



EUGENE, OR

## MARKET PROFILE 2023

**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](https://www.macerich.com)

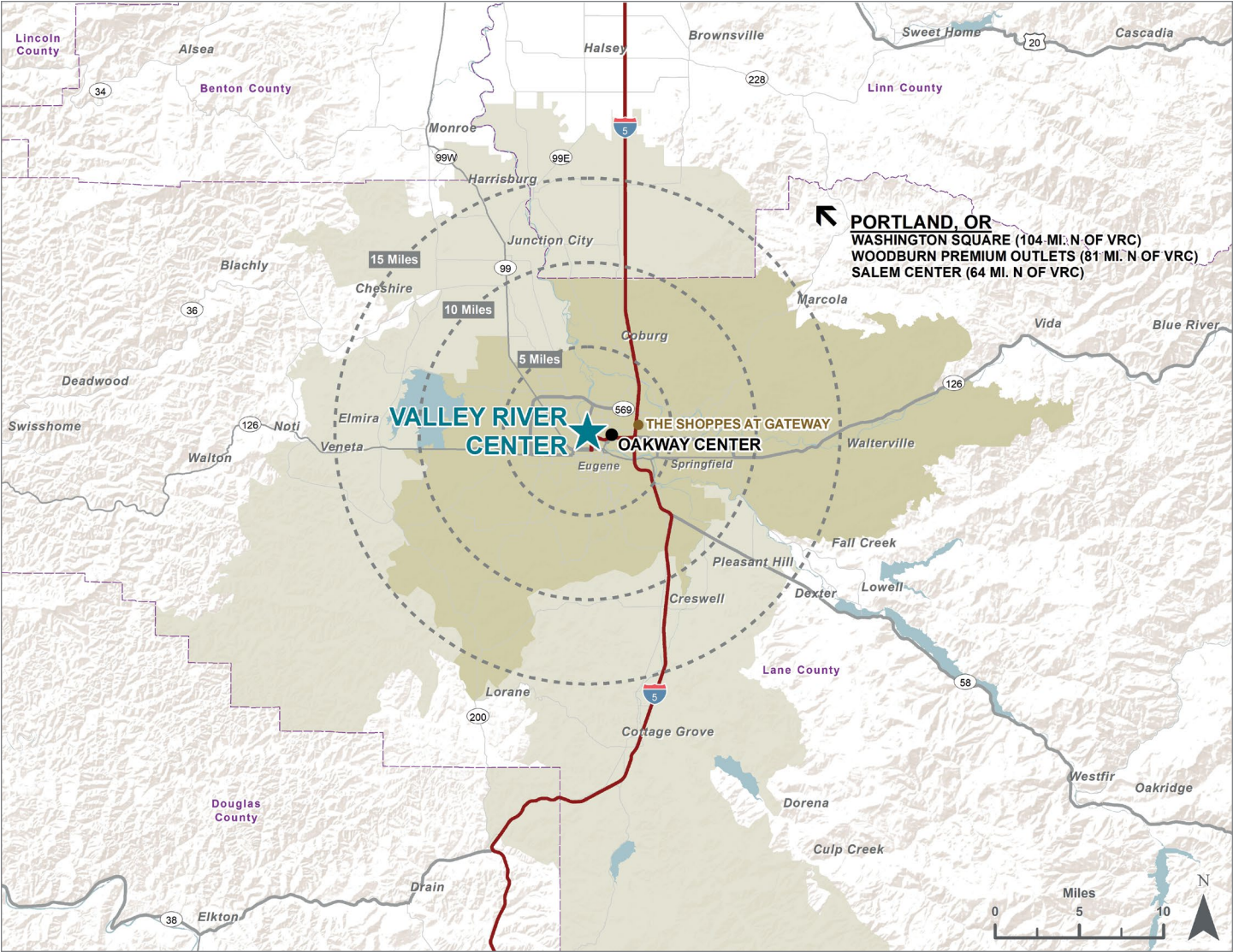


# DEMOGRAPHIC SUMMARY

| POPULATION                      | PRIMARY TRADE AREA |       | TOTAL TRADE AREA |       | EUGENE-SPRINGFIELD, OR [MSA] |       |
|---------------------------------|--------------------|-------|------------------|-------|------------------------------|-------|
| 2022 Total Population           | 292,889            |       | 355,759          |       | 387,208                      |       |
| 2027 Total Population           | 294,435            |       | 358,280          |       | 390,984                      |       |
| 2022-2027 Population Growth     | 0.5%               |       | 0.7%             |       | 1.0%                         |       |
| HOUSEHOLDS                      |                    |       |                  |       |                              |       |
| 2022 Total Households           | 119,865            |       | 143,882          |       | 158,233                      |       |
| 2027 Total Households           | 120,381            |       | 144,713          |       | 159,589                      |       |
| 2022-2027 Household Growth      | 0.4%               |       | 0.6%             |       | 0.9%                         |       |
| INCOME                          |                    |       |                  |       |                              |       |
| Average Household Income        | \$88,126           |       | \$87,928         |       | \$87,683                     |       |
| Median Household Income         | \$62,626           |       | \$63,391         |       | \$62,870                     |       |
| Per Capita Income               | \$36,305           |       | \$35,750         |       | \$36,026                     |       |
| HOUSEHOLD INCOME RANGES         |                    |       |                  |       |                              |       |
| \$50,000 +                      | 72,097             | 60.1% | 87,293           | 60.7% | 95,469                       | 60.3% |
| \$75,000 +                      | 51,688             | 43.1% | 62,727           | 43.6% | 68,458                       | 43.3% |
| \$100,000 +                     | 35,594             | 29.7% | 42,467           | 29.5% | 46,344                       | 29.3% |
| \$150,000 +                     | 15,040             | 12.5% | 17,462           | 12.1% | 19,107                       | 12.1% |
| AGE                             |                    |       |                  |       |                              |       |
| Median Age                      | 38.6               |       | 39.6             |       | 41.2                         |       |
| EDUCATION / OCCUPATION          |                    |       |                  |       |                              |       |
| Bachelor’s Degree Plus          | 74,333             | 38.2% | 84,882           | 35.5% | 91,752                       | 34.7% |
| White Collar                    | 84,598             | 56.7% | 98,986           | 55.4% | 104,214                      | 54.8% |
| RACE/ETHNICITY                  |                    |       |                  |       |                              |       |
| White                           | 230,459            | 78.7% | 283,622          | 79.7% | 310,890                      | 80.3% |
| Black/African American          | 4,297              | 1.5%  | 4,596            | 1.3%  | 4,771                        | 1.2%  |
| American Indian                 | 3,540              | 1.2%  | 4,321            | 1.2%  | 4,750                        | 1.2%  |
| Asian                           | 8,961              | 3.1%  | 9,510            | 2.7%  | 9,818                        | 2.5%  |
| Pacific Islander                | 906                | 0.3%  | 992              | 0.3%  | 1,037                        | 0.3%  |
| Other Race                      | 44,725             | 15.3% | 52,718           | 14.8% | 55,942                       | 14.4% |
| Hispanic or Latino              | 32,070             | 10.9% | 37,082           | 10.4% | 38,544                       | 10.0% |
| Not Hispanic or Latino          | 260,819            | 89.1% | 318,677          | 89.6% | 348,664                      | 90.0% |
| EMPLOYMENT / DAYTIME POPULATION |                    |       |                  |       |                              |       |
|                                 | 1 MILE             |       | 3 MILE           |       | 5 MILE                       |       |
| Total Businesses                | 974                |       | 7,149            |       | 9,973                        |       |
| Total Employees                 | 11,072             |       | 77,868           |       | 115,278                      |       |
| Daytime Population              | 16,250             |       | 155,085          |       | 247,945                      |       |



# TRADE AREA MAP



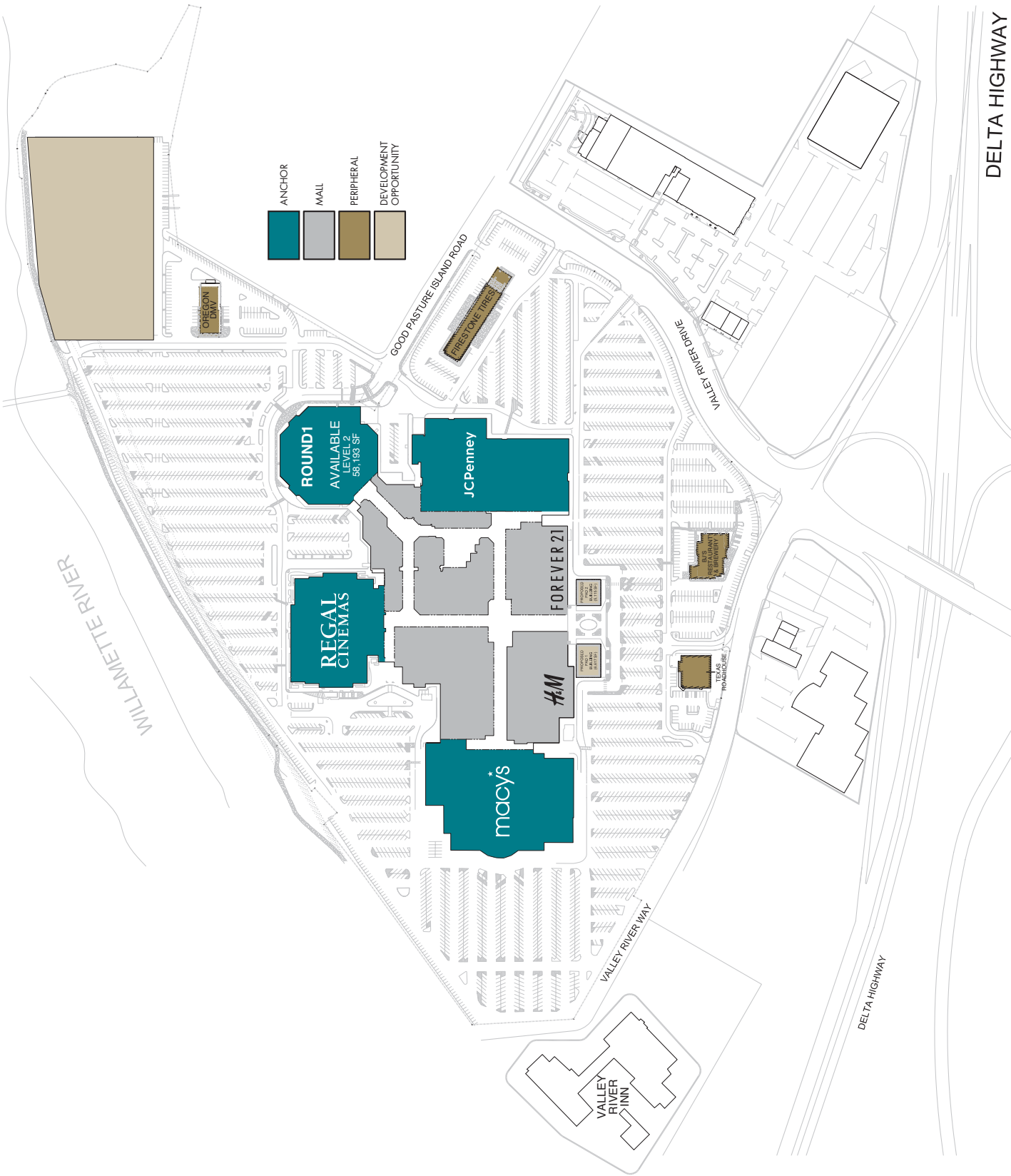
## LEGEND

- ★ 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

THE CREATION OF NEARLY  
24,000 NEW JOBS ARE EXPECTED  
FROM 2023 TO 2030, A 15%  
INCREASE IN EMPLOYMENT  
(2022 STATE OF THE WORKFORCE)

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  
AND LANE COUNTY IS THE 4TH  
MOST POPULATED COUNTY

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

#46 BEST PLACE FOR  
BUSINESS AND CAREERS  
(FORBES, 2020)

\$860 MILLION GENERATED  
IN REVENUE FROM 2022  
TOURISM SPENDING, WITH  
AN ESTIMATED \$8.8 MILLION  
ECONOMIC IMPACT FROM  
CONVENTION ATTENDANCE,  
\$32 MILLION ESTIMATED  
ECONOMIC IMPACT FROM  
SPORTING EVENTS

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

AMENITIES, ECONOMY,  
DEMOS, HOUSING AND  
MORE PLACES EUGENE  
ON THE TOP 100 BEST  
PLACES TO LIVE IN  
THE U.S.  
(#31 LIVEABILITY 2022)

#58 OF 228  
HEALTHIEST CITIES  
IN AMERICA  
(NICHE, 2022)



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 KNOWN AS “TRACK TOWN USA”  
THE SURROUNDING AREA IS HOME TO MORE THAN 70,000  
STUDENTS WHO ATTEND NEARBY COLLEGES AND UNIVERSITIES

THE UNIVERSITY OF OREGON HOSTS ANNUAL NATIONAL AND  
INTERNATIONAL TRACK AND FIELD EVENTS AT HISTORIC HAYWARD  
FIELD, INCLUDING THE 2022 WORLD CHAMPIONSHIPS

## YEARLY SALES

|     |       |     |       |     |        |
|-----|-------|-----|-------|-----|--------|
| JAN | 6.83% | MAY | 7.93% | SEP | 8.67%  |
| FEB | 7.21% | JUN | 8.59% | OCT | 8.02%  |
| MAR | 8.69% | JUL | 7.82% | NOV | 8.07%  |
| APR | 7.79% | AUG | 8.56% | DEC | 11.83% |



MAJOR RETAILERS INCLUDE:

|               |                           |                 |            |                       |
|---------------|---------------------------|-----------------|------------|-----------------------|
| MACY'S        | BJ'S RESTAURANT & BREWERY | BUCKLE          | FOREVER 21 | PACSUN                |
| JCPENNEY      | TEXAS ROADHOUSE           | COTTON ON       | H&M        | SUNGLASS HUT          |
| ROUND1        | AMERICAN EAGLE OUTFITTERS | FOOT LOCKER     | HOLLISTER  | TILLY'S (COMING SOON) |
| REGAL CINEMAS | BATH & BODY WORKS         | FUJI STEAKHOUSE | LOFT       | VICTORIA'S SECRET     |

