

Software Industry

North County
San Diego

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

↑ **21%**

Increase in software jobs in North County from 2017-2022. Software jobs have increased by 24.9% in the rest of California and 23.6% nationally since 2017.



Updated July 2023



KEY OCCUPATIONS

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

Job Title	% Changed of Employed in the Industry (2012-2023)	Average Annual Salary
SOFTWARE DEVELOPERS	48%	\$ 130,832
COMPUTER & INFORMATION SYSTEMS MANAGERS	142%	\$ 165,339
COMPUTER USER SUPPORT SPECIALIST	16%	\$ 60,861
COMPUTER SYSTEMS ANALYST	-18%	\$ 101,171
QUALITY ASSURANCE ANALYSTS & TESTERS	49%	\$ 99,507

 **12,220 JOBS**
in this industry in North County (2022)

 **\$3.4B TOTAL GRP**
towards North County's Economy (2022)

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

Key Companies



For more information on North County's software 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