



**SOUTH PLAINS
MALL**

LUBBOCK, TX

MARKET PROFILE 2023

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

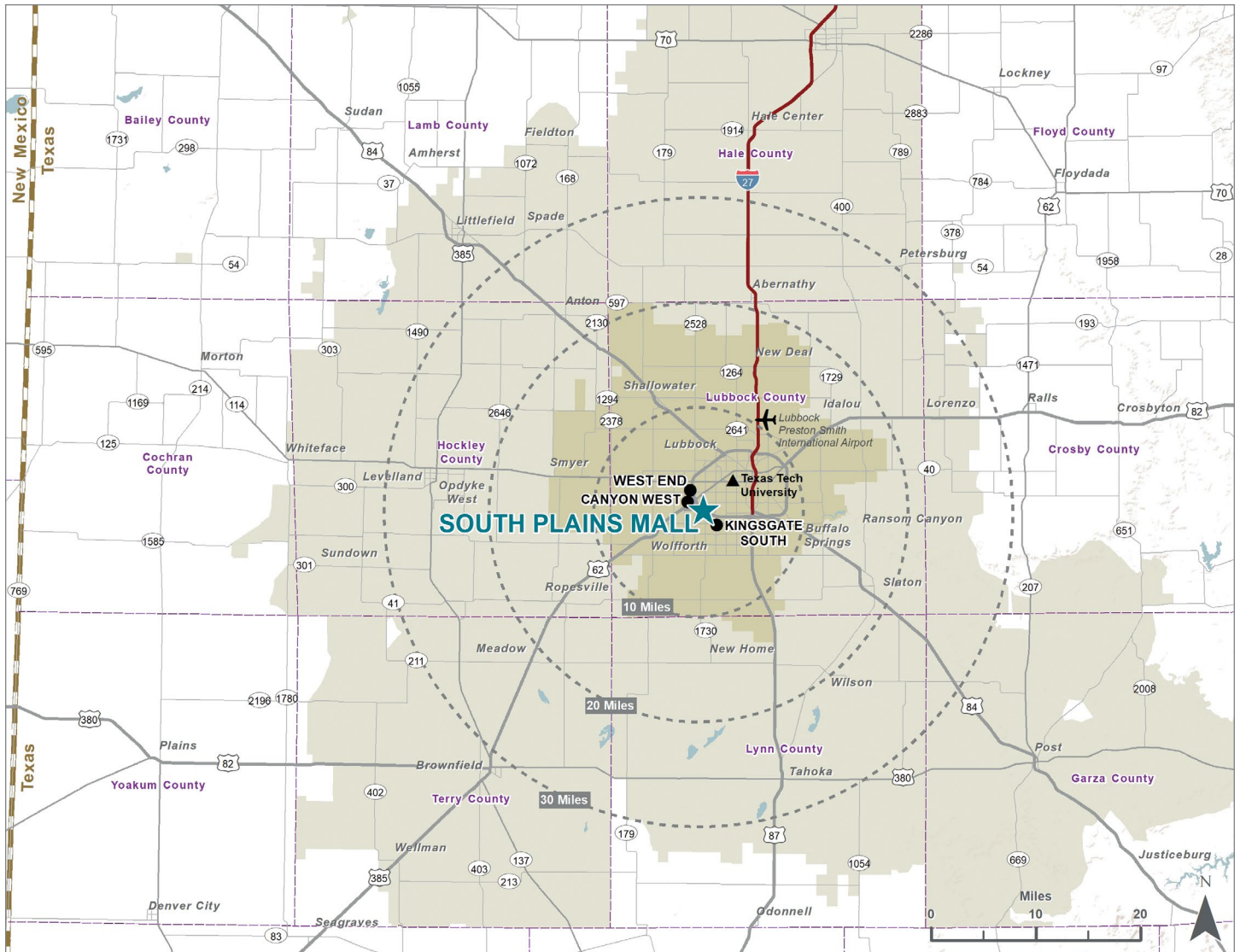
FOR MORE INFORMATION 806-792-4654 | Macerich.com



DEMOGRAPHIC SUMMARY

POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		LUBBOCK, TX [MSA]	
2022 Total Population	305,913		401,115		328,842	
2027 Total Population	316,094		410,938		339,883	
2022-2027 Population Growth	3.3%		2.4%		3.4%	
HOUSEHOLDS						
2022 Total Households	117,946		151,813		126,599	
2027 Total Households	122,059		155,896		131,077	
2022-2027 Household Growth	3.5%		2.7%		3.5%	
INCOME						
Average Household Income	\$84,967		\$82,916		\$84,625	
Median Household Income	\$59,826		\$58,648		\$59,368	
Per Capita Income	\$32,843		\$31,532		\$32,707	
HOUSEHOLD INCOME RANGES						
\$50,000 +	69,972	59.3%	88,881	58.6%	74,693	59.0%
\$75,000 +	47,530	40.3%	59,503	39.2%	50,520	39.9%
\$100,000 +	33,461	28.4%	40,893	26.9%	35,520	28.1%
\$150,000 +	13,753	11.7%	16,290	10.7%	14,603	11.5%
AGE						
Median Age	32.8		33.6		33.2	
EDUCATION / OCCUPATION						
Bachelor’s Degree Plus	64,999	34.9%	76,583	31.0%	68,245	33.9%
White Collar	89,382	55.5%	110,029	54.2%	95,070	55.0%
RACE/ETHNICITY						
White	185,278	60.6%	241,093	60.1%	200,013	60.8%
Black/African American	27,886	9.1%	31,642	7.9%	28,582	8.7%
American Indian	3,223	1.1%	4,016	1.0%	3,377	1.0%
Asian	10,133	3.3%	10,470	2.6%	10,184	3.1%
Pacific Islander	243	0.1%	303	0.1%	255	0.1%
Other Race	79,151	25.9%	113,590	28.3%	86,431	26.3%
Hispanic or Latino	108,447	35.5%	160,067	39.9%	118,969	36.2%
Not Hispanic or Latino	197,466	64.5%	241,048	60.1%	209,873	63.8%
EMPLOYMENT / DAYTIME POPULATION						
	3 MILE		5 MILE		7 MILE	
Total Businesses	4,532		8,370		11,019	
Total Employees	49,749		94,776		131,324	
Daytime Population	104,498		221,198		276,569	

TRADE AREA MAP



LEGEND

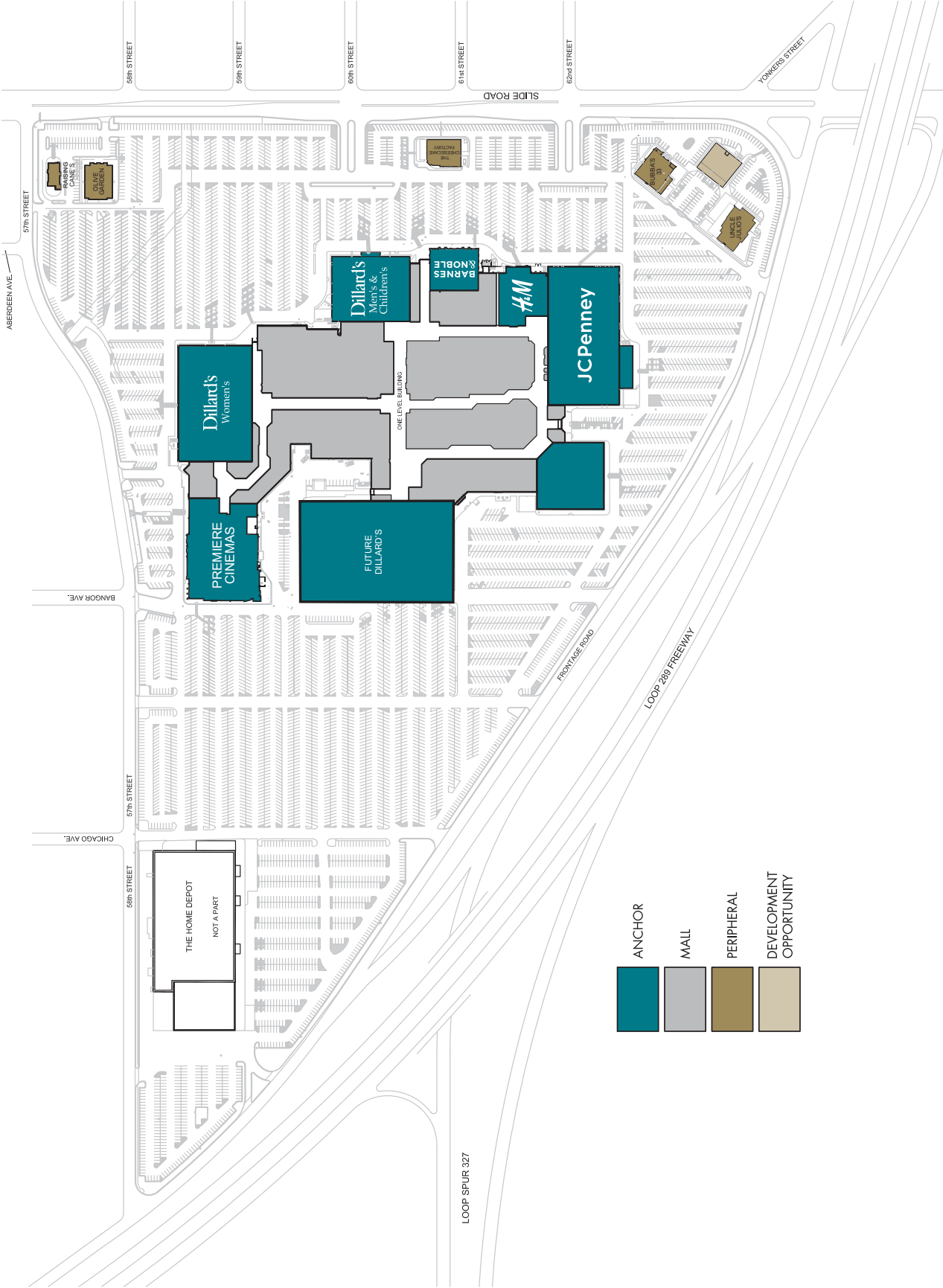
- ★ SOUTH PLAINS MALL
- PRIMARY TRADE AREA
- SECONDARY TRADE AREA
- COMPETITIVE CENTERS



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 55,500 FROM TEXAS TECH UNIVERSITY (40,528)
SOUTH PLAINS COLLEGE (9,179)
LUBBOCK CHRISTIAN (1,770)
WAYLAND BAPTIST (4,489)

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

\$4.3 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 **225,000 ALUMNI ACROSS THE WORLD**, 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 2-TIME **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 ECONOMIC DEVELOPMENT ALLIANCE, VISIT LUBBOCK AND
LUBBOCK SPORTS, REPORTS AN ANNUAL ESTIMATE OF **6.5 MILLION
VISITORS WITH AN ESTIMATED ECONOMIC IMPACT OF \$144.7
MILLION** GENERATING MORE THAN 160,000 ROOM NIGHTS

LUBBOCK’S POPULATION IS GROWING NEARLY DOUBLE THE U.S.
RATE (6.1% VS 3.2%) 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	5.54%	MAY	7.79%	SEP	7.23%
FEB	6.72%	JUN	7.78%	OCT	7.38%
MAR	8.74%	JUL	8.28%	NOV	8.14%
APR	7.76%	AUG	9.35%	DEC	15.28%



SOUTH PLAINS MALL

MAJOR RETAILERS INCLUDE:

DILLARD'S WOMEN'S
DILLARD'S MEN'S & CHILDREN
JCPENNEY
PREMIERE CINEMAS

BARNES & NOBLE
BUBBA'S 33
H&M
THE CHEESECAKE FACTORY

OLIVE GARDEN
RAISING CANES
UNCLE JULIO'S
AMERICAN EAGLE

BUILD-A-BEAR
CHICK-FIL-A
THE CHILDREN'S PLACE
OAKLEY

PANDORA
PINK
VICTORIA'S SECRET
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

Quince

Olive Garden

Visceral Factory

MCDONALD'S

UNCLE JULIO'S

Bubba's

TEXAS ROADHOUSE

HOOK & REEL

LOGAN'S ROADHOUSE

CRUNCH FITNESS

ROSS

OLD NAVY

HOBBY LOBBY

SPEC'S

WEST END

MARSHA SHARP FWY

SLIDE ROAD

SPUR 327