Employment centers in the San Diego region: An analysis of where people live and work

Sorrento Valley employment center

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Updated May 2019

Fast facts

<table>
<thead>
<tr>
<th>Sorrento Valley employment center</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>129,242 employees</td>
<td></td>
</tr>
<tr>
<td>8.5% region’s employees</td>
<td></td>
</tr>
<tr>
<td>1st largest of 79 employment centers</td>
<td></td>
</tr>
<tr>
<td>15.13 land area (square miles)</td>
<td></td>
</tr>
<tr>
<td>8,542 employees per square mile</td>
<td></td>
</tr>
<tr>
<td>57,548 residents</td>
<td></td>
</tr>
<tr>
<td>19,160 households</td>
<td></td>
</tr>
</tbody>
</table>

Please note this employment center packet represents Version 2. As these analyses are finalized there may be minor adjustments to the data presented here as centers and data elements are refined.
The 18 cities and county government are SANDAG serving as the forum for regional decision-making. SANDAG builds consensus; plans, engineers, and builds public transit; makes strategic plans; obtains and allocates resources; and provides information on a broad range of topics pertinent to the region’s quality of life.

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As of January 23, 2019
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.

As we continue to work together to create a region that maintains and improves our quality of life now and in the future, the Data, Analytics, and Modeling Department of SANDAG is applying 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.

This packet describes the Sorrento Valley employment center (Map 1) which is the largest in the region per this analysis, with over 129,000 employees and an estimated resident population of over 57,000. Additional analyses are included here separately describing the Sorrento Valley East employment center (around 58,000 employees and almost 11,000 residents) and Sorrento Valley West employment center (over 70,000 employees and almost 47,000 residents).

Because the data shared here were 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.
Who works and lives in the Sorrento Valley employment center?

**Highlight Table 1**

Of the 129,242 jobs in Sorrento Valley employment center, the top five are categorized as professional, state government education, health care, finance, and manufacturing. Compared to the region, there are three times the proportion of professional jobs in this employment center and eight times the proportion of state government education jobs.

<table>
<thead>
<tr>
<th>Industry</th>
<th>Total jobs</th>
<th>% of jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional, scientific &amp; technical services</td>
<td>38,459</td>
<td>30%</td>
</tr>
<tr>
<td>State government education</td>
<td>22,223</td>
<td>17%</td>
</tr>
<tr>
<td>Health care &amp; social assistance</td>
<td>10,206</td>
<td>8%</td>
</tr>
<tr>
<td>Finance &amp; insurance</td>
<td>8,795</td>
<td>7%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>8,396</td>
<td>6%</td>
</tr>
<tr>
<td>Administrative, support, &amp; waste services</td>
<td>6,037</td>
<td>5%</td>
</tr>
<tr>
<td>Management of companies &amp; enterprises</td>
<td>5,390</td>
<td>4%</td>
</tr>
<tr>
<td>Wholesale trade</td>
<td>4,896</td>
<td>4%</td>
</tr>
<tr>
<td>Retail</td>
<td>3,419</td>
<td>3%</td>
</tr>
<tr>
<td>Food service</td>
<td>3,356</td>
<td>3%</td>
</tr>
</tbody>
</table>


**Highlight Figure 1**

The mean annual earnings of employees in this area is $103,824, higher than the regional average of $55,801. Two in five (39%) have a 4-year college degree (or higher), higher than the regional average (24%).

**Figure 1**

What Sorrento Valley employment center employees earn and what percentage have a college degree or higher

$103,824 mean earnings

39% 4-year college degree or higher

Highlight Figure 2
These 129,242 jobs in the Sorrento Valley employment center represent roughly 8 percent of the jobs in the region and 16 percent of the region’s total labor income.

Figure 2
Sorrento Valley employment center’s share of regional jobs versus share of labor income

![Chart showing share of regional jobs and labor income](chart)


Highlight Figure 3
The 57,548 residents of this employment center represent 2 percent of the region’s population. Compared to the region, the residents are younger, have a higher median household income, and the proportion of residents that are Asian is higher and those that are White, Hispanic, or Black is lower.

Figure 3
Characteristics of Sorrento Valley employment center residents compared to the region

![Comparison of median age and median household income](chart)


### Race/Ethnicity

<table>
<thead>
<tr>
<th></th>
<th>Sorrento Valley</th>
<th>Region</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>42%</td>
<td>46%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>18%</td>
<td>33%</td>
</tr>
<tr>
<td>Black</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>Asian</td>
<td>33%</td>
<td>12%</td>
</tr>
<tr>
<td>Other</td>
<td>4%</td>
<td>4%</td>
</tr>
</tbody>
</table>

*All categories except Hispanic represent the non-Hispanic population (e.g. Non-Hispanic white).

Map 2
Where do Sorrento Valley employment center employees live?
Where are Sorrento Valley employment center employees traveling from?

Table 2 shows where Sorrento Valley employment center employees live/travel from to get to their jobs. Almost two-thirds (65%) of the employees live in San Diego, with the other top two areas including the unincorporated areas of the region and Chula Vista. Approximately 5 percent of these employees live and work in the Sorrento Valley employment center (Figure 4).

Table 2
What jurisdictions Sorrento Valley employment center employees travel from

<table>
<thead>
<tr>
<th>Jurisdiction</th>
<th>Number of workers in employment center</th>
<th>Percent of workers in employment center</th>
</tr>
</thead>
<tbody>
<tr>
<td>San Diego</td>
<td>68,124</td>
<td>65%</td>
</tr>
<tr>
<td>Unincorporated</td>
<td>8,852</td>
<td>8%</td>
</tr>
<tr>
<td>Chula Vista</td>
<td>3,803</td>
<td>4%</td>
</tr>
<tr>
<td>Carlsbad</td>
<td>3,496</td>
<td>3%</td>
</tr>
<tr>
<td>Encinitas</td>
<td>2,797</td>
<td>3%</td>
</tr>
<tr>
<td>Escondido</td>
<td>2,571</td>
<td>2%</td>
</tr>
<tr>
<td>Oceanside</td>
<td>2,176</td>
<td>2%</td>
</tr>
<tr>
<td>Poway</td>
<td>1,995</td>
<td>2%</td>
</tr>
<tr>
<td>Santee</td>
<td>1,715</td>
<td>2%</td>
</tr>
<tr>
<td>La Mesa</td>
<td>1,685</td>
<td>2%</td>
</tr>
<tr>
<td>El Cajon</td>
<td>1,678</td>
<td>2%</td>
</tr>
<tr>
<td>Vista</td>
<td>1,280</td>
<td>1%</td>
</tr>
<tr>
<td>National City</td>
<td>1,102</td>
<td>1%</td>
</tr>
<tr>
<td>Solana Beach</td>
<td>791</td>
<td>1%</td>
</tr>
<tr>
<td>Lemon Grove</td>
<td>482</td>
<td>1%</td>
</tr>
<tr>
<td>Coronado</td>
<td>346</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Imperial Beach</td>
<td>334</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Del Mar</td>
<td>279</td>
<td>&lt;1%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>105,362</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

NOTE: Please note that 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: LEHD LODES OD, 7.3, 2015

Figure 4
How many Sorrento Valley employees also live in this same employment center?

SOURCE: LEHD LODES OD, 7.3, 2015
Map 3

How far employees in the Sorrento Valley employment center have to travel

Sorrento Valley
Proximity of Employees by Place of Residence

Percent of Employees
- 25%
- 50%
- 75%
- 85%

15% of employees travel from outside the San Diego Region

Source: Longitudinal Employer-Household Dynamics survey, U.S. Census Bureau, 2015

4/10/2019
How do Sorrento Valley employment center employees get to work, how far do they have to travel, and how long does it take them?

Highlight Figure 5
The transportation modes used by Sorrento Valley employment center employees were similar to the region, with 82 percent driving alone (compared to 80% regionally) and 4 percent taking transit (compared to 4% regionally).

Highlight Figure 6
Employees traveling to the Sorrento Valley employment center by automobile traveled a mean of 14.8 miles. This average is higher than the regional average of 12.2 miles.

Highlight Figure 7
Sorrento Valley employment center employees who are traveling by car during peak period drive a mean of 14.5 miles and it takes them a mean of 31.6 minutes. In comparison, those that take transit travel 12.7 miles on average and it takes them a mean of 77.4 minutes.

Figure 5
What mode of transportation do Sorrento Valley employment center employees use to get to work during peak period

SOURCE: SANDAG Activity Based Model, 2016

Figure 6
How far Sorrento Valley employment center employees travel from home to work by automobile to get to this employment center at any time

SOURCE: SANDAG Activity Based Model, 2016

Figure 7
How far Sorrento Valley employment center employees travel to get to their jobs and how long it takes them by mode during peak period

SOURCE: SANDAG Activity Based Model, 2016
All automotive trips that originate or end in the Sorrento Valley employment center.
Estimated weekday vehicle miles traveled (VMT) from or to the Sorrento Valley employment center

On average, total vehicle miles traveled by automobile on a typical weekday from or to the Sorrento Valley employment center is approximately 6.2 million miles. This estimate is based on a snapshot from a fall weekday and represents 7.3 percent of the estimated VMT for the region.

Figure 8

estimated weekday vehicle miles traveled

Approx. 6.2 million miles

7.3% of region’s VMT

Sorrento Valley

region

SOURCE: SANDAG Activity Based Model, 2016
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Employment centers in the San Diego region: An analysis of where people live and work

**Sorrento Valley West employment center**

<table>
<thead>
<tr>
<th>Fast facts</th>
<th>Sorrento Valley West employment center</th>
</tr>
</thead>
<tbody>
<tr>
<td>70,602 employees</td>
<td>employees</td>
</tr>
<tr>
<td>4.6% region’s employees</td>
<td></td>
</tr>
<tr>
<td>8.0 land area (square miles)</td>
<td></td>
</tr>
<tr>
<td>8,825 employees per square mile</td>
<td></td>
</tr>
<tr>
<td>46,737 residents</td>
<td></td>
</tr>
<tr>
<td>15,641 households</td>
<td></td>
</tr>
</tbody>
</table>
Who works and lives in the Sorrento Valley West employment center?

**Highlight Table 1A**
Of the 70,602 jobs in Sorrento Valley West employment center, the top four are categorized as state government education, professional, health care, and finance. Compared to the region, there is a greater proportion of state government education jobs and professional jobs in this employment center.

<table>
<thead>
<tr>
<th>Industry</th>
<th>Total jobs</th>
<th>% of jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>State government education</td>
<td>22,223</td>
<td>31%</td>
</tr>
<tr>
<td>Professional, scientific, &amp; technical services</td>
<td>14,549</td>
<td>21%</td>
</tr>
<tr>
<td>Health care &amp; social assistance</td>
<td>7,756</td>
<td>11%</td>
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<tr>
<td>Finance &amp; insurance</td>
<td>5,634</td>
<td>8%</td>
</tr>
<tr>
<td>Management of companies &amp; enterprises</td>
<td>2,972</td>
<td>4%</td>
</tr>
<tr>
<td>Food services</td>
<td>2,364</td>
<td>3%</td>
</tr>
<tr>
<td>Educational services</td>
<td>2,146</td>
<td>3%</td>
</tr>
<tr>
<td>Retail</td>
<td>2,101</td>
<td>3%</td>
</tr>
<tr>
<td>Accommodation</td>
<td>1,662</td>
<td>2%</td>
</tr>
<tr>
<td>Real estate, rental, &amp; leasing</td>
<td>1,641</td>
<td>2%</td>
</tr>
</tbody>
</table>

**SOURCE:** SANDAG Employment Estimates, 2016

**Highlight Figure 1A**
The mean annual earnings of employees in this area is $103,852, higher than the regional average of $55,801. Just under two in five (38%) have a 4-year college degree (or higher), higher than the regional average (24%).

**Figure 1A**
What Sorrento Valley West employment center employees earn and what percentage have a college degree or higher

$103,852 mean earnings\(^1\)

38% 4-year college degree or higher\(^2\)

**SOURCES:** \(^1\) SANDAG Employment Estimates, 2016; \(^2\) LEHD LODES WAC 7.3, 2015
Highlight Figure 2A
These 70,602 jobs in the Sorrento Valley West employment center represent roughly 5 percent of the jobs in the region, and approximately 9 percent of the region’s total labor income.

Figure 2A
Sorrento Valley West employment center’s share of regional jobs versus share of labor income

Source: SANDAG Employment Estimates, 2016

Highlight Figure 3A
The 46,737 residents of this employment center represent 1 percent of the region’s population. Compared to the region, the residents are younger, have a similar median household income, and the proportion of residents that are Asian is higher and those that are White or Hispanic is lower.

Figure 3A
Characteristics of Sorrento Valley West employment center residents compared to the region

Source: SANDAG Population and Housing Estimates, 2016
Map 2A

Where do Sorrento Valley West employment center employees live?
Where are Sorrento Valley West employment center employees traveling from?

Table 2A shows where Sorrento Valley West employment center employees live/travel from to get to their jobs. Almost two-thirds (64%) of the employees live in San Diego, with the other top two areas including the unincorporated areas of the region and Chula Vista. Approximately 4 percent of these employees both live and work in the Sorrento Valley West employment center (Figure 4A).

<table>
<thead>
<tr>
<th>Jurisdiction</th>
<th>Number of workers in employment center</th>
<th>Percent of workers in employment center</th>
</tr>
</thead>
<tbody>
<tr>
<td>San Diego</td>
<td>37,762</td>
<td>64%</td>
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<tr>
<td>Unincorporated</td>
<td>4,649</td>
<td>8%</td>
</tr>
<tr>
<td>Chula Vista</td>
<td>2,302</td>
<td>4%</td>
</tr>
<tr>
<td>Carlsbad</td>
<td>2,073</td>
<td>4%</td>
</tr>
<tr>
<td>Encinitas</td>
<td>1,786</td>
<td>3%</td>
</tr>
<tr>
<td>Escondido</td>
<td>1,342</td>
<td>2%</td>
</tr>
<tr>
<td>Oceanside</td>
<td>1,211</td>
<td>2%</td>
</tr>
<tr>
<td>San Marcos</td>
<td>1,030</td>
<td>2%</td>
</tr>
<tr>
<td>La Mesa</td>
<td>1,015</td>
<td>2%</td>
</tr>
<tr>
<td>Poway</td>
<td>1,003</td>
<td>2%</td>
</tr>
<tr>
<td>El Cajon</td>
<td>983</td>
<td>2%</td>
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<tr>
<td>Santee</td>
<td>914</td>
<td>1%</td>
</tr>
<tr>
<td>Vista</td>
<td>758</td>
<td>1%</td>
</tr>
<tr>
<td>National City</td>
<td>607</td>
<td>1%</td>
</tr>
<tr>
<td>Solana Beach</td>
<td>547</td>
<td>1%</td>
</tr>
<tr>
<td>Lemon Grove</td>
<td>273</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Coronado</td>
<td>241</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Del Mar</td>
<td>193</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Imperial Beach</td>
<td>186</td>
<td>&lt;1%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>58,875</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

**NOTE:** Please note that 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:** LEHD LODES OD, 7.3, 2015
How far employees in the Sorrento Valley West employment center have to travel

Sorrento Valley West
Proximity of Employees by Place of Residence

Percent of Employees
- 25%
- 50%
- 75%
- 86%

14% of employees travel from outside the San Diego Region

Source: Longitudinal Employer-Household Dynamics survey, U.S. Census Bureau, 2015

4/16/2019
How do Sorrento Valley West employment center employees get to work, how far do they have to travel, and how long does it take them?

**Highlight Figure 5A**
The transportation modes used by Sorrento Valley West employment center employees were similar to the region, with 81 percent driving alone (compared to 80% regionally) and 5 percent taking transit (compared to 4% regionally).

**Highlight Figure 6A**
Employees traveling to the Sorrento Valley West employment center by automobile traveled a mean of 14.8 miles. This is higher than the regional average of 12.2 miles.

**Highlight Figure 7A**
Sorrento Valley West employment center employees who are traveling by car during peak period drive a mean of 14.4 miles and it takes them a mean of 30.3 minutes. In comparison, those that take transit travel 12.6 miles on average and it takes them a mean of 75.9 minutes.

**Figure 5A**
What mode of transportation do Sorrento Valley West employment center employees use to get to work during peak period

- **81%** Drive alone
- **12%** Carpool
- **5%** Transit
- **1%** Bike
- **1%** Walk

**SOURCE:** SANDAG Activity Based Model, 2016

**Figure 6A**
How far Sorrento Valley West employment center employees travel from home to work by automobile to get to this employment center at any time

**Figure 7A**
How far Sorrento Valley West employment center employees travel to get to their jobs and how long it takes them by mode during peak period

**SOURCE:** SANDAG Activity Based Model, 2016
Map 4A

All automotive trips that originate or end in the Sorrento Valley West employment center
Estimated weekday vehicle miles traveled (VMT) from or to the Sorrento Valley West employment center

On average, total vehicle miles traveled by automobile on a typical weekday from or to the Sorrento Valley West employment center is approximately 4.0 million miles. This estimate is based on a snapshot from a fall weekday and represents 4.7 percent of the estimated VMT for the region.

Figure 8A

estimated weekday vehicle miles traveled

Approx. 4.0 million miles

4.7% of region’s VMT

Sorrento Valley West

region

SOURCE: SANDAG Activity Based Model, 2016
Employment centers in the San Diego region: An analysis of where people live and work

*Sorrento Valley East employment center*

<table>
<thead>
<tr>
<th>Fast facts</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sorrento Valley East employment center</strong></td>
</tr>
<tr>
<td>58,640 employees</td>
</tr>
<tr>
<td>3.8% region’s employees</td>
</tr>
<tr>
<td>7.14 land area (square miles)</td>
</tr>
<tr>
<td>8,213 employees per square mile</td>
</tr>
<tr>
<td>10,811 residents</td>
</tr>
<tr>
<td>3,519 households</td>
</tr>
</tbody>
</table>
Who works and lives in the Sorrento Valley East employment center?

**Highlight Table 1B**

Of the 58,640 jobs in Sorrento Valley East employment center, the top four are categorized as professional, manufacturing, administrative, and wholesale trade. Compared to the region, there are four times the proportion of professional jobs in this employment center and double the proportion of manufacturing jobs.

**Table 1B**

<table>
<thead>
<tr>
<th>Industry</th>
<th>Total jobs</th>
<th>% of jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional, scientific, &amp; technical services</td>
<td>23,910</td>
<td>41%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>7,191</td>
<td>12%</td>
</tr>
<tr>
<td>Administrative, support, &amp; waste services</td>
<td>4,965</td>
<td>8%</td>
</tr>
<tr>
<td>Wholesale trade</td>
<td>3,404</td>
<td>6%</td>
</tr>
<tr>
<td>Finance &amp; insurance</td>
<td>3,161</td>
<td>5%</td>
</tr>
<tr>
<td>Health care &amp; social assistance</td>
<td>2,450</td>
<td>4%</td>
</tr>
<tr>
<td>Management of companies &amp; enterprises</td>
<td>2,418</td>
<td>4%</td>
</tr>
<tr>
<td>Information</td>
<td>2,303</td>
<td>4%</td>
</tr>
<tr>
<td>Construction</td>
<td>1,858</td>
<td>3%</td>
</tr>
<tr>
<td>Other services</td>
<td>1,387</td>
<td>2%</td>
</tr>
</tbody>
</table>


**Highlight Figure 1B**

The mean annual earnings of employees in this area is $103,785, higher than the regional average of $55,801. Around two in five (40%) have a 4-year college degree (or higher), higher than the regional average (24%).

**Figure 1B**

What Sorrento Valley East employment center employees earn and what percentage have a college degree or higher

$103,785 mean earnings¹

40% 4-year college degree or higher²

Figure 2B

Sorrento Valley East employment center’s share of regional jobs versus share of labor income

![Graph showing regional jobs and labor income](source: SANDAG Employment Estimates, 2016)

Highlight Figure 2B

These 58,640 jobs in the Sorrento Valley East employment center represent nearly 4 percent of the jobs in the region and nearly 7 percent of the region’s total labor income.

Figure 3B

Characteristics of Sorrento Valley East employment center residents compared to the region

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>Sorrento Valley East</th>
<th>Region</th>
</tr>
</thead>
<tbody>
<tr>
<td>Median age</td>
<td>37.4</td>
<td>35.5</td>
</tr>
<tr>
<td>Median household income</td>
<td>$103,756</td>
<td>$63,403</td>
</tr>
</tbody>
</table>

Highlight Figure 3B

The 10,811 residents of this employment center represent less than 1 percent of the region’s population. Compared to the region, the residents are older, have a higher median household income, and the proportion of residents that are Asian is higher and those that are Hispanic is lower.

<table>
<thead>
<tr>
<th>Race/Ethnicity*</th>
<th>Sorrento Valley East</th>
<th>Region</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>46%</td>
<td>46%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>18%</td>
<td>33%</td>
</tr>
<tr>
<td>Black</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>Asian</td>
<td>28%</td>
<td>12%</td>
</tr>
<tr>
<td>Other</td>
<td>4%</td>
<td>4%</td>
</tr>
</tbody>
</table>

*All categories except Hispanic represent the non-Hispanic population (e.g. Non-Hispanic white).

Map 28

Where do Sorrento Valley East employment center employees live?
Table 2B shows where Sorrento Valley East employment center employees live/travel from to get to their jobs. Almost two-thirds (65%) of the employees live in San Diego, with the other top two areas including the unincorporated areas of the region and Chula Vista. About 1 percent of these employees live and work in the Sorrento Valley East employment center (Figure 4B).

Table 2B
What jurisdictions Sorrento Valley East employment center employees travel from

<table>
<thead>
<tr>
<th>Jurisdiction</th>
<th>Number of workers in employment center</th>
<th>Percent of workers in employment center</th>
</tr>
</thead>
<tbody>
<tr>
<td>San Diego</td>
<td>30,362</td>
<td>65%</td>
</tr>
<tr>
<td>Unincorporated</td>
<td>4,203</td>
<td>9%</td>
</tr>
<tr>
<td>Chula Vista</td>
<td>1,501</td>
<td>3%</td>
</tr>
<tr>
<td>Carlsbad</td>
<td>1,423</td>
<td>3%</td>
</tr>
<tr>
<td>Escondido</td>
<td>1,229</td>
<td>3%</td>
</tr>
<tr>
<td>Encinitas</td>
<td>1,011</td>
<td>2%</td>
</tr>
<tr>
<td>Poway</td>
<td>992</td>
<td>2%</td>
</tr>
<tr>
<td>Oceanside</td>
<td>965</td>
<td>2%</td>
</tr>
<tr>
<td>San Marcos</td>
<td>826</td>
<td>2%</td>
</tr>
<tr>
<td>Santee</td>
<td>801</td>
<td>2%</td>
</tr>
<tr>
<td>El Cajon</td>
<td>695</td>
<td>1%</td>
</tr>
<tr>
<td>La Mesa</td>
<td>670</td>
<td>1%</td>
</tr>
<tr>
<td>Vista</td>
<td>522</td>
<td>1%</td>
</tr>
<tr>
<td>National City</td>
<td>495</td>
<td>1%</td>
</tr>
<tr>
<td>Solana Beach</td>
<td>244</td>
<td>1%</td>
</tr>
<tr>
<td>Lemon Grove</td>
<td>209</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Imperial Beach</td>
<td>148</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Coronado</td>
<td>105</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Del Mar</td>
<td>86</td>
<td>&lt;1%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>46,487</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

NOTE: Please note that 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: LEHD LODES OD, 7.3, 2015

Figure 4B
How many Sorrento Valley East employees also live in this same employment center?

1.4%

SOURCE: LEHD LODES OD, 7.3, 2015
How far employees in the Sorrento Valley East employment center have to travel
How do Sorrento Valley East employment center employees get to work, how far do they have to travel, and how long does it take them?

**Highlight Figure 5B**
The transportation modes used by Sorrento Valley East employment center employees were different than the region, with 84 percent driving alone (compared to 80% regionally) and 3 percent taking transit (compared to 4% regionally).

**Highlight Figure 6B**
Employees traveling to the Sorrento Valley East employment center by automobile traveled a mean of 14.9 miles. This is higher than the regional average of 12.2 miles.

**Highlight Figure 7B**
Sorrento Valley East employment center employees who are traveling by car during peak period drive a mean of 14.5 miles and it takes them a mean of 33.3 minutes. In comparison, those that take transit travel 13.1 miles on average and it takes them a mean of 81.4 minutes.

**Figure 5B**
What mode of transportation do Sorrento Valley East employment center employees use to get to work during peak period

- 84% Drive alone
- 13% Carpool
- 3% Transit
- 1% Bike
- <1% Walk

**SOURCE:** SANDAG Activity Based Model, 2016

**Figure 6B**
Employees traveling to the Sorrento Valley East employment center by automobile traveled a mean of 14.9 miles. This is higher than the regional average of 12.2 miles.

**SOURCE:** SANDAG Activity Based Model, 2016

**Figure 7B**
How far Sorrento Valley East employment center employees travel to get to their jobs and how long it takes them by mode at peak time

- 14.5 miles in 33.3 minutes
- 13.1 miles in 81.4 minutes
- 6.8 miles in 34.2 minutes
- 2.2 miles in 43.1 minutes

**SOURCE:** SANDAG Activity Based Model, 2016
Map 4B

All automotive trips that originate or end in the Sorrento Valley East employment center
Estimated weekday vehicle miles traveled (VMT) from or to the Sorrento Valley East employment center

On average, total vehicle miles traveled by automobile on a typical weekday from or to the Sorrento Valley East employment center is approximately 2.2 million miles. This estimate is based on a snapshot from a fall weekday and represents 2.6 percent of the estimated VMT for the region.

Figure 8B

estimated weekday vehicle miles traveled

Approx. 2.2 million miles

2.6% of region’s VMT

Sorrento Valley East

region

SOURCE: SANDAG Activity Based Model, 2016
Methodology, data sources, and other things to consider

Methodology

SANDAG used a collaborative empirical approach to identifying employment centers across the San Diego region. Building-level SANDAG Employment Estimates (2016) were summarized by ¼ mile radius hexagons. Local-maxima were identified as starting points, and regions were grown to include neighboring hexagons meeting a minimum employment density threshold within an approximate 2-mile radius. The resulting boundaries were generalized (taking into account major barrier features such as topography and freeways) and used to select SANDAG Master Geographic Reference Areas (MGRAs) by activity-weighted (population and employment) centroid. Through this process, over 70 initial employment centers were identified. These centers provided the geographies to evaluate travel patterns, employment information, and resident information. 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


The Longitudinal Employer-Household Dynamics (LEHD) Origin-Destination Employment Statics (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 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 Table 2 and Figures 1 and 4), and Workplace Area Characteristics (WAC) (used in Figure 1). It should be noted that 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; and (3) only includes an individual’s primary job if an individual has more than one. These analyses reflect preliminary results and are pending final verification. 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 Tables 1, 1A, and 1B and Figures 1, 1A, 1B, 2, 2A, and 2B. 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. 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 presented in Figures 3, 3A, and 3B. Additional information regarding these estimates is available by contacting the Economic and Demographic Analysis team at SANDAG.
In order 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 Figures 5, 6, and 7 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. Transit travel time includes initial wait time, walk time to transit stop, transfer time between stops, in vehicle time, and walk time to the destination. Data in Figures 5 and 7 are based on peak periods which are as 6:00 am to 8:59 am and 3:30 pm to 6:59 pm. It should be noted that estimated auto trip path and VMT data from the model to create Map 4 and Figure 8 include vehicle travel across all trip purposes that either start or end in the study area. Additional information about the ABM is available here: sandag.org/index.asp?subclassid=120&fuseaction=home.subclasshome