

Columbia — #8 of 8: Median Resident Age

Columbia Is South Carolina's Youngest Metro

Columbia · U.S. Census Bureau 2024

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THE DATA

38 years

Median Resident Age (2024)

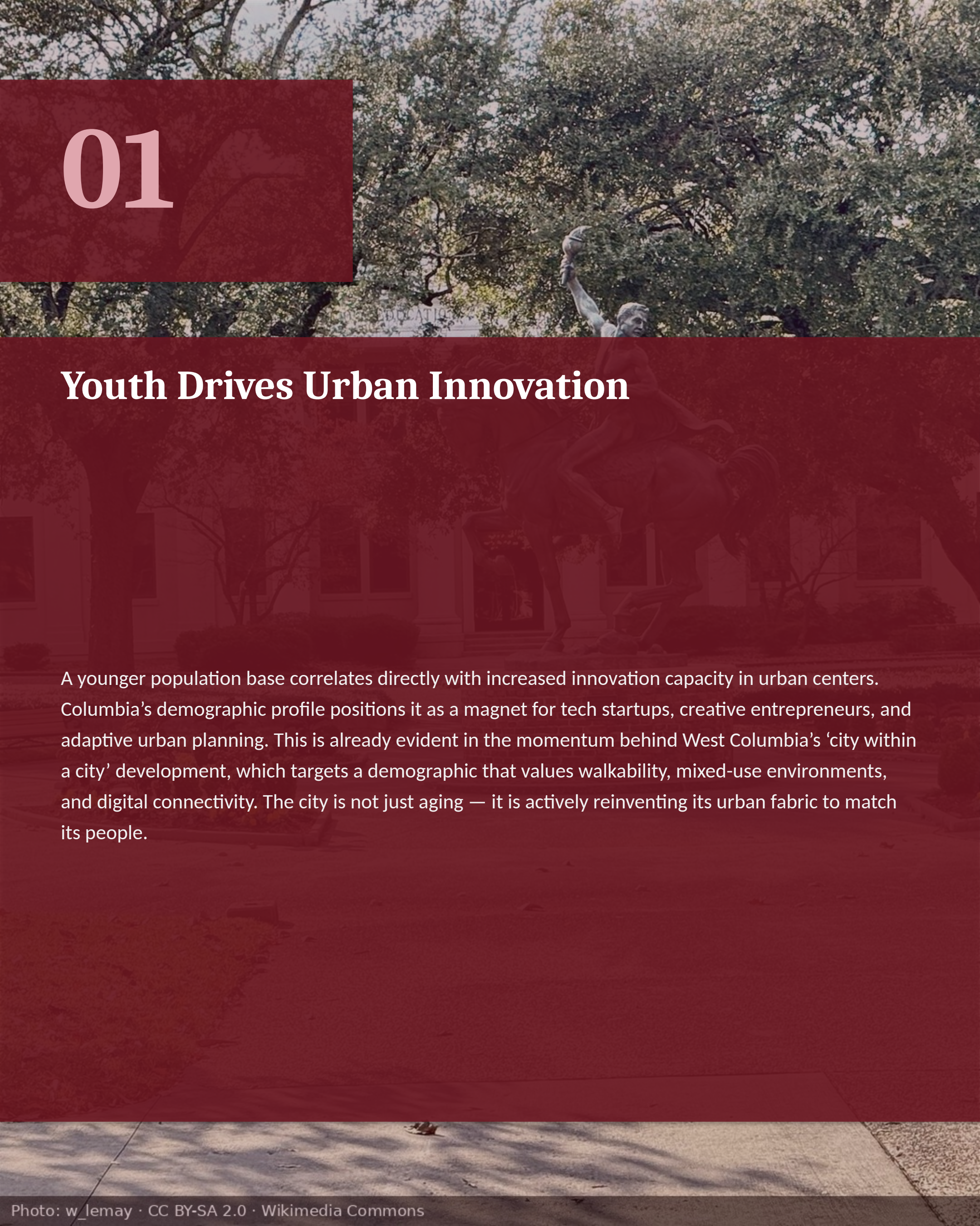
Columbia ranks last in median age among South Carolina's eight metros, indicating a youthful, growing population.

With a median age of 38 years, Columbia stands as the youngest metro in South Carolina, outpacing even the Upstate and coastal regions. This demographic profile suggests strong future demand for housing, education, and dynamic commercial services. The city's low median age is not a temporary anomaly but a structural feature of its ongoing urbanization and economic diversification.

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

<https://alex-companies.com/data/2026-10-19-columbia-sc-standing-median-age-msa>



The background image shows a statue of a person on horseback, likely a historical figure, in front of a building with large windows. The scene is surrounded by lush green trees. A dark red semi-transparent overlay covers the top and middle portions of the image, providing a background for the text.

01

Youth Drives Urban Innovation

A younger population base correlates directly with increased innovation capacity in urban centers. Columbia's demographic profile positions it as a magnet for tech startups, creative entrepreneurs, and adaptive urban planning. This is already evident in the momentum behind West Columbia's 'city within a city' development, which targets a demographic that values walkability, mixed-use environments, and digital connectivity. The city is not just aging — it is actively reinventing its urban fabric to match its people.

02

Affordability Meets Demand

In a state where older metros dominate, Columbia's youthfulness creates a unique affordability advantage. As younger residents enter the housing market, they are not competing with entrenched, wealthier populations but with a growing pool of first-time buyers and renters. This dynamic supports sustained demand without the price inflation seen in older, more mature markets. The city's ability to attract new households from outside South Carolina — as confirmed by prior data — is amplified by this demographic edge, making it a strategic hub for regional migration.



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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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