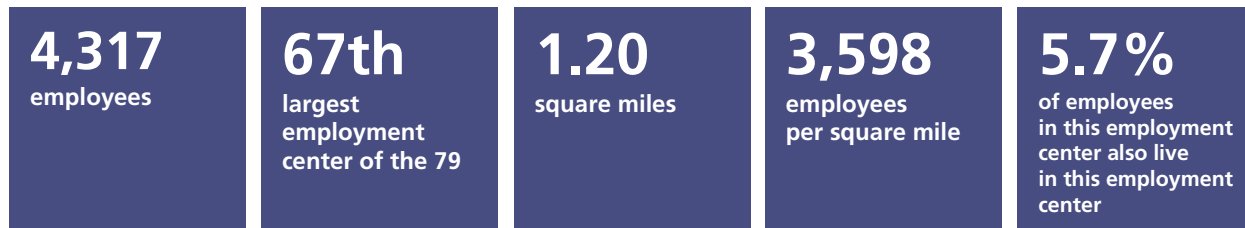


# Normal Heights employment center

## Tier 4 employment centers in the San Diego region<sup>1</sup>: 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

	Normal Heights employment center		Region	
	Number of jobs	Percentage/ rank	Number of jobs	Percentage/ rank
<b>Health care and social assistance</b>	<b>860</b>	<b>20% (1)</b>	199,700	13% (1)
<b>Retail trade</b>	<b>689</b>	<b>16% (3)</b>	156,612	10% (2)
Professional, scientific, technical	160	4% (8)	148,766	10% (3)
<b>Food services</b>	<b>554</b>	<b>13% (4)</b>	131,594	9% (4)
Manufacturing	15	<1% (15)	109,234	7% (5)
Administrative, support, waste services	73	2% (11)	91,519	6% (6)
Construction	219	5% (6)	83,498	5% (7)
<b>Local government education</b>	<b>503</b>	<b>12% (5)</b>	80,300	5% (8)
<b>Other services</b>	<b>745</b>	<b>17% (2)</b>	69,124	5% (9)
Finance and insurance	139	3% (9)	47,848	3% (10)
Wholesale trade	61	1% (12)	46,625	3% (11)
Arts, entertainment, recreation	8	<1% (16)	45,639	3% (12)
Real estate, rental, leasing	79	2% (10)	38,582	3% (13)
Local government	0	0% (17)	37,429	2% (14)
Transportation and warehousing	18	<1% (14)	36,183	2% (15)
Accommodation	0	0% (18)	33,094	2% (16)
Educational services	163	4% (7)	32,892	2% (17)
State government education	0	0% (19)	31,600	2% (18)
Information	31	1% (13)	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)
<b>Total</b>	<b>4,317</b>		<b>1,525,500</b>	

Source: SANDAG Employment Estimates, 2016

<sup>1</sup> 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](http://sandag.org/employmentcenters). Suggested reference: SANDAG (2019, May). *Tier 4 employment centers in the San Diego region: Normal Heights employment center*. San Diego, CA: Author.

### Highlight 3

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

**18%**

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

**\$28,746**

mean employee salary (\$55,801 region)

these jobs represent  
**.3%**  
of the region's jobs

these incomes represent  
**.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?



Normal Heights employment center	76%	4%	11%	5%	3%
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

	Normal Heights employment center		Region	
	Mean number of miles	Mean length of time (Minutes)	Mean number of miles	Mean length of time (Minutes)
Vehicles	10.2	20.5	12.0	25.1
Transit	7.2	58.9	10.7	62.8
Bike	4.7	23.4	4.3	21.6
Walk	.9	18.3	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	1,450	66%
Unincorporated	219	10%
Chula Vista	147	7%
El Cajon	86	4%
La Mesa	58	3%
Santee	53	2%
National City	33	2%
Lemon Grove	29	1%
Escondido	27	1%
Imperial Beach	18	1%
Poway	16	1%
Oceanside	16	1%
Coronado	14	1%
Vista	11	1%
Carlsbad	11	1%
Encinitas	8	<1%
San Marcos	7	<1%
Solana Beach	2	<1%
Del Mar	1	<1%
<b>Total</b>	<b>2,206</b>	

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

Normal Heights employment center

