Community Profile

Riverstone Plaza
1451 Riverstone Pkwy, Canton, Georgia, 30114
Rings: 1, 3, 5 mile radii

Population Summary	1 mile	3 miles	5 miles
2010 Total Population	4,743	19,149	40,600
2020 Total Population	5,699	25,933	53,164
2020 Group Quarters	162	328	825
2026 Total Population	6,073	32,005	63,093
2026 Group Quarters	143	289	728
2031 Total Population	7,149	36,440	70,211
2026-2031 Annual Rate	3.32%	2.63%	2.16%
2026 Total Daytime Population	9,685	36,315	61,105
Workers	6,156	18,354	28,097
Residents	3,529	17,961	33,008

Household Summary			
2010 Total Households	1,979	6,844	14,182
2010 Average Household Size	2.36	2.77	2.81
2020 Total Households	2,288	9,431	18,722
2020 Average Household Size	2.42	2.71	2.80
2026 Total Households	2,432	11,858	22,640
2026 Average Household Size	2.44	2.67	2.75
2031 Total Households	2,887	13,444	25,267
2031 Average Household Size	2.43	2.69	2.75
2026-2031 Annual Rate	3.49%	2.54%	2.22%
2026 Families	1,309	8,162	16,449
2026 Average Family Size	3.32	3.15	3.22
2031 Families	1,529	9,142	18,154
2031 Average Family Size	3.33	3.19	3.23
2026-2031 Growth Rate	3.16%	2.29%	1.99%

Median Household Income			
2026	$55,054	$91,997	$108,665
2031	$63,007	$107,501	$126,039

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	$31,684	$44,808	$49,125
2031	$37,713	$50,226	$55,326

2026 Households by Income			
Household Income Base	2,434	11,857	22,642
<$10,000	10.6%	5.4%	4.2%
$10,000-14,999	4.6%	1.9%	1.9%
$15,000-19,999	4.5%	1.7%	1.2%
$20,000-24,999	6.2%	2.5%	1.7%
$25,000-29,999	4.1%	2.3%	2.3%
$30,000-34,999	1.8%	1.4%	1.7%
$35,000-39,999	5.4%	2.8%	2.2%
$40,000-44,999	2.8%	2.7%	2.1%
$45,000-49,999	3.3%	2.8%	2.2%
$50,000-59,999	12.1%	7.6%	6.0%
$60,000-74,999	8.6%	9.9%	8.1%
$75000-99999	11.2%	12.3%	12.1%
$100,000-124,999	8.1%	10.4%	10.9%
$125,000-149,999	4.6%	9.3%	10.2%
$150000-199999	2.5%	10.3%	12.5%
$200,000-249,999	5.3%	8.9%	10.5%
$250,000-299,999	1.4%	2.7%	3.5%
$300,000-399,999	1.4%	2.6%	3.2%
$400,000-499,999	0.5%	0.7%	0.8%
$500,000+	1.1%	1.8%	2.7%
Average Household Income	$80,066	$120,925	$136,734

2026 Affordability, Mortgage and Wealth			
Housing Affordability Index	57	77	89
Percent of Income for Mortgage	40.5%	31.0%	26.6%
Wealth Index	46	103	116

Median Home Value			
2026	$379,096	$484,323	$491,132
2031	$513,889	$539,869	$543,502

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	584	6,757	15,391
<$50,000	1.0%	1.0%	1.1%
$50,000 - $99,999	2.2%	0.3%	0.3%
$100,000 - $149,999	1.0%	1.3%	0.7%
$150,000 - $199,999	9.3%	1.9%	1.2%
$200,000 - $249,999	3.3%	2.0%	1.8%
$250,000 - $299,999	9.3%	4.5%	4.3%
$300,000 - $399,999	30.3%	21.1%	19.4%
$400,000 - $499,999	7.4%	21.2%	23.2%
$500,000 - $749,999	24.1%	38.1%	39.5%
$750,000 - $999,999	7.5%	5.6%	4.1%
$1,000,000 - $1,499,999	3.4%	1.4%	3.0%
$1,500,000 - $1,999,999	1.2%	1.5%	1.3%
$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	$471,293	$523,720	$536,122

Housing Unit Summary			
2010 Total Housing Units	2,343	7,770	15,743
Owner Occupied Housing Units	27.4%	53.7%	67.4%
Renter Occupied Housing Units	72.6%	46.3%	32.6%
Vacant Housing Units	15.5%	11.9%	9.9%
2020 Housing Units	2,646	10,204	19,976
Owner Occupied Housing Units	24.0%	54.0%	67.4%
Renter Occupied Housing Units	76.0%	46.0%	32.6%
Vacant Housing Units	10.4%	7.7%	6.3%
2026 Housing Units	2,813	13,007	24,315
Owner Occupied Housing Units	24.0%	57.0%	68.0%
Renter Occupied Housing Units	76.0%	43.0%	32.0%
Vacant Housing Units	13.5%	8.8%	6.9%
2031 Total Housing Units	3,150	14,400	26,804
Owner Occupied Housing Units	21.0%	54.0%	65.6%
Renter Occupied Housing Units	79.0%	46.0%	34.4%
Vacant Housing Units	8.3%	6.6%	5.7%

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	2,993	15,965	31,400
Females	3,080	16,040	31,693

Median Age			
2010	29.9	32.9	34.3
2020	31.9	35.9	37.1
2026	32.4	37.2	37.8
2031	33.2	37.8	38.4

2026 Population by Age			
Total	6,073	32,006	63,094
0 - 4	7.6%	6.5%	6.2%
5 - 9	6.8%	6.5%	6.5%
10 - 14	6.7%	6.0%	6.5%
15 - 24	15.9%	13.5%	13.4%
25 - 34	17.1%	14.5%	13.5%
35 - 44	13.8%	13.1%	13.1%
45 - 54	10.1%	10.8%	12.2%
55 - 64	8.5%	10.3%	11.3%
65 - 74	6.3%	9.3%	8.8%
75 - 84	5.1%	7.4%	6.5%
85 +	2.3%	1.9%	1.6%
18 +	75.1%	77.1%	76.8%

2026 Population 15+ by Marital Status			
Total	4,792	25,908	50,967
Never Married	37.6%	30.0%	27.5%
Married	43.2%	53.8%	58.4%
Widowed	5.7%	5.8%	4.7%
Divorced	13.5%	10.5%	9.3%

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	3,829	21,592	42,504
Less than 9th Grade	14.2%	10.8%	6.6%
9th - 12th Grade, No Diploma	9.9%	6.4%	5.7%
High School Graduate	20.0%	19.8%	20.1%
GED/Alternative Credential	3.5%	3.3%	4.1%
Some College, No Degree	20.2%	19.1%	18.3%
Associate Degree	9.4%	7.1%	8.3%
Bachelor's Degree	14.9%	22.5%	25.0%
Graduate/Professional Degree	7.8%	11.0%	11.9%

2020 Population by Race/Ethnicity			
Total	5,699	25,933	53,164
White Alone	60.5%	65.3%	73.0%
Black Alone	10.4%	7.7%	6.7%
American Indian Alone	2.1%	1.7%	1.1%
Asian Alone	0.5%	0.8%	1.0%
Pacific Islander Alone	0.1%	0.0%	0.1%
Some Other Race Alone	14.8%	13.4%	8.6%
Two or More Races	14.8%	13.4%	8.6%
Hispanic Origin	35.2%	28.0%	18.8%
Diversity Index	77.6	72.4	61.5

2026 Population by Race/Ethnicity			
Total	6,074	32,005	63,093
White Alone	57.6%	64.8%	71.4%
Black Alone	11.2%	8.4%	7.4%
American Indian Alone	3.1%	2.3%	1.5%
Asian Alone	0.7%	1.1%	1.5%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	15.4%	12.4%	8.4%
Two or More Races	11.9%	10.9%	9.7%
Hispanic Origin	36.4%	26.5%	18.6%
Diversity Index	79.4	72.2	62.9

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 Employed Pop 16+ by Occupation	1 mile	3 miles	5 miles
Total	2,717	14,851	31,263
White Collar	50.8%	53.5%	62.7%
Management/Business/Financial	12.6%	15.3%	21.1%
Professional	17.6%	18.3%	20.4%
Sales	10.8%	10.4%	10.3%
Administrative Support	9.8%	9.5%	10.9%
Services	16.3%	20.3%	16.1%

2026 Employed Pop 16+ by Occupation			
Total	2,717	14,851	31,263
Blue Collar	32.9%	26.3%	21.3%
Farming/Forestry/Fishing	1.4%	0.4%	0.2%
Construction/Extraction	20.6%	10.3%	7.8%
Installation/Maintenance/Repair	0.7%	3.4%	3.2%
Production	3.2%	5.6%	4.3%
Transportation/Material Moving	7.0%	6.7%	5.8%
White Collar	50.8%	53.5%	62.7%
Management/Business/Financial	12.6%	15.3%	21.1%
Professional	17.6%	18.3%	20.4%
Sales	10.8%	10.4%	10.3%
Administrative Support	9.8%	9.5%	10.9%
Services	16.3%	20.3%	16.1%

2026 Civilian Population 16+ in Labor Force			
Civilian Population 16+	2,717	14,851	31,263
Population 16+ Employed	95.8%	96.3%	96.0%
Population 16+ Unemployment rate	4.2%	3.7%	4.0%
Population 16-24 Employed	17.3%	15.6%	14.7%
Population 16-24 Unemployment rate	6.0%	5.1%	7.2%
Population 25-54 Employed	62.4%	62.3%	61.8%
Population 25-54 Unemployment rate	4.0%	3.4%	3.2%
Population 55-64 Employed	10%	12%	13%
Population 55-64 Unemployment rate	4.7%	4.1%	4.6%
Population 65+ Employed	6%	6%	6%
Population 65+ Unemployment rate	0.0%	1.8%	2.2%

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 Population 16+ by Industry	1 mile	3 miles	5 miles
Total	2,603	14,308	30,013
Agriculture/Mining	0.8%	0.2%	0.3%
Construction	22.3%	13.7%	14.8%
Manufacturing	6.6%	9.1%	8.0%
Wholesale Trade	2.5%	2.0%	1.9%
Retail Trade	14.2%	13.6%	11.9%
Transportation/Utilities	4.5%	3.2%	4.5%
Information	0%	2%	3%
Finance/Insurance/Real Estate	2.0%	5.3%	6.5%
Services	44.6%	48.2%	46.4%
Public Administration	2.1%	2.5%	2.9%

2026 Consumer Spending			
Apparel & Services: Total $	$4,327,010	$30,177,166	$64,698,068
Average Spent	$1,779.20	$2,544.88	$2,857.69
Spending Potential Index	70	100	112
Education: Total $	$3,093,639	$22,850,872	$49,500,416
Average Spent	$1,272.06	$1,927.04	$2,186.41
Spending Potential Index	63	96	109
Entertainment/Recreation: Total $	$6,622,177	$49,421,480	$107,723,655
Average Spent	$2,722.93	$4,167.78	$4,758.11
Spending Potential Index	63	97	111
Food at Home: Total $	$13,135,001	$92,145,862	$196,249,007
Average Spent	$5,400.91	$7,770.78	$8,668.24
Spending Potential Index	69	99	110
Food Away from Home: Total $	$7,413,329	$52,495,269	$113,121,668
Average Spent	$3,048.24	$4,426.99	$4,996.54
Spending Potential Index	68	99	112
Health Care: Total $	$12,033,697	$92,773,507	$201,778,935
Average Spent	$4,948.07	$7,823.71	$8,912.50
Spending Potential Index	62	98	111
HH Furnishings & Equipment: Total $	$4,474,005	$33,388,035	$72,397,386
Average Spent	$1,839.64	$2,815.65	$3,197.76
Spending Potential Index	65	99	112
Personal Care Products & Services: Total $	$1,881,952	$13,589,196	$29,195,058
Average Spent	$773.83	$1,145.99	$1,289.53
Spending Potential Index	68	100	113

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 $	$46,700,574	$326,248,203	$686,476,135
Average Spent	$19,202.54	$27,512.92	$30,321.38
Spending Potential Index	70	100	110
Support Payments/Gifts in Kind: Total $	$4,507,570	$36,607,846	$80,422,369
Average Spent	$1,853.44	$3,087.19	$3,552.22
Spending Potential Index	61	101	117
Travel: Total $	$5,412,543	$42,160,665	$91,588,198
Average Spent	$2,225.55	$3,555.46	$4,045.42
Spending Potential Index	61	97	111
Vehicle Maintenance & Repairs: Total $	$2,027,291	$14,549,250	$31,167,313
Average Spent	$833.59	$1,226.96	$1,376.65
Spending Potential Index	67	99	111

Top Tapestry Segment

1 mile

Metro Fusion (C3):

This segment is characterized by mobile households in densely populated urban areas.

Learn more about this segment...

3 miles

Savvy Suburbanites (L1):

This segment is characterized by affluent New England and Mid-Atlantic suburbanites in major metropolises.

Learn more about this segment...

5 miles

Flourishing Families (H1):

This segment is characterized by large Southern and Midwestern suburban families in growing developments.

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.