



EUGENE, OR

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## MARKET PROFILE 2020

**MAJOR RETAILERS** H&M, JCPenney, Macy's

**RESTAURANTS & ENTERTAINMENT** BJ's Restaurant & Brewhouse, Fuji Japanese Steakhouse,  
Texas Roadhouse, Regal Cinemas, Round1 Bowling & Amusement | **FOOD COURT** 10 units

**PROPERTY TYPE** Super-regional | **TOTAL SQUARE FEET** 871,000 | **BUILT / RENOVATED** 1969 / 1989 / 2019

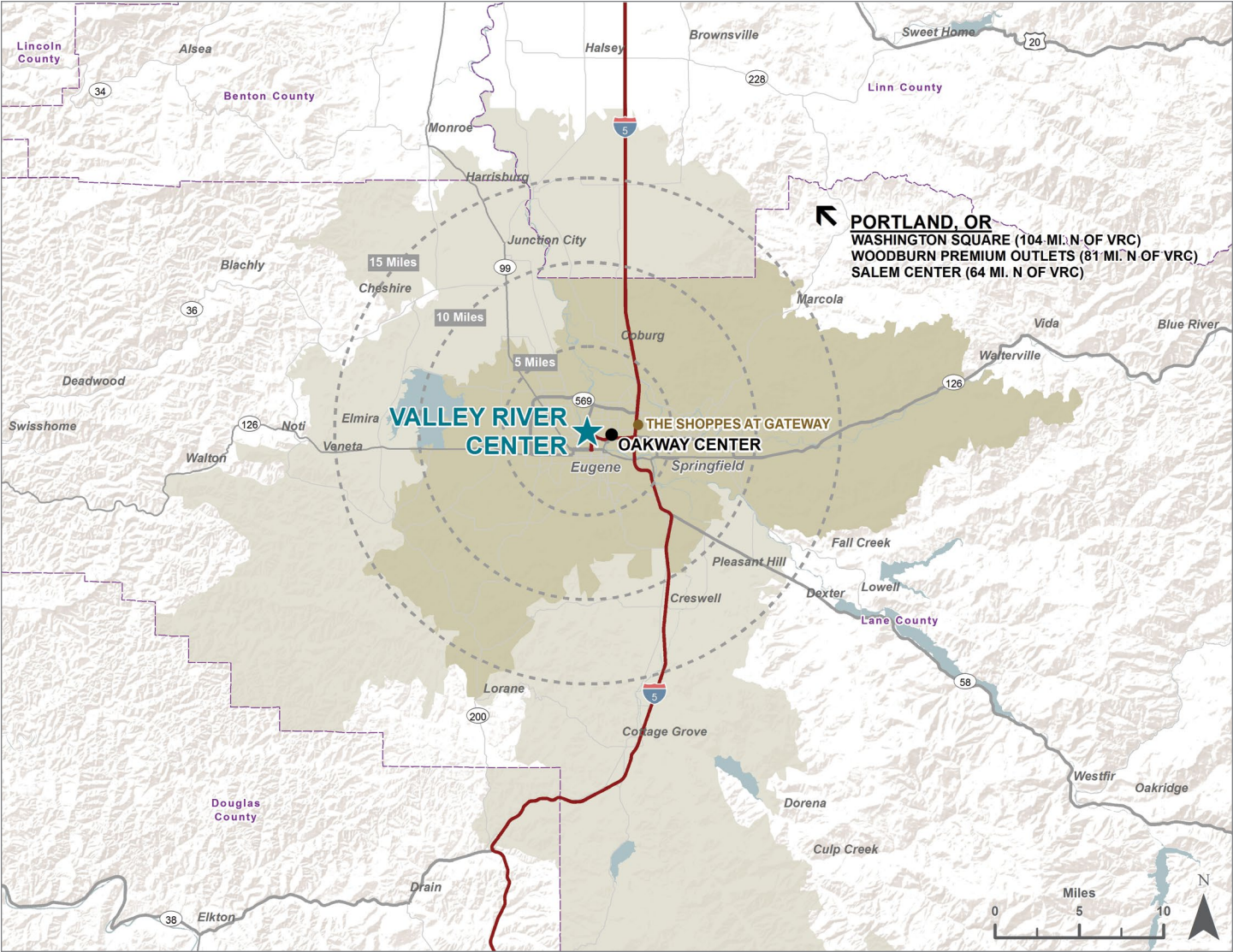
**FOR MORE INFORMATION** 541-683-5511 | [Macerich.com](http://Macerich.com)



# DEMOGRAPHIC SUMMARY

POPULATION		PRIMARY TRADE AREA		TOTAL TRADE AREA		EUGENE, OR [MSA]	
2019 Total Population		289,648		353,218		385,571	
2024 Total Population		303,619		370,439		404,758	
2019-2024 Population Growth		4.8%		4.9%		5.0%	
HOUSEHOLDS							
2019 Total Households		119,473		143,990		158,968	
2024 Total Households		125,014		150,702		166,523	
2019-2024 Household Growth		4.6%		4.7%		4.8%	
INCOME							
Average Household Income		\$71,473		\$71,349		\$70,695	
Median Household Income		\$51,763		\$52,352		\$52,004	
Per Capita Income		\$29,562		\$29,163		\$29,212	
HOUSEHOLD INCOME RANGES							
\$50,000 +		62,022	51.9%	75,701	52.6%	83,001	52.2%
\$75,000 +		39,973	33.5%	48,619	33.8%	53,093	33.4%
\$100,000 +		25,364	21.2%	30,222	21.0%	32,694	20.6%
\$150,000 +		9,891	8.3%	11,575	8.0%	12,382	7.8%
AGE							
Median Age		38.2		39.3		40.9	
EDUCATION / OCCUPATION							
Bachelor’s Degree Plus		70,479	35.5%	79,806	32.6%	86,721	31.9%
White Collar		84,939	61.3%	98,866	59.6%	104,436	59.1%
RACE / ETHNICITY							
White		242,644	83.8%	299,905	84.9%	329,464	85.4%
Black		4,061	1.4%	4,351	1.2%	4,528	1.2%
American Indian		3,754	1.3%	4,610	1.3%	5,113	1.3%
Asian		11,116	3.8%	11,813	3.3%	12,176	3.2%
Pacific Islander		757	0.3%	858	0.2%	922	0.2%
Other Race		27,315	9.4%	31,680	9.0%	33,368	8.7%
Hispanic or Latino		30,003	10.4%	34,642	9.8%	36,113	9.4%
Not Hispanic or Latino		259,645	89.6%	318,576	90.2%	349,458	90.6%
EMPLOYMENT / DAYTIME POPULATION		1 MILE		3 MILE		5 MILE	
Total Businesses		927		6,682		9,273	
Total Employees		10,968		82,001		118,425	
Daytime Population		16,746		156,435		248,975	

# TRADE AREA MAP



## LEGEND

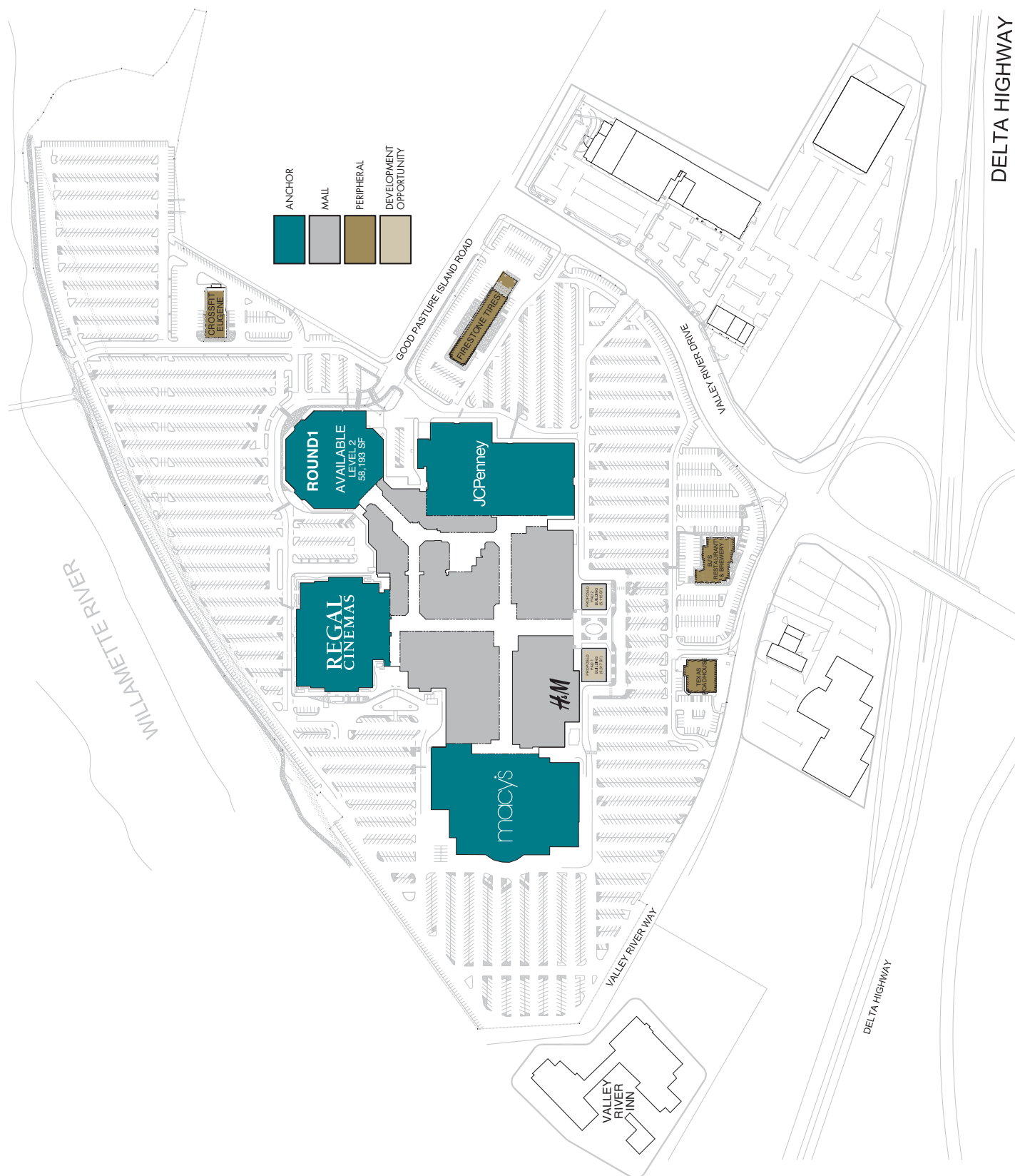
- ★ VALLEY RIVER CENTER
- PRIMARY TRADE AREA
- SECONDARY TRADE AREA
- COMPETITIVE CENTERS
- OTHER CENTERS



10% PCW



## SITE PLAN



# MARKET FACT SHEET

EUGENE IS THE  
2ND MOST  
POPULATED CITY  
IN OREGON

EUGENE’S AVERAGE  
COMMUTE TIME  
IS 18 MINUTES  
COMPARED TO THE  
NATIONAL AVERAGE  
OF 26 MINUTES

EUGENE AIRPORT IS THE  
2ND BUSIEST AIRPORT  
IN OREGON, PROVIDING DAILY  
SERVICE TO PORTLAND, SEATTLE,  
PHOENIX, BAY AREA, LOS ANGELES,  
SALT LAKE, DENVER AND CHICAGO

## WORLD ATHLETIC CHAMPIONSHIP

EUGENE WILL BE THE  
FIRST U.S. CITY TO HOST  
THE WORLD’S LARGEST  
SPORTING EVENT IN  
2021 DRAWING 30,000  
SPECTATORS DAILY

EUGENE RANKED IN  
THE TOP 30 LIST OF  
LIVABILITY.COM’S 100  
BEST PLACES TO LIVE

OREGON HAS  
NO SALES TAX

TOP 10 MOST  
HOSPITABLE U.S. CITIES  
(SUCCESSFUL MEETINGS)



OREGON COUNTRY FAIR IS  
THE LARGEST NONPROFIT  
ARTISAN FAIR ON THE WEST  
COAST AND ATTRACTS OVER  
45,000 PEOPLE  
TO THE AREA OVER 3 DAYS

BIRTHPLACE  
OF NIKE

UNIVERSITY OF OREGON RANKED 41 OUT OF MORE THAN 650 SCHOOLS  
AS ONE OF THE TOP PUBLIC UNIVERSITIES IN AMERICA

HOST TO THE NCAA AND U.S. OLYMPIC TEAM TRACK AND FIELD  
TRIALS AT HISTORIC HAYWARD FIELD

MEDIAN HOME COST IN EUGENE IS \$332,540 AND HOME APPRECIATION  
GREW BY 6.3%

## YEARLY SALES

JAN	7.1%	MAY	7.7%	SEP	8.4%
FEB	7.2%	JUN	8.4%	OCT	7.9%
MAR	8.5%	JUL	7.5%	NOV	8.7%
APR	7.6%	AUG	8.9%	DEC	12.2%





OWNED

OTHER

VALLEY RIVER CENTER

REGAL CINEMAS

ROUND1

JCPENNEY

H&M

FOREVER 21

DEVELOPMENT OPPORTUNITY

TEXAS ROADHOUSE

BJ'S RESTAURANT & BREWERY

NOODLES & COMPANY

DICKIE JO'S BURGERS

RED LOBSTER

DAVID'S BRIDAL

WORLD MARKET

MEN'S WEARHOUSE

MACY'S

VALLEY RIVER INN

ELMER'S RESTAURANT

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VALLEY RIVER INN

ELMER'S RESTAURANT

RED ROBIN

FIRESTONE TIRES

BARNES & NOBLE

CATHERINE'S

PETCO

ROSS

UMPQUA BANK

AT&T WIRELESS

STARBUCKS

OLIVE GARDEN

VALLEY RIVER WAY

VALLEY RIVER DR

DELTA HWY