

# SOFTWARE INDUSTRY IN NORTH COUNTY SAN DIEGO

 **11,913 JOBS**  
in this industry in North County (2021)

 **25%**

Increase in software jobs in North County since 2016. Software jobs have increased by only 27.3% in the rest of California and 21.3% nationally since 2016.

 **\$3B TOTAL GRP**  
towards North County's Economy (2021)

 **WORKFORCE PIPELINE**

**63% INCREASE**

In bachelors and associate degrees awarded in 2021 in Computer Science, Information Technology, and other closely-related STEM fields at North County colleges and universities

▶ The gap between core software industry professionals who live in North County vs. those who work at North County firms indicates opportunities for firms to locate closer to where existing and potential workers live

▶ New Computer Engineering program established at CSU San Marcos

## North County's Competitive Advantage

- ▶ The key hub for game design including the 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

## KEY OCCUPATIONS

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

Job Title	% Changed of Employed in the Industry (2012-2021)	Average Annual Salary
SOFTWARE DEVELOPERS	55%	\$ 130,832
COMPUTER & INFORMATION SYSTEMS MANAGERS	150%	\$ 165,339
COMPUTER USER SUPPORT SPECIALIST	24%	\$ 60,861
COMPUTER SYSTEMS ANALYST	-10%	\$ 101,171
QUALITY ASSURANCE ANALYSTS & TESTERS	-11%	\$ 124,779

## Key Companies

 AIRSPACE TECHNOLOGIES



 NORTEK™ SECURITY & CONTROL

 Walmart Labs

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

Updated January 2023

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

William Erik Bruvold, San Diego North EDC  
info@sdedc.org | 760.510.5919

