



Gerald, Missouri.

Current market data.

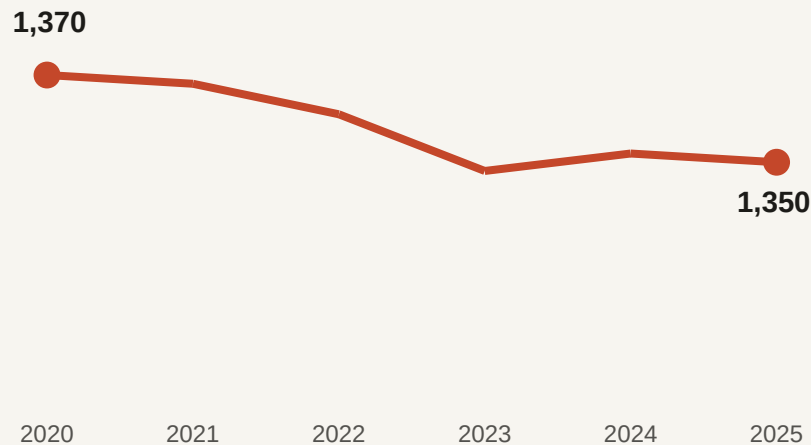
10 cards. Every number sourced and dated. Data as of Oct 30, 2026.

POPULATION

Down 1.5% since 2020.

1,350

people, the 295th-largest of Missouri's cities and towns.



THE WORKDAY

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

94.1%

of 526 jobs located in Gerald are filled by in-commuters.



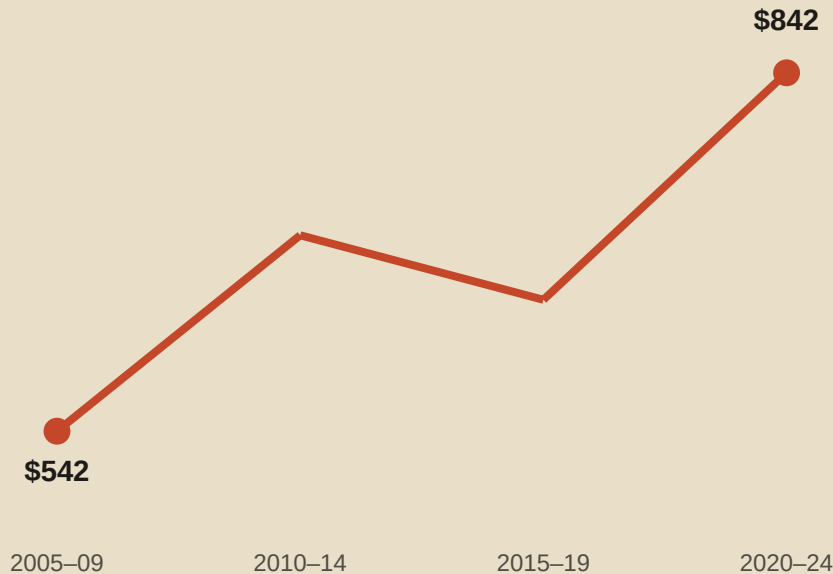
Each dot is 1% of jobs. Filled: held by in-commuters.

RENT

Median rent is up 55%
since the 2005–2009
survey, before inflation.

\$842

a month. Missouri's median is \$1,033.



THE SEAM

Cross one tract line and median rent jumps \$705.

A \$705 gap between neighbors, the sharpest rent edge between adjacent tracts in Franklin County.

TRACT 8007.03

\$795

TRACT 8001.01

\$1,500

ROOM TO BUILD

Local wages can carry more rent than the median charged today.



is the monthly rent range local workforce wages support.

BUILDING

Most of the housing here is older than 2000.

20

homes permitted in ten years,
2016–2025

40%

of those were in multifamily
buildings

91%

of all homes were built before 2000

UNITS NEEDED

Closing the gap would add 0.2–0.9% to the 581 homes here.

1–5

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



HOME VALUE

A median home costs 35% less than Missouri's.

\$150,800

median home value in Gerald.

Gerald



\$150,800

Missouri



\$230,300

U.S.



\$332,700

THAT WAS GERALD'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/mo/gerald/

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