



**SOUTH PLAINS  
MALL**

LUBBOCK, TX

## MARKET PROFILE 2022

**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 Wok, Jamba, Olive Garden, Premiere Cinemas & IMAX, Raising Cane's, Sakura Japan, The Cheesecake Factory, Uncle Julio's

**FOOD COURT** 8 units

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

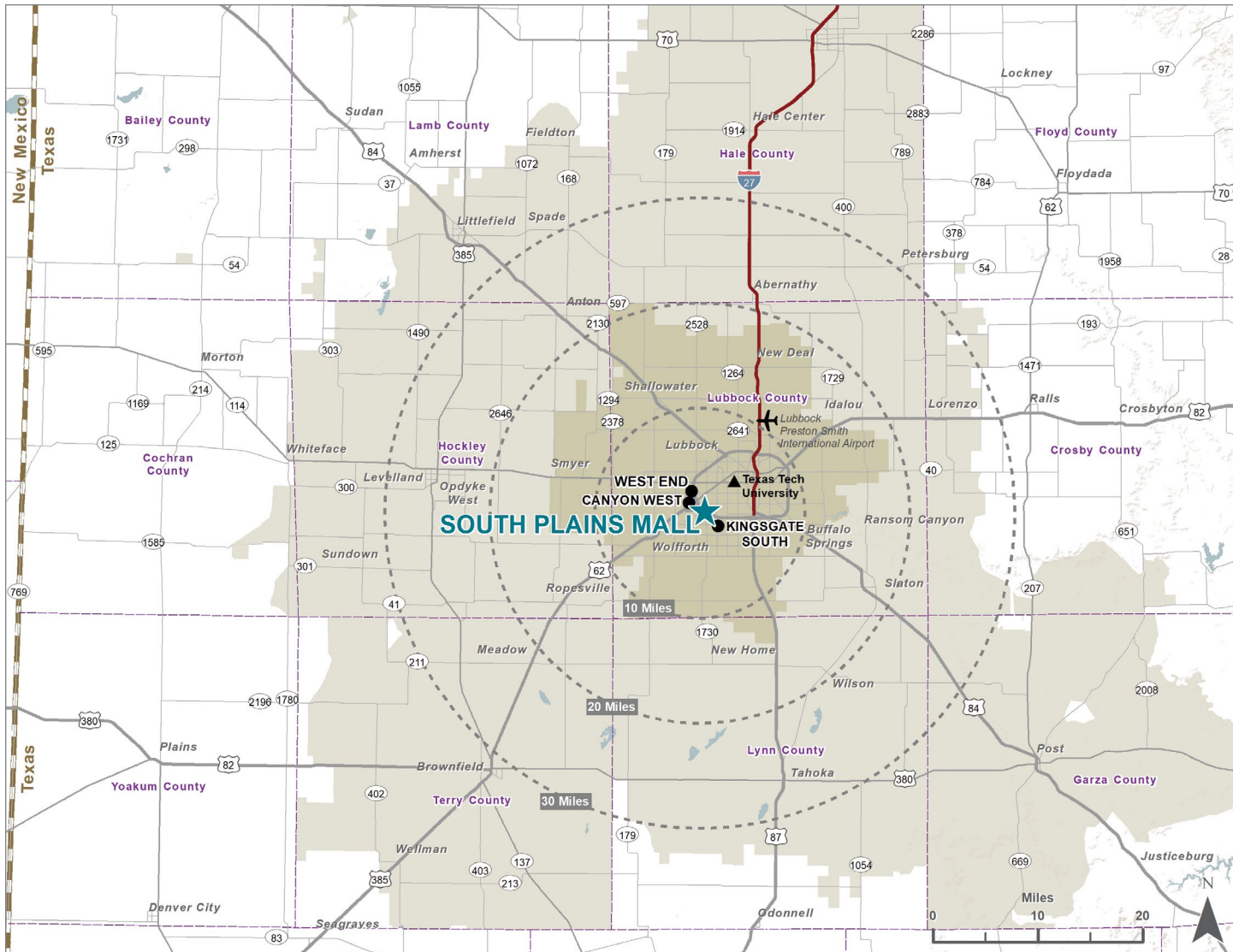
**FOR MORE INFORMATION** 806-792-4654 | [Macerich.com](http://Macerich.com)



# DEMOGRAPHIC SUMMARY

POPULATION		PRIMARY TRADE AREA		TOTAL TRADE AREA		LUBBOCK, TX [MSA]	
2021 Total Population		307,467		410,900		332,513	
2026 Total Population		327,531		430,660		353,224	
2021-2026 Population Growth		6.5%		4.8%		6.2%	
HOUSEHOLDS							
2021 Total Households		115,819		151,270		125,159	
2026 Total Households		123,388		158,725		132,977	
2021-2026 Household Growth		6.5%		4.9%		6.2%	
INCOME							
Average Household Income		\$74,525		\$72,814		\$74,312	
Median Household Income		\$54,425		\$53,498		\$54,125	
Per Capita Income		\$28,223		\$26,940		\$28,104	
HOUSEHOLD INCOME RANGES							
\$50,000 +		63,383	54.7%	81,447	53.8%	68,142	54.4%
\$75,000 +		41,152	35.5%	52,249	34.5%	44,076	35.2%
\$100,000 +		28,213	24.4%	34,993	23.1%	30,192	24.1%
\$150,000 +		11,303	9.8%	13,608	9.0%	12,116	9.7%
AGE							
Median Age		32.5		33.2		32.9	
EDUCATION / OCCUPATION							
Bachelor’s Degree Plus		61,048	32.0%	72,496	28.1%	64,374	31.0%
White Collar		92,134	62.1%	113,593	59.7%	98,467	61.9%
RACE / ETHNICITY							
White		229,059	74.5%	305,563	74.4%	248,733	74.8%
Black		23,411	7.6%	28,165	6.9%	24,244	7.3%
American Indian		2,564	0.8%	3,617	0.9%	2,761	0.8%
Asian		7,236	2.4%	7,662	1.9%	7,286	2.2%
Pacific Islander		256	0.1%	292	0.1%	262	0.1%
Other Race		44,941	14.6%	65,601	16.0%	49,227	14.8%
Hispanic or Latino		112,667	36.6%	169,454	41.2%	125,212	37.7%
Not Hispanic or Latino		194,800	63.4%	241,446	58.8%	207,301	62.3%
EMPLOYMENT / DAYTIME POPULATION		3 MILE		5 MILE		7 MILE	
Total Businesses		4,301		8,029		10,515	
Total Employees		48,217		93,453		127,879	
Daytime Population		108,299		227,489		275,754	

# TRADE AREA MAP



## LEGEND

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

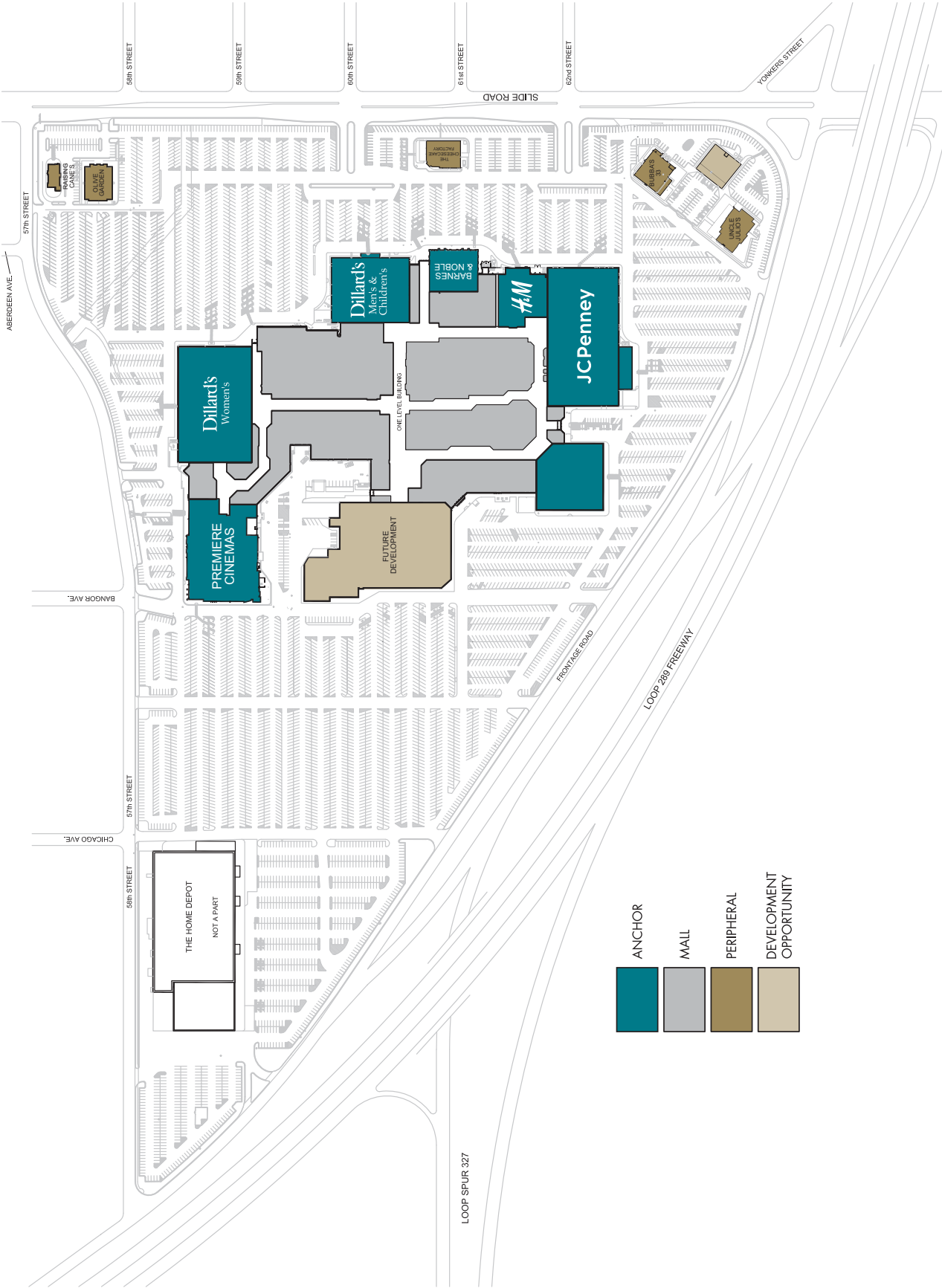


10% PCW





# SITE PLAN



# MARKET FACT SHEET

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

**COLLEGE AND UNIVERSITY** ENROLLMENT OF 51,000 FROM TEXAS TECH UNIVERSITY (40,666), SOUTH PLAINS COLLEGE (9,179) AND LUBBOCK CHRISTIAN UNIVERSITY (1,770)

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 (6.2% VS 3.6%) AND IS THE 11TH MOST POPULATED CITY IN TEXAS  
  
17,000 HEALTHCARE EMPLOYEES AND RELATED CONTRIBUTIONS PRODUCE **\$735+ MILLION IMPACT** TO THE AREA

## YEARLY SALES

JAN	5.3%	MAY	7.9%	SEP	7.3%
FEB	5.4%	JUN	7.9%	OCT	7.7%
MAR	10.8%	JUL	8.1%	NOV	8.4%
APR	7.8%	AUG	9.1%	DEC	14.2%





# SOUTH PLAINS MALL

## MAJOR RETAILERS INCLUDE:

DILLARD'S WOMEN'S	BARNES & NOBLE	OLIVE GARDEN	BUILD-A-BEAR	PANDORA
DILLARD'S MEN'S & CHILDREN	BUBBA'S 33	RAISING CANES	CHICK-FIL-A	PINK
JCPENNEY	H&M	UNCLE JULIO'S	THE CHILDREN'S PLACE	VICTORIA'S SECRET
PREMIERE CINEMAS	THE CHEESECAKE FACTORY	AMERICAN EAGLE	OAKLEY	ZALES



NORTH



CANYON WEST

SAM'S CLUB

LOWE'S

LOOP 289

THE HOME DEPOT

PREMIERE CINEMAS

Dillard's

Dillard's

JCPenney

H&M

BARNES & NOBLE

Viscayne Factory

UNCLE JULIO'S

Betty's

TEXAS ROADHOUSE

HOOK & REEL

LOGAN'S ROADHOUSE

CRUNCH FITNESS

ROSS

OLD NAVY

MCDONALD'S

JAGGERS

CRUNCH FITNESS

HOBBY LOBBY

SPEC'S

Quince

Olive Garden

SLIDE ROAD

MARSHA SHARP FWY

WEST END