



**SOUTH PLAINS
MALL**

LUBBOCK, TX

MARKET PROFILE 2024

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** 1,243,000 | **BUILT / RENOVATED** 1972 / 1995 / 2016

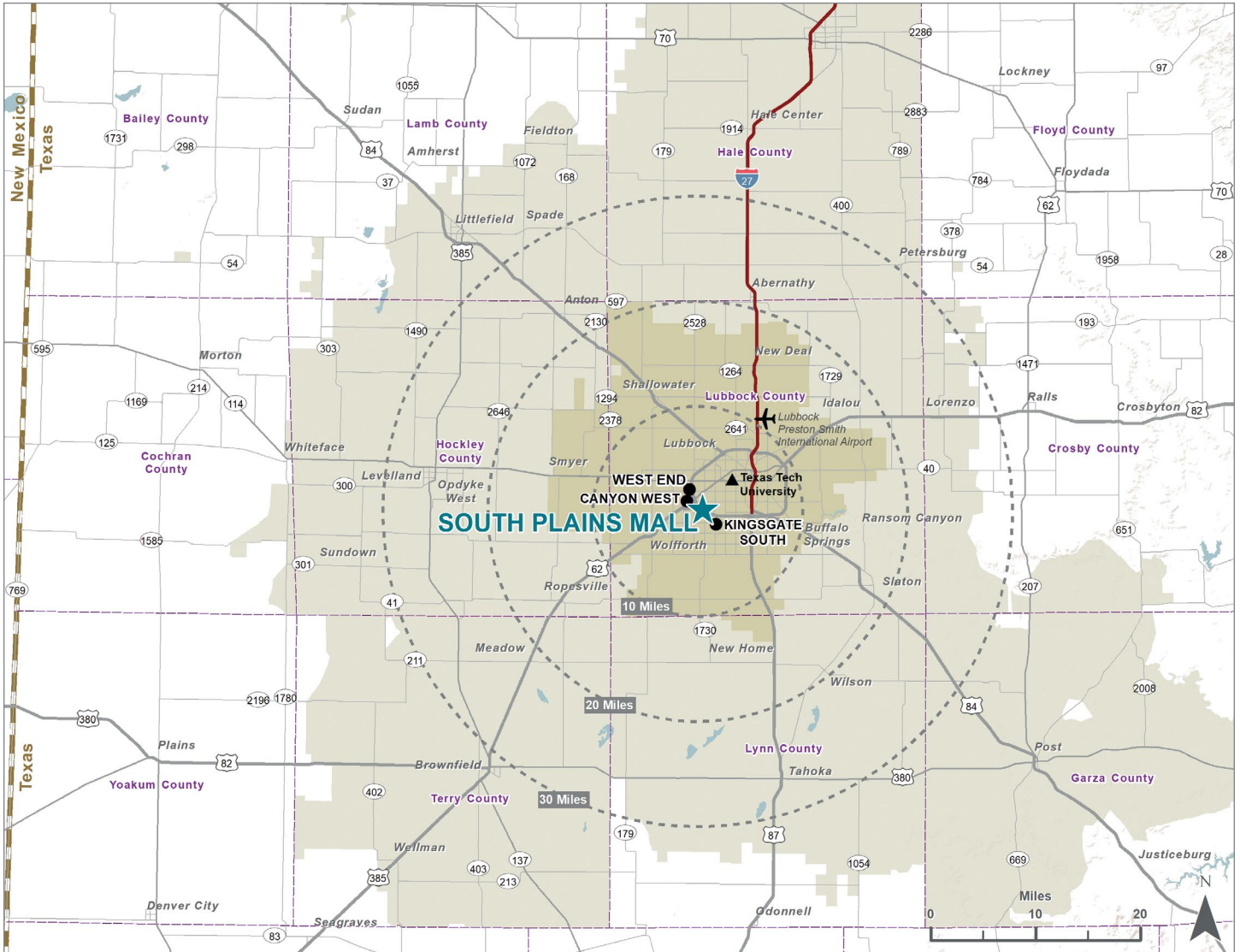
FOR MORE INFORMATION 806-792-4654 | Macerich.com



DEMOGRAPHIC SUMMARY

POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		LUBBOCK, TX [MSA]	
2023 Total Population	309,360		404,054		332,048	
2028 Total Population	317,835		411,324		340,707	
2023-2028 Population Growth	2.7%		1.8%		2.6%	
HOUSEHOLDS						
2023 Total Households	120,067		153,910		128,692	
2028 Total Households	124,782		158,493		133,562	
2023-2028 Household Growth	3.9%		3.0%		3.8%	
INCOME						
Average Household Income	\$91,057		\$87,170		\$90,560	
Median Household Income	\$60,197		\$58,192		\$59,659	
Per Capita Income	\$35,413		\$33,337		\$35,202	
HOUSEHOLD INCOME RANGES						
\$50,000 +	70,383	58.6%	87,935	57.1%	74,948	58.2%
\$75,000 +	49,712	41.4%	61,555	40.0%	52,795	41.0%
\$100,000 +	33,889	28.2%	41,145	26.7%	35,962	27.9%
\$150,000 +	16,844	14.0%	19,440	12.6%	17,813	13.8%
AGE						
Median Age	33.0		33.8		33.4	
EDUCATION / OCCUPATION						
Bachelor's Degree Plus	69,672	36.0%	81,359	31.8%	73,165	35.0%
White Collar	92,151	61.4%	111,875	59.3%	97,742	61.1%
RACE/ETHNICITY						
White	185,643	60.0%	240,973	59.6%	200,136	60.3%
Black/African American	29,294	9.5%	33,240	8.2%	30,011	9.0%
American Indian	3,275	1.1%	4,084	1.0%	3,431	1.0%
Asian	11,014	3.6%	11,369	2.8%	11,071	3.3%
Pacific Islander	247	0.1%	306	0.1%	259	0.1%
Other Race	79,887	25.8%	114,082	28.2%	87,140	26.2%
Hispanic or Latino	110,378	35.7%	162,150	40.1%	120,981	36.4%
Not Hispanic or Latino	198,982	64.3%	241,904	59.9%	211,067	63.6%
EMPLOYMENT / DAYTIME POPULATION						
	3 MILE		5 MILE		7 MILE	
Total Businesses	4,443		8,177		10,757	
Total Employees	49,608		95,772		132,327	
Daytime Population	101,671		221,369		277,767	

TRADE AREA MAP

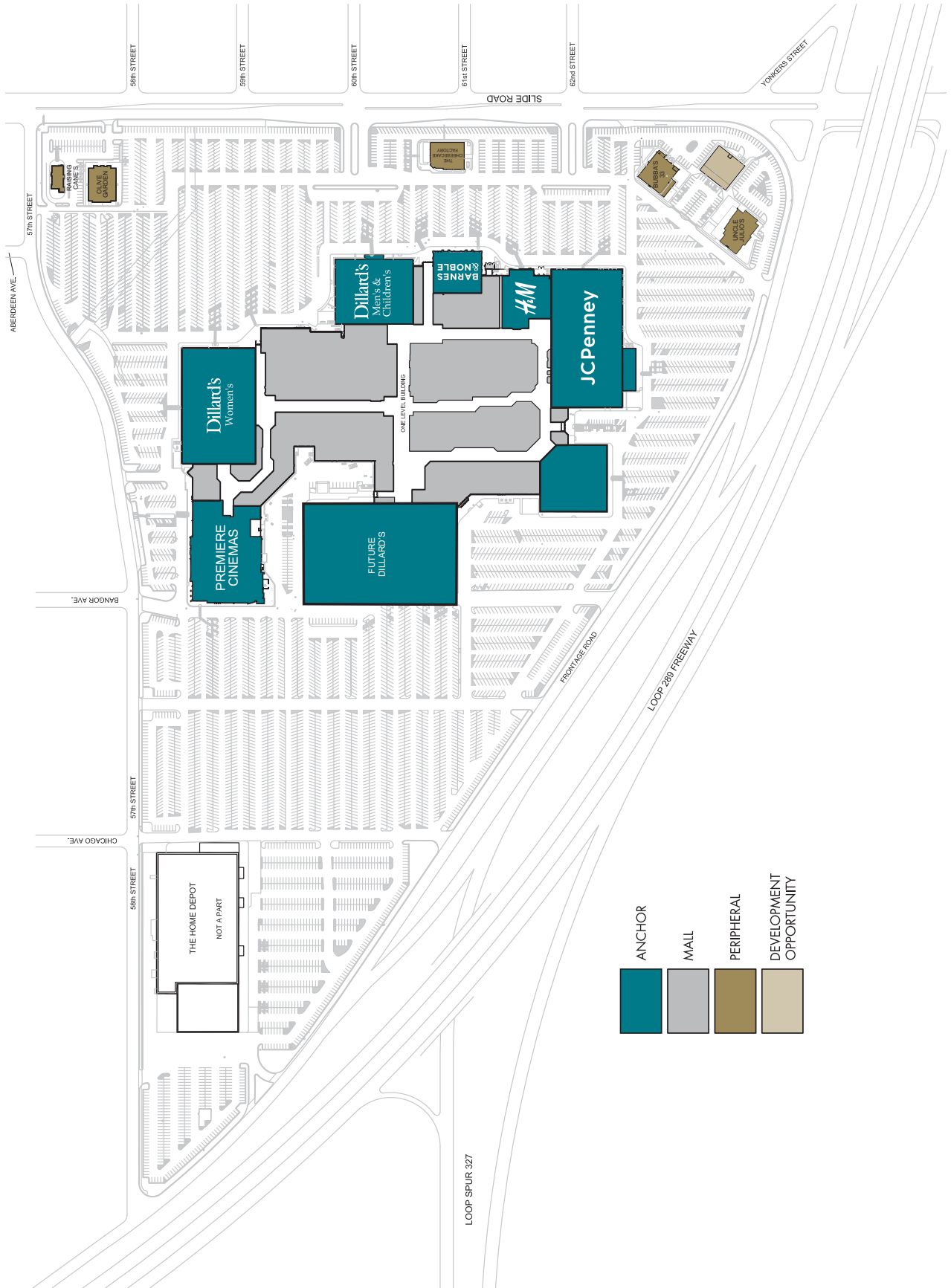


LEGEND

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



SITE PLAN



MARKET FACT SHEET

KNOWN AS THE MEDICAL HUB OF WEST TEXAS, **TEXAS TECH HEALTH SCIENCES CENTER** PROVIDES HEALTHCARE SERVICES TO 131,000 SQUARE MILES AND POPULATION OF 3.1 MILLION

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

\$3 BILLION IN ECONOMIC IMPACT IS GENERATED BY TEXAS TECH UNIVERSITY LOCALLY AND \$16.4 BILLION STATEWIDE

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

COLLEGE AND UNIVERSITY

ENROLLMENT OF 56K+ STUDENTS TEXAS TECH UNIVERSITY (40,944), SOUTH PLAINS COLLEGE (9,179), LUBBOCK CHRISTIAN (1,770), WAYLAND BAPTIST (4,489)

3 SCHOOL DISTRICTS SERVING MORE THAN **43,000 STUDENTS**

3.7 MILLION BALES OF COTTON, **30% OF THE U.S. COTTON PRODUCTION** AND 4% OF THE WORLD'S, IS PRODUCED IN LUBBOCK AND SURROUNDING REGION

LUBBOCK RANKED #5 OF 20 FASTEST-GROWING MOST **AFFORDABLE CITIES** IN THE U.S.

(BUSINESS INSIDER, 2023)

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

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 **391K 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 **3-TIME SUPER BOWL MVP** PATRICK MAHOMES

LUBBOCK'S ECONOMIC DEVELOPMENT ALLIANCE, VISIT LUBBOCK AND LUBBOCK SPORTS REPORTS AN ANNUAL ESTIMATE OF **6.8 MILLION VISITORS WITH AN ESTIMATED ECONOMIC IMPACT OF \$1 BILLION** GENERATING MORE THAN 1.5M ROOM NIGHTS

(LUBBOCK ECONOMIC DEVELOPMENT, 2023)

LUBBOCK'S MEDIAN AGE IN THE LAST DECADE HAS INCREASED BY 2% COMPARED TO THE U.S. MEDIAN AGE CHANGE OF 4%

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

YEARLY SALES

JAN	6.0%	MAY	7.3%	SEP	7.3%
FEB	7.1%	JUN	7.7%	OCT	7.3%
MAR	8.6%	JUL	8.5%	NOV	8.1%
APR	7.3%	AUG	9.3%	DEC	15.5%



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

WEST END

MARSHA SHARP FWY

THE HOME DEPOT

Dillard's

PREMIERE CINEMAS

Dillard's

Dillard's

BARNES & NOBLE

JCPenney

H&M

SPUR 327

EMBASSY SUITES

HOBBY LOBBY

SPEC'S

Crunch Fitness

Olive Garden

Chick-fil-A

Visceral Factory

MCDONALD'S

TEXAS ROADHOUSE

HOOK & REEL

CRUNCH FITNESS

ROSS

OLD NAVY

LOGAN'S ROADHOUSE

LA PALAPA