



For Immediate Release

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Study: One in five tech firms in San Diego County is located along the 78 Corridor

Carlsbad, Escondido, Oceanside, San Marcos and Vista are home to 850 tech firms

NORTH COUNTY, SAN DIEGO – The technology cluster along the San Diego region’s 78 Corridor spans 70 different industries and 200 unique occupations, according to a study released by [Innovate78](#). Encompassing the North County cities of Carlsbad, Escondido, Oceanside, San Marcos and Vista, this well-established and diverse tech cluster is expected to grow by **five percent** over the next five years.

“[Tech: A Look at the San Diego Region’s 78 Corridor](#)” examines the 78 Corridor’s growing tech cluster, broken out into three distinct segments: biotech and biomed devices; information and communications tech; and defense, aerospace and transportation manufacturing.

“A common narrative we hear – and that this study dispels – is that tech jobs are just software developers and other similar occupations,” said **Kirby Brady, San Diego Regional EDC Research Director and author of the Innovate78 study**. “While software development is the glue that holds the tech cluster together, the 78 Corridor is unique in that there are certain manufacturing jobs that will outpace software development by up to seven fold.”

Additional key findings include:

- The 78 Corridor’s tech cluster has a \$6.1 billion total economic impact annually, representing nearly 25,000 jobs.
- North County’s technology cluster has a competitive advantage in precision manufacturing – specializing in the production of biomedical devices, telecommunications equipment and defense-related products such as search, detection and navigation instruments.
- The 78 Corridor’s tech cluster is 1.4 times more concentrated than the nation.
- The 78 Corridor is home to 20 percent of the total tech firms in San Diego County.
- Biotech and biomed devices has been the fastest growing segment in the tech cluster, with a 9 percent increase in employment since 2011.

Read the [executive summary](#) and [full study](#) here.

About Innovate78

Innovate78 is a collaboration between the cities of Carlsbad, Escondido, Oceanside, San Marcos and Vista to increase to retain, expand and attract talent, companies and investment along the 78 Corridor. The initiative is executed by San Diego Regional EDC, with financial and programmatic support from the five cities. innovate78.com

About San Diego Regional EDC

San Diego Regional Economic Development Corporation's (EDC's) mission is to maximize the region's economic prosperity and global competitiveness. As an independently funded nonprofit fueled by more than 160 companies and organizations, EDC takes a data-driven approach to attracting, retaining and expanding companies and talent across the region's three traded economies: military, tourism and innovation. sandiegobusiness.org

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