



Demographic and Income Profile

Prepared By: Andy Le

10123 N Wolfe Rd
Cupertino, CA 95014

Site Type: Radius

Latitude 37.3263
Longitude -122.014
Radius: 1.0 mile

Summary	2000	2008	2013
Population	19,652	20,666	21,475
Households	7,396	7,729	7,996
Families	5,355	5,617	5,798
Average Household Size	2.65	2.67	2.68
Owner Occupied HUs	4,188	4,555	4,610
Renter Occupied HUs	3,208	3,173	3,386
Median Age	35.9	38.2	38.9

Trends: 2008-2013 Annual Rate	Area	State	National
Population	0.77%	1.33%	1.23%
Households	0.68%	1.23%	1.26%
Families	0.64%	1.2%	1.05%
Owner HHs	0.24%	0.96%	1.07%
Median Household Income	2.31%	3.04%	3.19%

Households by Income	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	389	5.2%	293	3.8%	249	3.1%
\$15,000 - \$24,999	424	5.7%	193	2.5%	153	1.9%
\$25,000 - \$34,999	379	5.1%	332	4.3%	205	2.6%
\$35,000 - \$49,999	579	7.8%	411	5.3%	326	4.1%
\$50,000 - \$74,999	1,155	15.5%	928	12.0%	798	10.0%
\$75,000 - \$99,999	1,136	15.3%	893	11.6%	948	11.9%
\$100,000 - \$149,999	1,754	23.6%	1,722	22.3%	1,730	21.6%
\$150,000 - \$199,000	789	10.6%	1,366	17.7%	1,210	15.1%
\$200,000+	835	11.2%	1,588	20.6%	2,377	29.7%
Median Household Income	\$90,873		\$121,913		\$136,638	
Average Household Income	\$107,927		\$157,294		\$190,387	
Per Capita Income	\$40,364		\$57,717		\$69,489	

Population by Age	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,472	7.5%	1,465	7.1%	1,494	7.0%
5 - 9	1,651	8.4%	1,401	6.8%	1,334	6.2%
10 - 14	1,326	6.7%	1,467	7.1%	1,322	6.2%
15 - 19	865	4.4%	1,408	6.8%	1,363	6.3%
20 - 24	747	3.8%	1,085	5.2%	1,452	6.8%
25 - 34	3,332	17.0%	2,539	12.3%	2,870	13.4%
35 - 44	4,151	21.1%	3,481	16.8%	2,680	12.5%
45 - 54	2,519	12.8%	3,555	17.2%	3,918	18.2%
55 - 64	1,567	8.0%	2,054	9.9%	2,604	12.1%
65 - 74	1,159	5.9%	1,197	5.8%	1,318	6.1%
75 - 84	687	3.5%	761	3.7%	788	3.7%
85+	177	0.9%	256	1.2%	329	1.5%

Race and Ethnicity	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
White Alone	9,840	50.1%	8,595	41.6%	7,911	36.8%
Black Alone	189	1.0%	191	0.9%	190	0.9%
American Indian Alone	53	0.3%	52	0.3%	51	0.2%
Asian Alone	8,561	43.6%	10,512	50.9%	11,793	54.9%
Pacific Islander Alone	32	0.2%	35	0.2%	35	0.2%
Some Other Race Alone	334	1.7%	422	2.0%	482	2.2%
Two or More Races	643	3.3%	859	4.2%	1,013	4.7%
Hispanic Origin (Any Race)	1,035	5.3%	1,332	6.4%	1,529	7.1%

Data Note: Income is expressed in current dollars.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



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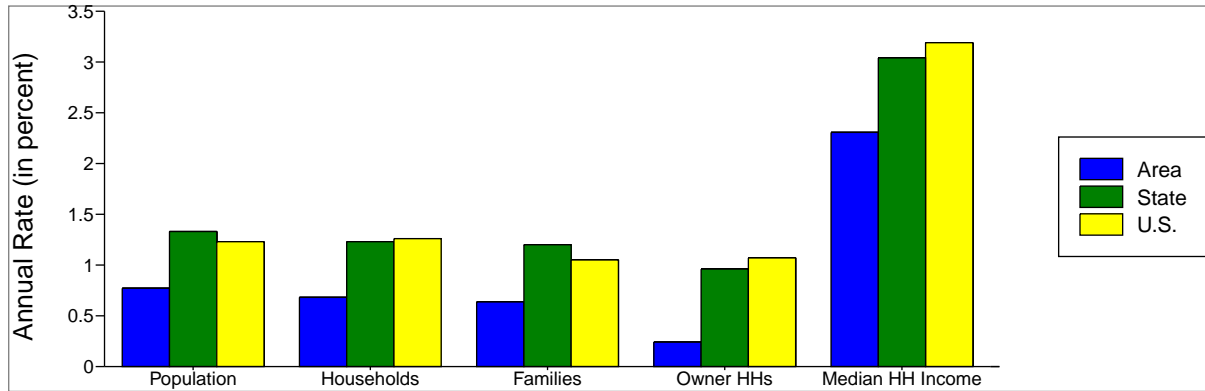
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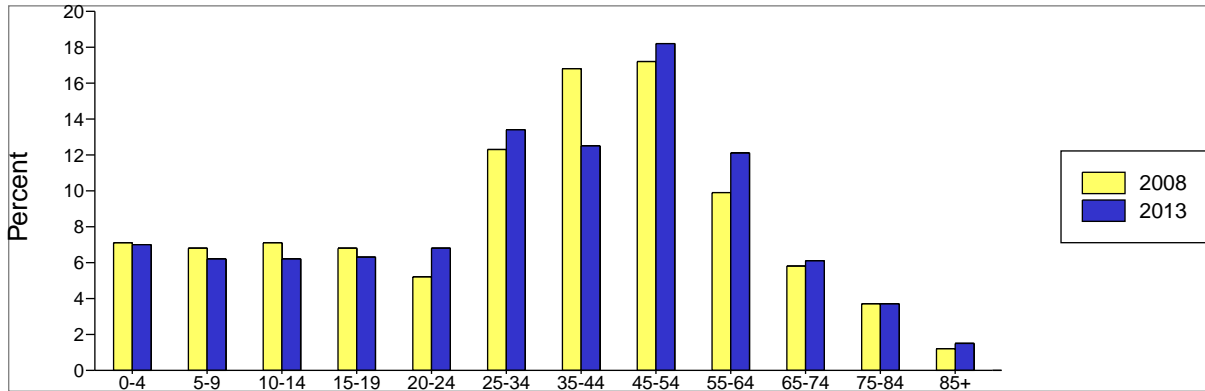
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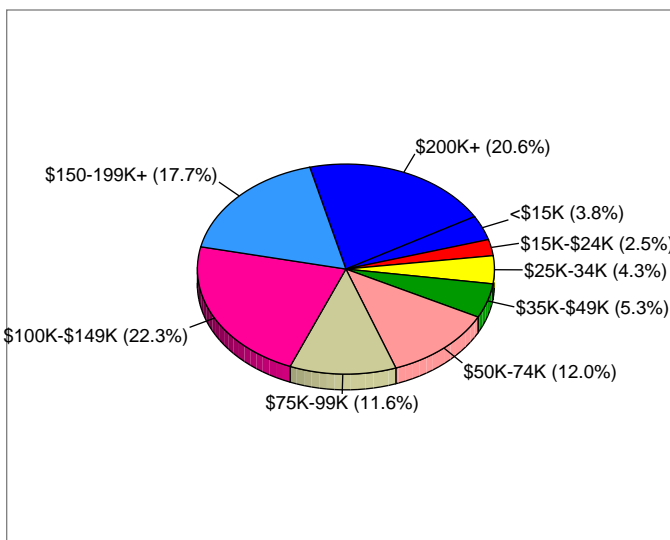
Trends 2008-2013



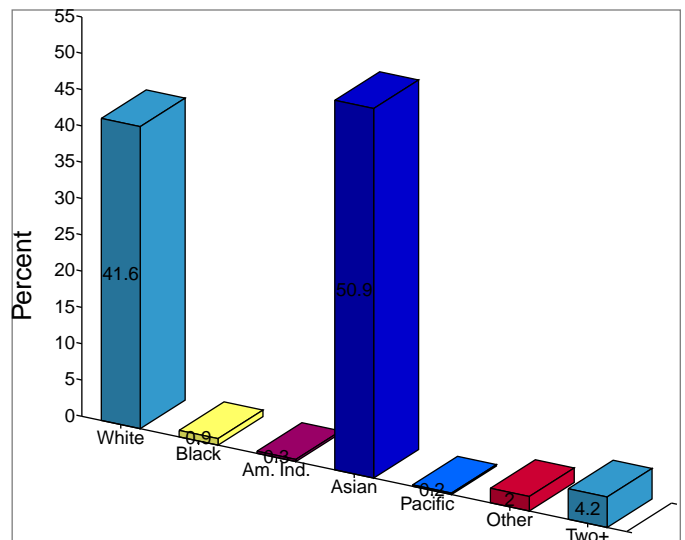
Population by Age



2008 Household Income



2008 Population by Race



2008 Percent Hispanic Origin: 6.4%



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Summary	2000	2008	2013
Population	220,031	225,711	231,466
Households	84,192	85,371	87,039
Families	57,425	58,452	59,430
Average Household Size	2.60	2.63	2.65
Owner Occupied HUs	44,460	46,674	46,581
Renter Occupied HUs	39,732	38,697	40,459
Median Age	35.8	37.9	39.2

Trends: 2008-2013 Annual Rate	Area	State	National
Population	0.5%	1.33%	1.23%
Households	0.39%	1.23%	1.26%
Families	0.33%	1.2%	1.05%
Owner HHs	-0.04%	0.96%	1.07%
Median Household Income	3.14%	3.04%	3.19%

Households by Income	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	5,664	6.7%	3,662	4.3%	2,861	3.3%
\$15,000 - \$24,999	4,171	5.0%	2,969	3.5%	2,502	2.9%
\$25,000 - \$34,999	5,231	6.2%	3,174	3.7%	1,999	2.3%
\$35,000 - \$49,999	8,659	10.3%	5,557	6.5%	3,279	3.8%
\$50,000 - \$74,999	15,071	17.9%	12,027	14.1%	11,924	13.7%
\$75,000 - \$99,999	12,917	15.4%	10,751	12.6%	9,737	11.2%
\$100,000 - \$149,999	17,538	20.9%	18,974	22.2%	19,468	22.4%
\$150,000 - \$199,000	7,955	9.5%	13,254	15.5%	11,525	13.2%
\$200,000+	6,892	8.2%	15,002	17.6%	23,745	27.3%
Median Household Income	\$79,946		\$109,593		\$127,896	
Average Household Income	\$99,244		\$147,560		\$184,338	
Per Capita Income	\$38,345		\$55,990		\$69,531	

Population by Age	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	14,600	6.6%	14,393	6.4%	14,619	6.3%
5 - 9	14,989	6.8%	13,721	6.1%	12,959	5.6%
10 - 14	13,704	6.2%	14,298	6.3%	13,170	5.7%
15 - 19	11,340	5.2%	13,872	6.1%	13,393	5.8%
20 - 24	11,084	5.0%	13,221	5.9%	15,361	6.6%
25 - 34	40,883	18.6%	32,425	14.4%	34,112	14.7%
35 - 44	42,488	19.3%	38,199	16.9%	32,043	13.8%
45 - 54	28,884	13.1%	36,650	16.2%	39,413	17.0%
55 - 64	18,387	8.4%	23,451	10.4%	28,595	12.4%
65 - 74	13,395	6.1%	13,156	5.8%	14,434	6.2%
75 - 84	8,048	3.7%	8,967	4.0%	9,046	3.9%
85+	2,227	1.0%	3,357	1.5%	4,322	1.9%

Race and Ethnicity	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
White Alone	117,789	53.5%	102,812	45.6%	94,967	41.0%
Black Alone	3,987	1.8%	3,931	1.7%	3,884	1.7%
American Indian Alone	742	0.3%	729	0.3%	720	0.3%
Asian Alone	80,298	36.5%	96,029	42.5%	106,236	45.9%
Pacific Islander Alone	498	0.2%	524	0.2%	532	0.2%
Some Other Race Alone	7,840	3.6%	10,022	4.4%	11,480	5.0%
Two or More Races	8,876	4.0%	11,663	5.2%	13,647	5.9%
Hispanic Origin (Any Race)	19,906	9.0%	25,315	11.2%	28,909	12.5%

Data Note: Income is expressed in current dollars.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



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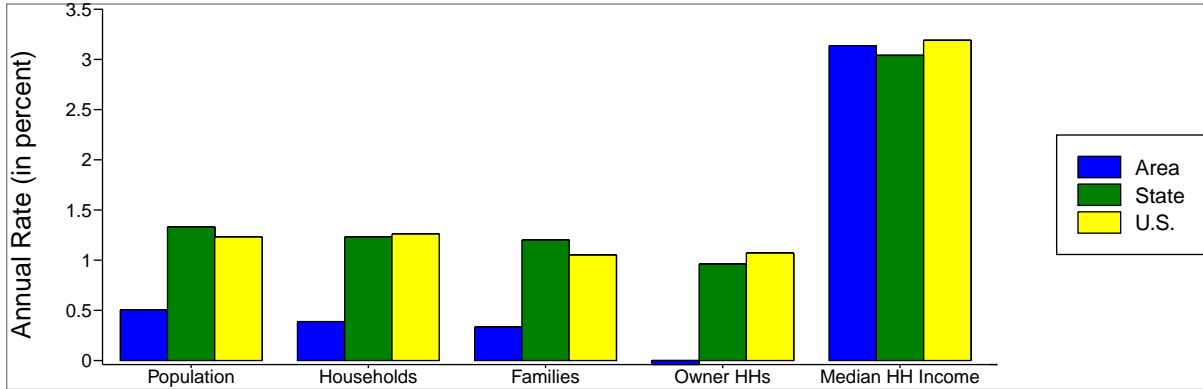
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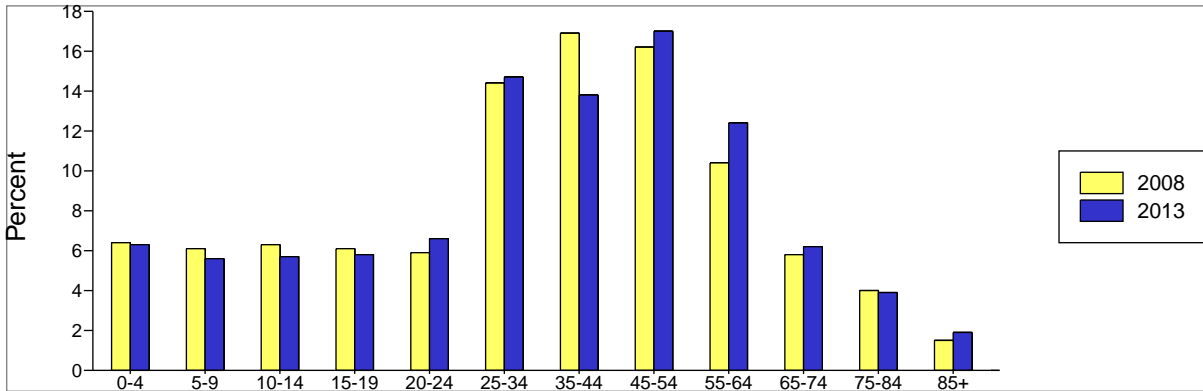
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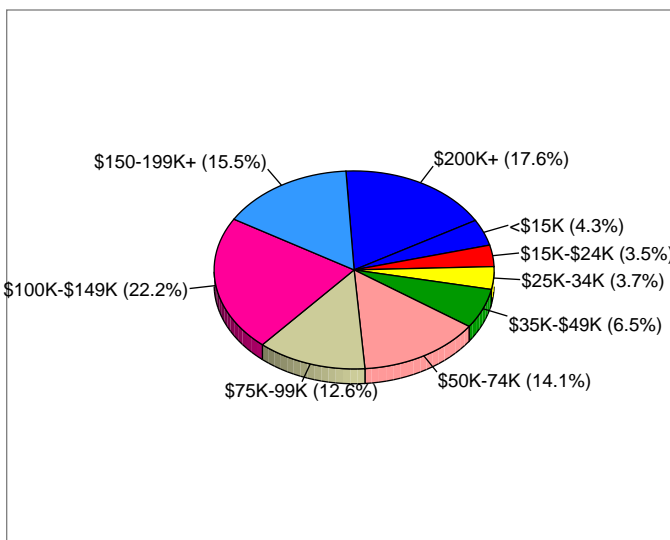
Trends 2008-2013



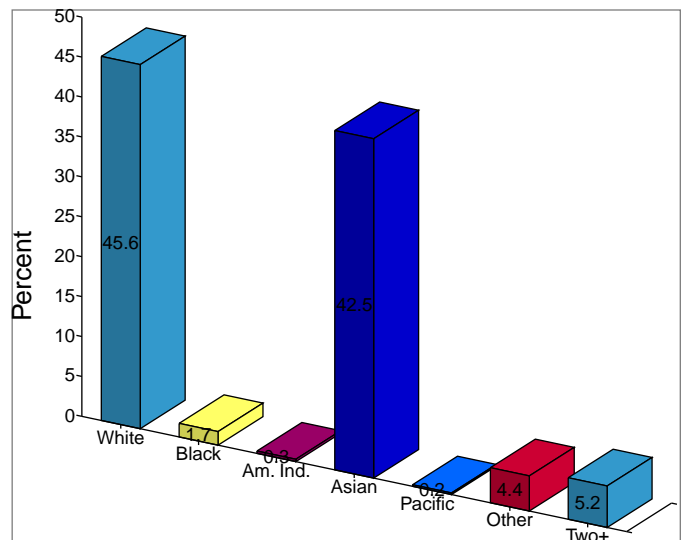
Population by Age



2008 Household Income



2008 Population by Race



2008 Percent Hispanic Origin: 11.2%



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Site Type: Radius

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Summary	2000	2008	2013
Population	464,180	481,088	496,198
Households	177,339	181,833	186,538
Families	117,136	120,443	123,117
Average Household Size	2.58	2.61	2.63
Owner Occupied HUs	93,260	99,014	99,469
Renter Occupied HUs	84,079	82,820	87,069
Median Age	35.5	37.3	38.4

Trends: 2008-2013 Annual Rate	Area	State	National
Population	0.62%	1.33%	1.23%
Households	0.51%	1.23%	1.26%
Families	0.44%	1.2%	1.05%
Owner HHs	0.09%	0.96%	1.07%
Median Household Income	3.17%	3.04%	3.19%

Households by Income	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	12,646	7.1%	8,358	4.6%	6,575	3.5%
\$15,000 - \$24,999	10,012	5.6%	6,910	3.8%	5,837	3.1%
\$25,000 - \$34,999	11,873	6.7%	7,895	4.3%	4,860	2.6%
\$35,000 - \$49,999	19,552	11.0%	13,034	7.2%	8,164	4.4%
\$50,000 - \$74,999	32,948	18.5%	27,303	15.0%	27,112	14.5%
\$75,000 - \$99,999	26,377	14.8%	23,381	12.9%	21,975	11.8%
\$100,000 - \$149,999	34,274	19.3%	39,268	21.6%	41,789	22.4%
\$150,000 - \$199,000	15,366	8.7%	24,963	13.7%	23,198	12.4%
\$200,000+	14,576	8.2%	30,721	16.9%	47,027	25.2%
Median Household Income	\$76,255		\$103,841		\$121,370	
Average Household Income	\$97,591		\$143,378		\$177,774	
Per Capita Income	\$37,600		\$54,372		\$67,015	

Population by Age	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	31,001	6.7%	30,924	6.4%	31,586	6.4%
5 - 9	30,383	6.5%	29,068	6.0%	27,474	5.5%
10 - 14	27,530	5.9%	30,009	6.2%	27,811	5.6%
15 - 19	24,795	5.3%	30,222	6.3%	29,898	6.0%
20 - 24	26,845	5.8%	30,624	6.4%	36,185	7.3%
25 - 34	87,319	18.8%	71,365	14.8%	73,878	14.9%
35 - 44	86,234	18.6%	80,078	16.6%	68,415	13.8%
45 - 54	60,393	13.0%	75,211	15.6%	81,627	16.5%
55 - 64	37,947	8.2%	49,317	10.3%	59,696	12.0%
65 - 74	27,393	5.9%	26,979	5.6%	30,429	6.1%
75 - 84	18,447	4.0%	19,059	4.0%	19,088	3.8%
85+	5,897	1.3%	8,231	1.7%	10,109	2.0%

Race and Ethnicity	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
White Alone	270,064	58.2%	244,517	50.8%	231,163	46.6%
Black Alone	9,558	2.1%	9,647	2.0%	9,657	1.9%
American Indian Alone	2,081	0.4%	2,079	0.4%	2,073	0.4%
Asian Alone	134,936	29.1%	162,841	33.8%	181,260	36.5%
Pacific Islander Alone	1,306	0.3%	1,407	0.3%	1,454	0.3%
Some Other Race Alone	26,350	5.7%	33,976	7.1%	39,093	7.9%
Two or More Races	19,885	4.3%	26,621	5.5%	31,498	6.3%
Hispanic Origin (Any Race)	61,629	13.3%	79,155	16.5%	90,932	18.3%

Data Note: Income is expressed in current dollars.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



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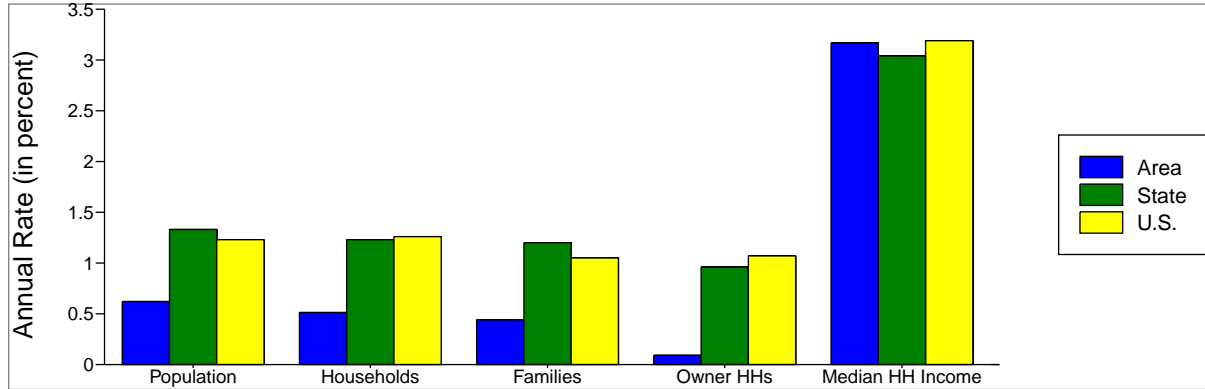
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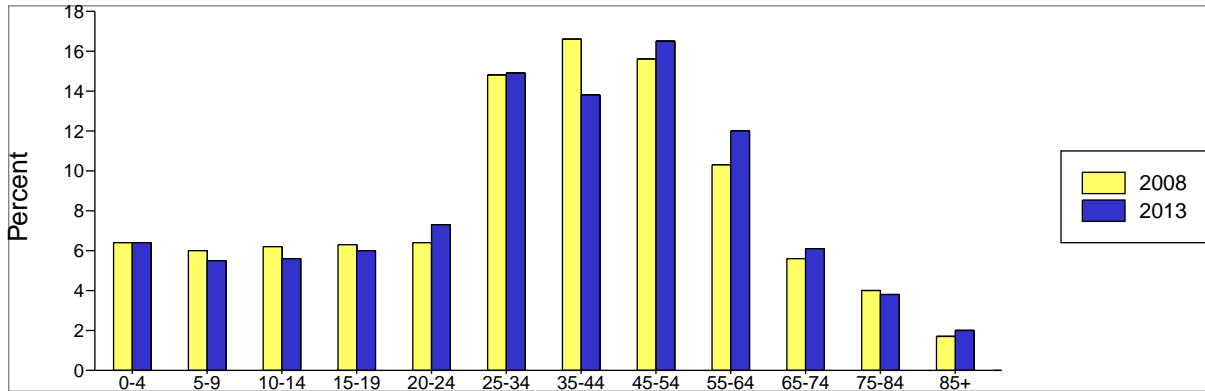
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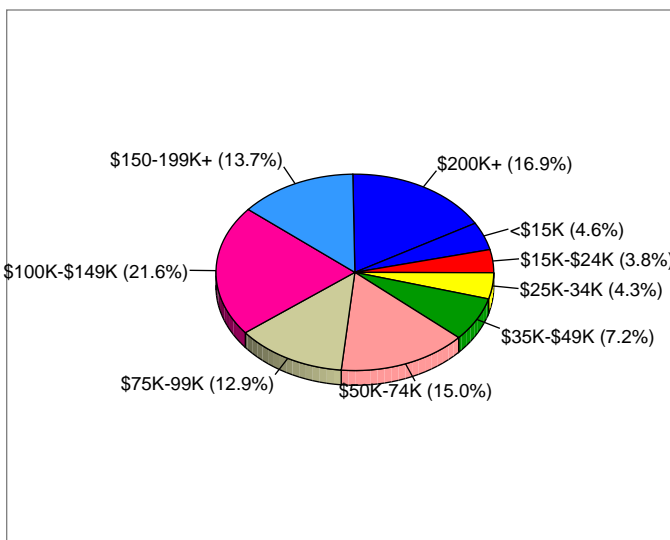
Trends 2008-2013



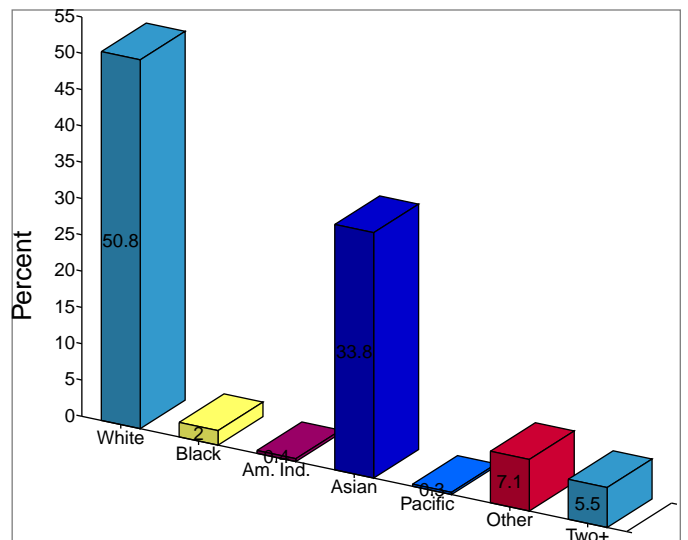
Population by Age



2008 Household Income



2008 Population by Race



2008 Percent Hispanic Origin: 16.5%