

Employment in the San Diego region

City of Oceanside



Fast facts

City of Oceanside

46,385	employees
3.0%	region's employees
42.2	land area (square miles)
1,099.7	employees per square mile

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Background

The San Diego region is a growing and dynamic place to live and work. As the community, policy makers, and other stakeholders collaborate regarding how we create transportation options for our residents that are competitive and environmentally responsible, it is essential we utilize the data we have regarding where people live and work to invest in strategies that will best serve our communities.

In spring 2019, the Data, Analytics, and Modeling Department of SANDAG applied data analytics to multiple data sources to better understand where employment centers are in the region, where the employees in these areas commute from, and what their commutes look like. The result of this analysis were packets describing over 70 employment centers across the San Diego region.

As a next step in this series, this packet describes employment in the **City of Oceanside**, including maps showing where individuals who work in the City of Oceanside live and how far they have to travel to get to their places of employment, where residents of Oceanside travel to work, as well as a map that shows all of the travel to and from the City of Oceanside regardless if for work, recreation, or any other reason. SANDAG 2018 demographic and socioeconomic estimates for the population of Oceanside are included (Appendix B), as are the 7 packets for employment centers located all or partially in the City of Oceanside (as shown in the red outline on the cover of this packet and Appendix C). Because employment centers can cross jurisdictional boundaries and not all the employees in a jurisdiction are included in an employment center, it is important to note the number of employees in these 7 employment centers will not total the number of employees in a jurisdiction.

Because the data shared here are analyzed specifically for the purposes of these analyses, it is important to note that these results may differ from other sources. Additional information regarding the data sources and important factors to consider when interpreting this information are provided at the end of this packet (Appendix A).

Highlight 1

Industries in this jurisdiction and the region overall

	City of Oceanside		Region	
	Number of jobs	Percentage/rank	Number of jobs	Percentage/rank
Health care and social assistance	7,028	15% (2)	199,700	13% (1)
Retail trade	7,987	17% (1)	156,612	10% (2)
Professional, scientific, technical	2,448	5% (7)	148,766	10% (3)
Food services	6,272	14% (3)	131,594	9% (4)
Manufacturing	4,149	9% (4)	109,234	7% (5)
Administrative, support, waste services	2,730	6% (6)	91,519	6% (6)
Construction	1,885	4% (8)	83,498	5% (7)
Local government education	1,362	3% (11)	80,300	5% (8)
Other services	2,961	6% (5)	69,124	5% (9)
Finance and insurance	743	2% (15)	47,848	3% (10)
Wholesale trade	1,784	4% (9)	46,625	3% (11)
Arts, entertainment, recreation	1,128	2% (12)	45,639	3% (12)
Real estate, rental, leasing	1,420	3% (10)	38,582	3% (13)
Local government	727	2% (16)	37,429	2% (14)
Transportation and warehousing	972	2% (13)	36,183	2% (15)
Accommodation	335	1% (19)	33,094	2% (16)
Educational services	474	1% (18)	32,892	2% (17)
State government education	0	0% (24)	31,600	2% (18)
Information	564	1% (17)	26,262	2% (19)
Department of Defense	0	0% (25)	22,500	1% (20)
Management of companies/enterprises	283	1% (20)	21,500	1% (21)
Federal government	42	<1% (22)	11,454	1% (22)
Farm	897	2% (14)	9,000	1% (23)
Utilities	174	<1% (21)	7,208	<1% (24)
State government	20	<1% (23)	7,037	<1% (25)
Mining and logging	0	0% (26)	300	<1% (26)
Total	46,385		1,525,500	

Source: SANDAG Employment Estimates, 2016

Highlight 2

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

20%

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

\$40,840

mean employee salary (\$55,801 region)

these jobs represent

3.0%

of the region's jobs

these incomes represent






1.9%

of regional labor income

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

Highlight 3

What mode of transportation employees in this jurisdiction use to get to work during peak period

	Drive alone 	Transit 	Carpool 	Bike 	Walk 
City of Oceanside	78%	4%	14%	3%	2%
Region	80%	4%	13%	2%	1%

Source: SANDAG Activity Based Model, 2016

Highlight 4

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

	City of Oceanside		Region	
	Mean number of miles	Mean length of time (Minutes)	Mean number of miles	Mean length of time (Minutes)
Vehicles	9.1	19.6	12.0	25.1
Transit	9.3	64.0	10.7	62.8
Bike	3.9	19.4	4.3	21.6
Walk	1.4	27.5	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 5

Where employees travel from to work in the City of Oceanside

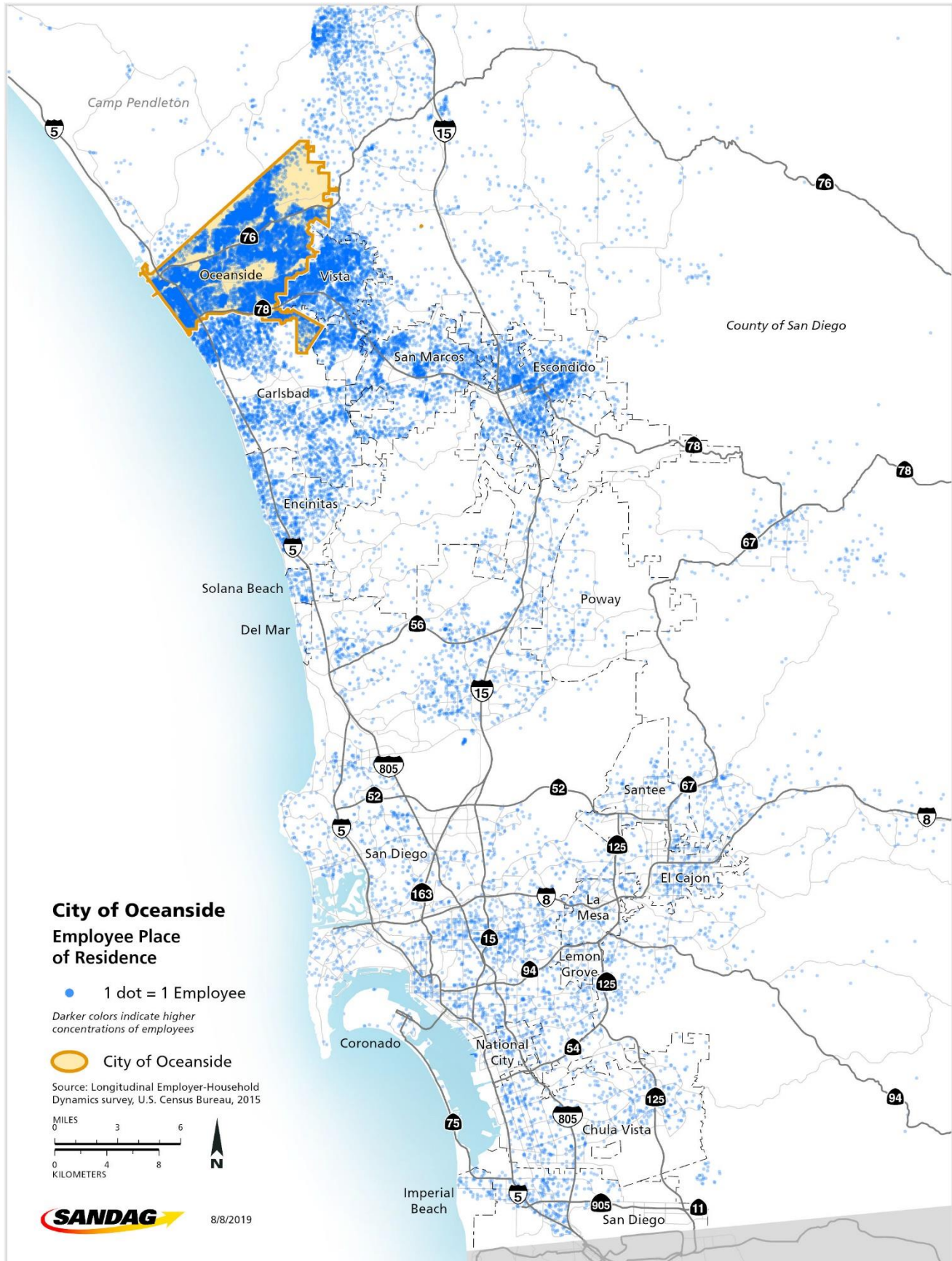
Jurisdiction	Number of workers who travel from jurisdiction to the City of Oceanside	Percent
Oceanside	10,432	38%
Vista	3,550	13%
Unincorporated	3,321	12%
San Diego	2,553	9%
Carlsbad	2,277	8%
Escondido	1,617	6%
San Marcos	1,391	5%
Encinitas	736	3%
Chula Vista	415	2%
El Cajon	186	1%
La Mesa	144	1%
Santee	126	1%
Poway	118	<1%
National City	117	<1%
Solana Beach	111	<1%
Imperial Beach	52	<1%
Lemon Grove	41	<1%
Coronado	29	<1%
Del Mar	16	<1%
Total	27,232	

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.

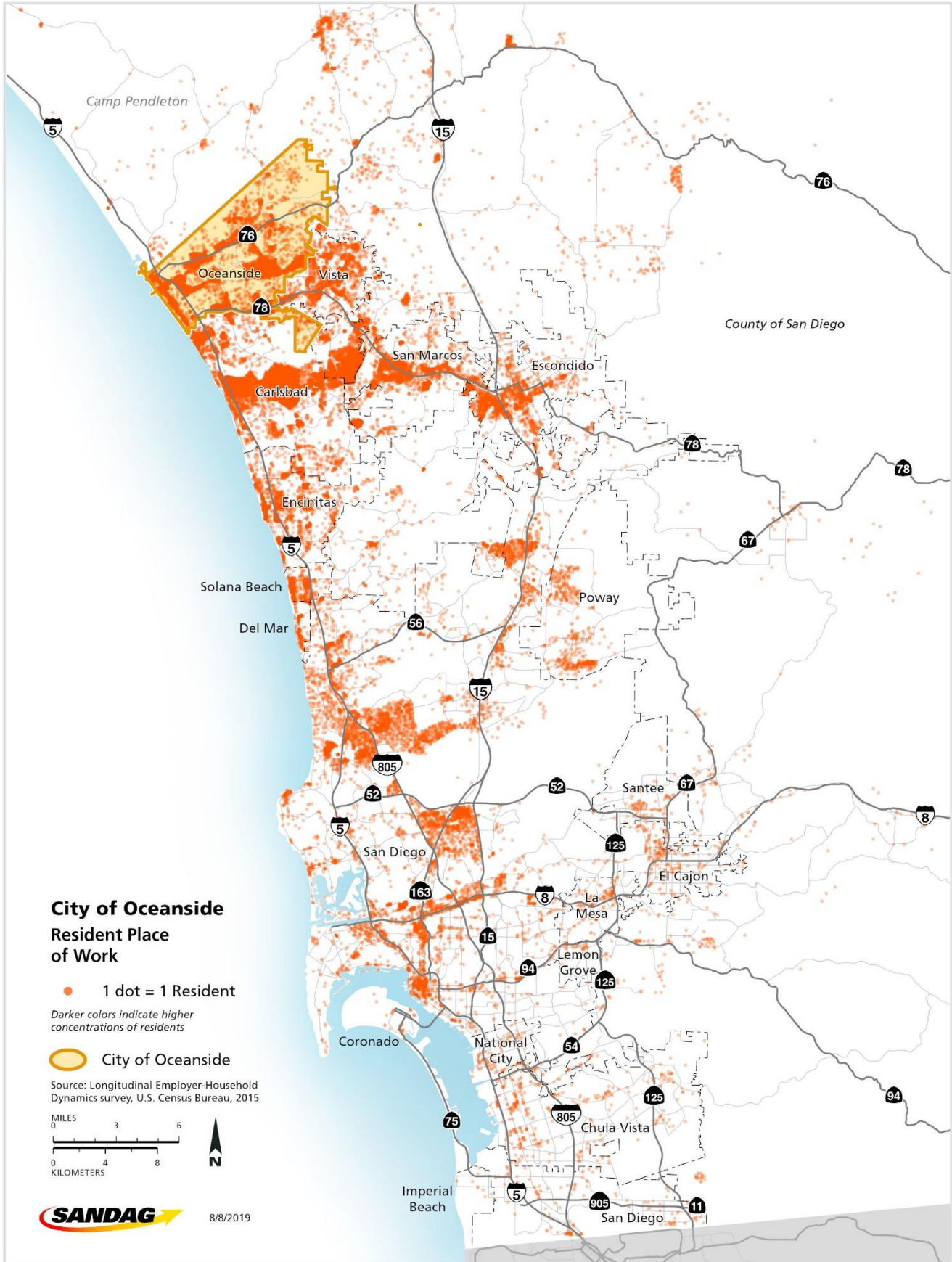
Source: SANDAG Employment Estimates, 2016; LEHD LODES OD, 7.3, 2015

Map 1

Where do employees in the City of Oceanside live?

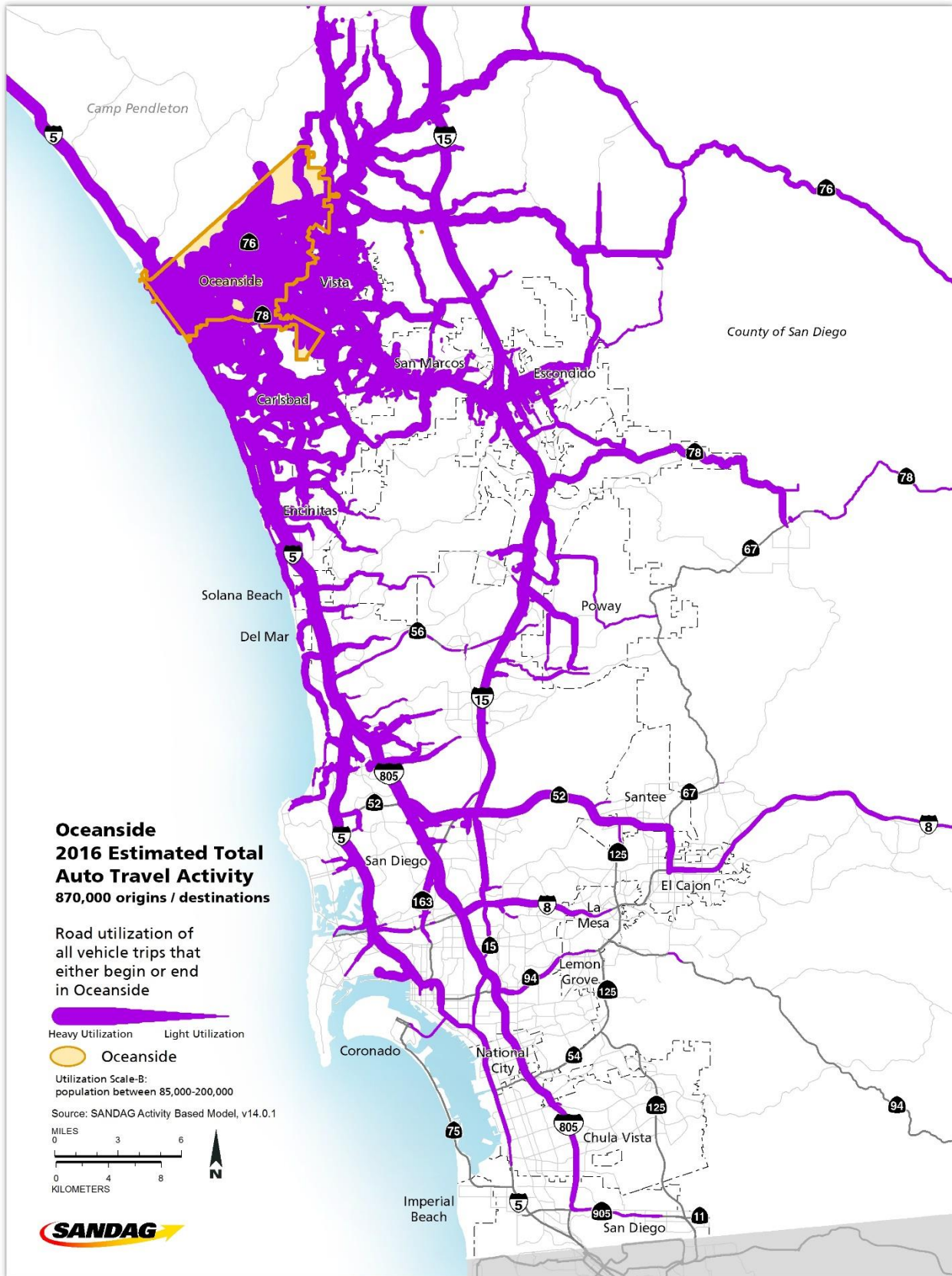


Where do residents of Oceanside work?



Map 3

All automobile trips that originate or end in the City of Oceanside for work, recreation, or any other reason



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Appendix A: Jurisdiction employment methodology, data sources, and other things to consider

Methodology

As a supplement to the employment center products and presentations, SANDAG has prepared this packet to showcase jurisdiction employment data. This packet was created using the same source data and methodology as the employment center products. Employment centers represent areas of employment concentration, whereas this packet refers to the jurisdictional employment in whole.

Additional technical information regarding this methodology is available by contacting the Data, Analytics, and Modeling Department at SANDAG.

Data sources and other things to consider

Longitudinal Employer-Household Dynamics (LEHD) Origin-Destination Employment Statistics (LODES) 7.3 (2015)

The Longitudinal Employer-Household Dynamics (LEHD) Origin-Destination Employment Statistics (LODES) data are a publicly available product of the U.S. Census Bureau. The LODES data are an extract of the LEHD infrastructure which is composed of administrative records, census, and survey data. The LODES data provide counts of unemployment insurance-covered wage and salary jobs, including private sector and state, local and some federal government jobs. Workplace location and residential location of an employee is measured at the census block-level (2010). The 2015 data that are used here reflect the latest available data (version 7.3) at the time of this analysis and included two primary tables: Original-Destinations (OD) (used in Highlight 5 and Maps 1 and 2), and Workplace Area Characteristics (WAC) (Highlight 2). It should be noted these data (1) contain wage and salary jobs (and exclude self-employed individuals); (2) do not include military and other security-related federal agencies, postal workers, some employees at nonprofits and religious institutions, and informal workers; (3) only includes an individual's primary job if an individual has more than one; and (4) education attainment includes only workers age 30 or older. Additional information is available at <https://lehd.ces.census.gov/data/>.

SANDAG Employment Estimates (2016)

On a regular basis, SANDAG produces estimates of employment and individual earnings for the San Diego region. These estimates were used in Fast facts and Highlights 1, 2, and 5. These estimates utilize California Employment Development Department (EDD) data, the Quarterly Census of Employment and Wages (QCEW) data, and the LEHD LODES data from the U.S. Census Bureau among other sources. The employment estimates include wage and salary for private sector and government workers, as well as the self-employed. Uniformed military are not included; however, U.S. Department of Defense (DOD) civilian workers have been assigned to military bases. Tribal government jobs are included where data were available. Additional information regarding these estimates is available by contacting the Economic and Demographic Analysis Modeling team at SANDAG.

SANDAG Population and Housing Estimates (2016)

Each year SANDAG produces estimates of population and housing for the San Diego region. These estimates utilize several data sources including the California Department of Finance, the U.S. Census Bureau, and a variety of other publicly available datasets. These small-area estimates contain information on the characteristics of the population (ethnicity, age, sex) and housing units (occupied, vacant, unoccupiable) in the region. The population living in military barracks, college dorms and other institutional facilities are included in the population and are counted in housing referred to as Group Quarters. The active military population and their dependents who live in households are included in the household population counts. The population and housing estimates are created in a process similar to the Regional Growth Forecast and contain similar information, however the Population and Housing Estimates reflect current conditions. These data are in Appendix B. Additional information regarding these estimates is available by contacting the Economic and Demographic Analysis Modeling team at SANDAG.

SANDAG Activity Based Transportation Model (2016)

To plan and complete regional transportation projects, SANDAG creates and maintains a transportation model which uses a variety of regional transportation survey and socioeconomic and demographic data (e.g., count of trips from home to work, how people carpool, what bus routes are most frequented, and which highways are used and when). These data are then utilized in the Activity Based Model (ABM) to simulate individual and household transportation choices. These choices include how individuals travel around the region (the mode), why people travel around the region (the trip purpose), and when they travel (time of day). The ABM model is refined based on transportation data and expert feedback on methodology and data sources. For this analysis, SANDAG utilized release version 14.0.1 of ABM to estimate travel for the year 2016 (reference scenario #232). Data in both Highlight 3 and 4 are restricted only to transportation trips in the model in which (1) the trip begins at home and ends at work and does not have any intermediary stops (e.g., dropping a child at school); and (2) the trip's purpose is work and (3) the trip start time is during peak periods which are defined as 6:00 a.m. to 8:59 a.m. and 3:30 p.m. to 6:59 p.m. Transit travel time includes walk time to transit stop, initial wait time, in vehicle time, transfer wait time, and walk time to the destination. Map 3 includes all auto trips (work and non-work related) to and from Oceanside. The margin of error might be larger for small jurisdictions with few work trips and all trips.

Additional information about the ABM is available here:

sandag.org/index.asp?subclassid=120&fuseaction=home.subclasshome

Appendix B: Jurisdiction resident profile

Demographic and Socioeconomic Estimates Jurisdiction Oceanside



Jan 1, 2018

Total Population	177,362
Household Population	176,426
Group Quarters Population	936
Persons Per Household	2.89

Housing and Occupancy

	Total Housing Units	Households	Vacancy Rate
Total Housing Units	65,916	61,068	7.4%
Single Family - Detached	34,825	32,654	6.2%
Single Family - Attached	7,891	7,436	5.8%
Multi-Family	19,703	17,750	9.9%
Mobile Home and Other	3,497	3,228	7.7%

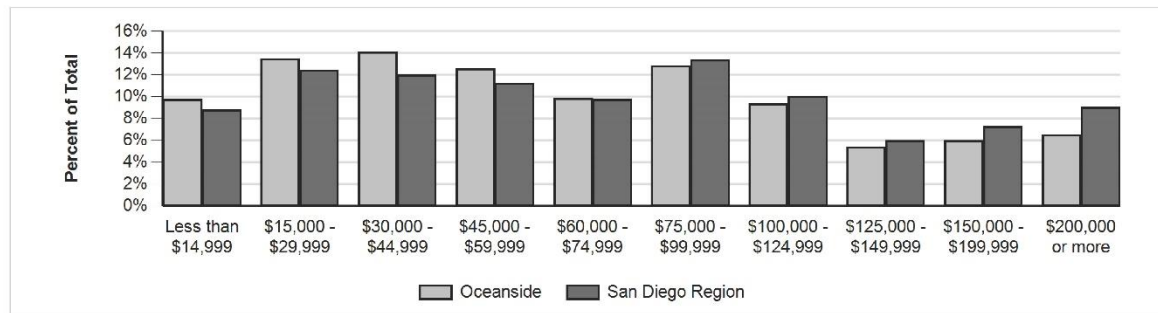
Household Income

Households by Income Category (2010 \$, adjusted for inflation)

	Less than \$15,000	\$15,000-\$29,999	\$30,000-\$44,999	\$45,000-\$59,999	\$60,000-\$74,999	\$75,000-\$99,999	\$100,000-\$124,999	\$125,000-\$149,999	\$150,000-\$199,999	\$200,000 or more
% of Total	10%	13%	14%	13%	10%	13%	9%	5%	6%	7%

Median Household Income

	2018
Adjusted for Inflation (2010 \$)	\$60,085
Not adjusted for inflation (current 2017\$)	\$67,754



IMPORTANT ADVISORY:

Caution should be taken when using data for small population groups, particularly at small levels of geography. Minor adjustments were made (such as correcting the location of housing units that were erroneously allocated by the Census Bureau to roads and open space) to more accurately reflect the region's true population and housing distribution.

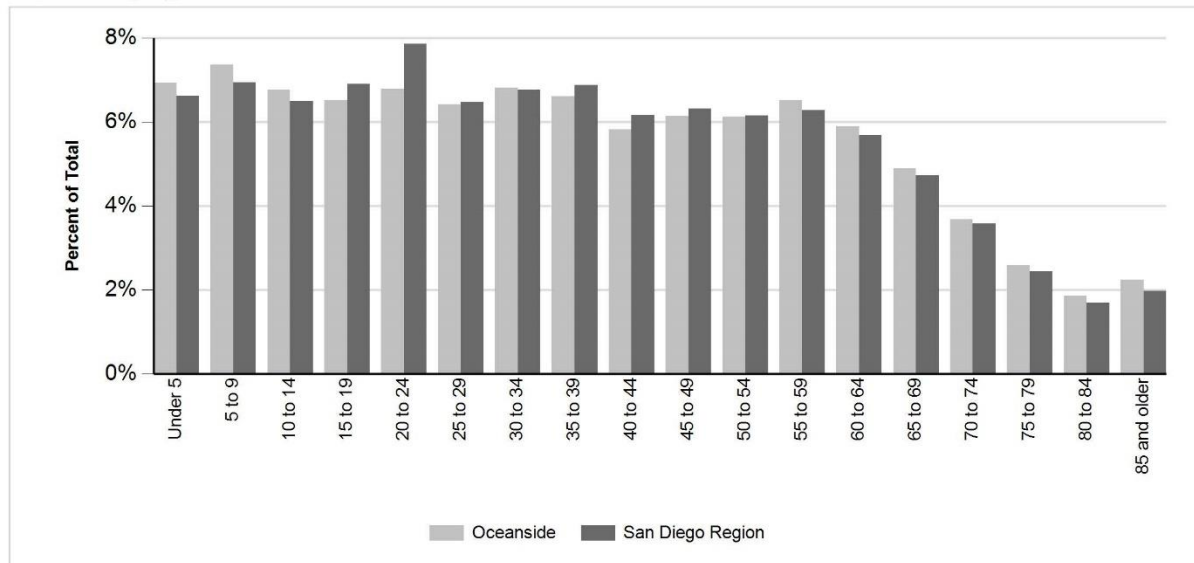
In addition, Census 2010 does not include information about structure type or household income. Those details and other demographic estimates shown here are developed from other sources, including the California Department of Finance E-5 estimates for cities and the County of San Diego; San Diego County Assessor Records, vital events records from the California Department of Health, and income data from the U.S. Census Bureau American Community Survey.

Caution should always be taken when using data for small population groups, particularly at small levels of geography.

Population by Age and Sex

	Total	Male	Female	Percent Female
Total Population	177,362	87,305	90,057	51%
Under 5	12,290	6,248	6,042	49%
5 to 9	13,066	6,478	6,588	50%
10 to 14	12,008	6,086	5,922	49%
15 to 17	7,235	3,798	3,437	48%
18 and 19	4,344	2,197	2,147	49%
20 to 24	12,040	6,113	5,927	49%
25 to 29	11,378	5,856	5,522	49%
30 to 34	12,079	6,167	5,912	49%
35 to 39	11,718	5,967	5,751	49%
40 to 44	10,333	5,042	5,291	51%
45 to 49	10,891	5,336	5,555	51%
50 to 54	10,858	5,358	5,500	51%
55 to 59	11,580	5,761	5,819	50%
60 and 61	4,391	2,072	2,319	53%
62 to 64	6,068	2,876	3,192	53%
65 to 69	8,682	4,128	4,554	52%
70 to 74	6,527	3,009	3,518	54%
75 to 79	4,590	2,026	2,564	56%
80 to 84	3,299	1,361	1,938	59%
85 and older	3,985	1,426	2,559	64%
Under 18	44,599	22,610	21,989	49%
65 and older	27,083	11,950	15,133	56%
Median Age	36.8	35.6	38.1	N/A

Population by Age



Source: SANDAG, Current Estimates
 SANDAG
www.sandag.org

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Population by Race, Ethnicity and Age

	Non-Hispanic					
	Hispanic	White	Black	American Indian	Asian & Pacific Isl.	All Other
Total Population	62,390	85,956	8,187	802	13,739	6,288
Under 5	5,670	4,636	565	36	682	701
5 to 9	6,232	4,763	621	34	617	799
10 to 14	5,806	4,160	529	51	730	732
15 to 17	3,510	2,429	290	30	512	464
18 and 19	2,135	1,451	225	17	270	246
20 to 24	5,251	4,684	628	57	836	584
25 to 29	4,269	5,196	630	55	768	460
30 to 34	3,987	6,114	628	61	861	428
35 to 39	4,176	5,586	539	69	1,008	340
40 to 44	3,894	4,640	421	46	1,033	299
45 to 49	4,002	5,050	462	43	1,062	272
50 to 54	3,662	5,362	520	55	1,018	241
55 to 59	3,022	6,673	608	62	985	230
60 and 61	1,010	2,659	224	20	404	74
62 to 64	1,257	3,887	291	44	510	79
65 to 69	1,567	5,731	373	48	820	143
70 to 74	1,093	4,507	237	30	568	92
75 to 79	805	3,101	178	17	434	55
80 to 84	498	2,301	118	16	336	30
85 and older	544	3,026	100	11	285	19
Under 18	21,218	15,988	2,005	151	2,541	2,696
65 and older	4,507	18,666	1,006	122	2,443	339
Median Age	28.0	44.3	34.8	39.3	42.8	21.7

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Appendix C: Employment centers located within the City of Oceanside



Oceanside–Rancho Del Oro 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

	Oceanside–Rancho Del Oro employment center		Region	
	Number of jobs	Percentage/rank	Number of jobs	Percentage/rank
Health care and social assistance	246	3% (10)	199,700	13% (1)
Retail trade	721	7% (5)	156,612	10% (2)
Professional, scientific, technical	569	6% (7)	148,766	10% (3)
Food services	628	6% (6)	131,594	9% (4)
Manufacturing	2,699	28% (1)	109,234	7% (5)
Administrative, support, waste services	1,290	13% (2)	91,519	6% (6)
Construction	789	8% (4)	83,498	5% (7)
Local government education	258	3% (9)	80,300	5% (8)
Other services	429	4% (8)	69,124	5% (9)
Finance and insurance	154	2% (14)	47,848	3% (10)
Wholesale trade	1,114	11% (3)	46,625	3% (11)
Arts, entertainment, recreation	25	<1% (18)	45,639	3% (12)
Real estate, rental, leasing	92	1% (15)	38,582	3% (13)
Local government	0	0% (21)	37,429	2% (14)
Transportation and warehousing	184	2% (12)	36,183	2% (15)
Accommodation	78	1% (16)	33,094	2% (16)
Educational services	240	3% (11)	32,892	2% (17)
State government education	0	0% (22)	31,600	2% (18)
Information	172	2% (13)	26,262	2% (19)
Department of Defense	0	0% (23)	22,500	1% (20)
Management of companies/enterprises	21	<1% (19)	21,500	1% (21)
Federal government	0	0% (24)	11,454	1% (22)
Farm	0	0% (25)	9,000	1% (23)
Utilities	56	1% (17)	7,208	<1% (24)
State government	20	<1% (20)	7,037	<1% (25)
Mining and logging	0	0% (26)	300	<1% (26)
Total	9,785		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: Oceanside–Rancho Del Oro employment center*. San Diego, CA: Author.

Highlight 3

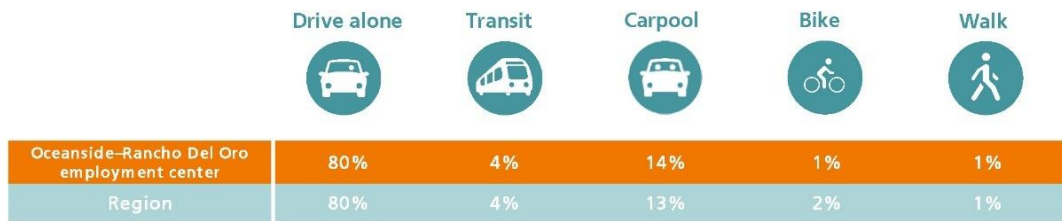
Other statistics about the education level and income of employees in this employment center



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?



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

	Oceanside-Rancho Del Oro employment center		Region	
	Mean number of miles	Mean length of time (Minutes)	Mean number of miles	Mean length of time (Minutes)
Vehicles	8.3	19.3	12.0	25.1
Transit	8.2	63.0	10.7	62.8
Bike	5.9	29.3	4.3	21.6
Walk	1.9	38.8	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

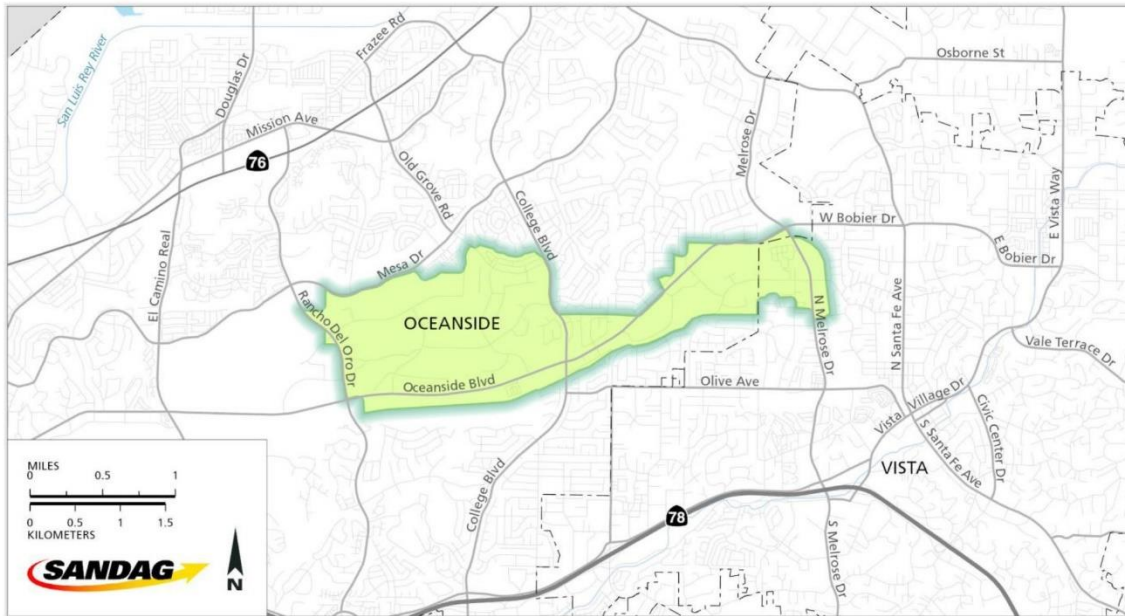
Jurisdiction	Number of workers in the employment center	Percent
Oceanside	1,622	35%
Vista	866	19%
Unincorporated	601	13%
Escondido	367	8%
San Diego	344	7%
Carlsbad	304	7%
San Marcos	269	6%
Encinitas	104	2%
Chula Vista	70	2%
El Cajon	19	<1%
Poway	19	<1%
Santee	18	<1%
Nationa City	17	<1%
La Mesa	13	<1%
Solana Beach	9	<1%
Imperial Beach	6	<1%
Lemon Grove	4	<1%
Coronado	3	<1%
Del Mar	3	<1%
Total	4,658	

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

Oceanside–Rancho Del Oro employment center



Oceanside Tri-City 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

8,377 employees	41st largest employment center of the 79	.99 square miles	8,462 employees per square mile	1.3% of employees in this employment center also live in this employment center
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Sources: SANDAG Employment Estimates, 2016; LEHD LODES OD, 7.3, 2015

Highlight 2

Industries in this employment center and the region overall

	Oceanside Tri-City employment center		Region	
	Number of jobs	Percentage/ rank	Number of jobs	Percentage/ rank
Health care and social assistance	4,075	49% (1)	199,700	13% (1)
Retail trade	2,503	30% (2)	156,612	10% (2)
Professional, scientific, technical	377	5% (4)	148,766	10% (3)
Food services	522	6% (3)	131,594	9% (4)
Manufacturing	12	<1% (15)	109,234	7% (5)
Administrative, support, waste services	2	<1% (17)	91,519	6% (6)
Construction	35	<1% (13)	83,498	5% (7)
Local government education	128	2% (6)	80,300	5% (8)
Other services	197	2% (5)	69,124	5% (9)
Finance and insurance	106	1% (8)	47,848	3% (10)
Wholesale trade	112	1% (7)	46,625	3% (11)
Arts, entertainment, recreation	90	1% (10)	45,639	3% (12)
Real estate, rental, leasing	96	1% (9)	38,582	3% (13)
Local government	0	0% (18)	37,429	2% (14)
Transportation and warehousing	9	<1% (16)	36,183	2% (15)
Accommodation	34	<1% (14)	33,094	2% (16)
Educational services	42	1% (11)	32,892	2% (17)
State government education	0	0% (19)	31,600	2% (18)
Information	0	0% (20)	26,262	2% (19)
Department of Defense	0	0% (21)	22,500	1% (20)
Management of companies/enterprises	0	0% (22)	21,500	1% (21)
Federal government	0	0% (23)	11,454	1% (22)
Farm	0	0% (24)	9,000	1% (23)
Utilities	37	<1% (12)	7,208	<1% (24)
State government	0	0% (25)	7,037	<1% (25)
Mining and logging	0	0% (26)	300	<1% (26)
Total	8,377		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: Oceanside Tri-City employment center*. San Diego, CA: Author.

Highlight 3

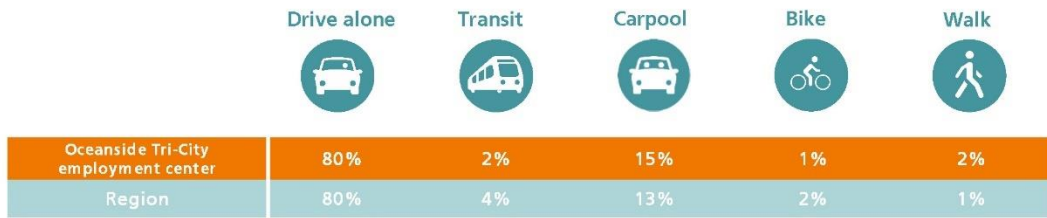
Other statistics about the education level and income of employees in this employment center



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?



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

	Oceanside Tri-City employment center		Region	
	Mean number of miles	Mean length of time (Minutes)	Mean number of miles	Mean length of time (Minutes)
Vehicles	8.5	19.0	12.0	25.1
Transit	8.3	65.0	10.7	62.8
Bike	5.7	28.5	4.3	21.6
Walk	1.4	27.9	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

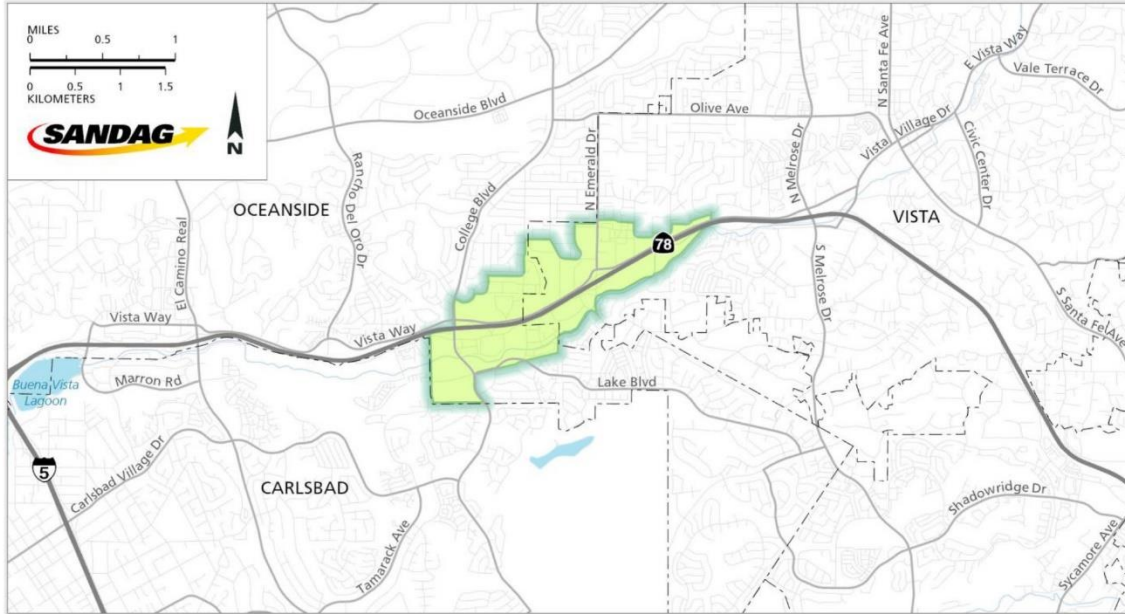
What jurisdictions these employment center employees travel from

Jurisdiction	Number of workers in the employment center	Percent
Oceanside	1,566	31%
Vista	826	16%
Unincorporated	669	13%
Carlsbad	510	10%
San Diego	421	8%
San Marcos	350	7%
Escondido	332	7%
Encinitas	169	3%
Chula Vista	63	1%
El Cajon	25	1%
Poway	25	1%
Santee	21	<1%
La Mesa	18	<1%
Solana Beach	16	<1%
National City	16	<1%
Coronado	5	<1%
Del Mar	4	<1%
Lemon Grove	4	<1%
Imperial Beach	2	<1%
Total	5,042	

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
Oceanside Tri-City employment center



Oceanside Civic Center 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

8,300 employees	42nd largest employment center of the 79	1.55 square miles	5,355 employees per square mile	4.0% of employees in this employment center also live in this employment center
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Sources: SANDAG Employment Estimates, 2016; LEHD LODES OD, 7.3, 2015

Highlight 2

Industries in this employment center and the region overall

	Oceanside Civic Center employment center		Region	
	Number of jobs	Percentage/ rank	Number of jobs	Percentage/ rank
Health care and social assistance	590	7% (4)	199,700	13% (1)
Retail trade	1,204	15% (2)	156,612	10% (2)
Professional, scientific, technical	307	4% (10)	148,766	10% (3)
Food services	1,768	21% (1)	131,594	9% (4)
Manufacturing	67	1% (19)	109,234	7% (5)
Administrative, support, waste services	103	1% (17)	91,519	6% (6)
Construction	499	6% (7)	83,498	5% (7)
Local government education	325	4% (9)	80,300	5% (8)
Other services	580	7% (5)	69,124	5% (9)
Finance and insurance	155	2% (15)	47,848	3% (10)
Wholesale trade	79	1% (18)	46,625	3% (11)
Arts, entertainment, recreation	425	5% (8)	45,639	3% (12)
Real estate, rental, leasing	535	6% (6)	38,582	3% (13)
Local government	727	9% (3)	37,429	2% (14)
Transportation and warehousing	304	4% (11)	36,183	2% (15)
Accommodation	167	2% (13)	33,094	2% (16)
Educational services	158	2% (14)	32,892	2% (17)
State government education	0	0% (21)	31,600	2% (18)
Information	182	2% (12)	26,262	2% (19)
Department of Defense	0	0% (22)	22,500	1% (20)
Management of companies/enterprises	7	<1% (20)	21,500	1% (21)
Federal government	0	0% (23)	11,454	1% (22)
Farm	0	0% (24)	9,000	1% (23)
Utilities	118	1% (16)	7,208	<1% (24)
State government	0	0% (25)	7,037	<1% (25)
Mining and logging	0	0% (26)	300	<1% (26)
Total	8,300		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: Oceanside Civic Center employment center*. San Diego, CA: Author.

Highlight 3

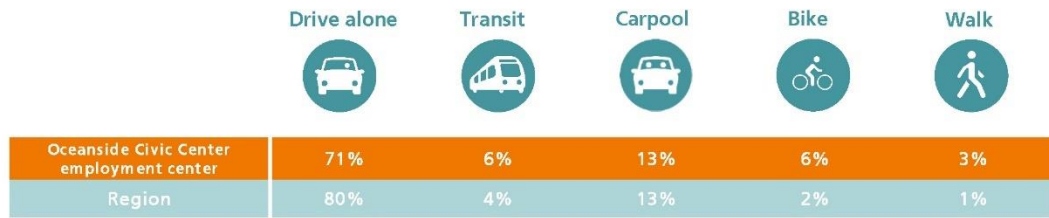
Other statistics about the education level and income of employees in this employment center



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?



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

	Oceanside Civic Center employment center		Region	
	Mean number of miles	Mean length of time (Minutes)	Mean number of miles	Mean length of time (Minutes)
Vehicles	10.1	20.4	12.0	25.1
Transit	9.8	60.0	10.7	62.8
Bike	2.4	11.8	4.3	21.6
Walk	1.1	22.4	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
Oceanside	2,141	46%
Vista	457	10%
Unincorporated	452	10%
Carlsbad	437	9%
San Diego	419	9%
Escondido	218	5%
San Marcos	164	4%
Encinitas	123	3%
Chula Vista	64	1%
El Cajon	34	1%
La Mesa	32	1%
Solana Beach	23	1%
Poway	18	<1%
National City	18	<1%
Santee	17	<1%
Imperial Beach	8	<1%
Coronado	7	<1%
Lemon Grove	5	<1%
Del Mar	4	<1%
Total	4,641	

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

Oceanside Civic Center employment center



El Camino 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

6,816 employees	51st largest employment center of the 79	1.09 square miles	6,253 employees per square mile	.4% of employees in this employment center also live in this employment center
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Sources: SANDAG Employment Estimates, 2016; LEHD LODES OD, 7.3, 2015

Highlight 2

Industries in this employment center and the region overall

	El Camino employment center		Region	
	Number of jobs	Percentage/ rank	Number of jobs	Percentage/ rank
Health care and social assistance	1,123	17% (3)	199,700	13% (1)
Retail trade	2,353	35% (1)	156,612	10% (2)
Professional, scientific, technical	283	4% (6)	148,766	10% (3)
Food services	1,470	22% (2)	131,594	9% (4)
Manufacturing	40	1% (14)	109,234	7% (5)
Administrative, support, waste services	489	7% (4)	91,519	6% (6)
Construction	43	1% (12)	83,498	5% (7)
Local government education	25	<1% (16)	80,300	5% (8)
Other services	223	3% (7)	69,124	5% (9)
Finance and insurance	304	5% (5)	47,848	3% (10)
Wholesale trade	46	1% (11)	46,625	3% (11)
Arts, entertainment, recreation	196	3% (8)	45,639	3% (12)
Real estate, rental, leasing	65	1% (9)	38,582	3% (13)
Local government	0	0% (19)	37,429	2% (14)
Transportation and warehousing	0	0% (20)	36,183	2% (15)
Accommodation	32	1% (15)	33,094	2% (16)
Educational services	22	<1% (17)	32,892	2% (17)
State government education	0	0% (21)	31,600	2% (18)
Information	55	1% (10)	26,262	2% (19)
Department of Defense	0	0% (22)	22,500	1% (20)
Management of companies/enterprises	5	<1% (18)	21,500	1% (21)
Federal government	42	1% (13)	11,454	1% (22)
Farm	0	0% (23)	9,000	1% (23)
Utilities	0	0% (24)	7,208	<1% (24)
State government	0	0% (25)	7,037	<1% (25)
Mining and logging	0	0% (26)	300	<1% (26)
Total	6,816		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: El Camino employment center*. San Diego, CA: Author.

Highlight 3

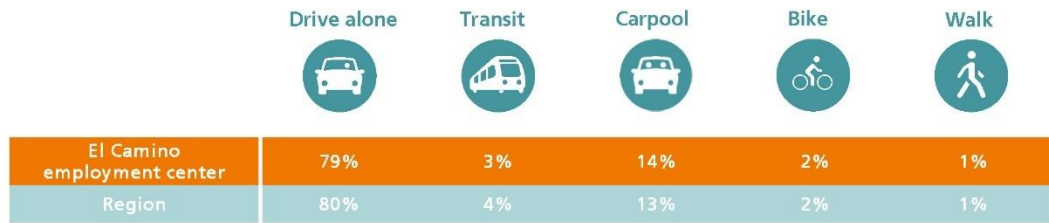
Other statistics about the education level and income of employees in this employment center



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?



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

	El Camino employment center		Region	
	Mean number of miles	Mean length of time (Minutes)	Mean number of miles	Mean length of time (Minutes)
Vehicles	8.9	19.4	12.0	25.1
Transit	8.7	68.1	10.7	62.8
Bike	4.2	21.0	4.3	21.6
Walk	1.4	28.0	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
Oceanside	993	27%
San Diego	566	16%
Carlsbad	434	12%
Unincorporated	426	12%
Vista	386	11%
Escondido	249	7%
San Marcos	182	5%
Chula Vista	101	3%
Encinitas	91	3%
El Cajon	61	2%
La Mesa	37	1%
Santee	30	1%
National City	24	1%
Poway	23	1%
Imperial Beach	15	<1%
Solana Beach	14	<1%
Lemon Grove	12	<1%
Coronado	7	<1%
Del Mar	0	0%
Total	3,651	

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

El Camino employment center



Oceanside–San Luis Rey Mission 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

	Oceanside–San Luis Rey Mission employment center		Region	
	Number of jobs	Percentage/ rank	Number of jobs	Percentage/ rank
Health care and social assistance	167	3% (10)	199,700	13% (1)
Retail trade	473	9% (5)	156,612	10% (2)
Professional, scientific, technical	518	10% (3)	148,766	10% (3)
Food services	490	9% (4)	131,594	9% (4)
Manufacturing	1,245	24% (1)	109,234	7% (5)
Administrative, support, waste services	47	1% (13)	91,519	6% (6)
Construction	368	7% (7)	83,498	5% (7)
Local government education	0	0% (18)	80,300	5% (8)
Other services	709	14% (2)	69,124	5% (9)
Finance and insurance	81	2% (12)	47,848	3% (10)
Wholesale trade	279	5% (8)	46,625	3% (11)
Arts, entertainment, recreation	28	1% (14)	45,639	3% (12)
Real estate, rental, leasing	82	2% (11)	38,582	3% (13)
Local government	0	0% (19)	37,429	2% (14)
Transportation and warehousing	445	9% (6)	36,183	2% (15)
Accommodation	26	1% (15)	33,094	2% (16)
Educational services	0	0% (20)	32,892	2% (17)
State government education	0	0% (21)	31,600	2% (18)
Information	23	<1% (16)	26,262	2% (19)
Department of Defense	0	0% (22)	22,500	1% (20)
Management of companies/enterprises	248	5% (9)	21,500	1% (21)
Federal government	0	0% (23)	11,454	1% (22)
Farm	20	<1% (17)	9,000	1% (23)
Utilities	0	0% (24)	7,208	<1% (24)
State government	0	0% (25)	7,037	<1% (25)
Mining and logging	0	0% (26)	300	<1% (26)
Total	5,249		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: Oceanside–San Luis Rey Mission employment center*. San Diego, CA: Author.

Highlight 3

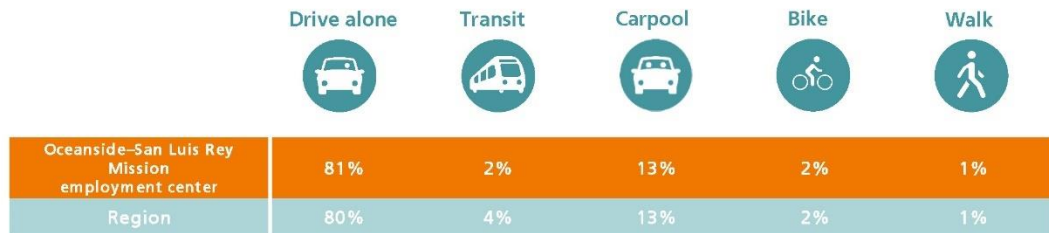
Other statistics about the education level and income of employees in this employment center



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?



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

	Oceanside-San Luis Rey Mission employment center		Region	
	Mean number of miles	Mean length of time (Minutes)	Mean number of miles	Mean length of time (Minutes)
Vehicles	10.0	20.1	12.0	25.1
Transit	11.1	71.2	10.7	62.8
Bike	3.8	18.8	4.3	21.6
Walk	1.7	33.4	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

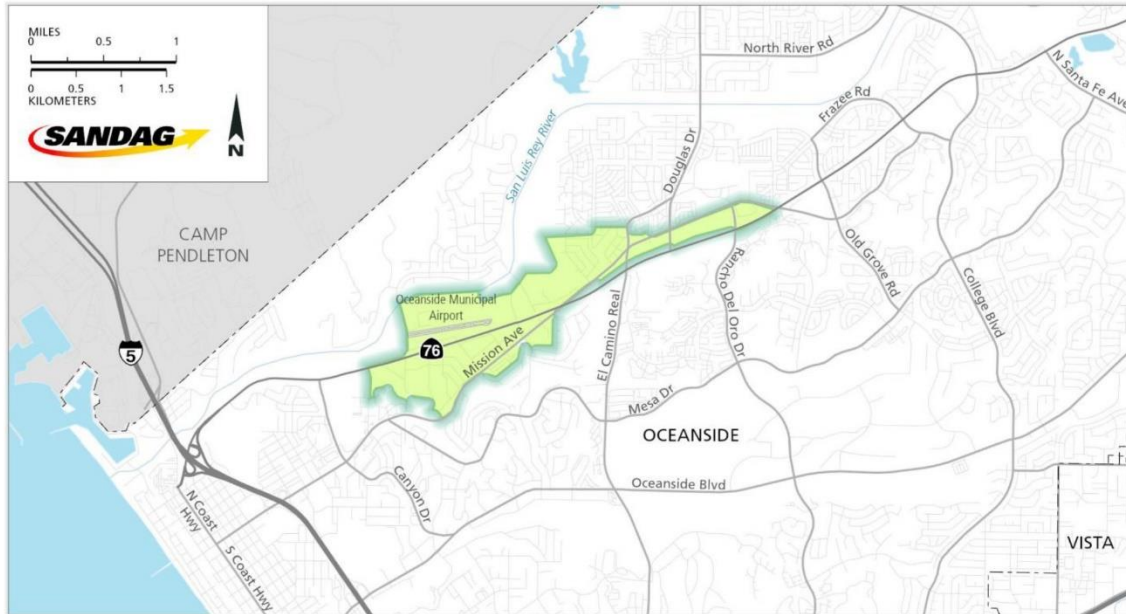
Jurisdiction	Number of workers in the employment center	Percent
Oceanside	1,291	47%
Unincorporated	331	12%
Vista	315	11%
San Diego	214	8%
Carlsbad	154	6%
Escondido	149	5%
San Marcos	131	5%
Encinitas	68	3%
Chula Vista	31	1%
El Cajon	14	1%
National City	13	1%
La Mesa	12	<1%
Santee	11	<1%
Poway	8	<1%
Solana Beach	5	<1%
Imperial Beach	5	<1%
Lemon Grove	5	<1%
Del Mar	2	<1%
Coronado	1	<1%
Total	2,760	

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

Oceanside-San Luis Rey Mission employment center



Oceanside–Oceanside 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

	Oceanside–Oceanside Boulevard employment center		Region	
	Number of jobs	Percentage/ rank	Number of jobs	Percentage/ rank
Health care and social assistance	203	8% (8)	199,700	13% (1)
Retail trade	476	18% (1)	156,612	10% (2)
Professional, scientific, technical	103	4% (10)	148,766	10% (3)
Food services	314	12% (2)	131,594	9% (4)
Manufacturing	219	9% (7)	109,234	7% (5)
Administrative, support, waste services	276	11% (4)	91,519	6% (6)
Construction	238	9% (6)	83,498	5% (7)
Local government education	0	0% (15)	80,300	5% (8)
Other services	301	12% (3)	69,124	5% (9)
Finance and insurance	17	1% (12)	47,848	3% (10)
Wholesale trade	270	11% (5)	46,625	3% (11)
Arts, entertainment, recreation	2	<1% (14)	45,639	3% (12)
Real estate, rental, leasing	56	2% (11)	38,582	3% (13)
Local government	0	0% (16)	37,429	2% (14)
Transportation and warehousing	3	<1% (13)	36,183	2% (15)
Accommodation	0	0% (17)	33,094	2% (16)
Educational services	0	0% (18)	32,892	2% (17)
State government education	0	0% (19)	31,600	2% (18)
Information	105	4% (9)	26,262	2% (19)
Department of Defense	0	0% (20)	22,500	1% (20)
Management of companies/enterprises	0	0% (21)	21,500	1% (21)
Federal government	0	0% (22)	11,454	1% (22)
Farm	0	0% (23)	9,000	1% (23)
Utilities	0	0% (24)	7,208	<1% (24)
State government	0	0% (25)	7,037	<1% (25)
Mining and logging	0	0% (26)	300	<1% (26)
Total	2,583		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: Oceanside–Oceanside Boulevard employment center*. San Diego, CA: Author.

Highlight 3

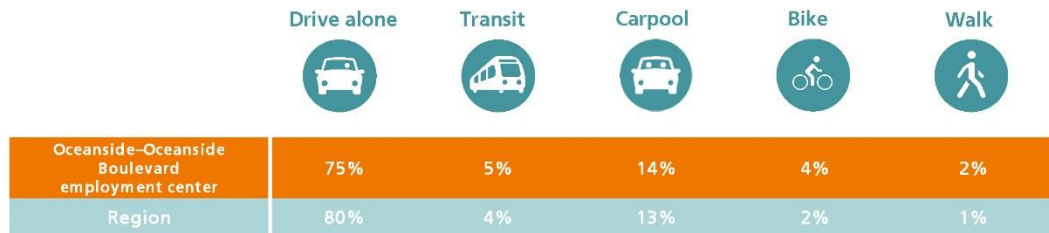
Other statistics about the education level and income of employees in this employment center



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?



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

	Oceanside–Oceanside Boulevard employment center		Region	
	Mean number of miles	Mean length of time (Minutes)	Mean number of miles	Mean length of time (Minutes)
Vehicle	9.3	19.6	12.0	25.1
Transit	10.6	64.7	10.7	62.8
Bike	4.1	20.7	4.3	21.6
Walk	1.1	21.5	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

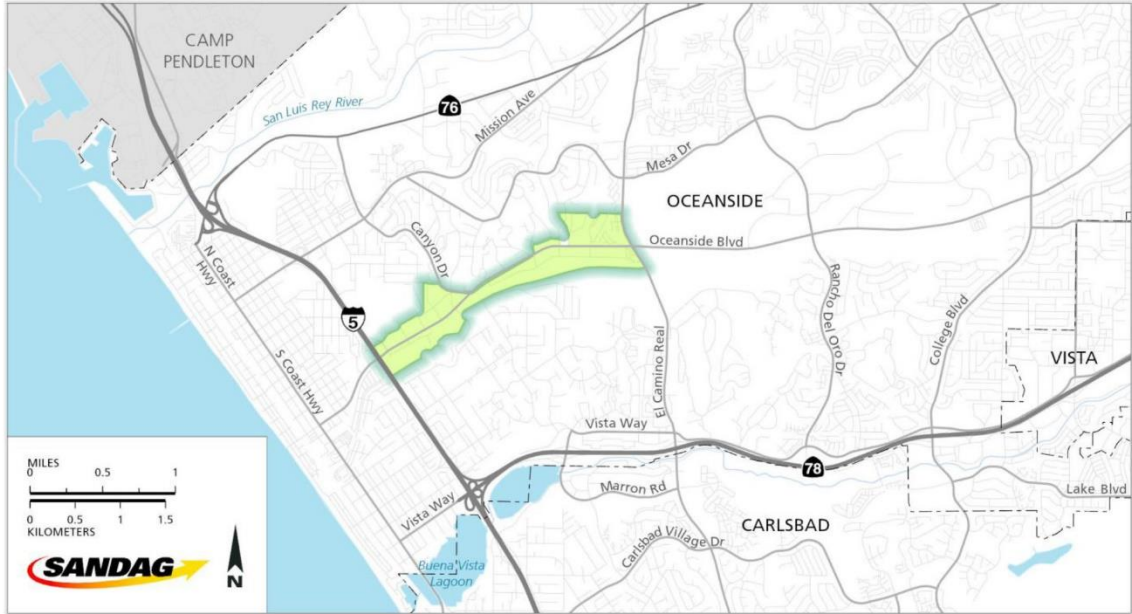
Jurisdiction	Number of workers in the employment center	Percent
Oceanside	382	39%
Unincorporated	112	12%
Vista	104	11%
San Diego	103	11%
Carlsbad	79	8%
Escondido	62	6%
San Marcos	58	6%
Chula Vista	25	3%
Encinitas	17	2%
El Cajon	6	1%
Santee	6	1%
Poway	4	<1%
La Mesa	4	<1%
National City	4	<1%
Solana Beach	3	<1%
Coronado	2	<1%
Lemon Grove	2	<1%
Imperial Beach	1	<1%
Del Mar	1	<1%
Total	975	

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

Oceanside–Oceanside Boulevard employment center



Oceanside–Old Grove 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

2,325 employees	79th largest employment center of the 79	.81 square miles	2,870 employees per square mile	.6% of employees in this employment center also live in this employment center
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Sources: SANDAG Employment Estimates, 2016; LEHD LODES OD, 7.3, 2015

Highlight 2

Industries in this employment center and the region overall

	Oceanside–Old Grove employment center		Region	
	Number of jobs	Percentage/ rank	Number of jobs	Percentage/ rank
Health care and social assistance	76	3% (9)	199,700	13% (1)
Retail trade	768	33% (1)	156,612	10% (2)
Professional, scientific, technical	41	2% (12)	148,766	10% (3)
Food services	587	25% (2)	131,594	9% (4)
Manufacturing	0	0% (15)	109,234	7% (5)
Administrative, support, waste services	29	1% (13)	91,519	6% (6)
Construction	15	1% (14)	83,498	5% (7)
Local government education	118	5% (5)	80,300	5% (8)
Other services	86	4% (8)	69,124	5% (9)
Finance and insurance	53	2% (11)	47,848	3% (10)
Wholesale trade	87	4% (7)	46,625	3% (11)
Arts, entertainment, recreation	126	5% (4)	45,639	3% (12)
Real estate, rental, leasing	185	8% (3)	38,582	3% (13)
Local government	0	0% (16)	37,429	2% (14)
Transportation and warehousing	0	0% (17)	36,183	2% (15)
Accommodation	0	0% (18)	33,094	2% (16)
Educational services	0	0% (19)	32,892	2% (17)
State government education	0	0% (20)	31,600	2% (18)
Information	64	3% (10)	26,262	2% (19)
Department of Defense	0	0% (21)	22,500	1% (20)
Management of companies/enterprises	0	0% (22)	21,500	1% (21)
Federal government	0	0% (23)	11,454	1% (22)
Farm	90	4% (6)	9,000	1% (23)
Utilities	0	0% (24)	7,208	<1% (24)
State government	0	0% (25)	7,037	<1% (25)
Mining and logging	0	0% (26)	300	<1% (26)
Total	2,325		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: Oceanside–Old Grove employment center*. San Diego, CA: Author.

Highlight 3

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



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?



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

	Oceanside–Old Grove employment center		Region	
	Mean number of miles	Mean length of time (Minutes)	Mean number of miles	Mean length of time (Minutes)
Vehicles	7.7	18.2	12.0	25.1
Transit	8.4	59.4	10.7	62.8
Bike	7.0	35.2	4.3	21.6
Walk	1.6	32.9	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
Oceanside	231	37%
Unincorporated	80	13%
San Diego	79	13%
Vista	65	10%
Escondido	37	6%
Carlsbad	33	5%
San Marcos	27	4%
Chula Vista	17	3%
La Mesa	14	2%
National City	11	2%
Poway	8	1%
Santee	8	1%
Encinitas	8	1%
El Cajon	5	1%
Lemon Grove	4	1%
Imperial Beach	2	<1%
Coronado	0	0%
Del Mar	0	0%
Solana Beach	0	0%
Total	629	

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

Oceanside–Old Grove employment center

