

# General Business & Administration Industry

 North County  
San Diego



## 91,564 JOBS

in this industry in North County (2022)



## \$19.7B TOTAL GRP

towards North County's Economy (2022)

## ↑ 16%

Increase in business services jobs in North County from 2017-2022. Business services jobs have increased only by 8.7% in the rest of California and 8.7% nationally during the same time period.

### 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



## WORKFORCE PIPELINE & AVAILABILITY

# 1,503

Bachelors and Associate Degrees awarded in Business, Marketing, and Accounting at North County University and colleges in 2021 (50% growth since 2017)

### Key Companies

 **Wright On Communications**

 **MAGNUS  
BLUE**



 **CALIFORNIA  
COAST CREDIT  
UNION**

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## KEY OCCUPATIONS

Average Annual Wage (2023) for the five largest occupations in this sector



Job Title	% Employment Change (2012-23)	Average Annual Salary
Software Developers	↑ 48%	\$ 130,832
Operations Managers	↑ 27%	\$ 101,878
Operations Specialists	↑ 344%	\$ 73,736
Info Systems Managers	↑ 130%	\$165,339
Marketing Specialists	↑ 55%	\$ 64,126

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

W. Erik Bruvold, CEO, San Diego North EDC

info@sdnedc.org | 760.510.5919 | www.sdnedc.org

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