



BUSINESS AND COMMUNITY PROFILE FOR **SUNNYVALE** CALIFORNIA

June 2023

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 (2023)	156,317
Median Household Income (2022-ACS)	\$156,059
Median Age	35.2
Educational Attainment	
• High School Graduate or higher	93.2%
• Bachelor’s Degree or higher	66.8%

ECONOMIC BASE (2022 estimates)

Property Tax Revenue (in millions)	\$114.3
Sales Tax Collected (in millions)	\$ 34.0
Transient Occupancy Tax (in millions)	\$ 14.1

BUSINESS & ECONOMICS

BUSINESS

Total Number of Businesses*	6,919
Employment Generated by Sunnyvale Businesses*	100,191
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	31.1%
Manufacturing	16.7%
Information	10.5%
Health Care, Educational Services and Social Assistance	13.7%
Retail Trade	7.4%

Note: Based on 2021 Census American Community Survey

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

RENTAL LOCATIONS/TYPES	AVERAGE ASKING RATES (\$/SF/MONTH)	AVERAGE VACANCY RATES
R&D	\$3.61	7.34%
Industrial/Warehouse	\$1.75	3.4%
Office	\$6.08	7.94%

*Rental rates and vacancy information updated 4th Quarter 2022. Information collected by Cushman and Wakefield – <http://www.cushmanwakefield.com/>, Colliers International – 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 or 408-730-7607.

LABOR MARKET (EDD Labor Market Information - Preliminary November 2022)		
	Sunnyvale	Santa Clara County
Labor Force	88,800	1,030,400
Unemployment Rate	2%	2.4%

PEOPLE

(Based on 2021 American Community Survey)

LANGUAGE SPOKEN IN HOUSEHOLD	
English	38.3%
Spanish	13.1%
Other Indo-European language	16.5%
Asian/Pacific Islander language	30.6%
Other language	1.5%

RACE		
Race	Sunnyvale	Santa Clara County
White	38%	45.5%
Black/African American	1.8%	3.5%
American Indian/Alaska Native	2.2%	2.2%
Asian	51.2%	42.7%
Hispanic or Latino	17.7%	25%
Native Hawaiian/other Pacific Islander	0.04%	0.8%
Two or more races	4.3%	4.3%

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

Part I Crimes 2021	
Violent Crime Total	5,029
Average Emergency Police Response Time	4:28 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 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

Planning Division: 408-730-7440
Email: planning@sunnyvale.ca.gov