

Every month ...

# 450,000 Northern California Jobseekers Rely on *Job Journal*

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CJJ is part of EBSCO, a popular and highly regarded institutional research database found in public and academic libraries on most college & university campuses in the USA and Canada. While the current weekly edition is available to all at JobJournal.com, EBSCO users can research and view editions back to January 2008.

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**California Job Journal** is read by over **310,000** Northern California jobseekers each month.

Reader Demographics	California Job Journal	Overall Market
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### **Minorities**

Total Ethnic Minorities	61%	49%
African Americans	21%	9%
Asians	14%	16%
Latinos	19%	20%
Other	7%	4%

### **Age**

18 - 34	40%	33%
35 - 44	27%	23%
45 - 64	25%	29%

### **Education**

High School Graduate	40%	38%
Some College	32%	31%
4-Year College Degree	19%	20%
Advanced Degree	7%	11%

### **Income (Household)**

Below \$35,000	27%	32%
\$35,000 - 74,999	43%	35%
\$75,000 - 99,999	12%	13%
\$100,000+	18%	20%

Readership statistics from Media Audit Fall 2008 by International Demographics, Inc (based on readership over a 4-week period) and 2000 US Census. Job Journal Market Area defined as the counties of Alameda, Contra Costa, El Dorado, Nevada, Placer, Sacramento, San Francisco, San Joaquin, San Mateo, Solano, Stanislaus and Yolo.



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