

WALNUT CREEK

CALIFORNIA

Q4 2022 DATA DASHBOARD

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



COMMUNITY PROFILE

INCOME

Source: Esri 2022

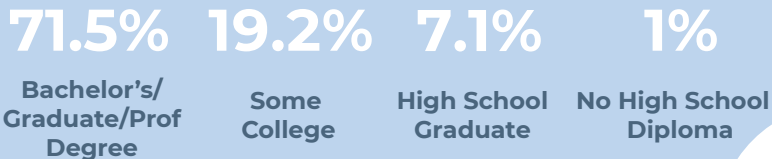


\$125,440

AVERAGE DISPOSABLE INCOME IS \$33,340 HIGHER THAN THE CALIFORNIA AVERAGE OF \$92,100

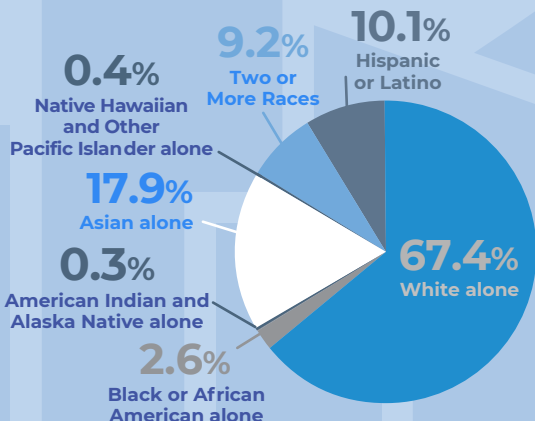
EDUCATION

Source: Esri 2022



ETHNIC BREAKDOWN

Source: US Census Bureau July 1, 2022



70,425
POPULATION

Source: Esri 2022

220,097
DAYTIME POPULATION

Source: Esri 2022
1-5 mile radius from city center

HOUSING DEVELOPMENT PIPELINE

Approximate Units

600 UNITS
UNDER CONSTRUCTION

1,400 UNITS
UNDER REVIEW



32,418
NUMBER OF HOUSEHOLDS

Source: Esri 2022

HOUSING

Source: Esri Dec 2022

61.4%
OWNER-OCCUPIED

32.7%
RENTER-OCCUPIED

#67/540

Best Suburbs to Live in California

#43/540

Best Suburbs for Young Professionals in California

#89/540

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 2022)

SHOPPING PROFILE

Source: Esri 2022

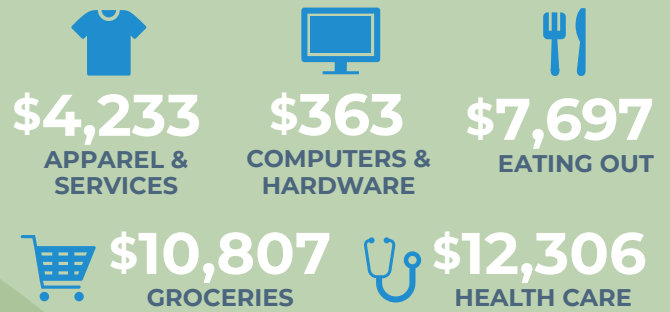
LIFESTYLE SPENDING

On average Walnut Creek residents spend **MORE THAN 75% ABOVE THE NATIONAL AVERAGE.**

Spending Potential Index (SPI) average is 100.



ANNUAL HOUSEHOLD SPENDING

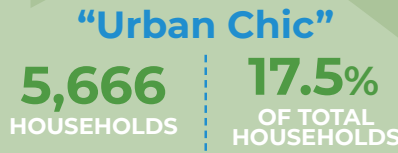


PSYCHOGRAPHIC SEGMENTATION

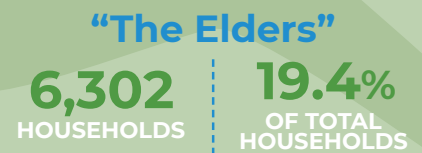
Psychographic segmentation is a type of market segmentation that pays attention to consumers' habits based on general interests and personality traits. Category names assigned by Esri.



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



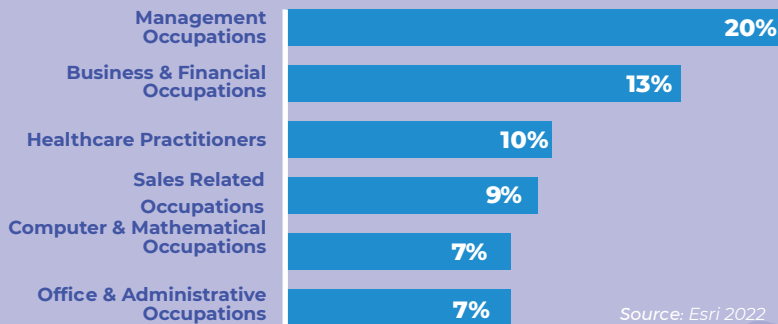
Professionals who live a sophisticated, exclusive lifestyle, and focus more on their lifestyle than ambiance. They travel extensively, have an interest in the arts, shop at upscale stores, and do volunteer work.



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

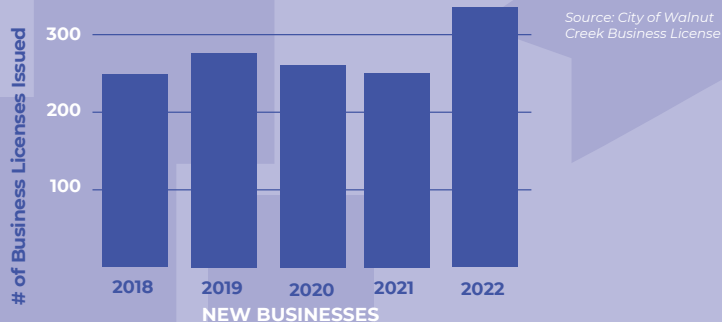
BUSINESS PROFILE

LEADING OCCUPATIONS FOR WALNUT CREEK RESIDENTS



Source: Esri 2022

BUSINESS ACTIVITY



Source: City of Walnut Creek Business License

70,807
OF JOBS

5,229
OF BUSINESS

Source: Esri 2022

\$8,123,596

Q3 2022 SALES TAX

1.7% ↑

Q3 2022 COMPARED TO Q3 2021

Sales tax reporting is one quarter in arrears.

Source: HdL Companies

Top 25 Sales Tax Producers

- Apple
- Chevron
- Cole European Jaguar Land Rover
- CVS Pharmacy
- Daimler Trust
- Diablo Subaru of Walnut Creek
- Dirito Bros Volkswagen
- General Plumbing Supply
- Glencore
- JP Morgan Chase Bank
- Macy's
- Mercedes-Benz of Walnut Creek
- Michael Stead Cadillac
- Nordstrom
- Porsche Walnut Creek
- Safeway
- Shane Co.
- Target
- Tesla Motors
- The Luxury Collection Walnut Creek
- Toyota Walnut Creek
- Volvo Cars Walnut Creek
- Walnut Creek Chrysler Jeep Dodge Ram
- Walnut Creek Ford
- Walnut Creek Honda

Source: HdL Companies

INDUSTRY PROFILE

TOP FOUR LARGEST INDUSTRIES



Health Care and Social Assistance



Finance and Insurance



Professional, Scientific and Technical Services

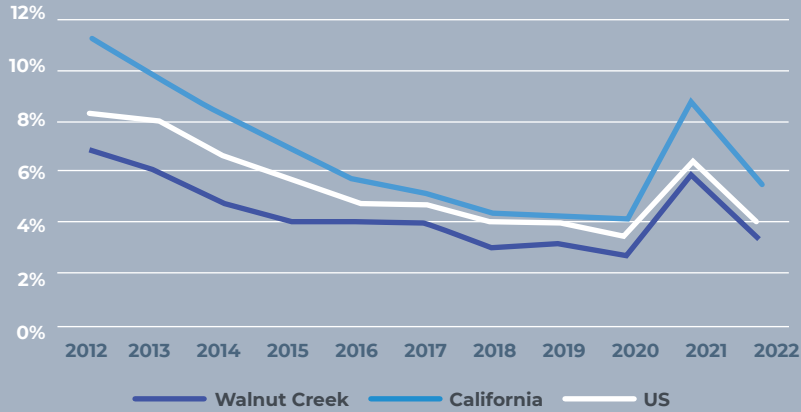


Retail

EMPLOYMENT

UNEMPLOYMENT RATE

(not seasonally adjusted)



Source: EDD Jan 2023

UNEMPLOYMENT RATE TREND

2.6%

DEC-22

3.0%

NOV-22

2.8%

OCT-22

2.6%

SEPT-22

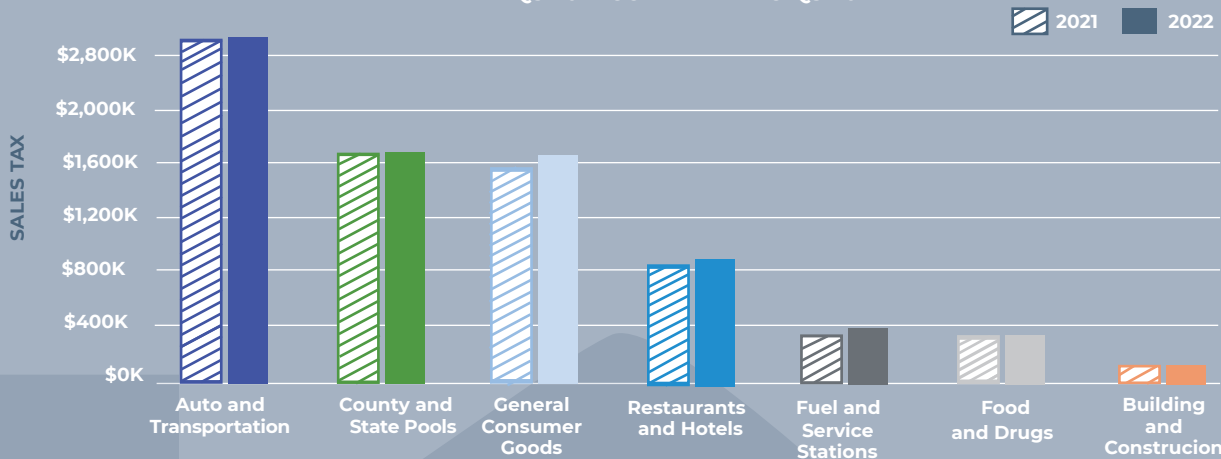
2.8%

AUG-22

SALES TAX BY MAJOR INDUSTRY GROUP

Q3 2021 COMPARED TO Q3 2022

Source: HdL Companies



LARGEST EMPLOYERS

(Based on employee size)

Source: EDD



John Muir Medical Group
Healthcare



MediQuest Staffing
Healthcare



Amerit Fleet Solutions
Auto Fleet Maintenance



Kaiser Permanente Medical Center
Healthcare



Bell-Carter Foods, LLC
Food Processing



The Permanente Medical Group
Healthcare