



**COMMUNITY AND BUSINESS PROFILE
FOR
SUNNYVALE
CALIFORNIA**

JULY 2018

Sunnyvale is the “Heart of Silicon Valley.” From humble beginnings as a small agricultural settlement to an aerospace and technology hub, Sunnyvale has been a key part of the San Francisco Bay Area’s evolution and is the region’s seventh largest city. Since the city’s incorporation in 1912, smart planning and a diverse community have made Sunnyvale a center of innovation, a town of family neighborhoods and a place where businesses thrive.

COMMUNITY

HOUSEHOLDS

Population (2018)	153,389
Median Household Income (2017)	\$109,799
Median Age	35.4
Educational Attainment	
• High School Graduate or higher	91.8%
• Bachelor Degree or higher	62.6%

ECONOMIC BASE (2018)

Issuer Credit Rating (Standard & Poors, Moody’s)	AAA
Property Tax Revenue (in millions)	\$66.6
Sales Tax Collected (in millions)	\$31.0
Transient Occupancy Tax (in millions)	\$16.6

BUSINESS & ECONOMICS

BUSINESS

Total Number of Businesses*	7,875
Employment Generated by Sunnyvale Businesses*	100,242
Business Tax – Minimum	\$37.15
Business Tax – Maximum	\$11,768.60

*City of Sunnyvale Business License Database-June 2018 (inside City limits)

EMPLOYMENT BY INDUSTRY – TOP FIVE (PERCENTAGE)

Professional, Scientific and Technical Services	27.4%
Manufacturing	20.4%
Information	7.6%
Health Care and Social Assistance	14.8%
Recreation/Hospitality	6.4%

Note: Based on 2016 Census American Community Survey

TOP 10 EMPLOYERS IN SUNNYVALE (City Business License Database)	
Google	LinkedIn Corp.
Juniper Networks (Headquarters)	Network Appliance, Inc. (Headquarters)
Lockheed Martin Space Systems	A2Z Development Center, Inc. – Lab 126
Apple, Inc.	Intuitive Surgical Operations
Yahoo! Holdings	West Valley Engineering Inc

RENTAL LOCATIONS/TYPES	AVERAGE ASKING RATES (\$/SF/MONTH)	AVERAGE VACANCY RATES
R&D	\$6.0	6.0%
Industrial/Warehouse	\$2.40	6.0%
Office	\$4.81	7.6%

*Rental rates and vacancy information updated 4th Quarter 2017. 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 2018)		
	Sunnyvale	Santa Clara County
Labor Force	89,400	1,062,800
Unemployment Rate	2.2%	2.7%

PEOPLE

(Based on 2011-2015 American Community Survey 5-Year Estimates)

LANGUAGE SPOKEN IN HOUSEHOLD	
English	44.3%
Spanish	13.2%
Other Indo-European language	14.1%
Asian/Pacific Islander language	26.7%
Other language	1.7%

RACE		
Race	Sunnyvale	Santa Clara County
White	45.5%	46.9%
Black/African American	2%	2.5%
American Indian/Alaska Native	0.4%	0.5%
Asian	43.3%	34.4%
Hispanic or Latino	17.8%	26.3%
Native Hawaiian/other Pacific Islander	0.05%	0.8%
Two or more races	3.2%	4.8%

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

Part I Crimes 2017	
Violent Crime Total	2,884
Average Emergency Police Response Time	4:55 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 | 5. Burglary |
| 2. Forcible Rape | 6. Larceny-theft (except motor vehicle theft) |
| 3. Robbery (armed) | 7. Motor Vehicle Theft |
| 4. Aggravated Assault | 8. Arson |

**Prepared by the
CITY OF SUNNYVALE
Sunnyvale.ca.gov**

The information contained in this profile was obtained from a variety of sources including the 2011-2016 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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