

Audience Profile

Jan 1 - Dec 31, 2023

Walnut Creek - South Main

1149 S Main St, Walnut Creek, CA 94596-5114

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Overview

Population	17,724		97,658		205,842	
Households	8,878		46,087		86,009	
Persons per Household	1.99	77	2.09	88	2.36	91
Household Median Income	\$120,013.12	173	\$126,786.45	182	\$130,262.51	187
Household Median Disposable Income	\$100,049.15	166	\$104,919.27	174	\$107,749.57	179
Household Median Discretionary Income	\$73,749.25	172	\$78,292.06	182	\$79,302.79	185
Average Income Per Person	\$74,220.61	199	\$78,989.19	212	\$75,376.25	202
Median Rent	\$2,264.2	178	\$2,374.41	187	\$2,351.78	185
Median House Value	\$1.12M	272	\$1.23M	300	\$1.27M	309
Households in Poverty	683 (7.7%)	61	2,789 (6.1%)	48	5,283 (6.1%)	49
Household Median Wealth	\$85,248.1	109	\$110,311.77	140	\$109,471.01	139
Average Age	38.86	97	45.75	114	44.11	110
Median Age	40.27	105	47.06	122	45.39	118
Households with Children	1,731 (19.5%)	71	9,636 (20.9%)	76	21,838 (25.4%)	92
High School Graduate or Higher	11,967 (97.5%)	110	70,254 (97.7%)	110	141,308 (95.6%)	108

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

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	1 Mile	3 Mile	5 Mile
Bachelor's Degree or Higher	8,666 (70.6%)	49,561 (68.9%)	93,326 (63.1%)
Pop density (per sq mi)	7,432	3,553	2,641
Area (based on blockgroups)	2	27	78

Population

Population 2022 Q4	17,724	97,658	205,842
Population 2022 Q3	18,145	98,763	207,600
Population 2022 Q2	18,021	98,462	207,146
Population 2022 Q1	18,139	98,775	207,655
Population 2021 Q4	18,173	98,914	208,008
Population 2021 Q3	18,409	99,442	208,707
Population 2021 Q2	18,583	99,831	209,201
Population 2021 Q1	18,722	100,196	209,738
Population 2020 Q4	19,002	100,885	210,795
Population 5 Years Forecast	19,089	100,862	210,344
Population 10 Years Forecast	20,310	104,985	217,691
Persons per Household	1.99	2.09	2.36

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	1 Mile		3 Mile		5 Mile
Group Quarters	71	(<0.5%)	1,237	(1.3%)	2,909
Transient Population - Average Last 4 Quarters			1,039	(1.1%)	1,753

Households

Households 2022 Q4	8,878		46,087		86,009
Households 2022 Q3	9,104		46,650		86,830
Households 2022 Q2	9,037		46,499		86,625
Households 2022 Q1	9,103		46,662		86,856
Households 2021 Q4	9,118		46,725		87,001
Households 2021 Q3	9,248		47,000		87,342
Households 2021 Q2	9,340		47,197		87,582
Households 2021 Q1	9,410		47,383		87,830
Households 2020 Q4	9,565		47,746		88,348
Households 5 Years Forecast	9,624		47,785		88,220
Households 10 Years Forecast	10,268		49,850		91,507

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Gender

Gender	1 Mile	3 Mile	5 Mile
Male	8,806 (49.7%)	45,994 (47.1%)	99,135 (48.2%)
Female	8,918 (50.3%)	51,664 (52.9%)	106,707 (51.8%)

Ethnicity

Ethnicity	1 Mile	3 Mile	5 Mile
White	11,623 (65.6%)	67,215 (68.8%)	133,206 (64.7%)
Hispanic (Ethnic)	2,478 (14%)	9,525 (9.8%)	31,677 (15.4%)
Asian	2,084 (11.8%)	13,739 (14.1%)	26,183 (12.7%)
Other	1,113 (6.3%)	5,000 (5.1%)	10,399 (5.1%)
Black	426 (2.4%)	2,179 (2.2%)	4,377 (2.1%)

Household by Ethnicity

Ethnicity	1 Mile	3 Mile	5 Mile
White	5,781 (65.1%)	31,637 (68.6%)	57,324 (66.6%)
Asian	1,179 (13.3%)	6,648 (14.4%)	11,370 (13.2%)
Hispanic (Ethnic)	1,008 (11.4%)	3,958 (8.6%)	9,561 (11.1%)
Other	673 (7.6%)	2,955 (6.4%)	5,902 (6.9%)
Black	237 (2.7%)	889 (1.9%)	1,852 (2.2%)

Households Income

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

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Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile	
Household Average Income	\$147,622.85	152	\$165,507.23	170	\$178,287.39	183
Average Income Per Person	\$74,220.61	199	\$78,989.19	212	\$75,376.25	202
Household Median Income	\$120,013.12	173	\$126,786.45	182	\$130,262.51	187
<\$15K	476 (5.4%)	59	2,358 (5.1%)	56	4,289 (5%)	55
\$15K - \$25K	221 (2.5%)	32	1,522 (3.3%)	43	2,850 (3.3%)	43
\$25K - \$35K	273 (3.1%)	38	1,900 (4.1%)	51	3,084 (3.6%)	44
\$35K - \$50K	422 (4.8%)	42	2,926 (6.3%)	56	5,256 (6.1%)	53
\$50K - \$75K	1,184 (13.3%)	71	4,856 (10.5%)	62	8,978 (10.4%)	62
\$75K - \$100K	1,000 (11.3%)	87	4,959 (10.8%)	83	9,036 (10.5%)	8
\$100K - \$150K	2,280 (25.7%)	156	8,648 (18.8%)	114	15,439 (18%)	109
\$150K - \$175K	729 (8.2%)	156	4,280 (9.3%)	177	7,611 (8.8%)	169
\$175K - \$200K	539 (6.1%)	113	4,949 (10.7%)	199	10,930 (12.7%)	236
\$200K - \$250K	980 (11%)	296	5,426 (11.8%)	315	10,380 (12.1%)	323
\$250K - \$500K	421 (4.7%)	298	2,325 (5%)	317	4,449 (5.2%)	325
>\$500K	353 (4%)	298	1,938 (4.2%)	315	3,707 (4.3%)	323

Disposable Households Income

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

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Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile	
Household Average Disposable Income	\$108,767.63	147	\$112,002.44	151	\$114,211.43	154
Household Median Disposable Income	\$100,049.15	166	\$104,919.27	174	\$107,749.57	179
<\$15K	499 (5.6%)	56	2,489 (5.4%)	54	4,527 (5.3%)	53
\$15K - \$25K	253 (2.8%)	31	1,871 (4.1%)	45	3,394 (3.9%)	44
\$25K - \$35K	373 (4.2%)	45	2,401 (5.2%)	56	3,864 (4.5%)	48
\$35K - \$50K	577 (6.5%)	48	3,402 (7.4%)	55	6,368 (7.4%)	55
\$50K - \$75K	1,370 (15.4%)	83	5,973 (13%)	70	10,999 (12.8%)	69
\$75K - \$100K	1,364 (15.4%)	110	5,753 (12.5%)	90	10,720 (12.5%)	90
\$100K - \$150K	2,443 (27.5%)	175	11,176 (24.2%)	155	20,276 (23.6%)	150
\$150K - \$175K	601 (6.8%)	140	5,302 (11.5%)	239	11,102 (12.9%)	268
\$175K - \$200K	413 (4.7%)	299	2,273 (4.9%)	316	4,338 (5%)	324
\$200K - \$250K	395 (4.4%)	292	2,191 (4.8%)	312	4,198 (4.9%)	320
\$250K - \$500K	540 (6.1%)	290	2,991 (6.5%)	310	5,725 (6.7%)	318
>\$500K	50 (0.6%)	307	265 (0.6%)	313	498 (0.6%)	316

Discretionary Households Income

Household Average Discretionary Income	\$76,641.87	148	\$80,222.12	155	\$81,588.49	157
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Household Median Discretionary Income	\$73,749.25	172	\$78,292.06	182	\$79,302.79	185
<\$10K	468 (5.3%)	52	2,224 (4.8%)	47	4,269 (5%)	49
\$10K - \$20K	343 (3.9%)	30	2,568 (5.6%)	43	4,658 (5.4%)	42
\$20K - \$30K	474 (5.3%)	43	3,202 (6.9%)	56	5,835 (6.8%)	54
\$30K - \$40K	678 (7.6%)	67	3,077 (6.7%)	59	5,877 (6.8%)	60
\$40K - \$50K	766 (8.6%)	90	3,155 (6.8%)	71	5,737 (6.7%)	69
\$50K - \$75K	1,806 (20.3%)	112	7,777 (16.9%)	93	14,246 (16.6%)	92
\$75K - \$100K	1,845 (20.8%)	196	7,823 (17%)	160	13,297 (15.5%)	146
\$100K - \$125K	952 (10.7%)	158	5,845 (12.7%)	187	10,928 (12.7%)	188
\$125K - \$150K	952 (10.7%)	243	6,798 (14.8%)	335	13,980 (16.3%)	369
>\$150K	594 (6.7%)	266	3,618 (7.9%)	312	7,182 (8.4%)	332

Households Income by Ethnicity

Average Income - White	\$118,170.27	136	\$119,154.98	137	\$123,814.27	142
Median Income - White	\$120,513.37	159	\$123,951.06	163	\$134,750.76	177
Average Income - Black	\$101,276.89	165	\$116,158.87	189	\$104,996.84	171
Median Income - Black	\$99,803.69	208	\$119,830.93	250	\$100,691.22	210

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Average Income - Asian	\$112,307.47 (108)	\$118,682.99 (115)	\$121,561.3 (117)
Median Income - Asian	\$111,858.5 (113)	\$127,404.43 (129)	\$132,648.42 (134)
Average Income - Hispanic	\$117,425.54 (165)	\$121,913.72 (171)	\$112,674.79 (158)
Median Income - Hispanic	\$126,767.61 (215)	\$135,605.63 (230)	\$113,606.52 (192)
Average Income - Other	\$121,849.96 (154)	\$125,485.88 (159)	\$120,782.34 (153)
Median Income - Other	\$128,995.74 (191)	\$137,223.78 (203)	\$128,330.86 (190)

Age

Average Age	38.86 (97)	45.75 (114)	44.11 (110)
Median Age	40.27 (105)	47.06 (122)	45.39 (118)
0-4	1,402 (7.9%) (30)	5,457 (5.6%) (92)	11,290 (5.5%) (90)
5-13	2,498 (14.1%) (128)	10,209 (10.5%) (95)	20,921 (10.2%) (92)
14-17	628 (3.5%) (72)	3,571 (3.7%) (74)	8,465 (4.1%) (83)
18-21	498 (2.8%) (47)	3,581 (3.7%) (61)	9,838 (4.8%) (7)
22-24	423 (2.4%) (58)	2,896 (3%) (72)	7,447 (3.6%) (88)
25-29	735 (4.1%) (64)	4,666 (4.8%) (74)	11,661 (5.7%) (87)
30-34	961 (5.4%) (89)	4,332 (4.4%) (72)	10,268 (5%) (8)

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35-39	1,597	(9%)	150	5,290	(5.4%)	90	10,524	(5.1%)	85
40-44	1,750	(9.9%)	162	5,971	(6.1%)	101	11,418	(5.5%)	91
45-49	1,351	(7.6%)	127	5,540	(5.7%)	94	11,297	(5.5%)	91
50-54	1,152	(6.5%)	106	5,789	(5.9%)	97	12,379	(6%)	98
55-59	1,065	(6%)	94	6,375	(6.5%)	102	14,141	(6.9%)	107
60-64	1,001	(5.6%)	87	6,716	(6.9%)	107	14,891	(7.2%)	112
65-69	901	(5.1%)	87	6,634	(6.8%)	116	14,208	(6.9%)	118
70-74	755	(4.3%)	88	6,305	(6.5%)	134	12,693	(6.2%)	128
75-79	497	(2.8%)	8	5,318	(5.4%)	155	10,009	(4.9%)	138
80-84	268	(1.5%)	68	3,947	(4%)	181	6,870	(3.3%)	150
85+	242	(1.4%)	8	5,061	(5.2%)	302	7,522	(3.7%)	213

Age - Male

Male Average Age	37.99		98	43.2		111	42.19		109
Male Median Age	38.86		105	43.37		117	42.11		113
0-4	719	(8.2%)	129	2,793	(6.1%)	96	5,775	(5.8%)	92
5-13	1,271	(14.4%)	126	5,193	(11.3%)	99	10,672	(10.8%)	94

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14-17	307	(3.5%)	1,798	(3.9%)	4,341	(4.4%)
18-21	244	(2.8%)	1,850	(4%)	4,984	(5%)
22-24	221	(2.5%)	1,532	(3.3%)	3,879	(3.9%)
25-29	393	(4.5%)	2,475	(5.4%)	6,140	(6.2%)
30-34	480	(5.5%)	2,240	(4.9%)	5,394	(5.4%)
35-39	796	(9%)	2,618	(5.7%)	5,369	(5.4%)
40-44	898	(10.2%)	2,969	(6.5%)	5,724	(5.8%)
45-49	701	(8%)	2,747	(6%)	5,570	(5.6%)
50-54	597	(6.8%)	2,800	(6.1%)	5,990	(6%)
55-59	530	(6%)	3,041	(6.6%)	6,730	(6.8%)
60-64	477	(5.4%)	3,166	(6.9%)	7,038	(7.1%)
65-69	415	(4.7%)	2,994	(6.5%)	6,535	(6.6%)
70-74	341	(3.9%)	2,711	(5.9%)	5,672	(5.7%)
75-79	221	(2.5%)	2,147	(4.7%)	4,285	(4.3%)
80-84	114	(1.3%)	1,444	(3.1%)	2,691	(2.7%)
85+	81	(0.9%)	1,476	(3.2%)	2,346	(2.4%)

Age - Female

Female Average Age	39.71		48.02		45.89	
Female Median Age	40.69		50.71		47.65	
0-4	683	(7.7%)	2,664	(5.2%)	5,515	(5.2%)
5-13	1,227	(13.8%)	5,016	(9.7%)	10,249	(9.6%)
14-17	321	(3.6%)	1,773	(3.4%)	4,124	(3.9%)
18-21	254	(2.8%)	1,731	(3.4%)	4,854	(4.5%)
22-24	202	(2.3%)	1,364	(2.6%)	3,568	(3.3%)
25-29	342	(3.8%)	2,191	(4.2%)	5,521	(5.2%)
30-34	481	(5.4%)	2,092	(4%)	4,874	(4.6%)
35-39	801	(9%)	2,672	(5.2%)	5,155	(4.8%)
40-44	852	(9.6%)	3,002	(5.8%)	5,694	(5.3%)
45-49	650	(7.3%)	2,793	(5.4%)	5,727	(5.4%)
50-54	555	(6.2%)	2,989	(5.8%)	6,389	(6%)
55-59	535	(6%)	3,334	(6.5%)	7,411	(6.9%)
60-64	524	(5.9%)	3,550	(6.9%)	7,853	(7.4%)
65-69	486	(5.4%)	3,640	(7%)	7,673	(7.2%)
70-74	414	(4.6%)	3,594	(7%)	7,021	(6.6%)
75-79	276	(3.1%)	3,171	(6.1%)	5,724	(5.4%)
80-84	154	(1.7%)	2,503	(4.8%)	4,179	(3.9%)
85+	161	(1.8%)	3,585	(6.9%)	5,176	(4.9%)

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Employment by Occupation

Occupation	1 Mile	3 Mile	5 Mile
Total Employees (16+ Years Old)	9,282	48,116	103,880
Professional Specialty	3,697 (39.8%)	17,368 (36.1%)	32,197 (31%)
Managerial/Executive	1,999 (21.5%)	13,890 (28.9%)	29,547 (28.4%)
Sales	1,206 (13%)	5,486 (11.4%)	12,024 (11.6%)
Office Admin	910 (9.8%)	3,978 (8.3%)	8,288 (8%)
Food Preparation & Serving	313 (3.4%)	1,247 (2.6%)	4,152 (4%)
Construction	308 (3.3%)	1,293 (2.7%)	3,516 (3.4%)
Production & Transportation	307 (3.3%)	1,716 (3.6%)	4,733 (4.6%)
Personal Care	220 (2.4%)	1,007 (2.1%)	2,767 (2.7%)
Protective	115 (1.2%)	744 (1.5%)	1,788 (1.7%)
Building Maintenance & Cleaning	104 (1.1%)	635 (1.3%)	2,343 (2.3%)
Healthcare support	81 (0.9%)	717 (1.5%)	2,400 (2.3%)
Farming, Fishing & Forestry	22 (<0.5%)	35 (<0.5%)	125 (<0.5%)

Employment by Industry

Total Employees (16+ Years Old)	9,282	48,116	103,880
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Educational Services	2,246	(24.2%)	104	10,807	(22.5%)	96	23,054	(22.2%)	95
Professional Services	1,791	(19.3%)	258	10,495	(21.8%)	291	18,443	(17.8%)	237
Wholesale Retail	1,127	(12.1%)	90	5,108	(10.6%)	74	11,743	(11.3%)	84
Financial, Insurance & Real Estate	1,021	(11%)	166	5,468	(11.4%)	172	11,791	(11.4%)	172
Entertainment Services	644	(6.9%)	71	2,992	(6.2%)	69	8,227	(7.9%)	88
Other Professional Services	545	(5.9%)	123	1,616	(3.4%)	71	4,266	(4.1%)	86
Agriculture/Mining/Construction	492	(5.3%)	62	2,501	(5.2%)	60	5,835	(5.6%)	65
Manufacturing	488	(5.3%)	52	2,851	(5.9%)	59	6,301	(6.1%)	60
Transportation	293	(3.2%)	56	1,952	(4.1%)	72	3,720	(3.6%)	63
Information	249	(2.7%)	143	1,469	(3.1%)	163	2,622	(2.5%)	135
Public Administration	194	(2.1%)	44	1,442	(3%)	62	3,287	(3.2%)	66
Administrative/Waste Services	175	(1.9%)	45	1,315	(2.7%)	65	4,422	(4.3%)	102
Management Services	17	(<0.5%)	31	100	(<0.5%)	148	169	(<0.5%)	116

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Language Spoken

Language Spoken	1 Mile	3 Mile	5 Mile
Speak English at Home	11,576 (70.9%)	69,060 (74.9%)	141,126 (72.5%)
Speak Other Language at Home	3,810 (23.3%)	18,076 (19.6%)	33,750 (17.3%)
Speak Spanish at Home	936 (5.7%)	5,065 (5.5%)	19,676 (10.1%)

Ancestry

Ancestry	1 Mile	3 Mile	5 Mile
Other	3,646 (20.6%)	19,614 (20.1%)	40,717 (19.8%)
Unclassified	2,146 (12.1%)	10,968 (11.2%)	21,938 (10.7%)
Other European (e.g. Greek/Russian)	1,492 (8.4%)	6,776 (6.9%)	11,719 (5.7%)
Mexican	1,340 (7.6%)	4,940 (5.1%)	18,487 (9%)
Scottish/Irish	1,170 (6.6%)	7,218 (7.4%)	14,968 (7.3%)
German	1,101 (6.2%)	6,750 (6.9%)	13,082 (6.4%)
British	1,071 (6%)	7,434 (7.6%)	14,314 (7%)
Middle Eastern	728 (4.1%)	2,617 (2.7%)	4,777 (2.3%)
South East Asian (e.g. Vietnamese)	622 (3.5%)	3,015 (3.1%)	6,235 (3%)
Scandinavian	527 (3%)	3,584 (3.7%)	7,160 (3.5%)
Chinese	519 (2.9%)	4,261 (4.4%)	8,998 (4.4%)

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	1 Mile		3 Mile		5 Mile				
Italian	487	(2.7%)	92	3,400	(3.5%)	116	7,507	(3.6%)	122
Other Hispanic	429	(2.4%)	184	1,557	(1.6%)	121	4,190	(2%)	154
South Central Asian (e.g. Indian)	387	(2.2%)	167	2,654	(2.7%)	207	4,246	(2.1%)	157
South American	366	(2.1%)	194	1,425	(1.5%)	137	3,161	(1.5%)	144
American	304	(1.7%)	35	2,228	(2.3%)	46	4,250	(2.1%)	42
Other Asian	258	(1.5%)	472	1,422	(1.5%)	472	2,665	(1.3%)	420
Central American	238	(1.3%)	90	1,026	(1.1%)	71	4,476	(2.2%)	147
French	233	(1.3%)	104	1,595	(1.6%)	130	2,984	(1.4%)	115
Korean	158	(0.9%)	210	1,325	(1.4%)	320	2,205	(1.1%)	253
Japanese	140	(0.8%)	341	1,062	(1.1%)	469	1,834	(0.9%)	385
Dutch	94	(0.5%)	85	659	(0.7%)	108	1,292	(0.6%)	101
Polish	92	(0.5%)	33	1,126	(1.2%)	74	2,240	(1.1%)	70
Puerto Rican	76	(<0.5%)	17	398	(<0.5%)	16	931	(<0.5%)	18
Hawaiian/Pacific Islander	47	(<0.5%)	152	229	(<0.5%)	134	604	(<0.5%)	168
Cuban	29	(<0.5%)	25	179	(<0.5%)	28	431	(<0.5%)	32
Native American (Indian/Eskimo)	24	(<0.5%)	17	196	(<0.5%)	25	430	(<0.5%)	26

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

Audience Profile

Jan 1 - Dec 31, 2023

Walnut Creek - South Main

1149 S Main St, Walnut Creek, CA 94596-5114

Benchmark: Nationwide



Dominican				1	(<0.5%)
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Education (Age 25+)

	1 Mile	%	3 Mile	%	5 Mile	%
Total Educated Population	12,275		71,944		147,881	
Elementary (0 to 8 Years)	79 (0.6%)	13	760 (1.1%)	21	3,191 (2.2%)	44
Some High School (9 to 11 Years)	229 (1.9%)	29	930 (1.3%)	20	3,382 (2.3%)	36
High School Graduate (12 Years)	949 (7.7%)	29	5,900 (8.2%)	31	14,384 (9.7%)	36
Some College (13 to 16 Years)	1,689 (13.8%)	69	10,452 (14.5%)	75	23,245 (15.7%)	7
Associates Degree Only	663 (5.4%)	62	4,341 (6%)	69	10,353 (7%)	8
Bachelor's Degree Only	4,659 (38%)	186	27,221 (37.8%)	186	53,766 (36.4%)	178
Graduate Degree	4,007 (32.6%)	254	22,340 (31.1%)	241	39,560 (26.8%)	208

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Audience Profile

Jan 1 - Dec 31, 2023

Walnut Creek - South Main

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Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	8,878	46,087	86,009
One Person Households	3,793 (42.7%)	17,818 (38.7%)	26,537 (30.9%)
Married Couple	3,114 (35.1%)	20,847 (45.2%)	44,375 (51.6%)
Male Householder	345 (3.9%)	1,363 (3%)	2,624 (3.1%)
Female Householder	846 (9.5%)	2,654 (5.8%)	6,595 (7.7%)
Non Family Households	780 (8.8%)	3,405 (7.4%)	5,878 (6.8%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	8,878	46,087	86,009
1 Person Household	3,793 (42.7%)	17,818 (38.7%)	26,537 (30.9%)
2 Person Household	2,954 (33.3%)	15,741 (34.2%)	29,614 (34.4%)
3 Person Household	1,043 (11.7%)	5,851 (12.7%)	12,564 (14.6%)
4 Person Household	752 (8.5%)	4,698 (10.2%)	10,991 (12.8%)
5 Person Household	231 (2.6%)	1,424 (3.1%)	4,118 (4.8%)
6 Person Household	76 (0.9%)	392 (0.9%)	1,305 (1.5%)
7+ Person Household	29 (<0.5%)	163 (<0.5%)	880 (1%)

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Audience Profile

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Walnut Creek - South Main

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Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Housing Units

Total Housing Units	9,511	48,917	90,567
Renter Occupied Housing	5,194	16,845	28,903
Owner Occupied Housing	3,684	29,242	57,106
Vacant Housing	633	2,830	4,558

Housing Rent

Average Rent	\$2,316.95	166	\$2,402.86	173	\$2,401.88	173			
Median Rent	\$2,264.2	178	\$2,374.41	187	\$2,351.78	185			
Total Cash Rents Housing	5,043	16,190	27,809						
<\$300	1	(<0.5%)	1	154	(1%)	30	254	(0.9%)	29
\$300-\$500	9	(<0.5%)	4	273	(1.7%)	39	321	(1.2%)	26
\$500-\$750	96	(1.9%)	17	321	(2%)	18	397	(1.4%)	13
\$750-\$1000	19	(<0.5%)	2	231	(1.4%)	9	525	(1.9%)	12
\$1000-\$1500	222	(4.4%)	15	1,042	(6.4%)	22	2,230	(8%)	28
\$1500-\$2000	1,337	(26.5%)	138	3,075	(19%)	99	5,643	(20.3%)	105
\$2000-\$2500	1,585	(31.4%)	342	4,005	(24.7%)	269	6,445	(23.2%)	252

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

Audience Profile

Jan 1 - Dec 31, 2023

Walnut Creek - South Main

1149 S Main St, Walnut Creek, CA 94596-5114

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
\$2500-\$3000	990	(19.6%)	483	2,936	(18.1%)	446	4,665	(16.8%)	413
\$3000-\$3500	484	(9.6%)	483	1,951	(12.1%)	606	3,113	(11.2%)	563
>\$3500	300	(5.9%)	277	2,202	(13.6%)	633	4,216	(15.2%)	706

Value of Owner-Occupied Housing Units

Average House Value	\$1.52M		288	\$1.67M		316	\$1.79M		339
Median House Value	\$1.12M		272	\$1.23M		300	\$1.27M		309
Owner Occupied Housing	3,684			29,242			57,106		
<\$100K				236	(0.8%)	9	595	(1%)	11
\$100K - \$200K				89	(<0.5%)	2	429	(0.8%)	5
\$200K - \$300K				163	(0.6%)	4	525	(0.9%)	6
\$300K - \$400K				135	(<0.5%)	4	404	(0.7%)	6
\$400K - \$500K	78	(2.1%)	22	369	(1.3%)	13	679	(1.2%)	12
\$500K - \$1000K	1,283	(34.8%)	135	5,882	(20.1%)	74	8,735	(15.3%)	59
>\$1000K	2,323	(63.1%)	403	22,368	(76.5%)	489	45,739	(80.1%)	512

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Walnut Creek - South Main

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Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Poverty

Households in Poverty	683	(7.7%)	61	2,789	(6.1%)	48	5,283	(6.1%)	49
Households Above Poverty	8,195	(92.3%)	106	43,298	(93.9%)	108	80,726	(93.9%)	107
Households in Poverty (Married)	137	(1.5%)	69	416	(0.9%)	41	1,066	(1.2%)	56
Households in Poverty (Male Householder)	82	(0.9%)	144	159	(<0.5%)	54	171	(<0.5%)	31
Households in Poverty (Female Householder)	152	(1.7%)	56	335	(0.7%)	24	979	(1.1%)	37
Households in Poverty (Non-Family)	281	(3.2%)	52	1,731	(3.8%)	62	2,819	(3.3%)	54
Households in Poverty (Non-Family Student)	31	(<0.5%)	56	148	(<0.5%)	51	248	(<0.5%)	46

Wealth per Household

Household Average Wealth	\$257,406.79	109	\$279,786.98	118	\$278,412.58	117			
Household Median Wealth	\$85,248.1	109	\$110,311.77	140	\$109,471.01	139			
<\$0K	1,565	(17.6%)	100	7,204	(15.6%)	89	13,441	(15.6%)	89
\$0K - \$5K	735	(8.3%)	95	3,220	(7%)	8	6,006	(7%)	8
\$5K - \$10K	403	(4.5%)	99	1,816	(3.9%)	86	3,382	(3.9%)	85
\$10K - \$25K	557	(6.3%)	98	2,682	(5.8%)	91	5,009	(5.8%)	91
\$25K - \$50K	584	(6.6%)	96	2,991	(6.5%)	95	5,612	(6.5%)	95

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Audience Profile

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Walnut Creek - South Main

1149 S Main St, Walnut Creek, CA 94596-5114

Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile				
\$50K - \$100K	844	(9.5%)	92	4,543	(9.9%)	96	8,544	(9.9%)	97
\$100K - \$250K	1,529	(17.2%)	95	8,546	(18.5%)	103	16,004	(18.6%)	103
\$250K - \$500K	1,189	(13.4%)	103	6,732	(14.6%)	112	12,552	(14.6%)	112
>\$500K	1,472	(16.6%)	115	8,353	(18.1%)	125	15,459	(18%)	124

Vehicles per Household

Total Number of Vehicles	12,920			77,067			159,297		
Average Number of Vehicles	1.46		7	1.67		91	1.85		101
No Vehicles	817	(9.2%)	112	3,303	(7.2%)	87	4,701	(5.5%)	67
1 Vehicle	4,327	(48.7%)	151	18,748	(40.7%)	126	29,304	(34.1%)	105
2 Vehicles	2,780	(31.3%)	84	16,625	(36.1%)	97	33,349	(38.8%)	104
3 or more Vehicles	954	(10.7%)	48	7,411	(16.1%)	72	18,655	(21.7%)	97

Population Change

Births	151			768			1,832		
Deaths	130			1,451			2,584		
Migration	-470			-573			-1,414		

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Audience Profile

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Walnut Creek - South Main

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Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Workplace

Total Businesses	1,870	4,997	7,948
Total Employees	26,922	68,250	104,073

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