	28	Washington	38	Louisiana	48	North Carolina
9	Wisconsin	19	Massachusetts	29	Hawaii	39	Virginia	49	Georgia
10	Montana	20	Missouri	30	Oregon	40	Kentucky	50	South Carolina

Economic Mobility Ranking, by State (Alphabetical)

45	Alabama	29	Hawaii	19	Massachusetts	36	New Mexico	7	South Dakota
37	Alaska	11	Idaho	34	Michigan	21	New York	43	Tennessee
42	Arizona	16	Illinois	5	Minnesota	48	North Carolina	15	Texas
41	Arkansas	31	Indiana	47	Mississippi	1	North Dakota	6	Utah
25	California	4	Iowa	20	Missouri	35	Ohio	17	Vermont
13	Colorado	8	Kansas	10	Montana	14	Oklahoma	39	Virginia
27	Connecticut	40	Kentucky	2	Nebraska	30	Oregon	28	Washington
46	Delaware	38	Louisiana	24	Nevada	12	Pennsylvania	22	West Virginia
44	Florida	32	Maine	23	New Hampshire	26	Rhode Island	9	Wisconsin
49	Georgia	33	Maryland	18	New Jersey	50	South Carolina	3	Wyoming

Economic Mobility Rankings



Rural Economic Mobility in Rank Order, by Quintile and State

Economic Mobility Ranking, by Quintile

Top Quintile		Fourth Quintile		Middle Quintile		Second Quintile		Bottom Quintile	
1	Nebraska	11	Idaho	21	Vermont	31	Michigan	41	New Mexico
2	North Dakota	12	Pennsylvania	22	New York	32	Hawaii	42	Tennessee
3	Wyoming	13	Colorado	23	New Jersey	33	Washington	43	Alabama
4	Iowa	14	Montana	24	California	34	Maine	44	Florida
5	Minnesota	15	Illinois	25	Indiana	35	Louisiana	45	Mississippi
6	Utah	16	Oklahoma	26	Massachusetts	36	Maryland	46	Delaware
7	Kansas	17	Texas	27	New Hampshire	37	Arkansas	47	North Carolina
8	South Dakota	18	Missouri	28	Rhode Island	38	Kentucky	48	Georgia
9	Wisconsin	19	Oregon	29	Connecticut	39	Virginia	49	Arizona
10	Nevada	20	West Virginia	30	Ohio	40	Alaska	50	South Carolina

Economic Mobility Ranking, by State (Alphabetical)

43	Alabama	32	Hawaii	26	Massachusetts	41	New Mexico	8	South Dakota
40	Alaska	11	Idaho	31	Michigan	22	New York	42	Tennessee
49	Arizona	15	Illinois	5	Minnesota	47	North Carolina	17	Texas
37	Arkansas	25	Indiana	45	Mississippi	2	North Dakota	6	Utah
24	California	4	Iowa	18	Missouri	30	Ohio	21	Vermont
13	Colorado	7	Kansas	14	Montana	16	Oklahoma	39	Virginia
29	Connecticut	38	Kentucky	1	Nebraska	19	Oregon	33	Washington
46	Delaware	35	Louisiana	10	Nevada	12	Pennsylvania	20	West Virginia
44	Florida	34	Maine	27	New Hampshire	28	Rhode Island	9	Wisconsin
48	Georgia	36	Maryland	23	New Jersey	50	South Carolina	3	Wyoming



Data and Methodology

Sources of Datasets and Data Manipulation Notes for Derived Metrics

APPENDIX B

- Rural Population Data
- Academic Preparedness Data
- Diversity and Socioeconomic Data
- Unemployment and Labor Data



Data and Methodology

Rural Population Data

Public School Student Population

All student population data came from the U.S. Department of Education's "Elementary and Secondary Information System (ELSI)." Survey data from the 2015-16 year was pulled (to match the latest data available for private schools), including directory data, geographic data, and general student enrollment data.

This data was merged with a National Center for Education Statistics locale-to-zip code information sheet to produce a consistent definition of "rural" across all education data.¹ Locale codes 41, 42, and 43 were treated as rural for all analyses using NCES locale data.

The percent of public high school students from rural areas was calculated by taking all rural high school enrollments and dividing by the total count of all high school student enrollments in a given state. This calculation is dependent on the above use of the NCES locales to code for rural.

Private School Student Population

The U.S. Department of Education segregates private school data, in part because the data is considered less reliable due to different reporting standards. For this reason, private student data was reported as an additional footnote per state, rather than added in.

We used the 2015-16 school year survey data "Private School Universe Survey (PSS)," available on the ELSI exports. This represents the most up-to-date private school enrollment available at the time of this report.

As with public data, this data was merged with an NCES locale-to-zip code information sheet to produce a consistent definition of "rural" across all education data.¹ Locale codes 41, 42, and 43 were treated as rural for all analyses using NCES locale data.

Academic Preparedness Data

Graduation Rates

Graduation rate data comes from the U.S. Department of Education Common Core of Data. These rates reflect the 2016-17 graduation rates. Both the 2015-16 and 2016-17 data sets were considered (they contain the majority of the cohort represented by population and readiness statistics captured through ELSI and CDRC data), and the 2016-17 data had fewer null entries, so it was selected over the previous year of data.

This data was merged with an National Center for Education Statistics locale-to-zip code information sheet to produce a consistent definition of "rural" across all education data.¹ Locale codes 41, 42, and 43 were treated as rural for all analyses using NCES locale data.

College Readiness Indicators

Data on the volume of students taking the ACT or SAT and AP tests per year came from the U.S. Department of Education Civil Rights Data Collection (CRDC) for the 2015-16 cohort used throughout these analyses.

This data was also merged with a National Center for Education Statistics locale-to-zip code information sheet to produce a consistent definition of "rural" across all education data.¹ Locale codes 41, 42, and 43 were treated as rural for all analyses using NCES locale data.

The number of rural students only in each measure (juniors and seniors taking the ACT or SAT / all high school students taking 1+ AP exams) was divided by the total number of possible rural students for each group in the CRDC dataset to produce the per-year metrics reported in these analyses. These metrics reflect a one-year snapshot, and they do not indicate the percentage of all graduating seniors that will have taken the SAT or ACT and/or taken 1+ AP tests by the end of their high school careers.

1) See the NCES "Locale User Manual" for complete definitions of locales used by the Department of Education.



Data and Methodology (c'td)

Diversity and Socioeconomic Data

Demographic Breakdown

All demographic data comes from the U.S. Department of Education's "Elementary and Secondary Information System (ELSI)." Survey data from the 2015-16 year was pulled, and each grade from 9 through 12 was tabulated before adding together for a single high school breakdown of each race enrolled.

This data was merged with an NCES locale-to-ZIP information sheet to produce a consistent definition of "rural" across all data.¹ Locale codes 41, 42, and 43 were treated as rural for all analyses using these data.

Note: 159 ZIP codes listed in ELSI did not match the data available, meaning that approximately 13,000 students (0.087% of the total data) were excluded from analysis.

Median Family Income

Median income data came from the 2017 American Community Survey data from the U.S. Census Bureau. This is the most up-to-date data available from the government at this time.

The data were merged with Census Bureau county-level classifications. Counties are indexed from 0 to 100% rural. Those with less than 50 percent of the population living in rural areas are "mostly urban"; 50 to 99.9% living in rural areas are "mostly rural"; 100% in rural areas are "completely rural." For this unemployment analysis, any county with over 50% of its population living in rural areas was treated as rural.

Income and Economic Mobility

Economic mobility rankings were taken from Chetty et al.'s work² using Internal Revenue Service and other national administrative data to calculate the joint distribution of parent and child income at the national level and create an index of economic mobility based on expected change from parent to child income. The researchers used federal income tax records spanning 1996-2012 to form this cohort. This work comes out of [Opportunity Insights](#) based at Harvard University.

EAB took the researchers' "Intergenerational Mobility Statistics and Selected Covariates by County" analyses and focused on the "Absolute Upward Mobility" measure of economic mobility to rank the rural parts of the states only and produce an overall and quintile placement for each state.

As with median family income, the data were merged with Census Bureau county classifications (from 0-100% rurality). Counties with less than 50% living in rural areas are classified as "mostly urban"; those with 50 to 99.9% percent are classified as "mostly rural"; 100% rural are classified as "completely rural." For these analyses, any county with over 50% of its population living in rural areas was treated as rural.

Unemployment and Labor Data

Unemployment Rates

National and state-level unemployment rates come from the Bureau of Labor Statistics' Local Area Unemployment Statistics. All analyses were done using a data download of labor force data by county, not seasonally adjusted from December 2018.

To analyze rural counties only, this data set was merged with official U.S. Census Bureau classifications for each county in the country. The counties are indexed from 0 to 100 percent rural. Counties with less than 50 percent of the population living in rural areas are classified as mostly urban; 50 to 99.9 percent are classified as mostly rural; 100 percent rural are classified as completely rural. For this unemployment rate analysis, any county with over 50% of its population living in rural areas was coded as rural.

Top Industry by State

Industry- and occupation-level data comes from the Bureau of Labor Statistics' Occupational Employment Statistics. All analyses used the "Metropolitan and Nonmetropolitan Area Occupational Employment and Wage Estimates" (May 2017). Data for 2018 was not available at the time of this analysis. It should be noted that while there is substantial overlap between "nonmetro" and "rural" area classifications, there may be some larger towns and communities that were counted in the industry statistics for this analysis.

Retail and food service occupations were excluded from the top industries portion of each state's report for two reasons: (1) these jobs appeared in every state's top five occupations; and (2) these jobs are less often seen as lifetime occupations, indicating that rural students are less likely to plan to enter these industries permanently after graduation.

1) See the NCES "Locale User Manual" for complete definitions of locales used by the Department of Education.
2) Chetty, R., Hendren, N., Kline, P., and Saez, E. (2014) "Where is the Land of Opportunity? The Geography of Intergenerational Mobility in the United States," *Quarterly Journal of Economics*, (129)4, 1553-1623.



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