

Lynn Shores Shopping Center  
 334 Lynn Shores Dr, Virginia Beach, Virginia, 23452  
 Rings: 1, 3, 5 mile radii

Prepared by Young's Research  
 Latitude: 36.84135  
 Longitude: -76.10944

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	16,182	116,576	276,723
2010 Total Population	16,238	116,680	276,551
2018 Total Population	16,668	120,896	288,442
2018 Group Quarters	350	664	3,124
2023 Total Population	16,982	124,150	296,459
2018-2023 Annual Rate	0.37%	0.53%	0.55%
2018 Total Daytime Population	15,139	126,892	277,953
Workers	7,713	69,192	139,588
Residents	7,426	57,700	138,365
<b>Household Summary</b>			
2000 Households	6,265	43,442	100,741
2000 Average Household Size	2.52	2.67	2.72
2010 Households	6,586	45,450	105,257
2010 Average Household Size	2.41	2.55	2.60
2018 Households	6,744	47,173	109,706
2018 Average Household Size	2.42	2.55	2.60
2023 Households	6,875	48,454	112,741
2023 Average Household Size	2.42	2.55	2.60
2018-2023 Annual Rate	0.39%	0.54%	0.55%
2010 Families	4,067	30,507	72,511
2010 Average Family Size	2.97	3.04	3.07
2018 Families	4,108	31,106	74,590
2018 Average Family Size	3.02	3.08	3.11
2023 Families	4,154	31,705	76,188
2023 Average Family Size	3.04	3.10	3.13
2018-2023 Annual Rate	0.22%	0.38%	0.42%
<b>Housing Unit Summary</b>			
2000 Housing Units	6,411	44,961	104,289
Owner Occupied Housing Units	50.8%	61.2%	62.8%
Renter Occupied Housing Units	47.0%	35.4%	33.8%
Vacant Housing Units	2.3%	3.4%	3.4%
2010 Housing Units	6,866	47,962	111,207
Owner Occupied Housing Units	47.5%	58.2%	61.1%
Renter Occupied Housing Units	48.5%	36.6%	33.6%
Vacant Housing Units	4.1%	5.2%	5.4%
2018 Housing Units	7,092	49,807	115,682
Owner Occupied Housing Units	44.1%	54.2%	57.5%
Renter Occupied Housing Units	51.0%	40.6%	37.3%
Vacant Housing Units	4.9%	5.3%	5.2%
2023 Housing Units	7,227	51,146	118,844
Owner Occupied Housing Units	44.7%	54.6%	58.3%
Renter Occupied Housing Units	50.4%	40.1%	36.6%
Vacant Housing Units	4.9%	5.3%	5.1%
<b>Median Household Income</b>			
2018	\$59,623	\$61,032	\$65,204
2023	\$66,590	\$68,136	\$73,854
<b>Median Home Value</b>			
2018	\$248,495	\$237,425	\$258,563
2023	\$255,465	\$244,205	\$269,763
<b>Per Capita Income</b>			
2018	\$29,747	\$30,787	\$32,362
2023	\$34,436	\$35,403	\$37,066
<b>Median Age</b>			
2010	33.8	34.3	34.5
2018	35.6	36.3	36.3
2023	36.4	37.2	37.3

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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<b>2018 Households by Income</b>			
Household Income Base	6,744	47,173	109,706
<\$15,000	8.3%	6.4%	6.0%
\$15,000 - \$24,999	6.8%	6.1%	6.2%
\$25,000 - \$34,999	8.7%	8.8%	8.3%
\$35,000 - \$49,999	13.9%	15.2%	14.2%
\$50,000 - \$74,999	24.9%	24.4%	21.8%
\$75,000 - \$99,999	15.3%	15.0%	15.2%
\$100,000 - \$149,999	15.3%	14.5%	16.8%
\$150,000 - \$199,999	5.1%	5.6%	6.5%
\$200,000+	1.8%	3.9%	5.0%
Average Household Income	\$70,734	\$78,414	\$84,250
<b>2023 Households by Income</b>			
Household Income Base	6,875	48,454	112,741
<\$15,000	6.7%	5.3%	5.0%
\$15,000 - \$24,999	5.6%	5.1%	5.2%
\$25,000 - \$34,999	7.2%	7.4%	7.0%
\$35,000 - \$49,999	12.4%	13.5%	12.7%
\$50,000 - \$74,999	24.2%	23.4%	20.7%
\$75,000 - \$99,999	16.3%	16.0%	15.9%
\$100,000 - \$149,999	19.1%	17.6%	19.8%
\$150,000 - \$199,999	6.1%	6.7%	7.5%
\$200,000+	2.5%	4.9%	6.2%
Average Household Income	\$81,934	\$90,226	\$96,643
<b>2018 Owner Occupied Housing Units by Value</b>			
Total	3,130	26,972	66,560
<\$50,000	0.5%	2.8%	2.0%
\$50,000 - \$99,999	0.9%	0.9%	1.2%
\$100,000 - \$149,999	4.4%	5.6%	6.0%
\$150,000 - \$199,999	13.8%	20.5%	16.3%
\$200,000 - \$249,999	31.3%	27.1%	21.6%
\$250,000 - \$299,999	23.5%	14.7%	16.8%
\$300,000 - \$399,999	15.7%	13.5%	17.5%
\$400,000 - \$499,999	3.4%	4.6%	7.5%
\$500,000 - \$749,999	3.6%	5.8%	6.3%
\$750,000 - \$999,999	1.9%	2.1%	2.4%
\$1,000,000 - \$1,499,999	0.8%	1.6%	1.5%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.3%
\$2,000,000 +	0.2%	0.6%	0.5%
Average Home Value	\$289,460	\$306,276	\$323,256
<b>2023 Owner Occupied Housing Units by Value</b>			
Total	3,234	27,920	69,248
<\$50,000	0.4%	2.2%	1.5%
\$50,000 - \$99,999	0.8%	0.7%	1.0%
\$100,000 - \$149,999	4.1%	4.9%	5.3%
\$150,000 - \$199,999	12.5%	18.7%	14.8%
\$200,000 - \$249,999	29.8%	26.4%	20.8%
\$250,000 - \$299,999	23.6%	15.1%	16.8%
\$300,000 - \$399,999	16.8%	14.1%	18.0%
\$400,000 - \$499,999	3.8%	5.0%	8.2%
\$500,000 - \$749,999	4.3%	6.8%	7.6%
\$750,000 - \$999,999	2.8%	2.7%	3.0%
\$1,000,000 - \$1,499,999	0.9%	2.1%	1.9%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.4%
\$2,000,000 +	0.4%	1.0%	0.7%
Average Home Value	\$306,167	\$331,047	\$346,884

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

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<b>2010 Population by Age</b>			
Total	16,241	116,685	276,549
0 - 4	6.5%	7.1%	6.9%
5 - 9	5.9%	6.4%	6.4%
10 - 14	5.8%	6.2%	6.5%
15 - 24	15.6%	14.3%	14.8%
25 - 34	17.8%	17.0%	16.1%
35 - 44	13.5%	13.2%	13.2%
45 - 54	13.5%	13.9%	14.3%
55 - 64	9.1%	10.2%	10.8%
65 - 74	5.9%	6.5%	6.1%
75 - 84	4.4%	3.9%	3.5%
85 +	1.8%	1.2%	1.3%
18 +	77.8%	76.4%	76.0%
<b>2018 Population by Age</b>			
Total	16,668	120,894	288,442
0 - 4	5.9%	6.4%	6.3%
5 - 9	5.7%	6.4%	6.3%
10 - 14	5.6%	6.2%	6.2%
15 - 24	13.3%	12.5%	13.0%
25 - 34	18.7%	16.6%	16.3%
35 - 44	13.3%	13.8%	13.5%
45 - 54	12.7%	12.3%	12.4%
55 - 64	11.0%	11.5%	12.1%
65 - 74	7.2%	8.2%	8.3%
75 - 84	4.5%	4.4%	4.1%
85 +	2.1%	1.7%	1.7%
18 +	79.3%	77.6%	77.8%
<b>2023 Population by Age</b>			
Total	16,983	124,151	296,458
0 - 4	5.9%	6.4%	6.3%
5 - 9	5.3%	6.1%	6.0%
10 - 14	5.3%	6.1%	6.0%
15 - 24	13.9%	12.6%	12.7%
25 - 34	17.5%	15.5%	15.6%
35 - 44	14.4%	14.6%	14.3%
45 - 54	11.5%	11.7%	11.6%
55 - 64	11.4%	11.3%	11.6%
65 - 74	7.9%	8.9%	9.2%
75 - 84	4.7%	5.0%	4.9%
85 +	2.2%	1.8%	1.8%
18 +	80.2%	77.8%	78.2%
<b>2010 Population by Sex</b>			
Males	7,765	56,429	133,558
Females	8,473	60,251	142,993
<b>2018 Population by Sex</b>			
Males	7,999	58,774	139,908
Females	8,669	62,122	148,534
<b>2023 Population by Sex</b>			
Males	8,163	60,533	144,086
Females	8,819	63,616	152,372

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<b>2010 Population by Race/Ethnicity</b>			
Total	16,239	116,680	276,551
White Alone	70.3%	66.2%	64.2%
Black Alone	19.1%	21.2%	22.2%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	3.5%	5.2%	6.6%
Pacific Islander Alone	0.2%	0.2%	0.2%
Some Other Race Alone	2.1%	2.3%	2.1%
Two or More Races	4.4%	4.4%	4.2%
Hispanic Origin	8.0%	7.4%	7.0%
Diversity Index	54.7	58.1	59.4
<b>2018 Population by Race/Ethnicity</b>			
Total	16,669	120,896	288,442
White Alone	68.0%	63.8%	61.8%
Black Alone	19.1%	21.0%	22.0%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	4.2%	6.2%	7.7%
Pacific Islander Alone	0.3%	0.2%	0.2%
Some Other Race Alone	2.8%	3.0%	2.7%
Two or More Races	5.3%	5.4%	5.1%
Hispanic Origin	10.7%	9.8%	9.2%
Diversity Index	59.5	62.5	63.6
<b>2023 Population by Race/Ethnicity</b>			
Total	16,983	124,149	296,458
White Alone	66.3%	62.0%	60.0%
Black Alone	19.1%	20.9%	21.8%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	4.7%	6.8%	8.6%
Pacific Islander Alone	0.3%	0.2%	0.2%
Some Other Race Alone	3.3%	3.5%	3.2%
Two or More Races	6.0%	6.1%	5.8%
Hispanic Origin	13.0%	11.8%	11.1%
Diversity Index	63.0	65.8	66.7
<b>2010 Population by Relationship and Household Type</b>			
Total	16,238	116,680	276,551
In Households	97.9%	99.4%	98.9%
In Family Households	77.2%	82.3%	83.1%
Householder	25.2%	26.2%	26.2%
Spouse	17.0%	18.3%	18.7%
Child	28.9%	31.1%	31.7%
Other relative	3.4%	4.0%	3.9%
Nonrelative	2.7%	2.7%	2.6%
In Nonfamily Households	20.7%	17.1%	15.8%
In Group Quarters	2.1%	0.6%	1.1%
Institutionalized Population	2.0%	0.4%	0.5%
Noninstitutionalized Population	0.1%	0.1%	0.6%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

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<b>2018 Population 25+ by Educational Attainment</b>			
Total	11,587	82,856	196,873
Less than 9th Grade	1.8%	1.8%	1.9%
9th - 12th Grade, No Diploma	4.4%	5.3%	4.9%
High School Graduate	19.9%	20.1%	18.8%
GED/Alternative Credential	3.1%	4.2%	3.7%
Some College, No Degree	28.9%	26.6%	26.0%
Associate Degree	11.6%	11.6%	11.4%
Bachelor's Degree	20.5%	20.3%	21.9%
Graduate/Professional Degree	9.8%	10.2%	11.6%
<b>2018 Population 15+ by Marital Status</b>			
Total	13,807	97,922	234,448
Never Married	35.3%	32.8%	33.0%
Married	46.3%	49.9%	50.6%
Widowed	5.1%	5.3%	5.1%
Divorced	13.3%	12.0%	11.4%
<b>2018 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	97.7%	96.3%	96.3%
Civilian Unemployed (Unemployment Rate)	2.3%	3.7%	3.7%
<b>2018 Employed Population 16+ by Industry</b>			
Total	8,692	60,026	142,113
Agriculture/Mining	0.4%	0.1%	0.2%
Construction	8.4%	7.5%	6.8%
Manufacturing	5.2%	6.4%	6.3%
Wholesale Trade	2.5%	1.8%	1.9%
Retail Trade	11.6%	11.5%	11.8%
Transportation/Utilities	4.5%	3.9%	3.9%
Information	1.1%	1.7%	1.9%
Finance/Insurance/Real Estate	7.8%	7.6%	7.6%
Services	50.1%	51.0%	51.0%
Public Administration	8.4%	8.4%	8.8%
<b>2018 Employed Population 16+ by Occupation</b>			
Total	8,692	60,026	142,114
White Collar	61.8%	61.4%	63.7%
Management/Business/Financial	13.2%	13.9%	14.9%
Professional	21.6%	22.4%	22.9%
Sales	13.2%	11.2%	11.5%
Administrative Support	13.8%	13.8%	14.4%
Services	19.5%	18.9%	18.1%
Blue Collar	18.7%	19.7%	18.2%
Farming/Forestry/Fishing	0.5%	0.1%	0.1%
Construction/Extraction	5.1%	6.2%	5.1%
Installation/Maintenance/Repair	4.5%	5.3%	4.5%
Production	3.1%	4.1%	4.1%
Transportation/Material Moving	5.5%	4.1%	4.3%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	16,238	116,680	276,551
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.0%

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<b>2010 Households by Type</b>			
Total	6,585	45,450	105,257
Households with 1 Person	28.7%	24.4%	23.3%
Households with 2+ People	71.3%	75.6%	76.7%
Family Households	61.8%	67.1%	68.9%
Husband-wife Families	41.7%	46.8%	49.0%
With Related Children	18.6%	21.1%	22.5%
Other Family (No Spouse Present)	20.1%	20.3%	19.9%
Other Family with Male Householder	5.3%	4.9%	4.7%
With Related Children	3.1%	2.7%	2.7%
Other Family with Female Householder	14.8%	15.4%	15.2%
With Related Children	10.0%	10.2%	10.2%
Nonfamily Households	9.5%	8.5%	7.9%
All Households with Children	32.4%	34.6%	35.9%
Multigenerational Households	3.7%	4.8%	4.9%
Unmarried Partner Households	7.2%	6.7%	6.3%
Male-female	6.7%	6.1%	5.7%
Same-sex	0.5%	0.6%	0.6%
<b>2010 Households by Size</b>			
Total	6,584	45,450	105,259
1 Person Household	28.7%	24.4%	23.3%
2 Person Household	33.5%	33.8%	33.4%
3 Person Household	18.3%	19.1%	19.1%
4 Person Household	12.0%	13.5%	14.4%
5 Person Household	4.9%	5.8%	6.2%
6 Person Household	1.6%	2.2%	2.3%
7 + Person Household	0.9%	1.2%	1.3%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	6,586	45,450	105,257
Owner Occupied	49.5%	61.4%	64.5%
Owned with a Mortgage/Loan	39.7%	49.9%	53.6%
Owned Free and Clear	9.7%	11.4%	10.9%
Renter Occupied	50.5%	38.6%	35.5%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	6,866	47,962	111,207
Housing Units Inside Urbanized Area	100.0%	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.0%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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<b>Top 3 Tapestry Segments</b>			
	1. Young and Restless (11B)	Bright Young Professionals	Bright Young Professionals
	2. Pleasantville (2B)	Young and Restless (11B)	Young and Restless (11B)
	3. Home Improvement (4B)	Parks and Rec (5C)	Home Improvement (4B)
<b>2018 Consumer Spending</b>			
Apparel & Services: Total \$	\$12,785,074	\$97,811,484	\$243,388,723
Average Spent	\$1,895.77	\$2,073.46	\$2,218.55
Spending Potential Index	87	95	102
Education: Total \$	\$8,748,165	\$65,990,930	\$164,959,125
Average Spent	\$1,297.18	\$1,398.91	\$1,503.65
Spending Potential Index	90	97	104
Entertainment/Recreation: Total \$	\$18,078,203	\$140,531,718	\$351,081,392
Average Spent	\$2,680.64	\$2,979.07	\$3,200.20
Spending Potential Index	83	92	99
Food at Home: Total \$	\$29,113,343	\$222,041,310	\$550,664,120
Average Spent	\$4,316.93	\$4,706.96	\$5,019.45
Spending Potential Index	86	94	100
Food Away from Home: Total \$	\$20,810,164	\$158,856,116	\$395,222,279
Average Spent	\$3,085.73	\$3,367.52	\$3,602.56
Spending Potential Index	88	96	103
Health Care: Total \$	\$30,820,484	\$243,412,812	\$609,194,539
Average Spent	\$4,570.06	\$5,160.00	\$5,552.97
Spending Potential Index	80	90	97
HH Furnishings & Equipment: Total \$	\$11,857,285	\$92,423,804	\$231,252,346
Average Spent	\$1,758.20	\$1,959.25	\$2,107.93
Spending Potential Index	84	94	101
Personal Care Products & Services: Total \$	\$4,793,796	\$37,089,979	\$92,732,201
Average Spent	\$710.82	\$786.25	\$845.28
Spending Potential Index	86	95	102
Shelter: Total \$	\$100,213,337	\$761,747,631	\$1,889,638,306
Average Spent	\$14,859.63	\$16,147.96	\$17,224.57
Spending Potential Index	89	96	103
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$13,551,483	\$106,925,625	\$268,398,280
Average Spent	\$2,009.41	\$2,266.67	\$2,446.52
Spending Potential Index	81	91	98
Travel: Total \$	\$12,014,638	\$94,860,788	\$238,911,832
Average Spent	\$1,781.53	\$2,010.91	\$2,177.75
Spending Potential Index	83	93	101
Vehicle Maintenance & Repairs: Total \$	\$6,156,370	\$47,507,845	\$118,295,022
Average Spent	\$912.87	\$1,007.10	\$1,078.29
Spending Potential Index	85	94	100

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

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