



307 Walton St W. Willard, OH

Property Features

- Located along Willard's main Retail Corridor
- Minutes from Local Willard School System
- Great for Retail and QSR
- Join Discount Drug Mart, Sweet Smitty's, Subway, and East of Chicago Pizza
- Close to the large industrial plants of Pepperidge Farms, Lakeside Book Company, and Stanley Black & Decker
- Neighboring Ace Hardware & Willard Municipal Airport



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Executive Summary

307 W Walton St, Willard, Ohio, 44890
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 41.04187
Longitude: -82.72947

	1 mile	3 miles	5 miles
Population			
2010 Population	4,511	8,457	12,467
2020 Population	4,423	8,243	12,016
2025 Population	4,265	8,079	11,908
2030 Population	4,235	8,005	11,808
2010-2020 Annual Rate	-0.20%	-0.26%	-0.37%
2020-2025 Annual Rate	-0.69%	-0.38%	-0.17%
2025-2030 Annual Rate	-0.14%	-0.18%	-0.17%
2020 Male Population	47.8%	48.6%	49.0%
2020 Female Population	52.2%	51.4%	51.0%
2020 Median Age	40.4	39.1	40.6
2025 Male Population	48.3%	49.1%	49.5%
2025 Female Population	51.7%	50.9%	50.5%
2025 Median Age	40.5	39.2	40.7

In the identified area, the current year population is 11,908. In 2020, the Census count in the area was 12,016. The rate of change since 2020 was -0.17% annually. The five-year projection for the population in the area is 11,808 representing a change of -0.17% annually from 2025 to 2030. Currently, the population is 49.5% male and 50.5% female.

Median Age

The median age in this area is 40.7, compared to U.S. median age of 39.6.

Race and Ethnicity

2025 White Alone	80.3%	79.5%	83.7%
2025 Black Alone	1.1%	1.3%	1.0%
2025 American Indian/Alaska Native Alone	0.5%	0.6%	0.5%
2025 Asian Alone	0.6%	0.4%	0.4%
2025 Pacific Islander Alone	0.0%	0.0%	0.0%
2025 Other Race	9.1%	9.0%	6.7%
2025 Two or More Races	8.5%	9.1%	7.6%
2025 Hispanic Origin (Any Race)	20.9%	21.3%	16.2%

Persons of Hispanic origin represent 16.2% of the population in the identified area compared to 19.7% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 48.2 in the identified area, compared to 72.7 for the U.S. as a whole.

Households

2025 Wealth Index	46	49	59
2010 Households	1,792	3,241	4,768
2020 Households	1,789	3,259	4,788
2025 Households	1,808	3,284	4,824
2030 Households	1,818	3,298	4,846
2010-2020 Annual Rate	-0.02%	0.06%	0.04%
2020-2025 Annual Rate	0.20%	0.15%	0.14%
2025-2030 Annual Rate	0.11%	0.09%	0.09%
2025 Average Household Size	2.30	2.42	2.44

The household count in this area has changed from 4,788 in 2020 to 4,824 in the current year, a change of 0.14% annually. The five-year projection of households is 4,846, a change of 0.09% annually from the current year total. Average household size is currently 2.44, compared to 2.48 in the year 2020. The number of families in the current year is 3,126 in the specified area.

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Mortgage Income			
2025 Percent of Income for Mortgage	13.5%	13.9%	14.4%
Median Household Income			
2025 Median Household Income	\$59,343	\$57,815	\$64,433
2030 Median Household Income	\$63,270	\$63,301	\$72,077
2025-2030 Annual Rate	1.29%	1.83%	2.27%
Average Household Income			
2025 Average Household Income	\$71,453	\$72,525	\$79,929
2030 Average Household Income	\$76,658	\$78,525	\$87,529
2025-2030 Annual Rate	1.42%	1.60%	1.83%
Per Capita Income			
2025 Per Capita Income	\$30,318	\$29,118	\$32,016
2030 Per Capita Income	\$32,926	\$31,941	\$35,503
2025-2030 Annual Rate	1.66%	1.87%	2.09%
GINI Index			
2025 Gini Index	38.9	39.4	40.0

Households by Income

Current median household income is \$64,433 in the area, compared to \$81,624 for all U.S. households. Median household income is projected to be \$72,077 in five years, compared to \$92,476 all U.S. households.

Current average household income is \$79,929 in this area, compared to \$116,179 for all U.S. households. Average household income is projected to be \$87,529 in five years, compared to \$128,612 for all U.S. households.

Current per capita income is \$32,016 in the area, compared to the U.S. per capita income of \$45,360. The per capita income is projected to be \$35,503 in five years, compared to \$50,744 for all U.S. households.

Housing			
2025 Housing Affordability Index	163	157	152
2010 Total Housing Units	1,985	3,696	5,449
2010 Owner Occupied Housing Units	1,058	1,977	3,203
2010 Renter Occupied Housing Units	734	1,263	1,565
2010 Vacant Housing Units	193	455	681
2020 Total Housing Units	1,972	3,671	5,425
2020 Owner Occupied Housing Units	1,042	1,957	3,160
2020 Renter Occupied Housing Units	747	1,302	1,628
2020 Vacant Housing Units	220	411	614
2025 Total Housing Units	1,986	3,689	5,460
2025 Owner Occupied Housing Units	1,077	2,013	3,239
2025 Renter Occupied Housing Units	731	1,271	1,585
2025 Vacant Housing Units	178	405	636
2030 Total Housing Units	1,992	3,697	5,474
2030 Owner Occupied Housing Units	1,097	2,045	3,287
2030 Renter Occupied Housing Units	721	1,252	1,559
2030 Vacant Housing Units	174	399	628
Socioeconomic Status Index			
2025 Socioeconomic Status Index	44.8	44.3	45.7

Currently, 59.3% of the 5,460 housing units in the area are owner occupied; 29.0%, renter occupied; and 11.6% are vacant. Currently, in the U.S., 57.9% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 9.8% are vacant. In 2020, there were 5,425 housing units in the area and 11.3% vacant housing units. The annual rate of change in housing units since 2020 is 0.12%. Median home value in the area is \$148,701, compared to a median home value of \$370,578 for the U.S. In five years, median value is projected to change by 2.92% annually to \$171,755.

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Traffic Count Profile

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Distance:	Street:	Closest Cross-street:	Year of Count:	Count:
0.13	Walton Street West	Pin Oak Dr (0.03 miles W)	2021	8002
0.14	SR 103	Bullhead Rd (0.59 miles S)	2021	2935
0.15	State Rte 103	Bullhead Rd (0.69 miles S)	2018	3247
0.21	Walton St W	S Main St (0.05 miles E)	2002	5650
0.24	Walton St E	Woodbine Ave (0.02 miles E)	2002	10560
0.27	South Main Street	W Perry St (0.03 miles N)	2021	4866
0.32	Myrtle Avenue	Perry St (0.07 miles N)	2021	4260
0.40	US 224	Walton St W (0.0 miles)	2021	3984
0.47	S Main St	Howard St (0.03 miles N)	2002	6030
0.47	Howard Street	PkSt (0.02 miles E)	2021	429
0.63	Long St	Woodbine Ave (0.04 miles SE)	2015	520
0.65	WOODBINE ST	Long St (0.0 miles)	2021	608
0.65	WOODBINE ST	Long St (0.02 miles S)	2020	506
0.65	East Howard Street	Spangler St (0.04 miles E)	2021	721
0.66	Myrtle Avenue	High St (0.03 miles N)	2021	3451
0.72	Conwell Ave	Fort Ball Rd (0.01 miles N)	2018	4945
0.76	Conwell Avenue	Fort Ball Rd (0.05 miles S)	2021	8891
0.78	Clark Street	W Tiffin St (0.03 miles N)	2021	272
0.78	Bull Head Road	Buckingham Rd (0.16 miles E)	2021	1538
0.79	West Tiffin Street	Clark St (0.02 miles E)	2021	2779
0.80	W Tiffin St	Euclid St (0.02 miles E)	2018	3088
0.83	Conwell Ave	E Howard St (0.04 miles N)	2002	5650
0.85	Wiers Road	State Hwy103 (0.06 miles W)	2021	67
0.91	Conwell Avenue	E Tiffin St (0.06 miles N)	2021	4947
0.92	S CONWELL AVE	E Howard St (0.12 miles S)	2020	4611
0.92	South Main Street	W Emerald St (0.03 miles N)	2021	3569
0.93	West Emerald Street	Dale Ave (0.02 miles W)	2021	314
0.96	East Tiffin Street	Conwell Ave (0.06 miles E)	2021	3918
0.96	Woodbine Avenue	E Emerald St (0.03 miles S)	2021	1163
0.98	S Myrtle Ave	W Maple St (0.09 miles N)	2019	3133

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