



Community Profile

44736-Shops at Walnut Creek
 10436 Town Center Dr
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.88700
 Longitude: -105.07503

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	6,157	90,232	235,999
2010 Total Population	6,061	93,121	253,554
2019 Total Population	7,304	103,003	281,382
2019 Group Quarters	85	264	1,003
2024 Total Population	7,857	108,959	297,827
2019-2024 Annual Rate	1.47%	1.13%	1.14%
2019 Total Daytime Population	10,331	91,692	234,632
Workers	6,908	47,191	106,699
Residents	3,423	44,501	127,933
Household Summary			
2000 Households	2,019	33,703	89,170
2000 Average Household Size	3.01	2.67	2.63
2010 Households	2,272	36,862	98,358
2010 Average Household Size	2.63	2.52	2.57
2019 Households	2,682	40,808	108,789
2019 Average Household Size	2.69	2.52	2.58
2024 Households	2,864	43,188	115,194
2024 Average Household Size	2.71	2.52	2.58
2019-2024 Annual Rate	1.32%	1.14%	1.15%
2010 Families	1,578	24,552	65,899
2010 Average Family Size	3.13	3.05	3.11
2019 Families	1,853	26,673	71,772
2019 Average Family Size	3.18	3.06	3.14
2024 Families	1,990	27,981	75,358
2024 Average Family Size	3.19	3.07	3.15
2019-2024 Annual Rate	1.44%	0.96%	0.98%
Housing Unit Summary			
2000 Housing Units	2,067	34,512	91,708
Owner Occupied Housing Units	71.5%	72.8%	70.7%
Renter Occupied Housing Units	26.2%	24.9%	26.5%
Vacant Housing Units	2.3%	2.3%	2.8%
2010 Housing Units	2,351	38,221	103,375
Owner Occupied Housing Units	60.9%	65.9%	63.7%
Renter Occupied Housing Units	35.8%	30.6%	31.5%
Vacant Housing Units	3.4%	3.6%	4.9%
2019 Housing Units	2,784	41,958	112,425
Owner Occupied Housing Units	54.3%	63.0%	62.3%
Renter Occupied Housing Units	42.1%	34.3%	34.5%
Vacant Housing Units	3.7%	2.7%	3.2%
2024 Housing Units	2,968	44,332	118,958
Owner Occupied Housing Units	56.0%	62.9%	62.6%
Renter Occupied Housing Units	40.5%	34.5%	34.3%
Vacant Housing Units	3.5%	2.6%	3.2%
Median Household Income			
2019	\$89,703	\$82,141	\$74,337
2024	\$101,924	\$93,024	\$83,831
Median Home Value			
2019	\$387,879	\$369,562	\$362,382
2024	\$399,861	\$408,669	\$404,406
Per Capita Income			
2019	\$42,707	\$39,593	\$36,175
2024	\$48,458	\$44,895	\$41,264
Median Age			
2010	35.6	36.3	35.6
2019	37.1	38.0	37.2
2024	38.3	38.8	37.9

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Households by Income			
Household Income Base	2,682	40,808	108,789
<\$15,000	3.4%	4.4%	6.4%
\$15,000 - \$24,999	2.7%	4.8%	5.7%
\$25,000 - \$34,999	4.4%	5.8%	7.3%
\$35,000 - \$49,999	7.6%	10.8%	11.9%
\$50,000 - \$74,999	18.6%	18.2%	18.9%
\$75,000 - \$99,999	20.0%	16.7%	15.0%
\$100,000 - \$149,999	21.4%	22.6%	19.9%
\$150,000 - \$199,999	11.1%	9.9%	8.1%
\$200,000+	10.8%	6.8%	6.6%
Average Household Income	\$114,258	\$99,789	\$93,606
2024 Households by Income			
Household Income Base	2,864	43,188	115,194
<\$15,000	2.5%	3.2%	4.9%
\$15,000 - \$24,999	1.9%	3.4%	4.3%
\$25,000 - \$34,999	3.1%	4.3%	5.8%
\$35,000 - \$49,999	6.1%	9.4%	10.7%
\$50,000 - \$74,999	15.7%	16.7%	17.9%
\$75,000 - \$99,999	19.0%	16.7%	15.3%
\$100,000 - \$149,999	24.3%	26.0%	23.2%
\$150,000 - \$199,999	14.6%	12.6%	10.4%
\$200,000+	12.6%	7.7%	7.7%
Average Household Income	\$130,290	\$113,099	\$106,727
2019 Owner Occupied Housing Units by Value			
Total	1,511	26,404	70,006
<\$50,000	0.1%	1.3%	4.9%
\$50,000 - \$99,999	0.0%	0.3%	1.9%
\$100,000 - \$149,999	0.1%	0.7%	1.6%
\$150,000 - \$199,999	0.7%	2.4%	2.7%
\$200,000 - \$249,999	8.0%	6.6%	8.6%
\$250,000 - \$299,999	8.5%	12.5%	12.1%
\$300,000 - \$399,999	37.1%	37.8%	29.3%
\$400,000 - \$499,999	34.4%	24.5%	21.5%
\$500,000 - \$749,999	10.9%	12.2%	14.4%
\$750,000 - \$999,999	0.1%	1.1%	2.0%
\$1,000,000 - \$1,499,999	0.1%	0.4%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.0%	0.4%	0.5%
Average Home Value	\$397,483	\$395,911	\$386,912
2024 Owner Occupied Housing Units by Value			
Total	1,662	27,878	74,403
<\$50,000	0.0%	0.7%	4.1%
\$50,000 - \$99,999	0.0%	0.1%	0.9%
\$100,000 - \$149,999	0.0%	0.0%	1.3%
\$150,000 - \$199,999	0.1%	0.2%	0.9%
\$200,000 - \$249,999	1.6%	1.4%	3.0%
\$250,000 - \$299,999	5.1%	6.7%	8.1%
\$300,000 - \$399,999	43.3%	38.0%	30.6%
\$400,000 - \$499,999	36.0%	32.4%	27.5%
\$500,000 - \$749,999	13.7%	17.1%	18.7%
\$750,000 - \$999,999	0.1%	2.1%	3.4%
\$1,000,000 - \$1,499,999	0.1%	0.5%	0.7%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.0%	0.6%	0.8%
Average Home Value	\$419,344	\$447,663	\$439,588

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	6,062	93,124	253,553
0 - 4	5.5%	6.5%	7.0%
5 - 9	6.4%	6.4%	7.0%
10 - 14	7.0%	6.4%	6.7%
15 - 24	15.8%	13.6%	13.5%
25 - 34	14.6%	15.4%	15.0%
35 - 44	13.9%	14.0%	14.0%
45 - 54	17.7%	15.8%	15.0%
55 - 64	12.6%	12.2%	11.4%
65 - 74	4.4%	5.8%	6.0%
75 - 84	1.5%	2.9%	3.4%
85 +	0.7%	1.0%	1.1%
18 +	75.9%	76.6%	75.2%
2019 Population by Age			
Total	7,303	103,004	281,382
0 - 4	5.2%	5.8%	6.3%
5 - 9	5.4%	5.8%	6.3%
10 - 14	6.1%	6.1%	6.4%
15 - 24	12.2%	11.7%	12.1%
25 - 34	18.0%	16.1%	15.7%
35 - 44	13.4%	14.0%	13.8%
45 - 54	12.8%	12.6%	12.5%
55 - 64	14.7%	13.4%	12.6%
65 - 74	8.7%	9.3%	8.8%
75 - 84	2.7%	3.9%	4.1%
85 +	0.7%	1.4%	1.5%
18 +	79.2%	79.0%	77.4%
2024 Population by Age			
Total	7,857	108,959	297,829
0 - 4	5.3%	5.8%	6.3%
5 - 9	5.2%	5.5%	6.0%
10 - 14	5.8%	5.7%	6.1%
15 - 24	11.1%	11.6%	12.0%
25 - 34	16.7%	15.7%	15.3%
35 - 44	16.0%	14.5%	14.4%
45 - 54	11.7%	12.2%	11.9%
55 - 64	12.6%	12.0%	11.6%
65 - 74	10.4%	10.3%	9.7%
75 - 84	4.2%	5.2%	5.1%
85 +	0.9%	1.6%	1.6%
18 +	79.9%	79.6%	78.0%
2010 Population by Sex			
Males	3,041	46,155	125,552
Females	3,020	46,966	128,002
2019 Population by Sex			
Males	3,635	51,006	139,351
Females	3,669	51,997	142,031
2024 Population by Sex			
Males	3,889	53,803	147,309
Females	3,968	55,156	150,518

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	6,062	93,120	253,554
White Alone	83.9%	85.3%	81.6%
Black Alone	1.6%	1.3%	1.3%
American Indian Alone	0.7%	0.8%	1.0%
Asian Alone	7.1%	5.1%	4.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.9%	4.4%	7.8%
Two or More Races	3.8%	3.2%	3.3%
Hispanic Origin	12.2%	15.6%	22.6%
Diversity Index	44.2	46.2	56.6
2019 Population by Race/Ethnicity			
Total	7,305	103,002	281,383
White Alone	82.1%	82.8%	78.9%
Black Alone	1.8%	1.6%	1.7%
American Indian Alone	0.7%	0.9%	1.1%
Asian Alone	7.6%	5.8%	5.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.2%	4.9%	8.6%
Two or More Races	4.4%	3.9%	4.0%
Hispanic Origin	13.4%	17.6%	24.9%
Diversity Index	47.8	51.1	60.8
2024 Population by Race/Ethnicity			
Total	7,857	108,959	297,827
White Alone	80.9%	81.2%	77.2%
Black Alone	1.9%	1.8%	1.8%
American Indian Alone	0.8%	0.9%	1.1%
Asian Alone	7.9%	6.4%	6.2%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.5%	5.3%	9.2%
Two or More Races	4.8%	4.3%	4.4%
Hispanic Origin	14.5%	19.1%	26.6%
Diversity Index	50.2	54.1	63.4
2010 Population by Relationship and Household Type			
Total	6,061	93,121	253,554
In Households	98.7%	99.7%	99.6%
In Family Households	83.1%	82.5%	83.2%
Householder	26.4%	26.4%	26.0%
Spouse	21.0%	20.4%	19.5%
Child	31.3%	30.3%	31.5%
Other relative	2.9%	3.3%	4.0%
Nonrelative	1.6%	2.1%	2.4%
In Nonfamily Households	15.6%	17.2%	16.4%
In Group Quarters	1.3%	0.3%	0.4%
Institutionalized Population	1.2%	0.2%	0.3%
Noninstitutionalized Population	0.0%	0.0%	0.0%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Population 25+ by Educational Attainment			
Total	5,191	72,783	193,809
Less than 9th Grade	2.1%	1.9%	3.5%
9th - 12th Grade, No Diploma	3.2%	4.1%	6.1%
High School Graduate	18.0%	16.7%	18.2%
GED/Alternative Credential	3.5%	3.8%	4.2%
Some College, No Degree	23.9%	21.8%	21.3%
Associate Degree	8.8%	8.4%	8.3%
Bachelor's Degree	27.6%	28.7%	25.2%
Graduate/Professional Degree	13.0%	14.7%	13.3%
2019 Population 15+ by Marital Status			
Total	6,082	84,873	227,938
Never Married	29.3%	31.3%	30.9%
Married	61.9%	52.6%	52.3%
Widowed	2.1%	4.0%	4.5%
Divorced	6.7%	12.1%	12.2%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	93.7%	95.4%	95.5%
Civilian Unemployed (Unemployment Rate)	6.3%	4.6%	4.5%
2019 Employed Population 16+ by Industry			
Total	3,960	59,607	156,289
Agriculture/Mining	0.7%	1.1%	1.0%
Construction	8.4%	7.4%	9.6%
Manufacturing	10.8%	9.7%	9.9%
Wholesale Trade	3.5%	3.0%	2.9%
Retail Trade	9.5%	11.2%	10.4%
Transportation/Utilities	6.8%	5.0%	5.2%
Information	2.8%	3.6%	2.9%
Finance/Insurance/Real Estate	6.8%	6.9%	6.3%
Services	46.8%	47.2%	47.3%
Public Administration	4.0%	4.9%	4.5%
2019 Employed Population 16+ by Occupation			
Total	3,960	59,607	156,290
White Collar	72.1%	68.6%	63.2%
Management/Business/Financial	20.6%	19.5%	17.0%
Professional	26.3%	23.8%	21.6%
Sales	9.0%	11.3%	10.4%
Administrative Support	16.1%	14.0%	14.1%
Services	13.2%	14.0%	16.1%
Blue Collar	14.6%	17.4%	20.7%
Farming/Forestry/Fishing	0.0%	0.3%	0.3%
Construction/Extraction	3.5%	4.3%	6.4%
Installation/Maintenance/Repair	2.5%	3.6%	3.4%
Production	5.5%	4.9%	5.1%
Transportation/Material Moving	3.2%	4.3%	5.5%
2010 Population By Urban/ Rural Status			
Total Population	6,061	93,121	253,554
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	2,273	36,862	98,357
Households with 1 Person	22.0%	25.3%	25.5%
Households with 2+ People	78.0%	74.7%	74.5%
Family Households	69.4%	66.6%	67.0%
Husband-wife Families	55.4%	51.5%	50.3%
With Related Children	25.7%	22.8%	23.4%
Other Family (No Spouse Present)	13.9%	15.1%	16.7%
Other Family with Male Householder	4.6%	5.0%	5.4%
With Related Children	2.6%	2.9%	3.2%
Other Family with Female Householder	9.3%	10.2%	11.3%
With Related Children	5.8%	6.4%	7.3%
Nonfamily Households	8.5%	8.1%	7.5%
All Households with Children	34.5%	32.6%	34.4%
Multigenerational Households	3.3%	3.5%	4.0%
Unmarried Partner Households	6.2%	6.8%	6.8%
Male-female	5.4%	5.9%	6.0%
Same-sex	0.9%	0.9%	0.8%
2010 Households by Size			
Total	2,272	36,862	98,358
1 Person Household	22.1%	25.3%	25.5%
2 Person Household	35.1%	34.9%	33.5%
3 Person Household	18.0%	17.2%	16.8%
4 Person Household	15.8%	13.7%	13.9%
5 Person Household	5.6%	5.5%	6.3%
6 Person Household	2.2%	2.1%	2.4%
7 + Person Household	1.2%	1.3%	1.7%
2010 Households by Tenure and Mortgage Status			
Total	2,272	36,862	98,358
Owner Occupied	63.0%	68.3%	66.9%
Owned with a Mortgage/Loan	54.8%	56.5%	53.3%
Owned Free and Clear	8.2%	11.8%	13.6%
Renter Occupied	37.0%	31.7%	33.1%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,351	38,221	103,375
Housing Units Inside Urbanized Area	100.0%	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.0%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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Top 3 Tapestry Segments			
1.	Home Improvement (4B)	Bright Young Professionals	Bright Young Professionals
2.	Enterprising Professionals (2D)	Home Improvement (4B)	Home Improvement (4B)
3.	Bright Young Professionals (8C)	Enterprising Professionals	Parks and Rec (5C)
2019 Consumer Spending			
Apparel & Services: Total \$	\$7,562,491	\$100,883,145	\$254,352,806
Average Spent	\$2,819.72	\$2,472.14	\$2,338.04
Spending Potential Index	132	115	109
Education: Total \$	\$5,584,866	\$73,830,541	\$184,401,046
Average Spent	\$2,082.35	\$1,809.22	\$1,695.03
Spending Potential Index	131	114	106
Entertainment/Recreation: Total \$	\$11,207,616	\$150,028,686	\$375,301,349
Average Spent	\$4,178.83	\$3,676.45	\$3,449.81
Spending Potential Index	128	112	106
Food at Home: Total \$	\$17,613,492	\$238,768,696	\$602,033,627
Average Spent	\$6,567.30	\$5,851.03	\$5,533.96
Spending Potential Index	127	113	107
Food Away from Home: Total \$	\$13,032,389	\$173,615,002	\$436,521,268
Average Spent	\$4,859.21	\$4,254.44	\$4,012.55
Spending Potential Index	132	116	109
Health Care: Total \$	\$19,755,986	\$268,223,573	\$669,990,492
Average Spent	\$7,366.14	\$6,572.82	\$6,158.62
Spending Potential Index	124	111	104
HH Furnishings & Equipment: Total \$	\$7,521,236	\$100,216,200	\$251,399,946
Average Spent	\$2,804.34	\$2,455.80	\$2,310.89
Spending Potential Index	132	115	108
Personal Care Products & Services: Total \$	\$3,174,642	\$42,185,800	\$105,625,434
Average Spent	\$1,183.68	\$1,033.76	\$970.92
Spending Potential Index	134	117	110
Shelter: Total \$	\$65,167,694	\$872,093,925	\$2,187,637,976
Average Spent	\$24,298.17	\$21,370.66	\$20,109.00
Spending Potential Index	131	115	109
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$8,371,216	\$113,940,497	\$283,397,940
Average Spent	\$3,121.26	\$2,792.11	\$2,605.02
Spending Potential Index	126	113	105
Travel: Total \$	\$8,049,193	\$105,078,582	\$261,478,184
Average Spent	\$3,001.19	\$2,574.95	\$2,403.54
Spending Potential Index	134	115	107
Vehicle Maintenance & Repairs: Total \$	\$3,873,519	\$53,920,864	\$134,759,966
Average Spent	\$1,444.27	\$1,321.33	\$1,238.73
Spending Potential Index	126	115	108

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.