

Advertising and Promotions Managers

Region	Empl	Avg Ann Wages	LQ	Online Job Ads ¹	Population ²	Unempl Rate ³	Cost of Living Index ⁴	Median House Value ⁵	Mean Commute Time (min) ⁵	FIPS
Los Angeles-Long Beach-Anaheim, CA MSA	2,031	\$164,000	1.89	8	12,872,322	4.2%	110+	\$640,179	31	3108
San Francisco-Oakland-Berkeley, CA MSA	752	\$167,700	1.79	2	4,579,599	3.1%	110+	\$898,319	34	4186
San Jose-Sunnyvale-Santa Clara, CA MSA	353	\$196,300	1.83	0	1,938,524	3.0%	110+	\$1,046,540	29	4194
San Diego-Chula Vista-Carlsbad, CA MSA	240	\$138,400	0.92	2	3,276,208	3.3%	110+	\$595,600	26	4174
Riverside-San Bernardino-Ontario, CA MSA	145	\$111,500	0.50	2	4,667,558	4.1%	110+	\$359,550	33	4014
Las Vegas-Henderson-Paradise, NV MSA	141	\$99,500	0.78	3	2,322,985	5.5%	100-105	\$285,100	25	2982
Sacramento-Roseville-Folsom, CA MSA	141	\$136,200	0.78	1	2,416,702	3.8%	110+	\$416,217	28	4090
Phoenix-Mesa-Chandler, AZ MSA	100	\$109,500	0.26	4	5,015,678	2.9%	100-105	\$270,670	27	3806
Oxnard-Thousand Oaks-Ventura, CA MSA	40	\$131,200	0.69	0	832,605	3.6%	110+	\$609,200	27	3710
Fresno, CA MSA	32	\$134,800	0.46	1	1,015,190	7.4%	110+	\$271,000	23	2342
Santa Maria-Santa Barbara, CA MSA	28	\$146,700	0.76	0	443,837	3.7%	110+	\$610,300	21	4220
Reno, NV MSA	25	\$101,700	0.59	1	500,915	4.0%	105-110	\$359,050	22	3990
Santa Rosa-Petaluma, CA MSA	22	\$151,200	0.59	0	482,650	3.2%	110+	\$640,000	26	4222
Bakersfield, CA MSA	18	\$138,100	0.31	0	916,108	8.3%	105-110	\$226,600	24	1254
Stockton, CA MSA	17	\$139,300	0.35	0	793,229	5.8%	110+	\$367,900	35	4470
Vallejo, CA MSA	13	\$151,200	0.55	0	448,747	4.2%	110+	\$437,900	33	4670

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Salinas, CA MSA	13	\$145,800	0.38	0	432,858	7.3%	110+	\$559,400	24	4150
San Luis Obispo-Paso Robles, CA MSA	12	\$139,300	0.56	0	282,013	3.0%	110+	\$605,200	22	4202
Modesto, CA MSA	11	\$132,300	0.33	0	551,275	6.2%	110+	\$314,100	31	3370
Santa Cruz-Watsonville, CA MSA	10	\$144,900	0.55	0	264,370	6.0%	110+	\$787,000	28	4210
Medford, OR MSA	10	\$96,200	0.63	0	221,644	3.4%	110+	\$294,500	19	3278
Chico, CA MSA	7	\$131,000	0.54	1	207,303	4.9%	110+	\$304,700	21	1702
Visalia, CA MSA	6	\$132,000	0.21	0	477,544	9.7%	105-110	\$223,600	22	4730
Redding, CA MSA	5	\$127,200	0.44	0	180,930	5.0%	95-100	\$261,000	21	3982
Napa, CA MSA	5	\$159,100	0.36	0	134,300	3.2%	110+	\$666,900	25	3490
Merced, CA MSA	4	\$132,000	0.30	0	290,014	9.7%	110+	\$268,800	29	3290
El Centro, CA MSA	4	\$128,700	0.32	0	178,713	14.1%	105-110	\$206,700	22	2094
Yuba City, CA MSA	3	\$133,600	0.34	0	182,813	7.4%	110+	\$291,256	29	4970
Carson City, NV MSA	3	\$99,900	0.53	0	58,130	4.6%	100-105	\$299,900	20	1618
Hanford-Corcoran, CA MSA	2	\$133,800	0.29	0	152,981	8.3%	105-110	\$227,400	23	2526
Madera, CA MSA	2	\$139,000	0.23	0	160,256	7.4%	110+	\$268,500	28	3146
Prescott Valley-Prescott, AZ MSA	2	\$87,800	0.15	0	246,191	3.2%	110+	\$273,300	23	3915
Grants Pass, OR MSA	2	\$94,800	0.35	0	87,730	3.9%	110+	\$281,500	19	2442
Lake Havasu City-Kingman, AZ MSA	1	\$84,300	0.13	0	220,816	4.0%	110+	\$172,100	22	2942
Yuma, AZ MSA	1	\$91,300	0.10	0	207,842	9.2%	95-100	\$139,200	21	4974

Source: [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](#), 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.