

Media Audit proves it...

Job Journal Dominates the Greater Sacramento Employment Market

Media Audit, one of the nation's most-respected market research firms, surveys the five-county Sacramento region twice a year. Their detailed analysis found that *California Job Journal's* dominance in the Sacramento Metro employment market has grown even larger.

Put Job Journal to work for you today! Call your Job Journal Employment Specialist at 800-655-JOBS.

Source: Media Audit Sacramento Fall 2008, International Demographics, Inc. Media Audit surveys are based on readership over a four-week period and include Sacramento, Yolo, El Dorado, Placer and Nevada counties.

	California Job Journal	Sacramento Bee Employment Section
Total Readers	137,000	70,200
Education		
High School Graduate	54,900	30,400
Attended College	65,900	23,500
College Degree	14,000	6,900
Advanced College Degree	9,300	3,000
College-Bound within year	45,000	23,700
Diversity		
Total Minorities	83,700	36,500
African Americans	28,500	14,500
Asians	19,600	3,200
Latinos	25,700	12,700
Bilingual Spanish	12,600	5,800
Other	10,000	6,200
Working Women	40,900	25,200
Women w/ College Degrees	39,200	11,700
Occupation		
White Collar	45,500	22,100
Proprietor/Management	12,300	7,400
Professional, Technical	13,500	1,700
Clerical/Sales	23,100	15,100
Blue Collar	33,000	17,800
Household Income		
Less than \$35,000	43,300	22,400
\$35,000 - 74,999	62,700	33,100
\$75,000 - 99,999	14,000	10,400
\$100,000 or more	17,000	4,300
Age		
18 - 34	55,100	31,200
35 - 44	37,100	13,500
45 - 64	33,500	19,000



Job Journal is a Woman-Owned Small Business

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