

# **Business and Career User Survey**

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# History of the Business Library

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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?

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- 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

# BPL Door Count October 2013

Month Only	Branch (group)	
October	Central Library	95,015
	Kings Highway	33,373
	Brooklyn Heights	28,723
	McKinley Park	25,128
	Cortelyou	21,031
	New Utrecht	20,869
	Windsor Terrace	20,434
	Kings Bay	18,629
	Bay Ridge	18,111

# Business and Job Seeker Survey

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Monday November 18 – Saturday November 23

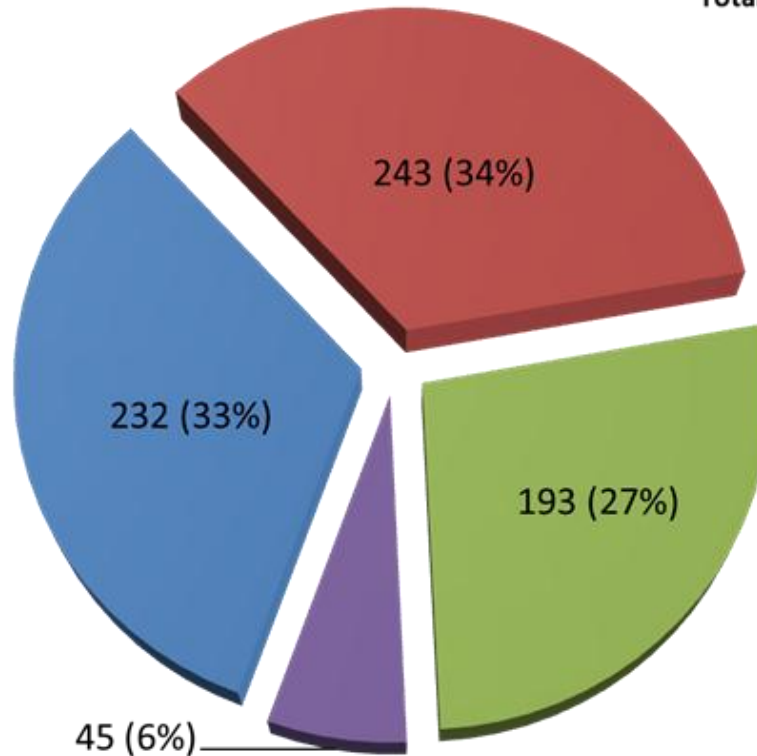
949 total participants:

- **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

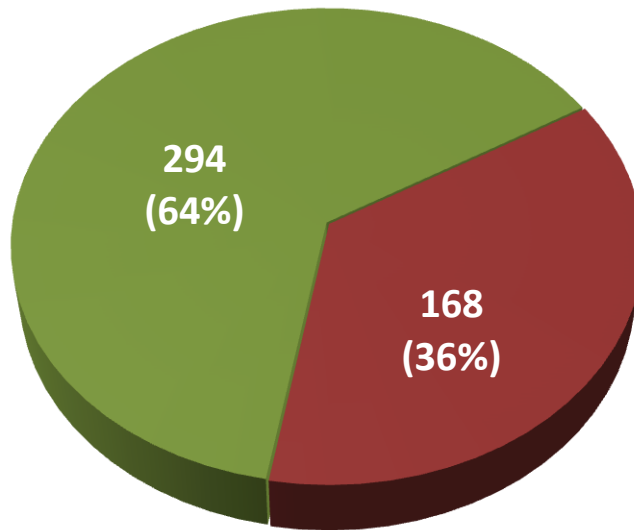


■ More Likely ■ Just As Likely ■ Less Likely ■ N/A

Data Source: BPL BklynFeedback Survey, November 2013

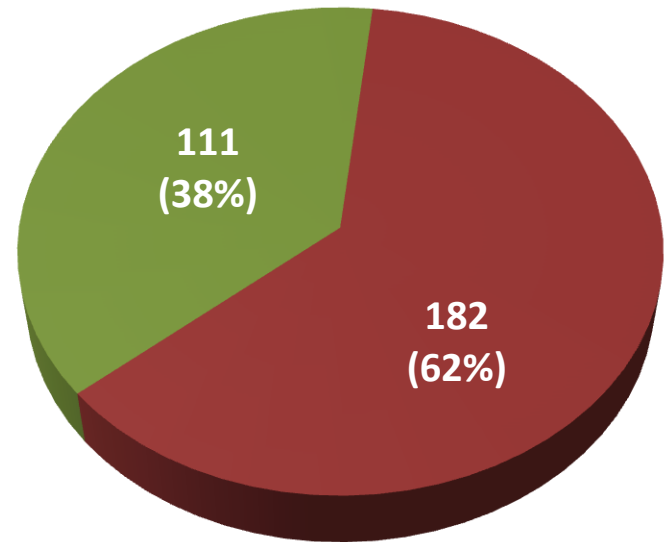
# Business & Career Library in-person Respondents

Are you at the library today for business, finance, or career information?



■ Yes ■ No

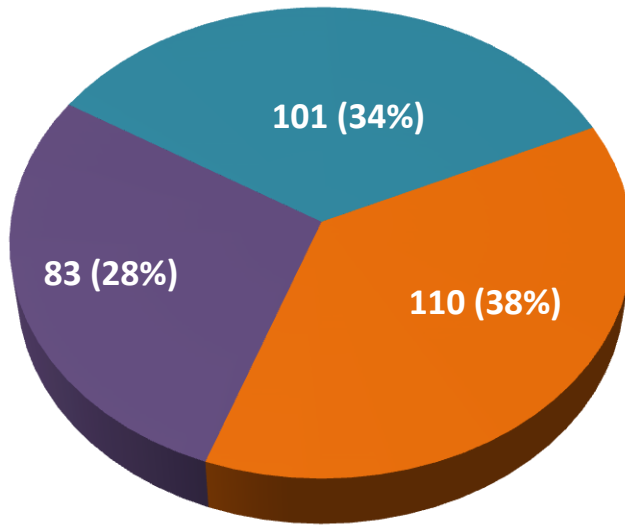
Do you work in the downtown Brooklyn business district?



■ Yes ■ No

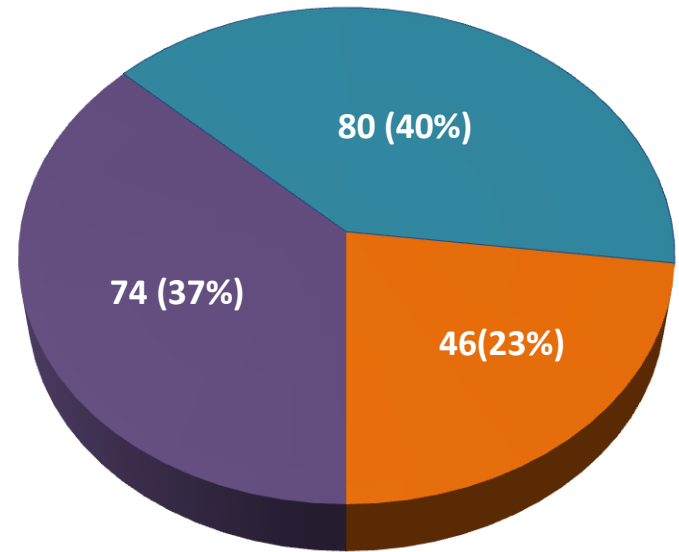
# Business & Career Library in-person Respondents

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



■ More Likely ■ Just as Likely ■ Less Likely

Excluding Brooklyn Heights Residents  
*Home zip code 11201*

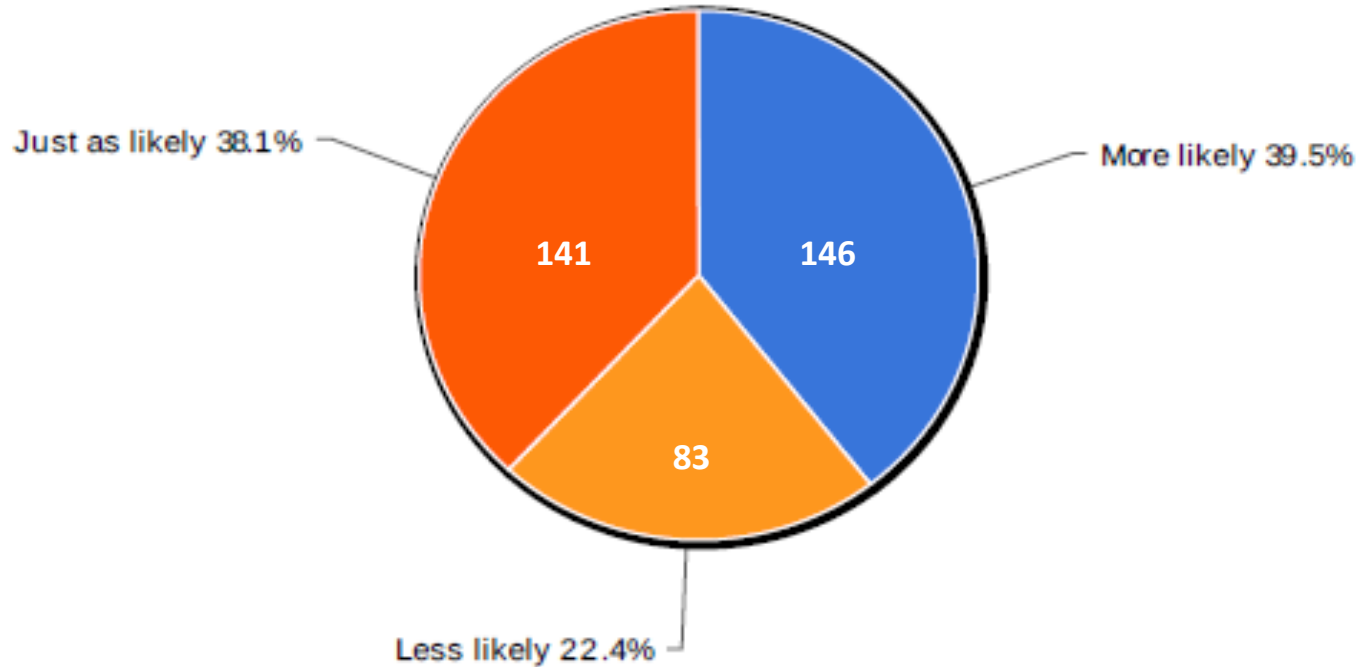


■ More Likely ■ Just as Likely ■ Less Likely



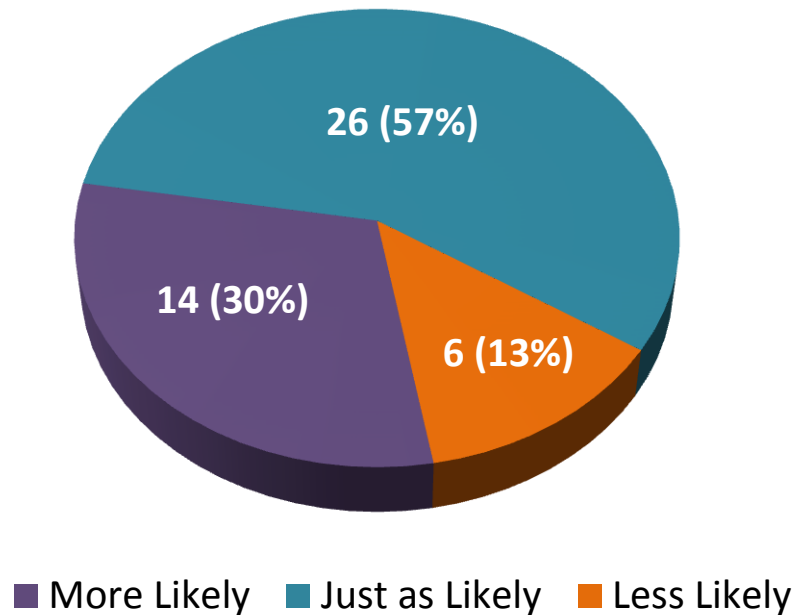
# Online survey of Business Users

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?



# Sunset Park 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?



# 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?

