County Facts: Rowan County, KY
Population 25,000

The Local Economy

- Unemployment rate: Rowan County 5.8%, KY 4.9%, United States 4.4%
- Poverty rate: Rowan County 18.5%, KY 11%, United States 10%
- Median family income (000s): Rowan County $39, KY $46, United States $57
- Population growth 2000-2017: Rowan County 11%, KY 10%, United States 16%
- Manufacturing share of workforce: Rowan County 16%, KY 14%, United States 10%
- Farming share of workforce: Rowan County 20%, KY 17%, United States 17%
- Great Recession unemployment spike (pp): Rowan County 3.3%, KY 1.7%, United States 3.4%

How Local Kids' Lives Turn Out

- Percent graduating any college: Rowan County 45%, KY 46%, United States 43%
- Percent reaching upper-middle class: Rowan County 17%, KY 14%, United States 6%
- Percent achieving American Dream: Rowan County 7%, KY 17%, United States 17%
- Percent giving birth as a teen: Rowan County 21%, KY 20%, United States 1.4%
- Percent landing in jail: Rowan County 1.5%, KY 1.4%, United States $5.7
- Local school expenditure per student (000s): Rowan County $6.4, KY $6.1, United States $6.4
Local Colleges and Upward Mobility

### 4-Year Colleges

- **Low-income share of students**
  - Morehead State Univ. (public): 15.8%
  - Kentucky 4-year-college average: 9.8%
  - U.S. 4-year-college average: 9.3%

- **Low-income student success rate**
  - Morehead State Univ. (public): 30.2%
  - Kentucky 4-year-college average: 38.4%
  - U.S. 4-year-college average: 51.3%

### 2-Year Colleges

- **Low-income share of students**
  - Morehead State Univ. (public): 11.3%
  - Kentucky 2-year-college average: 15.6%
  - U.S. 2-year-college average: 28.2%

- **Low-income student success rate**
  - Morehead State Univ. (public): 21%
  - Kentucky 2-year-college average: 72
  - U.S. 2-year-college average: 76

*: Data refers to the full college system, not just this campus. †: In nearby county.

Local Demographics

- **Percent Black**
  - Rowan County: 3%
  - KY: 9%
  - United States: 14%

- **Percent Hispanic**
  - Rowan County: 2%
  - KY: 3%
  - United States: 17%

- **Percent over age 65**
  - Rowan County: 12.3%
  - KY: 13.0%
  - United States: 21%

- **Percent college grad**
  - Rowan County: 11%
  - KY: 38
  - United States: 72

- **Crime rate (arrests per 10K residents)**
  - Rowan County: 26
  - KY: 72
  - United States: 84

- **Opioid deaths (deaths per 10K residents)**
  - Rowan County: 15
  - KY: 72
  - United States: 84

Rowan County, KY  Katie Donnelly, Clancy Green, and Danny Yagan
Definitions and Sources

The Local Economy
- Unemployment rate (August 2018, BLS)
- Poverty rate (2012-2016 ACS)
- Median family income (2016 ACS)
- Manufacturing share of workforce (2012-2016 ACS)
- Farming share of workforce (2012-2016 ACS)
- Great Recession unemployment spike (BLS LAUS)

How Local Kids’ Lives Turn Out
- Percent graduating any college (2-yr or 4-yr, Tax Data 2, N/A for some counties)
- Percent reaching upper middle-class (top 20% of the U.S. income distribution, Tax Data 1, N/A for some counties)
- Percent achieving American Dream (share of local low-income kids—i.e. those with 25th-income-percentile parents—who reach the top 20% of the U.S. income distribution as adults, Tax Data 1, N/A for some counties)
- Percent (of local female kids) giving birth as a teen (Tax Data 1, N/A for some counties)
- Percent landing in jail (percent of local kids in jail on 1 April 2010, Tax Data 1 and 2010 Census, N/A for some counties)
- Local school expenditure per student (in public schools, NCES, N/A for some counties)

Local Colleges and Upward Mobility
- Low-income share of students (share of age-18-22 students with bottom-20% parents, Tax Data 2)
- Low-income student success rate (share of low-income age-18-22 students who reach the top 40% of the U.S. income distribution as adults, Tax Data 2)

Local Demographics
- Percent Black (2012-2016 ACS)
- Percent Hispanic (2012-2016 ACS)
- Percent over age 65 (2010 Census)
- Percent college grad (4-yr college, 2012-2016 ACS)
- Crime rate (serious violent and property arrests per 10,000 residents, FBI Uniform Crime Reports, N/A for some counties)
- Life expectancy (at age 40, Tax Data 3, N/A for some counties)
- Opioid deaths (per 10,000 residents in 2017, CDC, N/A for some counties and some counties report population weighted commuting zone average)

Sources Legend
- ACS: U.S. Census Bureau American Community Surveys, 2012-2016
- CDC: Centers for Disease Control and Prevention, National Center for Health Statistics. Multiple Cause of Death 1999-2017 on CDC WONDER Online Database.
- Census: U.S. Census Bureau