

CUPERTINO CITYWIDE PARKS, OPEN SPACE, & RECREATION MASTER PLAN 2016
demographic analysis



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INTRODUCTION

Demographic analysis is an effective tool for identifying the characteristics of Cupertino's population that impact the demand for services. Demographic characteristics can be predictive of how segments of the population are likely to use the City's parks, programs, and facilities. Population interests vary based on differences in age, household composition, income, education, race/ethnicity, and other demographic measures. Population changes and patterns can also be identified and compared to the State and County. Conclusions can be made about community preferences and needs based on these patterns. These conclusions impact the recommended steps and goals of the master plan report.

An analysis of Cupertino's population was conducted using the demographic measures of age groups, household composition, race/ethnicity, income, and travel time to work. This same information was studied for Santa Clara County to provide a side-by-side comparison. Demographic data, unless otherwise stated, is provided by the Nielsen Company, a leading demographics and market research firm. This data is derived from the U.S. Census and consists of 2000 and 2010 U.S. Census information, as well as current year estimates and five-year projections calculated using American Community Survey (ACS) estimates. Population projections to 2040 are also provided for Cupertino and the County. These projections were developed by the Association of Bay Area Governments (ABAG). Detailed demographic data can be found in the Appendix.

A discussion of demographic trends follows this analysis.





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DEMOGRAPHIC ANALYSIS

Population Projections

The City of Cupertino experienced significant growth between 2000 and 2010. Based on Census data, the City’s population increased from 50,546 in 2000 to 58,302 in 2010, or 15.3%. Part of this growth is due to the annexation of Monte Vista in 2004, increasing the City’s land area and population. Applying 2010 geography to 2000 Census data suggests a 2000 City population total of 54,168, and a 10-year population increase of 7.6%. Since this time, population growth has continued at a steady pace. Between 2010 and 2015, the City’s population expanded from 58,302 to 62,545, a 7.3% increase in five years. Between 2015 and 2020, the City is expected to grow another 5.6% to 66,040. By 2040, ABAG projections show a population of 71,200, a 7.8% increase from 2020 and a 22% increase from 2010.¹

Santa Clara County has experienced similar rates of population growth as Cupertino. Although the County experienced lower rates of growth between 2000 and 2015 compared to Cupertino, projections indicate the County’s growth will accelerate. The U.S. Census reported a County population of 1,682,585 in 2000, and a population of 1,781,642 in 2010, an increase of 5.9%. 2015 estimates suggest a population increase of 6.5% from 2010 to a total of 1,896,736. By 2040, ABAG projections estimate a total population of 2,423,500, an increase of 36% over 30 years.

2010 Census data indicates that persons per square mile in Cupertino is 5,179.6 compared to the State at 239.1. This level of population density requires thoughtful planning of the City’s natural resources and recreation attributes.

Population Growth

	Cupertino	%	County	%
2000 Census	50,546		1,682,585	
2000 Census Using 2010 Geography	54,168		1,682,579	
2010 Census	58,302	15.3%	1,781,642	5.9%
2015 Estimate	62,545	7.3%	1,896,736	6.5%
2020 Projection	66,040	5.6%	2,006,586	5.8%
2030 ABAG Projection*	66,300	-	2,188,500	-
2040 ABAG Projection*	71,200	7.4%	2,423,500	10.7%

*Source: Bay Area Housing Elements, Projections 2013

Age Groups

According to 2015 estimates, the City’s population is nearly evenly split among the age group categories of Children (age 0 to 17), Family Forming Adults (age 18 to 44), and Mature Adults (age 45 to 64). Children comprise 24.5% of the population, Family Forming Adults 31.9%, and Mature Adults 30.5%. Retirement Age Adults (age 65 and over) are a smaller cohort, at 13.1% of the population. Ages 45 to 54 are the largest age group subset, at 18.0% of the population alone, or 11,242 people. Other significant subsets are children age 5 to 14 (14.3%) and adults age 35 to 44 (14.6%). Children under 5 and adults age 25 to 34 are both smaller subsets (along with youth age 15 to 17, however, this percentage is somewhat skewed by the narrow age group range).

This suggests that children and families may make up a smaller share of the City’s population over time, as established families and adults nearing empty nesters are large shares of the current population. 2020 projections show that Children, as a category, will decrease by 5.7% to 21.7%, with children age 5 to 14 declining the most sharply, to 11.4%. Adults age 35 to 44 will decrease from 18.2% to 11.3%, suggesting an aging population. Meanwhile, Mature Adults and Retirement Age adults will increase, to 32.1% and 14.9% of the population, respectively.

By comparison, Santa Clara County has a larger proportion of Family Forming Adults

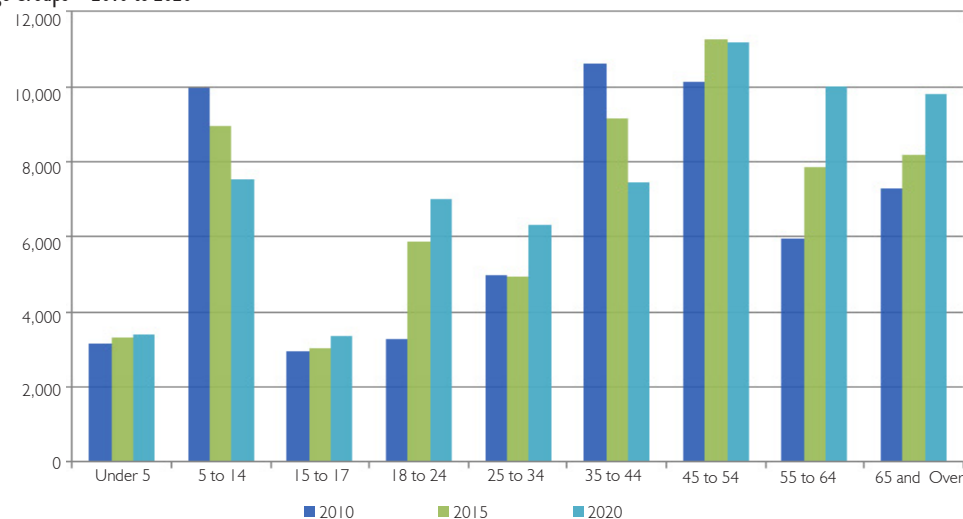
¹ Association of Bay Area Governments. Housing Elements Data Profiles, Projections 2013. California Department of Housing and Community Development.

(37.9%) and smaller share of Mature Adults (26.3%). Most significantly, adults age 25 to 34 comprise 14.1% (compared to 7.9% in Cupertino) and adults age 45 to 54 comprise 14.6% (compared to Cupertino's 18.0%). This, along with median age, indicates that Cupertino's population is slightly older compared to the County. The 2015 estimated median age in Cupertino is 40.6, compared to 37.4 for the County. By 2020, Cupertino's median age is projected to be 42.3. The State of California's median age is 35.4 according to the 2013 Census ACS 5-Year Estimates Program. This may suggest a population trend towards aging in place. While mature adults may constitute a greater share of Cupertino's population, the County may have a slightly younger population base which suggests a greater share of families over time.

Age Groups – 2015 ACS Estimates

2015 Estimates	Cupertino	%	County	%
Population Total	62,545		1,896,736	
Children	15,300	24.5%	446,312	23.5%
Under 5	3,310	5.3%	123,747	6.5%
5 to 14	8,945	14.3%	250,696	13.2%
15 to 17	3,045	4.9%	71,869	3.8%
Family Forming Adults	19,956	31.9%	718,352	37.9%
18 to 24	5,854	9.4%	166,222	8.8%
25 to 34	4,951	7.9%	267,280	14.1%
35 to 44	9,151	14.6%	284,850	15.0%
Mature Adults	19,107	30.5%	498,145	26.3%
45 to 54	11,242	18.0%	276,484	14.6%
55 to 64	7,865	12.5%	221,661	11.7%
Retirement Age	8,182	13.1%	233,927	12.3%
65 and over	8,182	13.1%	233,927	12.3%
Median Age	40.6		37.4	

Age Groups – 2010 to 2020



Households

According to 2015 estimates, there are 21,499 households in Cupertino. This represents a 6.5% increase from the 2010 Census reported 20,181. From 2000 to 2010, there was a 10.9% increase in households, from 18,204. 2020 projections indicate there will be 22,654 households, a 5.4% increase from 2015. For comparison, Santa Clara County experienced slower growth (6.8%) of households from 2000 to 2010. Santa Clara County now shows similar rates of growth as Cupertino. From 2010 to 2015, the County experienced 6.8% growth in households and is expected to experience 6.2% growth from 2015 to 2020. The average household size for Cupertino and Santa Clara County is the same, at 2.89.

Households

	Cupertino	%	County	%
2000 Census	18,204		565,863	
2010 Census	20,181	10.9%	604,204	6.8%
2015 Estimate	21,499	6.5%	645,515	6.8%
2020 Projection	22,654	5.4%	685,234	6.2%
2015 Est. Average Household Size	2.89		2.89	



Family Households

Family households comprise a high percentage of total households in Cupertino. According to 2015 ACS estimates, there are 21,499 total households and of those 16,850, or approximately 78.4%, are family households. This percentage has grown slightly from the 2000 Census, when families comprised 74.8% of all households. Family household rate of growth has largely mirrored that of total households, although slightly greater growth occurred between 2000 and 2010, with a 15.9% increase. In contrast, family households comprise 70.4% (454,356) of the population of Santa Clara County. This rate has not changed significantly since 2000.

2015 ACS estimates also indicate there is a low rate of poverty among families in Cupertino. There are 536 families (3.2%) living below the poverty level. Of these, 332 families with children (or 2.0% of family households) are included in this level. For comparison, 7.3% of family households and 5.2% of families with children in Santa Clara County are living below poverty level. These figures are well below those of the State. According to the 2013 ACS 5-Year Estimates Program, roughly 12.0% of families in California are living below poverty level, and 17.8% of families with children are below this level.

Family Households

	Cupertino	%	County	%
2000 Census	13,613		395,561	
2010 Census	15,776	15.9%	426,824	7.9%
2015 Estimate	16,850	6.6%	454,356	6.5%
2020 Projection	17,723	5.2%	481,228	5.9%
2015 Est. Families Below Poverty	536	3.2%	33,299	7.3%
2015 Est. Families Below Poverty w/ Children	332	2.0%	23,551	5.2%

Income

Overall, Cupertino has a high-earning population. According to 2015 estimates, 42.9% of households are earning incomes greater than \$150,000 with a median household

income of \$129,225. For comparison, 27.8% of households in Santa Clara County earn greater than \$150,000. Median household income reported for the County is \$93,827. The percentage of high income earning households is projected to increase in Cupertino. By 2020, 47.1% of households are expected to earn greater than \$150,000, with a median income of \$141,692.

The high median income within the City indicates greater discretionary spending and potentially increased likelihood to spend on recreation and leisure pursuits, such as sport leagues, fitness, programs, and outdoor activities. The 2013 Sports Participation Report, developed by the National Sporting Goods Association (NSGA), indicates that there is greater likelihood of participation among higher household income brackets in a number of sports. The amount of discretionary income available for recreation and leisure pursuits is a consideration when establishing fees, rental rates, and budget goals.

It is important to note that, while a high percentage of households have discretionary spending in Cupertino and the County, 10.0% of Cupertino households have income of less than \$25,000. This suggests that a significant portion of the community may still benefit from subsidized programming, in the form of reduced fees, scholarships, and other measures, to have access to parks and recreation department facilities and services.

Income – 2015 ACS Estimates

2015 Estimates	Cupertino	%	County	%
Total Households	21,499		645,515	
< \$25,000	2,151	10.0%	85,531	13.3%
\$25,000 - \$50,000	2,105	9.8%	96,587	15.0%
\$50,000 - \$75,000	2,053	9.6%	84,153	13.0%
\$75,000 - \$100,000	1,798	8.4%	75,008	11.6%
\$100,000 - \$125,000	2,331	10.8%	71,293	11.0%
\$125,000 - \$150,000	1,843	8.6%	53,587	8.3%
\$150,000+	9,218	42.9%	179,356	27.8%
Median Household Income	\$129,225		\$93,827	
Average Household Income	\$171,164		\$128,006	

Race/Ethnicity

Cupertino's racial and ethnic composition is diverse with the City a "majority minority" population. According to 2015 estimates, 70.5% (42,386) of the population identifies as Asian, while 25.2% (15,145) identifies as White. The next largest racial segment is those who identify as two or more races, at 3.4% (2,021). Ethnically, 3.8% of the population (2,397) identifies as Hispanic or Latino.² The community is also diverse in terms of the languages spoken at home. Approximately 36.9% (21,846) speak only English at home while roughly 43.3% speak an Asian/Pacific Islander language at home, and 15.6% speak an Indo-European language at home. This has implications for the Department's communications and marketing efforts. To encourage participation in its programs, the Department may offer its materials in multiple languages, for example.

Of those who identify as Asian, the largest subsets are Chinese (42.1%) and Asian Indian (34.9%). A smaller subset identify as Korean, at 7.6%. The proportion of the Asian population increased from 2010 (65.5% or 36,815 individuals), while the proportion of the White population decreased (30.4% or 17,085 individuals); this trend is expected to continue. By 2020, it is projected that those of Asian descent will total 75.3% of the population, or 47,923 individuals. Trends can be found in the ways that different races/ethnic groups use parks and recreation facilities and the types of programming they seek. Cupertino's diversity greatly influences the type of participation in recreation and park services. Recognizing the cultural heritage of those who are served by recreation and park providers assists in addressing their particular cultural needs and interests.

A significant portion of Cupertino's population is also foreign born. According to the 2013 ACS 5-Year Estimates Program, roughly 50% are foreign born (29,472). Of this population, 83.8% identify as Asian, and 91.1% speak a language other than English (33.7% of which speak English "less than very well"). Census data indicates this population is high earning and well educated. 49.2% also possess a graduate or professional degree, and 78.7% earn \$75,000 or greater annually.

Santa Clara County's population, on the other hand, is nearly evenly split between White and Asian racial categories, at 45.1% (624,335) and 46.2% (640,414), respectively. In

sharp contrast to Cupertino, those who identify as Hispanic or Latino total 511,470, or 27.0% of the population, a sizable share of the population.

Race & Ethnicity – 2015 ACS Estimates

2015 Estimates	Cupertino	%	County	%
Total Population	62,545		1,896,736	
Not Hispanic or Latino	60,148	96.2%	1,385,266	73.0%
White Alone	15,145	25.2%	624,335	45.1%
Black or African American Alone	349	0.6%	44,833	3.2%
Amer. Indian and Alaska Native Alone	84	0.1%	4,127	0.3%
Asian Alone	42,386	70.5%	640,414	46.2%
Native Hawaiian and Other Pac. Isl. Alone	48	0.1%	6,512	0.5%
Some Other Race Alone	115	0.2%	4,124	0.3%
Two or More Races	2,021	3.4%	60,921	4.4%
Hispanic or Latino	2,397	3.8%	511,470	27.0%

Education

Cupertino residents are highly educated as a whole. 39.6% hold either a graduate or professional degree, according to 2015 estimates. In addition, 34.1% hold a bachelor's degree, and 15.2% have completed some college or have earned an associate degree. Approximately 96% of the population has earned a high school degree or higher. For comparison, 81.2% of the State is a high school graduate or higher, according to the 2013 ACS. Santa Clara County also has strong educational attainment levels, with 86.3% having earned a high school degree or higher, although Cupertino has disproportionately high number of individuals with advanced academic degrees. This suggests that Cupertino residents and families highly value education. As Cupertino has some of the highest rated schools in the State, it is not surprising to see overlap with high levels of adult (or parental) educational attainment.

Education has been highly correlated to participation in parks and recreation activities

² "Hispanic or Latino" is considered a classification of ethnicity, and not race, by the US Census. Therefore, it is broken out separately from the racial categories of White, Black, American Indian/Alaska Native, Asian, Native Hawaiian/Other Pacific Islander, Some Other Race, and Two or More Races.



including fitness and enrichment classes; the higher a community’s education level the more interest there will be in parks and recreation activities.³ Additionally, those who are highly educated tend to have diverse parks and recreation interests when compared to those who are not as highly educated. This indicates that parks and recreation classes, activities, and facilities can be influential as a way of bolstering learning and enrichment for all ages.

Educational Attainment – 2015 ACS Estimates

2015 Estimates	Cupertino	%	County	%
Total Population Age 25+	41,391		1,284,202	
No High School Diploma	1,591	3.9%	175,288	13.7%
High School Graduate or GED	2,989	7.2%	196,502	15.3%
Some College or Associate Degree	6,304	15.2%	311,909	24.3%
Bachelor’s Degree	14,125	34.1%	334,049	26.0%
Graduate or Professional Degree	16,382	39.6%	266,454	20.7%

Length of Residence

According to 2015 estimates, average homeowner length of residence is 17.5 years and average renter length of residence is 7.1 years. This indicates that Cupertino residents are generally settled and plan to age in place. The community appears rooted and vested in their hometown and holds an appreciation for their surroundings. This may be an indicator of their satisfaction with City and regional services, such as access to high quality education and programs, parks and facilities, and employment.

Travel Time to Work

A majority of Cupertino residents (65.3%) have a relatively short commute to work with a travel time of less than 30 minutes, according to 2015 ACS estimates. This is similar

to the County at 64.1%. This suggests that working individuals may have discretionary time before and after work hours to spend on other pursuits, including recreation. Given the closer proximity between work location and home, working adults may also rely more on services and programs within Cupertino for leisure and recreation pursuits. Cupertino residents prefer driving to work, and a majority prefers to drive alone (78%) which is equivalent to the County at 77%. Carpooling, public transportation, and “other” accounts for 22% of the commuting options in Cupertino. This suggests the community is mobile and prefers automobile transportation as their destinations are easily accessible through surface streets and freeways.

Physical Activity

The Cupertino Profile 2015 reports that access to affordable and safe opportunities for physical activity is higher than the County average.⁴ Cupertino adults who met Center for Disease Control (CDC) recommendations for aerobic physical activity in past month are reported at 63%, with the County reporting 58%. Average distance, in miles, to nearest park or open space is .25 for Cupertino residents and .30 for the County. This suggests that Cupertino residents may be more health-aware compared to other communities, and place a priority on exercise and physical health.

³ American Sports Data, Inc. and the International Health, Racquet, and Sportsclub Association. 2000. "IHRSA/ASD Health Club Trend Report". Hartsdale, NY: American Sports Data, Inc.

⁴ "Cupertino Profile 2015," Santa Clara County Public Health Department. 2015 <https://www.sccgov.org/sites/scphd/en-us/Partners/Data/Documents/City%20Profiles/Cupertino_final.pdf>.