

You want to describe the type of study and be specific about what kind of empirical evidence the study finds on your topic. Be precise about the population and sampling method, the findings, and whether those findings were statistically significant or not.

Zickuhr, K., Rainie, L., Purcell, K., Madden, M., Brenner, J., & Pew Internet & American Life, P. (2012). Younger Americans' Reading and Library Habits. *Pew Internet & American Life Project*, Report. Retrieved from <http://libraries.pewinternet.org/2012/10/23/younger-americans-reading-and-library-habits/>

This is a quantitative study. The empirical evidence are the answers from those surveyed. The population is people ages 16 and older. The sampling methods are a nationally-representative phone survey of 2,986 people administered from November 16 to December 21, 2011 in both English. Additionally, a population of an online panel of library patrons ages 16-29 who borrow e-books from spring of 2012. The survey results are organized by age groups in percentages for several questions.

The study found that 83% of Americans between 16 and 29 read a book in the last year. Among American e-book readers, those under 30 are more likely to read their e-book on a cell phone (41%) or computer (55%) than an e-book reader like Kindle (23%) or tablet (16%). 47% of younger Americans read long-form e-content such as books, magazines or newspapers. 60% of Americans under 30 used the library in the past year. Many young readers did not know they can borrow an e-book from a library. High schoolers (16-17) rely on the library for the reading and research needs. College age adults (18-24) show shifts in their reading habits compared with high schoolers (16-17). Adults in their late twenties (25-29) have different patterns when compared with younger age groups.

High schoolers are significantly more likely to say they would be interested in checking out pre-loaded e-readers from their local public library if the service was offered.