

**Question:** I started out trying to discern the lending habits of SPL members over two 5 year periods, 2003 - 2007, and 2008 - 2012. More specifically I was interested in learning what types of media were being loaned out the most, and to observe if there was a discernible change in the lending habits reflecting the technological trends (VHS phasing out, CDs declining in popularity, DVDs gaining in popularity, AudioBooks/ eBooks gaining in popularity, etc) over the years.

Consequently this led me to the next obvious question, i.e. what percentage of materials being loaned out are meant for adult consumption as opposed to being consumed by children, and how does that trend vary on aggregate over the same two 5 year periods as above.

**Queries:**

**1. To compare the most lent out kinds of media by the SPL across two 5-yr periods from (2003-2007 and 2008-2012)**

```
SELECT UPPER(SUBSTR(itemtype, 3)) AS type_media,
COUNT(itemtype) AS num_items,
100*COUNT(itemtype)
/
(SELECT COUNT(itemtype)
FROM spl2.inraw
WHERE YEAR(cout)>=2003 AND YEAR(cout)<2008
AND itemtype IS NOT NULL)
AS percent
FROM spl2.inraw
WHERE YEAR(cout)>=2003 AND YEAR(cout)<2008
GROUP BY type_media
ORDER BY num_items DESC
```

**Processing time: 114.882s**

**Results:**

**Table 1: (2003-2007)**

type_media	num_items	percent
BK	7874044	51.5555
DVD	3310265	21.674
CD	2953390	19.3374
VHS	775932	5.0804
CAS	185817	1.2166
ILLB	63327	0.4146
MUS	37477	0.2454
FOLD	29946	0.1961
KIT	29269	0.1916
CDROM	6750	0.0442
UNKNJ	2956	0.0194

REC	2727	0.0179
VID	421	0.0028
PER	221	0.0014
UNKN	127	0.0008
PAM	59	0.0004
ART	47	0.0003
MAP	39	0.0003
POST	38	0.0002
SLIDE	27	0.0002
MFC	26	0.0002
MFM	26	0.0002
DISK	12	0.0001
PHOTO	1	0

**Table 2: (2008-2012)**

<b>type_media</b>	<b>num_items</b>	<b>percent</b>
BK	22768916	50.6413
DVD	13254159	29.4791
CD	8211262	18.263
VHS	328432	0.7305
CAS	90470	0.2012
ILLB	89549	0.1992
FOLD	77589	0.1726
MUS	72703	0.1617
KIT	53065	0.118
UNKNJ	4417	0.0098
REC	3705	0.0082
CDROM	3500	0.0078
EQ	2292	0.0051
PER	441	0.001
UNKN	172	0.0004
VID	170	0.0004
DISK	120	0.0003
MAP	65	0.0001
POST	36	0.0001
PAM	30	0.0001
MFM	25	0.0001
SLIDE	12	0
MFC	12	0
ART	6	0
TEST	5	0
WEB	2	0

**2. To compare the number of adults versus juniors lending from the SPL across two 5-yr periods (2003-2007 and 2008-2012)**

```
SELECT UPPER(SUBSTR(itemtype,1,1)) AS age_class,
100*COUNT(itemtype)
/
(SELECT
COUNT(itemtype)
FROM spl2.inraw
WHERE YEAR(cout)>=2003 AND YEAR(cout)<2008
AND itemtype IS NOT NULL)
AS percent_items
FROM spl2.inraw
WHERE SUBSTR(itemtype,1,1) REGEXP 'alj'
AND
YEAR(cout)>=2003 AND YEAR(cout)<2008
GROUP BY age_class
ORDER BY percent_items DESC
```

**Processing time: 114.533s**

**Results:**

**Table 3: (2003-2007)**

age_class	percent_items
A	78.8263
J	20.4261

**Table 4: (2008-2012)**

age_class	percent_items
A	77.9595
J	21.5354

**Comments and Analysis:** Let us refer to the five year period from (2003-2007) as A, and the other five year period as B. The following were some of the observations:

1. Number of Book loans in B were almost 3 times as much as in A, yet it translated to a drop of approximately 1 percentage point.
2. Number of DVD loans in B were 4 times more than during A, which translated to a jump of approximately 8 percentage points.
3. Much like DVD loans, there was almost a 3 time surge in CD loans in B as compared to A. Contrary to DVD loans however, this resulted in a drop of approximately 1 percentage point.
4. Coming to VHS loans, there was a decline of circulation in B by almost 2.4 times and expectedly this translated to a drop of approximately 4.3 percentage points.
5. The relative popularity i.e. the ranking of the CDROM plummeted in B by 2 places with only 51% of as many circulations in B as compared to A.

6. There is a new category of media item that finds its way in B, called WEB. Not certain what this is, but if it is eBooks then this is an extremely discouraging number of loans in a 5 year period from 2008-2012, namely 2.
7. The total percentage of items loaned out for adult consumption dropped by almost 1 percentage point in B, from A. Consequently however there was an increase of 1 percentage point in child-friendly material in B.