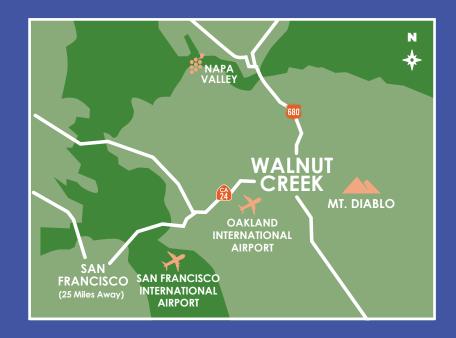
# WALNUT CREEK

**CALIFORNIA** 

**2024 ANNUAL** 

**COMMUNITY SNAPSHOT** 

City of Walnut Creek | Economic Development www.walnutcreekconnected.com



# **COMMUNITY PROFILE**

### **INCOME**

Source: Esri June 2024





\$196,217

\$90,272

\$2,805,553

\$125,191

AVERAGE DISPOSABILE HOUSEHOLD INCOME

# EDUCATION

Source: Esri June 2024

73%

16%

8%

2%

Bachelor's/ S Graduate/Prof Co Degree

Some College High School
Graduate &
Equivalent

No High School Diploma 69,795
POPULATION

Source: Esri June 2024



135,267

DAYTIME POPULATION

Source: Esri June 2024

**HOUSING ELEMENT 2023 - 2031** 

**Approximate Units** 

**407 UNITS** 

COMPLETED

83 UNITS

BUILDING PERMITS ISSUED or ENTITLEMENTS APPROVED



Source: City of Walnut Creek Housing Division as of 2024

### ETHNIC BREAKDOWN

Source: Esri June 2024

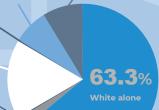
0.2%
Native Hawaiian and Other
Pacific Islander alone

Some Other Race alone

8.8% Asian alone 0.3%

**U.5%**American Indian and Alaska Native alone

Black or African American alone 11.4%
Two or More Races



**32,100** 

HOUSEHOLDS

Source: Esri June 2024

HOUSING

Source: Esri June 2024

60.3% OWNER-OCCUPIED

**32.8**%

RENTER-OCCUPIED

#**4**1<sub>/526</sub>

Best Suburbs to Live in California #55/526
Best Suburbs for Young

**Professionals in California** 

#**7/8**/526

Best Suburbs to Raise a Family in California

**Niche.com** develops various rankings of places throughout the U.S. based on various datasets and community reviews from each area. Walnut Creek is proud to be in the top tier of Best Suburbs in California for a number of categories. (March 2024)

Per U.S. Census Hispanic, Latino, or Spanish is not one of the origin categories as they may be of any race.

# **SHOPPING PROFILE**

Source: Esri June 2024

### ANNUAL LIFESTYLE SPENDING





**PERSONAL CARE PRODUCTS & SERVICES** 



HOUSEHOLD **FURNISHINGS & EQUIPMENT** 

### ANNUAL HOUSEHOLD SPENDING



**APPAREL & SERVICES** 



**COMPUTERS & HARDWARE** 



**EATING OUT** 



**GROCERIES** 

**HEALTH CARE** 

### **PSYCHOGRAPHIC SEGMENTATION**

Psychographic segmentation is a type of market segmentation that pays attention to consumers' habits based on general interests and personality traits. Category names assigned by Esri.

### "Trend Setters"

**ENTERTAINMENT/** 

RECREATION

Residents of Trend Setters neighborhoods are mature, married, highly-educated, and wealthy. Top Tier residents can afford to indulge any

### "Urban Chic"

Professionals who live a sophisticated, exclusive lifestyle, and focus more on their lifestyle than ambience. They travel extensively, have an interest in the arts, shop at upscale stores, and do volunteer work.

Informed, independent, and involved, these seniors are members of veterans' clubs, fraternal orders, and philanthropy organizations. Freed from work, many travel domestically and abroad.

# **INDUSTRY & BUSINESS**

# LEADING OCCUPATIONS FOR WALNUT CREEK RESIDENTS



Source: Esri June 2024

## **NEW BUSINESS ACTIVITY** Issued # of 2018 2020 2021 2022 2023 2019 Source: City of Walnut Creek Business License

### TOP FIVE **EMPLOYMENT INDUSTRIES**



Professional, Scientific and **Technical Services** 



**Health Care** and Social Assistance





Finance and Insurance



Source: Esri June 2024

### LARGEST **EMPLOYERS**



**\*\*MediQuest** 

John Muir Medical Group Staffing



KAISER PERMANENTE:

Amerit Fleet

Permanente **Medical Center** 



Medical Group

Source: EDD

