



# Willow Lake, South Dakota.

Current market data.

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

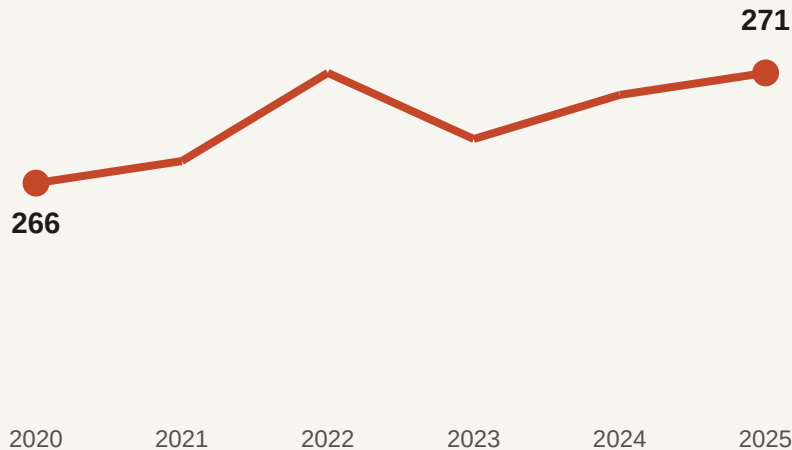


## POPULATION

**Growing. Up 1.9% since  
2020.**

**271**

people, the 160th-largest of South Dakota's cities and towns.



## THE WORKDAY

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

93.7%

of 127 jobs located in Willow Lake are filled by in-commuters.



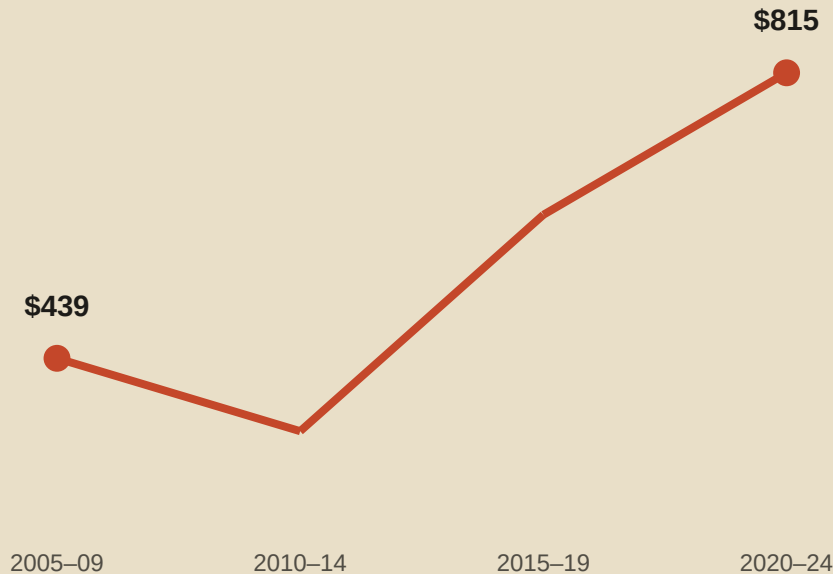
Each dot is 1% of jobs. Filled: held by in-commuters.

RENT

Median rent is up 86%  
since the 2005–2009  
survey, before inflation.

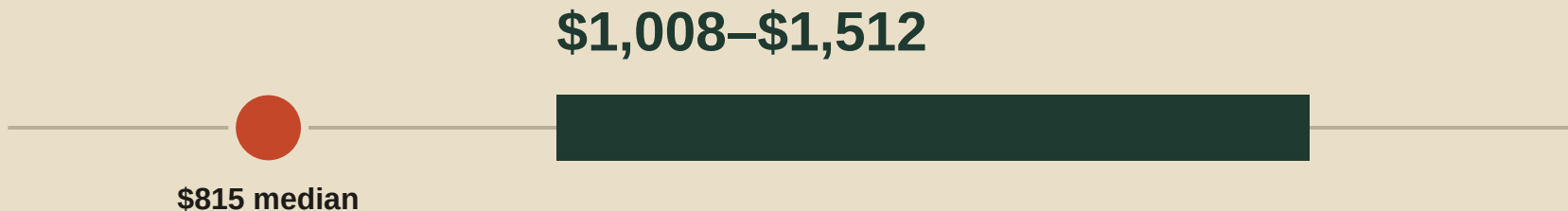
**\$815**

a month. South Dakota's median is \$946.



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.

---

0

homes permitted, 2022–2025

---

84%

of all homes were built before 2000

## UNITS NEEDED

**Closing the gap would add 0–0.8% to the 122 homes here.**

**0–1**

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



## HOME VALUE

A median home costs 42%  
less than South Dakota's.

**\$149,000**

median home value in Willow Lake.

Willow Lake



\$149,000

South Dakota



\$257,400

U.S.



\$332,700

THAT WAS WILLOW LAKE'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/sd/willow-lake/](https://almanacdata.ai/e/sd/willow-lake/)

The Almanac · your hyper-diligent research partner