Community Profile

Portofino Shopping Center
19075 Interstate 45 S, Shenandoah, Texas, 77385
Rings: 1, 3, 5 mile radii

THE SCIENCE OF WHERE®

Population Summary	1 mile	3 miles	5 miles
2010 Total Population	2,498	35,930	114,870
2020 Total Population	3,473	46,861	142,849
2020 Group Quarters	32	395	631
2026 Total Population	5,170	52,963	155,069
2026 Group Quarters	51	417	667
2031 Total Population	5,798	56,748	164,887
2026-2031 Annual Rate	2.32%	1.39%	1.24%
2026 Total Daytime Population	15,754	100,195	193,251
Workers	12,609	72,103	112,385
Residents	3,145	28,092	80,866

Household Summary			
2010 Total Households	1,062	14,526	44,553
2010 Average Household Size	2.35	2.47	2.57
2020 Total Households	1,441	18,438	54,771
2020 Average Household Size	2.39	2.52	2.60
2026 Total Households	2,225	21,610	61,351
2026 Average Household Size	2.30	2.43	2.52
2031 Total Households	2,544	23,600	66,412
2031 Average Household Size	2.26	2.39	2.47
2026-2031 Annual Rate	2.72%	1.78%	1.60%
2026 Families	1,410	14,258	41,616
2026 Average Family Size	2.84	3.04	3.11
2031 Families	1,584	15,368	44,516
2031 Average Family Size	2.83	3.01	3.08
2026-2031 Growth Rate	2.35%	1.51%	1.36%

Median Household Income			
2026	$90,330	$110,259	$108,026
2031	$108,250	$128,274	$125,063

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Per Capita Income	1 mile	3 miles	5 miles
2026	$61,727	$65,345	$62,012
2031	$69,350	$73,580	$70,277

2026 Households by Income			
Household Income Base	2,226	21,610	61,349
<$10,000	14.9%	4.9%	4.3%
$10,000-14,999	2.3%	1.6%	1.7%
$15,000-19,999	0.3%	0.9%	1.4%
$20,000-24,999	2.1%	1.9%	2.7%
$25,000-29,999	1.1%	0.8%	1.1%
$30,000-34,999	2.7%	1.4%	1.8%
$35,000-39,999	1.7%	1.8%	1.9%
$40,000-44,999	3.5%	3.4%	3.0%
$45,000-49,999	3.9%	2.7%	2.3%
$50,000-59,999	7.3%	6.4%	6.3%
$60,000-74,999	4.2%	7.6%	7.3%
$75000-99999	9.2%	12.3%	12.8%
$100,000-124,999	6.9%	9.3%	9.3%
$125,000-149,999	6.7%	7.8%	8.0%
$150000-199999	9.9%	12.8%	13.4%
$200,000-249,999	8.3%	8.9%	7.9%
$250,000-299,999	4.2%	4.4%	4.0%
$300,000-399,999	3.9%	4.3%	4.0%
$400,000-499,999	2.6%	2.6%	2.2%
$500,000+	4.4%	4.1%	4.6%
Average Household Income	$143,379	$159,494	$156,699

2026 Affordability, Mortgage and Wealth			
Housing Affordability Index	73	99	97
Percent of Income for Mortgage	29.0%	21.2%	21.6%
Wealth Index	118	139	130

Median Home Value			
2026	$445,089	$397,900	$396,290
2031	$569,462	$501,223	$480,203

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Home Value	1 mile	3 miles	5 miles
Total Owner Occupied Housing Units	1,434	14,272	38,155
<$50,000	1.1%	0.8%	0.8%
$50,000 - $99,999	0.0%	0.1%	0.4%
$100,000 - $149,999	1.0%	1.0%	1.0%
$150,000 - $199,999	6.1%	3.6%	3.5%
$200,000 - $249,999	3.0%	6.5%	6.7%
$250,000 - $299,999	4.0%	6.7%	9.0%
$300,000 - $399,999	27.9%	32.0%	29.7%
$400,000 - $499,999	15.6%	15.8%	16.9%
$500,000 - $749,999	32.1%	21.4%	20.2%
$750,000 - $999,999	5.7%	7.3%	6.7%
$1,000,000 - $1,499,999	2.2%	2.8%	3.7%
$1,500,000 - $1,999,999	1.1%	1.2%	0.8%
$2,000,000 +	0.4%	0.9%	0.6%
Average Home Value	$503,797	$496,751	$485,659

Housing Unit Summary			
2010 Total Housing Units	1,130	15,570	47,495
Owner Occupied Housing Units	72.5%	72.7%	69.4%
Renter Occupied Housing Units	27.5%	27.3%	30.6%
Vacant Housing Units	6.0%	6.7%	6.2%
2020 Housing Units	1,541	20,112	58,779
Owner Occupied Housing Units	68.4%	66.7%	63.0%
Renter Occupied Housing Units	31.6%	33.3%	37.0%
Vacant Housing Units	5.8%	8.3%	6.8%
2026 Housing Units	2,455	23,536	66,195
Owner Occupied Housing Units	64.5%	66.0%	62.2%
Renter Occupied Housing Units	35.5%	34.0%	37.8%
Vacant Housing Units	9.4%	8.2%	7.3%
2031 Total Housing Units	2,801	25,650	71,430
Owner Occupied Housing Units	62.1%	65.6%	62.3%
Renter Occupied Housing Units	37.9%	34.4%	37.8%
Vacant Housing Units	9.2%	8.0%	7.0%

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Population by Sex	1 mile	3 miles	5 miles
Males	2,509	25,929	75,957
Females	2,661	27,034	79,112

Median Age			
2010	46.1	41.2	38.2
2020	46.8	40.9	38.3
2026	44.2	41.5	39.2
2031	44.4	42.6	40.2

2026 Population by Age			
Total	5,171	52,962	155,069
0 - 4	4.9%	5.5%	5.7%
5 - 9	5.7%	6.0%	6.2%
10 - 14	5.5%	6.0%	6.6%
15 - 24	9.1%	10.8%	12.4%
25 - 34	12.6%	12.8%	13.2%
35 - 44	13.2%	13.8%	14.1%
45 - 54	14.0%	12.9%	13.2%
55 - 64	14.1%	12.2%	11.6%
65 - 74	10.7%	10.8%	9.6%
75 - 84	8.6%	7.3%	5.7%
85 +	2.5%	2.2%	1.8%
18 +	81.2%	79.4%	77.6%

2026 Population 15+ by Marital Status			
Total	4,336	43,751	126,327
Never Married	17.2%	26.7%	28.2%
Married	62.5%	58.3%	57.6%
Widowed	10.4%	5.5%	4.4%
Divorced	9.9%	9.5%	9.9%

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Pop 25+ by Educational Attainment	1 mile	3 miles	5 miles
Total	3,869	38,029	107,064
Less than 9th Grade	2.6%	2.2%	1.7%
9th - 12th Grade, No Diploma	2.8%	2.7%	1.9%
High School Graduate	16.8%	12.0%	12.1%
GED/Alternative Credential	1.5%	2.8%	2.9%
Some College, No Degree	15.9%	14.8%	16.6%
Associate Degree	8.7%	9.1%	8.8%
Bachelor's Degree	30.0%	34.6%	35.5%
Graduate/Professional Degree	21.7%	21.9%	20.4%

2020 Population by Race/Ethnicity			
Total	3,473	46,861	142,849
White Alone	67.2%	68.0%	66.3%
Black Alone	8.3%	6.3%	6.6%
American Indian Alone	0.2%	0.5%	0.7%
Asian Alone	7.3%	6.8%	6.2%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	4.0%	5.5%	6.5%
Two or More Races	4.0%	5.5%	6.5%
Hispanic Origin	14.9%	18.3%	20.4%
Diversity Index	64.0	65.6	68.3

2026 Population by Race/Ethnicity			
Total	5,169	52,963	155,070
White Alone	58.8%	61.1%	59.7%
Black Alone	11.7%	9.1%	9.6%
American Indian Alone	0.3%	0.5%	0.6%
Asian Alone	9.3%	8.5%	7.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	5.7%	6.4%	7.2%
Two or More Races	14.0%	14.2%	15.0%
Hispanic Origin	19.0%	21.0%	23.0%
Diversity Index	72.9	72.4	74.2

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Employed Pop 16+ by Occupation	1 mile	3 miles	5 miles
Total	2,135	26,264	77,937
White Collar	82.9%	77.8%	76.4%
Management/Business/Financial	26.1%	22.9%	25.4%
Professional	31.3%	33.3%	30.8%
Sales	14.6%	11.3%	9.8%
Administrative Support	10.9%	10.4%	10.4%
Services	5.4%	10.2%	11.9%

2026 Employed Pop 16+ by Occupation			
Total	2,135	26,264	77,937
Blue Collar	11.8%	12.0%	11.7%
Farming/Forestry/Fishing	0.3%	0.1%	0.1%
Construction/Extraction	2.2%	2.2%	2.4%
Installation/Maintenance/Repair	3.4%	3.0%	2.2%
Production	1.5%	1.9%	2.2%
Transportation/Material Moving	4.4%	4.9%	4.8%
White Collar	82.9%	77.8%	76.4%
Management/Business/Financial	26.1%	22.9%	25.4%
Professional	31.3%	33.3%	30.8%
Sales	14.6%	11.3%	9.8%
Administrative Support	10.9%	10.4%	10.4%
Services	5.4%	10.2%	11.9%

2026 Civilian Population 16+ in Labor Force			
Civilian Population 16+	2,135	26,264	77,937
Population 16+ Employed	96.1%	96.1%	96.5%
Population 16+ Unemployment rate	3.9%	3.9%	3.5%
Population 16-24 Employed	9.7%	11.3%	13.1%
Population 16-24 Unemployment rate	6.7%	7.9%	6.2%
Population 25-54 Employed	67.8%	63.2%	63.1%
Population 25-54 Unemployment rate	3.7%	3.2%	3.0%
Population 55-64 Employed	12%	15%	14%
Population 55-64 Unemployment rate	4.7%	4.8%	3.8%
Population 65+ Employed	6%	7%	6%
Population 65+ Unemployment rate	0.8%	1.6%	2.5%

2026 Employed Population 16+ by Industry	1 mile	3 miles	5 miles
Total	2,051	25,234	75,196
Agriculture/Mining	4.0%	3.9%	3.5%
Construction	6.9%	4.7%	5.7%
Manufacturing	12.2%	10.9%	10.7%
Wholesale Trade	3.4%	2.4%	2.1%
Retail Trade	5.8%	8.0%	8.6%
Transportation/Utilities	7.2%	8.5%	8.7%
Information	2%	2%	2%
Finance/Insurance/Real Estate	10.7%	7.1%	7.0%
Services	47.1%	50.2%	49.2%
Public Administration	0.7%	2.4%	2.6%

2026 Consumer Spending			
Apparel & Services: Total $	$6,484,939	$70,587,201	$199,847,122
Average Spent	$2,914.58	$3,266.41	$3,257.44
Spending Potential Index	114	128	128
Education: Total $	$5,276,916	$57,055,101	$159,008,630
Average Spent	$2,371.65	$2,640.22	$2,591.79
Spending Potential Index	118	132	129
Entertainment/Recreation: Total $	$11,052,612	$119,482,558	$333,254,227
Average Spent	$4,967.47	$5,529.04	$5,431.93
Spending Potential Index	115	128	126
Food at Home: Total $	$19,297,465	$209,550,935	$594,864,885
Average Spent	$8,673.02	$9,696.94	$9,696.09
Spending Potential Index	110	123	123
Food Away from Home: Total $	$11,433,284	$124,423,687	$351,204,491
Average Spent	$5,138.55	$5,757.69	$5,724.51
Spending Potential Index	115	129	128
Health Care: Total $	$19,718,272	$215,931,201	$603,485,767
Average Spent	$8,862.14	$9,992.19	$9,836.61
Spending Potential Index	111	125	123
HH Furnishings & Equipment: Total $	$7,318,877	$79,230,077	$221,583,039
Average Spent	$3,289.38	$3,666.36	$3,611.73
Spending Potential Index	116	129	127
Personal Care Products & Services: Total $	$2,970,103	$32,238,486	$90,449,204
Average Spent	$1,334.88	$1,491.83	$1,474.29
Spending Potential Index	117	131	129

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Consumer Spending	1 mile	3 miles	5 miles
Shelter: Total $	$72,263,311	$769,492,782	$2,147,821,439
Average Spent	$32,477.89	$35,608.18	$35,008.74
Spending Potential Index	118	129	127
Support Payments/Gifts in Kind: Total $	$8,073,455	$88,328,616	$243,139,571
Average Spent	$3,628.52	$4,087.40	$3,963.09
Spending Potential Index	119	134	130
Travel: Total $	$9,891,798	$105,779,739	$288,273,804
Average Spent	$4,445.75	$4,894.94	$4,698.76
Spending Potential Index	122	134	129
Vehicle Maintenance & Repairs: Total $	$3,096,990	$33,330,391	$94,505,180
Average Spent	$1,391.91	$1,542.36	$1,540.40
Spending Potential Index	112	125	124

Top Tapestry Segment

1 mile

Burbs and Beyond (K8):

This segment is characterized by affluent, aging population in the scenic West.

Learn more about this segment...

3 miles

Boomburbs (H2):

This segment is characterized by high-earning suburban families in the South and West.

Learn more about this segment...

5 miles

Boomburbs (H2):

This segment is characterized by high-earning suburban families in the South and West.

Learn more about this segment...

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.

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.

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.

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: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.