

GENERAL BUSINESS & ADMINISTRATION IN NORTH COUNTY SAN DIEGO



106,355 JOBS

in this industry in North County (2021)



12%

Increase in business services jobs in North County since 2010. Business services jobs have only increased by 8% in the rest of California and 5.5% nationally since 2016.



\$20.5B TOTAL GRP

towards North County's Economy (2021)



WORKFORCE PIPELINE & AVAILABILITY

1,503

Bachelors and Associate Degrees awarded in Business, Marketing, and Accounting at North County University and colleges in 2020 (50% growth since 2017)

Key Companies

 **Wright On Communications**


MAGNUS
BLUE


WELLS
FARGO


CALIFORNIA
COAST
CREDIT UNION


[HomeStreet] Bank

Sources include CA Employment Development Department, US Census Quarterly Census of Employment and Wages, DatabaseUSA.com, and Economic Modeling Specialists Incorporated

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

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North County's Competitive Advantage

- ▶ Office space much more affordable than Downtown San Diego, UTC, or Carmel Valley
- ▶ Opportunity to locate in close proximity to clients in business and industrial parks
- ▶ Top rate school districts with relatively affordable single family homes in close proximity

KEY OCCUPATIONS

Average Annual Wage (2021) for the five largest occupations in this sector



Job Title	% Changed of Employed in the Industry (2012-2021)	Average Annual Salary
Software Developers	58%	\$ 130,832
Operations Managers	24%	\$ 101,878
Operations Specialists	303%	\$ 73,736
Accountants & Auditors	21%	\$ 79,186
Management Analysts	36%	\$ 81,390

Updated January 2023