Perform Properties

ROSEWOOD SHOPPING CENTER
2800 Rosewood Drive, Columbia, SC 29205
Generated on November 2, 2026

FULL YEAR 2026	1-MILE RADIUS	3-MILE RADIUS	5-MILE RADIUS	10-MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	12,432	74,385	157,800	232,084	283,293
Total Daytime Population	11,758	164,800	276,259	367,307	452,326
TOTAL HOUSEHOLD INCOME					
Total Households	6,319	32,565	66,478	96,344	118,822
Median Household Income	$86,942	$84,910	$75,687	$70,301	$69,218
Average Household Income	$135,639	$119,178	$102,074	$92,435	$89,630
Under $15,000	11.2%	12.4%	11.7%	11.8%	11.4%
$15,000 - $34,999	14.6%	15.7%	16.0%	16.9%	16.8%
$35,000 - $49,999	7.3%	10.8%	12.8%	13.8%	13.8%
$50,000 - $74,999	14.2%	14.8%	16.1%	17.3%	18.2%
$75,000 - $99,999	11.2%	9.8%	10.9%	11.3%	11.7%
$100,000 - $124,999	8.0%	8.1%	8.4%	8.5%	8.7%
$125,000 - $149,999	4.8%	6.1%	5.8%	5.4%	5.3%
$150,000+	28.6%	22.1%	18.3%	15.1%	14.1%
BUSINESSES					
Total Businesses	390	4,591	7,789	9,847	11,972
RACE/ETHNICITY					
White/Caucasian	78.5%	66.8%	54.8%	45.7%	44.3%
Black/African American	9.6%	19.8%	31.2%	40.3%	41.6%
Asian/Pacific Islander	3.4%	3.7%	3.0%	2.5%	2.5%
Hispanic/Latino	5.6%	5.2%	6.4%	7.2%	7.4%
Other	3.0%	4.4%	4.6%	4.2%	4.2%

Source: Advan, 2025.