

Income

Income is an important indicator of the economic condition of the New River Valley. Statistics on income are developed in a number of ways. Information on adjusted gross, per capita, and median family income is provided in the following sections. In addition, poverty levels, low and moderate income limits, and taxable retail sales statistics are also provided.

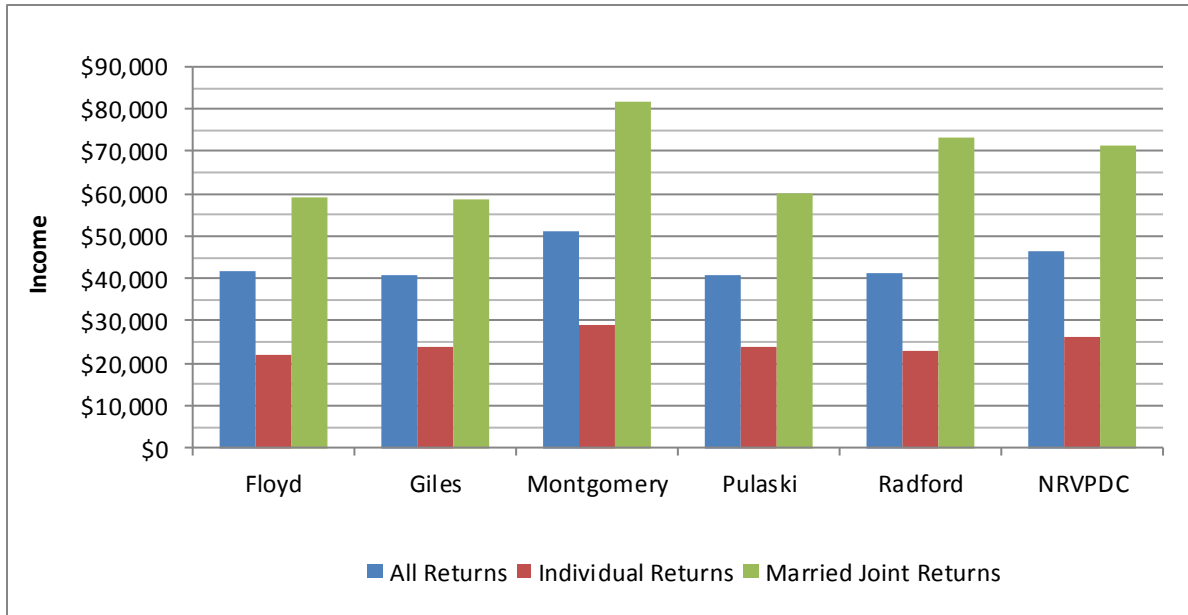
Adjusted Gross Income

The adjusted gross income data for the New River Valley and its jurisdictions are presented in Table 12 using state income tax returns. For purposes of comparison, data is provided for Virginia as well as Virginia's counties and cities. This information shows that average per tax return income levels in the New River Valley are lower than reported earnings at the State level, and lower than Virginia counties and cities adjusted gross income figures. Figure 9 graphically illustrates this comparison.

Table 12
Adjusted Gross Income: 2008 and 2010

AVERAGE PER RETURN				
JURISDICTION	YEAR	ALL RETURNS	MARRIED JOINT RETURNS	INDIVIDUAL RETURNS
Floyd County	2008	\$39,991	\$56,288	\$22,032
	2010	\$41,772	\$59,368	\$21,939
Giles County	2008	\$40,346	\$58,130	\$23,320
	2010	\$40,821	\$58,801	\$23,898
Montgomery County	2008	\$47,826	\$80,495	\$24,363
	2010	\$51,062	\$81,882	\$28,924
Pulaski County	2008	\$41,340	\$62,112	\$23,479
	2010	\$40,913	\$60,236	\$23,836
City of Radford	2008	\$43,220	\$75,155	\$23,204
	2010	\$41,306	\$73,326	\$22,766
New River Valley PDC	2008	\$44,533	\$70,606	\$23,790
	2010	\$46,245	\$71,310	\$26,333
Virginia	2008	\$63,562	\$106,451	\$34,105
	2010	\$64,660	\$107,289	\$34,715
All Virginia Counties	2008	\$69,280	\$110,695	\$36,193
	2010	\$71,094	\$113,195	\$36,832
All Virginia Cities	2008	\$53,954	\$100,942	\$30,947
	2010	\$52,940	\$96,680	\$31,007
Source: Virginia Department of Taxation, 2013.				

Figure 9
2010 Adjusted Gross Income: Average Per Return



Per Capita Income

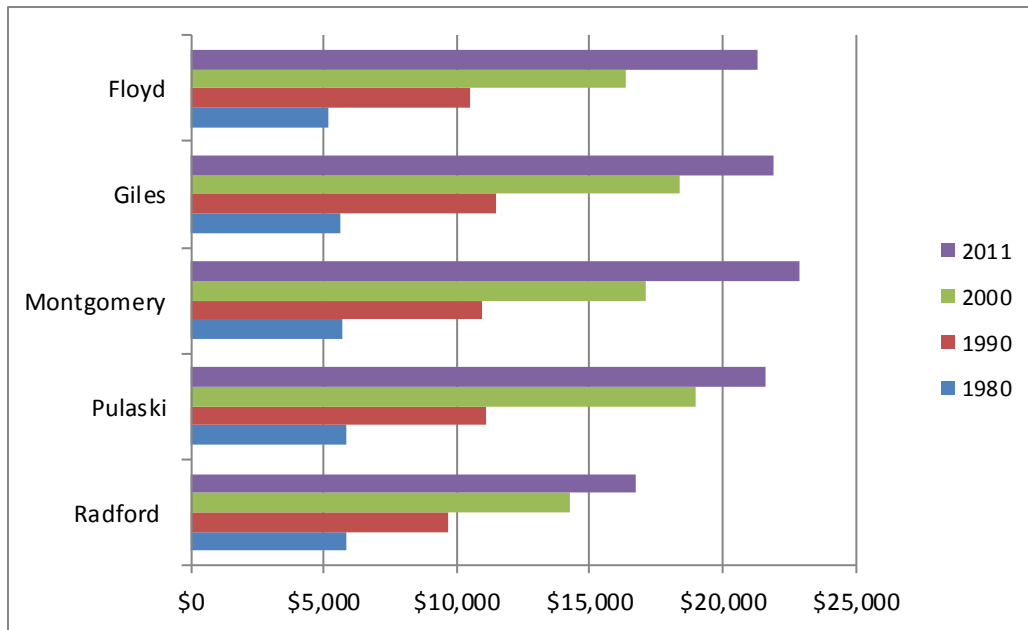
Per capita income is total personal income divided by population. This information gives a distributive spread of income across entire jurisdictions. Median family income is the measure typically used to assess community wealth and service needs. As illustrated in Table 13 and Figure 10, Montgomery County had the highest per capita income (\$22,861), followed by Giles County (\$21,891) in 2011.

Table 13
Per Capita Income

Jurisdiction	1980	1990	% of Change 1980-1990	2000	*2011	% of Change 2000-2011
Floyd County	\$5,186	\$10,532	103.1%	\$16,345	\$21,298	30.3%
Giles County	\$5,640	\$11,462	103.2%	\$18,396	\$21,891	19.0%
Montgomery County	\$5,657	\$10,979	94.1%	\$17,077	\$22,861	33.9%
Pulaski County	\$5,822	\$11,074	90.2%	\$18,973	\$21,623	14.0%
City of Radford	\$5,878	\$9,704	65.1%	\$14,289	\$16,723	17.0%
Virginia	\$7,478	\$15,713	110.1%	\$23,975	\$33,040	37.8%

Sources: County and City Data Book, 1994: U.S. Department of Commerce; U.S. Census Bureau.
 * U.S. Census Bureau, 2007-2011 American Community Survey 5-Year Estimates.

Figure 10
Per Capita Income



Median Family Income

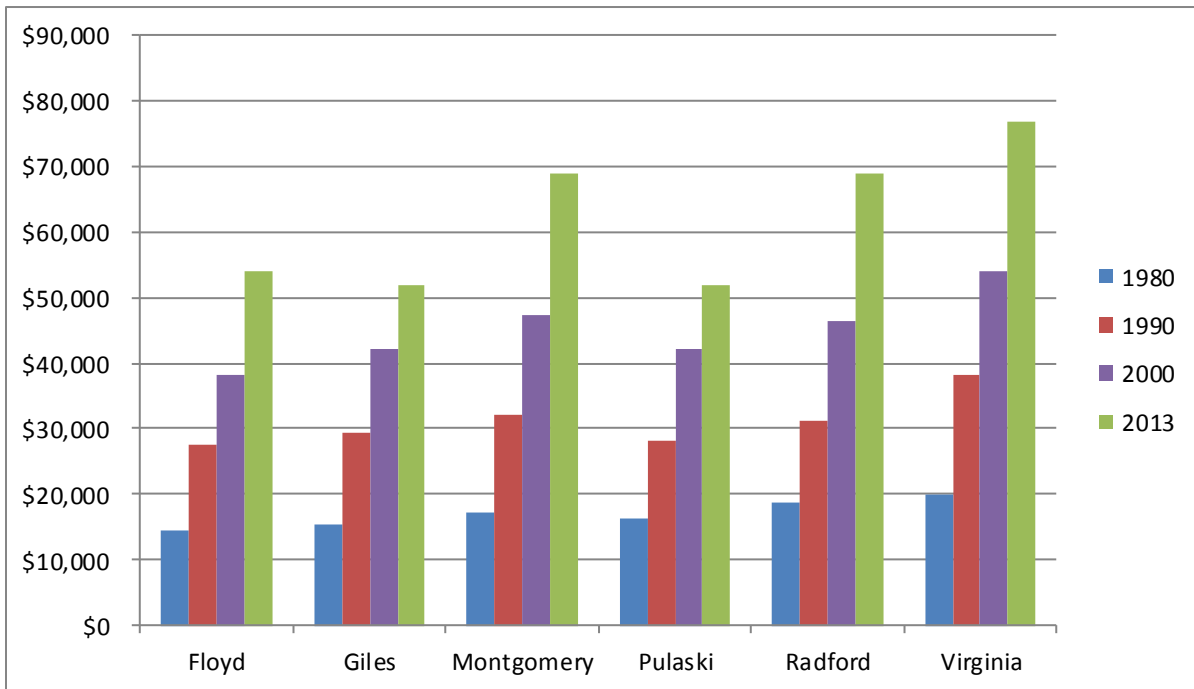
Table 14 reports the 1980, 1990, 2000, and 2013 median family income by locality. Statistics for 2013 are provided by the Virginia Department of Housing and Urban Development. The City of Radford and Montgomery County showed the most substantial increase in median family income between 2000 and 2013 while Pulaski County showed the smallest increase with 23.1%. Figure 11 graphically illustrates the median family income for 1980, 1990, 2000, and 2013.

Table 14
Median Family Income

JURISDICTION	1980	1990	2000	*2013	% CHANGE 2000-2013
Floyd County	\$14,585	\$27,439	\$38,128	\$53,900	41.4%
Giles County	\$15,274	\$29,416	\$42,089	\$52,000	23.5%
Montgomery County	\$17,084	\$32,128	\$47,239	\$68,800	45.6%
Pulaski County	\$16,247	\$28,057	\$42,251	\$52,000	23.1%
City of Radford	\$18,680	\$31,318	\$46,332	\$68,800	48.5%
Virginia	\$20,018	\$38,213	\$54,169	\$77,000	42.1%

Sources: U.S. Census Bureau.
*Virginia Department of Housing and Urban Development, FY 2013.

Figure 11
Median Family Income



Poverty Levels

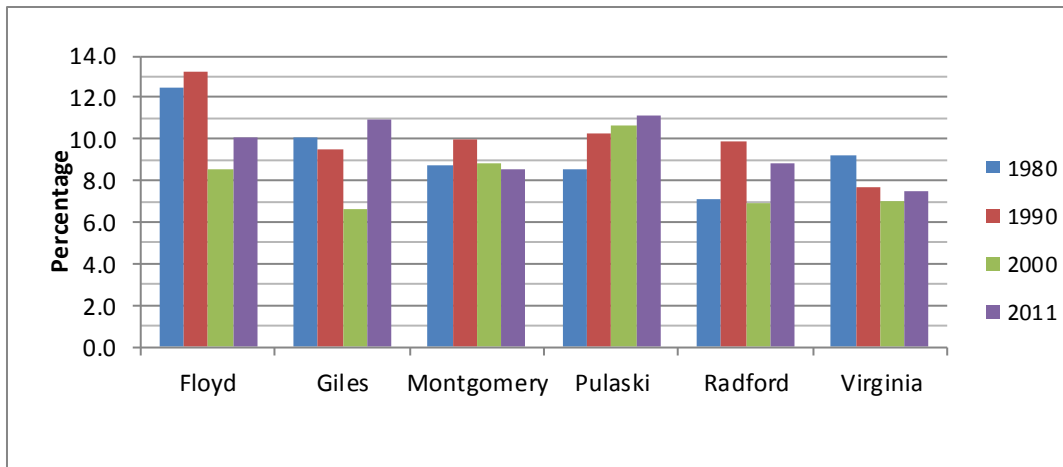
Table 15 and Figure 12 show the number and percentage of families below poverty level at local, regional, and state levels for 1980, 1990, 2000, and 2011. Poverty status is determined for all persons except institutionalized persons, persons in military group quarters and in college dormitories, and unrelated individuals under 15 years old. Montgomery County is the only jurisdiction that showed a decrease in the percentage of families below the poverty level from 2000 to 2011.

Table 15
Poverty Levels: 1980, 1990, 2000, and 2011

JURISDICTION	1980		1990		2000		2011	
	NO. BELOW POVERTY	% OF FAMILIES	NO. BELOW POVERTY	% OF FAMILIES	NO. BELOW POVERTY	% OF FAMILIES	NO. BELOW POVERTY	% OF FAMILIES
Floyd County	419	12.5	463	13.2	357	8.5	1,981	10.1
Giles County	512	10.1	466	9.5	323	6.6	2,559	10.9
Montgomery County	1,157	8.7	1,589	10.0	1,535	8.8	19,434	8.5
Pulaski County	850	8.5	1,016	10.3	1,070	10.6	5,077	11.1
City of Radford	177	7.1	255	9.9	181	6.9	4,431	8.8
Virginia	128,974	9.2	126,897	7.7	129,890	7.0	818,422	7.5

Sources: Virginia Statistical Abstract, 1989 & 1996-97 Editions; Weldon Cooper Center for Public Service, University of Virginia, Charlottesville, VA.
* U.S. Census Bureau, 2007-2011 American Community Survey 5-Year Estimates.

Figure 12
Families Below Poverty Level



Low and Moderate Income (LMI)

A person has low-to-moderate income status if his/her annual income does not exceed 80% of median income for his/her family size. These figures are calculated in Table 16. Income is the total income of all family members over age 17 with whom he/she resides. Family is defined as all persons living in the same household related by marriage, birth, or adoption.

Table 16
2013 Low and Moderate Income Limits
Based on Persons Per Household

JURISDICTION	PERSONS PER HOUSEHOLD							
	1	2	3	4	5	6	7	8
Blacksburg-Christiansburg-Radford	\$38,550	\$44,050	\$49,550	\$55,050	\$59,500	\$63,900	\$68,300	\$72,700
Floyd County	30,200	34,500	38,800	43,100	46,550	50,000	53,450	56,900
Giles County	29,150	33,300	37,450	41,600	44,950	48,300	51,600	54,950
Pulaski County	29,150	33,300	37,450	41,600	44,950	48,300	51,600	54,950
Virginia	43,100	49,300	55,450	61,600	66,550	71,450	76,400	81,300

Source: FY 2013 Income Limits: Virginia Department of Housing and Urban Development, 2013.

Taxable Retail Sales

Table 17 shows retail statistics by jurisdiction. The New River Valley experienced a 9.8 percent increase in taxable retail sales from 2010 to 2012 with Floyd County showing the largest increase of 13.5 percent with Montgomery County showing the smallest increase.

Table 17
Retail Statistics: 2010 and 2012

JURISDICTION	NUMBER OF DEALERS			TAXABLE RETAIL SALES		
	2010	2012	% Change	2010	2012	% Change
Floyd County	408	411	0.7	\$57,676,843	\$65,491,418	13.5
Giles County	344	345	0.3	122,100,941	136,709,668	12.0
Montgomery County	1,487	1,435	-3.5	892,050,066	967,667,151	8.5
Pulaski County	561	552	-1.6	293,080,595	328,279,554	12.0
City of Radford	263	263	0.0	71,108,352	78,810,347	10.8
New River Valley	3,063	3,006	-1.9	1,436,016,797	1,576,958,138	9.8
Virginia	105,291	104,516	-0.7	\$86,420,963,843	93,335,660,137	8.0

Source: Taxable Sales Annual Report, 2010 & 2012: Virginia Department of Taxation.

Tables 18 through 23 show retail sales figures by category for 2010 and 2012 for the New River Valley and each jurisdiction. Based on the eight categories listed in the table below, the food and beverage stores category represented the single largest area in terms of taxable retail sales at \$273,370,579 for 2012 and the Gasoline Stations category showed the largest percentage increase (23.9%), for the New River Valley as a whole.

Table 18
Taxable Sales for the New River Valley: 2010 and 2012

CATEGORY	NUMBER OF DEALERS			TAXABLE RETAIL SALES		
	2010	2012	% Change	2010	2012	% Change
Merchant Wholesalers, Durable Goods	91	75	-17.6	\$42,042,070	\$42,893,889	2.0
Motor Vehicle/Parts Dealers	95	85	-10.5	\$33,243,912	\$39,694,101	19.4
Food and Beverage Stores	143	146	2.1	\$257,932,387	\$273,370,579	6.0
Gasoline Stations	76	78	2.6	\$48,317,508	\$59,870,998	23.9
Clothing/Clothing Accessories Stores	98	97	-1.0	\$54,629,144	\$58,630,279	7.3
Misc. Store Retailers	289	280	-3.1	\$51,548,301	\$61,639,964	19.6
Rental and Leasing Services	130	115	-11.5	\$12,979,142	\$9,062,267	-30.2
Food Services and Drinking Places	379	362	-4.5	\$205,936,345	\$228,240,112	10.8
TOTAL	1,301	1,238	-4.8	\$706,628,809	\$773,402,189	9.4

Source: Taxable Sales Annual Report, 2010 & 2012: Virginia Department of Taxation.

Table 19
Taxable Sales for Floyd County: 2010 and 2012

CATEGORY	NUMBER OF DEALERS			TAXABLE RETAIL SALES		
	2010	2012	% Change	2010	2012	% Change
No NAICS Information	15	10	-33.3	\$207,777	\$285,693	37.5
Crop Production	13	15	15.4	\$351,884	\$474,055	34.7
Animal Production	7	8	14.3	\$97,477	\$184,074	88.8
Food Manufacturing	6	8	33.3	\$558,869	\$709,494	27.0
Beverage and Tobacco Product Manufacturing	0	5	500.0	\$0	\$3,492,202	N/A
Nonmetallic Mineral Product Manufacturing	0	5	500.0	\$0	\$612,473	N/A
Misc. Manufacturing	6	6	0.0	\$140,486	\$152,424	8.5
Merchant Wholesalers, Durable Goods	10	0	-100.0	\$60,415	\$0	-100.0
Motor Vehicle/Parts Dealers	12	12	0.0	\$1,209,347	\$1,185,361	-2.0
Furniture and Home Furn. Stores	6	9	50.0	\$230,159	\$341,671	48.4
Building Mat./Garden Equip./Supplies Dealers	6	7	16.7	\$5,772,478	\$6,637,947	15.0
Food and Beverage Stores	15	14	-6.7	\$21,348,694	\$21,732,481	1.8
Gasoline Stations	10	9	-10.0	\$2,818,515	\$4,465,406	58.4
Clothing/Clothing Accessories Stores	10	10	0.0	\$490,348	\$749,104	52.8
Sporting Goods, Hobby, Book, Music Stores	16	15	-6.3	\$230,204	\$252,657	9.8
General Merchandise Stores	7	10	42.9	\$3,352,586	\$4,706,620	40.4
Misc. Store Retailers	56	51	-8.9	\$1,358,731	\$1,388,085	2.2
Nonstore Retailers	30	30	0.0	\$764,250	\$1,172,992	53.5
Real Estate	5	6	20.0	\$406,326	\$256,406	-36.9
Rental and Leasing Services	21	19	-9.5	\$352,471	\$265,412	-24.7
Prof., Scientific, and Tech. Services	7	7	0.0	\$64,676	\$77,704	20.1
Performing Arts, Spectator Sports, & Related Indus.	14	13	-7.1	\$17,452	\$90,308	417.5
Accommodation	17	17	0.0	\$914,612	\$1,447,664	58.3
Food Services and Drinking Places	25	22	-12.0	\$5,742,407	\$6,849,981	19.3
Repair and Maintenance	20	25	25.0	\$2,969,060	\$2,906,356	-2.1
Personal and Laundry Services	6	6	0.0	\$560,399	\$544,001	-2.9
Misc. and Unidentifiable	68	72	5.9	\$7,657,220	\$4,510,847	-41.1
TOTAL	408	411	0.7	\$57,676,843	\$65,491,418	13.5

Source: Taxable Sales Annual Report, 2010 & 2012: Virginia Department of Taxation.

Table 20
Taxable Sales for Giles County: 2010 and 2012

CATEGORY	NUMBER OF DEALERS			TAXABLE RETAIL SALES		
	2010	2012	% Change	2010	2012	% Change
No NAICS Information	20	11	-45.0	\$3,800,778	\$1,552,236	-59.2
Crop Production	5	6	20.0	\$28,939	\$67,384	132.8
Food Manufacturing	5	0	-100.0	\$135,393	\$0	-100.0
Misc. Manufacturing	5	0	-100.0	\$6,405	\$0	-100.0
Merchant Wholesalers, Durable Goods	6	8	33.3	\$2,048,819	\$1,713,458	-16.4
Merchant Wholesalers, Nondurable Goods	0	6	600.0	\$0	\$1,906,866	N/A
Motor Vehicle/Parts Dealers	15	10	-33.3	\$3,086,815	\$2,875,985	-6.8
Furniture and Home Furn. Stores	7	5	-28.6	\$1,276,395	\$1,172,189	-8.2
Building Mat./Garden Equip./Supplies Dealers	11	10	-9.1	\$7,646,975	\$6,412,614	-16.1
Food and Beverage Stores	24	28	16.7	\$26,486,691	\$27,084,047	2.3
Gasoline Stations	11	14	27.3	\$4,030,033	\$6,346,576	57.5
Clothing/Clothing Accessories Stores	0	5	500.0	\$0	\$104,184	N/A
Sporting Goods, Hobby, Book, Music Stores	14	12	-14.3	\$1,091,302	\$1,295,866	18.7
General Merchandise Stores	8	10	25.0	\$36,423,946	\$39,211,290	7.7
Misc. Store Retailers	27	24	-11.1	\$1,366,249	\$1,384,567	1.3
Nonstore Retailers	19	22	15.8	\$343,669	\$312,446	-9.1
Real Estate	0	5	500.0	\$0	\$212,380	N/A
Rental and Leasing Services	14	16	14.3	\$405,138	\$646,458	59.6
Professional, Scientific, and Technical Services	5	7	40.0	\$145,634	\$22,455	-84.6
Ambulatory Health Care Services	0	5	500.0	\$0	\$163,047	N/A
Accommodation	7	8	14.3	\$2,702,515	\$2,541,898	-5.9
Food Services and Drinking Places	34	37	8.8	\$11,519,622	\$14,651,003	27.2
Repair and Maintenance	22	21	-4.5	\$2,715,484	\$2,954,818	8.8
Personal and Laundry Services	11	11	0.0	\$814,457	\$956,043	17.4
Misc. and Unidentifiable	74	64	-13.5	\$16,025,682	\$23,121,858	44.3
TOTAL	344	345	0.3	\$122,100,941	\$136,709,668	12.0

Source: Taxable Sales Annual Report, 2010 & 2012: Virginia Department of Taxation.

Table 21
Taxable Sales for Montgomery County: 2010 and 2012

CATEGORY	NUMBER OF DEALERS			TAXABLE RETAIL SALES		
	2010	2012	% Change	2010	2012	% Change
No NAICS Information	57	31	-45.6	\$13,681,961	\$2,943,456	-78.5
Crop Production	12	16	33.3	\$588,718	\$682,493	15.9
Animal Production	7	8	14.3	\$209,811	\$201,954	-3.7
Construction of Buildings	5	7	40.0	\$1,514,973	\$4,577,312	202.1
Specialty Trade Contractors	19	18	-5.3	\$5,556,403	\$5,795,302	4.3
Food Manufacturing	5	9	80.0	\$471,861	\$644,761	36.6
Beverage and Tobacco Product Manufacturing	0	5	500.0	\$0	\$318,041	N/A
Wood Product Manufacturing	10	12	20.0	\$2,646,468	\$2,214,534	-16.3
Printing and Related Support Activities	10	8	-20.0	\$1,925,972	\$1,598,333	-17.0
Chemical Manufacturing	6	5	-16.7	\$2,656,759	\$3,047,074	14.7
Nonmetallic Mineral Product Manufacturing	6	6	0.0	\$10,429,584	\$15,564,190	49.2
Computer and Electronic Product Manufacturing	5	5	0.0	\$414,634	\$73,828	-82.2
Furniture and Related Product Manufacturing	0	6	600.0	\$0	\$631,881	N/A
Misc. Manufacturing	12	12	0.0	\$6,511,397	\$6,057,325	-7.0
Wholesale Trade, Durable Goods	5	0	-100.0	\$1,033,799	\$0	-100.0
Merchant Wholesalers, Durable Goods	44	40	-9.1	\$24,860,158	\$25,426,492	2.3
Merchant Wholesalers, Nondurable Goods	15	10	-33.3	\$3,754,874	\$3,890,633	3.6
Motor Vehicle/Parts Dealers	52	44	-15.4	\$23,075,459	\$27,072,837	17.3
Furniture and Home Furn. Stores	41	35	-14.6	\$20,331,748	\$23,184,234	14.0
Electronics and Appliance Stores	22	22	0.0	\$29,962,469	\$29,984,037	0.1
Building Mat./Garden Equip./Supplies Dealers	29	25	-13.8	\$60,937,415	\$63,795,386	4.7
Food and Beverage Stores	56	61	8.9	\$148,843,571	\$164,011,245	10.2
Health and Personal Care Stores	27	21	-22.2	\$10,981,876	\$11,029,155	0.4
Gasoline Stations	38	32	-15.8	\$22,826,358	\$25,953,094	13.7
Clothing/Clothing Accessories Stores	72	65	-9.7	\$49,040,503	\$50,995,463	4.0
Sporting Goods, Hobby, Book, Music Stores	59	53	-10.2	\$24,113,731	\$22,540,424	-6.5
General Merchandise Stores	23	30	30.4	\$158,661,500	\$164,774,932	3.9
Misc. Store Retailers	142	141	-0.7	\$42,664,568	\$51,052,558	19.7
Nonstore Retailers	79	82	3.8	\$7,794,843	\$9,913,668	27.2
Publishing Industries	7	5	-28.6	\$194,957	\$114,894	-41.1
Telecommunications	0	10	1000.0	\$0	\$3,029,493	N/A
Real Estate	13	14	7.7	\$6,200,217	\$6,813,794	9.9
Rental and Leasing Services	54	43	-20.4	\$8,103,014	\$4,806,516	-40.7
Prof., Scientific, and Tech. Services	72	69	-4.2	\$4,463,843	\$5,194,858	16.4
Administrative and Support Services	13	11	-15.4	\$925,218	\$759,925	-17.9
Ambulatory Health Care Services	19	21	10.5	\$360,034	\$1,087,425	202.0
Performing Arts, Spectator Sports, & Related Indus.	14	15	7.1	\$141,473	\$52,938	-62.6
Amusement, Gambling, and Rec. Indus.	22	24	9.1	\$2,741,362	\$2,896,302	5.7
Accommodation	20	23	15.0	\$15,799,611	\$17,514,076	10.9
Food Services and Drinking Places	202	191	-5.4	\$134,381,318	\$145,040,361	7.9
Repair and Maintenance	66	64	-3.0	\$11,917,535	\$13,210,985	10.9
Personal and Laundry Services	55	49	-10.9	\$2,523,201	\$2,401,609	-4.8
Religious, Grantmaking, Civic, Profess., & Similar Org.	7	9	28.6	\$717,455	\$888,864	23.9
Private Households	0	5	500.0	\$0	\$9,563	N/A
Misc. and Unidentifiable	65	73	12.3	\$28,089,415	\$45,870,906	63.3
TOTAL	1,487	1,435	-3.5	\$892,050,066	\$967,667,151	8.5

Source: Taxable Sales Annual Report, 2010 & 2012: Virginia Department of Taxation.

Table 22
Taxable Sales for Pulaski County: 2010 and 2012

CATEGORY	NUMBER OF DEALERS			TAXABLE RETAIL SALES		
	2010	2012	% Change	2010	2012	% Change
No NAICS Information	25	12	-52.0	\$1,897,132	\$1,066,002	-43.8
Specialty Trade Contractors	0	5	500.0	\$0	\$885,169	N/A
Beverage and Tobacco Product Manufacturing	5	0	-100.0	\$148,997	\$0	-100.0
Fabricated Metal Product Manufacturing	6	7	16.7	\$387,556	\$802,045	106.9
Transportation Equipment Manufacturing	5	0	-100.0	\$2,649,906	\$0	-100.0
Wholesale Trade, Nondurable Goods	6	5	-16.7	\$1,783,363	\$1,410,570	-20.9
Merchant Wholesalers, Durable Goods	24	18	-25.0	\$11,133,895	\$12,345,344	10.9
Merchant Wholesalers, Nondurable Goods	10	13	30.0	\$1,085,321	\$1,890,548	74.2
Motor Vehicle/Parts Dealers	16	14	-12.5	\$5,872,291	\$6,644,107	13.1
Furniture and Home Furn. Stores	12	11	-8.3	\$1,210,141	\$715,750	-40.9
Electronics and Appliance Stores	7	8	14.3	\$1,635,185	\$1,469,171	-10.2
Building Mat./Garden Equip./Supplies Dealers	12	8	-33.3	\$26,879,430	\$25,833,942	-3.9
Food and Beverage Stores	30	28	-6.7	\$43,545,175	\$44,472,748	2.1
Health and Personal Care Store	7	6	-14.3	\$4,066,956	\$4,580,636	12.6
Gasoline Stations	17	16	-5.9	\$18,642,602	\$19,409,726	4.1
Clothing/Clothing Accessories Stores	9	9	0.0	\$4,204,999	\$5,867,550	39.5
Sporting Goods, Hobby, Book, Music Stores	28	28	0.0	\$570,077	\$1,036,840	81.9
General Merchandise Stores	12	12	0.0	\$97,590,007	\$107,675,638	10.3
Misc. Store Retailers	42	46	9.5	\$3,925,320	\$6,119,078	55.9
Nonstore Retailers	24	24	0.0	\$3,053,964	\$2,635,196	-13.7
Telecommunications	0	6	600.0	\$0	\$358,932	N/A
Real Estate	5	6	20.0	\$837,514	\$914,095	9.1
Rental and Leasing Services	30	28	-6.7	\$3,238,547	\$3,005,670	-7.2
Prof., Scientific, and Tech. Services	17	20	17.6	\$600,634	\$620,353	3.3
Administrative and Support Services	0	7	700.0	\$0	\$306,624	N/A
Ambulatory Health Care Services	0	6	600.0	\$0	\$115,175	N/A
Amusement, Gambling, and Rec. Indus.	7	7	0.0	\$1,218,152	\$1,255,342	3.1
Accommodation	19	20	5.3	\$5,527,802	\$6,531,788	18.2
Food Services and Drinking Places	71	64	-9.9	\$34,715,230	\$41,324,738	19.0
Repair and Maintenance	27	32	18.5	\$2,887,832	\$3,977,047	37.7
Personal and Laundry Services	21	20	-4.8	\$1,243,503	\$1,265,466	1.8
Religious, Grantmaking, Civic, Profess. & Similar Org.	5	5	0.0	\$103,944	\$242,024	132.8
Misc. and Unidentifiable	62	61	-1.6	\$12,425,120	\$23,502,240	89.2
TOTAL	561	552	-1.6	\$293,080,595	\$328,279,554	12.0

Source: Taxable Sales Annual Report, 2010 & 2012: Virginia Department of Taxation.

Table 23
Taxable Sales for the City of Radford: 2010 and 2012

CATEGORY	NUMBER OF DEALERS			TAXABLE RETAIL SALES		
	2010	2012	% Change	2010	2012	% Change
No NAICS Information	13	0	-100.0	\$681,542	\$0	-100.0
Chemical Manufacturing	0	5	500.0	\$0	\$4,329,008	N/A
Misc. Manufacturing	7	7	0.0	\$527,498	\$2,635,692	399.7
Merchant Wholesalers, Durable Goods	7	9	28.6	\$3,938,783	\$3,408,595	-13.5
Motor Vehicle/Parts Dealers	0	5	500.0	\$0	\$1,915,811	N/A
Food and Beverage Stores	18	15	-16.7	\$17,708,256	\$16,070,058	-9.3
Health and Personal Care Stores	5	5	0.0	\$1,207,661	\$1,278,081	5.8
Gasoline Stations	0	7	700.0	\$0	\$3,696,196	N/A
Clothing/Clothing Accessories Stores	7	8	14.3	\$893,294	\$913,978	2.3
Sporting Goods,Hobby, Book, Music Stores	11	13	18.2	\$1,718,819	\$2,667,992	55.2
General Merchandise Stores	0	6	600.0	\$0	\$2,088,573	N/A
Misc. Store Retailers	22	18	-18.2	\$2,233,433	\$1,695,676	-24.1
Nonstore Retailers	14	13	-7.1	\$3,408,780	\$3,126,612	-8.3
Rental and Leasing Services	11	9	-18.2	\$379,972	\$338,211	-61.6
Prof., Scientific, and Tech. Services	8	10	25.0	\$556,028	\$288,529	-48.1
Administrative and Support Services	5	0	-100.0	\$119,186	\$0	-100.0
Ambulatory Health Care Services	0	5	500.0	\$0	\$106,118	N/A
Amusement, Gambling, and Recreation Industries	0	5	500.0	\$0	\$214,944	N/A
Accommodation	6	6	0.0	\$3,636,755	\$3,911,631	7.6
Food Services and Drinking Places	47	48	2.1	\$19,577,768	\$20,374,029	4.1
Repair and Maintenance	11	11	0.0	\$2,256,504	\$1,977,444	-12.4
Personal and Laundry Services	13	12	-7.7	\$1,295,396	\$1,213,517	-6.3
Misc. and Unidentifiable	58	46	-20.7	\$10,468,677	\$6,559,652	-37.3
TOTAL	263	263	0.0	\$71,108,352	\$78,810,347	10.8

Source: Taxable Sales Annual Report, 2010 & 2012: Virginia Department of Taxation.

Table 24 is a summary table that shows the most recent data regarding key economic indicators in the New River Valley.

Table 24
Economic Indicators

JURISDICTION	2013 MEDIAN FAMILY INCOME	2011 MEDIAN HOUSEHOLD INCOME	2011 PER CAPITA PERSONAL INCOME	2007-2011 % BELOW POVERTY LEVEL	December 2012 UNEMPLOYMENT RATE	6/30/12 BANK DEPOSITS (thousands)	YEAR 2012 TAXABLE SALES	*2011 FISCAL STRESS
Floyd County	\$53,900	\$40,761	\$28,260	13.1	5.6%	\$190,998	\$65,491,418	82
Giles County	52,000	43,012	30,123	15.0	5.5%	240,184	136,709,668	48
Montgomery County	68,800	44,231	28,668	23.6	5.2%	1,680,041	967,667,151	59
Pulaski County	52,000	40,987	32,947	15.0	5.4%	388,876	328,279,554	41
City of Radford	68,800	29,101	28,668	33.9	6.1%	355,666	78,810,347	14
New River Valley	N/A	N/A	N/A	N/A	5.4%	2,855,765	1,576,958,138	N/A
Virginia	\$77,000	\$63,302	\$46,107	10.7	5.5%	N/A	\$93,335,660,137	N/A

Sources: U.S. Census Bureau; Virginia Employment Commission; Federal Deposit Insurance Corporation; Taxable Sales Annual Report, 2012: Virginia Department of Taxation.

U.S. Census Bureau, 2007-2011 American Community Survey 5-Year Estimates.

Report on the Comparative Revenue Capacity, Revenue Effort, and Fiscal Stress of Virginia's Counties and Cities FY 2011. Commission on Local Government, Commonwealth of Virginia, January 2013.

* 1 = Highest Stress; 134 = Lowest Stress.

Tourism

Tourism has always been an important sector in Virginia's economy. Tourism revenues exceeded \$20 Billion in 2011 with every New River Valley locality showing at least a 7.3% increase in domestic traveler expenditures from 2010. Total visitor expenditures in 2011 generated 207,022 jobs for Virginians. In 2011, State taxes generated from visitors were approximately \$667 million and local taxes generated from travel were approximately \$400 million. The New River Valley has recognized the significance of tourism and has made progress in securing its portion of the tourist trade. Cultural attractions, historic landmarks, and recreational facilities, combined with good highway systems, have made the New River Valley a desirable destination for visitors. Table 25 lists expenditures by travelers in the New River Valley and Virginia in 2011, the generated dollars in payroll, state and local taxes, as well as the number of persons employed in the travel industry.

Table 25
2011 Tourism in the New River Valley

JURISDICTION	VISITOR EXPENDITURES	PAYROLL GENERATED	EMPLOYMENT GENERATED	STATE TAX RECEIPTS	LOCAL TAX RECEIPTS
Floyd County	\$21,833,423	\$3,925,044	215	\$946,778	\$630,054
Giles County	\$23,622,090	\$4,069,766	227	\$1,123,033	\$711,577
Montgomery County	\$121,873,393	\$22,382,987	1,241	\$5,279,977	\$2,127,657
Pulaski County	\$49,801,276	\$9,954,337	581	\$2,132,621	\$1,430,245
Radford City	\$14,597,933	\$2,510,254	135	\$666,956	\$399,984
Virginia	\$20,405,440,787	\$4,572,651,339	207,022	\$772,003,373	\$549,064,616

Source: 2011 Locality Economic Impact Estimates, Virginia Tourism Corporation, 2013.