

MARKET PROFILE - EUGENE, OR

OVERVIEW

Eugene, nicknamed the "Emerald City," is Oregon's 3rd largest city and is a diverse college town with an active community and recreational life. Located just 90 miles south of Portland, it is nestled in the Willamette Valley between the Cascade Mountains and the Oregon Coast Range.

Being a college town, Eugene has a high percentage of professionals. Over 35% of the population has completed four or more years of college.

The local economy is supported by a number of industries and by businesses of all sizes. Including sole proprietorships and limited partnerships, there are more than 10,000 businesses in or around Eugene. As a college community, transit offers the one best solution for reaching across very diverse demographic boundaries.

DEMOGRAPHICS

DMA FACTS

(Designated Market Area = defined geographical area used by A.C. Nielsen to identify large television viewing audiences)

- Ranking: 120
- Population: 570,904

MSA FACTS

(Metropolitan Statistical Area = includes a city of at least 50,000 population)

- Population: 329,959
- Median Age: 33
- Median Household Income: \$35,850
- Annual Retail Sales: \$2,239,391,000
- Percent Population by Race:
 - White: 88%
 - Asian: 3%
 - Hispanic: 5%

TRANSIT DISTRICT FACTS

Lane Transit District (LTD) was ranked second in the nation among the 12 comparable bus systems in its peer group. LTD also ranked 22nd in the nation overall by UNCC's Center for Interdisciplinary Transportation Studies.

TRANSIT SYSTEM

Lane Transit District (LTD)

TOTAL VEHICLES

110 buses

AVERAGE MONTHLY RIDERSHIP

675,267

AREAS SERVED

Eugene and Springfield

SHOPPING/RESTAURANT COVERAGE

Valley River Center, Gateway Mall, Marketplace West, Downtown Shops, Fifth Street Public Market, Oakway Mall, and all other major shopping areas.

RECREATION/ENTERTAINMENT COVERAGE

University of Oregon Ducks basketball (Mac Court), football (Autzen Stadium), soccer, softball (Howe Field), track and field (Hayward Field), Eugene Emeralds Baseball, The Hult Center for the Performing Arts, The WOW Hall, Mt. Pisgah Arboretum, Spencer's Butte, WISTEC Planetarium, McKenzie River, numerous golf courses and city parks.

COLLEGE/UNIVERSITY COVERAGE

University of Oregon

HOSPITAL COVERAGE

Sacred Heart Medical Center

TOP TEN AREA LIFESTYLES

Camping/Hiking; Recreational Vehicles; Hunting/Shooting; Own a Cat; Snow Skiing Frequently; Motorcycles; Fishing Frequently; Science Fiction; Vegetable Gardening; and Science/New Technology



TRANSIT ADVERTISING

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