

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

AVERAGE HOUSEHOLD INCOME



\$90,272

PER CAPITA INCOME



\$2,805,553

AVERAGE NET WORTH

\$125,191

AVERAGE DISPOSABLE HOUSEHOLD INCOME

EDUCATION

Source: Esri June 2024

73%

Bachelor's/
Graduate/Prof
Degree

16%

Some
College

8%

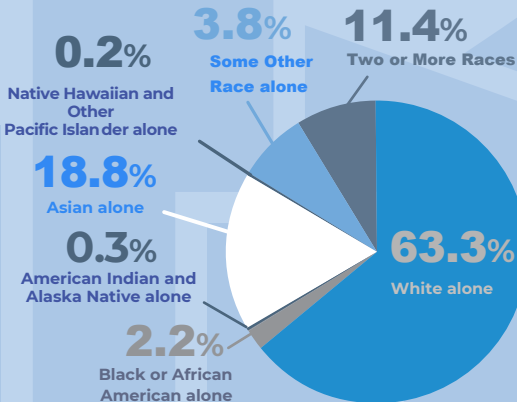
High School
Graduate &
Equivalent

2%

No High School
Diploma

ETHNIC BREAKDOWN

Source: Esri June 2024



69,795

POPULATION

Source: Esri June 2024



135,267

DAYTIME
POPULATION

Source: Esri June 2024
5 mile radius from city center

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

32,100

NUMBER OF
HOUSEHOLDS

Source: Esri June 2024

HOUSING

Source: Esri June 2024

60.3%

OWNER-OCCUPIED

32.8%

RENTER-OCCUPIED

#41 /526

Best Suburbs to
Live in California

#35 /526

Best Suburbs for Young
Professionals in California

#78 /526

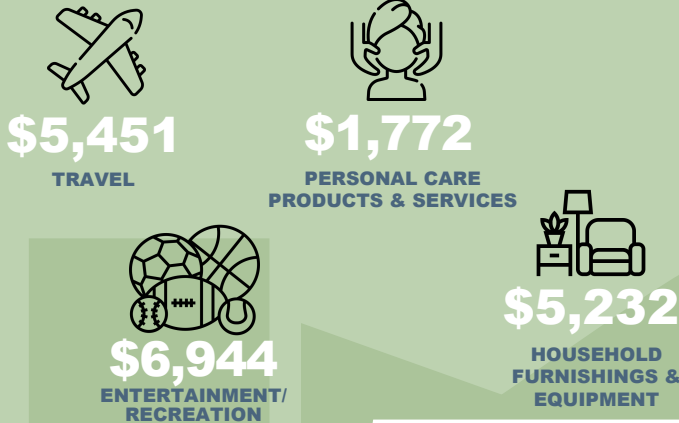
Best Suburbs to Raise
a Family in California

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)

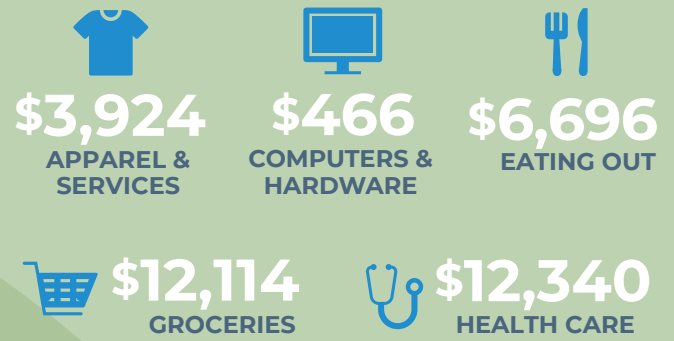
SHOPPING PROFILE

Source: Esri June 2024

ANNUAL LIFESTYLE SPENDING



ANNUAL HOUSEHOLD SPENDING

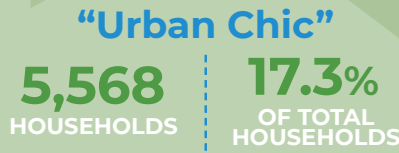


PSYCHOGRAPHIC SEGMENTATION

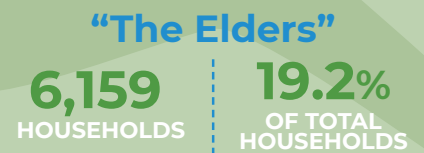
Psychographic segmentation is a type of market segmentation that pays attention to consumers' habits based on general interests and personality traits. Category names assigned by Esri.



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



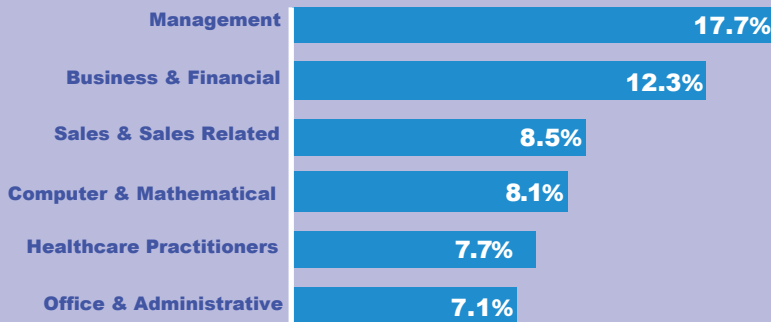
Professionals who live a sophisticated, exclusive lifestyle, and focus more on their lifestyle than ambience. They travel extensively, have an interest in the arts, shop at upscale stores, and do volunteer work.



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

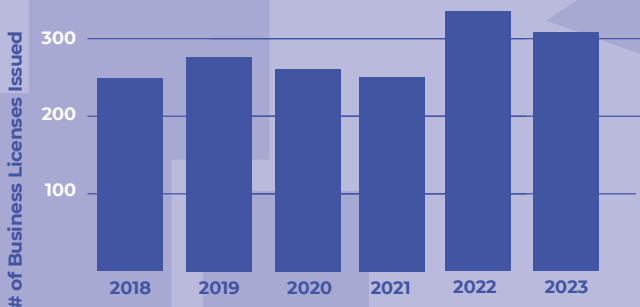
INDUSTRY & BUSINESS PROFILE

LEADING OCCUPATIONS FOR WALNUT CREEK RESIDENTS



Source: Esri June 2024

NEW BUSINESS ACTIVITY



Source: City of Walnut Creek Business License

TOP FIVE EMPLOYMENT INDUSTRIES



Source: Esri June 2024

LARGEST EMPLOYERS

(Based on employee size)



Source: EDD