



**BUSINESS ECONOMIC PROFILE
FOR
SUNNYVALE
SANTA CLARA COUNTY, CALIFORNIA**

SEPTEMBER 2008

Sunnyvale's history is based largely on its economy. When Martin Murphy, Sr. arrived in Sunnyvale in 1845, its vast open space and fertile soil were seen as assets to farming, particularly fruit orchards. With the arrival of the railroad in 1864, the industrial base of the community was able to expand. Canneries to process the fruit from surrounding orchards were built near the rail lines. In 1906, Hendy Iron Works relocated from San Francisco to Sunnyvale, thus diversifying the industrial base.

Sunnyvale was incorporated as a city in 1912, with a population of approximately 1,800. By 1940, the population had grown to about 4,400. During World War II, Sunnyvale supplied food and equipment to the troops; the Hendy Iron Works was taken over by Westinghouse to support the war effort. After the war, defense-related industries arrived, capitalizing on the pleasant climate and the Naval Air Station. Lockheed became the city's largest employer. By 1950 the population had grown to 9,900. The 1950s and 1960s were the biggest periods of growth for the community, resulting in a 1960 population of 52,900 and a 1970 population of 96,000.

The defense era gave way to the high-tech era when the microprocessor was introduced in 1971. The population in 1980 and 1990 was 106,700 and 117,200, respectively. The next and most recent era was related to the internet, with technology companies in Sunnyvale undertaking research and development for this newest industry. The world is now primed for the next great wave of innovation—nanotechnology---and Silicon Valley is well positioned to lead the world in the realms of research and commercialization of this enabling technology.

COMMUNITY

The story has it that Sunnyvale got its name from a local builder looking out over yet another sunny day, shading his eyes, and saying, "Let's call it Sunnyvale." Sunnyvale boasts a very mild climate, with temperatures varying from an average of 48 degrees in January to an average of 68 degrees in July. The rainfall of the winter months usually amounts to around 7 inches. This gorgeous climate naturally leads to an ideal environment for many outdoor activities such as golf and tennis. Sunnyvale is home to two golf courses, 18 neighborhood parks and 123 tennis courts, 68 of which are at our very own world class Municipal Center. Within close proximity are beautiful beaches, spectacular state and national parks, as well as San Francisco and San Jose. Sunnyvale has a solid economic base, and the business revenue generated each year gives us a superb quality of life. The mean household income for a Sunnyvale resident is \$79,926. Poverty levels in Sunnyvale have remained consistently lower than those of Santa Clara County or the state. The City offers affordable housing programs and first-time homebuyer programs. Please contact our Housing Division at housing@ci.sunnyvale.ca.us or 408.730.7250 if you would like information on different housing programs.

HOUSING CHARACTERISTICS (2005)	
Average Household Size	2.43
Average Housing Price (single family homes)	\$850,538
Average Rental Price (3 bedrooms)	\$2,138

ECONOMIC BASE (2007)	
Total City Revenue	95,335,000
Issuer Credit Rating	AA+
Sales Tax Collected (in thousands)	\$30.8

BUSINESS AND ECONOMICS

Sunnyvale, with its Silicon Valley location, has a solid high-tech presence. Transitioning from agricultural to defense to the current high tech economy, Sunnyvale has remained on the cutting edge of Silicon Valley innovation. Despite the effects of the “dot com bust” of 2001, industry in Sunnyvale has remained strong. In 2005, the top industries in the City included information (25 percent), retail trade (10 percent), and manufacturing (24 percent).

BUSINESS	
Total Number of Businesses (2008)	8,806
Employment Generated by Sunnyvale Businesses (inside City limits) – 2008	83,717
Total Number of Jobs in the City (includes schools, military, etc.) - 2008	88,500
Business Tax – Minimum*	\$50.00
Business Tax – Maximum*	\$11,700.00

* Business Tax is renewed every 2 years. All business licenses are subject to a \$56.00 processing fee.

EMPLOYMENT BY INDUSTRY	PERCENTAGE	EMPLOYMENT BY INDUSTRY	PERCENTAGE
Information Services	25	Services	8.2
Retail Trade	10	Recreation/Hospitality	3.5
Wholesale Trade	.9	Public Administration	1
Manufacturing	24	Misc./Undefined	13.2
Construction	2.2		

Note: Figures based on December 2005 Employment Development Data (www.labormarketinfo.edd.ca.gov)

LABOR MARKET		
	Sunnyvale	Santa Clara County
Labor Force		
June 2007	73,200	849,600
March 2006	69,900	817,300
March 2005	69,900	818,800
April 2004	73,830	867,300
2003 Average	75,940	895,100
2002 Average	80,020	943,600
Employment		
June 2007	70,300	809,500
March 2006	66,900	776,100
March 2005	66,600	772,600
April 2004	69,920	812,500
2003 Average	70,610	821,600
2002 Average	74,230	863,800
Unemployment		
June 2007	2,900	40,100
March 2006	3,000	41,200
March 2005	3,300	46,200
April 2004	3,910	54,700
2003 Average	5,330	73,500
2002 Average	5,790	79,800
Unemployment Rate		
March 2008	4.3%	4.7%
March 2006	4.3%	5.0%
March 2005	4.8%	5.6%
April 2004	5.3%	6.3%
2003 Average	7.0%	8.2%
2002 Average	7.2%	8.5%

RENTAL LOCATIONS/ TYPES	HISTORICAL ASKING RATES (\$/SF/MONTH)
R&D	\$1.61
Industrial	\$0.88
Warehouse	\$0.75
Office	\$3.36
Sunnyvale Vacancy Rate	11.24%

*Rental rates information updated 2nd Quarter 2008. Information collected by average from: Cornish & Carey – www.ccarey.com; NAI BT Commercial – www.btcommercial.com; & Colliers International – www.colliers.com. Please contact Economic Development via e-mail at econdev@ci.sunnyvale.ca.us or (408) 730-7607 for updated information

PEOPLE

Sunnyvale is a diverse community, with a highly educated population. The population in 2008 for Sunnyvale is 137,538 and 1,808,056 in Santa Clara County. Leading research facilities and national labs in and near the city attract residents from around the world. These prestigious institutions include Stanford University, UC Berkeley, NASA Ames Research Center, Onizuka Air Force Base & Satellite tracking facility, Santa Clara University, and San Jose State University.

HOUSEHOLD	
2008 Total Population	137,538
2005 Single Parent Household (Female)	2,397

RACE 2006 Census Update –Community Survey		
	Sunnyvale	Santa Clara County
Race		
White	61,136 (46%)	922,108
Black/African American	5,248 (3.9%)	47,009
Asian	48,753 (36.5%)	544,224
Other Race	13,234 (13.8%)	224,198

SOCIAL CHARACTERISTICS 2005 Census Data		
	Sunnyvale	Santa Clara County
Foreign Born Population	58,225	606,300
Naturalized Citizen	20,379	297,610
Not a Citizen	37,846	308,690

LANGUAGE SPOKEN IN HOUSEHOLD 2005 Census Data	
Number of Households	52,135
English*	59,267
Spanish*	16,652
Other Indo-European language*	13,514
Asian/Pacific Islander language*	30,994
Other language*	1,664

*per person per household

EDUCATIONAL ATTAINMENT (FOR POPULATION 25 YEARS AND OLDER)		
2006 Updated Census Data –Community Survey		
	Sunnyvale*	Santa Clara County
Population 25 years and older	97,049	1,198,741
No Schooling	n/a	n/a
Less than High School Diploma	9,801	165,426
High School Graduate	14,266	219,369
Some College	15,237	284,101
Associate Degree	7,181	n/a
Bachelor Degree	26,979	300,884
Graduate or Professional Degree	23,679	227,760
% High School Graduate or higher	90.0%	99.9%
% Bachelor Degree or higher	52.2%	44.1%
% Graduate/Professional Degree	24.4%	19%

* Data was obtained by calculating percentages of County estimate

DISABLED POPULATION		
2005 Census Data		
	Sunnyvale	Santa Clara County
Total Population 21 – 64 years	85,108	1,018,987
With a disability (of total population)	10,686	143,946

Prepared by the
CITY OF SUNNYVALE
www.sunnyvale.ca.gov

The information contained in this profile was obtained from a variety of sources including the 2005 Census, the 2006 American Community Survey, the California Employment Development Department, and the City of Sunnyvale. For more detailed information about sources, please contact:

Economic Development: (408) 730-7607
email: econdev@ci.sunnyvale.ca.us
www.sunnyvale-econdev.com

Planning Division: (408) 730-7440
email: planning@ci.sunnyvale.ca.us

