



**BUSINESS AND COMMUNITY PROFILE
FOR
SUNNYVALE
CALIFORNIA**

JUNE 2016

From its humble beginnings as a small agricultural settlement in 1845, through its incorporation as a city in 1912, Sunnyvale has grown to become the “heart of Silicon Valley”. Sunnyvale is made up of 24 square miles and is the 5th largest city in the San Francisco Bay Area.

COMMUNITY

HOUSEHOLDS

| | |
|----------------------------------|-----------|
| Population (2016) | 148,372 |
| Median Household Income (2015) | \$103,257 |
| Median Age | 35.2 |
| Educational Attainment | |
| • High School Graduate or higher | 91.5% |
| • Bachelor Degree or higher | 59.3% |

ECONOMIC BASE (2015)

| | |
|---------------------------------------|--------|
| Issuer Credit Rating | AAA |
| Property Tax Revenue (in millions) | \$54.9 |
| Sales Tax Collected (in millions) | \$29.7 |
| Transient Occupancy Tax (in millions) | \$14.1 |

BUSINESS & ECONOMICS

BUSINESS

| | |
|---|-------------|
| Total Number of Businesses* | 9,065 |
| Employment Generated by Sunnyvale Businesses* | 56,092 |
| Business Tax – Minimum | \$35.14 |
| Business Tax – Maximum | \$11,130.20 |

*City of Sunnyvale Business License Database-June 2016 (inside City limits)

EMPLOYMENT BY INDUSTRY – TOP FIVE (PERCENTAGE)

| | |
|---|-------|
| Professional, Scientific and Technical Services | 32.3% |
| Manufacturing | 21.5% |
| Information | 9% |
| Health Care and Social Assistance | 7% |
| Recreation/Hospitality | 4% |

Note: Based on 2012 Census American Community Survey

| TOP 10 EMPLOYERS IN SUNNYVALE (City Business License Database) | |
|---|---|
| Lockheed Martin Space Systems | Network Appliance, Inc. (Headquarters) |
| Apple, Inc. | Northrop Grumman Marine |
| Yahoo! Inc. (Headquarters) | Linkedin Corp. |
| Juniper Networks (Headquarters) | Intuitive Surgical, Inc. (Headquarters) |
| Google | A2Z Development Center, Inc. – Lab 126 |

| RENTAL LOCATIONS/TYPES | AVERAGE ASKING RATES (\$/SF/MONTH) | AVERAGE VACANCY RATES |
|------------------------|------------------------------------|-----------------------|
| R&D | \$2.55 | 6.2% |
| Industrial/Warehouse | \$1.57 | 1.7% |
| Office | \$4.53 | 3.1% |

*Rental rates and vacancy information updated 1st Quarter 2016. Information collected by Cushman and Wakefield – <http://www.cushmanwakefield.com/> and Colliers International – www.colliers.com. If you have any questions, please contact Economic Development at econdev@sunnyvale.ca.gov or (408) 730-7607.

| LABOR MARKET (EDD Labor Market Information November 2015) | | |
|--|-----------|--------------------|
| | Sunnyvale | Santa Clara County |
| Labor Force | 86,900 | 1,040,000 |
| Unemployment Rate | 3.4% | 3.8% |

PEOPLE

(Based on 2010-2014 American Community Survey 5-Year Estimates)

| SOCIAL CHARACTERISTICS | | |
|-------------------------|-----------|--------------------|
| | Sunnyvale | Santa Clara County |
| Foreign Born Population | 44.5% | 37.3% |
| Naturalized Citizen | 37.9% | 52.9% |
| Not a Citizen | 62.1% | 47% |

| LANGUAGE SPOKEN IN HOUSEHOLD | | |
|---------------------------------|--|-------|
| English | | 45% |
| Spanish | | 13.8% |
| Other Indo-European language | | 12.8% |
| Asian/Pacific Islander language | | 26.6% |
| Other language | | 1.7% |

| RACE | | |
|--|-----------|--------------------|
| Race | Sunnyvale | Santa Clara County |
| White | 48% | 49.3% |
| Black/African American | 2% | 2.6% |
| American Indian/Alaska Native | .2% | .5% |
| Asian | 41.5% | 33.2% |
| Hispanic or Latino | 18% | 26.7% |
| Native Hawaiian/other Pacific Islander | .06% | .4% |
| Two or more races | 3.8% | 4.6% |

Note: Total does not equal 100% due to more than one race listed under "Hispanic or Latino".

| Part I Crimes 2015 | |
|--|--------------|
| Violent Crime Total | 2,530 |
| Average Emergency Police Response Time | 4.40 minutes |

Part 1 crimes are listed by the FBI as:

Hierarchy Rule

There is a significance to the order in which the Part I offenses are presented, with criminal homicide being the highest in the hierarchy and arson being the lowest. The Part I offenses are as follows:

1. Criminal Homicide
2. Forcible Rape
3. Robbery (armed)
4. Aggravated Assault
5. Burglary
6. Larceny-theft (except motor vehicle theft)
7. Motor Vehicle Theft
8. Arson

**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 2010-2014 estimates from American Community Survey, the California Employment Development Department, and the City of Sunnyvale. For more detailed information about sources, please contact:

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