



WASHINGTON SQUARE

PORTLAND, OR

MARKET PROFILE 2025

MAJOR RETAILERS DICK'S Sporting Goods, JCPenney, Macy's, Nordstrom

RESTAURANTS & ENTERTAINMENT 85°C Bakery Café, The Cheesecake Factory, Din Tai Fung, Ezell's Famous Chicken, Gen Korean BBQ, Nordstrom Marketplace Café, Panera Bread, Red Robin, Thirsty Lion Gastropub & Grill | **FOOD COURT** 10 units

PROPERTY TYPE Super-regional | **TOTAL SQUARE FEET** 1,300,000 | **BUILT / RENOVATED** 1974 / 2005

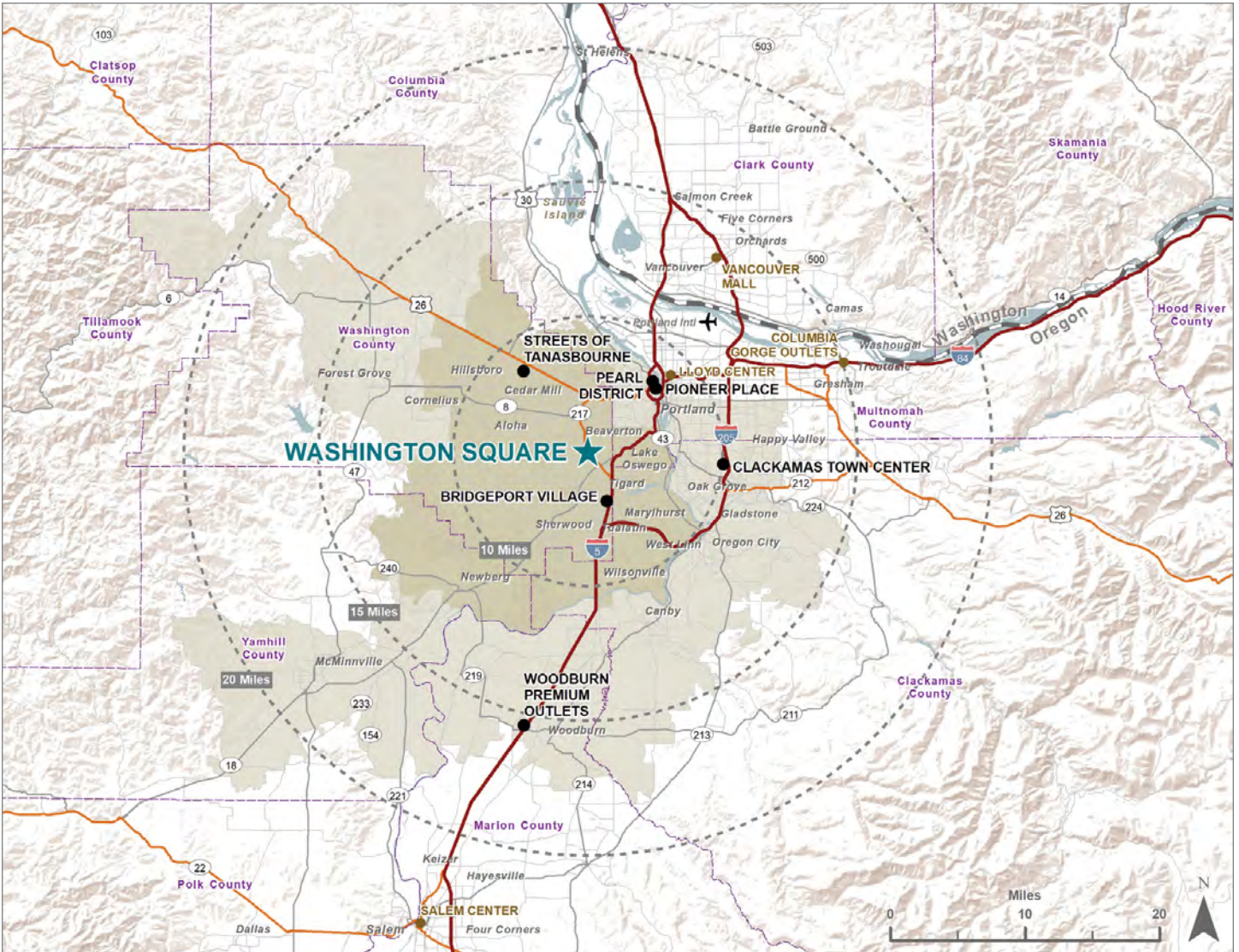
FOR MORE INFORMATION 503-639-8865 | Macerich.com



DEMOGRAPHIC SUMMARY

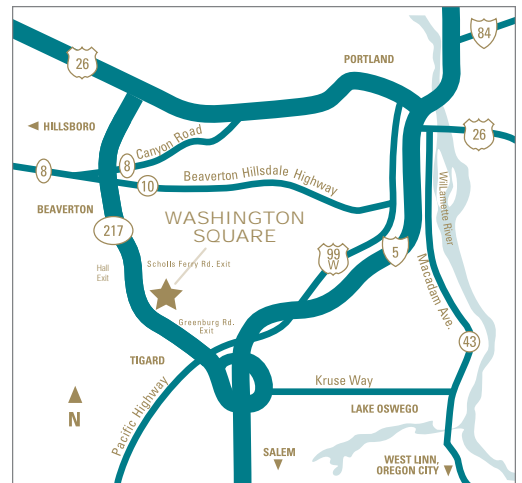
POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		PORTLAND-VANCOUVER-HILLSBORO, OR-WA [MSA]	
2024 Total Population	748,135		1,423,977		2,593,190	
2029 Total Population	763,278		1,458,556		2,664,922	
% Population Change 2024 to 2029	2.0%		2.4%		2.8%	
HOUSEHOLDS						
2024 Total Households	289,751		564,165		1,014,095	
2029 Total Households	298,037		582,025		1,047,921	
% Household Change 2024 to 2029	2.9%		3.2%		3.3%	
INCOME						
Average Household Income	\$152,554		\$138,139		\$130,560	
Median Household Income	\$109,139		\$100,316		\$94,993	
Per Capita Income	\$59,128		\$54,798		\$51,126	
HOUSEHOLD INCOME RANGES						
Household Income \$50,000 +	234,228	80.8%	432,235	76.6%	766,149	75.6%
Household Income \$75,000 +	196,137	67.7%	353,253	62.6%	618,302	61.0%
Household Income \$100,000 +	160,325	55.3%	283,204	50.2%	485,643	47.9%
Household Income \$150,000 +	100,206	34.6%	169,627	30.1%	281,276	27.7%
AGE						
Median Age	39.1		39.1		39.4	
EDUCATION / OCCUPATION						
Bachelor's Degree +	281,512	53.3%	495,801	48.6%	806,123	43.4%
White Collar	295,372	73.0%	534,962	69.6%	903,420	66.4%
RACE/ETHNICITY						
White	490,151	65.5%	959,919	67.4%	1,801,166	69.5%
Black	17,338	2.3%	33,652	2.4%	82,643	3.2%
American Indian	6,614	0.9%	15,333	1.1%	29,103	1.1%
Asian	87,950	11.8%	135,556	9.5%	201,100	7.8%
Pacific Islander	4,043	0.5%	6,786	0.5%	17,689	0.7%
Other Race	54,190	7.2%	105,659	7.4%	167,847	6.5%
2 + Races	87,849	11.7%	167,072	11.7%	293,642	11.3%
Hispanic Population	116,227	15.5%	228,113	16.0%	368,413	14.2%
EMPLOYMENT / DAYTIME POPULATION						
	1 MILE		3 MILE		5 MILE	
Total Businesses	1,564		7,124		15,343	
Total Employees	15,753		69,232		154,369	
Total Daytime Population	27,273		159,849		365,374	

TRADE AREA MAP



LEGEND

- ★ WASHINGTON SQUARE
- PRIMARY TRADE AREA
- SECONDARY TRADE AREA
- COMPETITIVE CENTERS
- OTHER CENTERS



10% PCW

AT A GLANCE

CENTER INFORMATION

Just minutes from Portland, OR, conveniently located in the heart of Washington County, Washington Square is the Pacific Northwest's premier shopping center with a diverse selection of over 170 premier apparel and popular digitally native brands.

9.4M VISITORS

#1 IN SUPER-REGIONAL CENTERS
IN OREGON

#1 GLA IN THE REGION

1.3 MILLION SQUARE FEET, WITH
4 ANCHORS AND MORE THAN 170
RETAILERS, INCLUDING 25+ DINING
SPOTS

TAX FREE EVERY DAY

SHOP TAX-FREE EVERY DAY IN
OREGON

MARKET INFORMATION

- Within 7 miles, 572K residents, 690K daytime population, \$149K average household income (31% over U.S. average)
- **#1 IN COLLEGE-EDUCATED SHOPPERS:** 53% of Washington Square shoppers have a college degree or higher

OTHER FACTS

- Portland is ranked **4TH BEST PLACE TO LIVE ON THE WEST COAST** (U.S. News, 2024), 3rd Best City for Outdoor Activities and 23rd Best City for Young Professionals (Niche, 2024), and 14th Most Fun City in America (Wallethub, 2024)
- Portland listed in **BEST PLACES TO GO IN 2025** (Travel and Leisure, 2025)
- Portland ranks **#10 TOP FOOD CITY** in the World (Timeout, 2024)
- **PORTLAND IS "UNDER-MALLED"** with the metro area having one of the nation's lowest rates of retail space per capita
- **NEW RETAILERS IN 2024-2025:** alo yoga, Arc'teryx, Garage, Gen Korean BBQ, Mango, Mejuri, Moleskine, Pop Mart, TravisMathew
- Active and outdoor focus includes **PROFESSIONAL SPORTS:** Portland has an NBA team and arena and a MLS and a NWLS team and stadium. WNBA expansion team coming in 2026. MLB expansion team and stadium in progress

ECONOMIC DRIVERS

- **TOP INDUSTRIES** in Greater Portland area are: Software, Computers & Electronics, Apparel & Outdoor, Bioscience, Clean Tech, Metals & Machinery, Food & Beverage and Design & Media
- Home to **"SILICON FOREST"**: Intel, Google, Tektronix, Analog Devices and Mentor Graphics anchor the high-tech sector
- **INTEL** has 23K employees in Oregon, its global center of semiconductor research. A new \$3 billion factory upgrade and expansion is planned
- **ACTIVEWEAR HEADQUARTERS:** Home to Nike's World HQ, Columbia Sportswear, Adidas U.S. HQ and Under Armour Global Performance Innovation Center. Hoka, lululemon and On also have design studios in Portland
- Oregon is the 5th top producing state for wine; specializing in Pinot Noir
- Time Magazine lists the Willamette Valley as one of the **WORLD'S 50 GREATEST PLACES** (Time, 2024)
- Tourism information: **12M** overnight person-trips annually to Portland. **\$5.4B** in direct spend from visitors in Portland



MAJOR RETAILERS INCLUDE:

- NORDSTROM
- MACY'S
- DICK'S SPORTING GOODS
- JCPENNEY
- ABERCROMBIE & FITCH
- AMERICAN EAGLE
- ALO
- ARC'TERYX
- ARITZIA
- BEN BRIDGE JEWELERS
- THE CHEESECAKE FACTORY
- DIN TAI FUNG
- GEN KOREAN BBQ
- LEGO
- LULULEMON
- NESPRESSO
- POTTERY BARN
- SEPHORA
- THE NORTH FACE
- WILLIAMS SONOMA

