WALNUT CREEK

CALIFORNIA

2025 ANNUAL COMMUNITY SNAPSHOT

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

COMMUNITY PROFILE

INCOME

Source: Esri August 2025

$191,336
AVERAGE HOUSEHOLD INCOME

$88,457
PER CAPITA INCOME

$2,805,553
AVERAGE NET WORTH

$ 130,939
AVERAGE DISPOSABLE HOUSEHOLD INCOME

EDUCATION

Source: Esri August 2025

73% Bachelor's/ Graduate/Prof Degree

17% Some College

8% High School Graduate & Equivalent

1% No High School Diploma

70,432
POPULATION

Source: Esri August 2025

135,368
DAYTIME POPULATION

Source: Esri August 2025
5 mile radius from city center

HOUSING ELEMENT 2023-2031

Approximate Units

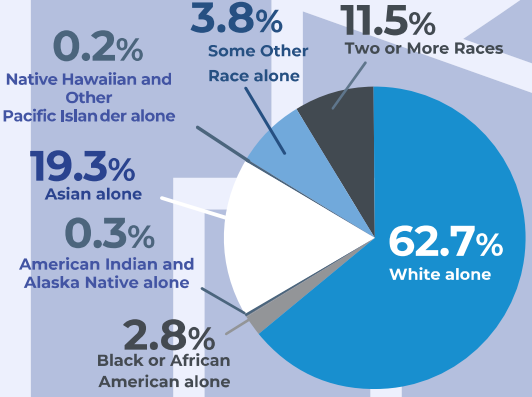
458 UNITS
COMPLETED

148 UNITS
BUILDING PERMITS ISSUED or ENTITLEMENTS APPROVED

Source: City of Walnut Creek Housing Division as of 2025

ETHNIC BREAKDOWN

Source: Esri August 2025



32,547
NUMBER OF HOUSEHOLDS

Source: Esri August 2025

HOUSING

Source: Esri August 2025

64.4% OWNER-OCCUPIED

35.6% RENTER-OCCUPIED

#42/526
Best Suburbs to Live in California

#35/526
Best Suburbs for Young Professionals in California

#75/526
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 2025)

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 August 2025

ANNUAL LIFESTYLE SPENDING

$5,451
TRAVEL

$6,944
ENTERTAINMENT/ RECREATION

$5,232
HOUSEHOLD FURNISHINGS & EQUIPMENT

$1,772
PERSONAL CARE PRODUCTS & SERVICES

ANNUAL HOUSEHOLD SPENDING

$3,898
APPAREL & SERVICES

$366
COMPUTERS & HARDWARE

$6,724
EATING OUT

$11,443
GROCERIES

$11,738
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"

7,405 HOUSEHOLDS | **22.8%** OF TOTAL HOUSEHOLDS

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

"Urban Chic"

8,844 HOUSEHOLDS | **27.2%** OF TOTAL HOUSEHOLDS

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.

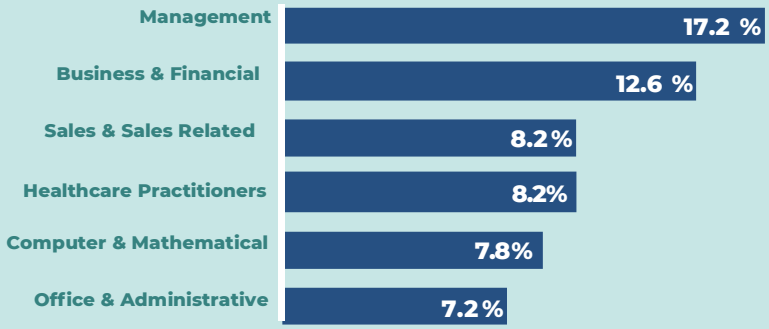
"The Elders"

6,157 HOUSEHOLDS | **18.9%** OF TOTAL HOUSEHOLDS

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

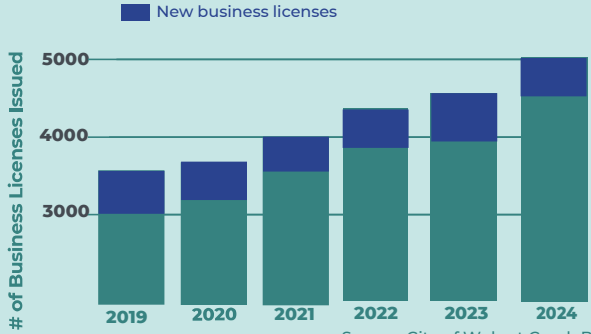
INDUSTRY & BUSINESS PROFILE

LEADING OCCUPATIONS FOR WALNUT CREEK RESIDENTS



Source: Esri August 2025

BUSINESS LICENSE ACTIVITY



Source: City of Walnut Creek Business License

TOP FIVE EMPLOYMENT INDUSTRIES with LARGEST EMPLOYERS (Based on employee size)

Industry	Employer	Description
Professional, Scientific and Technical Services	Solvd	Computer Programming
	Archer Norris Professional Law	Legal
Health Care and Social Assistance	John Muir Medical Group	Healthcare
	Kimco Staff Services	Healthcare
Retail	Nordstrom	Merchandise
	Toyota Walnut Creek	Auto
Educational Resources	Acalanes Center for Independent Study	Education
	Las Lomas High School	Education
Finance and Insurance	Travelers	Insurance
	Spectra Services Acquisition	Intermediation

Source: Esri August 2025

Source: EDD