



Sunnyvale Public Library

4.0 Patron Profile

August 2008

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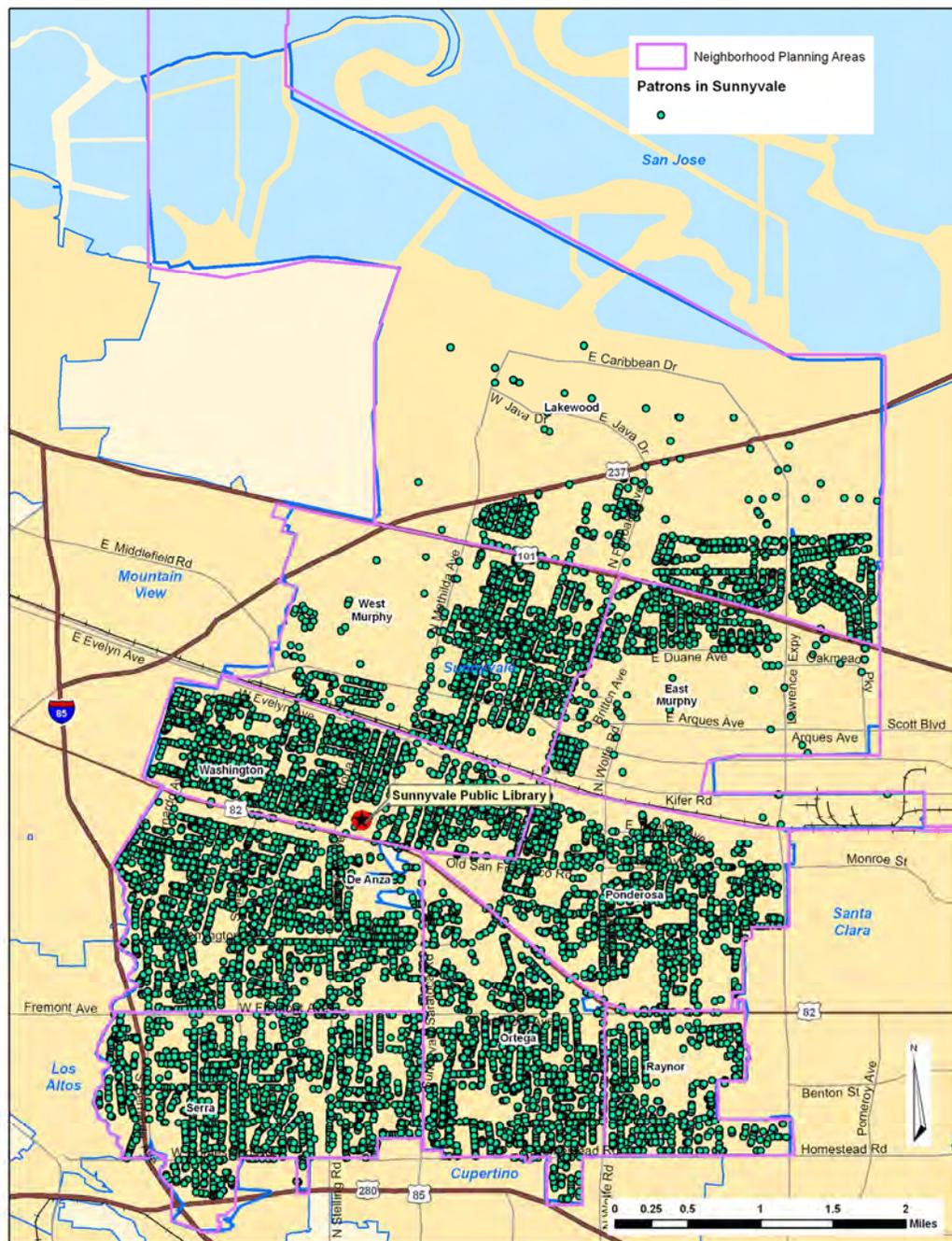
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Patrons Studied

Map 4.1a: Patron Locations Studied

Map Notes

- This map shows the locations of patrons studied that live in the City of Sunnyvale
- Purple lines are NPAs
- Each patron is represented by a green dot on the map
- 63,617 patron records were provided on July 22, 2008
- 60,516 or 95 percent of patron records were successfully geocoded
- Of the geocoded records, 43,235 or 71 percent of patrons live in Sunnyvale
- Of the geocoded records, 17,281 or 29 percent of patrons live outside of Sunnyvale
- Patron patterns do not represent actual use which is more accurately represented by analyzing checkout and/or electronic use patterns
- Universe: Library patron data



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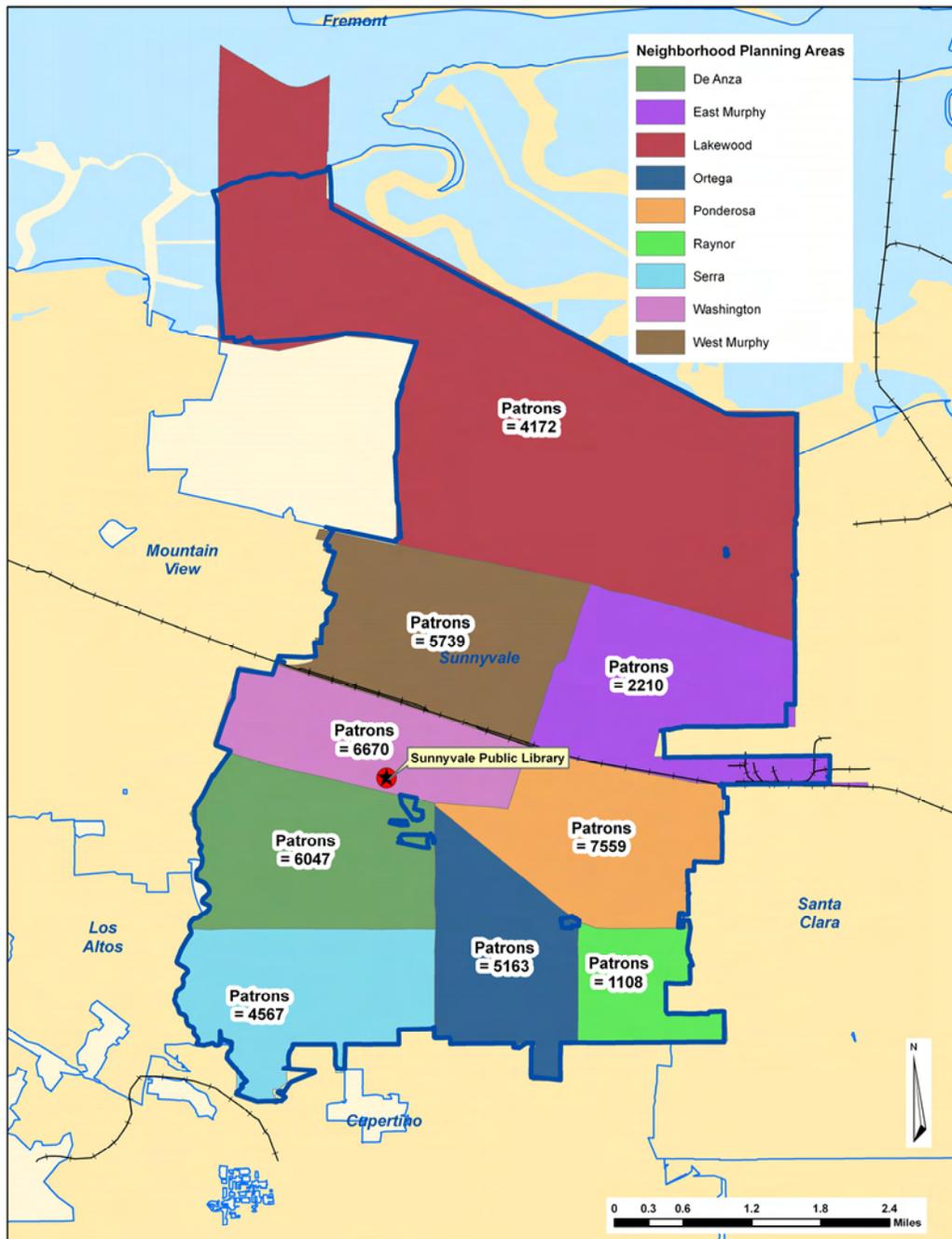
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Patron Count by Neighborhood Planning Area

Map 4.1b: Patron Count by Neighborhood Planning Area

Map Notes

- Show patron county by Neighborhood Planning Area
- Universe: Library patron data



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Population and Patron Count by NPA

Map 4.1b: Patron Count by Neighborhood Planning Area

NPA	2008 Population	No. of Patrons	Penetration Rate
De Anza	14,733	6,047	41.0%
East Murphy	8,865	2,210	24.9%
Lakewood	18,440	4,172	22.6%
Ortega	15,238	5,163	33.9%
Ponderosa	23,940	7,559	31.6%
Raynor	5,403	1,108	20.5%
Serra	15,751	4,567	29.0%
Washington	17,208	6,670	38.8%
West Murphy	18,159	5,739	31.6%
Total	137,737	43,235	31.4%

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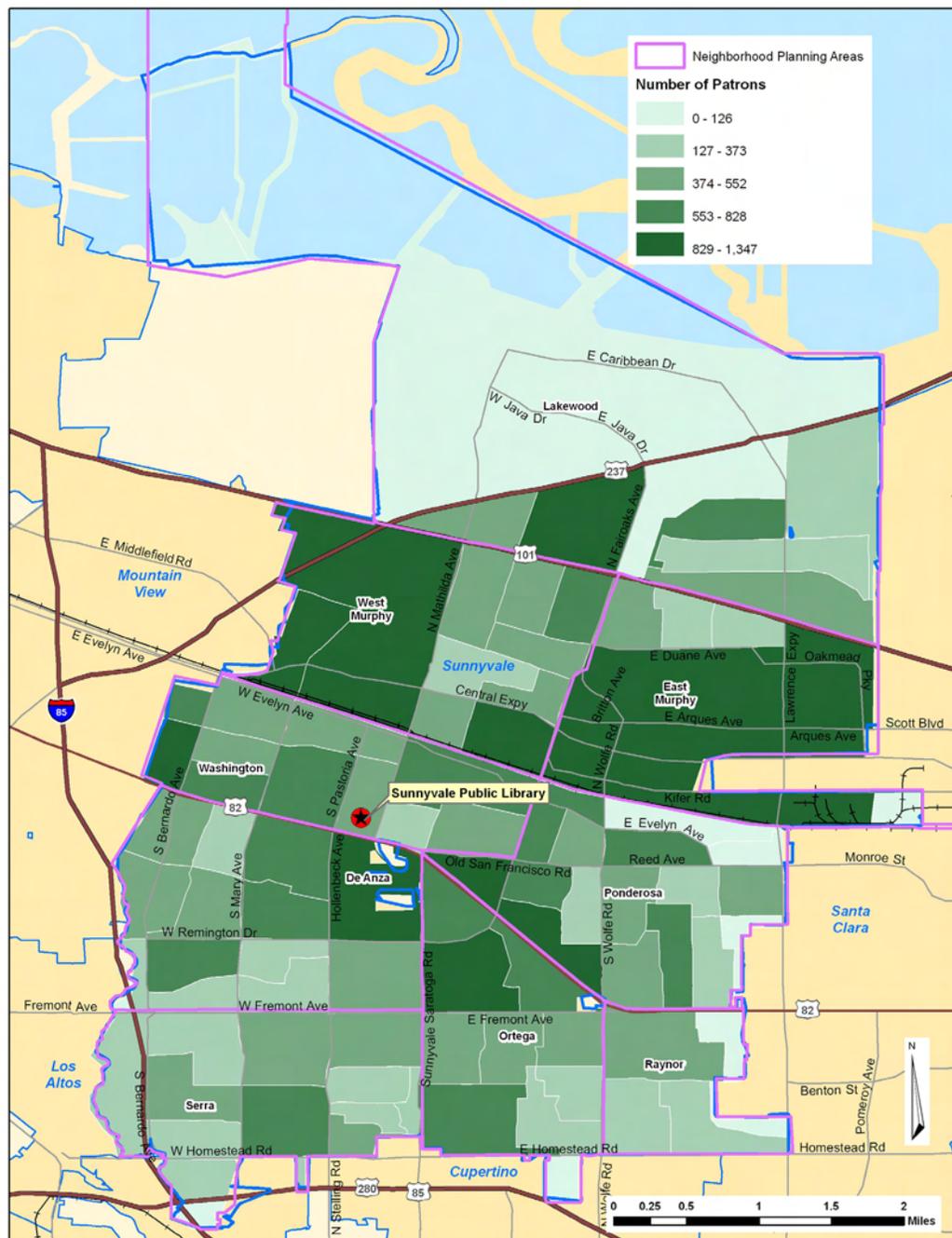
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Total Patrons

Map 4.2: Patrons by Census Block Group

Map Notes

- Measures total patrons by census block group
- Dark colors indicate census block groups with a higher number of patrons; light colors indicate census block groups with a lower number of patrons
- Purple lines are NPAs
- This map should be viewed in concert with Map 4.3: Patron Density by Census Block Group and Map 4.4: Patron Concentration
- The overall pattern shows the highest patrons north of Evelyn Avenue with high pockets clustered on both sides of Highway 92 in De Anza, Ponderosa, and Ortega
- Universe: Library patron data



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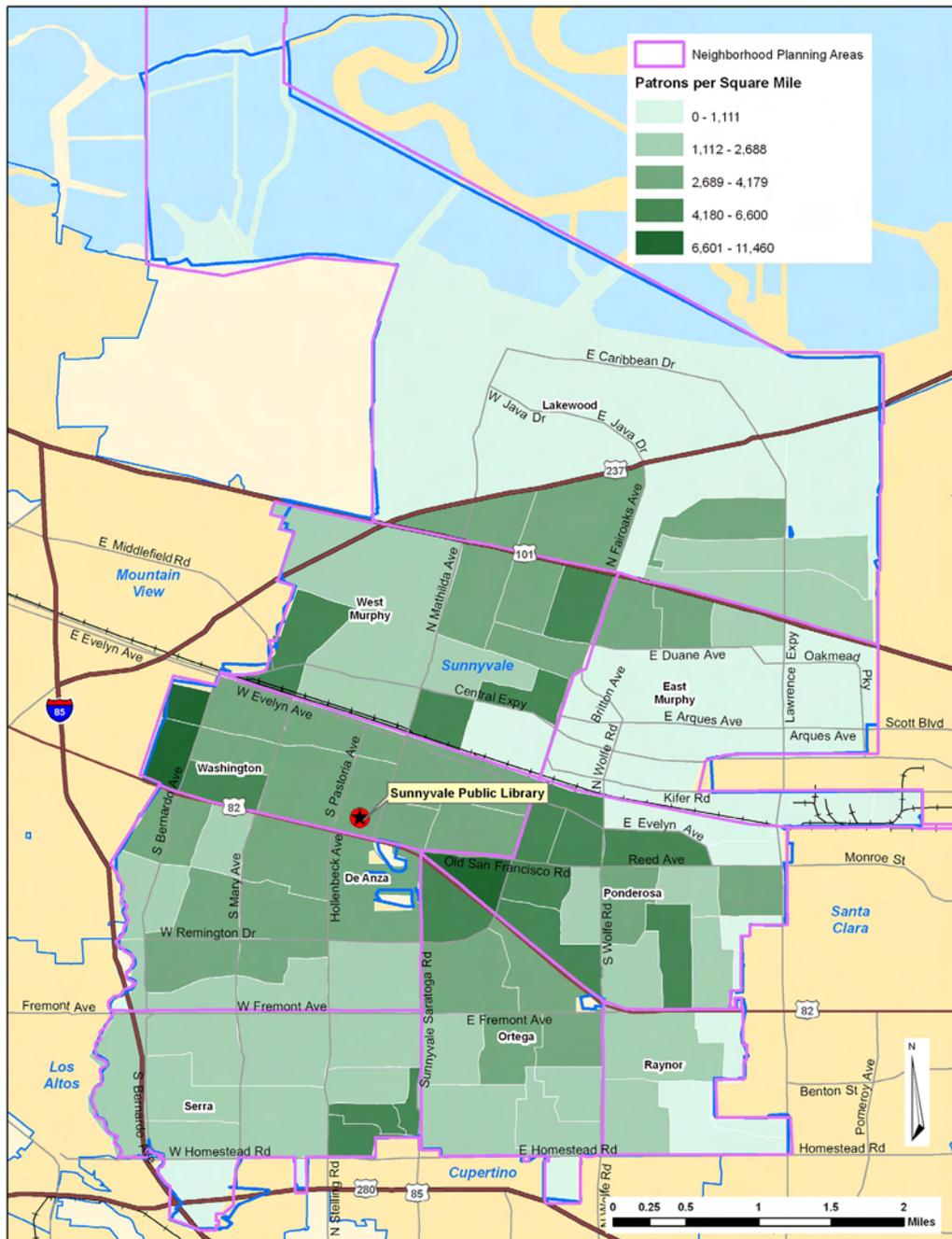
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Patron Density

Map 4.3: Patron Density by Census Block Group

Map Notes

- Measures patrons per square mile by Census block group
- Indicates density of patrons by census block group
- Dark colors are census block groups with a higher density of patrons; light colors are census block groups with a lower density of patrons
- Purple lines are NPAs
- This map should be viewed in concert with Map 4.2: Patrons by Census Block Group and Map 4.4: Patron Concentration
- The overall pattern shows the highest patron density is located in the middle of the city (going north to south) generally between Fremont Avenue and Highway 101 west of Fairoaks Avenue in West Murphy and in north Ortega
- Universe: Library patron data



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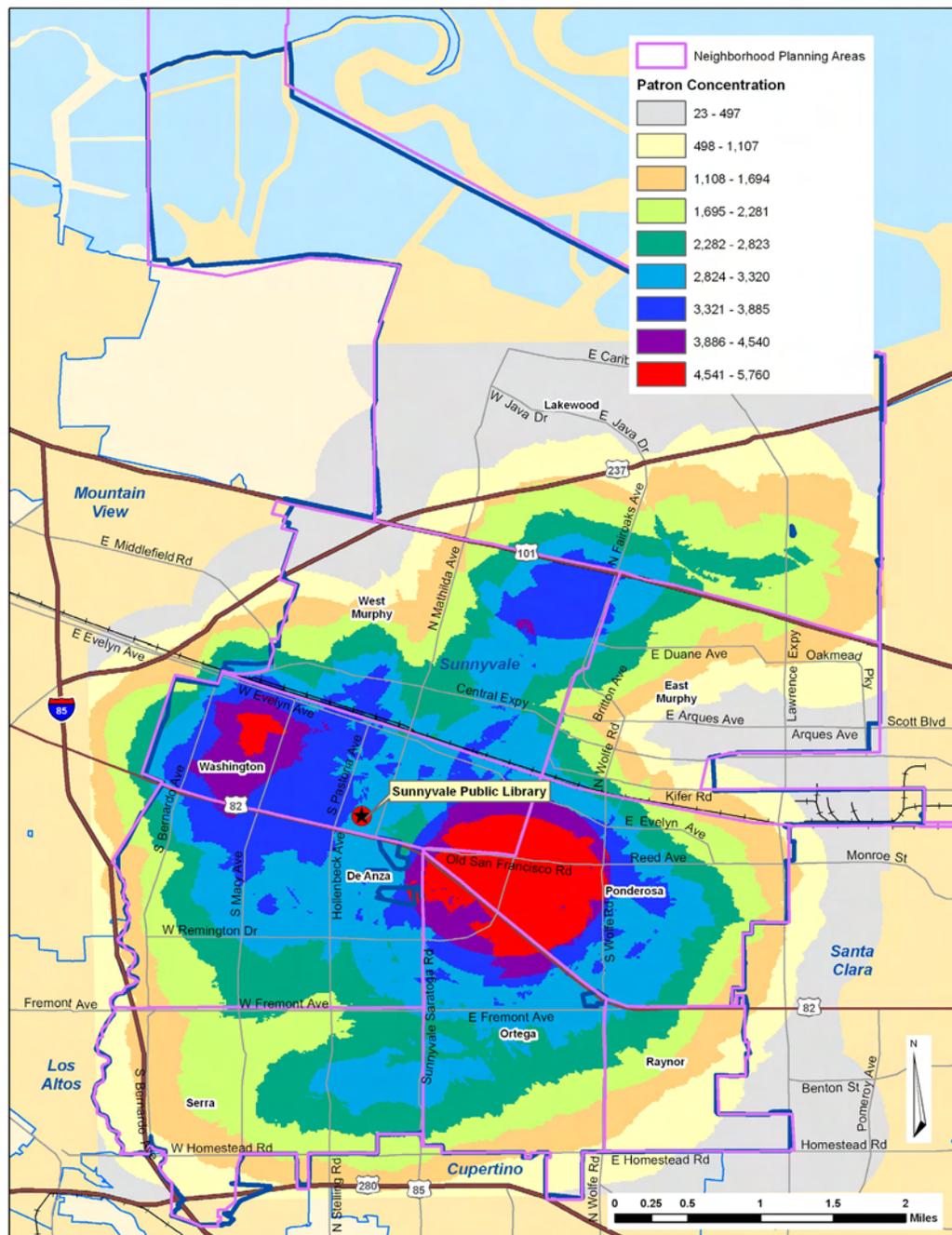
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Patron Concentration

Map 4.4: Patron Concentration

Map Notes

- Represents the concentration of patrons measured as patrons per square mile
- Indicates density of patrons
- Dark blue/purple/red indicate a high concentration of patrons; gray/yellow/tan indicate a low concentration of patrons
- Purple lines are NPAs
- This map should be viewed in concert with Map 4.2: Patrons by Census Block Group and Map 4.3: Patron Density by Census Block Group
- There are three "poles" of high patron concentration: 1) the highest is in west Ponderosa/east Washington; 2) the second highest is in west Washington; and 3) the third highest is in north West Murphy
- Other, selective non-high locations are available for patron development
- Universe: Library patron data



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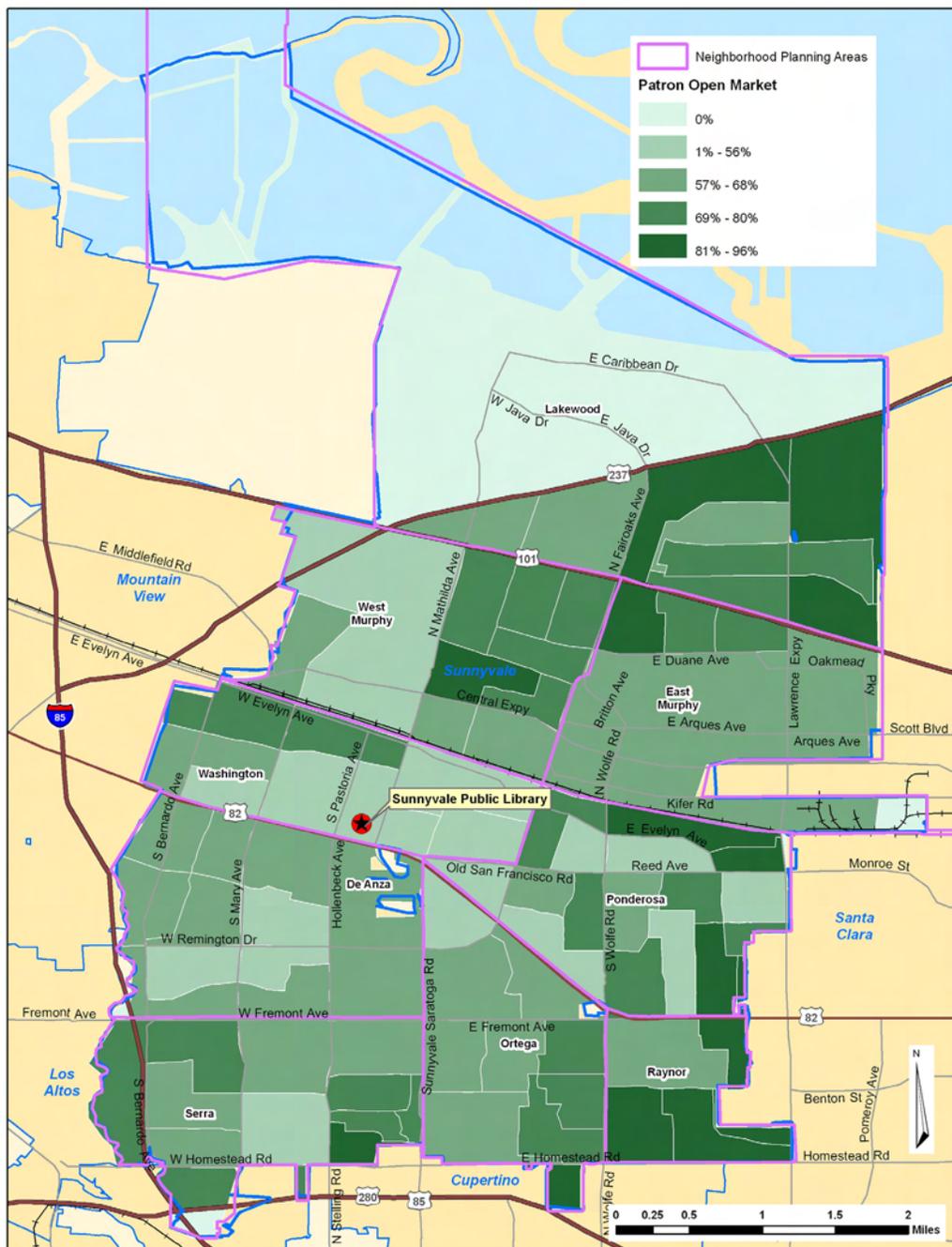
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Patron Open Market

Map 4.5: Patron Open Market

Map Notes

- Measures patrons as a percent of the total population of each Census block group
- This map is the inverse of Map 4.6: Patron Penetration
- Indicates the degree to which the Library is NOT penetrated in the community; or, put another way measures the opportunity for the library to gain new patrons
- Dark colors represent lower number of patrons as a percent of the population (higher open market or lower market penetration rate); light colors represent a higher number of patrons as a percent of the population (lower open market or higher penetration rate)
- Purple lines are NPAs
- The highest open market rate is on the eastern border of the city stretching from Lakewood to Raynor plus pockets in West Murphy east of Fairoaks Avenue and in portions of Serra



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Patron Penetration

Map 4.6: Patron Penetration

Map Notes

- Measures patrons as a percent of the total population of each Census block group
- This map is the inverse of Map 4.5: Patron Open Market
- Indicates the degree to which the Library is penetrated in the community; or put another way measures the number of patrons relative to the total population of that Census block group
- Dark colors represent higher number of patrons as a percent of the population (higher penetration rate or lower open market); light colors a lower percentage (lower penetration rate or higher open market)
- The highest penetration is located in the western part of the city stretching from West Murphy to portions of Serra with pockets of high penetration in Ponderosa

