



**SOUTH PLAINS  
MALL**

LUBBOCK, TX

## MARKET PROFILE 2021

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

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

**FOOD COURT** 8 units

**PROPERTY TYPE** Super-regional | **TOTAL SQUARE FEET** 1,145,000 | **BUILT / RENOVATED** 1972 / 1995 / 2016

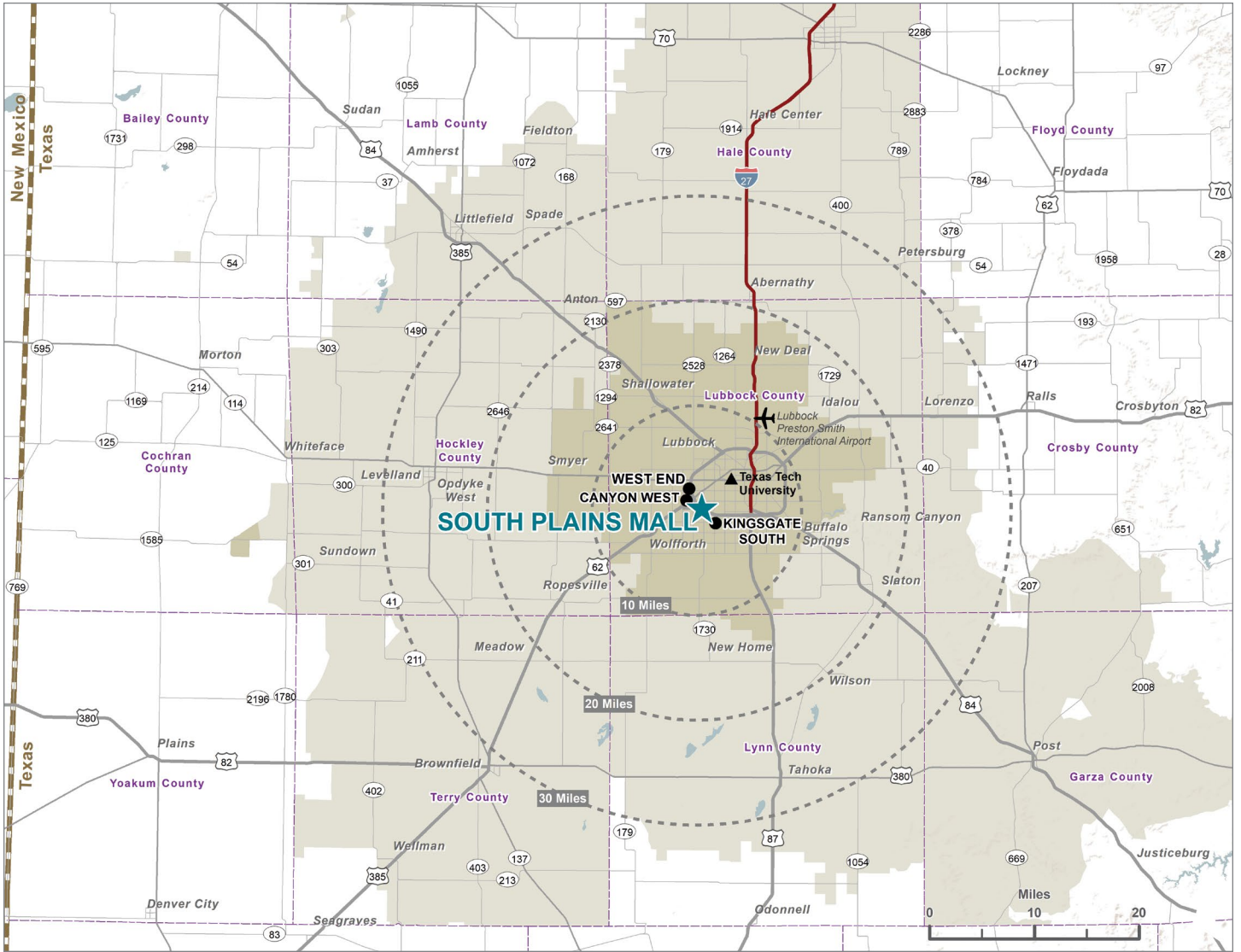
**FOR MORE INFORMATION** 806-792-4654 | [Macerich.com](http://Macerich.com)



# DEMOGRAPHIC SUMMARY

POPULATION		PRIMARY TRADE AREA		TOTAL TRADE AREA		LUBBOCK, TX [MSA]	
2020 Total Population		307,034		411,833		332,398	
2025 Total Population		326,909		431,394		352,948	
2020-2025 Population Growth		6.5%		4.7%		6.2%	
HOUSEHOLDS							
2020 Total Households		115,301		150,939		124,712	
2025 Total Households		122,592		158,074		132,246	
2020-2025 Household Growth		6.3%		4.7%		6.0%	
INCOME							
Average Household Income		\$70,032		\$69,302		\$70,160	
Median Household Income		\$50,837		\$50,428		\$50,788	
Per Capita Income		\$26,498		\$25,582		\$26,501	
HOUSEHOLD INCOME RANGES							
\$50,000 +		58,523	50.8%	76,099	50.4%	63,248	50.7%
\$75,000 +		40,532	35.2%	51,244	34.0%	43,747	35.1%
\$100,000 +		25,470	22.1%	31,824	21.1%	27,483	22.0%
\$150,000 +		9,399	8.2%	11,804	7.8%	10,202	8.2%
AGE							
Median Age		32.2		32.9		32.6	
EDUCATION / OCCUPATION							
Bachelor’s Degree Plus		58,598	30.9%	70,198	27.3%	62,174	30.1%
White Collar		86,259	60.5%	106,651	58.1%	92,364	60.3%
RACE / ETHNICITY							
White		229,121	74.6%	306,627	74.5%	249,013	74.9%
Black		23,288	7.6%	28,193	6.8%	24,150	7.3%
American Indian		2,416	0.8%	3,467	0.8%	2,614	0.8%
Asian		7,527	2.5%	7,993	1.9%	7,577	2.3%
Pacific Islander		249	0.1%	285	0.1%	256	0.1%
Other Race		44,432	14.5%	65,268	15.8%	48,788	14.7%
Hispanic or Latino		111,531	36.3%	168,946	41.0%	124,240	37.4%
Not Hispanic or Latino		195,503	63.7%	242,887	59.0%	208,158	62.6%
EMPLOYMENT / DAYTIME POPULATION		3 MILE		5 MILE		7 MILE	
Total Businesses		4,361		8,047		10,518	
Total Employees		47,737		91,393		125,223	
Daytime Population		108,932		227,555		274,972	

# TRADE AREA MAP



### LEGEND

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

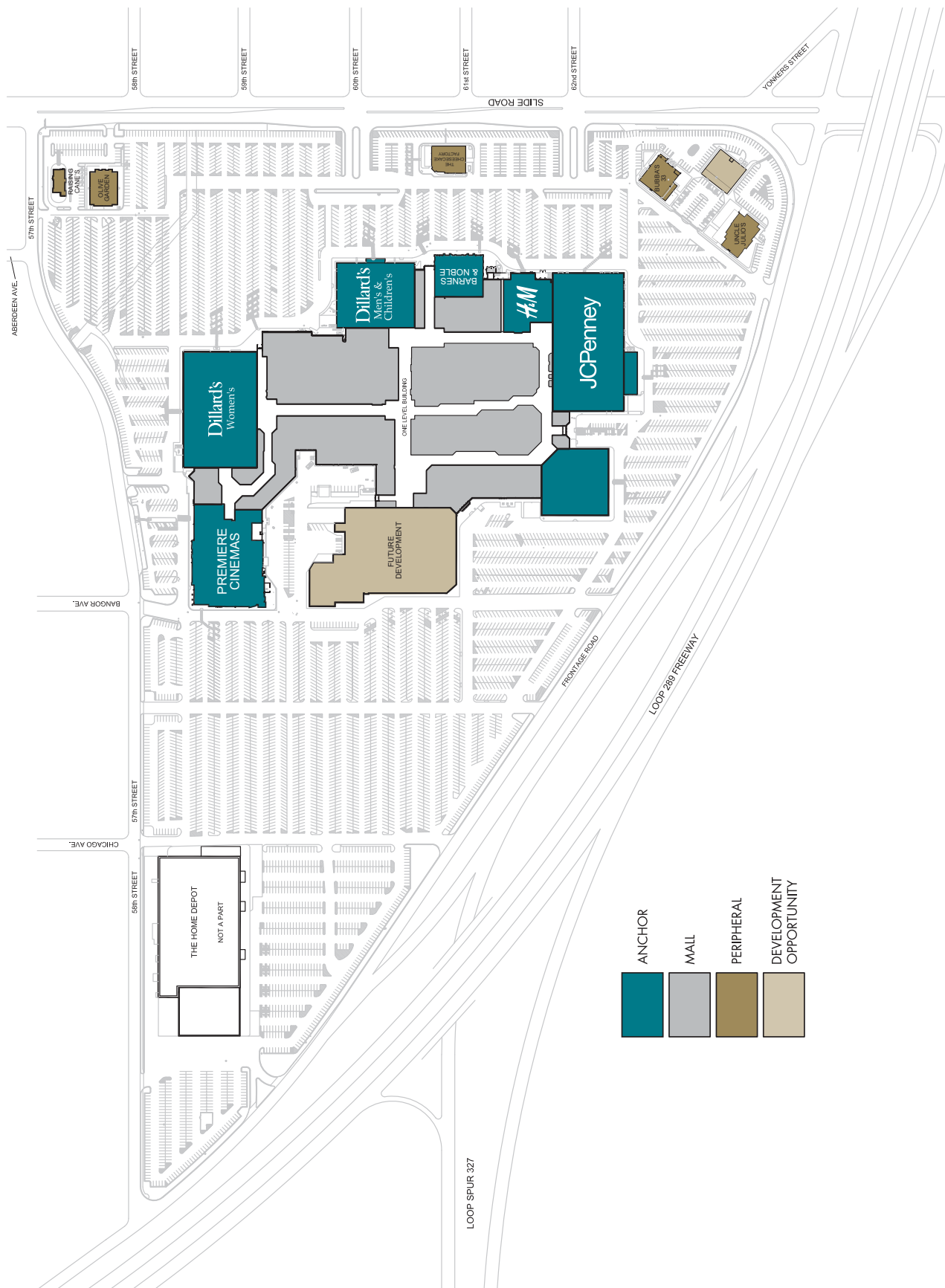


10% PCW





UPDATED 3/21



# MARKET FACT SHEET

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

**COLLEGE AND UNIVERSITY**  
POPULATION OF 51,000 FROM TEXAS TECH UNIVERSITY (40,300), SOUTH PLAINS COLLEGE (9,200) AND LUBBOCK CHRISTIAN UNIVERSITY (1,600)

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  
  
DIVERSE STUDENT POPULATION: PRIMARY OUT-OF-STATE STUDENTS FROM NEW MEXICO, CALIFORNIA AND COLORADO AND INTERNATIONALLY FROM CHINA, INDIA AND BANGLADESH  
  
MORE THAN **200,000 ALUMNI ACROSS THE WORLD** AND 70+ CHAPTERS IN 29 STATES AND 2 COUNTRIES WITH NOTABLE ALUMNI INCLUDING EDWARD WHITACRE JR., FORMER CHAIRMAN AND CEO OF GM AND AT&T, AND **SUPER BOWL MVP** PATRICK MAHOMES

KNOWN AS THE “HUB CITY” **TEXAS TECH HEALTH SCIENCES CENTER** PROVIDES HEALTHCARE SERVICES TO 131,000 SQUARE MILES AND A POPULATION OF 3.1 MILLION FOR THE WEST TEXAS REGION  
  
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%





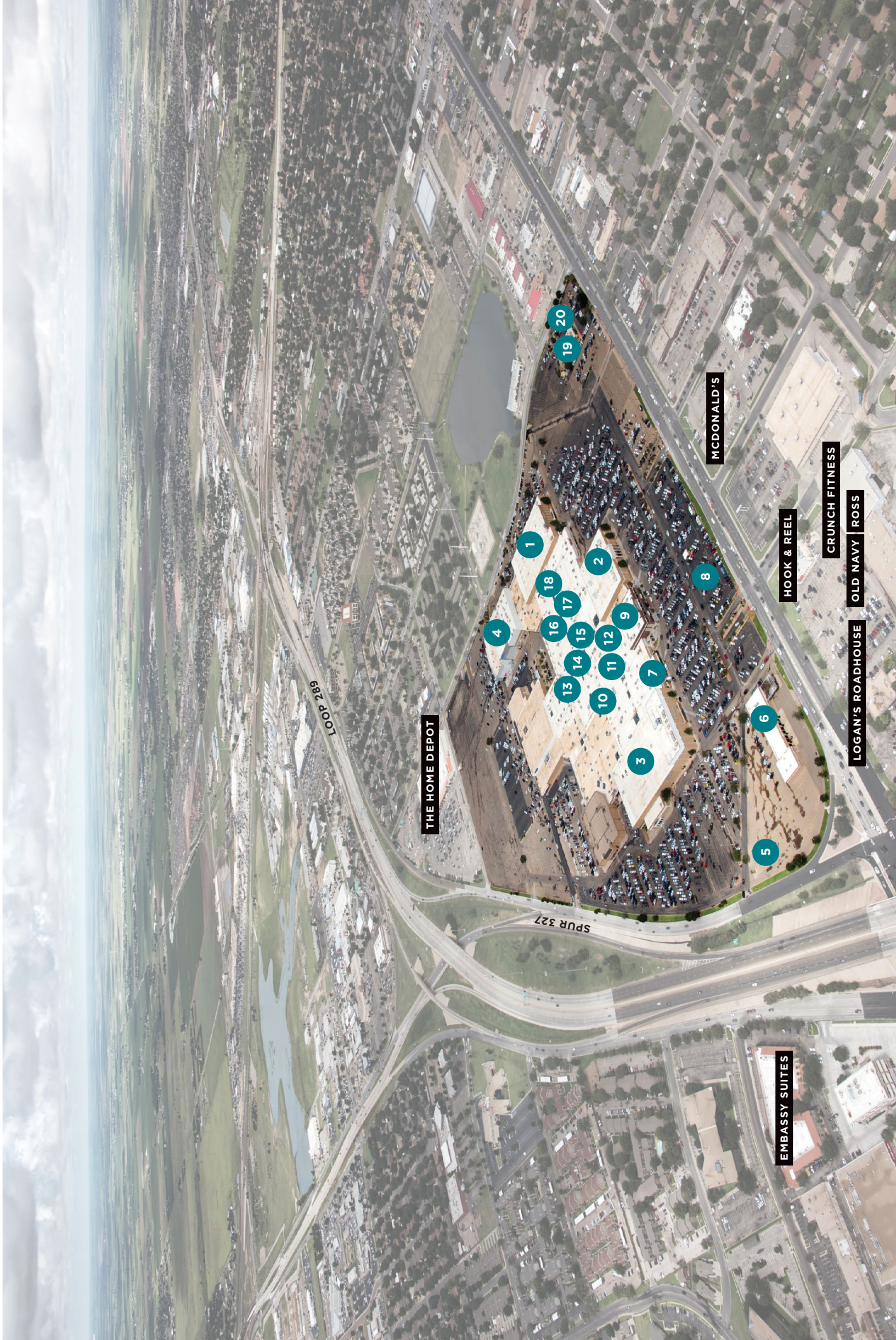
# SOUTH PLAINS MALL

- 1 DILLARD'S WOMEN'S
- 2 DILLARD'S MEN'S & CHILDREN
- 3 JCPENNEY
- 4 PREMIERE CINEMA
- 5 UNCLE JULIO'S

- 6 BUBBA'S 33
- 7 H&M
- 8 THE CHEESECAKE FACTORY
- 9 BARNES & NOBLE
- 10 VICTORIA'S SECRET

- 11 AMERICAN EAGLE
- 12 PINK
- 13 CHICK-FIL-A
- 14 ZALES
- 15 PANDORA

- 16 OAKLEY
- 17 BUILD-A-BEAR
- 18 THE CHILDREN'S PLACE
- 19 OLIVE GARDEN
- 20 RAISING CANES



THE HOME DEPOT

MCDONALD'S

EMBASSY SUITES

HOOK & REEL

CRUNCH FITNESS

OLD NAVY

LOGAN'S ROADHOUSE

ROSS