



Willits, California.

Current market data.

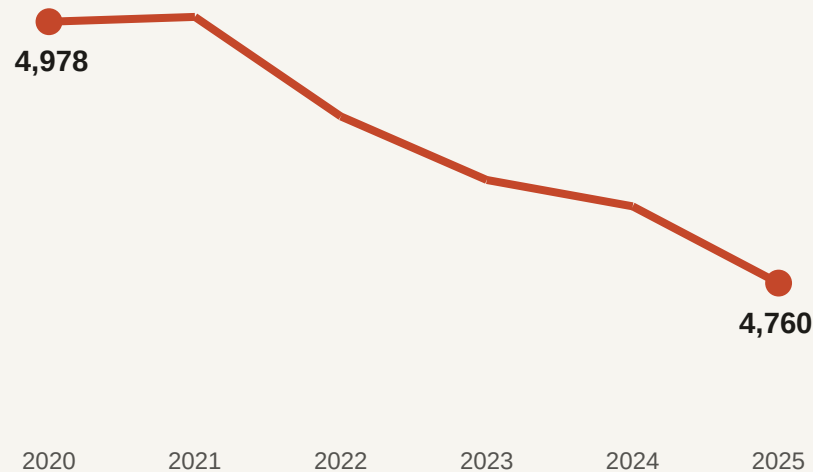
10 cards. Every number sourced and dated. Data as of Oct 30, 2026.

POPULATION

Down 4.4% since 2020.

4,760

people, the 434th-largest of California's cities and towns.

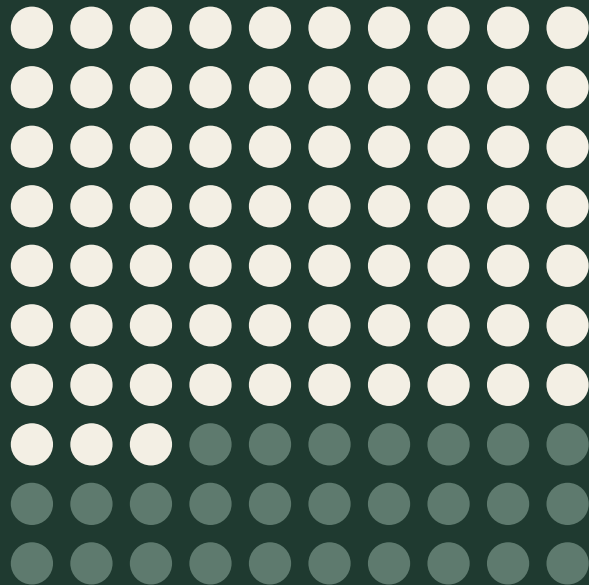


THE WORKDAY

7 in 10 jobs here go to
people who live somewhere
else.

73.0%

of 2,621 jobs located in Willits are filled by in-commuters.



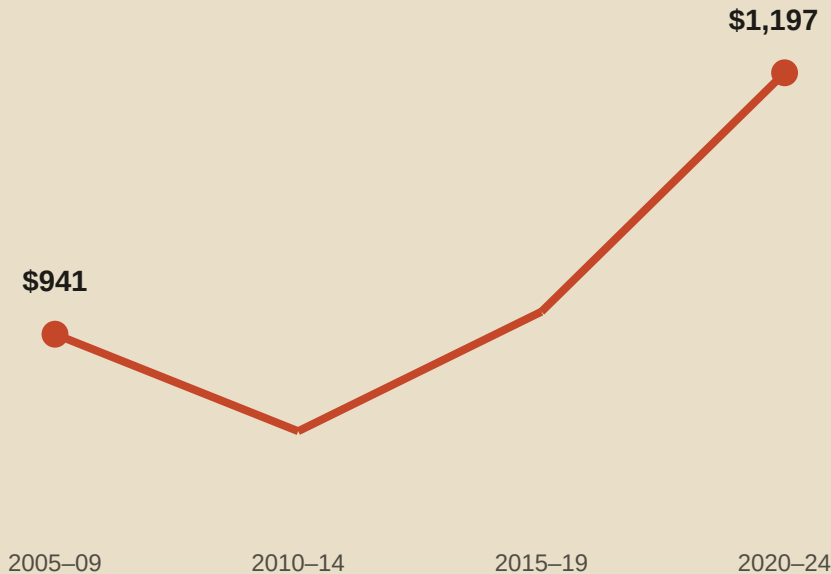
Each dot is 1% of jobs. Filled: held by in-commuters.

RENT

**Median rent is up 27%
since the 2005–2009
survey, before inflation.**

\$1,197

a month. California's median is \$2,036.





THE SEAM

Cross one tract line and median rent doubles.

A \$1,023 gap between neighbors, the sharpest rent edge between adjacent tracts in Mendocino County.

TRACT 110.01

\$867

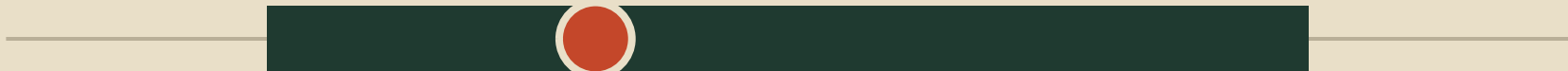
TRACT 110.04

\$1,890

ROOM TO BUILD

The median rent sits inside what local wages can carry.

\$1,034–\$1,550



\$1,197 median

is the monthly rent range local workforce wages support.

BUILDING

Most of the housing here is older than 2000.

4

homes permitted, 2022–2025

0%

of those were in multifamily
buildings

86%

of all homes were built before 2000



UNITS NEEDED

Closing the gap would add 0.3–1.1% to the 2,319 homes here.

7–26

is the estimated number of missing housing units, from the lowest to the highest of three estimates.



HOME VALUE

A median home costs 49%
less than California's.

\$371,100

median home value in Willits.

Willits



\$371,100

California



\$734,700

U.S.



\$332,700

THAT WAS WILLITS'S 2026

Every number came from a public source, with its date.

New Census data usually lands in December. The next Edition follows it.

See this Edition at [**almanacdata.ai/e/ca/willits/**](https://almanacdata.ai/e/ca/willits/)

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