

# Seattle

POPULATION
**3.05 million**

PERCENTAGE CHANGE
**1.5%**

**28%**
MILLENNIALS

**17.2%**
GROWTH IN MILLENNIALS IN 5 YEARS

RENT AS % OF HOUSEHOLD INCOME:
**20.8%**

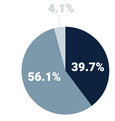
## Search Competitiveness

The number of advertisers that showed on each keyword relative to all keywords across Google
**42.0%**

Average CPC:
**$2.45**

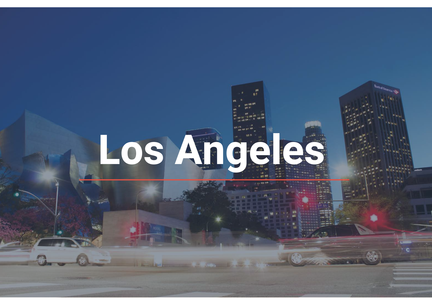
**Peak Months**
January, March and July

Search Volume:
**77,050**




SESSIONS BY DEVICE TYPE
**39.7% Mobile**
**56.1% Desktop**
**4.1% Tablet**



# Los Angeles

POPULATION
**10.2 million**

PERCENTAGE CHANGE
**0.4%**

**29%**
MILLENNIALS

**4.6%**
GROWTH IN MILLENNIALS IN 5 YEARS

RENT AS % OF HOUSEHOLD INCOME:
**31.5%**

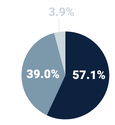
## Search Competitiveness

The number of advertisers that showed on each keyword relative to all keywords across Google
**55.0%**

Average CPC:
**$1.52**

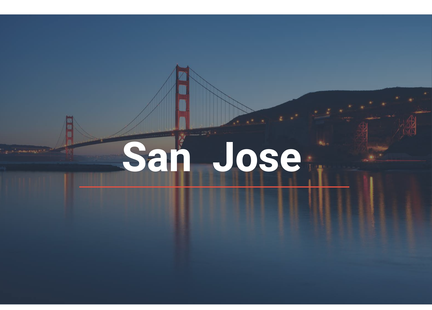
**Peak Months**
January and July

Search Volume:
**228,000**




SESSIONS BY DEVICE TYPE
**57.1% Mobile**
**39.0% Desktop**
**3.9% Tablet**



# San Jose

POPULATION
**1.99 million**

PERCENTAGE CHANGE
**0.5%**

**28%**
MILLENNIALS

**9.4%**
GROWTH IN MILLENNIALS IN 5 YEARS

RENT AS % OF HOUSEHOLD INCOME:
**26.3%**

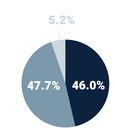
## Search Competitiveness

The number of advertisers that showed on each keyword relative to all keywords across Google
**46.0%**

Average CPC:
**$2.23**

**Peak Months**
January, May and July

Search Volume:
**52,310**




SESSIONS BY DEVICE TYPE
**46.0% Mobile**
**47.7% Desktop**
**5.2% Tablet**

