

TRIADCAREERS.COM

TriadCareers Readers are Your Best Job Candidates

	Triad Adults		TriadCareers Readers	
	Adults	% of Total	Adults	% of Total
General Information				
Total Population	1,302,628	100%	309,281	100%
Job Seekers	156,871	12%	36,406	12%
Age of Respondent				
18 - 24	153,337	12%	26,355	9%
25 - 34	217,597	17%	39,783	13%
35 - 44	246,658	19%	64,893	21%
45 -54	247,703	19%	64,070	21%
55 - 64	201,744	16%	51,484	17%
65+	235,598	18%	62,696	20%
Level of Education				
High school graduate	500,604	38%	103,212	33%
Some college	364,626	28%	87,883	28%
College graduate	183,940	14%	65,242	21%
Post Graduate work/ degree	95,290	7%	33,208	11%

TriadCareers Readers are equally or more likely than the average Triad adult to be:

- Actively searching for a job
- Age 35+ (indicating more experience)
- Highly educated, with at least a college degree

Source: Scarborough Research, March 2009. Job Seeker defined as planning to look for a new job in the next 12 months or currently unemployed and looking for work. TriadCareers reader is defined as a Sunday News & Record Reader or a News-Record.com user in the past 30 days.