



# BUSINESS AND COMMUNITY PROFILE FOR **SUNNYVALE** CALIFORNIA

**June 2024**

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 (2024)	157,566
Median Household Income (2023-ACS)	\$174,506
Median Age	35.1
Educational Attainment	
• High School Graduate or higher	94%
• Bachelor’s Degree or higher	68%

### ECONOMIC BASE (2023 estimates)

Property Tax Revenue (in millions)	\$128.2
Sales Tax Collected (in millions)	\$ 36.9
Transient Occupancy Tax (in millions)	\$ 17.3

## BUSINESS & ECONOMICS

### BUSINESS

Total Number of Businesses*	6,723
Employment Generated by Sunnyvale Businesses*	96,237
Business Tax – Minimum	\$44.46
Business Tax – Maximum	\$14,447.60

\*City of Sunnyvale Business License Database-June 2023 (inside City limits)

### EMPLOYMENT BY INDUSTRY – TOP FIVE (PERCENTAGE)

Professional, Scientific and Technical Services	29.9%
Manufacturing	15.8%
Information	11.7%
Health Care, Educational Services and Social Assistance	14.3%
Retail Trade	7.9%

Note: Based on 2022 Census American Community Survey

TOP 10 EMPLOYERS IN SUNNYVALE (City Business License Database)	
Google	Lockheed Martin Space Systems
Apple Inc.	Applied Materials
Amazon.Com Services LLC	Cepheid
Facebook, Inc.	Walmart Inc.
Intuitive Surgical	Synopsys, Inc.

RENTAL LOCATIONS/TYPES	AVERAGE ASKING RATES (\$/SF/MONTH)	AVERAGE VACANCY RATES
R&D	\$3.61	7.68%
Industrial/Warehouse	\$1.95	2.4%
Office	\$5.85	11.2%

\*Rental rates and vacancy information updated 4th Quarter 2023. Information collected by Cushman and Wakefield – <http://www.cushmanwakefield.com/>, Colliers International – [www.colliers.com](http://www.colliers.com), and CBRE - <https://www.cbre.us/research-and-insight> If you have any questions, please contact Economic Development at [econdev@sunnyvale.ca.gov](mailto:econdev@sunnyvale.ca.gov) or 408-730-7607.

LABOR MARKET (EDD Labor Market Information - Preliminary November 2023)		
	Sunnyvale	Santa Clara County
Labor Force	90,950	746,630
Unemployment Rate	4.1%	4.3%

## PEOPLE

(Based on 2022 American Community Survey)

LANGUAGE SPOKEN IN HOUSEHOLD	
English	40.6%
Spanish	12.5%
Other Indo-European language	13.8%
Asian/Pacific Islander language	30.9%
Other language	2.3%

RACE		
Race	Sunnyvale	Santa Clara County
White	39%	46.7%
Black/African American	2.2%	3.5%
American Indian/Alaska Native	1.4%	1.7%
Asian	53.5%	42.2%
Hispanic or Latino	16.7%	24.9%
Native Hawaiian/other Pacific Islander	0.04%	0.8%
Two or more races	4.6%	4.1%

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

Part I Crimes	
Violent Crime Total (2021)	5,029
Average Emergency Police Response Time (2023)	4:33 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](http://Sunnyvale.ca.gov)**

The information contained in this profile was obtained from a variety of sources including the 2021 estimates from Census-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@sunnyvale.ca.gov](mailto:econdev@sunnyvale.ca.gov)

Planning Division: 408-730-7440  
Email: [planning@sunnyvale.ca.gov](mailto:planning@sunnyvale.ca.gov)