



**SOUTH PLAINS
MALL**

LUBBOCK, TX

MARKET PROFILE 2020

MAJOR RETAILERS Barnes & Noble, Bealls, Dillard's Women's, Dillard's Men's, H&M, JCPenney

RESTAURANTS & ENTERTAINMENT Bubba's 33, Charleys Philly Steaks, Chick-fil-A, China Max, Little Tokyo, Olive Garden, Premiere Cinemas & IMAX, Raising Cane's, The Cheesecake Factory, Uncle Julio's

FOOD COURT 12 units

PROPERTY TYPE Super-regional | **TOTAL SQUARE FEET** 1,136,000 | **BUILT / RENOVATED** 1972 / 1995 / 2016

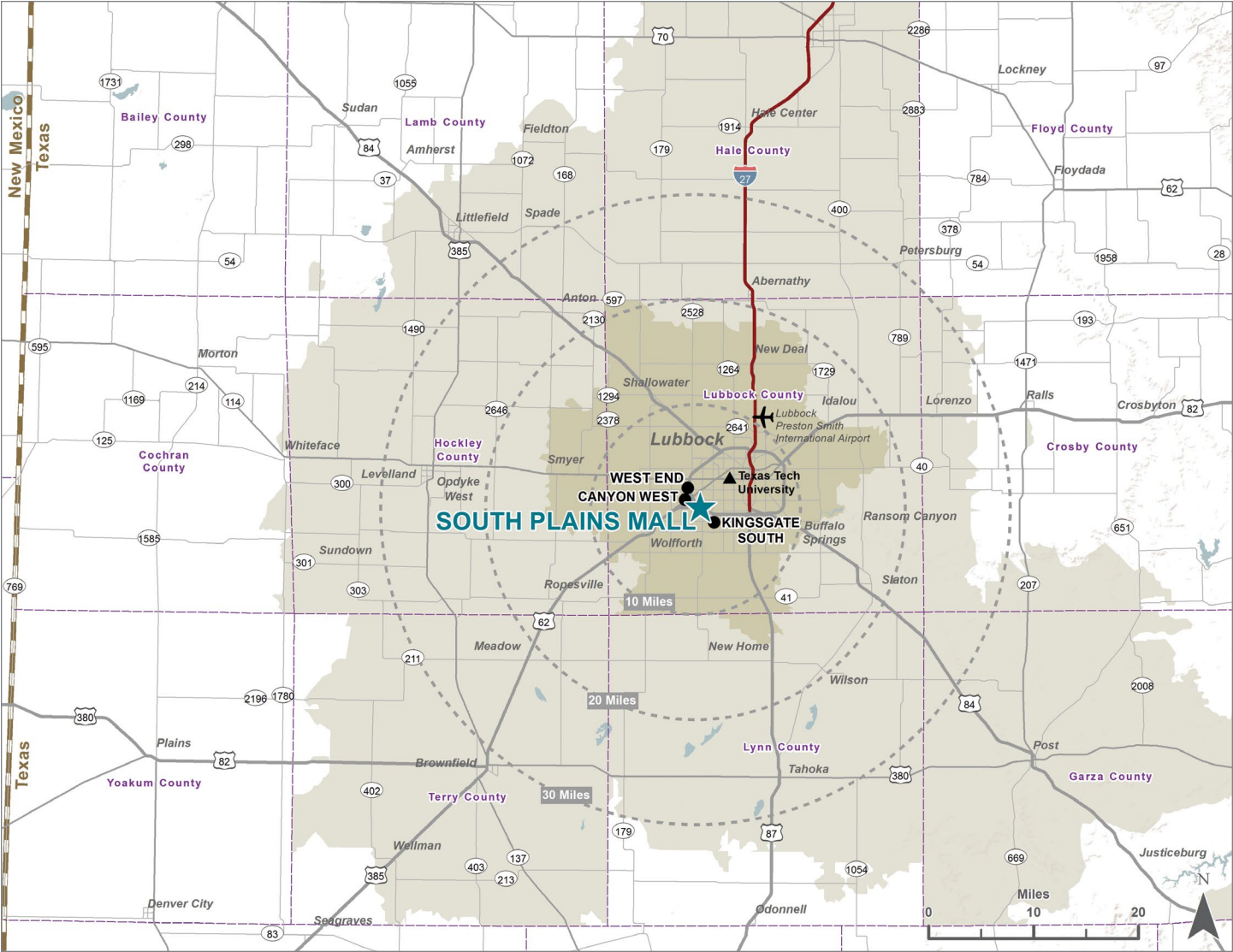
FOR MORE INFORMATION 806-792-4654 | Macerich.com



DEMOGRAPHIC SUMMARY

POPULATION		PRIMARY TRADE AREA		TOTAL TRADE AREA		LUBBOCK, TX [MSA]	
2019 Total Population		306,584		411,438		332,175	
2024 Total Population		328,060		432,892		354,545	
2019-2024 Population Growth		7.0%		5.2%		6.7%	
HOUSEHOLDS							
2019 Total Households		115,048		150,659		124,536	
2024 Total Households		122,937		158,484		132,737	
2019-2024 Household Growth		6.9%		5.2%		6.6%	
INCOME							
Average Household Income		\$69,911		\$68,785		\$70,186	
Median Household Income		\$48,223		\$47,823		\$48,436	
Per Capita Income		\$26,432		\$25,376		\$26,490	
HOUSEHOLD INCOME RANGES							
\$50,000 +		56,314	48.9%	73,209	48.6%	61,112	49.1%
\$75,000 +		38,045	33.1%	48,359	32.1%	41,314	33.2%
\$100,000 +		24,812	21.6%	30,893	20.5%	26,832	21.5%
\$150,000 +		10,095	8.8%	12,284	8.2%	10,978	8.8%
AGE							
Median Age		32.1		32.8		32.5	
EDUCATION / OCCUPATION							
Bachelor’s Degree Plus		57,359	30.4%	68,650	26.7%	60,865	29.5%
White Collar		89,918	59.7%	111,340	57.2%	96,201	59.4%
RACE / ETHNICITY							
White		229,848	75.0%	307,696	74.8%	250,007	75.3%
Black		23,230	7.6%	28,087	6.8%	24,080	7.2%
American Indian		2,383	0.8%	3,425	0.8%	2,574	0.8%
Asian		7,212	2.4%	7,659	1.9%	7,262	2.2%
Pacific Islander		262	0.1%	296	0.1%	268	0.1%
Other Race		43,648	14.2%	64,275	15.6%	47,984	14.4%
Hispanic or Latino		109,884	35.8%	166,908	40.6%	122,677	36.9%
Not Hispanic or Latino		196,700	64.2%	244,530	59.4%	209,498	63.1%
EMPLOYMENT / DAYTIME POPULATION		3 MILE		5 MILE		7 MILE	
Total Businesses		4,343		7,993		10,463	
Total Employees		48,720		103,325		137,876	
Daytime Population		101,273		224,062		276,408	

TRADE AREA MAP



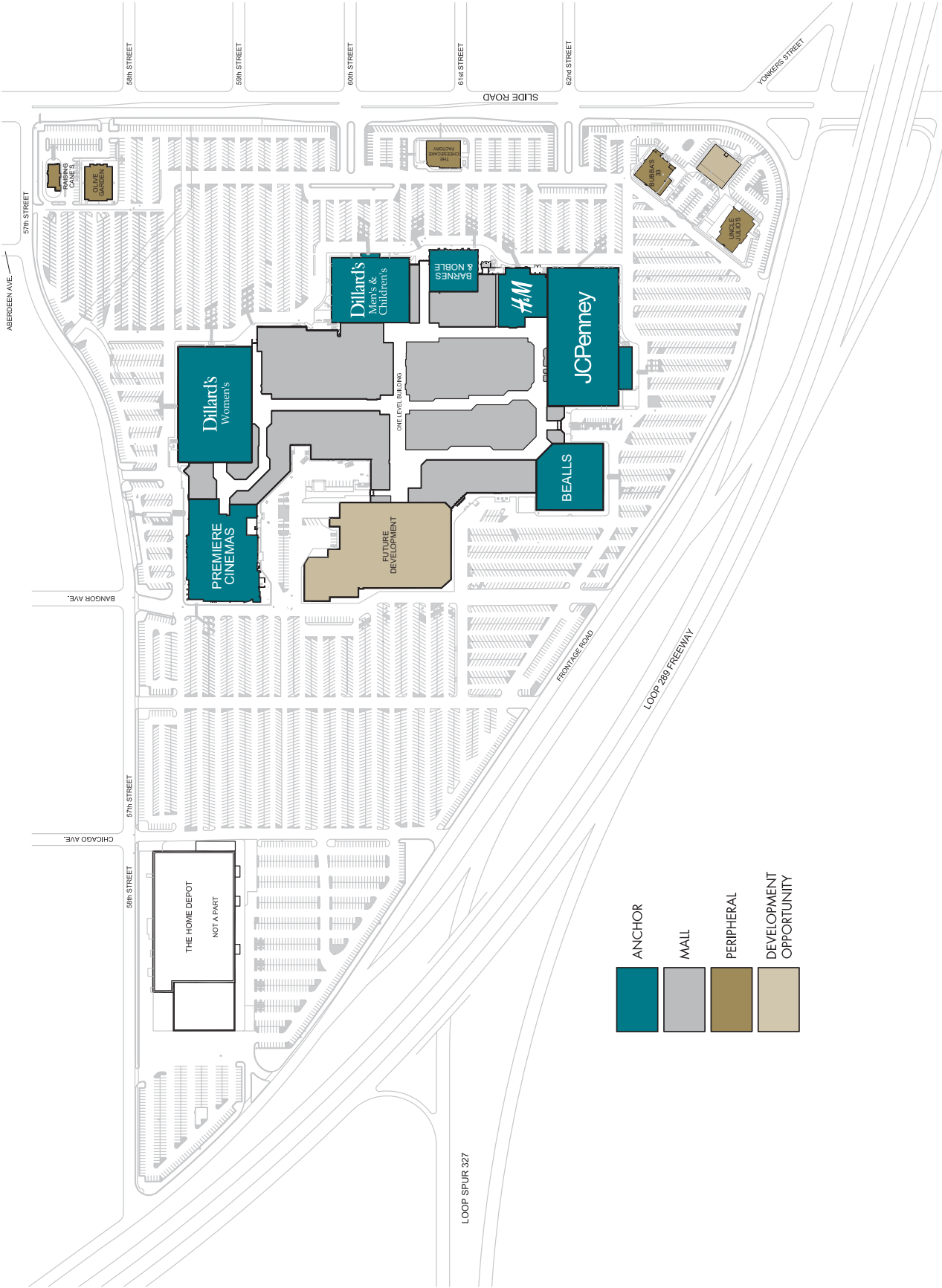
LEGEND

- ★ SOUTH PLAINS MALL
- PRIMARY TRADE AREA
- SECONDARY TRADE AREA
- COMPETITIVE CENTERS



10% PCW

SITE PLAN



MARKET FACT SHEET

LUBBOCK’S DRAW AREA
ENCOMPASSES MORE THAN
40,000 SQUARE MILES
AND 35 COUNTIES

**COLLEGE AND
UNIVERSITY**
POPULATION OF 53,000

3.7 MILLION
BALES OF COTTON,
20%-30% OF THE U.S.
COTTON PRODUCTION,
IS PRODUCED
IN LUBBOCK AND
SURROUNDING AREAS

NAPA OF TEXAS
90% OF TEXAS’ WINE GRAPES
GROWN IN THE LUBBOCK AREA

LUBBOCK IS HOME TO 6
AWARD-WINNING WINERIES
INCLUDING INTERNATIONALLY
RECOGNIZED LLANO ESTACADO
WINERY AND JAMES BEARD AWARD
SEMIFINALIST MCPHERSON CELLARS

**\$1 BILLION IN ECONOMIC
IMPACT** IS GENERATED BY
TEXAS TECH UNIVERSITY

TEXAS TECH IS PART OF THE
BIG 12 ATHLETIC CONFERENCE,
RED RAIDERS FOOTBALL
GAMES AVERAGE
57,000 ATTENDANCE

TEXAS TECH UNIVERSITY

TOP RANKED PROGRAMS: AGRICULTURAL ECONOMICS AND BUSINESS,
HOSPITALITY MANAGEMENT, FAMILY SCIENCES

MORE THAN **200,000 ALUMNI ACROSS THE WORLD** AND
70+ CHAPTERS IN 29 STATES AND TWO COUNTRIES WITH NOTABLE
ALUMNI INCLUDING EDWARD WHITACRE JR., FORMER CHAIRMAN AND
CEO OF GM AND AT&T

HOME TO NCAA **NATIONAL CHAMPIONSHIP** CONTENDERS

SUPER BOWL MVP PATRICK MAHOMES, ALUMNUS

RANKED 4TH
OUT OF 100
LARGEST CITIES FOR
WORK LIFE BALANCE

3 SCHOOL DISTRICTS
SERVING MORE THAN
43,000 STUDENTS

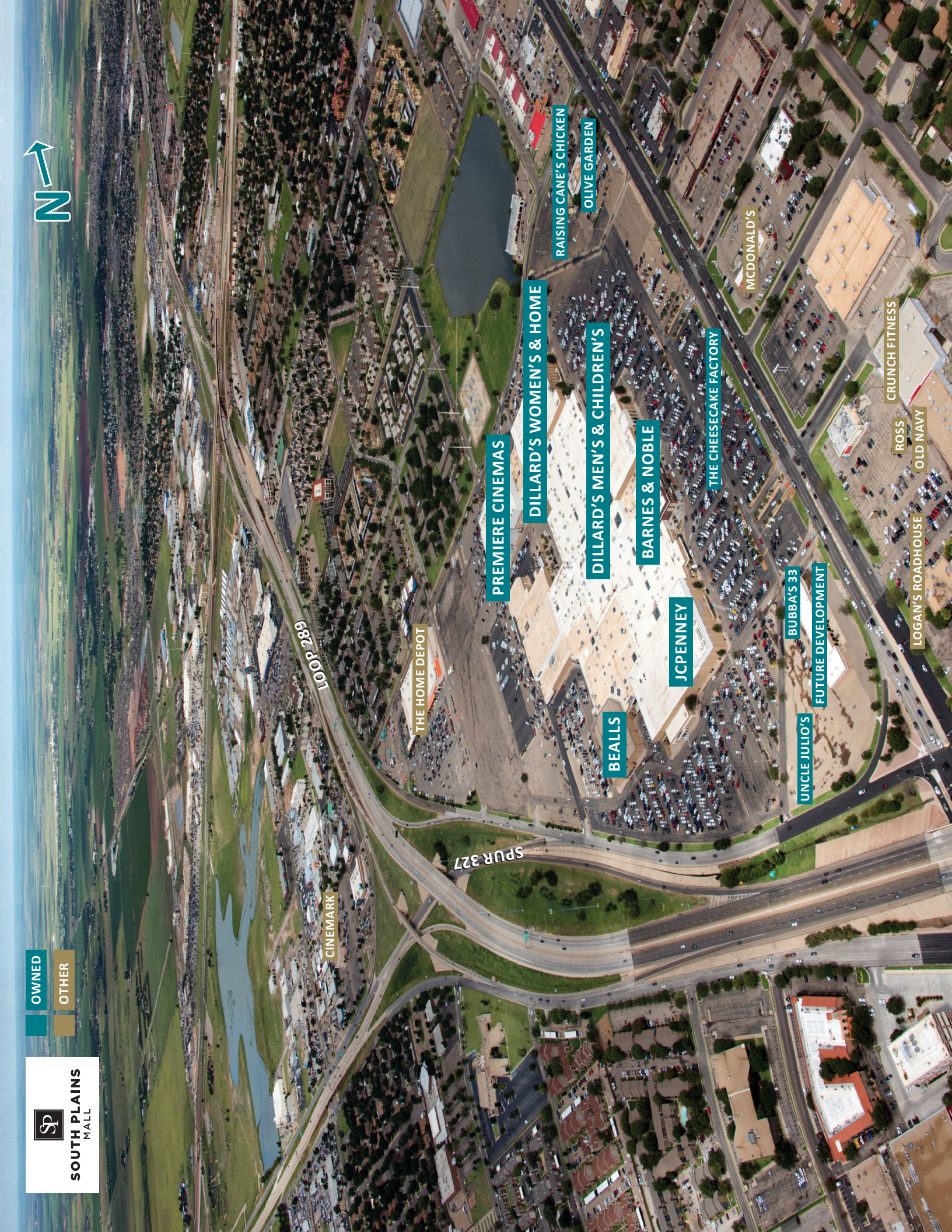
LUBBOCK’S MSA REPORTS AN ANNUAL ESTIMATE OF **5.96 MILLION
OVERNIGHT VISITORS** AND **10.14 MILLION DAY TRIP VISITORS**

LUBBOCK’S POPULATION IS GROWING NEARLY DOUBLE THE U.S.
RATE AND IS THE 11TH MOST POPULATED CITY IN TEXAS (7.3% VS 4.2%)

17,000 HEALTHCARE EMPLOYEES AND RELATED CONTRIBUTIONS
PRODUCE **\$735+ MILLION IMPACT** TO THE AREA

YEARLY SALES

JAN	7.3%	MAY	7.1%	SEP	7.1%
FEB	8.0%	JUN	7.8%	OCT	6.8%
MAR	8.7%	JUL	8.2%	NOV	8.3%
APR	7.2%	AUG	9.2%	DEC	14.4%



CINEMARK

THE HOME DEPOT

PREMIERE CINEMAS

DILLARD'S WOMEN'S & HOME

DILLARD'S MEN'S & CHILDREN'S

BARNES & NOBLE

JCPENNEY

BEALLS

UNCLE JULIO'S

BUBBA'S 33

FUTURE DEVELOPMENT

LOGAN'S ROADHOUSE

ROSS

CRUNCH FITNESS

MCDONALD'S

RAISING CANE'S CHICKEN

OLIVE GARDEN