

Laurens — #1 of 10: Share Aged 65 and Over

Laurens Leads SC in Senior Population Share

25.2% aged 65+ — ALEX Intelligence 2026

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THE DATA

25.2%

Share Aged 65 and Over (2024)

Laurens leads the Upstate and South Carolina in senior population share.

This figure reflects a deep demographic shift, signaling a market where mature households dominate. With 25.2% of the population aged 65 and over, Laurens is not just aging — it is becoming a benchmark for senior-focused real estate. This concentration suggests strong demand for low-maintenance housing, walkable neighborhoods, and healthcare access, reshaping investment priorities across the Upstate.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-10-14-upstate-sc-senior-share-place-mkt>

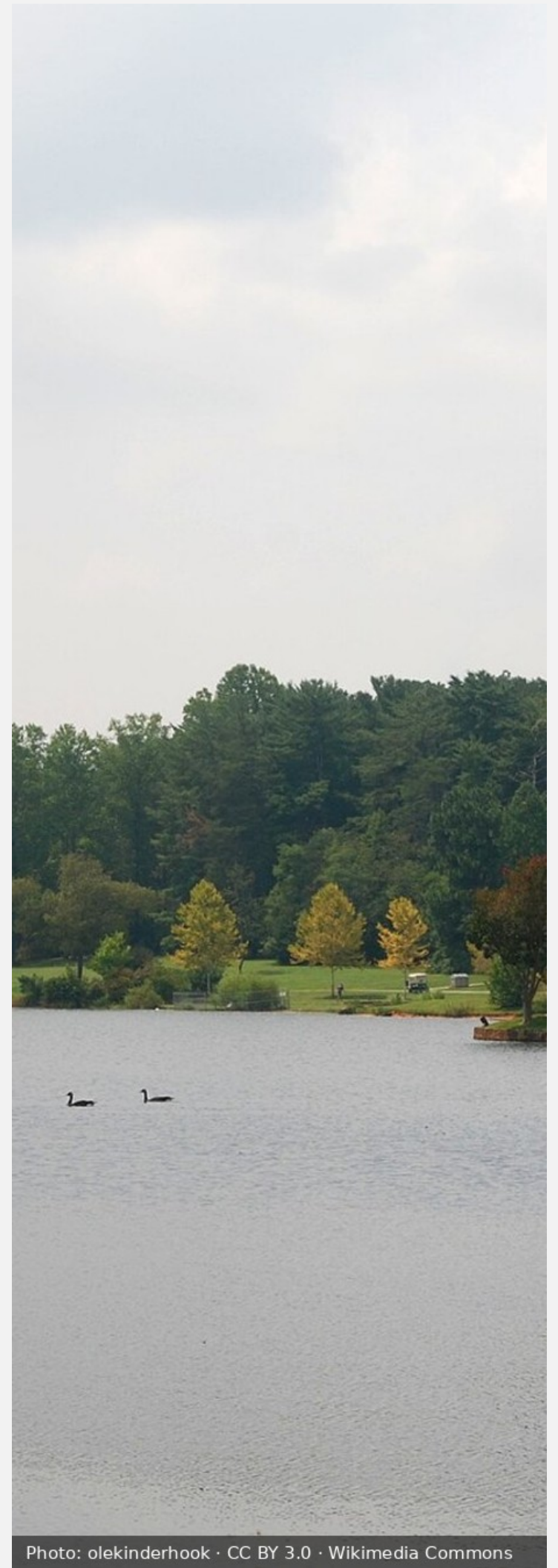


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01

Senior Demand is Redefining Value

The 25.2% senior share in Laurens isn't just a statistic — it's a market signal. Properties tailored to retirees, such as age-restricted communities, single-story homes, and proximity to medical facilities, are likely to appreciate faster. This demographic shift creates a self-reinforcing cycle: as more seniors move in, services and amenities adapt, further increasing desirability. Investors who align with this trend are not just betting on aging — they're investing in infrastructure built for longevity.

02

The Hidden Rent Gap in Mature Markets

While younger markets focus on affordability, Laurens reveals a different tension: the rent gap between income and housing cost for seniors. Many in this cohort live on fixed incomes, making high housing costs a silent burden. Yet, because of low turnover and strong homeownership, rental supply remains tight. This creates a structural imbalance — a lack of affordable rental options for seniors who need them, despite high demand. The result? A market where homeownership is prized, but rental innovation is lagging — a gap that could be filled by forward-thinking developers.



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Real Estate Strategy & Intelligence Leader. Democratized Blue Ocean Strategist & Operator.

Diane Hart Alexander, MBA, MHA

Chair & CEO, ALEX Companies

Designated Broker, Alexander Tiffany Southwest, LLC dba ALEX.realestate, et.al.

Texas License #574877-B · Broker License #565194-BB

diane@alex.realestate · +1 713.591.9902

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