

Advertising, Marketing, Promotions, Public Relations, and Sales Managers

Region	Empl	Avg Ann Wages	LQ	Online Job Ads¹	Population²	Unempl Rate³	Cost of Living Index⁴	Median House Value⁵	Mean Commute Time (min)⁵	FIPS
Los Angeles-Long Beach-Anaheim, CA MSA	57,130	\$150,900	1.48	2,502	12,872,322	4.2%	110+	\$640,179	31	3108
San Francisco-Oakland-Berkeley, CA MSA	27,551	\$189,400	1.84	1,906	4,579,599	3.1%	110+	\$898,319	34	4186
San Jose-Sunnyvale-Santa Clara, CA MSA	16,135	\$210,400	2.33	786	1,938,524	3.0%	110+	\$1,046,540	29	4194
Phoenix-Mesa-Chandler, AZ MSA	13,294	\$134,600	0.97	1,238	5,015,678	2.9%	100-105	\$270,670	27	3806
San Diego-Chula Vista-Carlsbad, CA MSA	12,513	\$144,500	1.33	499	3,276,208	3.3%	110+	\$595,600	26	4174
Riverside-San Bernardino-Ontario, CA MSA	9,427	\$125,000	0.91	238	4,667,558	4.1%	110+	\$359,550	33	4014
Sacramento-Roseville-Folsom, CA MSA	6,838	\$140,200	1.05	295	2,416,702	3.8%	110+	\$416,217	28	4090
Las Vegas-Henderson-Paradise, NV MSA	5,805	\$123,600	0.90	498	2,322,985	5.5%	100-105	\$285,100	25	2982
Oxnard-Thousand Oaks-Ventura, CA MSA	2,475	\$139,300	1.20	71	832,605	3.6%	110+	\$609,200	27	3710
Fresno, CA MSA	2,191	\$124,600	0.87	91	1,015,190	7.4%	110+	\$271,000	23	2342
Santa Rosa-Petaluma, CA MSA	1,512	\$144,200	1.15	30	482,650	3.2%	110+	\$640,000	26	4222
Bakersfield, CA MSA	1,492	\$123,700	0.71	53	916,108	8.3%	105-110	\$226,600	24	1254
Santa Maria-Santa Barbara, CA MSA	1,483	\$143,400	1.10	59	443,837	3.7%	110+	\$610,300	21	4220
Reno, NV MSA	1,472	\$118,700	0.96	126	500,915	4.0%	105-110	\$359,050	22	3990
Stockton, CA MSA	1,461	\$123,000	0.84	26	793,229	5.8%	110+	\$367,900	35	4470
Modesto, CA MSA	1,003	\$123,500	0.82	27	551,275	6.2%	110+	\$314,100	31	3370

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Salinas, CA MSA	946	\$133,100	0.78	26	432,858	7.3%	110+	\$559,400	24	4150
Vallejo, CA MSA	791	\$133,500	0.91	19	448,747	4.2%	110+	\$437,900	33	4670
San Luis Obispo-Paso Robles, CA MSA	740	\$125,100	0.98	15	282,013	3.0%	110+	\$605,200	22	4202
Visalia, CA MSA	679	\$121,100	0.64	4	477,544	9.7%	105-110	\$223,600	22	4730
Santa Cruz-Watsonville, CA MSA	677	\$141,300	1.03	18	264,370	6.0%	110+	\$787,000	28	4210
Napa, CA MSA	580	\$156,400	1.21	25	134,300	3.2%	110+	\$666,900	25	3490
Medford, OR MSA	455	\$109,300	0.81	26	221,644	3.4%	110+	\$294,500	19	3278
Chico, CA MSA	439	\$122,800	0.89	14	207,303	4.9%	110+	\$304,700	21	1702
Redding, CA MSA	367	\$108,600	0.86	10	180,930	5.0%	95-100	\$261,000	21	3982
Merced, CA MSA	344	\$121,000	0.67	8	290,014	9.7%	110+	\$268,800	29	3290
Prescott Valley-Prescott, AZ MSA	290	\$126,800	0.63	16	246,191	3.2%	110+	\$273,300	23	3915
El Centro, CA MSA	250	\$112,500	0.62	2	178,713	14.1%	105-110	\$206,700	22	2094
Yuba City, CA MSA	241	\$123,100	0.72	3	182,813	7.4%	110+	\$291,256	29	4970
Yuma, AZ MSA	231	\$121,800	0.52	11	207,842	9.2%	95-100	\$139,200	21	4974
Lake Havasu City-Kingman, AZ MSA	204	\$114,800	0.59	10	220,816	4.0%	110+	\$172,100	22	2942
Madera, CA MSA	203	\$128,800	0.61	5	160,256	7.4%	110+	\$268,500	28	3146
Hanford-Corcoran, CA MSA	170	\$125,600	0.57	0	152,981	8.3%	105-110	\$227,400	23	2526
Carson City, NV MSA	148	\$120,800	0.80	153	58,130	4.6%	100-105	\$299,900	20	1618
Grants Pass, OR MSA	131	\$109,100	0.70	10	87,730	3.9%	110+	\$281,500	19	2442

Source: [JobsEQ®](https://www.chmuraecon.com/jobseq)

Data as of 2022Q4 unless noted otherwise

1. Data represent found online ads active within the last thirty days in the selected region. Due to alternative county-assignment algorithms, ad counts in this analytic may not match that shown in RTI (nor in the popup window ad list). Ad counts for ZCTA-based regions are estimates.

2. Source: Census Population Estimate for 2020, annual growth rate since 2010

3. Source: Local Area Unemployment Statistics, data as of Apr 2023 and represent the average rate across all occupations

4. Cost of Living per [COLI](https://www.coli.com), data as of 2022Q4, imputed by Chmura where necessary.

5. Source: American Community Survey 2016-2020. Median values for certain aggregate regions (such as MSAs) may be estimated as the weighted averages of the median values from the composing counties.