

ZIP 29072 — #1 of 10: Population

ZIP 29072 Leads SC in Population

Ranking from ALEX Intelligence, October 28, 2026

Swipe for insights →

THE DATA

69,407

Population (2024)

ZIP 29072 is the most populous ZIP code in the Midlands, surpassing all others in the region.

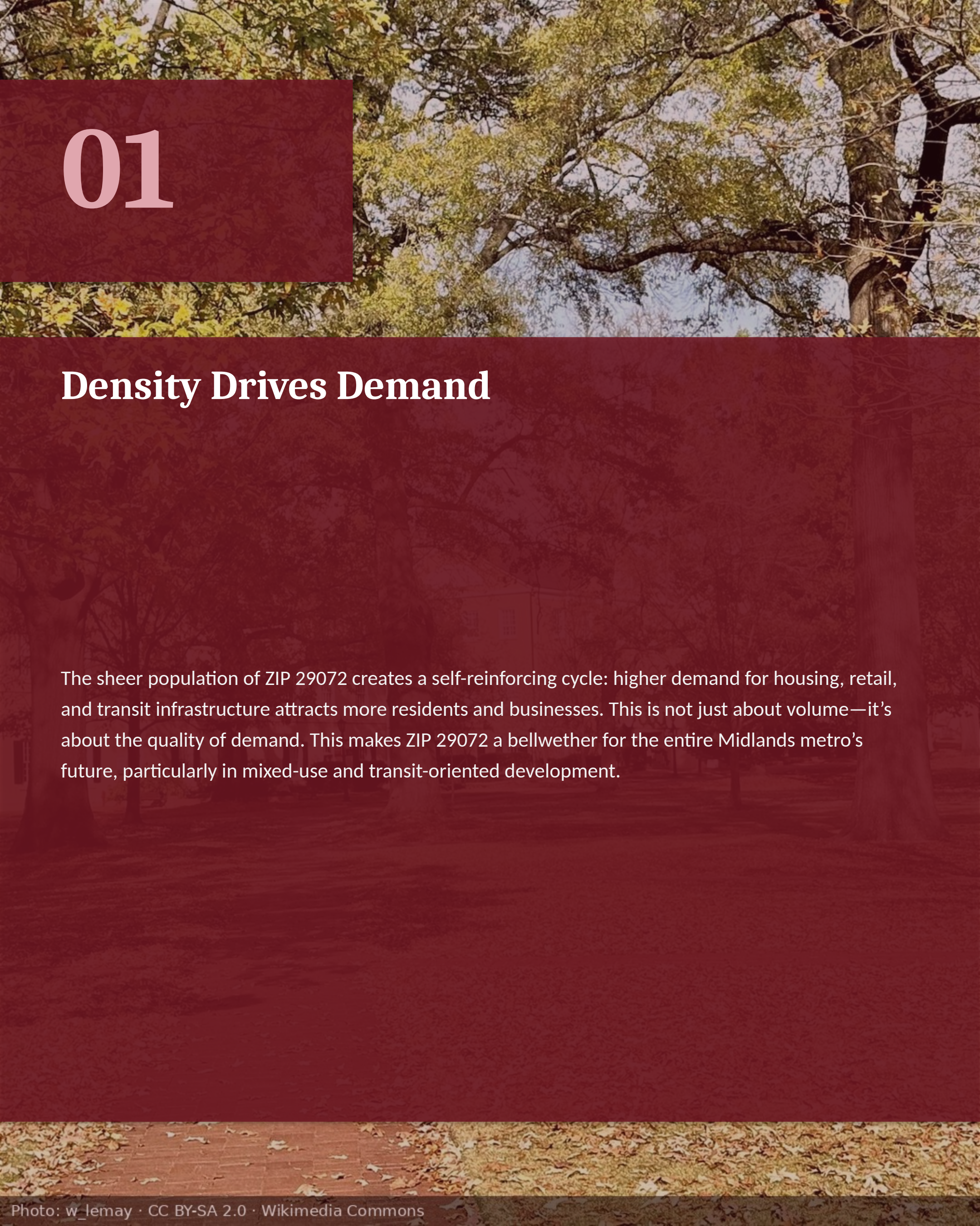
This population figure—69,407—represents a critical mass of residents that drives housing demand, commercial activity, and public infrastructure planning across the Midlands. The concentration of people in ZIP 29072 signals a shift toward denser, service-oriented development in the city's core and adjacent neighborhoods. This density is not incidental; it reflects long-term migration trends, economic growth, and the expansion of public and private institutions that anchor the region.

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

<https://alex-companies.com/data/2026-10-28-columbia-sc-population-zcta-mkt>



Photo: Childofwalrus · CC BY 4.0 · Wikimedia Commons



01

Density Drives Demand

The sheer population of ZIP 29072 creates a self-reinforcing cycle: higher demand for housing, retail, and transit infrastructure attracts more residents and businesses. This is not just about volume—it's about the quality of demand. This makes ZIP 29072 a bellwether for the entire Midlands metro's future, particularly in mixed-use and transit-oriented development.

02

Market Momentum from Core Population

The fact that ZIP 29072 leads in population within the Midlands suggests that growth is not evenly distributed but is instead concentrated in key nodes. This clustering implies that investment in infrastructure, education, and public services in this area will have outsized returns. Developers and policymakers who focus on ZIP 29072 are not just serving a large population—they are shaping the future of the region's economic and residential fabric. This concentration of people also increases the resilience of the local economy to broader national fluctuations.



Photo: Dallas Epperson · CC BY-SA 3.0 · Wikimedia Commons

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



ALEX Intelligence
deep intelligence

ALEX Real Estate
genius real estate

ALEX Advisory
uncontested strategy

ALEX Cares
purposeful philanthropy

