



EUGENE, OR

MARKET PROFILE 2022

MAJOR RETAILERS Forever 21, H&M, JCPenney, Macy's

RESTAURANTS & ENTERTAINMENT Regal Cinemas, Round 1 Bowling & Amusement,
BJ's Restaurant & Brewhouse, Fuji Japanese Steakhouse, Texas Roadhouse

FOOD COURT 10 units

PROPERTY TYPE Super-regional | **TOTAL SQUARE FEET** 813,000 | **BUILT / RENOVATED** 1969 / 1989 / 2019

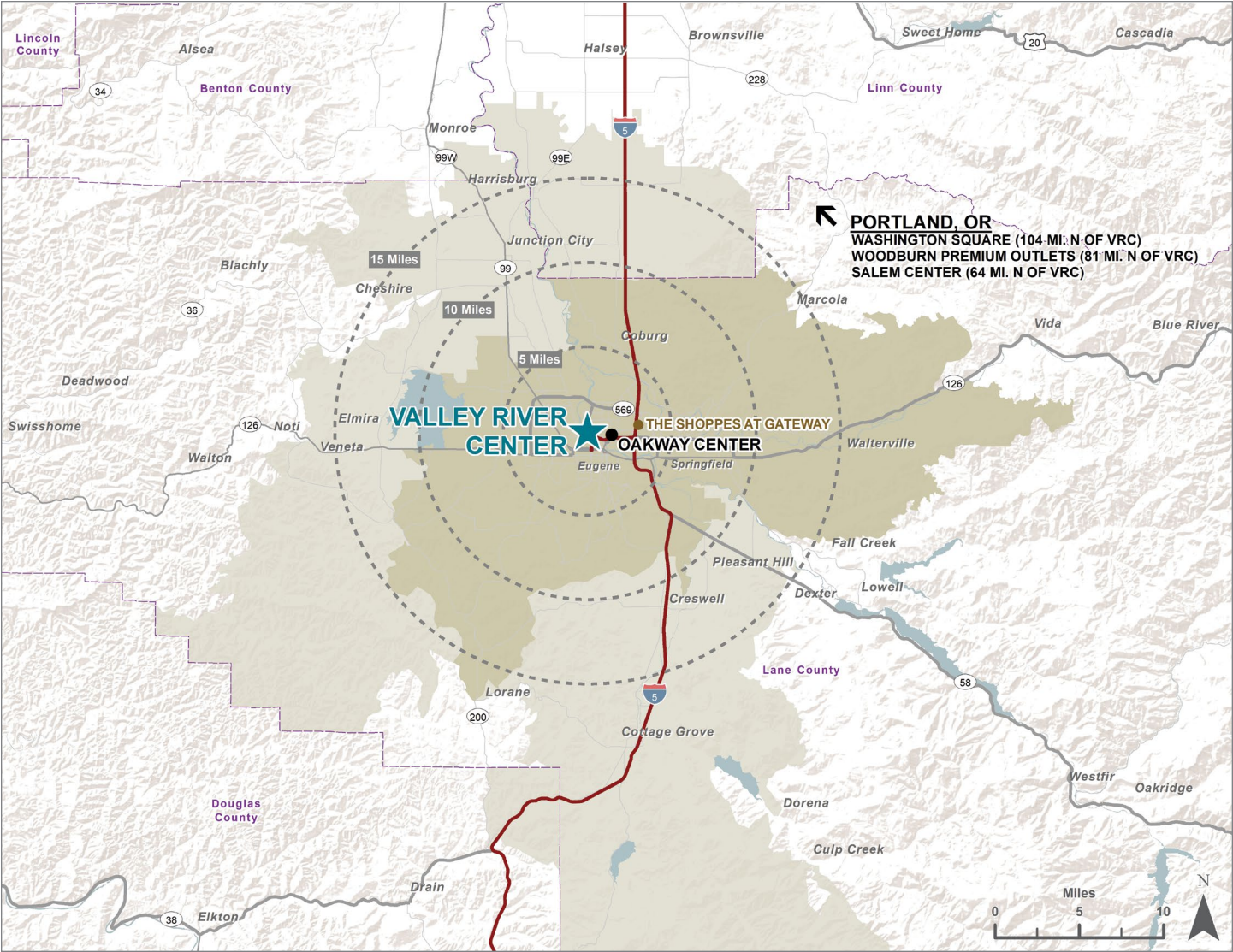
FOR MORE INFORMATION 541-683-5511 | Macerich.com



DEMOGRAPHIC SUMMARY

POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		EUGENE, OR [MSA]	
2021 Total Population	293,875		358,103		389,838	
2026 Total Population	307,384		374,608		408,041	
2021-2026 Population Growth	4.6%		4.6%		4.7%	
HOUSEHOLDS						
2021 Total Households	121,683		146,634		161,419	
2026 Total Households	127,299		153,379		168,926	
2021-2026 Household Growth	4.6%		4.6%		4.7%	
INCOME						
Average Household Income	\$76,578		\$76,124		\$75,722	
Median Household Income	\$55,932		\$56,248		\$55,700	
Per Capita Income	\$31,807		\$31,258		\$31,435	
HOUSEHOLD INCOME RANGES						
\$50,000 +	67,548	55.5%	81,794	55.8%	89,274	55.3%
\$75,000 +	46,276	38.0%	56,116	38.3%	61,124	37.9%
\$100,000 +	30,572	25.1%	36,330	24.8%	39,543	24.5%
\$150,000 +	12,428	10.2%	14,319	9.8%	15,595	9.7%
AGE						
Median Age	38.7		39.7		41.3	
EDUCATION / OCCUPATION						
Bachelor’s Degree Plus	71,896	35.4%	82,142	32.9%	88,692	32.1%
White Collar	92,912	64.8%	108,293	63.0%	114,207	62.6%
RACE / ETHNICITY						
White	244,882	83.3%	302,538	84.5%	331,482	85.0%
Black	4,380	1.5%	4,693	1.3%	4,878	1.3%
American Indian	4,000	1.4%	4,900	1.4%	5,418	1.4%
Asian	11,430	3.9%	12,149	3.4%	12,514	3.2%
Pacific Islander	796	0.3%	897	0.3%	967	0.2%
Other Race	28,386	9.7%	32,926	9.2%	34,579	8.9%
Hispanic or Latino	31,819	10.8%	36,761	10.3%	38,269	9.8%
Not Hispanic or Latino	262,056	89.2%	321,343	89.7%	351,569	90.2%
EMPLOYMENT / DAYTIME POPULATION						
	1 MILE		3 MILE		5 MILE	
Total Businesses	899		6,630		9,311	
Total Employees	10,849		77,029		115,480	
Daytime Population	14,270		144,787		243,972	

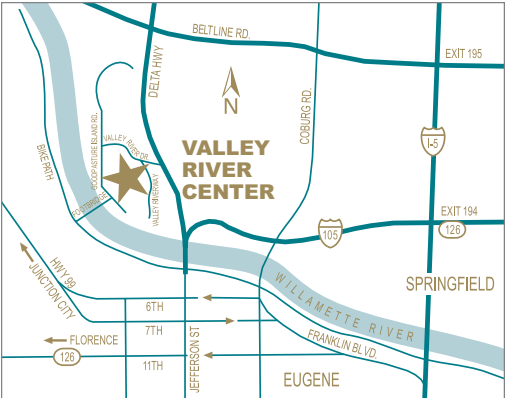
TRADE AREA MAP



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

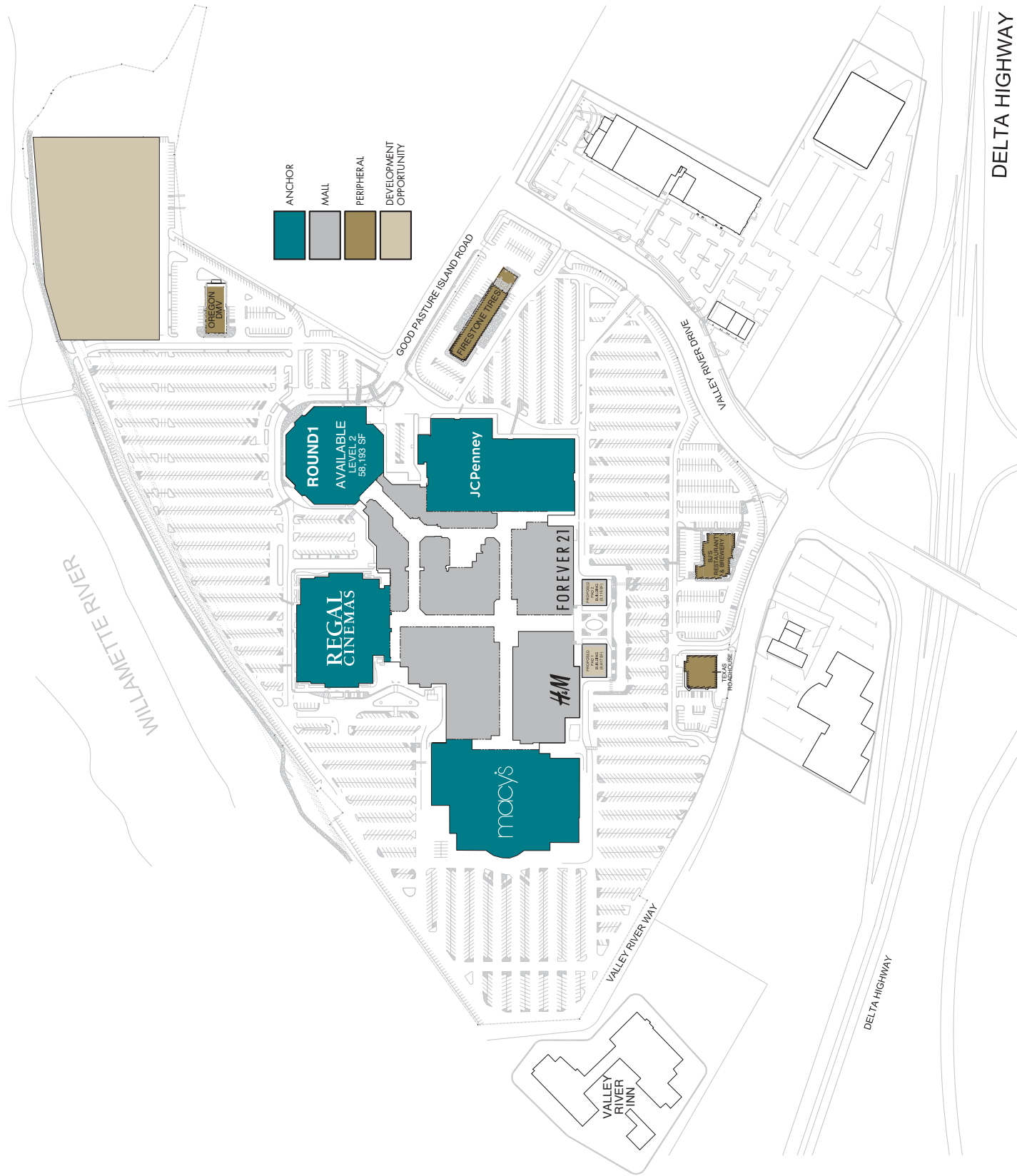
LEGEND

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



10% PCW

SITE PLAN



MARKET FACT SHEET

SHOP **TAX-FREE**
EVERYDAY IN OREGON

#5 BEST PLACE FOR
BUSINESS AND CAREERS (FORBES)
AND #16 BEST PLACE FOR
YOUNG PROFESSIONALS (NICHE)

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

EUGENE IS THE
3RD MOST POPULATED
CITY IN OREGON

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

29.7 MILLION DOMESTIC
AND INTERNATIONAL
VISITORS GENERATED
\$12.8 BILLION IN REVENUE
IN OREGON IN 2019

ON TRACK TO BE
THE **6TH FASTEST**
GROWING STATE FOR
INTERNATIONAL TOURISM

OREGON IS
RANKED 10TH
BEST PLACE TO LIVE
(U.S. NEWS)

#60 OF 228
HEALTHIEST CITIES
IN AMERICA 2021
(NICHE)



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 AND HOME TO THE UNIVERSITY
OF OREGON**, WITH MORE THAN 70,000 STUDENTS ANNUALLY.
KNOWN AS “TRACK TOWN USA,” THE HISTORIC FIELD HOSTS
NATIONAL AND INTERNATIONAL TRACK AND FIELD EVENTS,
INCLUDING THE **2022 WORLD CHAMPIONSHIPS WITH
MORE THAN 30,000 SPECTATORS DAILY.**

YEARLY SALES

JAN	5.1%	MAY	7.1%	SEP	9.0%
FEB	5.2%	JUN	8.8%	OCT	8.1%
MAR	9.3%	JUL	8.5%	NOV	9.2%
APR	7.6%	AUG	8.8%	DEC	13.4%

MAJOR RETAILERS INCLUDE:

MACY'S	BJ'S RESTAURANT & BREWERY	BUCKLE	FUJI STEAKHOUSE	LOFT
JCPENNEY	TEXAS ROADHOUSE	COTTON ON	FOREVER 21	PACSUN
ROUND 1	AMERICAN EAGLE OUTFITTERS	FIRESTONE TIRES	HM	SUNGLASS HUT
REGAL CINEMAS	BATH & BODY WORKS	FOOT LOCKER	HOLLISTER	VICTORIA'S SECRET

