



# Community Profile

Rings: 1, 2 mile radii

20572 W Homestead Rd, Cupertino, CA

Latitude: 37.3362

Longitude: -122.0345

	1 mile	2 mile
<b>Population Summary</b>		
2010 Total Population	27,837	91,804
2020 Total Population	28,306	95,617
2020 Group Quarters	34	718
2023 Total Population	28,362	96,818
2023 Group Quarters	34	717
2028 Total Population	28,051	96,835
2023-2028 Annual Rate	-0.22%	0.00%
2023 Total Daytime Population	22,665	91,481
Workers	8,383	43,061
Residents	14,282	48,420
<b>Household Summary</b>		
2010 Households	9,686	33,419
2010 Average Household Size	2.87	2.73
2020 Total Households	9,641	33,485
2020 Average Household Size	2.93	2.83
2023 Households	9,621	33,819
2023 Average Household Size	2.94	2.84
2028 Households	9,521	33,870
2028 Average Household Size	2.94	2.84
2023-2028 Annual Rate	-0.21%	0.03%
2010 Families	7,424	24,492
2010 Average Family Size	3.27	3.20
2023 Families	7,376	24,779
2023 Average Family Size	3.37	3.35
2028 Families	7,318	24,842
2028 Average Family Size	3.37	3.34
2023-2028 Annual Rate	-0.16%	0.05%
<b>Housing Unit Summary</b>		
2000 Housing Units	9,589	33,051
Owner Occupied Housing Units	48.5%	53.8%
Renter Occupied Housing Units	50.1%	44.2%
Vacant Housing Units	1.3%	1.9%
2010 Housing Units	10,126	34,879
Owner Occupied Housing Units	45.6%	52.3%
Renter Occupied Housing Units	50.0%	43.5%
Vacant Housing Units	4.3%	4.2%
2020 Housing Units	10,126	35,260
Vacant Housing Units	4.8%	5.0%
2023 Housing Units	10,063	35,527
Owner Occupied Housing Units	46.2%	49.6%
Renter Occupied Housing Units	49.4%	45.6%
Vacant Housing Units	4.4%	4.8%
2028 Housing Units	10,084	35,830
Owner Occupied Housing Units	46.3%	49.6%
Renter Occupied Housing Units	48.1%	44.9%
Vacant Housing Units	5.6%	5.5%
<b>Median Household Income</b>		
2023	\$197,360	\$198,490
2028	\$200,001	\$200,001
<b>Median Home Value</b>		
2023	\$2,000,001	\$2,000,001
2028	\$2,000,001	\$2,000,001
<b>Per Capita Income</b>		
2023	\$80,028	\$84,682
2028	\$88,737	\$93,576
<b>Median Age</b>		
2010	36.7	38.4
2023	38.3	40.4
2028	38.6	40.9

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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<b>2023 Households by Income</b>		
Household Income Base	9,621	33,819
<\$15,000	4.2%	4.2%
\$15,000 - \$24,999	2.9%	2.5%
\$25,000 - \$34,999	2.5%	2.1%
\$35,000 - \$49,999	2.9%	2.7%
\$50,000 - \$74,999	6.8%	6.6%
\$75,000 - \$99,999	7.2%	6.5%
\$100,000 - \$149,999	12.0%	13.3%
\$150,000 - \$199,999	12.0%	12.3%
\$200,000+	49.5%	49.7%
Average Household Income	\$234,397	\$242,324
<b>2028 Households by Income</b>		
Household Income Base	9,521	33,870
<\$15,000	3.4%	3.5%
\$15,000 - \$24,999	2.0%	1.7%
\$25,000 - \$34,999	1.8%	1.5%
\$35,000 - \$49,999	2.0%	2.0%
\$50,000 - \$74,999	5.4%	5.2%
\$75,000 - \$99,999	6.3%	5.7%
\$100,000 - \$149,999	11.8%	13.0%
\$150,000 - \$199,999	13.2%	13.6%
\$200,000+	53.9%	54.0%
Average Household Income	\$259,766	\$267,383
<b>2023 Owner Occupied Housing Units by Value</b>		
Total	4,648	17,612
<\$50,000	0.4%	0.9%
\$50,000 - \$99,999	0.0%	0.0%
\$100,000 - \$149,999	0.3%	0.3%
\$150,000 - \$199,999	0.0%	0.0%
\$200,000 - \$249,999	0.1%	0.1%
\$250,000 - \$299,999	0.1%	0.1%
\$300,000 - \$399,999	0.0%	0.1%
\$400,000 - \$499,999	0.6%	0.2%
\$500,000 - \$749,999	0.7%	1.0%
\$750,000 - \$999,999	3.4%	3.2%
\$1,000,000 - \$1,499,999	12.6%	12.6%
\$1,500,000 - \$1,999,999	28.4%	28.5%
\$2,000,000 +	53.2%	53.0%
Average Home Value	\$1,890,184	\$1,885,586
<b>2028 Owner Occupied Housing Units by Value</b>		
Total	4,667	17,780
<\$50,000	0.1%	0.4%
\$50,000 - \$99,999	0.0%	0.0%
\$100,000 - \$149,999	0.1%	0.1%
\$150,000 - \$199,999	0.0%	0.0%
\$200,000 - \$249,999	0.0%	0.0%
\$250,000 - \$299,999	0.0%	0.0%
\$300,000 - \$399,999	0.0%	0.0%
\$400,000 - \$499,999	0.3%	0.1%
\$500,000 - \$749,999	0.4%	0.6%
\$750,000 - \$999,999	2.4%	2.3%
\$1,000,000 - \$1,499,999	10.4%	10.6%
\$1,500,000 - \$1,999,999	28.8%	29.1%
\$2,000,000 +	57.3%	56.7%
Average Home Value	\$1,949,143	\$1,942,571

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

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# Community Profile

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	1 mile	2 mile
<b>2010 Population by Age</b>		
Total	27,839	91,803
0 - 4	7.1%	6.7%
5 - 9	9.4%	8.5%
10 - 14	7.3%	7.0%
15 - 24	10.9%	9.6%
25 - 34	11.8%	11.9%
35 - 44	19.4%	18.3%
45 - 54	14.6%	15.7%
55 - 64	8.8%	9.5%
65 - 74	5.8%	6.3%
75 - 84	3.5%	4.3%
85 +	1.4%	2.1%
18 +	72.0%	73.8%
<b>2023 Population by Age</b>		
Total	28,363	96,818
0 - 4	6.0%	5.6%
5 - 9	7.4%	6.8%
10 - 14	7.8%	7.5%
15 - 24	12.9%	12.1%
25 - 34	11.3%	10.7%
35 - 44	15.1%	14.5%
45 - 54	14.8%	15.1%
55 - 64	10.7%	11.9%
65 - 74	7.8%	8.4%
75 - 84	4.7%	5.2%
85 +	1.6%	2.2%
18 +	74.1%	75.6%
<b>2028 Population by Age</b>		
Total	28,052	96,834
0 - 4	6.0%	5.6%
5 - 9	7.1%	6.5%
10 - 14	7.0%	6.6%
15 - 24	12.0%	11.6%
25 - 34	12.8%	11.9%
35 - 44	14.0%	13.4%
45 - 54	14.7%	14.7%
55 - 64	10.7%	11.9%
65 - 74	8.3%	9.3%
75 - 84	5.4%	5.8%
85 +	2.0%	2.6%
18 +	75.6%	77.3%
<b>2010 Population by Sex</b>		
Males	13,815	45,336
Females	14,022	46,468
<b>2023 Population by Sex</b>		
Males	14,149	48,147
Females	14,213	48,671
<b>2028 Population by Sex</b>		
Males	13,966	48,031
Females	14,085	48,805

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



# Community Profile

Rings: 1, 2 mile radii

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<b>2010 Population by Race/Ethnicity</b>		
Total	27,837	91,804
White Alone	34.3%	38.6%
Black Alone	1.3%	1.1%
American Indian Alone	0.3%	0.3%
Asian Alone	57.9%	53.5%
Pacific Islander Alone	0.1%	0.2%
Some Other Race Alone	2.6%	2.6%
Two or More Races	3.6%	3.8%
Hispanic Origin	6.8%	6.9%
Diversity Index	60.3	61.9
<b>2020 Population by Race/Ethnicity</b>		
Total	28,306	95,617
White Alone	26.2%	28.2%
Black Alone	1.0%	1.0%
American Indian Alone	0.3%	0.3%
Asian Alone	63.2%	61.1%
Pacific Islander Alone	0.1%	0.1%
Some Other Race Alone	3.3%	3.1%
Two or More Races	5.8%	6.3%
Hispanic Origin	7.1%	6.9%
Diversity Index	59.0	60.1
<b>2023 Population by Race/Ethnicity</b>		
Total	28,362	96,819
White Alone	24.3%	26.1%
Black Alone	1.0%	1.0%
American Indian Alone	0.3%	0.3%
Asian Alone	65.0%	62.9%
Pacific Islander Alone	0.1%	0.1%
Some Other Race Alone	3.4%	3.3%
Two or More Races	5.8%	6.3%
Hispanic Origin	7.3%	7.1%
Diversity Index	57.9	59.3
<b>2028 Population by Race/Ethnicity</b>		
Total	28,050	96,834
White Alone	21.4%	23.1%
Black Alone	1.0%	0.9%
American Indian Alone	0.3%	0.3%
Asian Alone	67.9%	65.8%
Pacific Islander Alone	0.1%	0.1%
Some Other Race Alone	3.5%	3.4%
Two or More Races	5.9%	6.4%
Hispanic Origin	7.3%	7.3%
Diversity Index	55.8	57.5
<b>2010 Population by Relationship and Household Type</b>		
Total	27,836	91,804
In Households	99.8%	99.3%
In Family Households	88.5%	86.7%
Householder	26.8%	26.7%
Spouse	22.6%	22.7%
Child	33.2%	31.6%
Other relative	4.5%	4.4%
Nonrelative	1.3%	1.3%
In Nonfamily Households	11.4%	12.6%
In Group Quarters	0.2%	0.7%
Institutionalized Population	0.0%	0.6%
Noninstitutionalized Population	0.2%	0.2%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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<b>2023 Population 25+ by Educational Attainment</b>		
Total	18,701	65,892
Less than 9th Grade	0.9%	1.0%
9th - 12th Grade, No Diploma	1.0%	1.4%
High School Graduate	5.2%	6.3%
GED/Alternative Credential	1.0%	0.6%
Some College, No Degree	7.0%	6.8%
Associate Degree	5.3%	5.5%
Bachelor's Degree	37.4%	34.9%
Graduate/Professional Degree	42.3%	43.5%
<b>2023 Population 15+ by Marital Status</b>		
Total	22,350	77,588
Never Married	28.6%	28.3%
Married	63.5%	62.7%
Widowed	3.4%	4.1%
Divorced	4.5%	4.9%
<b>2023 Civilian Population 16+ in Labor Force</b>		
Civilian Population 16+	14,900	50,884
Population 16+ Employed	96.4%	96.9%
Population 16+ Unemployment rate	3.6%	3.1%
Population 16-24 Employed	9.7%	10.1%
Population 16-24 Unemployment rate	8.3%	6.4%
Population 25-54 Employed	69.3%	66.7%
Population 25-54 Unemployment rate	3.2%	2.6%
Population 55-64 Employed	15.9%	17.5%
Population 55-64 Unemployment rate	3.0%	2.8%
Population 65+ Employed	5.2%	5.7%
Population 65+ Unemployment rate	2.2%	4.1%
<b>2023 Employed Population 16+ by Industry</b>		
Total	14,358	49,299
Agriculture/Mining	0.0%	0.2%
Construction	2.5%	2.0%
Manufacturing	20.9%	20.9%
Wholesale Trade	1.1%	1.1%
Retail Trade	6.6%	6.9%
Transportation/Utilities	3.5%	2.5%
Information	8.6%	8.7%
Finance/Insurance/Real Estate	3.1%	3.9%
Services	52.3%	52.3%
Public Administration	1.3%	1.4%
<b>2023 Employed Population 16+ by Occupation</b>		
Total	14,357	49,300
White Collar	86.8%	88.9%
Management/Business/Financial	24.6%	24.5%
Professional	52.5%	54.9%
Sales	4.2%	5.0%
Administrative Support	5.4%	4.5%
Services	6.9%	5.8%
Blue Collar	6.3%	5.3%
Farming/Forestry/Fishing	0.2%	0.1%
Construction/Extraction	1.1%	1.2%
Installation/Maintenance/Repair	0.8%	0.5%
Production	1.7%	1.4%
Transportation/Material Moving	2.6%	2.1%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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<b>2010 Households by Type</b>		
Total	9,687	33,415
Households with 1 Person	17.1%	21.3%
Households with 2+ People	82.9%	78.7%
Family Households	76.6%	73.3%
Husband-wife Families	64.4%	62.3%
With Related Children	40.7%	37.0%
Other Family (No Spouse Present)	12.2%	11.0%
Other Family with Male Householder	3.6%	3.3%
With Related Children	1.4%	1.4%
Other Family with Female Householder	8.6%	7.6%
With Related Children	4.7%	3.9%
Nonfamily Households	6.3%	5.5%
All Households with Children	47.2%	42.6%
Multigenerational Households	4.3%	4.1%
Unmarried Partner Households	3.0%	3.0%
Male-female	2.5%	2.5%
Same-sex	0.5%	0.5%
<b>2010 Households by Size</b>		
Total	9,686	33,418
1 Person Household	17.1%	21.2%
2 Person Household	27.3%	28.1%
3 Person Household	21.9%	20.3%
4 Person Household	24.7%	22.0%
5 Person Household	6.3%	5.6%
6 Person Household	1.9%	1.9%
7 + Person Household	0.8%	0.8%
<b>2010 Households by Tenure and Mortgage Status</b>		
Total	9,686	33,419
Owner Occupied	47.7%	54.6%
Owned with a Mortgage/Loan	34.1%	39.6%
Owned Free and Clear	13.6%	15.0%
Renter Occupied	52.3%	45.4%
<b>2023 Affordability, Mortgage and Wealth</b>		
Housing Affordability Index	42	43
Percent of Income for Mortgage	60.9%	60.6%
Wealth Index	238	250
<b>2010 Housing Units By Urban/ Rural Status</b>		
Total Housing Units	10,126	34,879
Housing Units Inside Urbanized Area	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%
Rural Housing Units	0.0%	0.0%
<b>2010 Population By Urban/ Rural Status</b>		
Total Population	27,837	91,804
Population Inside Urbanized Area	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%
Rural Population	0.0%	0.0%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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<b>Top 3 Tapestry Segments</b>		
1.	Enterprising Professionals (2D)	Enterprising Professionals (2D)
2.	Pacific Heights (2C)	Pacific Heights (2C)
3.	Top Tier (1A)	Top Tier (1A)
<b>2023 Consumer Spending</b>		
Apparel & Services: Total \$	\$45,742,575	\$164,015,528
Average Spent	\$4,754.45	\$4,849.80
Spending Potential Index	216	221
Education: Total \$	\$41,545,170	\$153,077,608
Average Spent	\$4,318.18	\$4,526.38
Spending Potential Index	241	252
Entertainment/Recreation: Total \$	\$75,760,929	\$275,920,356
Average Spent	\$7,874.54	\$8,158.74
Spending Potential Index	208	216
Food at Home: Total \$	\$137,767,247	\$494,606,477
Average Spent	\$14,319.43	\$14,625.11
Spending Potential Index	211	215
Food Away from Home: Total \$	\$77,032,136	\$276,997,633
Average Spent	\$8,006.67	\$8,190.59
Spending Potential Index	215	220
Health Care: Total \$	\$133,972,196	\$491,215,617
Average Spent	\$13,924.98	\$14,524.84
Spending Potential Index	189	197
HH Furnishings & Equipment: Total \$	\$61,077,566	\$221,722,746
Average Spent	\$6,348.36	\$6,556.16
Spending Potential Index	215	222
Personal Care Products & Services: Total \$	\$19,932,316	\$72,038,654
Average Spent	\$2,071.75	\$2,130.12
Spending Potential Index	217	223
Shelter: Total \$	\$542,963,213	\$1,950,757,037
Average Spent	\$56,435.22	\$57,682.28
Spending Potential Index	228	233
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$59,269,111	\$221,717,197
Average Spent	\$6,160.39	\$6,556.00
Spending Potential Index	197	210
Travel: Total \$	\$48,663,621	\$177,790,149
Average Spent	\$5,058.06	\$5,257.11
Spending Potential Index	225	234
Vehicle Maintenance & Repairs: Total \$	\$24,547,920	\$89,191,998
Average Spent	\$2,551.49	\$2,637.33
Spending Potential Index	195	201

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.