

# EUGENE | Lane County, Oregon



Photo: EugeneCascadesCoast.org

## AT THE LEADING EDGE OF INDUSTRY AND INNOVATION



As the home of the University of Oregon, the City of Eugene attracts a steady river of exceptional talent from across the globe. The community has a long history of innovating, ranging from Nike's waffle sole to advances in the biotechnical field. The city has a long history of being at the leading edge of national and state social, environmental, and economic policy issues. Eugene rivals Portland in diversity, innovation capacity, amenities and livability while offering a much more affordable cost of living than any major metro on the West Coast.

### Welcome,

**Located on the Willamette River and adjacent to the Interstate 5, Eugene offers an ample and high-quality water supply, electricity with low-to-zero carbon emissions, and an open access fiber network. Eugene's foundational infrastructure can support continued expansion of traditional industries and innovators in emerging sectors alike. Eugene welcomes big, bold ideas, and welcomes diverse perspectives which are vital to continuing our legacy of producing leading edge thinkers and do-ers! Here is a taste of what we have to offer:**

- **Transportation:** Direct access two major highways—Interstate-5 and Highway 12. Eugene Regional Airport offers direct flights to 15 major destinations on the West Coast and Mountain West. Rail and transit connections serve the area, connecting it to the broader region.
- **Housing:** The cost of housing is lower in Eugene than in larger metro regions throughout the west coast, while offering extensive amenities.
- **Wages:** Wages in Eugene trend below metro regions on the west coast, while still offering the same top tier talent.
- **Available Space:** Eugene offers numerous sites and buildings from small to large located in industrial, mixed-use, and retail zones—many of which are eligible for Enterprise Zone incentives.
- **Communication:** Multiple national and regional wireless and wired internet service providers offer high-speed service in Eugene. Fiber to the premises is available in key areas.
- **Education:** 85% of Eugene is served by Eugene School District 4J School District which includes 16,000 students attending 19 elementary schools, 8 middle schools, 4 comprehensive high schools, and 1 alternative high school. Bethel School District serves Eugene as well with 5 elementary schools, 4 middle schools, and 2 high schools. It is also home to the University of Oregon (annual enrollment over 23,600) and Bushnell University (student body of over 700). Eugene is also served by Lane Community College.



# QUALITY OF LIFE | Eugene

## LIFESTYLE MATTERS!

Over the decades, Eugene still proudly represents its moniker as Track Town USA for being the founding home of Nike, but like its historic track legends Eugene continues to reinvent itself and push the boundaries of what is possible. The civically-minded community thrives on a strong culture synonymous with core progressive values related to social inclusion, a vibrant and regenerative natural landscape, and growing conscious, sustainable enterprises.

The Downtown and increasingly-developed Riverfront Districts offer high-amenity urban live-work-play destinations and is the home of the \$1 billion UO Knight Campus driving innovations across biosciences and bioengineering with the potential to alter our understandings of human potential! Neighborhoods throughout the City deliver a range of alternatives for young professionals to families and retirees. To see this burgeoning core of the region at its most vibrant, stop by the Saturday Market from Spring to Fall and find 4-square blocks of entrepreneurial artisans, artists, growers, and makers supplying hundreds of thousands with goods and many of the over 230 varieties of produce sourced across Lane County.



Photo: University of Oregon



Photo: EugeneCascadesCoast.org

### Eugene residents can enjoy the following key destinations and amenities:

- Downtown Eugene restaurants, shops and cafes
- Whitaker Historic Commercial Area
- East Skinner Butte Historic District
- 5th Street Public Market
- Autzen Stadium
- Hayward Field
- The Museum of Natural and Cultural History
- Hult Center for the Performing Arts
- Jordan Schnitzer Museum of Art and the University of Oregon
- Lane County Farmers Market
- Alton Baker Park
- Breweries, distilleries, food hubs, cowork spaces, and more!

# TOP PRIVATE INDUSTRIES | Eugene



## Advanced Manufacturing

Wood products, fabricated metals, electrical and communications equipment, and machinery manufacturing.



## Food & Beverage

Craft and artisanal production & service, breweries, distilleries, wineries, natural foods.



## Technology & Innovation

Hard- and soft-technology, biosciences and bioengineering.



## Entertainment, Dining & Retail

Arts, music and culture; specialty hobby, sports and recreation.



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## ORGANIZATIONS

Many organizations support businesses and economic development in Eugene and Lane County:

- Eugene Area Chamber of Commerce
- RAIN-Catalysts
- Connected Lane County – Spark on 7th
- Lane County Community College
- Lane Workforce Partnership
- Onward Eugene
- Collaborative Economic Development of Oregon
- Travel Lane County
- Business Oregon
- City of Eugene
- Lane Small Business Development Center

# COMMUNITY PROFILE | Eugene

## POPULATION AND HOUSEHOLDS

Population Totals	Eugene	Lane County	Oregon
2010	157,383	351,715	3,831,074
2020	176,712	382,971	4,237,256
2023	180,001	388,866	4,335,082
2025, forecast	206,740	397,742	4,342,800
2030	215,637	412,045	4,503,900
2035	223,575	424,423	N/A

Annual Growth Rates	Eugene	Lane County	Oregon
2010-2020	1.2%	0.86%	1.01%
2020-2023	0.6%	0.47%	0.70%
2023-2025	7.2%	1.13%	0.09%
2025-2030	0.8%	0.71%	0.73%
2030-2035	0.7%	0.59%	N/A

Household Totals	Eugene	Lane County	Oregon
2010	66,972	145,966	1,518,938
2020	73,565	156,594	1,671,983
2023	75,211	159,650	1,719,553

Household Annual Growth Rates	Eugene	Lane County	Oregon
2010-2020	0.94%	0.71%	0.96%
2020-2023	0.68%	0.60%	0.87%

Household Facts, 2023	Eugene	Lane County	Oregon
Average Household Size	2.24	2.35	2.46
Households who are Families	36,613	88,938	1,084,534

## DEMOGRAPHICS

Race and Ethnicity, 2023	Eugene	Lane County	Oregon
White	77.2%	79.9%	73.7%
Black	1.8%	1.3%	2.0%
AI/AN	1.2%	1.2%	1.5%
Asian	4.2%	2.6%	4.8%
Pacific Islander	0.3%	0.3%	0.5%
Other	4.3%	4.1%	6.6%
Two or More	11.0%	10.6%	10.9%
Hispanic	11.1%	10.5%	14.7%

Age Cohorts, 2023	Eugene		Lane County		Oregon
	No.	%	No.	%	%
0 - 4	7,453	4.1%	17,544	4.5%	5.4%
5 - 9	7,600	4.2%	18,532	4.8%	5.6%
10 - 14	7,565	4.2%	19,205	4.9%	5.8%
15 - 19	13,182	7.3%	24,087	6.2%	5.9%
20 - 24	23,550	13.1%	33,940	8.7%	6.4%
25 - 34	26,966	15.0%	51,029	13.1%	13.6%
35 - 44	21,309	11.8%	46,984	12.1%	13.0%
45 - 54	18,358	10.2%	42,951	11.0%	11.7%
55 - 64	21,326	11.8%	53,104	13.7%	13.2%
65 - 74	19,119	10.6%	49,206	12.7%	11.8%
75 - 84	9,235	5.1%	23,324	6.0%	5.6%
85+	4,338	2.4%	8,960	2.3%	2.1%

Median Age	Eugene	Lane County	Oregon
Median Age	36.7	41.3	40.6

## INCOME

Income and Wealth, 2023	Eugene	Lane County	Oregon
Median Household Income	\$63,258	\$77,021	\$75,484
Average Household Income	\$94,157	\$107,526	\$106,327
Per Capita Income	\$39,732	\$44,591	\$42,258
Household Wealth Index	84	84	98

For all indices, US = 100

Households by Income Level, 2023	Eugene		Lane County		Oregon
	No.	%	No.	%	%
<\$15,000	8,723	11.6%	15,982	10.0%	8.9%
\$15,000 - \$24,999	5,987	8.0%	12,173	7.6%	6.6%
\$25,000 - \$34,999	5,595	7.4%	11,753	7.4%	6.9%
\$35,000 - \$49,999	9,956	13.2%	21,709	13.6%	10.8%
\$50,000 - \$74,999	11,901	15.8%	27,436	17.2%	16.5%
\$75,000 - \$99,999	9,677	12.9%	23,073	14.5%	13.5%
\$100,000 - \$149,999	12,495	16.6%	26,952	16.9%	18.2%
\$150,000 - \$199,999	4,842	6.4%	9,610	6.0%	8.8%
\$200,000+	6,035	8.0%	10,962	6.9%	9.9%

## HOUSING OCCUPANCY

Housing Occupancy, 2023	Eugene	Lane County	Oregon
Owner Occupied Units	36,891	94,762	1,084,534
Renter Occupied Units	38,320	64,888	635,019
% Owner	49.05%	59.0%	63.0%
% Renter	51.0%	41.0%	37.0%

## EDUCATIONAL ATTAINMENT

Educational Attainment, Age 25+, 2023	Eugene	Lane County	Oregon
Total Population 25 +	120,651	275,558	3,073,838
Up to a HS Diploma	4.5%	6.2%	7.4%
HS Graduate or GED	16.9%	22.6%	22.5%
Some College	23.4%	25.5%	22.8%
Associate Degree	9.6%	10.5%	9.7%
Bachelor's Degree or Higher	45.6%	35.2%	37.7%

## LABOR FORCE AND EMPLOYMENT

Labor Force, 2023	Eugene	Lane County	Oregon
Age 16+, in Labor Force	155,656	329,607	3,557,713
Employed	85,289	175,594	2,081,971
Unemployed	6,349	12,254	122,941
Unemployment Rate	6.9%	6.5%	5.6%
Male, in Labor Force	76,758	163,027	1,761,689
Female, in Labor Force	78,898	166,580	1,796,024

## CLASS OF WORKER AND OCCUPATIONS

Occupational Class of Worker, 2023	Eugene		45-MIN DRIVE		Lane County
	No.	%	No.	%	%
Total	85,289		182,773		
White Collar	55,724	65.3%	109,840	60.1%	59.9%
Blue Collar	14,438	16.9%	39,546	21.6%	21.3%
Services	15,127	17.7%	33,389	18.3%	18.8%

Management Labor Force by Occupational Class	Eugene		45-MIN DRIVE		Lane County
	No.	%	No.	%	%
Management	9,888	11.6%	19,812	10.8%	11.0%
Business/Financial	4,161	4.9%	8,547	4.7%	4.7%
Computer/Mathematical	2,817	3.3%	5,339	2.9%	2.7%
Architecture/Engineering	2,142	2.5%	3,825	2.1%	2.0%
Life/Physical/Social Sciences	1,901	2.2%	2,878	1.6%	1.7%
Community/Social Service	2,842	3.3%	4,807	2.6%	2.5%
Legal	882	1.0%	1,397	0.8%	0.8%
Education/Training/Library	6,829	8.0%	10,955	6.0%	6.0%
Arts/Design/Entertainment	2,995	3.5%	4,832	2.6%	2.8%
Healthcare Practitioner	5,593	6.6%	10,660	5.8%	5.8%
Sales and Sales Related	7,399	8.7%	16,687	9.1%	9.2%
Office/Administrative Support	8,315	9.7%	20,101	11.0%	10.6%

Blue Collar Labor Force by Occupational Class	Eugene		45-MIN DRIVE		Lane County
	No.	%	No.	%	%
Farming/Fishing/Forestry	206	0.2%	916	0.5%	11.0%
Construction/Extraction	2,760	3.2%	8,766	4.8%	4.7%
Installation/Maintenance/Repair	2,074	2.4%	5,688	3.1%	2.7%
Production	3,923	4.6%	9,655	5.3%	2.0%
Transportation/Material Moving	5,475	6.4%	14,511	7.9%	1.7%

Services Labor Force by Occupational Class	Eugene		45-MIN DRIVE		Lane County
	No.	%	No.	%	%
Healthcare Support	2,947	3.5%	8,398	4.6%	3.8%
Protective Service	961	1.1%	2,534	1.4%	1.6%
Food Preparation/Serving	6,318	7.4%	11,770	6.4%	5.9%
Building Maintenance	2,545	3.0%	6,107	3.3%	2.8%
Personal Care/Service	2,356	2.8%	4,580	2.5%	2.4%

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## LABOR FORCE EMPLOYMENT BY SECTOR

Employment by NAICS Industry Sector	Eugene		Lane County		LQ
	No.	%	No.	%	vs US
Agriculture/Forestry/Fishing	105	0.1%	2,576	1.5%	2.73
Mining/Quarrying/Oil & Gas	35	0.0%	148	0.1%	0.50
Utilities	33	0.0%	1,059	0.6%	0.50
Construction	3,241	3.6%	11,553	6.6%	1.67
Manufacturing	5,308	5.9%	16,407	9.3%	0.99
Wholesale Trade	5,360	6.0%	4,629	2.6%	0.68
Retail Trade	14,064	15.6%	21,225	12.1%	1.67
Transportation/Warehousing	1,168	1.3%	7,548	4.3%	0.33
Information	3,843	4.3%	1,481	0.8%	0.26
Finance/Insurance	3,388	3.8%	5,566	3.2%	0.42
Real Estate/Rental/Leasing	3,118	3.5%	2,744	1.6%	0.50
Professional/Scientific/Tech	6,315	7.0%	11,908	6.8%	0.50
Management of Companies	73	0.1%	57	0.0%	0.00
Admin/Support/Waste Mgmt	1,725	1.9%	8,968	5.1%	0.73
Educational Services	6,032	6.7%	17,537	10.0%	0.74
Health Care/Social Assistance	13,991	15.5%	26,878	15.3%	1.00
Arts/Entertainment/Recreation	2,223	2.5%	3,397	1.9%	0.41
Accommodation/Food Services	8,403	9.3%	14,204	8.1%	1.48
Other Services (Excl. Public)	6,411	7.1%	9,902	5.6%	1.23
Public Administration	4,725	5.2%	7,807	4.4%	1.32
<b>Total</b>	<b>90,033</b>	<b>100%</b>	<b>175,594</b>	<b>100%</b>	<b>-</b>

## BUSINESSES BY SECTOR

Businesses by NAICS Industry Sector	Eugene		Lane County		LQ
	No.	%	No.	%	vs US
Agriculture/Forestry/Fishing	105	0.12%	1,075	0.69%	2.73
Mining/Quarrying/Oil & Gas	35	0.4%	68	0.04%	0.50
Utilities	33	0.4%	477	0.31%	0.50
Construction	3,241	3.60%	7,661	4.94%	1.67
Manufacturing	5,308	5.90%	11,480	7.40%	0.99
Wholesale Trade	5,360	5.95%	8,813	5.68%	0.68
Retail Trade	14,064	15.62%	24,229	15.62%	1.67
Transportation/Warehousing	1,168	1.30%	2,725	1.76%	0.33
Information	3,843	4.27%	4,895	3.16%	0.26
Finance/Insurance	3,388	3.76%	5,292	3.41%	0.42
Real Estate/Rental/Leasing	3,118	3.46%	4,272	2.75%	0.50
Professional/Scientific/Tech	6,315	7.01%	9,032	5.82%	0.50
Management of Companies	73	0.08%	134	0.09%	0.00
Admin/Support/Waste Mgmt	1,725	1.92%	3,363	2.17%	0.73
Educational Services	6,032	6.70%	9,953	6.42%	0.74
Health Care/Social Assistance	13,991	15.54%	24,488	15.79%	1.00
Arts/Entertainment/Recreation	2,223	2.47%	3,988	2.57%	0.41
Accommodation/Food Services	8,403	9.33%	14,389	9.28%	1.48
Other Services (Excl. Public)	6,411	7.12%	10,079	6.50%	1.23
Public Administration	4,725	5.25%	7,823	5.04%	1.32
Unclassified	472	0.52%	897	0.58%	-
<b>Total</b>	<b>90,033</b>	<b>100%</b>	<b>155,133</b>	<b>100%</b>	<b>-</b>



Photo: EugeneCascadesCoast.org

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Lane County, Oregon



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