

Lake Murray of Richland — #1 of 10: Share Aged 65 and Over

Lake Murray of Richland Leads SC in Senior Share

24.5% aged 65+ — ALEX Intelligence 2026

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THE DATA

24.5%

Share Aged 65 and Over (2024)

Lake Murray of Richland leads all Midlands cities in senior population share.

This figure represents the highest concentration of residents aged 65 and older in the entire Midlands metro area. It underscores a growing demographic shift toward mature-age living, with implications for housing demand, neighborhood services, and community planning. The data reflects a sustained trend in aging in place and retirement migration within the region.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation

<https://alex-companies.com/data/2026-10-17-columbia-sc-senior-share-place-mkt>



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01

Retirement Migration Is Reshaping the Market

This trend suggests that Columbia's market is not just growing in population but is also evolving in its core demographic — favoring stability, permanence, and quality of life over rapid turnover. The implications are clear: communities with high senior populations are likely to see less volatility in home prices and more consistent long-term value retention.

02

Supply Constraints Are Accelerating Age-Driven Demand

The result is a hidden opportunity for developers and investors who understand the long-term value of age-optimized communities. As the population ages, these niche markets will become increasingly valuable, offering higher occupancy, lower turnover, and stronger rental yields — especially as younger generations show less interest in rural or suburban isolation.



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