Business and Career User Survey
In the early 1940s, after the opening of the Central Library at Grand Army Plaza, BPL decided to keep its business department on Montague Street to serve the needs of nearby “banks and other financial institutions, investment houses, insurance firms, real estate establishments, and law offices.”

In 2013, the mission of the Business and Career Library is to serve the informational needs of job seekers and entrepreneurs from across the borough of Brooklyn. Specifically, the Business and Career Library specializes in serving as a point of introduction to personal financial literacy, to becoming career ready, and to understanding the basic tenets of starting a small business.
Why move to Central Library?

- Reimagine Business and Career programs as part of a cohesive continuum of adult learning
- Afford entrepreneurs and job seekers the extended hours of service available at the Central Library
- Provide one-stop access to all of BPL’s subject collections and subject specialists
- Take advantage of the digital resources and spaces available in the Shelby White and Leon Levy Information Commons, Workforce One Center, and Dweck Auditorium
- Eliminate collection overlap through shared collection areas and creation of a unified depository of government documents
<table>
<thead>
<tr>
<th>Month Only</th>
<th>Branch (group)</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>October</td>
<td>Central Library</td>
<td>95,015</td>
</tr>
<tr>
<td></td>
<td>Kings Highway</td>
<td>33,373</td>
</tr>
<tr>
<td></td>
<td>Brooklyn Heights</td>
<td>28,723</td>
</tr>
<tr>
<td></td>
<td>McKinley Park</td>
<td>25,128</td>
</tr>
<tr>
<td></td>
<td>Cortelyou</td>
<td>21,031</td>
</tr>
<tr>
<td></td>
<td>New Utrecht</td>
<td>20,869</td>
</tr>
<tr>
<td></td>
<td>Windsor Terrace</td>
<td>20,434</td>
</tr>
<tr>
<td></td>
<td>Kings Bay</td>
<td>18,629</td>
</tr>
<tr>
<td></td>
<td>Bay Ridge</td>
<td>18,111</td>
</tr>
</tbody>
</table>
Business and Job Seeker Survey

Monday November 18 – Saturday November 23
949 total participants:

• 485 onsite visitors to the Business & Career Library
• 70 onsite visitors to the Workforce 1 Center at Central Library
• 46 onsite visitors to the Workforce 1 Center at Sunset Park
• 348 online survey directed to an email list of Business program attendees
Key Finding: 67% of business/career users are as likely or more likely to go to Central Library

If BPL’s business and career services currently available at the Brooklyn Heights library were relocated to the Central Library, how likely would you be to make use of them?

Total Responses = 713

- 243 (34%) More Likely
- 232 (33%) Just As Likely
- 193 (27%) Less Likely
- 45 (6%) N/A

Data Source: BPL BklynFeedback Survey, November 2013
Are you at the library today for business, finance, or career information?

- Yes: 294 (64%)
- No: 168 (36%)

Do you work in the downtown Brooklyn business district?

- Yes: 111 (38%)
- No: 182 (62%)

Data Source: BPL BklynFeedback Survey, November 2013
Business & Career Library in-person Respondents

In-person survey respondents in building for business/career information

- More Likely: 83 (28%)
- Just as Likely: 101 (34%)
- Less Likely: 110 (38%)

Excluding Brooklyn Heights Residents
Home zip code 11201

- More Likely: 74 (37%)
- Just as Likely: 80 (40%)
- Less Likely: 46 (23%)

Data Source: BPL BklynFeedback Survey, November 2013
Online survey of Business Users

If BPL’s business and career services currently available at the Brooklyn Heights library were relocated to the Central Library, how likely would you be to make use of them?

- More likely 39.5%
- Just as likely 38.1%
- Less likely 22.4%

Data Source: BPL BklynFeedback Survey, November 2013
If BPL’s business and career services currently available at the Brooklyn Heights library were relocated to the Central Library, how likely would you be to make use of them?

- **More Likely**: 6 (13%)
- **Just as Likely**: 26 (57%)
- **Less Likely**: 14 (30%)

Data Source: BPL BklynFeedback Survey, November 2013
Central Library Workforce 1 Users

If BPL’s business and career services currently available at the Brooklyn Heights library were relocated to the Central Library, how likely would you be to make use of them?

- 34 (49%) More Likely
- 33 (47%) Just as Likely
- 3 (4%) Less Likely

Data Source: BPL BklynFeedback Survey, November 2013