

Vista Village 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

	Vista Village employment center		Region	
	Number of jobs	Percentage/ rank	Number of jobs	Percentage/ rank
Health care and social assistance	1,086	14% (3)	199,700	13% (1)
Retail trade	1,376	17% (1)	156,612	10% (2)
Professional, scientific, technical	288	4% (9)	148,766	10% (3)
Food services	1,271	16% (2)	131,594	9% (4)
Manufacturing	136	2% (12)	109,234	7% (5)
Administrative, support, waste services	560	7% (5)	91,519	6% (6)
Construction	488	6% (8)	83,498	5% (7)
Local government education	524	7% (7)	80,300	5% (8)
Other services	532	7% (6)	69,124	5% (9)
Finance and insurance	205	3% (11)	47,848	3% (10)
Wholesale trade	84	1% (16)	46,625	3% (11)
Arts, entertainment, recreation	115	1% (13)	45,639	3% (12)
Real estate, rental, leasing	247	3% (10)	38,582	3% (13)
Local government	886	11% (4)	37,429	2% (14)
Transportation and warehousing	93	1% (15)	36,183	2% (15)
Accommodation	22	<1% (18)	33,094	2% (16)
Educational services	60	1% (17)	32,892	2% (17)
State government education	0	0% (19)	31,600	2% (18)
Information	99	1% (14)	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	8,072		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: Vista Village 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)

\$37,384

mean employee salary (\$55,801 region)

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

these incomes represent
.3%
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
Vista Village employment center	79%	4%	15%	1%	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

	Vista Village employment center		Region	
	Mean number of miles	Mean length of time (Minutes)	Mean number of miles	Mean length of time (Minutes)
Vehicles	8.2	19.2	12.0	25.1
Transit	8.9	65.7	10.7	62.8
Bike	4.1	20.3	4.3	21.6
Walk	1.4	28.1	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
Vista	1,086	26%
Oceanside	878	21%
Unincorporated	625	15%
San Diego	405	10%
Escondido	326	8%
San Marcos	268	6%
Carlsbad	259	6%
Encinitas	85	2%
Chula Vista	79	2%
El Cajon	34	1%
Santee	31	1%
La Mesa	27	1%
Poway	23	1%
Solana Beach	18	<1%
Coronado	12	<1%
Lemon Grove	11	<1%
Imperial Beach	10	<1%
National City	10	<1%
Del Mar	2	<1%
Total	4,189	

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

Vista Village employment center

