

Communications & Electronics Industry



21,625 JOBS
in this industry in North County (2022)



**North County
San Diego**



\$7.9B TOTAL GRP
towards North County's Economy (2022)

↑ 7%

Increase in communications and electronics jobs in North County since 2017. North County has fallen behind the California (17%) and national average (15.8%) growth for communications and electronics jobs.



KEY OCCUPATIONS



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

Job Title	% Employment Change (2012-23)	Avg. Annual Salary
Electrical & Electromechanical Assemblers	↑ 54%	\$ 37,461
Software Developers	↑ 32%	\$ 130,832
Computer Info Systems Managers	↑ 105%	\$ 165,339
Sales Representatives	↑ 8%	\$ 61,526
Computer Systems Analysts	↓ -13%	\$ 101,171

Key Companies



WatkinsWellness
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GENERAL ATOMICS

Hunter



**HOSPITALITY
& SPECIALTY
COMMUNICATIONS**



WORKFORCE PIPELINE

1,584

Bachelors and Associate Degrees in Communications and Electronics in North County colleges and universities in 2021 (22% growth since 2017)

Updated July 2023



NORTH COUNTY'S COMPETITIVE ADVANTAGES

- ▶ Diversified set of electronics and communication companies specializing in a variety of industry segments and solutions
- ▶ Office and manufacturing space significantly less expensive than Sorrento Mesa or Rancho Bernardo
- ▶ Top rate school districts with relatively affordable single family homes in close proximity
- ▶ New engineering programs established at Cal State University, San Marcos
- ▶ Close proximity to distribution hubs such as LAX, Port of Los Angeles, and the Inland Empire

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 communications & electronics industry or how we can help your business expand in our region, please contact:

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