Employment in the San Diego region
City of National City
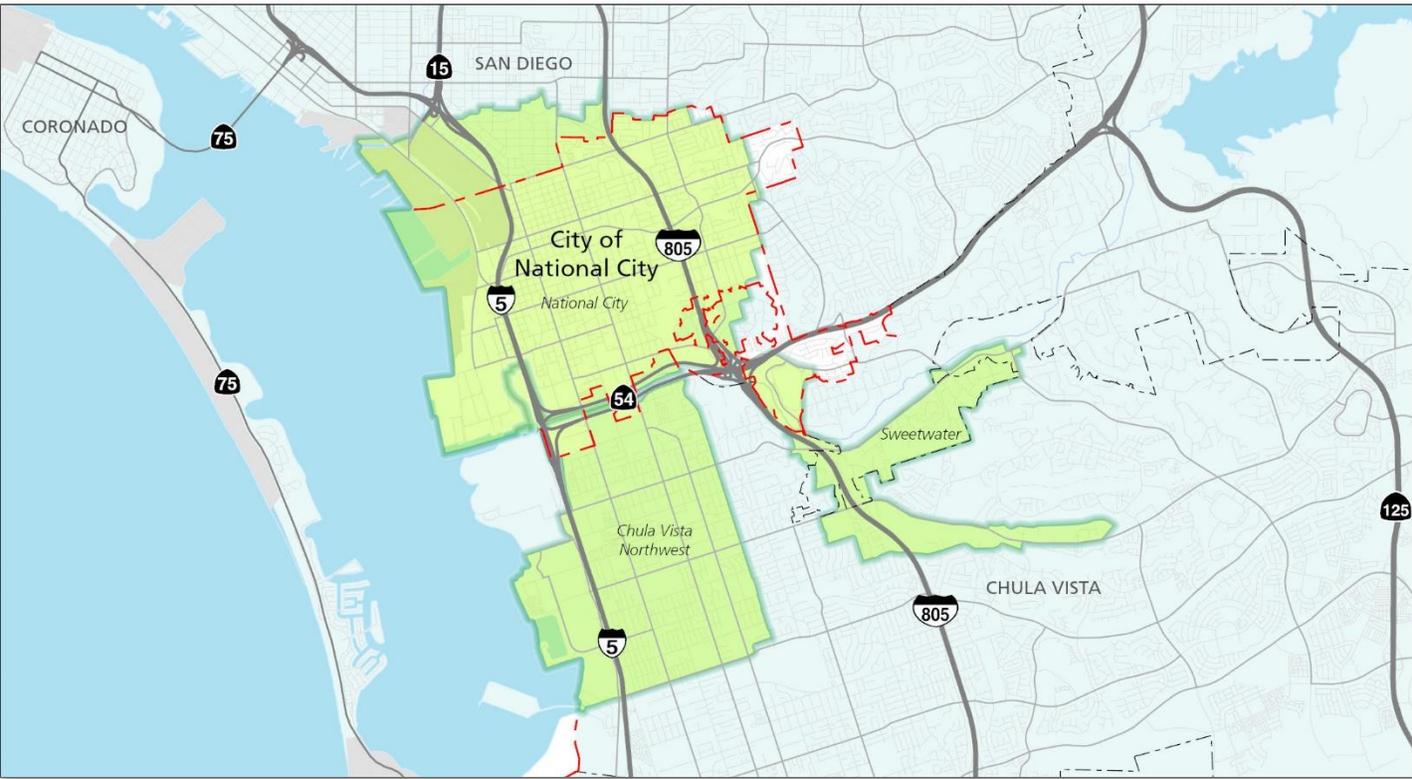
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Chief Economist
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August 2019

Fast facts

City of National City	
29,601	employees
1.9%	region's employees
9.2	land area (square miles)
3,214.0	employees per square mile

Table of Contents

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 National City**, including maps showing where individuals who work in National City live and how far they have to travel to get to their places of employment, where residents of the City of National City travel to work, as well as a map that shows all of the travel to and from National City regardless if for work, recreation, or any other reason. SANDAG 2018 demographic and socioeconomic estimates for the population of National City are included (Appendix B), as are the 3 packets for employment centers located all or partially in the City of National City (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 3 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).

Industries in this jurisdiction and the region overall

	City of National City		Region	
	Number of jobs	**Percentage/ rank**	**Number of jobs**	**Percentage/ rank**
Health care and social assistance	**4,973**	**17% (2)**	199,700	13% (1)
Retail trade	**5,943**	**20% (1)**	156,612	10% (2)
Professional, scientific, technical	1,372	5% (8)	148,766	10% (3)
Food services	**2,830**	**10% (3)**	131,594	9% (4)
Manufacturing	**2,233**	**8% (5)**	109,234	7% (5)
Administrative, support, waste services	537	2% (12)	91,519	6% (6)
Construction	1,810	6% (6)	83,498	5% (7)
Local government education	1,737	6% (7)	80,300	5% (8)
Other services	1,258	4% (9)	69,124	5% (9)
Finance and insurance	426	1% (13)	47,848	3% (10)
Wholesale trade	1,058	4% (10)	46,625	3% (11)
Arts, entertainment, recreation	164	1% (18)	45,639	3% (12)
Real estate, rental, leasing	321	1% (16)	38,582	3% (13)
Local government	375	1% (14)	37,429	2% (14)
Transportation and warehousing	1,020	3% (11)	36,183	2% (15)
Accommodation	153	1% (20)	33,094	2% (16)
Educational services	372	1% (15)	32,892	2% (17)
State government education	0	0% (24)	31,600	2% (18)
Information	300	1% (17)	26,262	2% (19)
Department of Defense	**2,512**	**9% (4)**	22,500	1% (20)
Management of companies/enterprises	163	1% (19)	21,500	1% (21)
Federal government	24	<1% (21)	11,454	1% (22)
Farm	0	0% (25)	9,000	1% (23)
Utilities	5	<1% (23)	7,208	<1% (24)
State government	15	<1% (22)	7,037	<1% (25)
Mining and logging	0	0% (26)	300	<1% (26)
Total	**29,601**		**1,525,500**	

Source: SANDAG Employment Estimates, 2016

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

16%
have Bachelor's degree
or higher (24% region)

$38,722
mean employee salary
($55,801 region)

these jobs represent
1.9%
of the region's jobs

these incomes represent
1.0%
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 National City	77%	5%	13%	2%	3%
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 National City		Region	
	Mean number of miles	Mean length of time (Minutes)	Mean number of miles	Mean length of time (Minutes)
Vehicles	9.4	18.3	12.0	25.1
Transit	8.4	56.3	10.7	62.8
Bike	3.6	18.2	4.3	21.6
Walk	1.0	20.4	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 5

**Where employees travel from to work in the City of National City**

| Jurisdiction	Number of workers who travel from jurisdiction to the City of National City	Percent
San Diego	7,828	43%
Chula Vista	3,866	21%
Unincorporated	2,188	12%
National City	2,179	12%
El Cajon	530	3%
Imperial Beach	335	2%
La Mesa	288	2%
Santee	226	1%
Lemon Grove	183	1%
Escondido	135	1%
Oceanside	118	1%
Carlsbad	83	1%
Poway	73	<1%
Coronado	72	<1%
San Marcos	60	<1%
Vista	57	<1%
Encinitas	47	<1%
Del Mar	7	<1%
Solana Beach	3	<1%
Total	**18,278**	

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 National City live?

City of National City
Employee Place of Residence

- 1 dot = 1 Employee

Darker colors indicate higher concentrations of employees

⬭ City of National City

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

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KILOMETERS

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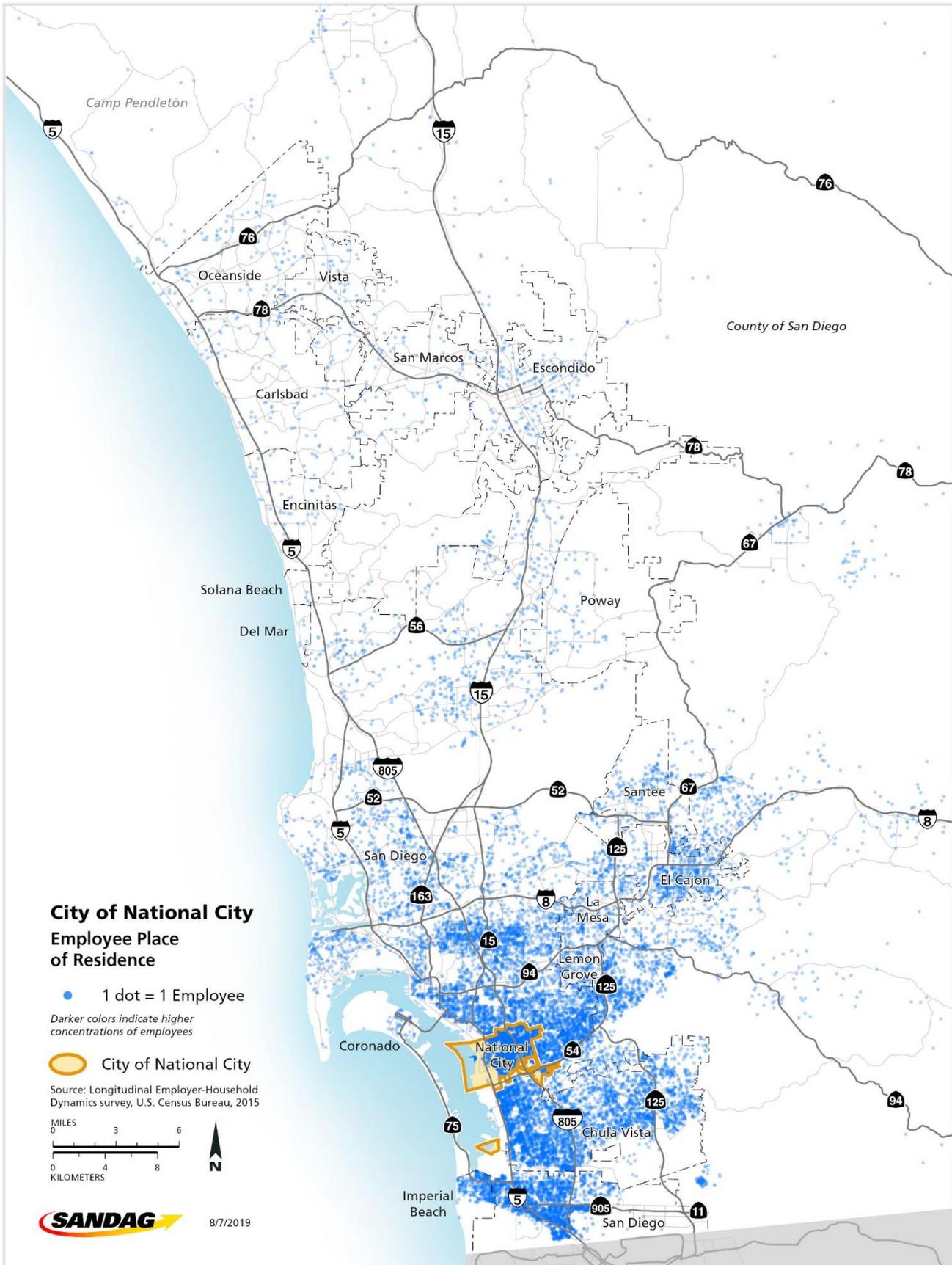
Map 2
Where do residents of National City work?

City of National City
Resident Place of Work

- 1 dot = 1 Resident

Darker colors indicate higher concentrations of residents

⬭ City of National City

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

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Map 3
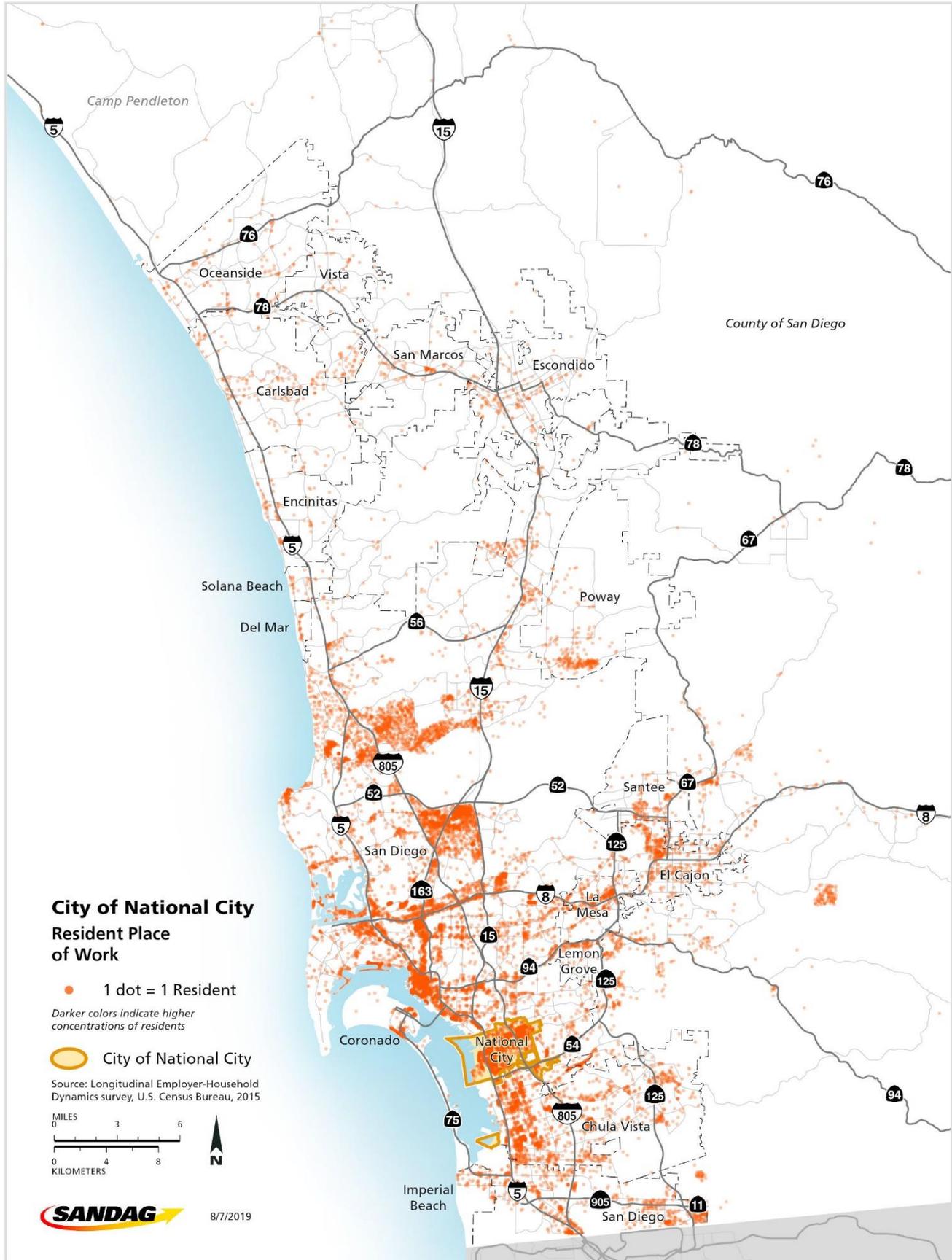
All automobile trips that originate or end in the City of National City for work, recreation, or any other reason

**National City
2016 Estimated Total
Auto Travel Activity**
430,000 origins / destinations

Road utilization of
all vehicle trips that
either begin or end
in National City

Heavy Utilization   Light Utilization

National City

Utilization Scale-C:
population below 85,000

Source: SANDAG Activity Based Model, v14.0.1

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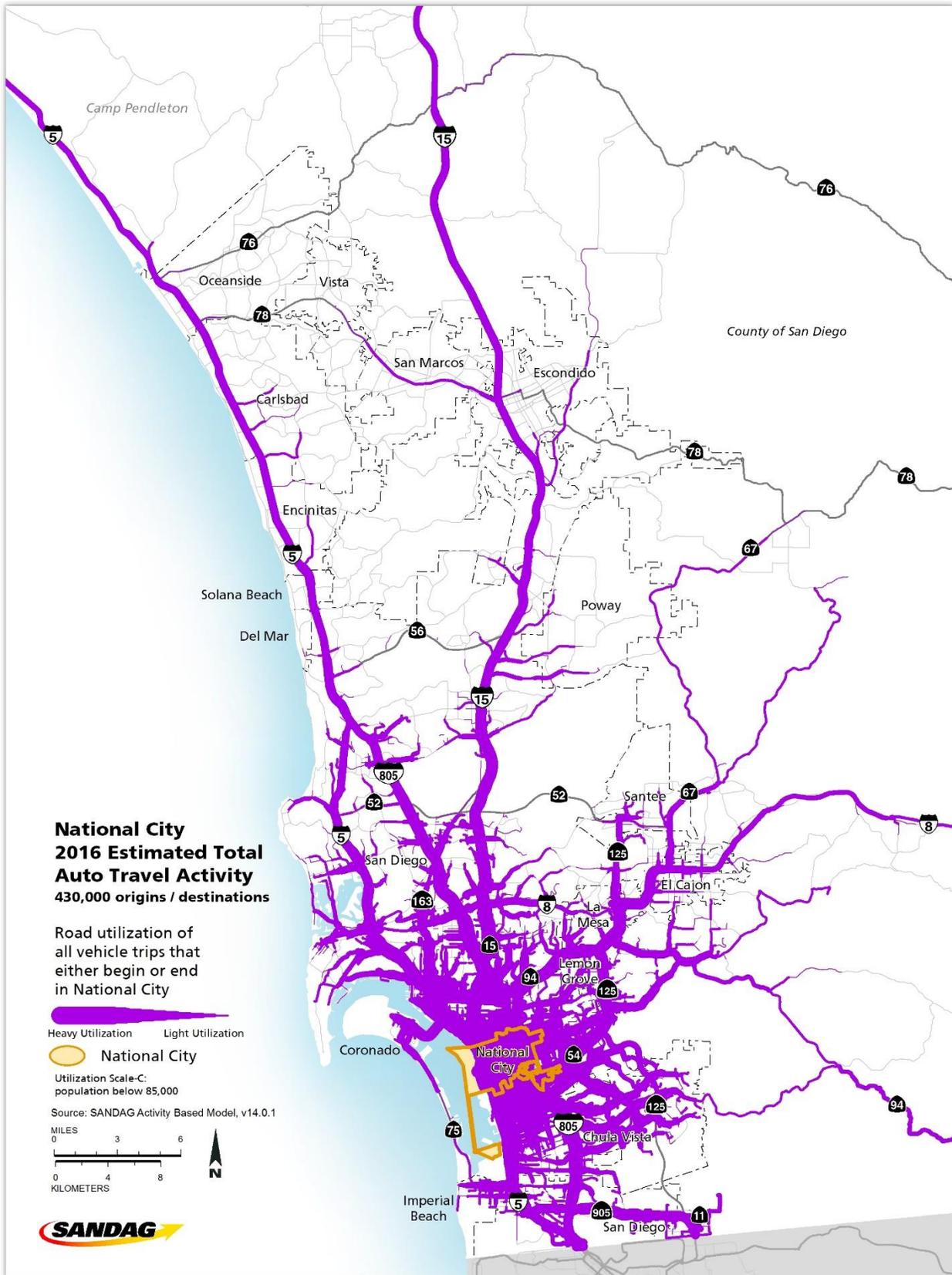
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Appendix A: Jurisdiction employment methodology, data sources, and other things to consider

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 National City. 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
National City

SANDAG

	Jan 1, 2018
Total Population	**62,257**
Household Population	56,229
Group Quarters Population	6,028
Persons Per Household	**3.51**

Housing and Occupancy

	Total Housing Units	Households	Vacancy Rate
Total Housing Units	**16,905**	**16,018**	**5.2%**
Single Family - Detached	7,396	7,118	3.8%
Single Family - Attached	1,795	1,734	3.4%
Multi-Family	7,327	6,787	7.4%
Mobile Home and Other	387	379	2.1%

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	15%	20%	17%	13%	9%	10%	6%	3%	3%	4%

Median Household Income

	2018
Adjusted for Inflation (2010 $)	$43,129
Not adjusted for inflation (current 2017$)	$48,634

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	**62,257**	**32,493**	**29,764**	**48%**
Under 5	4,523	2,376	2,147	47%
5 to 9	4,911	2,551	2,360	48%
10 to 14	4,809	2,390	2,419	50%
15 to 17	2,820	1,478	1,342	48%
18 and 19	2,125	1,117	1,008	47%
20 to 24	7,504	4,913	2,591	35%
25 to 29	4,731	2,780	1,951	41%
30 to 34	4,180	2,265	1,915	46%
35 to 39	3,816	2,007	1,809	47%
40 to 44	3,496	1,761	1,735	50%
45 to 49	3,364	1,662	1,702	51%
50 to 54	3,218	1,606	1,612	50%
55 to 59	3,213	1,514	1,699	53%
60 and 61	1,103	529	574	52%
62 to 64	1,572	724	848	54%
65 to 69	2,139	937	1,202	56%
70 to 74	1,591	706	885	56%
75 to 79	1,154	464	690	60%
80 to 84	938	356	582	62%
85 and older	1,050	357	693	66%
Under 18	17,063	8,795	8,268	48%
65 and older	6,872	2,820	4,052	59%
Median Age	29.7	27.6	32.8	N/A

Population by Age
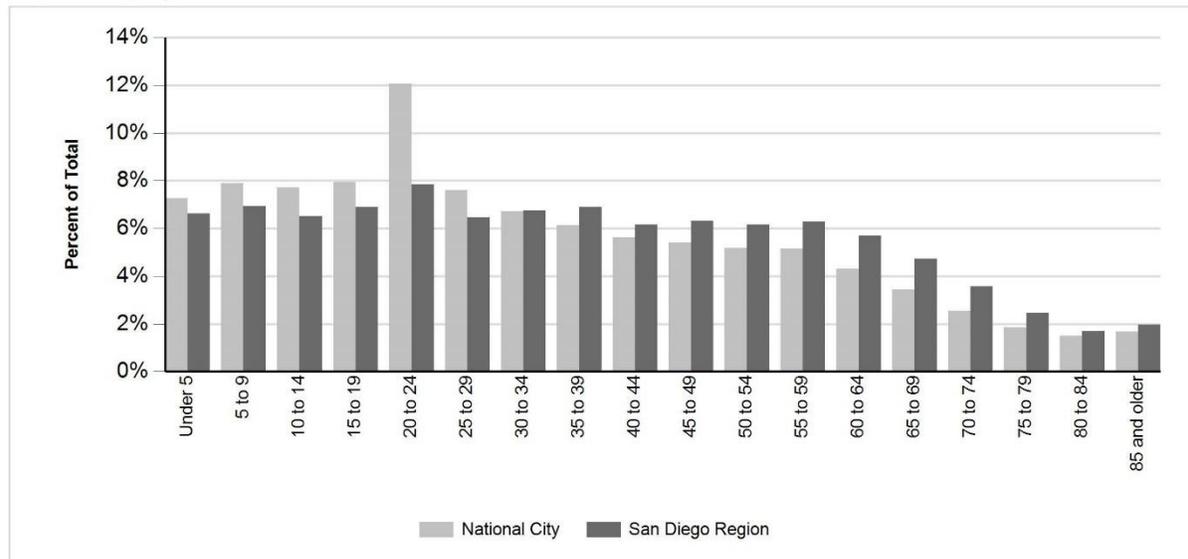
Legend: National City, San Diego Region

Population by Race, Ethnicity and Age

| | Hispanic | Non-Hispanic | | | | |
		White	Black	American Indian	Asian & Pacific Isl.	All Other
Total Population	**38,667**	**7,877**	**2,939**	**228**	**10,971**	**1,575**
Under 5	3,303	278	141	20	549	232
5 to 9	3,615	277	182	18	543	276
10 to 14	3,507	258	157	21	686	180
15 to 17	2,095	148	55	6	437	79
18 and 19	1,397	281	123	3	266	55
20 to 24	3,764	1,903	628	41	947	221
25 to 29	2,640	846	300	34	786	125
30 to 34	2,472	544	251	20	811	82
35 to 39	2,476	385	180	4	702	69
40 to 44	2,384	284	127	9	646	46
45 to 49	2,305	246	113	2	668	30
50 to 54	2,123	282	130	6	638	39
55 to 59	1,885	400	122	11	772	23
60 and 61	638	163	49	3	241	9
62 to 64	848	240	71	4	388	21
65 to 69	1,031	400	108	3	575	22
70 to 74	757	305	69	5	428	27
75 to 79	530	186	48	7	369	14
80 to 84	425	173	45	8	272	15
85 and older	472	278	40	3	247	10
Under 18	12,520	961	535	65	2,215	767
65 and older	3,215	1,342	310	26	1,891	88
Median Age	28.1	29.7	28.1	25.7	38.3	18.7

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Appendix C: Employment centers located within the City of National City

National City employment center

Tier 2 employment centers in the San Diego region[1]:
An analysis of where people live and work

Highlight 1
Characteristics of this employment center

33,660 employees	6th largest employment center of the 79	7.85 square miles	4,288 employees per square mile	10.6% of employees in this employment center also live in 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

	National City employment center		Region	
	Number of jobs	Percentage/ rank	Number of jobs	Percentage/ rank
Health care and social assistance	**5,148**	**15% (3)**	199,700	13% (1)
Retail trade	**5,822**	**17% (1)**	156,612	10% (2)
Professional, scientific, technical	1,384	4% (9)	148,766	10% (3)
Food services	**2,448**	**7% (5)**	131,594	9% (4)
Manufacturing	**2,814**	**8% (4)**	109,234	7% (5)
Administrative, support, waste services	1,188	4% (10)	91,519	6% (6)
Construction	1,803	5% (7)	83,498	5% (7)
Local government education	1,847	6% (6)	80,300	5% (8)
Other services	1,541	5% (8)	69,124	5% (9)
Finance and insurance	484	1% (13)	47,848	3% (10)
Wholesale trade	1,061	3% (12)	46,625	3% (11)
Arts, entertainment, recreation	104	<1% (20)	45,639	3% (12)
Real estate, rental, leasing	346	1% (15)	38,582	3% (13)
Local government	375	1% (14)	37,429	2% (14)
Transportation and warehousing	1,062	3% (11)	36,183	2% (15)
Accommodation	171	1% (18)	33,094	2% (16)
Educational services	211	1% (17)	32,892	2% (17)
State government education	0	0% (24)	31,600	2% (18)
Information	257	1% (16)	26,262	2% (19)
Department of Defense	**5,396**	**16% (2)**	22,500	1% (20)
Management of companies/enterprises	163	1% (19)	21,500	1% (21)
Federal government	24	<1% (21)	11,454	1% (22)
Farm	0	0% (25)	9,000	1% (23)
Utilities	5	<1% (23)	7,208	<1% (24)
State government	0	0% (26)	7,037	<1% (25)
Mining and logging	6	<1% (22)	300	<1% (26)
Total	**33,660**		**1,525,500**	

Source: SANDAG Employment Estimates, 2016

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[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 2 employment centers are those between 20,000 and 40,000 employees. For data notes, sources, and qualifications, please visit: sandag.org\employmentcenters. Suggested reference: SANDAG (2019, May). *Tier 2 employment centers in the San Diego region: National City employment center*. San Diego, CA: Author.

Highlight 3

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

17%
have Bachelor's degree
or higher (24% region)

$40,971
mean employee salary
($55,801 region)

these jobs represent
2.2%
of the region's jobs

these incomes represent
1.1%
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?

	Drive alone	Transit	Carpool	Bike	Walk
National City employment center	76%	5%	12%	3%	4%
Region	80%	4%	13%	2%	1%
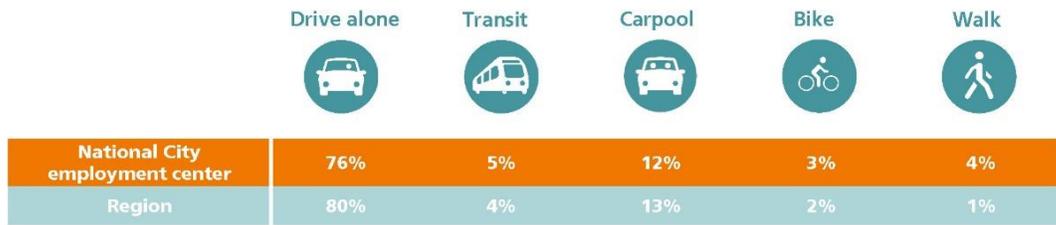
Source: SANDAG Activity Based Model, 2016

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

	National City employment center		Region	
	Mean number of miles	Mean length of time (Minutes)	Mean number of miles	Mean length of time (Minutes)
Vehicles	9.2	17.9	12.0	25.1
Transit	8.3	55.8	10.7	62.8
Bike	2.9	14.4	4.3	21.6
Walk	.8	16.6	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	7,738	43%
Chula Vista	3,666	21%
National City	2,141	12%
Unincorporated	2,122	12%
El Cajon	516	3%
Imperial Beach	328	2%
La Mesa	272	2%
Santee	222	1%
Lemon Grove	182	1%
Escondido	133	1%
Oceanside	122	1%
Carlsbad	85	1%
Poway	73	<1%
Coronado	67	<1%
Vista	63	<1%
San Marcos	53	<1%
Encinitas	43	<1%
Del Mar	7	<1%
Solana Beach	5	<1%
Total	**17,838**	

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

2

Map 1
National City employment center

Map 2

Where do National City employment center employees live?

National City

Employee Place of Residence

• 1 dot = 1 Employee

Darker colors indicate higher concentrations of employees

⬭ National City

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

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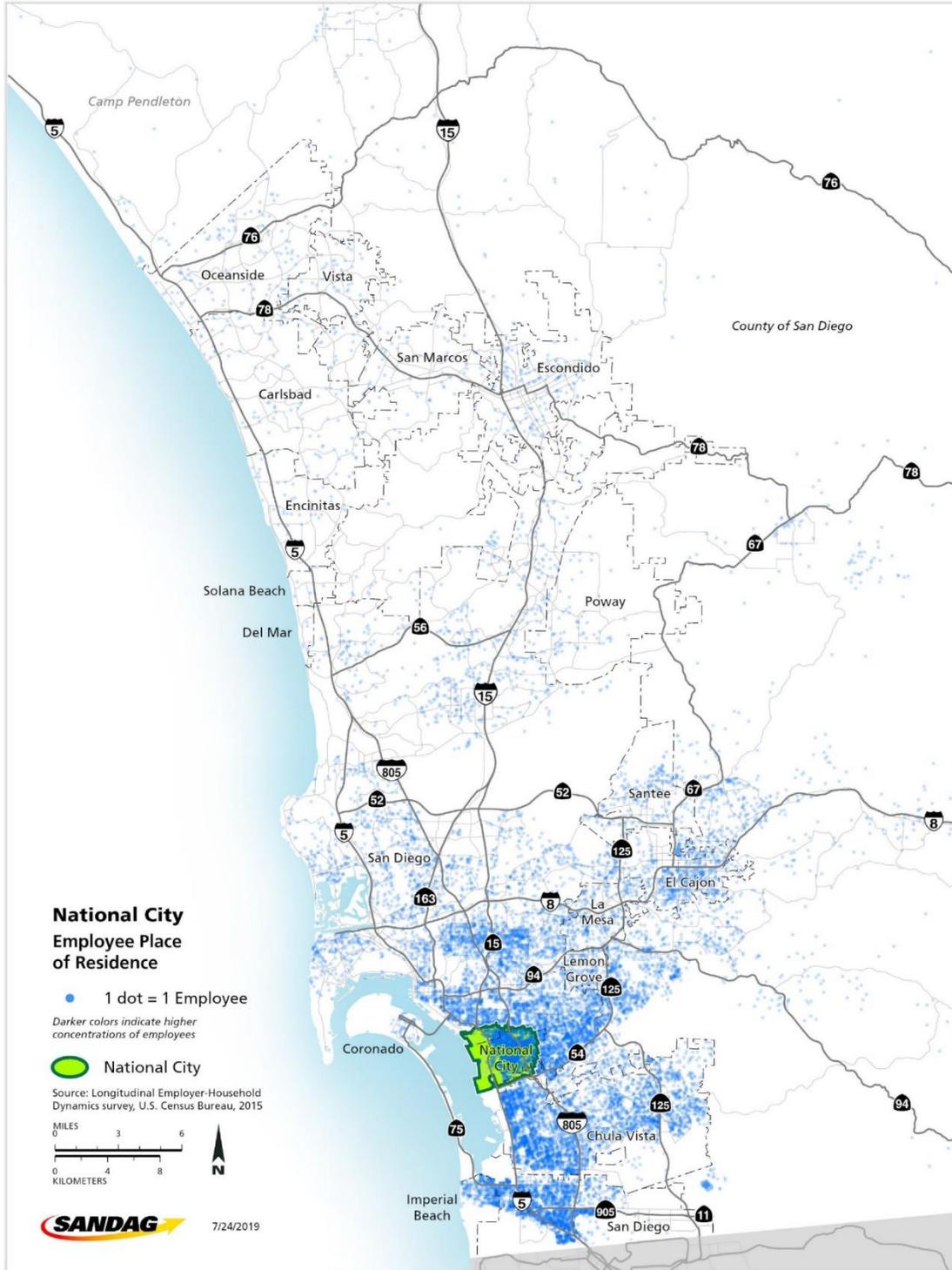
Map 3

How far employees in the National City employment center have to travel

National City
Proximity of Employees by Place of Residence

Percent of Employees

- 25 %
- 50 %
- 75 %
- 88 %

12% of employees travel from outside the San Diego Region

⬭ National City

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

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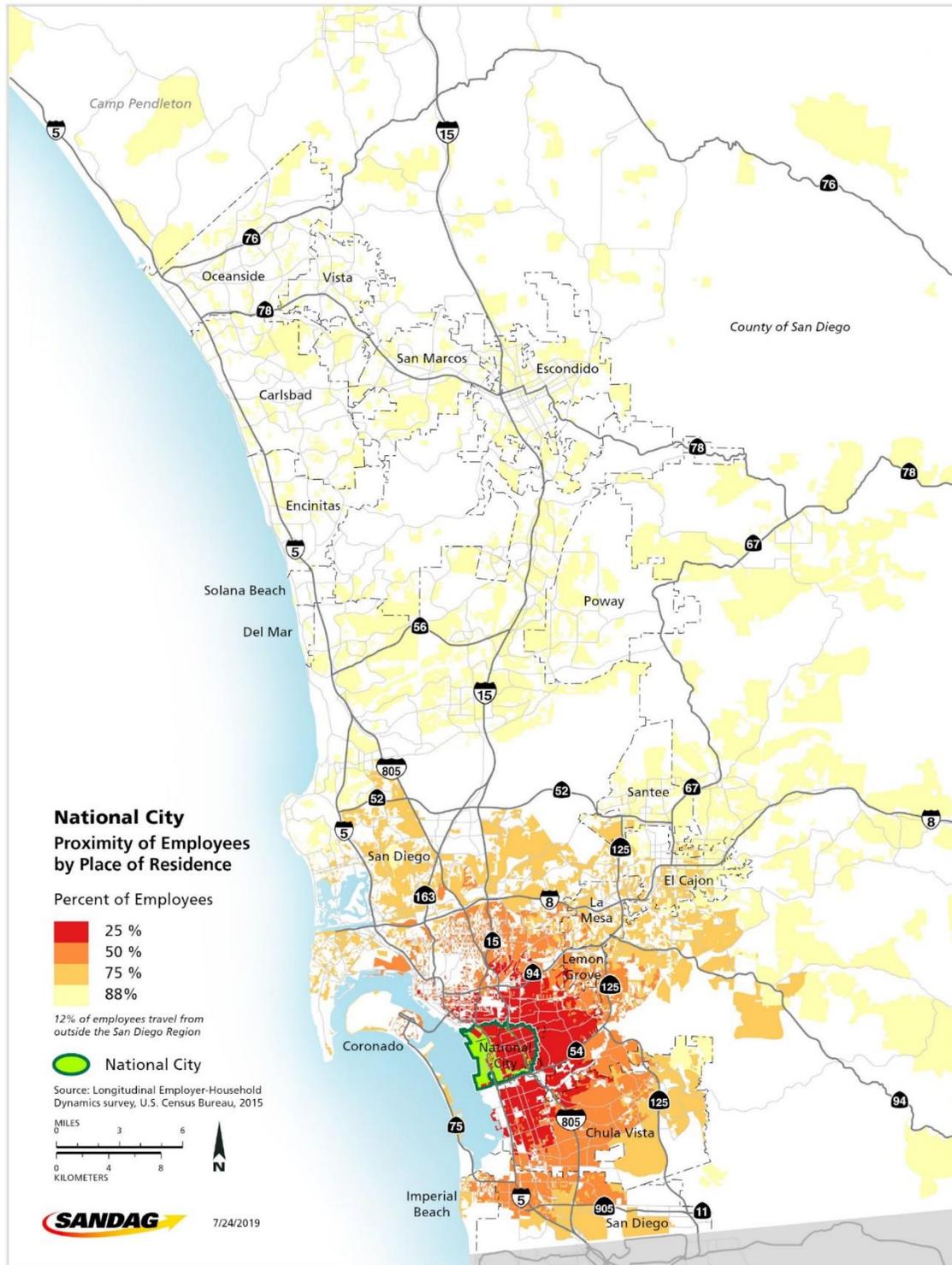
Chula Vista Northwest employment center
Tier 3 employment centers in the San Diego region[1]:
An analysis of where people live and work

Highlight 1
Characteristics of this employment center

22,269 employees	15th largest employment center of the 79	4.50 square miles	4,949 employees per square mile	6.8% of employees in this employment center also live in 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

	Chula Vista Northwest employment center		Region	
	Number of jobs	Percentage/ rank	Number of jobs	Percentage/ rank
Health care and social assistance	5,112	23% (1)	199,700	13% (1)
Retail trade	3,522	16% (2)	156,612	10% (2)
Professional, scientific, technical	1,098	5% (5)	148,766	10% (3)
Food services	2,173	10% (4)	131,594	9% (4)
Manufacturing	2,267	10% (3)	109,234	7% (5)
Administrative, support, waste services	914	4% (8)	91,519	6% (6)
Construction	326	2% (17)	83,498	5% (7)
Local government education	645	3% (9)	80,300	5% (8)
Other services	1,033	5% (6)	69,124	5% (9)
Finance and insurance	977	4% (7)	47,848	3% (10)
Wholesale trade	415	2% (15)	46,625	3% (11)
Arts, entertainment, recreation	522	2% (12)	45,639	3% (12)
Real estate, rental, leasing	398	2% (16)	38,582	3% (13)
Local government	500	2% (13)	37,429	2% (14)
Transportation and warehousing	628	3% (10)	36,183	2% (15)
Accommodation	241	1% (18)	33,094	2% (16)
Educational services	547	3% (11)	32,892	2% (17)
State government education	0	0% (23)	31,600	2% (18)
Information	498	2% (14)	26,262	2% (19)
Department of Defense	0	0% (24)	22,500	1% (20)
Management of companies/enterprises	116	1% (21)	21,500	1% (21)
Federal government	61	<1% (22)	11,454	1% (22)
Farm	0	0% (25)	9,000	1% (23)
Utilities	116	1% (20)	7,208	<1% (24)
State government	160	1% (19)	7,037	<1% (25)
Mining and logging	0	0% (26)	300	<1% (26)
Total	**22,269**		**1,525,500**	

Source: SANDAG Employment Estimates, 2016

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[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 3 employment centers are those between 15,000 and 19,999 employees. For data notes, sources, and qualifications, please visit: sandag.org\employmentcenters. Suggested reference: SANDAG (2019, May). *Tier 3 employment centers in the San Diego region: Chula Vista Northwest employment center*. San Diego, CA: Author.

Highlight 3

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

19%
have Bachelor's degree
or higher (24% region)

$56,862
mean employee salary
($55,801 region)

these jobs represent
1.5%
of the region's jobs

these incomes represent
1.4%
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?

	Drive alone	Transit	Carpool	Bike	Walk
Chula Vista Northwest employment center	75%	5%	15%	2%	2%
Region	80%	4%	13%	2%	1%
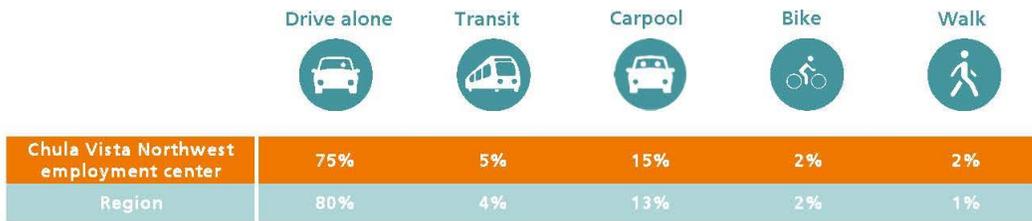
Source: SANDAG Activity Based Model, 2016

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

	Chula Vista Northwest employment center		Region	
	Mean number of miles	Mean length of time (Minutes)	Mean number of miles	Mean length of time (Minutes)
Vehicles	9.5	18.8	12.0	25.1
Transit	8.6	57.3	10.7	62.8
Bike	5.2	25.9	4.3	21.6
Walk	1.3	26.2	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	6,029	41%
Chula Vista	4,618	31%
Unincorporated	1,662	11%
National City	599	4%
El Cajon	342	2%
Imperial Beach	314	2%
Santee	173	1%
La Mesa	172	1%
Lemon Grove	170	1%
Oceanside	109	1%
Escondido	108	1%
Carlsbad	93	1%
Coronado	86	1%
Poway	75	1%
Vista	68	1%
San Marcos	63	<1%
Encinitas	58	<1%
Solana Beach	8	<1%
Del Mar	3	<1%
Total	**14,750**	

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

2

Map 1

Chula Vista Northwest employment center

Sweetwater employment center

Tier 4 employment centers in the San Diego region[1]:
An analysis of where people live and work

Highlight 1
Characteristics of this employment center

6,898	50th	1.92	3,593	.9%
employees	largest employment center of the 79	square miles	employees per square mile	of employees in this employment center also live in 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

	Sweetwater employment center		Region	
	Number of jobs	Percentage/ rank	Number of jobs	Percentage/ rank
Health care and social assistance	660	10% (3)	199,700	13% (1)
Retail trade	2,188	32% (1)	156,612	10% (2)
Professional, scientific, technical	370	5% (6)	148,766	10% (3)
Food services	1,286	19% (2)	131,594	9% (4)
Manufacturing	66	1% (16)	109,234	7% (5)
Administrative, support, waste services	110	2% (13)	91,519	6% (6)
Construction	91	1% (15)	83,498	5% (7)
Local government education	238	4% (7)	80,300	5% (8)
Other services	412	6% (4)	69,124	5% (9)
Finance and insurance	387	6% (5)	47,848	3% (10)
Wholesale trade	141	2% (12)	46,625	3% (11)
Arts, entertainment, recreation	202	3% (9)	45,639	3% (12)
Real estate, rental, leasing	169	2% (11)	38,582	3% (13)
Local government	0	0% (20)	37,429	2% (14)
Transportation and warehousing	16	<1% (18)	36,183	2% (15)
Accommodation	48	1% (17)	33,094	2% (16)
Educational services	107	2% (14)	32,892	2% (17)
State government education	0	0% (21)	31,600	2% (18)
Information	179	3% (10)	26,262	2% (19)
Department of Defense	0	0% (22)	22,500	1% (20)
Management of companies/enterprises	10	<1% (19)	21,500	1% (21)
Federal government	0	0% (23)	11,454	1% (22)
Farm	0	0% (24)	9,000	1% (23)
Utilities	0	0% (25)	7,208	<1% (24)
State government	218	3% (8)	7,037	<1% (25)
Mining and logging	0	0% (26)	300	<1% (26)
Total	**6,898**		**1,525,500**	

Source: SANDAG Employment Estimates, 2016

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[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: Sweetwater employment center*. San Diego, CA: Author.

Highlight 3

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

12%
have Bachelor's degree
or higher (24% region)

$31,600
mean employee salary
($55,801 region)

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

these incomes represent
.2%
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?

	Drive alone	Transit	Carpool	Bike	Walk
Sweetwater employment center	80%	2%	16%	1%	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

	Sweetwater employment center		Region	
	Mean number of miles	Mean length of time (Minutes)	Mean number of miles	Mean length of time (Minutes)
Vehicles	9.7	19.2	12.0	25.1
Transit	8.2	65.1	10.7	62.8
Bike	5.1	25.5	4.3	21.6
Walk	1.7	34.7	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	1,585	41%
Chula Vista	1,100	29%
Unincorporated	492	13%
National City	182	5%
El Cajon	104	3%
La Mesa	73	2%
Imperial Beach	58	2%
Santee	45	1%
Lemon Grove	45	1%
Escondido	32	1%
Oceanside	25	1%
San Marcos	23	1%
Encinitas	19	1%
Vista	17	<1%
Coronado	15	<1%
Carlsbad	14	<1%
Poway	11	<1%
Solana Beach	1	<1%
Del Mar	1	<1%
Total	**3,842**	

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

2

Map 1

Sweetwater employment center