



**SOUTH PLAINS
MALL**

LUBBOCK, TX

MARKET PROFILE 2025

MAJOR RETAILERS Barnes & Noble, Bath & Body Works, Box Lunch, Buckle, Dillard's, Foot Locker, H&M, Hollister, JCPenney, JD Sports, Journey's Kidz, Pink, Vans, Victoria's Secret

RESTAURANTS & ENTERTAINMENT Bubba's 33, Charleys Philly Steaks, Chick-fil-A, China Wok, 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** 1,315,000 | **BUILT / RENOVATED** 1972 / 1995 / 2016

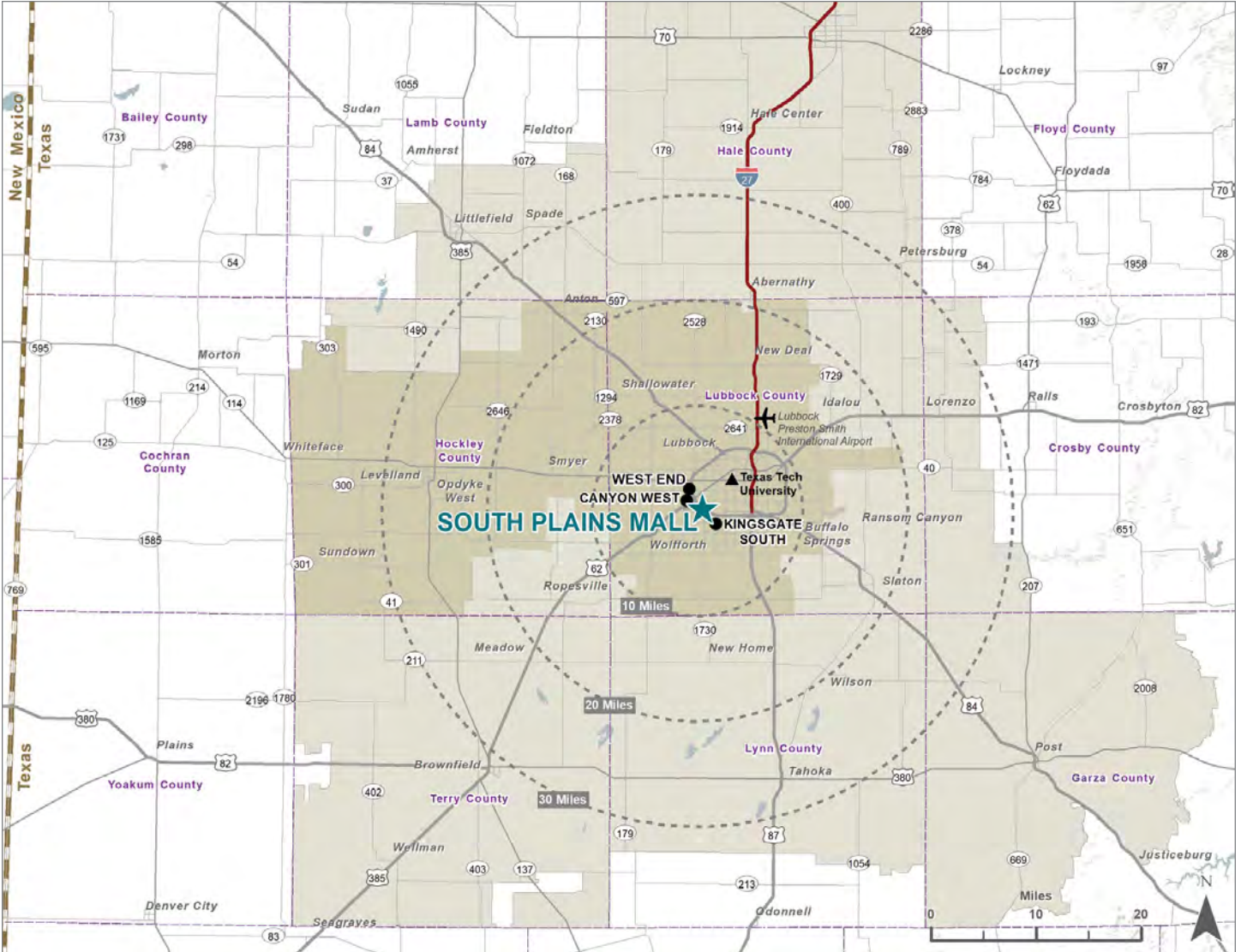
FOR MORE INFORMATION 806-792-4654 | Macerich.com



DEMOGRAPHIC SUMMARY

POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		LUBBOCK, TX [MSA]	
2024 Total Population	329,671		406,424		364,199	
2029 Total Population	340,250		416,229		375,175	
% Population Change 2024 to 2029	3.2%		2.4%		3.0%	
HOUSEHOLDS						
2024 Total Households	128,121		155,302		140,577	
2029 Total Households	134,477		161,830		147,330	
% Household Change 2024 to 2029	5.0%		4.2%		4.8%	
INCOME						
Average Household Income	\$93,351		\$90,727		\$92,638	
Median Household Income	\$64,277		\$62,235		\$63,679	
Per Capita Income	\$36,355		\$34,808		\$35,889	
HOUSEHOLD INCOME RANGES						
Household Income \$50,000 +	76,986	60.1%	91,752	59.1%	83,972	59.7%
Household Income \$75,000 +	57,213	44.7%	67,345	43.4%	62,308	44.3%
Household Income \$100,000 +	39,045	30.5%	45,502	29.3%	42,354	30.1%
Household Income \$150,000 +	20,009	15.6%	22,830	14.7%	21,524	15.3%
AGE						
Median Age	33.4		34.2		34.0	
EDUCATION / OCCUPATION						
Bachelor's Degree +	73,568	35.4%	82,979	32.1%	78,596	33.9%
White Collar	99,945	62.1%	115,932	60.5%	107,850	61.5%
RACE/ETHNICITY						
White	198,569	60.2%	243,000	59.8%	221,343	60.8%
Black	28,419	8.6%	31,571	7.8%	29,528	8.1%
American Indian	3,524	1.1%	4,156	1.0%	3,783	1.0%
Asian	10,447	3.2%	10,756	2.7%	10,550	2.9%
Pacific Islander	281	0.1%	341	0.1%	299	0.1%
Other Race	39,980	12.1%	53,800	13.2%	45,110	12.4%
2 + Races	48,450	14.7%	62,801	15.5%	53,586	14.7%
Hispanic Population	123,822	37.6%	166,548	41.0%	140,605	38.6%
EMPLOYMENT / DAYTIME POPULATION						
	3 MILE		5 MILE		7 MILE	
Total Businesses	4,626		8,530		11,159	
Total Employees	52,026		100,406		136,397	
Total Daytime Population	103,663		227,494		283,536	

TRADE AREA MAP



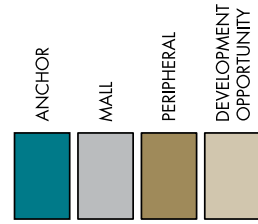
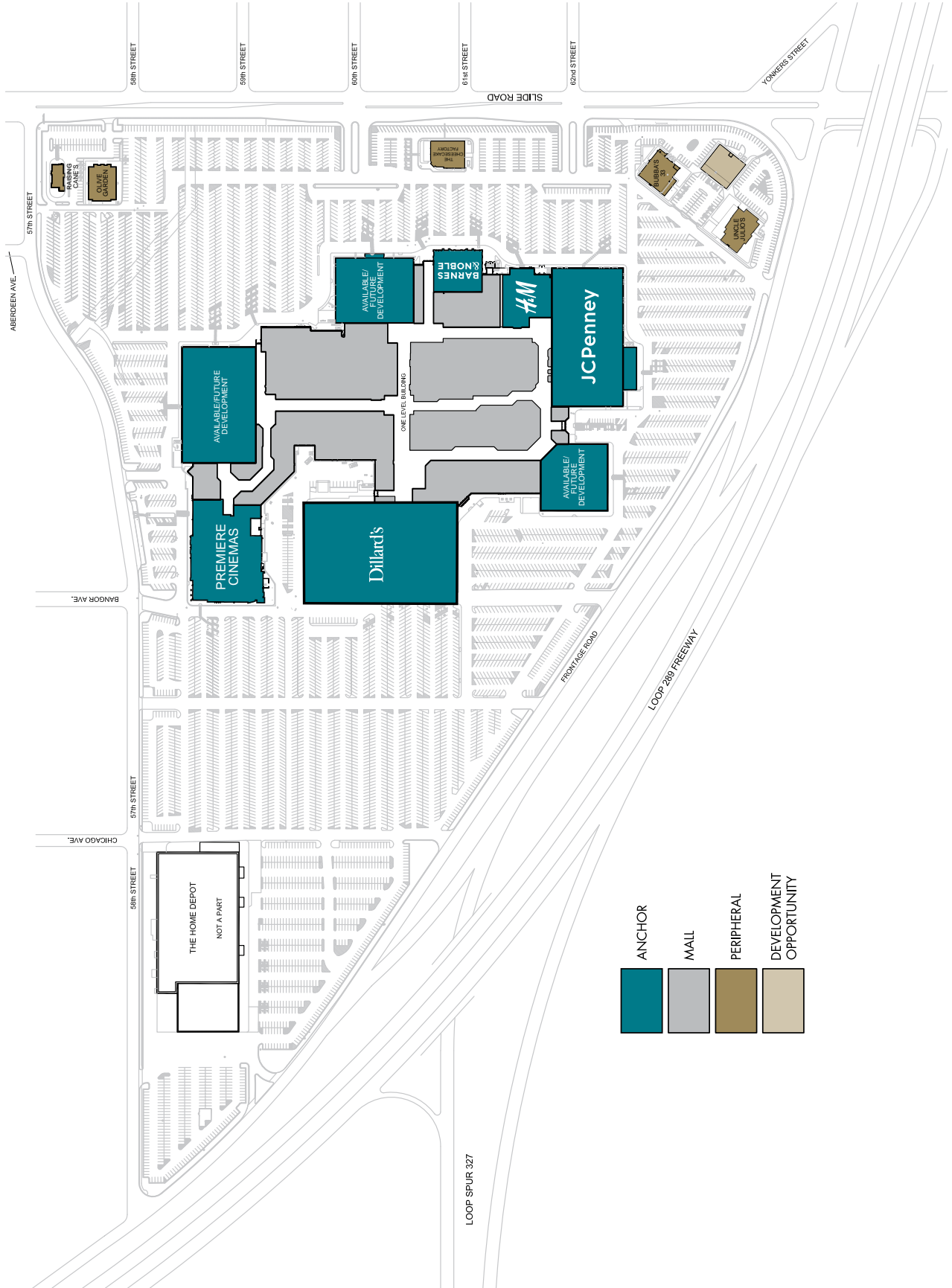
LEGEND

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



10% PCW

SITE PLAN



AT A GLANCE

CENTER INFORMATION

South Plains Mall, located in the heart of Lubbock, Texas, is a top shopping and entertainment hub featuring popular retailers like Dillard's, JCPenney, Buckle and H&M. With a variety of dining options and a state-of-the-art IMAX movie theater, the center offers an enjoyable experience for families, fashion lovers and casual shoppers alike.

55.5K
COLLEGE
POPULATION

HOME TO
3 NATIONALLY
ACCREDITED UNIVERSITIES

\$3B
ECONOMIC
IMPACT

GENERATED BY
TEXAS TECH UNIVERSITY SYSTEM,
HEADQUARTED IN LUBBOCK

1.2M LIVES
IMPACTED

BY **HEALTHCARE SERVICES**
PROVIDED IN LUBBOCK,
ANNUALLY

MARKET INFORMATION

- **AVERAGE HH INCOME OF \$102K** within a 3-mile radius of the center
- Lubbock has a median age of 33.4
- 46% of HH income in Lubbock is more than \$100K
- **645K** regional population base

OTHER FACTS

- Home to **MUSIC ICONS**: Mac Davis, Buddy Holly, Waylon Jennings and Pat Green
- The average commute in Lubbock is 17 minutes
- Cost of Living is **8.5% BELOW** the national average
- **#8 U.S. CITIES** with the Best Work-Life Balance (SmartAsset, 2020)
- Lubbock ranks among the **TOP 20** Best Place to start a business (Wallethub, 2023)
- Lubbock is **ONE OF SIX** Texas cities ranked among the **TOP 100 BEST PLACES TO LIVE** in the U.S. (Livability, 2023)

ECONOMIC DRIVERS

- Lubbock a regional healthcare hub employ **17K+ PEOPLE, GENERATE A \$736M ECONOMIC IMPACT** and a payroll of \$535M
- Cotton Powerhouse for the U.S. producing **1.3M BALES** of cotton with a **\$468M VALUE** (2023)
- Significant growth in manufacturing is driving expansion, led by Leprino Foods, Xfab, WL Plastics and more—adding **2.5K NEW JOBS**
- Lubbock, the '**NAPA OF THE SOUTH**,' is home to 6 award-winning wineries **PRODUCING 90%** of the wine grapes in Texas
- Lubbock's thriving **EDUCATION SECTOR** supports **90K+ STUDENTS** and **26K+ PROFESSIONALS**, attracting a diverse student body from across the U.S. and 10+ countries



SOUTH PLAINS MALL

MAJOR RETAILERS INCLUDE:

DILLARD'S
JCPENNEY
PREMIERE CINEMAS + IMAX
BARNES & NOBLE

H&M
BUBBA'S 33
UNCLE JULIO'S
THE CHEESECAKE FACTORY

OLIVE GARDEN
RAISING CANES
AMERICAN EAGLE
BUILD-A-BEAR

THE CHILDREN'S PLACE
OAKLEY
PANDORA
PINK

SHOE PALACE
VICTORIA'S SECRET
ZALES

NORTH



CANYON WEST

SAM'S CLUB

LOWE'S

MARSHA SHARP FWY

LOOP 289

SPUR 327

THE HOME DEPOT

Dillard's

PREMIERE CINEMAS

BARNES & NOBLE

JCPenney

H&M

LOOP 289

EMBASSY SUITES

UNCLE JULIO'S

Bubba's 33

Visceralis Factory

STARBUCKS

TEXAS ROADHOUSE

HOOK & REEL

CRUNCH FITNESS

LA PALAPA

ROSS

OLD NAVY

RUDY'S BEQ

HOBBY LOBBY

SPEC'S

7 BREW

Circle K

Oldemark

RODEO BOOTS