Community Profile

Riverdale Shops
935 Riverdale St, West Springfield, Massachusetts, 01089
Rings: 1, 3, 5 mile radii

Population Summary	1 mile	3 miles	5 miles
2010 Total Population	5,535	92,269	218,201
2020 Total Population	5,308	93,507	220,446
2020 Group Quarters	74	1,340	5,915
2026 Total Population	5,369	92,361	216,842
2026 Group Quarters	75	1,352	5,950
2031 Total Population	5,368	91,866	215,535
2026-2031 Annual Rate	0.00%	-0.11%	-0.12%
2026 Total Daytime Population	11,757	124,448	241,066
Workers	8,852	71,986	118,588
Residents	2,905	52,462	122,478

Household Summary			
2010 Total Households	2,576	37,735	84,960
2010 Average Household Size	2.13	2.40	2.49
2020 Total Households	2,521	38,934	87,300
2020 Average Household Size	2.08	2.37	2.46
2026 Total Households	2,569	39,360	88,091
2026 Average Household Size	2.06	2.31	2.39
2031 Total Households	2,595	39,647	88,671
2031 Average Household Size	2.04	2.28	2.36
2026-2031 Annual Rate	0.20%	0.15%	0.13%
2026 Families	1,198	21,763	51,659
2026 Average Family Size	3.19	3.15	3.15
2031 Families	1,200	21,768	51,670
2031 Average Family Size	3.17	3.12	3.12
2026-2031 Growth Rate	0.03%	0.00%	0.00%

Median Household Income			
2026	$46,420	$57,012	$60,246
2031	$51,936	$64,095	$67,601

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	$34,365	$33,316	$33,919
2031	$39,056	$37,506	$38,261

2026 Households by Income			
Household Income Base	2,569	39,361	88,091
<$10,000	10.9%	10.7%	9.9%
$10,000-14,999	8.2%	7.2%	6.1%
$15,000-19,999	3.9%	4.4%	3.9%
$20,000-24,999	6.1%	4.8%	4.4%
$25,000-29,999	6.6%	3.8%	4.3%
$30,000-34,999	4.9%	3.4%	3.4%
$35,000-39,999	5.8%	4.1%	4.2%
$40,000-44,999	2.6%	3.4%	3.6%
$45,000-49,999	3.0%	3.1%	3.3%
$50,000-59,999	7.8%	7.0%	6.8%
$60,000-74,999	3.8%	7.4%	7.8%
$75000-99999	10.7%	11.4%	11.5%
$100,000-124,999	7.5%	10.3%	9.9%
$125,000-149,999	4.7%	6.0%	6.0%
$150000-199999	4.8%	6.3%	7.1%
$200,000-249,999	4.7%	3.7%	4.3%
$250,000-299,999	1.8%	1.4%	1.6%
$300,000-399,999	1.1%	0.8%	0.9%
$400,000-499,999	0.4%	0.3%	0.4%
$500,000+	0.6%	0.5%	0.6%
Average Household Income	$75,063	$78,130	$82,842

2026 Affordability, Mortgage and Wealth			
Housing Affordability Index	46	67	73
Percent of Income for Mortgage	47.1%	32.0%	29.3%
Wealth Index	46	53	60

Median Home Value			
2026	$371,569	$310,234	$299,968
2031	$454,098	$381,634	$378,184

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	799	16,990	43,723
<$50,000	2.4%	3.1%	3.3%
$50,000 - $99,999	0.0%	2.3%	2.2%
$100,000 - $149,999	0.3%	4.0%	3.5%
$150,000 - $199,999	1.6%	7.0%	7.3%
$200,000 - $249,999	9.4%	12.4%	14.3%
$250,000 - $299,999	13.5%	18.4%	19.4%
$300,000 - $399,999	31.9%	27.1%	26.1%
$400,000 - $499,999	15.1%	11.3%	10.1%
$500,000 - $749,999	17.0%	7.8%	8.7%
$750,000 - $999,999	1.8%	3.9%	3.3%
$1,000,000 - $1,499,999	0.5%	1.3%	0.7%
$1,500,000 - $1,999,999	0.1%	0.0%	0.0%
$2,000,000 +	6.4%	1.3%	1.1%
Average Home Value	$515,350	$372,616	$357,558

Housing Unit Summary			
2010 Total Housing Units	2,732	40,464	91,560
Owner Occupied Housing Units	28.4%	43.4%	50.4%
Renter Occupied Housing Units	71.6%	56.6%	49.6%
Vacant Housing Units	5.7%	6.7%	7.2%
2020 Housing Units	2,680	41,441	93,213
Owner Occupied Housing Units	29.8%	41.9%	48.3%
Renter Occupied Housing Units	70.2%	58.1%	51.7%
Vacant Housing Units	5.8%	6.1%	6.3%
2026 Housing Units	2,727	41,875	93,957
Owner Occupied Housing Units	31.1%	43.2%	49.6%
Renter Occupied Housing Units	68.9%	56.8%	50.4%
Vacant Housing Units	5.8%	6.0%	6.2%
2031 Total Housing Units	2,748	42,118	94,428
Owner Occupied Housing Units	32.6%	44.6%	51.1%
Renter Occupied Housing Units	67.4%	55.4%	48.9%
Vacant Housing Units	5.6%	5.9%	6.1%

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	2,649	45,141	105,272
Females	2,720	47,220	111,570

Median Age			
2010	33.6	35.6	35.5
2020	36.8	37.5	37.4
2026	37.7	38.5	38.5
2031	38.7	39.8	39.8

2026 Population by Age			
Total	5,369	92,362	216,840
0 - 4	5.5%	5.5%	5.4%
5 - 9	5.2%	5.5%	5.5%
10 - 14	5.9%	6.2%	6.0%
15 - 24	14.6%	14.0%	14.9%
25 - 34	15.1%	14.0%	13.6%
35 - 44	13.5%	13.3%	13.0%
45 - 54	11.6%	11.7%	11.6%
55 - 64	11.0%	12.1%	11.9%
65 - 74	10.6%	10.7%	10.5%
75 - 84	5.3%	5.5%	5.7%
85 +	2.4%	1.8%	2.1%
18 +	79.6%	78.9%	79.2%

2026 Population 15+ by Marital Status			
Total	4,481	76,523	180,327
Never Married	56.9%	49.1%	48.5%
Married	25.9%	36.6%	36.9%
Widowed	6.6%	5.2%	5.4%
Divorced	10.6%	9.1%	9.2%

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 Pop 25+ by Educational Attainment	1 mile	3 miles	5 miles
Total	3,700	63,563	148,092
Less than 9th Grade	8.0%	7.7%	6.6%
9th - 12th Grade, No Diploma	6.7%	9.7%	9.4%
High School Graduate	24.7%	25.7%	26.8%
GED/Alternative Credential	3.7%	6.5%	6.4%
Some College, No Degree	14.5%	16.3%	16.7%
Associate Degree	11.4%	9.7%	10.0%
Bachelor's Degree	19.1%	14.3%	14.0%
Graduate/Professional Degree	11.9%	10.2%	10.0%

2020 Population by Race/Ethnicity			
Total	5,308	93,507	220,446
White Alone	47.0%	51.7%	52.3%
Black Alone	8.7%	10.0%	12.7%
American Indian Alone	0.8%	0.9%	0.7%
Asian Alone	4.2%	2.8%	2.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	23.3%	20.8%	18.8%
Two or More Races	23.3%	20.8%	18.8%
Hispanic Origin	47.3%	41.1%	37.3%
Diversity Index	84.5	82.4	81.8

2026 Population by Race/Ethnicity			
Total	5,369	92,361	216,841
White Alone	44.6%	49.2%	49.9%
Black Alone	9.3%	10.6%	13.3%
American Indian Alone	0.8%	0.8%	0.7%
Asian Alone	4.6%	2.9%	3.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	24.1%	21.8%	19.7%
Two or More Races	16.6%	14.6%	13.4%
Hispanic Origin	48.7%	43.1%	39.2%
Diversity Index	85.2	83.5	83.0

2026 Employed Pop 16+ by Occupation	1 mile	3 miles	5 miles
Total	2,755	44,185	103,703
White Collar	55.1%	51.3%	52.3%
Management/Business/Financial	13.3%	11.6%	11.5%
Professional	25.0%	20.8%	20.7%
Sales	6.3%	7.5%	7.5%
Administrative Support	10.4%	11.4%	12.5%
Services	26.2%	23.9%	24.0%

2026 Employed Pop 16+ by Occupation			
Total	2,755	44,185	103,703
Blue Collar	18.7%	24.9%	23.8%
Farming/Forestry/Fishing	0.0%	0.6%	0.5%
Construction/Extraction	2.7%	3.4%	3.3%
Installation/Maintenance/Repair	5.0%	3.9%	3.5%
Production	2.1%	6.9%	7.3%
Transportation/Material Moving	9.0%	10.0%	9.1%
White Collar	55.1%	51.3%	52.3%
Management/Business/Financial	13.3%	11.6%	11.5%
Professional	25.0%	20.8%	20.7%
Sales	6.3%	7.5%	7.5%
Administrative Support	10.4%	11.4%	12.5%
Services	26.2%	23.9%	24.0%

2026 Civilian Population 16+ in Labor Force			
Civilian Population 16+	2,755	44,185	103,703
Population 16+ Employed	91.5%	92.1%	92.9%
Population 16+ Unemployment rate	8.5%	7.9%	7.1%
Population 16-24 Employed	14.1%	14.7%	14.7%
Population 16-24 Unemployment rate	14.4%	13.1%	12.3%
Population 25-54 Employed	55.8%	56.0%	56.2%
Population 25-54 Unemployment rate	7.2%	7.2%	6.4%
Population 55-64 Employed	14%	15%	16%
Population 55-64 Unemployment rate	7.9%	6.6%	6.1%
Population 65+ Employed	7%	6%	6%
Population 65+ Unemployment rate	6.9%	4.0%	2.8%

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 Population 16+ by Industry	1 mile	3 miles	5 miles
Total	2,521	40,705	96,344
Agriculture/Mining	0.2%	0.6%	0.9%
Construction	3.4%	4.7%	4.7%
Manufacturing	13.2%	11.4%	10.7%
Wholesale Trade	0.9%	1.8%	2.0%
Retail Trade	11.3%	11.3%	10.6%
Transportation/Utilities	6.4%	7.7%	8.2%
Information	2%	1%	1%
Finance/Insurance/Real Estate	3.1%	5.4%	5.6%
Services	51.4%	51.9%	51.9%
Public Administration	8.5%	4.2%	4.3%

2026 Consumer Spending			
Apparel & Services: Total $	$4,301,790	$68,332,145	$160,709,940
Average Spent	$1,674.50	$1,736.08	$1,824.36
Spending Potential Index	66	68	71
Education: Total $	$3,254,686	$51,616,502	$122,632,745
Average Spent	$1,266.91	$1,311.39	$1,392.11
Spending Potential Index	63	65	69
Entertainment/Recreation: Total $	$6,674,749	$108,179,683	$256,601,566
Average Spent	$2,598.19	$2,748.47	$2,912.91
Spending Potential Index	60	64	68
Food at Home: Total $	$13,212,403	$212,169,413	$499,344,049
Average Spent	$5,143.01	$5,390.48	$5,668.50
Spending Potential Index	65	68	72
Food Away from Home: Total $	$7,282,047	$114,337,190	$269,596,604
Average Spent	$2,834.58	$2,904.91	$3,060.43
Spending Potential Index	64	65	69
Health Care: Total $	$12,088,427	$200,393,134	$475,758,645
Average Spent	$4,705.50	$5,091.29	$5,400.76
Spending Potential Index	59	63	67
HH Furnishings & Equipment: Total $	$4,435,161	$70,891,158	$168,404,701
Average Spent	$1,726.42	$1,801.10	$1,911.71
Spending Potential Index	61	63	67
Personal Care Products & Services: Total $	$1,862,626	$29,105,925	$68,794,556
Average Spent	$725.04	$739.48	$780.95
Spending Potential Index	64	65	68

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 $	$46,102,158	$718,264,588	$1,693,551,039
Average Spent	$17,945.57	$18,248.59	$19,225.02
Spending Potential Index	65	66	70
Support Payments/Gifts in Kind: Total $	$4,454,232	$71,721,309	$171,880,265
Average Spent	$1,733.84	$1,822.19	$1,951.17
Spending Potential Index	57	60	64
Travel: Total $	$5,466,945	$87,645,090	$210,117,664
Average Spent	$2,128.04	$2,226.76	$2,385.23
Spending Potential Index	58	61	65
Vehicle Maintenance & Repairs: Total $	$1,995,672	$31,822,446	$75,102,921
Average Spent	$776.83	$808.50	$852.56
Spending Potential Index	63	65	69

Top Tapestry Segment

1 mile

Emerging Hub (D1):

This segment is characterized by young, high-earning, mobile urban professionals.

Learn more about this segment...

3 miles

Fresh Ambitions (A4):

This segment is characterized by young, multigenerational urban families with high rental burdens.

Learn more about this segment...

5 miles

Fresh Ambitions (A4):

This segment is characterized by young, multigenerational urban families with high rental burdens.

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.