

# Demographic Profile

## Blacksburg Community Trends

### Summary of Findings 1996-2000

Andrea Kavanaugh  
 Kimberly Kirn  
 Lucinda Willis

July 2000

#### **General Statistics for 2000: Blacksburg, Virginia**

We developed and administered a mail survey to a random sample of households in Blacksburg and surrounding Montgomery County in 1996, 1999 and 2000. Among the survey items are questions regarding demographics and Internet use. These data are reported in this summary of findings. For some variables, the number of respondents is low. Therefore, we provide the census data (below) in order to determine how representative the survey respondents are of the total Blacksburg population. All census data reported below are for the year 2000, Blacksburg, Virginia in comparison with the United States, unless otherwise noted.

	Blacksburg, Virginia	USA
<b>Total population</b>	43,849	275 million
<b>Number of Households</b>	15,319	103 million
<b>2000 Population by race</b>		
white	85.6%	77.9
Black	4.6%	12.4%
Asian Pacific Is	9.1%	3.9%
Other	0.7%	5.8%
<b>2000 Population by gender</b>		
Male	53.6%	48.9%
Female	46.4%	51.1%

<b>2000 Income Figures</b>		
Median Household income	\$48,671*	\$41,914
HH Income < \$50K	73.5%	59.2%
HH Income \$50-100K	19.9%	29.8%
HH Income > \$100K	6.5%	11.0%
<b>2000 Housing Figures</b>		
Median Home Value	\$127,387	\$138,252
Median Rent	\$377	\$414

\*1998 Income information from Town of Blacksburg (student population included)

Source: CACI International, Incorporated ([www.demographics.caci.com](http://www.demographics.caci.com))

The results reported in this summary of findings were obtained by running frequencies and cross tabulations on the survey data for each year to identify trends in local population demographics and Internet use. There are 558 total survey respondents in 1996, 156 of which are Blacksburg (non-student) residents; in 1999 there are 409, of which 320 are Blacksburg (non-student) residents; in 2000, there are 183 respondents, of which 88 are Blacksburg (non-student) residents.

Unless noted otherwise, data reported below show trends for Blacksburg (non-student) residents **only**. Demographics were obtained by running frequencies for the variable cited, filtering by year.

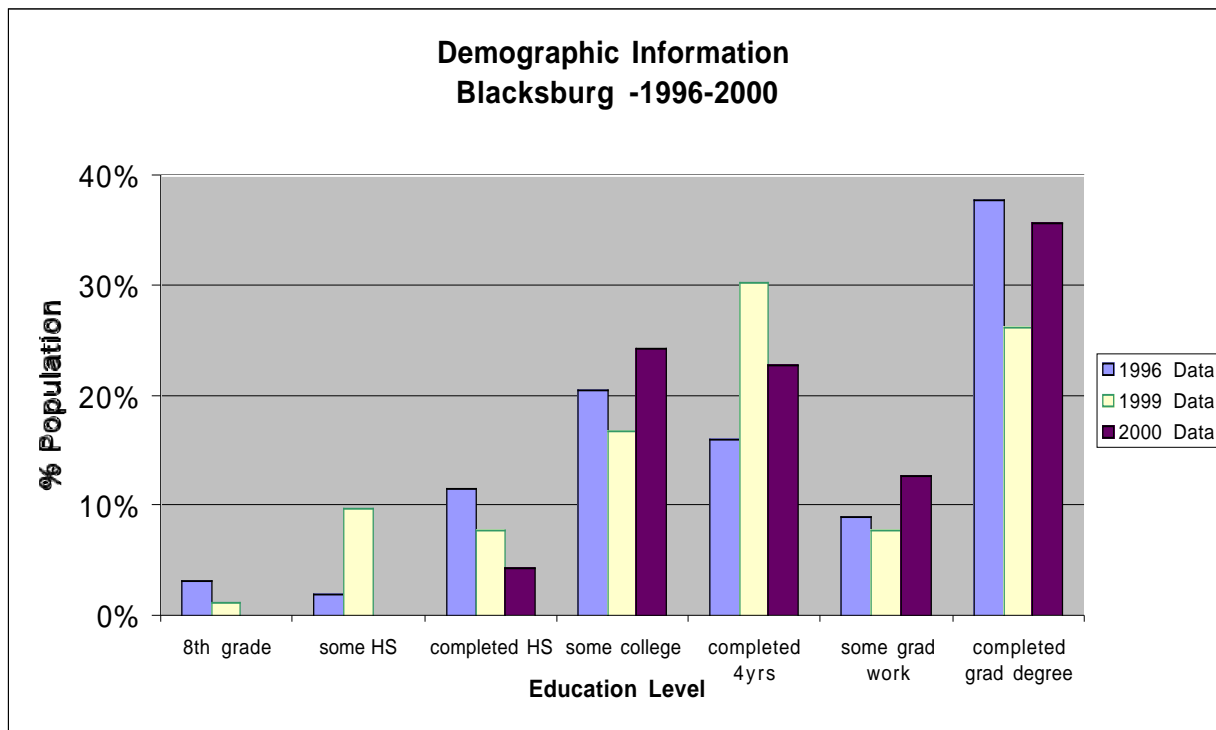
### **Trends among Blacksburg residents**

- **Gender**

The 1996 survey had 57.5% (88) male respondents and 41.7% (65) female respondents. The 1999 survey had 44.7% (155) male respondents and 54.8% (190) female respondents. The 2000 survey had 47.1% (33) male respondents and 52.8% (37) female respondents. The 2000 census figures on gender (above) show 54% male, 46% female, which could be due to the higher proportion of male faculty at Virginia Tech, located in Blacksburg. When it comes to completing surveys, it is more likely to have a female household member handle the postal mail, including surveys.

- **Level of Education**

The level of education among respondents ranges from less than 8<sup>th</sup> grade to completion of graduate school or a professional degree. The median level of education for each year of the survey is college graduate.



- **Age**

The mean age of respondents for all three years ranges from 44 to 51 years. In 1996 respondents range in age from 17 to 92, with a mean age of 44 years; age among 1999 respondents ranges from 17 to 99 with a mean age of 51 years. In 2000, respondents range from 18 to 90, with a mean age of 48 years.

- **Newspaper Readership**

Measures of newspaper readership are often associated with levels of education and income. Reported newspaper readership in all survey years ranges from “never” to “more than one per day.” The median level for each survey year was one per day.

- **1996:** 3.8% (6) of respondents never read the newspaper; 3.2% (5) read a paper less than once a month; 1.3% (2) read the paper a couple of times per month; 9.6% (15) read at least one paper once a week; 25% (39) read at least one paper a couple of times per week; 43.6% (68) read one paper a day; and 13.5% (21) read multiple papers per day.
- **1999:** 4.3% (15) of respondents never read the paper; 1.2% (4) read it once a month, 2% (70) read it a couple of times a month; 10.4% (36) read at least one

paper once a week; 8.6% (30) read at least one paper a couple of times per month; 53.6% (186) read one paper a day; and 18.7% (65) read multiple papers a day.

- **2000:** 2.7% (2) of the respondents never read the newspaper; 4.1%(3) read at least one newspaper per month; 4.1% (3) read a couple of papers per month; 8.2% (6) read one paper per week; 28.8% (21) read a few papers a week; 45.2% (33) read one paper per day; and 6.8% (5) read multiple newspapers each day.

- **Internet Access**

- Blacksburg only**

- In 2000, 87.7% of Blacksburg (only) respondents report having access to the Internet, up from 80.1% in 1999, and 69.2% in 1996.

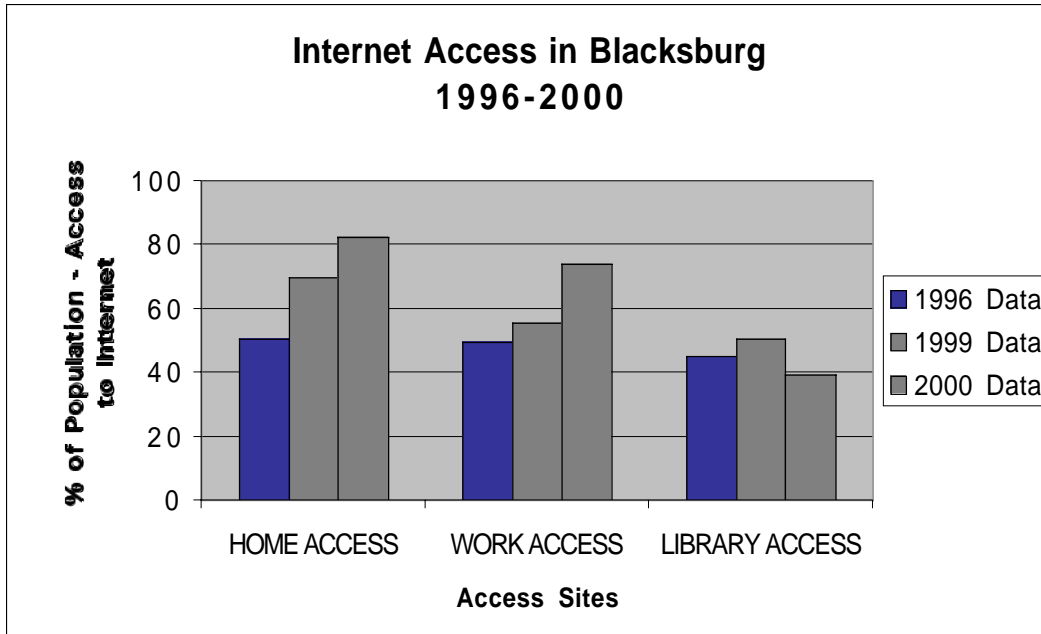
- Montgomery County (non-Blacksburg)**

- In 2000, 78.9% of Montgomery county (non-Blacksburg) respondents report having Internet access, up from 65% in 1998, and 39.5% in 1996.

In the 1999 survey round, data was only collected from residents of Blacksburg, so there are no data for the rest of Montgomery County for that year. In 1998, however, we sent an abbreviated version of the same survey to a random sample of households in Montgomery County, NOT including Blacksburg.

- **Points of Access (home, workplace, and/or public library)**

Survey respondents who have Internet access were asked to indicate all locations from which they access the Internet. Respondents could list more than one point of access.



### How Long Using the Internet

We asked survey respondents how long they have been using the Internet in the 1999 and 2000 survey years (unfortunately, we did not include this question in the 1996 survey round). In 2000, the median level of use is 5 years, compared to a median of 1-3 years in 1999. The chart below shows comparison of 1999 and 2000 reports of how long respondents with access have been using the Internet.

