#1 of 3: Ratio of Highest to Lowest County Median Household Income in the Market

Bryan County leads Georgia in income disparity

Savannah's wealth gap is a market signal, not a flaw

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THE DATA

1.45x

Ratio of Highest to Lowest County Median Household Income in the Market (2024)

This ratio is the highest among all counties in the Savannah metro, reflecting deep economic stratification.

The 1.45x gap between Bryan County ($103,408) and Chatham County ($71,097) is not a statistical anomaly—it is a structural feature of the Savannah market. This disparity is not just about income levels; it shapes real estate demand, zoning preferences, and investment flows across the metro.



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Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-25-savannah-within-county-median-income

01

Wealth concentration fuels suburban demand

Bryan County’s top-tier income level drives demand for high-end single-family homes, luxury amenities, and private school proximity. This creates a feedback loop: higher incomes attract more affluent residents, increasing land values and incentivizing developers to target premium segments. The result is a self-reinforcing cycle of exclusivity in Bryan County’s new communities.

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02

Chatham County's affordability gap is a strategic lever

This gap attracts younger professionals, remote workers, and first-time homebuyers seeking access to Savannah's cultural and employment hubs. The result is a growing demand for mid-tier housing, adaptive reuse projects, and mixed-use developments that bridge economic divides.

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