

# Audience Profile

Jan 1 - Dec 31, 2023

## Walnut Creek - Mt. Diablo

1556 Mt Diablo Blvd, Walnut Creek, CA 94596

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

### Overview

Population	14,932		101,044		206,803	
Households	7,353		47,097		86,416	
Persons per Household	2.02	74	2.12	84	2.36	91
Household Median Income	\$126,406.19	182	\$127,833.03	184	\$130,238.68	187
Household Median Disposable Income	\$104,361.4	173	\$105,716.97	176	\$107,734.84	179
Household Median Discretionary Income	\$77,818.28	181	\$78,935.42	184	\$79,301.84	185
Average Income Per Person	\$76,909.89	206	\$78,409.41	210	\$75,319.61	202
Median Rent	\$2,349.96	185	\$2,385.13	188	\$2,350.99	185
Median House Value	\$1.16M	282	\$1.23M	299	\$1.27M	309
Households in Poverty	610 (8.3%)	66	2,800 (5.9%)	47	5,362 (6.2%)	49
Household Median Wealth	\$89,320.64	114	\$110,230.72	140	\$109,274.63	139
Average Age	39.76	99	45.36	113	44.08	110
Median Age	41	107	46.75	121	45.35	118
Households with Children	1,495 (20.3%)	72	10,118 (21.5%)	74	21,948 (25.4%)	92
High School Graduate or Higher	10,192 (97.8%)	110	72,330 (97.7%)	110	141,901 (95.6%)	108

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

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Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Bachelor's Degree or Higher	7,420 (71.2%)	50,819 (68.6%)	93,487 (63%)
Pop density (per sq mi)	6,457	3,565	2,644
Area (based on blockgroups)	2	28	78

### Population

Population 2022 Q4	14,932	101,044	206,803
Population 2022 Q3	15,114	102,169	208,585
Population 2022 Q2	15,053	101,865	208,127
Population 2022 Q1	15,099	102,183	208,643
Population 2021 Q4	15,125	102,331	208,998
Population 2021 Q3	15,211	102,862	209,706
Population 2021 Q2	15,290	103,254	210,204
Population 2021 Q1	15,331	103,622	210,749
Population 2020 Q4	15,426	104,327	211,817
Population 5 Years Forecast	15,893	104,268	211,344
Population 10 Years Forecast	16,819	108,483	218,735
Persons per Household	2.02	2.12	2.36

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Benchmark: Nationwide

	● 1 Mile			● 3 Mile			● 5 Mile		
Group Quarters	71	(<0.5%)		1,264	(1.3%)		2,909	(1.4%)	
Transient Population - Average Last 4 Quarters				1,039	(1%)		1,753	(0.8%)	

### Households

Households 2022 Q4	7,353		47,097		86,416
Households 2022 Q3	7,449		47,667		87,248
Households 2022 Q2	7,416		47,516		87,041
Households 2022 Q1	7,443		47,679		87,275
Households 2021 Q4	7,454		47,746		87,421
Households 2021 Q3	7,501		48,023		87,765
Households 2021 Q2	7,541		48,221		88,007
Households 2021 Q1	7,558		48,406		88,259
Households 2020 Q4	7,612		48,776		88,781
Households 5 Years Forecast	7,878		48,795		88,644
Households 10 Years Forecast	8,361		50,885		91,950

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## Walnut Creek - Mt. Diablo

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Benchmark: Nationwide



### Gender

Gender	1 Mile	3 Mile	5 Mile
Male	7,409 (49.6%)	47,809 (47.3%)	99,611 (48.2%)
Female	7,523 (50.4%)	53,235 (52.7%)	107,192 (51.8%)

### Ethnicity

Ethnicity	1 Mile	3 Mile	5 Mile
White	10,111 (67.7%)	69,642 (68.9%)	133,723 (64.7%)
Hispanic (Ethnic)	1,934 (13%)	9,936 (9.8%)	31,846 (15.4%)
Asian	1,655 (11.1%)	14,028 (13.9%)	26,379 (12.8%)
Other	963 (6.4%)	5,219 (5.2%)	10,450 (5.1%)
Black	269 (1.8%)	2,219 (2.2%)	4,405 (2.1%)

### Household by Ethnicity

Ethnicity	1 Mile	3 Mile	5 Mile
White	4,942 (67.2%)	32,238 (68.5%)	57,599 (66.7%)
Asian	961 (13.1%)	6,733 (14.3%)	11,417 (13.2%)
Hispanic (Ethnic)	790 (10.7%)	4,115 (8.7%)	9,595 (11.1%)
Other	523 (7.1%)	3,101 (6.6%)	5,943 (6.9%)
Black	137 (1.9%)	910 (1.9%)	1,862 (2.2%)

### Households Income

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

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## Walnut Creek - Mt. Diablo

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Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Household Average Income	\$155,518.57	160	\$166,363.4	171	\$178,150.39	183
Average Income Per Person	\$76,909.89	206	\$78,409.41	210	\$75,319.61	202
Household Median Income	\$126,406.19	182	\$127,833.03	184	\$130,238.68	187
<\$15K	436 (5.9%)	65	2,342 (5%)	54	4,335 (5%)	55
\$15K - \$25K	182 (2.5%)	32	1,622 (3.4%)	45	2,861 (3.3%)	43
\$25K - \$35K	185 (2.5%)	31	1,899 (4%)	50	3,090 (3.6%)	44
\$35K - \$50K	340 (4.6%)	40	2,880 (6.1%)	54	5,308 (6.1%)	54
\$50K - \$75K	863 (11.7%)	70	4,969 (10.6%)	63	9,012 (10.4%)	62
\$75K - \$100K	783 (10.6%)	8	4,987 (10.6%)	8	9,072 (10.5%)	8
\$100K - \$150K	1,869 (25.4%)	154	8,875 (18.8%)	114	15,486 (17.9%)	109
\$150K - \$175K	643 (8.7%)	167	4,449 (9.4%)	180	7,644 (8.8%)	168
\$175K - \$200K	430 (5.8%)	108	5,047 (10.7%)	199	10,955 (12.7%)	235
\$200K - \$250K	906 (12.3%)	330	5,615 (11.9%)	319	10,446 (12.1%)	324
\$250K - \$500K	389 (5.3%)	332	2,405 (5.1%)	320	4,477 (5.2%)	325
>\$500K	327 (4.4%)	333	2,007 (4.3%)	319	3,730 (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	\$112,413.74	152	\$112,613.79	152	\$114,205.25	154
Household Median Disposable Income	\$104,361.4	173	\$105,716.97	176	\$107,734.84	179
<\$15K	455 (6.2%)	62	2,482 (5.3%)	53	4,575 (5.3%)	53
\$15K - \$25K	203 (2.8%)	30	1,947 (4.1%)	46	3,404 (3.9%)	43
\$25K - \$35K	267 (3.6%)	39	2,401 (5.1%)	55	3,871 (4.5%)	48
\$35K - \$50K	466 (6.3%)	47	3,391 (7.2%)	54	6,425 (7.4%)	55
\$50K - \$75K	1,037 (14.1%)	76	6,084 (12.9%)	70	11,050 (12.8%)	69
\$75K - \$100K	1,021 (13.9%)	100	5,870 (12.5%)	90	10,745 (12.4%)	89
\$100K - \$150K	2,089 (28.4%)	181	11,528 (24.5%)	156	20,353 (23.6%)	150
\$150K - \$175K	522 (7.1%)	147	5,405 (11.5%)	238	11,141 (12.9%)	268
\$175K - \$200K	382 (5.2%)	333	2,353 (5%)	321	4,365 (5.1%)	324
\$200K - \$250K	365 (5%)	325	2,267 (4.8%)	316	4,225 (4.9%)	321
\$250K - \$500K	499 (6.8%)	324	3,095 (6.6%)	314	5,761 (6.7%)	318
>\$500K	47 (0.6%)	348	274 (0.6%)	317	501 (0.6%)	316

### Discretionary Households Income

Household Average Discretionary Income	\$79,484.65	153	\$80,667.36	156	\$81,576.24	157
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Household Median Discretionary Income	\$77,818.28	181	\$78,935.42	184	\$79,301.84	185
<\$10K	428 (5.8%)	57	2,208 (4.7%)	46	4,311 (5%)	49
\$10K - \$20K	266 (3.6%)	28	2,635 (5.6%)	43	4,674 (5.4%)	42
\$20K - \$30K	359 (4.9%)	39	3,189 (6.8%)	54	5,871 (6.8%)	54
\$30K - \$40K	489 (6.7%)	59	3,085 (6.6%)	58	5,908 (6.8%)	60
\$40K - \$50K	579 (7.9%)	81	3,241 (6.9%)	72	5,763 (6.7%)	69
\$50K - \$75K	1,361 (18.5%)	102	7,901 (16.8%)	93	14,293 (16.5%)	91
\$75K - \$100K	1,614 (22%)	207	8,066 (17.1%)	162	13,349 (15.4%)	146
\$100K - \$125K	815 (11.1%)	164	6,040 (12.8%)	189	10,978 (12.7%)	188
\$125K - \$150K	848 (11.5%)	262	6,914 (14.7%)	333	14,020 (16.2%)	368
>\$150K	594 (8.1%)	321	3,818 (8.1%)	322	7,249 (8.4%)	334

### Households Income by Ethnicity

Average Income - White	\$121,823.46	140	\$119,919.11	138	\$123,814.81	142
Median Income - White	\$126,788.54	167	\$125,413.87	165	\$134,755.78	177
Average Income - Black	\$111,999.69	183	\$116,445.84	190	\$105,135.78	171
Median Income - Black	\$110,546.45	231	\$120,191.5	251	\$100,691.22	210

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

















# Audience Profile

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


























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	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$112,771.9  109	\$118,881.31  115	\$121,440.48  117
Median Income - Asian	\$115,896.1  117	\$127,667.26  129	\$132,582.24  34
Average Income - Hispanic	\$117,818.31  165	\$122,547.18  172	\$112,733.16  158
Median Income - Hispanic	\$128,654.82  218	\$136,125.07  230	\$113,687.93  192
Average Income - Other	\$126,470.96  160	\$125,280.91  159	\$120,480.69  153
Median Income - Other	\$135,072.41  200	\$136,215.31  202	\$127,962.71  190

### Age

Average Age	39.76  99	45.36  113	44.08  110
Median Age	41  107	46.75  121	45.35  118
0-4	1,109 (7.4%)  122	5,667 (5.6%)  92	11,345 (5.5%)  90
5-13	2,027 (13.6%)  123	10,646 (10.5%)  96	21,032 (10.2%)  92
14-17	538 (3.6%)  75	3,817 (3.8%)  76	8,503 (4.1%)  83
18-21	457 (3.1%)  51	3,823 (3.8%)  63	9,987 (4.8%)  8
22-24	385 (2.6%)  63	3,041 (3%)  72	7,462 (3.6%)  88
25-29	641 (4.3%)  66	4,898 (4.8%)  75	11,688 (5.7%)  87
30-34	727 (4.9%)  8	4,518 (4.5%)  72	10,312 (5%)  8

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	1 Mile		3 Mile		5 Mile				
35-39	1,228	(8.2%)	137	5,439	(5.4%)	90	10,596	(5.1%)	85
40-44	1,414	(9.5%)	156	6,148	(6.1%)	100	11,496	(5.6%)	91
45-49	1,123	(7.5%)	125	5,781	(5.7%)	95	11,352	(5.5%)	91
50-54	997	(6.7%)	109	6,087	(6%)	98	12,431	(6%)	98
55-59	943	(6.3%)	99	6,692	(6.6%)	103	14,201	(6.9%)	107
60-64	901	(6%)	93	7,034	(7%)	108	14,949	(7.2%)	112
65-69	815	(5.5%)	93	6,916	(6.8%)	117	14,261	(6.9%)	118
70-74	686	(4.6%)	95	6,486	(6.4%)	133	12,734	(6.2%)	128
75-79	458	(3.1%)	87	5,343	(5.3%)	150	10,034	(4.9%)	138
80-84	250	(1.7%)	75	3,862	(3.8%)	172	6,884	(3.3%)	149
85+	233	(1.6%)	91	4,846	(4.8%)	279	7,536	(3.6%)	212

### Age - Male

Male Average Age	38.81		100	42.97		111	42.16		109
Male Median Age	40.47		109	43.24		116	42.07		113
0-4	569	(7.7%)	121	2,901	(6.1%)	96	5,803	(5.8%)	92
5-13	1,032	(13.9%)	122	5,419	(11.3%)	99	10,727	(10.8%)	94

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	1 Mile		3 Mile		5 Mile	
14-17	264	(3.6%)	1,926	(4%)	4,360	(4.4%)
18-21	224	(3%)	1,976	(4.1%)	5,056	(5.1%)
22-24	201	(2.7%)	1,606	(3.4%)	3,888	(3.9%)
25-29	344	(4.6%)	2,591	(5.4%)	6,156	(6.2%)
30-34	371	(5%)	2,330	(4.9%)	5,418	(5.4%)
35-39	615	(8.3%)	2,690	(5.6%)	5,410	(5.4%)
40-44	725	(9.8%)	3,047	(6.4%)	5,768	(5.8%)
45-49	579	(7.8%)	2,855	(6%)	5,599	(5.6%)
50-54	509	(6.9%)	2,942	(6.2%)	6,016	(6%)
55-59	467	(6.3%)	3,198	(6.7%)	6,756	(6.8%)
60-64	432	(5.8%)	3,329	(7%)	7,064	(7.1%)
65-69	380	(5.1%)	3,139	(6.6%)	6,559	(6.6%)
70-74	310	(4.2%)	2,811	(5.9%)	5,689	(5.7%)
75-79	204	(2.8%)	2,190	(4.6%)	4,295	(4.3%)
80-84	106	(1.4%)	1,437	(3%)	2,697	(2.7%)
85+	77	(1%)	1,422	(3%)	2,350	(2.4%)

## Age - Female

Female Average Age	40.7		47.5		45.86	
Female Median Age	41.56		50.23		47.61	
0-4	540	(7.2%)	2,766	(5.2%)	5,542	(5.2%)
5-13	995	(13.2%)	5,227	(9.8%)	10,305	(9.6%)
14-17	274	(3.6%)	1,891	(3.6%)	4,143	(3.9%)
18-21	233	(3.1%)	1,847	(3.5%)	4,931	(4.6%)
22-24	184	(2.4%)	1,435	(2.7%)	3,574	(3.3%)
25-29	297	(3.9%)	2,307	(4.3%)	5,532	(5.2%)
30-34	356	(4.7%)	2,188	(4.1%)	4,894	(4.6%)
35-39	613	(8.1%)	2,749	(5.2%)	5,186	(4.8%)
40-44	689	(9.2%)	3,101	(5.8%)	5,728	(5.3%)
45-49	544	(7.2%)	2,926	(5.5%)	5,753	(5.4%)
50-54	488	(6.5%)	3,145	(5.9%)	6,415	(6%)
55-59	476	(6.3%)	3,494	(6.6%)	7,445	(6.9%)
60-64	469	(6.2%)	3,705	(7%)	7,885	(7.4%)
65-69	435	(5.8%)	3,777	(7.1%)	7,702	(7.2%)
70-74	376	(5%)	3,675	(6.9%)	7,045	(6.6%)
75-79	254	(3.4%)	3,153	(5.9%)	5,739	(5.4%)
80-84	144	(1.9%)	2,425	(4.6%)	4,187	(3.9%)
85+	156	(2.1%)	3,424	(6.4%)	5,186	(4.8%)

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

# Audience Profile

Jan 1 - Dec 31, 2023







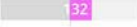




















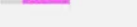






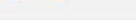

## Walnut Creek - Mt. Diablo

1556 Mt Diablo Blvd, Walnut Creek, CA 94596

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

### Employment by Occupation

Occupation	1 Mile	3 Mile	5 Mile
Total Employees (16+ Years Old)	7,765	50,088	104,343
Professional Specialty	3,074 (39.6%) 	18,086 (36.1%) 	32,276 (30.9%) 
Managerial/Executive	1,716 (22.1%) 	14,351 (28.7%) 	29,591 (28.4%) 
Sales	1,001 (12.9%) 	5,783 (11.5%) 	12,054 (11.6%) 
Office Admin	755 (9.7%) 	4,152 (8.3%) 	8,314 (8%) 
Production & Transportation	281 (3.6%) 	1,752 (3.5%) 	4,806 (4.6%) 
Food Preparation & Serving	249 (3.2%) 	1,303 (2.6%) 	4,249 (4.1%) 
Construction	236 (3%) 	1,386 (2.8%) 	3,592 (3.4%) 
Personal Care	187 (2.4%) 	1,045 (2.1%) 	2,787 (2.7%) 
Protective	102 (1.3%) 	774 (1.5%) 	1,788 (1.7%) 
Building Maintenance & Cleaning	91 (1.2%) 	663 (1.3%) 	2,343 (2.2%) 
Healthcare support	72 (0.9%) 	758 (1.5%) 	2,418 (2.3%) 
Farming, Fishing & Forestry	1 (<0.5%) 	35 (<0.5%) 	125 (<0.5%) 

### Employment by Industry

Industry	1 Mile	3 Mile	5 Mile
Total Employees (16+ Years Old)	7,765	50,088	104,343

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

# Audience Profile

Jan 1 - Dec 31, 2023

## Walnut Creek - Mt. Diablo

1556 Mt Diablo Blvd, Walnut Creek, CA 94596

Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile				
Educational Services	1,827	(23.5%)	101	11,331	(22.6%)	97	23,102	(22.1%)	95
Professional Services	1,602	(20.6%)	276	10,722	(21.4%)	286	18,505	(17.7%)	237
Financial, Insurance & Real Estate	877	(11.3%)	171	5,652	(11.3%)	171	11,821	(11.3%)	171
Wholesale Retail	855	(11%)	8	5,417	(10.8%)	84	11,743	(11.3%)	84
Other Professional Services	511	(6.6%)	138	1,693	(3.4%)	71	4,266	(4.1%)	86
Entertainment Services	488	(6.3%)	70	3,098	(6.2%)	68	8,364	(8%)	89
Manufacturing	426	(5.5%)	54	2,968	(5.9%)	59	6,352	(6.1%)	60
Agriculture/Mining/Construction	382	(4.9%)	57	2,658	(5.3%)	62	5,893	(5.6%)	66
Information	249	(3.2%)	171	1,543	(3.1%)	164	2,635	(2.5%)	135
Transportation	243	(3.1%)	55	1,979	(4%)	70	3,740	(3.6%)	64
Public Administration	155	(2%)	42	1,535	(3.1%)	64	3,287	(3.2%)	66
Administrative/Waste Services	147	(1.9%)	45	1,377	(2.7%)	66	4,466	(4.3%)	102
Management Services	3	(<0.5%)	28	115	(<0.5%)	164	169	(<0.5%)	115

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

# Audience Profile

Jan 1 - Dec 31, 2023

## Walnut Creek - Mt. Diablo

1556 Mt Diablo Blvd, Walnut Creek, CA 94596

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

### Language Spoken

Speak English at Home	10,011	(72.4%)	93	71,444	(74.9%)	96	141,839	(72.6%)	93
Speak Other Language at Home	3,115	(22.5%)	278	18,514	(19.4%)	239	33,915	(17.4%)	214
Speak Spanish at Home	697	(5%)	36	5,419	(5.7%)	41	19,704	(10.1%)	72

### Ancestry

Other	3,051	(20.4%)	94	20,327	(20.1%)	92	40,896	(19.8%)	91
Unclassified	1,792	(12%)	72	11,401	(11.3%)	68	22,012	(10.6%)	64
Other European (e.g. Greek/Russian)	1,344	(9%)	280	6,936	(6.9%)	213	11,744	(5.7%)	177
Scottish/Irish	1,008	(6.8%)	99	7,533	(7.5%)	110	15,036	(7.3%)	107
German	995	(6.7%)	83	7,089	(7%)	87	13,136	(6.4%)	7
British	985	(6.6%)	122	7,663	(7.6%)	140	14,380	(7%)	128
Mexican	981	(6.6%)	63	5,143	(5.1%)	49	18,587	(9%)	86
Middle Eastern	547	(3.7%)	581	2,699	(2.7%)	424	4,801	(2.3%)	368
South East Asian (e.g. Vietnamese)	501	(3.4%)	208	3,122	(3.1%)	191	6,281	(3%)	188
Scandinavian	470	(3.1%)	162	3,691	(3.7%)	188	7,189	(3.5%)	179
Italian	435	(2.9%)	97	3,560	(3.5%)	118	7,527	(3.6%)	122

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

# Audience Profile

Jan 1 - Dec 31, 2023

## Walnut Creek - Mt. Diablo

1556 Mt Diablo Blvd, Walnut Creek, CA 94596

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
Chinese	426	(2.9%)	239	4,345	(4.3%)	361	9,081	(4.4%)	368
Other Hispanic	373	(2.5%)	189	1,610	(1.6%)	121	4,203	(2%)	154
South Central Asian (e.g. Indian)	315	(2.1%)	161	2,666	(2.6%)	201	4,300	(2.1%)	159
American	284	(1.9%)	39	2,292	(2.3%)	46	4,278	(2.1%)	42
South American	277	(1.9%)	174	1,463	(1.4%)	36	3,182	(1.5%)	144
Central American	231	(1.5%)	104	1,131	(1.1%)	75	4,493	(2.2%)	146
French	206	(1.4%)	110	1,625	(1.6%)	128	2,998	(1.4%)	115
Other Asian	190	(1.3%)	412	1,446	(1.4%)	464	2,665	(1.3%)	418
Korean	135	(0.9%)	213	1,370	(1.4%)	320	2,217	(1.1%)	253
Japanese	88	(0.6%)	254	1,079	(1.1%)	461	1,835	(0.9%)	383
Polish	80	(0.5%)	35	1,141	(1.1%)	73	2,246	(1.1%)	70
Dutch	80	(0.5%)	86	672	(0.7%)	107	1,296	(0.6%)	101
Puerto Rican	44	(<0.5%)	11	405	(<0.5%)	16	947	(<0.5%)	18
Hawaiian/Pacific Islander	42	(<0.5%)	161	243	(<0.5%)	138	605	(<0.5%)	168
Cuban	28	(<0.5%)	29	184	(<0.5%)	28	433	(<0.5%)	32
Native American (Indian/Eskimo)	24	(<0.5%)	20	208	(<0.5%)	26	434	(<0.5%)	26

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



# Audience Profile

Jan 1 - Dec 31, 2023

## Walnut Creek - Mt. Diablo

1556 Mt Diablo Blvd, Walnut Creek, CA 94596

Benchmark: Nationwide



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

	10,416		74,050		148,474
Total Educated Population	10,416		74,050		148,474
Elementary (0 to 8 Years)	30 (<0.5%)	6	755 (1%)	21	3,191 (2.1%)
Some High School (9 to 11 Years)	194 (1.9%)	29	965 (1.3%)	20	3,382 (2.3%)
High School Graduate (12 Years)	761 (7.3%)	27	6,124 (8.3%)	31	14,517 (9.8%)
Some College (13 to 16 Years)	1,481 (14.2%)	71	10,903 (14.7%)	74	23,466 (15.8%)
Associates Degree Only	530 (5.1%)	58	4,484 (6.1%)	69	10,431 (7%)
Bachelor's Degree Only	4,048 (38.9%)	191	28,051 (37.9%)	186	53,910 (36.3%)
Graduate Degree	3,372 (32.4%)	252	22,768 (30.7%)	239	39,577 (26.7%)

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

# Audience Profile

Jan 1 - Dec 31, 2023

## Walnut Creek - Mt. Diablo

1556 Mt Diablo Blvd, Walnut Creek, CA 94596

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

### Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	7,353	47,097	86,416
One Person Households	3,058 (41.6%)	17,769 (37.7%)	26,652 (30.8%)
Married Couple	2,677 (36.4%)	21,577 (45.8%)	44,548 (51.6%)
Male Householder	342 (4.7%)	1,468 (3.1%)	2,643 (3.1%)
Female Householder	718 (9.8%)	2,827 (6%)	6,622 (7.7%)
Non Family Households	558 (7.6%)	3,456 (7.3%)	5,951 (6.9%)

### Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	7,353	47,097	86,416
1 Person Household	3,058 (41.6%)	17,769 (37.7%)	26,652 (30.8%)
2 Person Household	2,446 (33.3%)	16,114 (34.2%)	29,759 (34.4%)
3 Person Household	886 (12%)	6,132 (13%)	12,638 (14.6%)
4 Person Household	675 (9.2%)	4,971 (10.6%)	11,042 (12.8%)
5 Person Household	203 (2.8%)	1,513 (3.2%)	4,130 (4.8%)
6 Person Household	58 (0.8%)	421 (0.9%)	1,312 (1.5%)
7+ Person Household	27 (<0.5%)	177 (<0.5%)	883 (1%)

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

# Audience Profile

Jan 1 - Dec 31, 2023

## Walnut Creek - Mt. Diablo

1556 Mt Diablo Blvd, Walnut Creek, CA 94596

Benchmark: Nationwide



### Housing Units

Total Housing Units	7,896	49,934	90,991
Renter Occupied Housing	4,110	17,124	29,135
Owner Occupied Housing	3,243	29,973	57,281
Vacant Housing	543	2,837	4,575

### Housing Rent

Average Rent	\$2,391.33	\$2,415.35	\$2,401.56
Median Rent	\$2,349.96	\$2,385.13	\$2,350.99
Total Cash Rents Housing	3,971	16,502	28,041
<\$300	1 (<0.5%)	154 (0.9%)	254 (0.9%)
\$300-\$500	8 (<0.5%)	273 (1.7%)	321 (1.1%)
\$500-\$750	90 (2.3%)	322 (2%)	399 (1.4%)
\$750-\$1000	7 (<0.5%)	230 (1.4%)	541 (1.9%)
\$1000-\$1500	156 (3.9%)	1,051 (6.4%)	2,241 (8%)
\$1500-\$2000	913 (23%)	3,113 (18.9%)	5,682 (20.3%)
\$2000-\$2500	1,158 (29.2%)	4,035 (24.5%)	6,528 (23.3%)

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

# Audience Profile

Jan 1 - Dec 31, 2023

## Walnut Creek - Mt. Diablo

1556 Mt Diablo Blvd, Walnut Creek, CA 94596

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
\$2500-\$3000	883	(22.2%)	547	2,981	(18.1%)	444	4,702	(16.8%)	413
\$3000-\$3500	455	(11.5%)	577	2,002	(12.1%)	611	3,118	(11.1%)	560
>\$3500	300	(7.6%)	352	2,341	(14.2%)	661	4,255	(15.2%)	707

### Value of Owner-Occupied Housing Units

Average House Value	\$1.62M	308	\$1.68M	318	\$1.79M	338			
Median House Value	\$1.16M	282	\$1.23M	299	\$1.27M	309			
Owner Occupied Housing	3,243		29,973		57,281				
<\$100K			221	(0.7%)	8	595	(1%)	11	
\$100K - \$200K			108	(<0.5%)	3	429	(0.7%)	5	
\$200K - \$300K			160	(0.5%)	4	525	(0.9%)	6	
\$300K - \$400K			143	(<0.5%)	4	404	(0.7%)	6	
\$400K - \$500K	44	(1.4%)	14	369	(1.2%)	13	679	(1.2%)	12
\$500K - \$1000K	968	(29.8%)	115	5,839	(19.5%)	75	8,767	(15.3%)	59
>\$1000K	2,231	(68.8%)	439	23,133	(77.2%)	493	45,882	(80.1%)	512

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

# Audience Profile

Jan 1 - Dec 31, 2023

## Walnut Creek - Mt. Diablo

1556 Mt Diablo Blvd, Walnut Creek, CA 94596

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

### Poverty

Households in Poverty	610	(8.3%)	66	2,800	(5.9%)	47	5,362	(6.2%)	49
Households Above Poverty	6,743	(91.7%)	105	44,297	(94.1%)	108	81,054	(93.8%)	107
Households in Poverty (Married)	122	(1.7%)	75	423	(0.9%)	40	1,066	(1.2%)	55
Households in Poverty (Male Householder)	82	(1.1%)	174	159	(<0.5%)	53	171	(<0.5%)	31
Households in Poverty (Female Householder)	115	(1.6%)	51	365	(0.8%)	25	979	(1.1%)	37
Households in Poverty (Non-Family)	263	(3.6%)	59	1,705	(3.6%)	60	2,887	(3.3%)	55
Households in Poverty (Non-Family Student)	28	(<0.5%)	61	148	(<0.5%)	50	259	(<0.5%)	48

### Wealth per Household

Household Average Wealth	\$262,288.52	111	\$279,759.27	118	\$278,241.73	117			
Household Median Wealth	\$89,320.64	114	\$110,230.72	140	\$109,274.63	139			
<\$0K	1,273	(17.3%)	98	7,367	(15.6%)	89	13,513	(15.6%)	89
\$0K - \$5K	592	(8.1%)	93	3,287	(7%)	8	6,042	(7%)	8
\$5K - \$10K	326	(4.4%)	96	1,856	(3.9%)	86	3,401	(3.9%)	85
\$10K - \$25K	454	(6.2%)	96	2,742	(5.8%)	91	5,035	(5.8%)	91
\$25K - \$50K	481	(6.5%)	96	3,058	(6.5%)	95	5,639	(6.5%)	95

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

# Audience Profile

Jan 1 - Dec 31, 2023

## Walnut Creek - Mt. Diablo

1556 Mt Diablo Blvd, Walnut Creek, CA 94596

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
\$50K - \$100K	700	(9.5%)	4,643	(9.9%)	8,584	(9.9%)
\$100K - \$250K	1,279	(17.4%)	8,731	(18.5%)	16,076	(18.6%)
\$250K - \$500K	1,001	(13.6%)	6,877	(14.6%)	12,606	(14.6%)
>\$500K	1,247	(17%)	8,536	(18.1%)	15,520	(18%)

### Vehicles per Household

Total Number of Vehicles	10,887	79,748	160,101
Average Number of Vehicles	1.48	1.69	1.85
No Vehicles	783 (10.6%)	3,332 (7.1%)	4,703 (5.4%)
1 Vehicle	3,370 (45.8%)	18,571 (39.4%)	29,454 (34.1%)
2 Vehicles	2,254 (30.7%)	17,337 (36.8%)	33,536 (38.8%)
3 or more Vehicles	946 (12.9%)	7,857 (16.7%)	18,723 (21.7%)

### Population Change

Births	128	807	1,841
Deaths	119	1,437	2,591
Migration	-202	-657	-1,445

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



# Audience Profile

Jan 1 - Dec 31, 2023

## Walnut Creek - Mt. Diablo

1556 Mt Diablo Blvd, Walnut Creek, CA 94596

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

### Workplace

Total Businesses	1,855	5,014	7,976
Total Employees	26,697	68,485	105,036

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