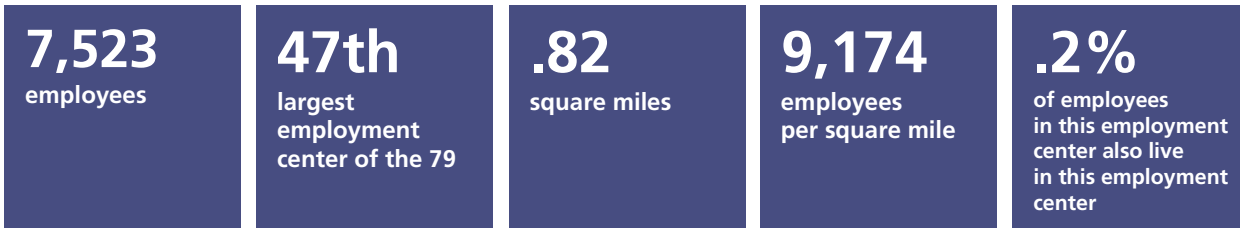


Morena Boulevard employment center

Tier 4 employment centers in the San Diego region¹: An analysis of where people live and work

Highlight 1

Characteristics of this employment center



Sources: SANDAG Employment Estimates, 2016; LEHD LODES OD, 7.3, 2015

Highlight 2

Industries in this employment center and the region overall

	Morena Boulevard employment center		Region	
	Number of jobs	Percentage/rank	Number of jobs	Percentage/rank
Health care and social assistance	649	9% (4)	199,700	13% (1)
Retail trade	1,332	18% (1)	156,612	10% (2)
Professional, scientific, technical	787	11% (3)	148,766	10% (3)
Food services	574	8% (6)	131,594	9% (4)
Manufacturing	270	4% (11)	109,234	7% (5)
Administrative, support, waste services	629	8% (5)	91,519	6% (6)
Construction	854	11% (2)	83,498	5% (7)
Local government education	0	0% (20)	80,300	5% (8)
Other services	454	6% (8)	69,124	5% (9)
Finance and insurance	279	4% (10)	47,848	3% (10)
Wholesale trade	519	7% (7)	46,625	3% (11)
Arts, entertainment, recreation	34	1% (17)	45,639	3% (12)
Real estate, rental, leasing	179	2% (14)	38,582	3% (13)
Local government	0	0% (21)	37,429	2% (14)
Transportation and warehousing	74	1% (16)	36,183	2% (15)
Accommodation	119	2% (15)	33,094	2% (16)
Educational services	19	<1% (18)	32,892	2% (17)
State government education	0	0% (22)	31,600	2% (18)
Information	212	3% (12)	26,262	2% (19)
Department of Defense	0	0% (23)	22,500	1% (20)
Management of companies/enterprises	198	3% (13)	21,500	1% (21)
Federal government	0	0% (24)	11,454	1% (22)
Farm	2	<1% (19)	9,000	1% (23)
Utilities	339	5% (9)	7,208	<1% (24)
State government	0	0% (25)	7,037	<1% (25)
Mining and logging	0	0% (26)	300	<1% (26)
Total	7,523		1,525,500	

Source: SANDAG Employment Estimates, 2016

¹ This data summary was prepared by SANDAG and is part of an evolving analysis of where people live and work in the San Diego region. Tier 4 employment centers are those between 2,000 and 14,999 employees. For data notes, sources, and qualifications, please visit: sandag.org/employmentcenters. Suggested reference: SANDAG (2019, May). *Tier 4 employment centers in the San Diego region: Morena Boulevard employment center*. San Diego, CA: Author.

Highlight 3

Other statistics about the education level and income of employees in this employment center

23%

have Bachelor's degree or higher (24% region)

\$50,444

mean employee salary (\$55,801 region)

these jobs represent
.5%
of the region's jobs

these incomes represent
.4%
of regional labor income

Sources: SANDAG Employment Estimates, 2016; LEHD LODES OD, 7.3, 2015

Highlight 4

What mode of transportation these employment center employees use to get to work during peak period?



Morena Boulevard employment center	86%	1%	11%	2%	1%
Region	80%	4%	13%	2%	1%

Source: SANDAG Activity Based Model, 2016

Highlight 5

How far employees drive on average to get to this employment center during peak period and how long it takes them on average, by transportation mode

	Morena Boulevard employment center			Region
	Mean number of miles	Mean length of time (Minutes)	Mean number of miles	Mean length of time (Minutes)
Vehicles	13.1	24.2	12.0	25.1
Transit	9.5	73.6	10.7	62.8
Bike	5.3	26.5	4.3	21.6
Walk	2.1	41.5	1.2	23.2

Note: Peak period includes 6:00 a.m. to 8:59 a.m. and 3:30 p.m. to 6:59 p.m.

Source: SANDAG Activity Based Model, 2016

Highlight 6

What jurisdictions these employment center employees travel from

Jurisdiction	Number of workers in the employment center	Percent
San Diego	1,622	64%
Unincorporated	273	11%
Chula Vista	161	6%
El Cajon	70	3%
La Mesa	57	2%
Santee	48	2%
Escondido	39	2%
National City	38	2%
Poway	37	1%
Oceanside	36	1%
Carlsbad	35	1%
Encinitas	29	1%
San Marcos	28	1%
Imperial Beach	23	1%
Lemon Grove	22	1%
Vista	19	1%
Coronado	9	<1%
Solana Beach	7	<1%
Del Mar	0	0%
Total	2,553	

Note: The total number of employees shown here is lower than presented elsewhere because employees who travel from outside the region or have an unknown origin location are excluded and only primary jobs are included.

Source: SANDAG Employment Estimates, 2016; LEHD LODES OD, 7.3, 2015

Map 1

Morena Boulevard employment center

