



EUGENE, OR

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## MARKET PROFILE 2021

**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** 808,000 | **BUILT / RENOVATED** 1969 / 1989 / 2019

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

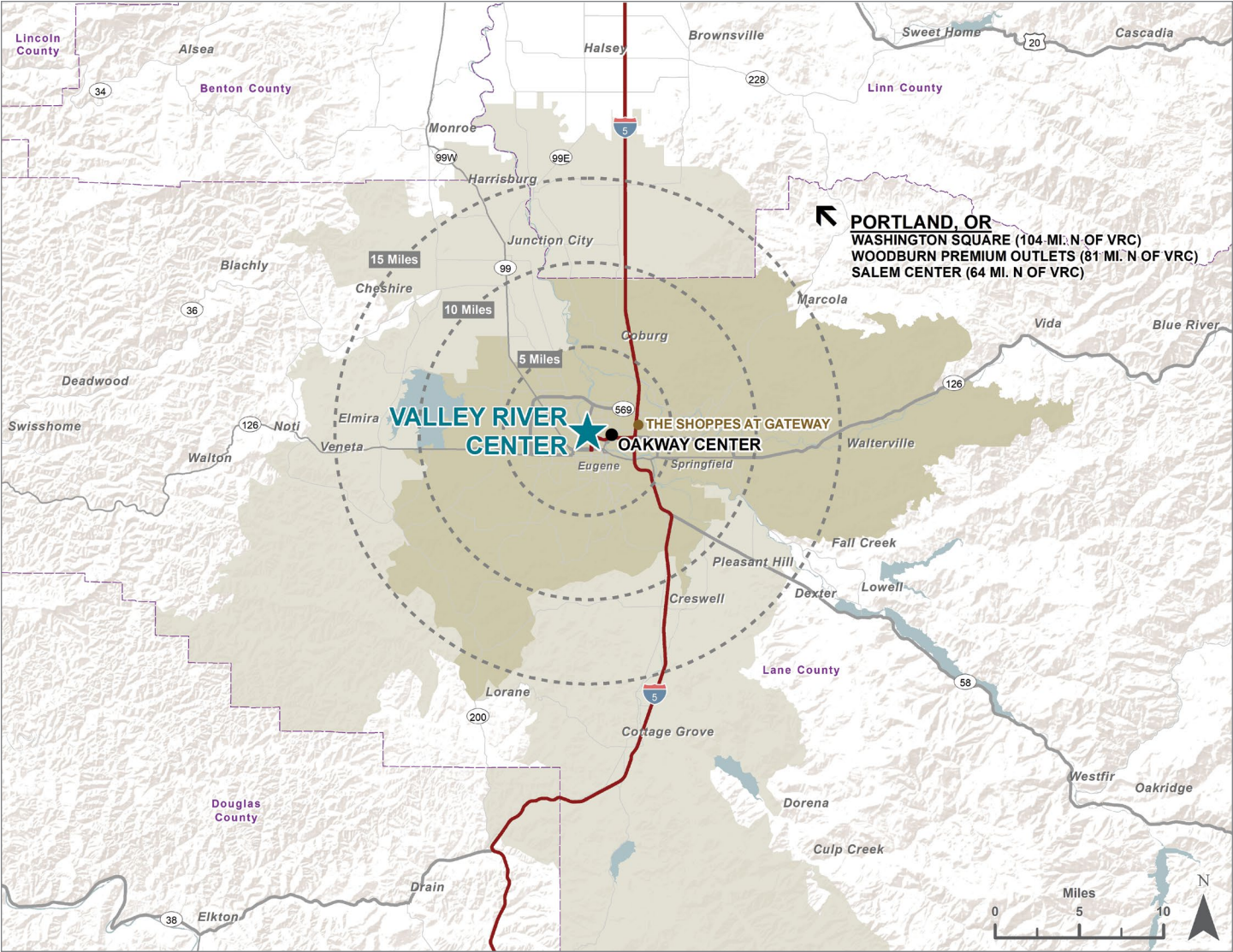


# DEMOGRAPHIC SUMMARY

POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		EUGENE, OR [MSA]	
2020 Total Population	294,453		358,564		391,053	
2025 Total Population	308,760		375,901		410,069	
2020-2025 Population Growth	4.9%		4.8%		4.9%	
HOUSEHOLDS						
2020 Total Households	121,810		146,669		161,772	
2025 Total Households	127,718		153,694		169,553	
2020-2025 Household Growth	4.9%		4.8%		4.8%	
INCOME						
Average Household Income	\$75,627		\$75,124		\$74,433	
Median Household Income	\$54,885		\$55,201		\$54,778	
Per Capita Income	\$31,379		\$30,814		\$30,870	
HOUSEHOLD INCOME RANGES						
\$50,000 +	67,466	55.4%	81,804	55.8%	89,530	55.3%
\$75,000 +	43,236	35.5%	52,271	35.6%	57,026	35.3%
\$100,000 +	27,204	22.3%	32,092	21.9%	34,739	21.5%
\$150,000 +	12,256	10.1%	14,076	9.6%	15,131	9.4%
AGE						
Median Age	38.4		39.5		41.1	
EDUCATION / OCCUPATION						
Bachelor’s Degree Plus	70,414	34.8%	80,054	32.2%	86,510	31.3%
White Collar	79,258	62.2%	92,324	60.4%	97,353	59.9%
RACE / ETHNICITY						
White	245,679	83.4%	303,305	84.6%	332,945	85.1%
Black	4,275	1.5%	4,582	1.3%	4,767	1.2%
American Indian	3,842	1.3%	4,706	1.3%	5,209	1.3%
Asian	11,760	4.0%	12,492	3.5%	12,878	3.3%
Pacific Islander	816	0.3%	921	0.3%	986	0.3%
Other Race	28,081	9.5%	32,559	9.1%	34,268	8.8%
Hispanic or Latino	31,281	10.6%	36,131	10.1%	37,660	9.6%
Not Hispanic or Latino	263,172	89.4%	322,433	89.9%	353,393	90.4%
EMPLOYMENT / DAYTIME POPULATION						
	1 MILE		3 MILE		5 MILE	
Total Businesses	894		6,521		9,103	
Total Employees	10,512		76,985		113,571	
Daytime Population	13,503		143,512		242,828	



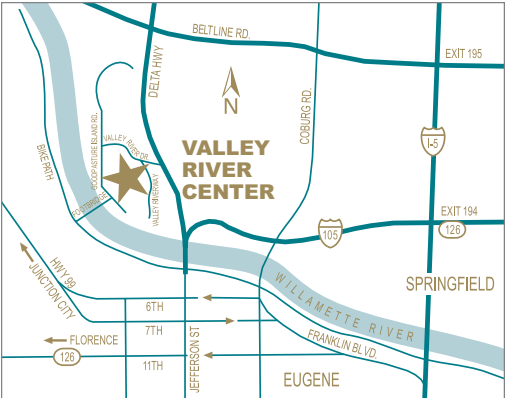
# TRADE AREA MAP



PORTLAND, OR  
WASHINGTON SQUARE (104 MI. N OF VRC)  
WOODBURN PREMIUM OUTLETS (81 MI. N OF VRC)  
SALEM CENTER (64 MI. N OF VRC)

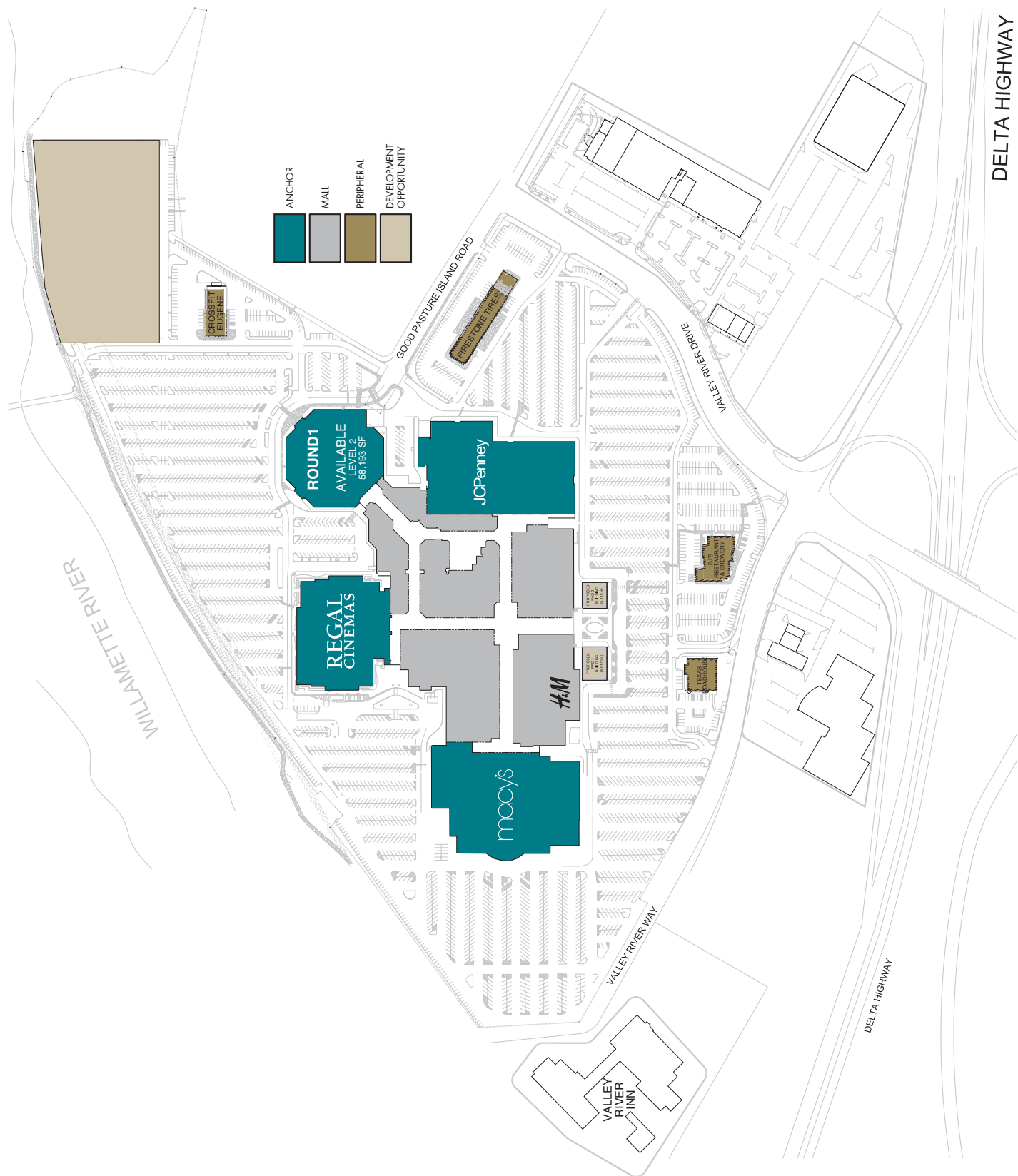
## LEGEND

- ★ 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 ATHLETICS CHAMPIONSHIPS

EUGENE WILL BE THE  
FIRST U.S. CITY TO HOST  
THE WORLD'S LARGEST  
SPORTING EVENT  
FEATURING TRACK & FIELD  
IN 2022 DRAWING 30,000  
SPECTATORS DAILY

EUGENE RANKED IN  
THE TOP 30 LIST OF  
LIVABILITY.COM'S 100  
BEST PLACES TO LIVE  
(2018)

OREGON HAS  
NO SALES TAX



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%



- |                 |                             |                      |                              |
|-----------------|-----------------------------|----------------------|------------------------------|
| 1 MACY'S        | 6 LOFT                      | 11 FUJI STEAKHOUSE   | 16 BATH & BODY WORKS         |
| 2 JCPENNEY      | 7 J. JILL                   | 12 VERIZON WIRELESS  | 17 H&M                       |
| 3 ROUND 1       | 8 AMERICAN EAGLE OUTFITTERS | 13 FOREVER 21        | 18 TEXAS ROADHOUSE           |
| 4 REGAL CINEMAS | 9 LANE BRYANT               | 14 VICTORIA'S SECRET | 19 BJ'S RESTAURANT & BREWERY |
| 5 BUCKLE        | 10 SUNGLASS HUT             | 15 FOOT LOCKER       | 20 FIRESTONE                 |



VALLEY RIVER INN

ELMER'S RESTAURANT

MEN'S WEARHOUSE

WORLD MARKET

NOODLES & COMPANY

DICKIE JO'S BURGERS

DAVID'S BRIDAL

RED LOBSTER

STARBUCKS

AT&T WIRELESS

OLIVE GARDEN

BARNES & NOBLE

ROSS

PETCO

RED ROBIN