



Willard, Missouri.

Current market data.

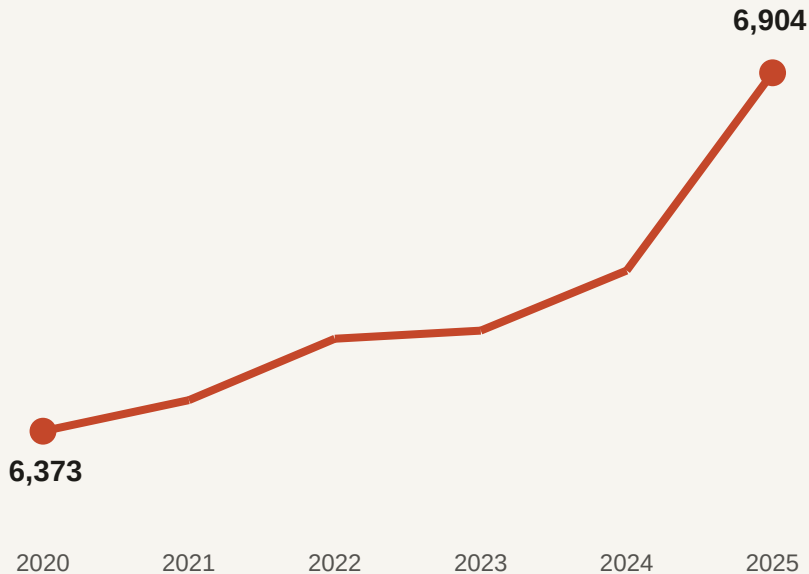
10 cards. Every number sourced and dated. Data as of Oct 30, 2026.

POPULATION

Growing. Up 8.3% since 2020.

6,904

people, the 107th-largest of Missouri's cities and towns.

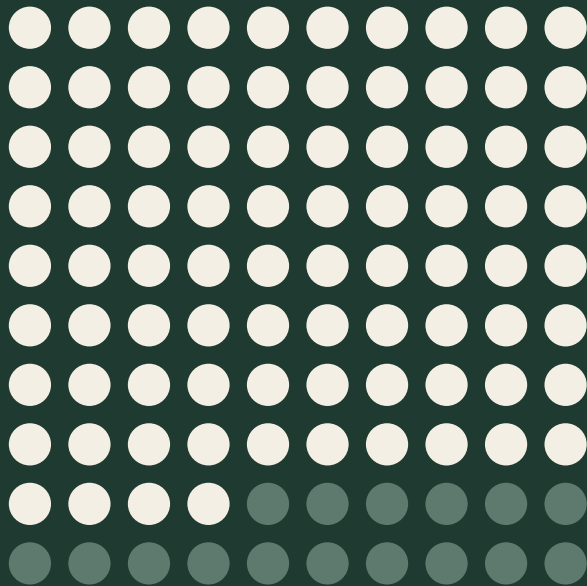


THE WORKDAY

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

83.6%

of 1,137 jobs located in Willard are filled by in-commuters.



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

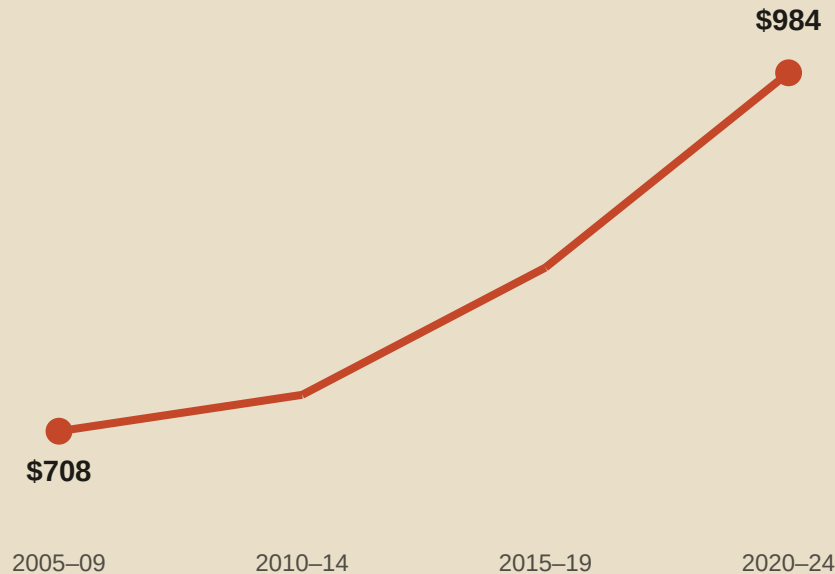


RENT

**Median rent is up 39%
since the 2005–2009
survey, before inflation.**

\$984

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





THE SEAM

Cross one tract line and median rent doubles.

A \$2,518 gap between neighbors, the sharpest rent edge between adjacent tracts in Greene County.

TRACT 40.03

\$983

TRACT 38.01

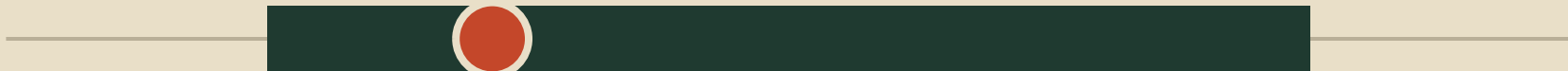
\$3,501



ROOM TO BUILD

The median rent sits inside what local wages can carry.

\$888–\$1,332



\$984 median

is the monthly rent range local workforce wages support.

BUILDING

55% of the housing here was built before 2000.

207

homes permitted, 2022–2025

0%

of those were in multifamily
buildings

55%

of all homes were built before 2000

UNITS NEEDED

Closing the gap would add 0.4–0.5% to the 2,180 homes here.

8–11

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



HOME VALUE

A median home costs 8% less than Missouri's.

\$212,900

median home value in Willard.

Willard



\$212,900

Missouri



\$230,300

U.S.



\$332,700

THAT WAS WILLARD'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/willard/**](https://almanacdata.ai/e/mo/willard/)

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