SOFTWARE INDUSTRY

North County's Competitive Advantage

▶ Key hub for game design - major presence of Rockstar San Diego, High Moon Studios, WB (Warner Brothers) Games, as well as decades-long presence of Sony North America

▶ Exciting engineering challenges at companies in a broad range of fast-growing industries (communication, e-commerce, Internet of things, manufacturing)

▶ Office and studio space significantly less expensive than comparable locations in UTC or Downtown San Diego

▶ Unmatched quality of life with several locations for software companies within walking distance of world-class surfing breaks

Updated May 2025

📍 NORTH COUNTY SAN DIEGO

⬇ **1%** decrease in software jobs in North County from 2019-2024.

12,499 JOBS
in this industry in North County (2024)

$3.9B TOTAL GRP
towards North County's Economy (2024)

⬆ **43%** increase in total GRP contributed to North County's Economy since 2019.

North County's Software companies account for nearly

33%
of San Diego County's $12B Software Industry.

DEMAND FOR 5 KEY OCCUPATIONS

Job Title	Employment	Avg. Annual Wages	Annual Demand
Software Developers	8,797	$ 163,400	633
Computer & Information Systems Managers	2,016	$ 212,900	179
Computer User Support Specialist	1,600	$ 74,100	126
Computer Systems Analysts	1,232	$ 120,400	91
Market Research Analysts & Marketing Specialists	927	$ 115,400	93

Key Companies

AIRSPACE TECHNOLOGIES · Nice · R (Rockstar) · FLOCK Freight · buzztime

For more information on North County's software industry or how we can help your business expand in our region, please contact:

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