

# CURRENT ECONOMIC CONDITIONS & TRENDS

January 22, 2026



LUBBOCK  
ECONOMIC  
DEVELOPMENT  
ALLIANCE™

M A R K E T  
LUBBOCK™

*Visit*  
LUBBOCK™

LUBBOCK™  
SPORTS



LUBBOCK  
CULTURAL Arts FOUNDATION



# Growing Lubbock



**2025**

**City of Lubbock: 276,180**

**Lubbock County: 332,430**

**Texas: 31,245,372**

**2025-2050**

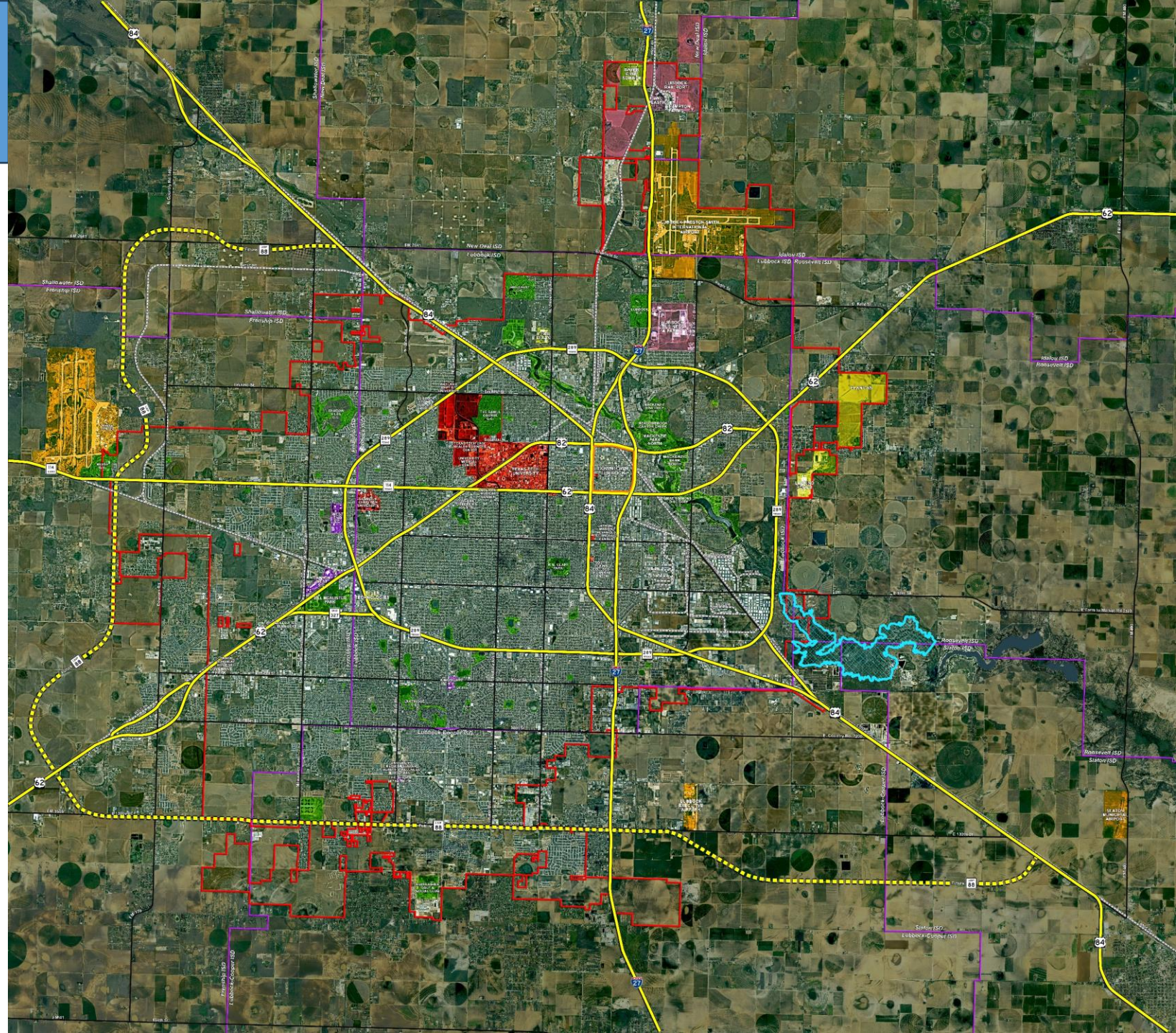
**Population Growth**

**Lubbock Co**

**19.3%**

**Texas**

**28.2%**



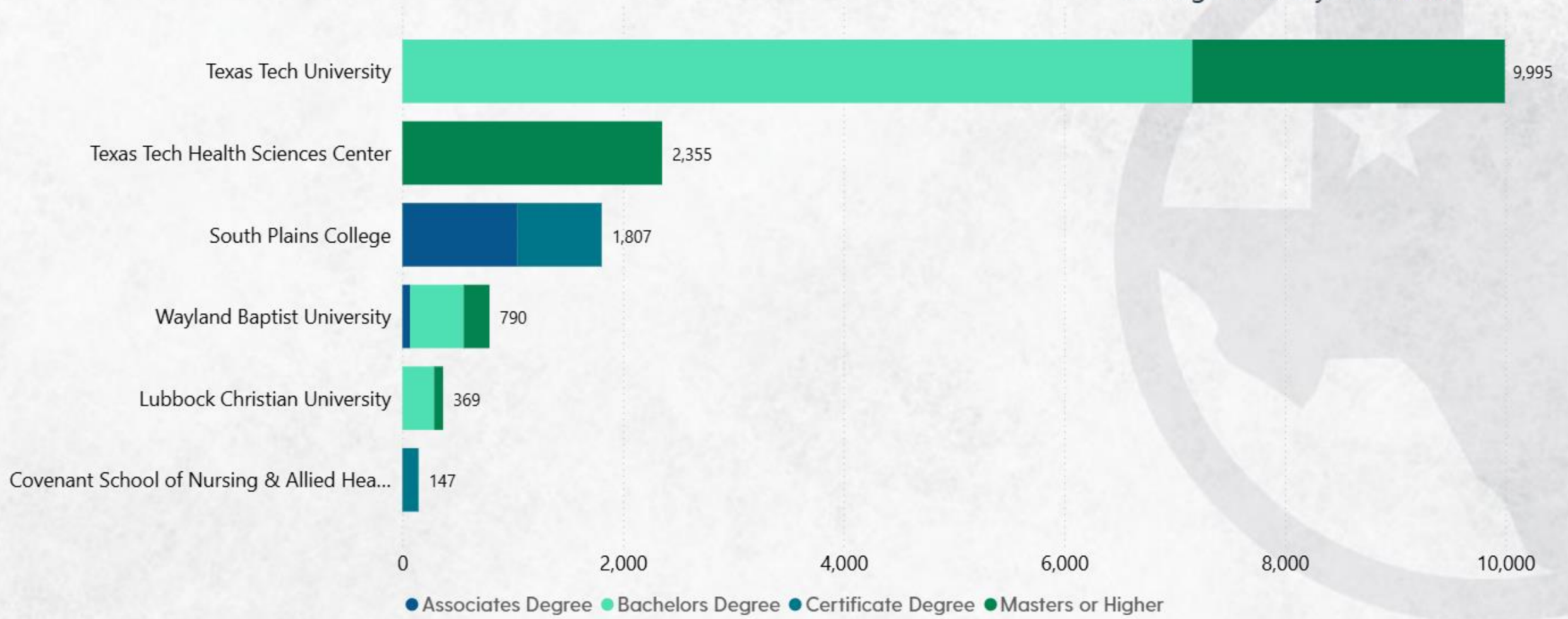


# Educational Pipeline

Higher Education Graduates in  
2024

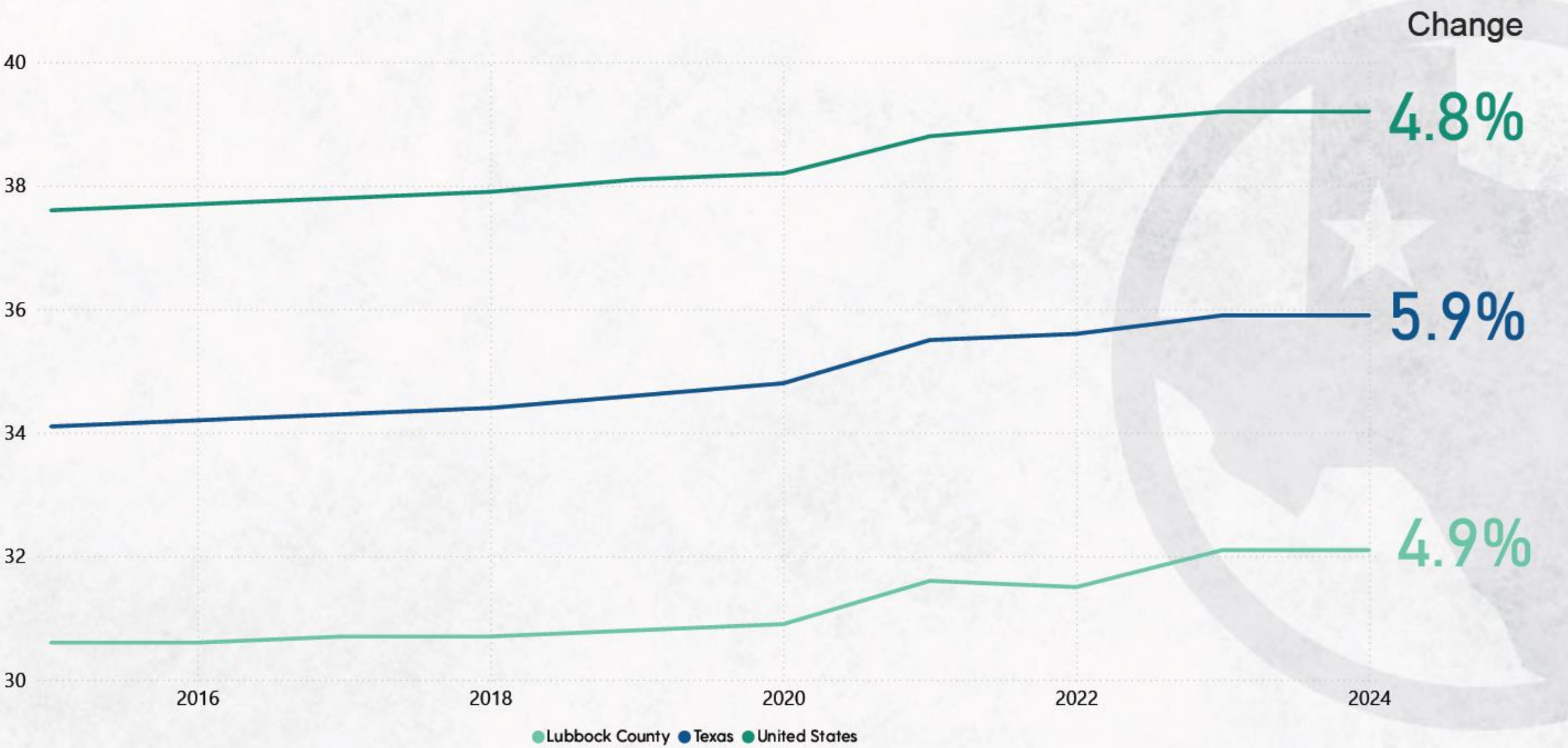
15,463

Change over 5 years: 9.1%



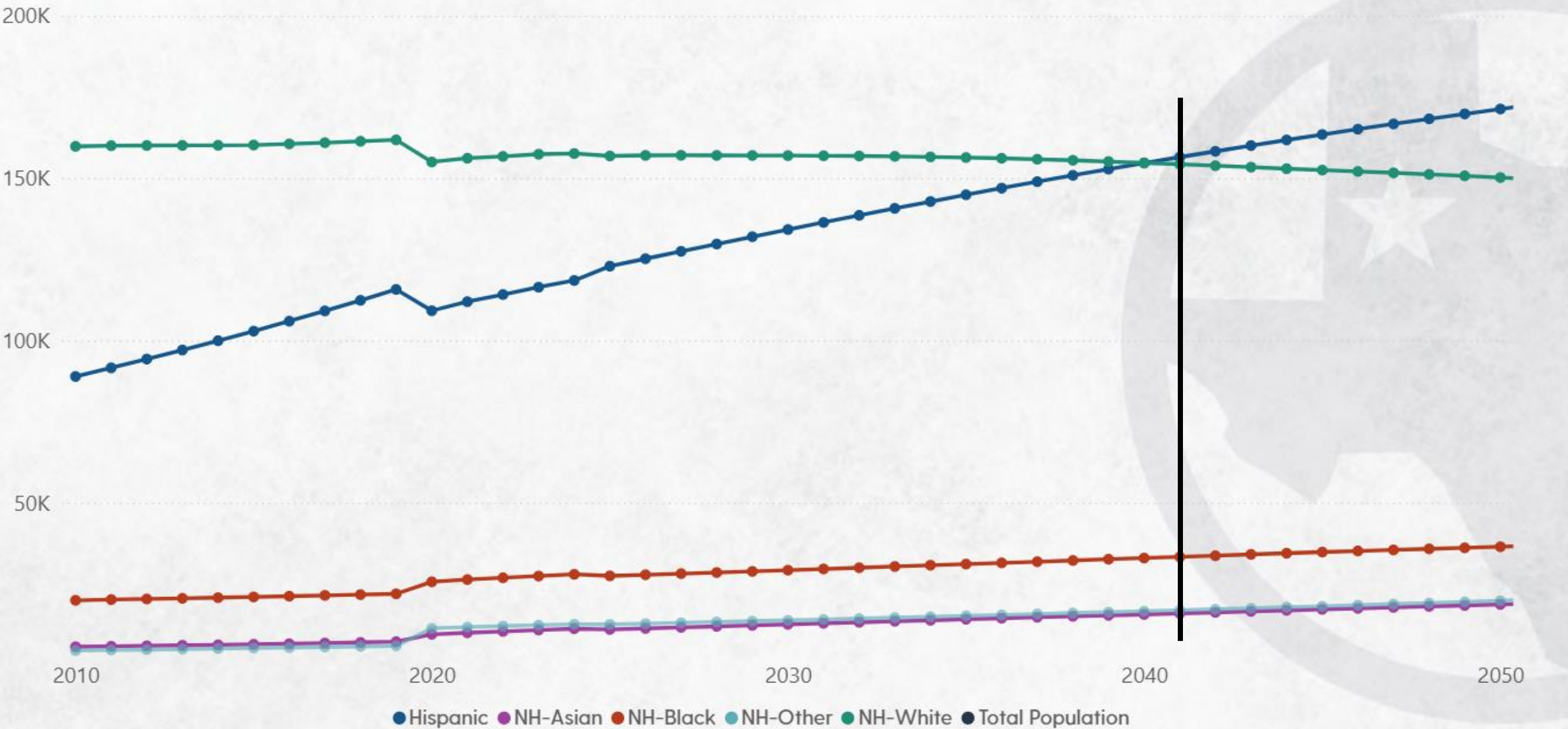
Source: TTU Factbook, TTUHSC Factbook, Lightcast: Lubbock County, Hockley County, Hale County

# Population Trends - Median Age



Source: US Census Bureau

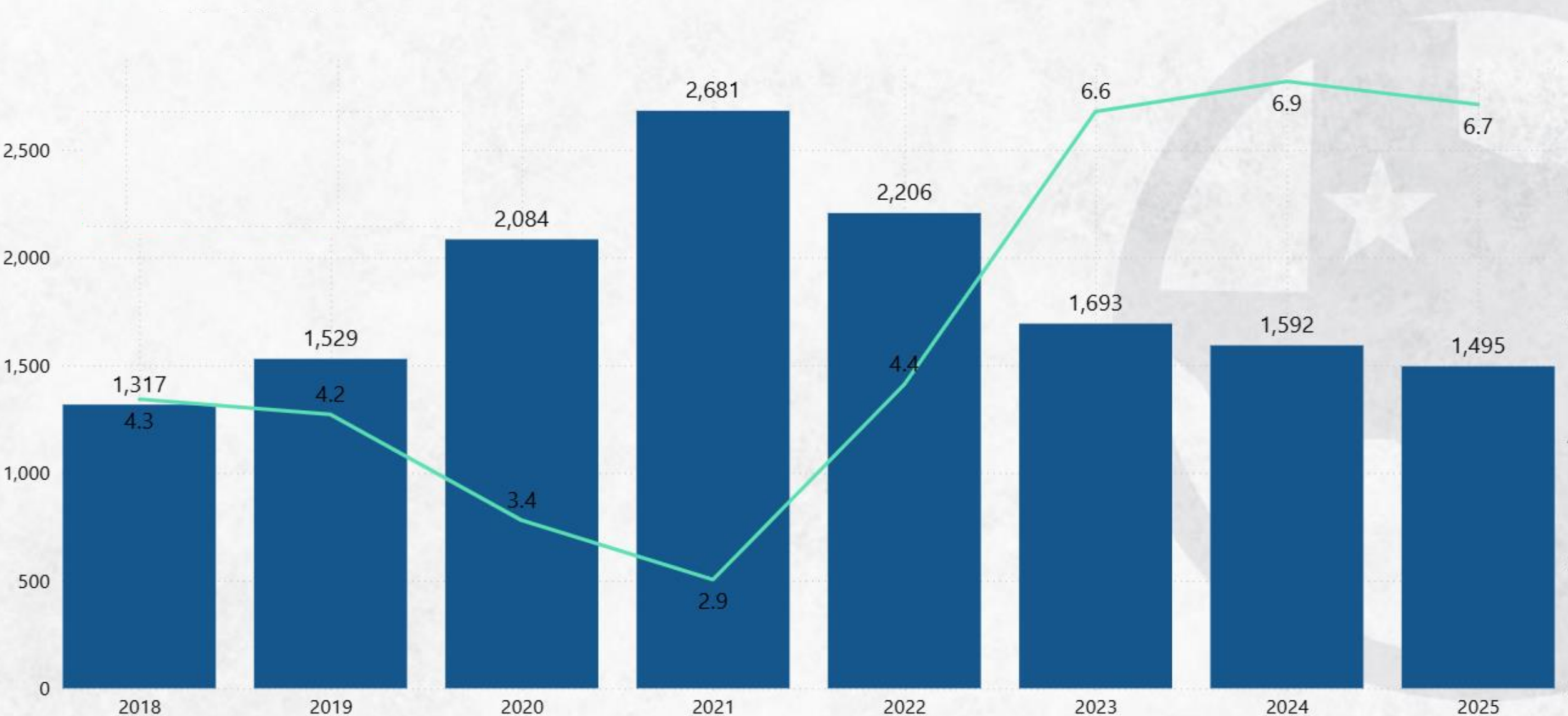
# Population Trends by Ethnicity



Source: Texas State Demographer



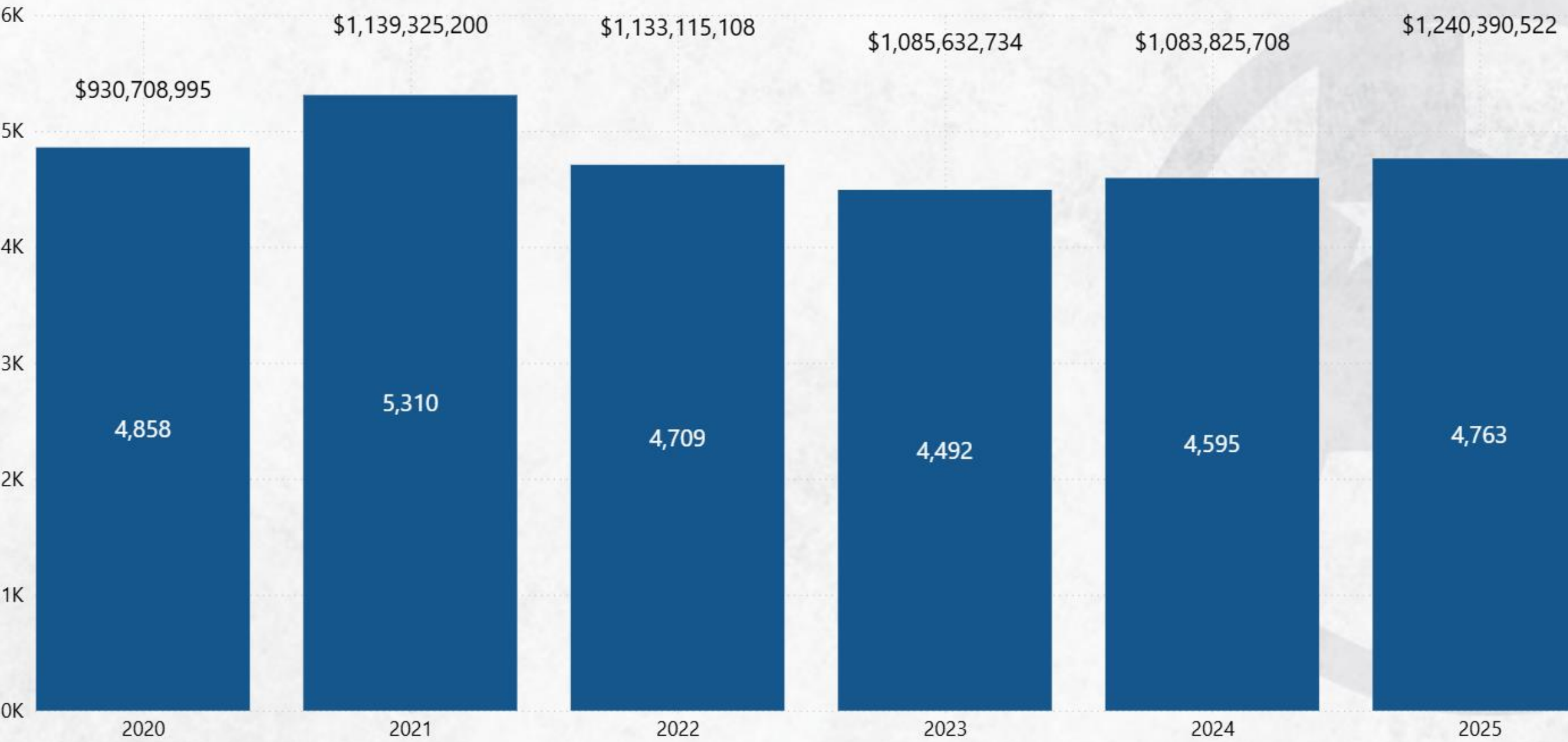
# Annual New Residential Permits



Source: City of Lubbock, ALN Apartment Data (Stabilized and Lease Up Properties)

2025 YTD through November

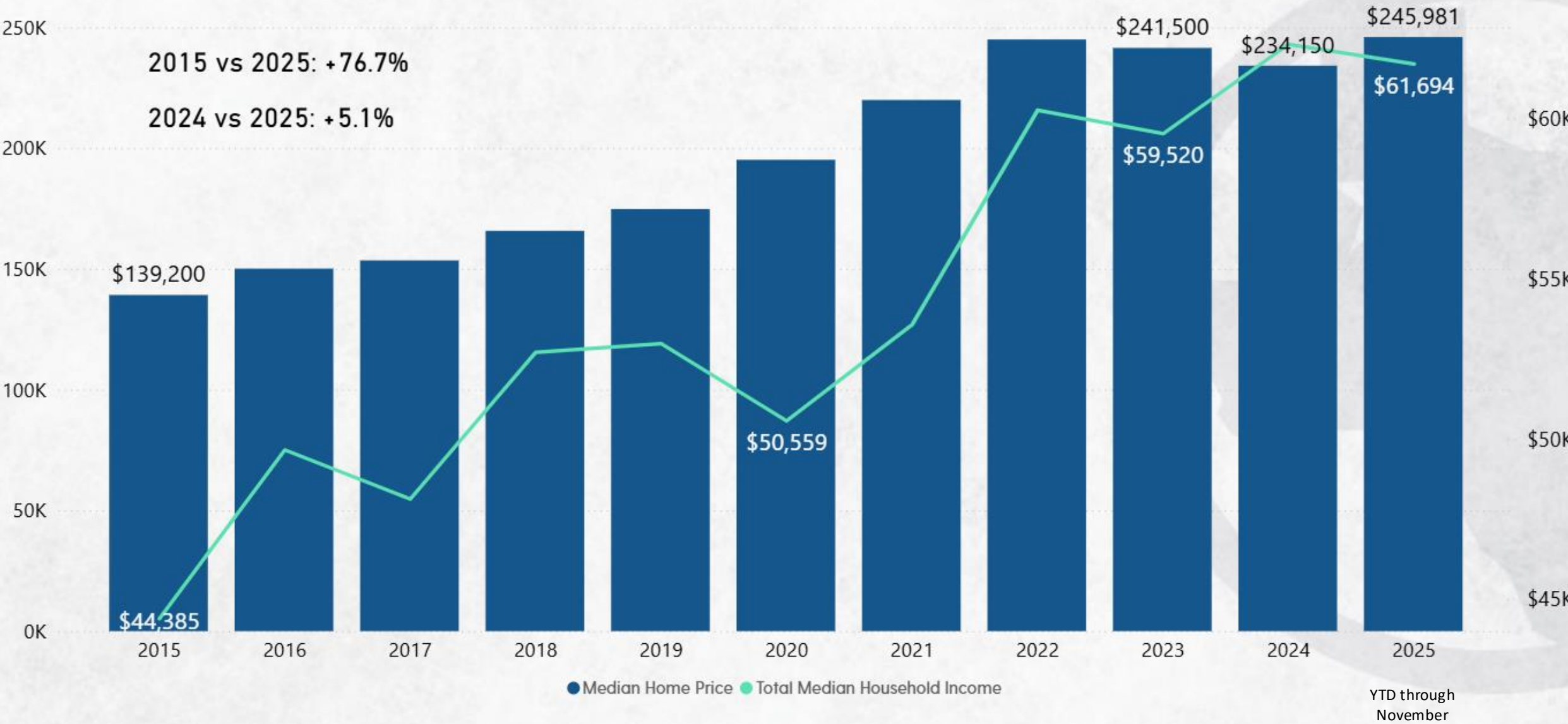
# Homes Sold and Total Sales Value



Source: Texas A&M, Texas Real Estate Research Center, Lubbock County

2025 YTD through  
November

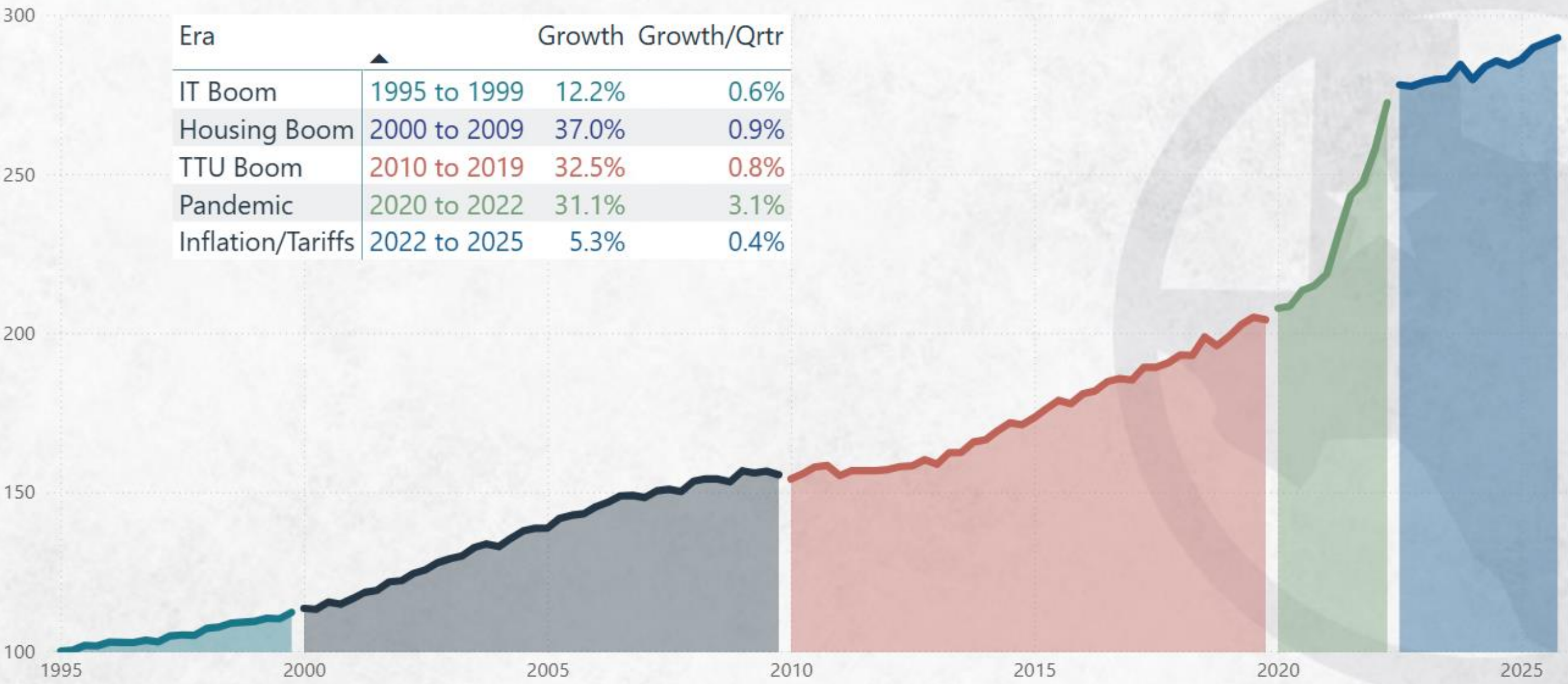
# Median Home Prices & Median Household Income



Source: Texas A&M Real Estate Center: Lubbock County



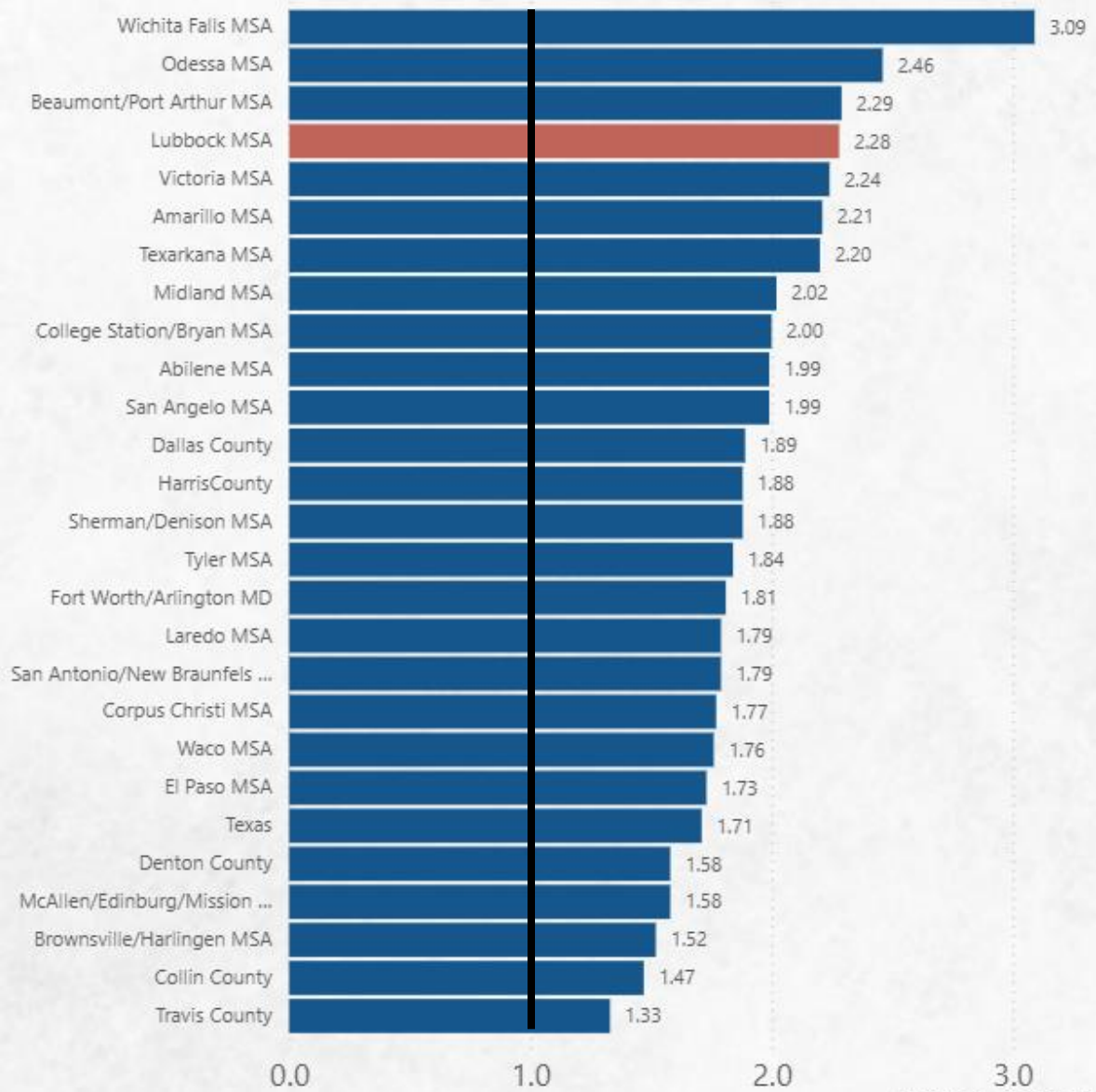
# Home Price Index - Lubbock MSA



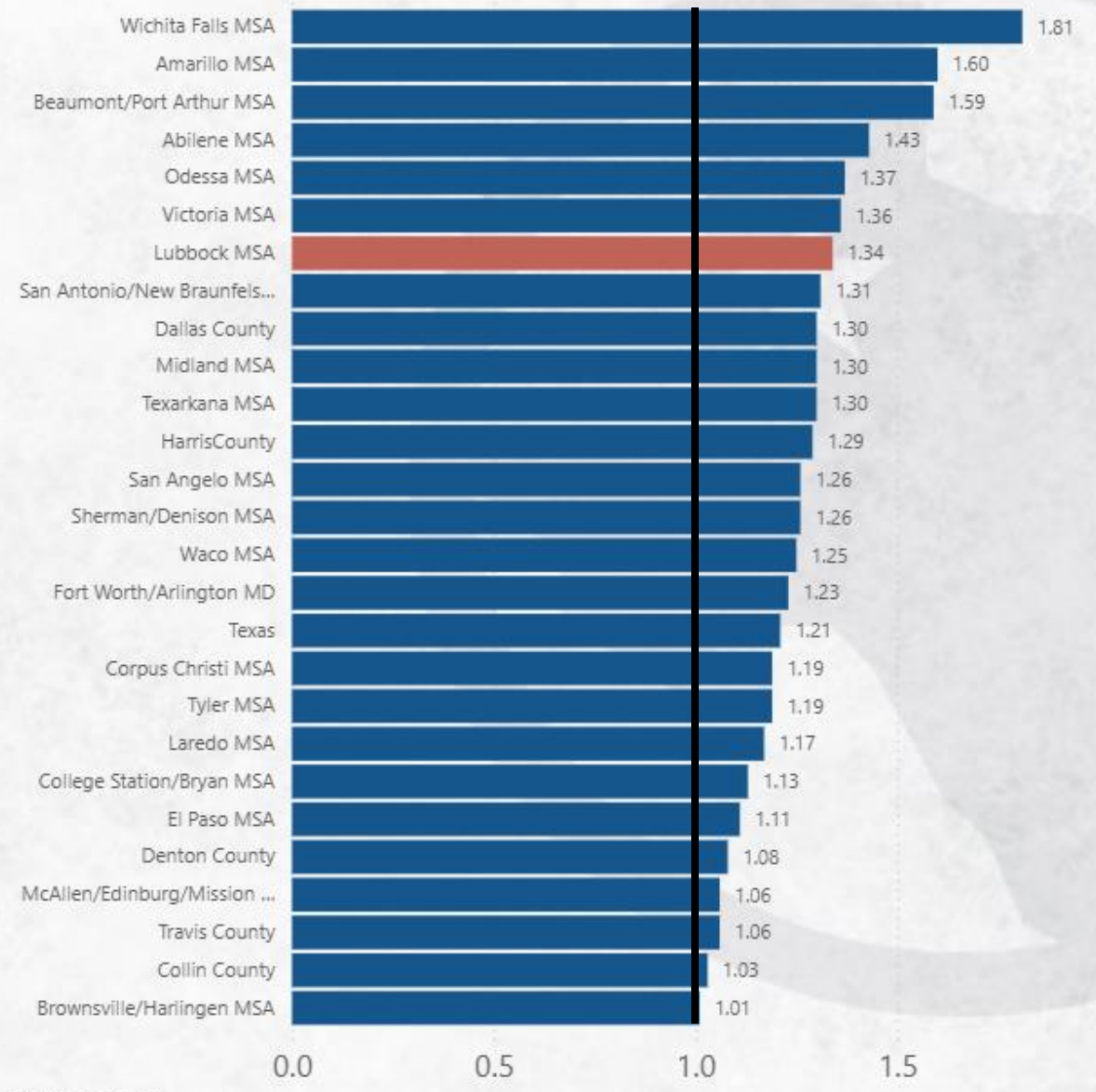
Source: St. Louis Fed (FRED)

# Texas Housing Affordability

1st Quarter 2021



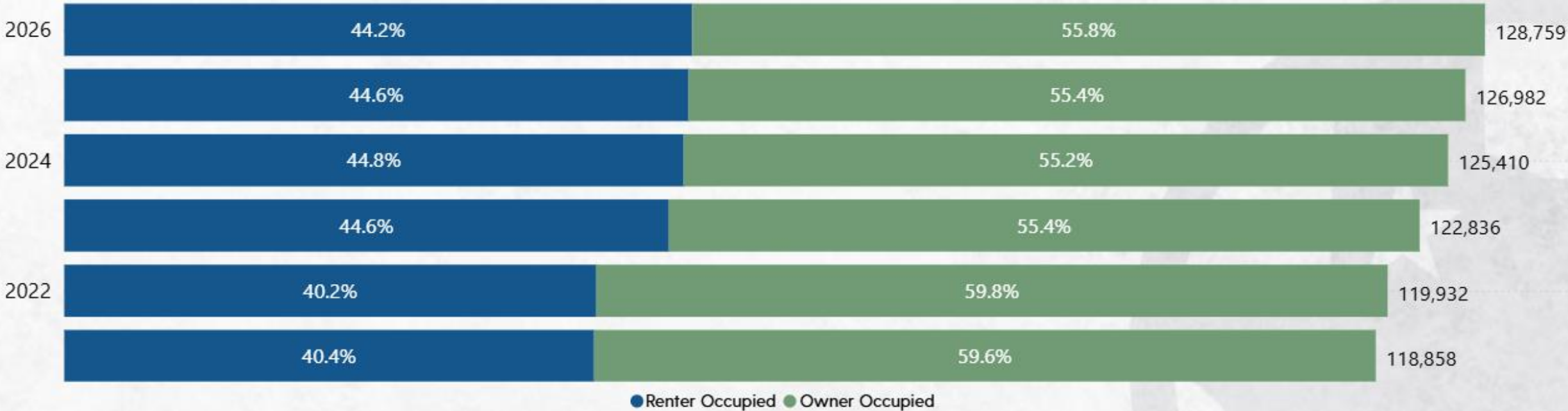
3rd Quarter 2025



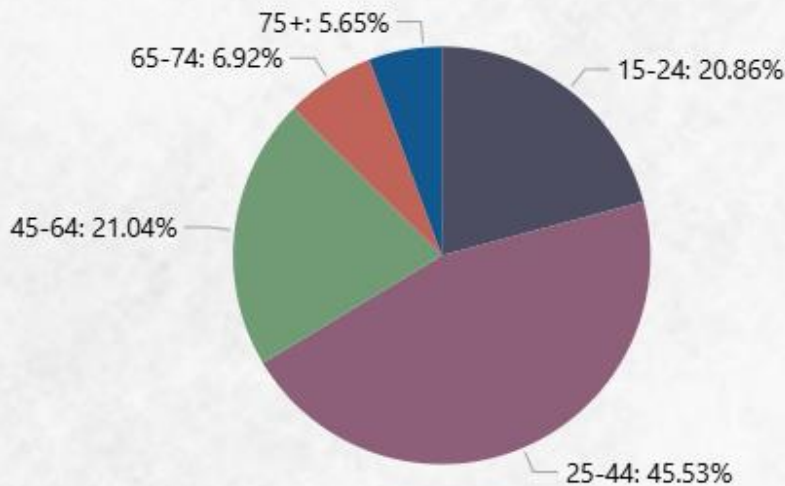
Source: Texas A&M Real Estate Center



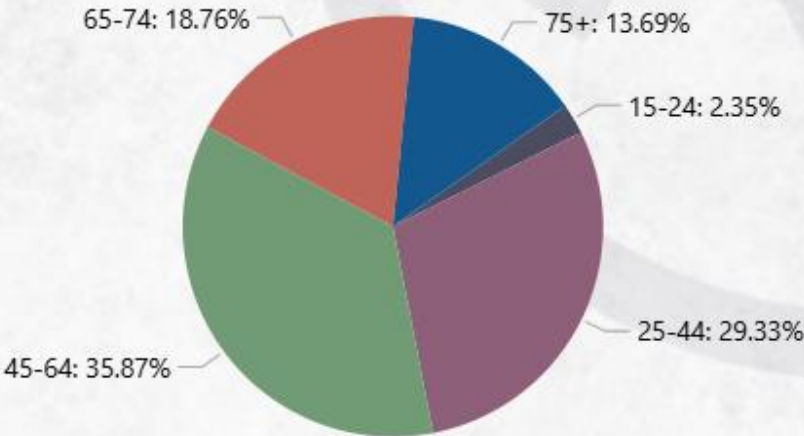
# Lubbock County Households



2026 Renter Occupied Households by Age

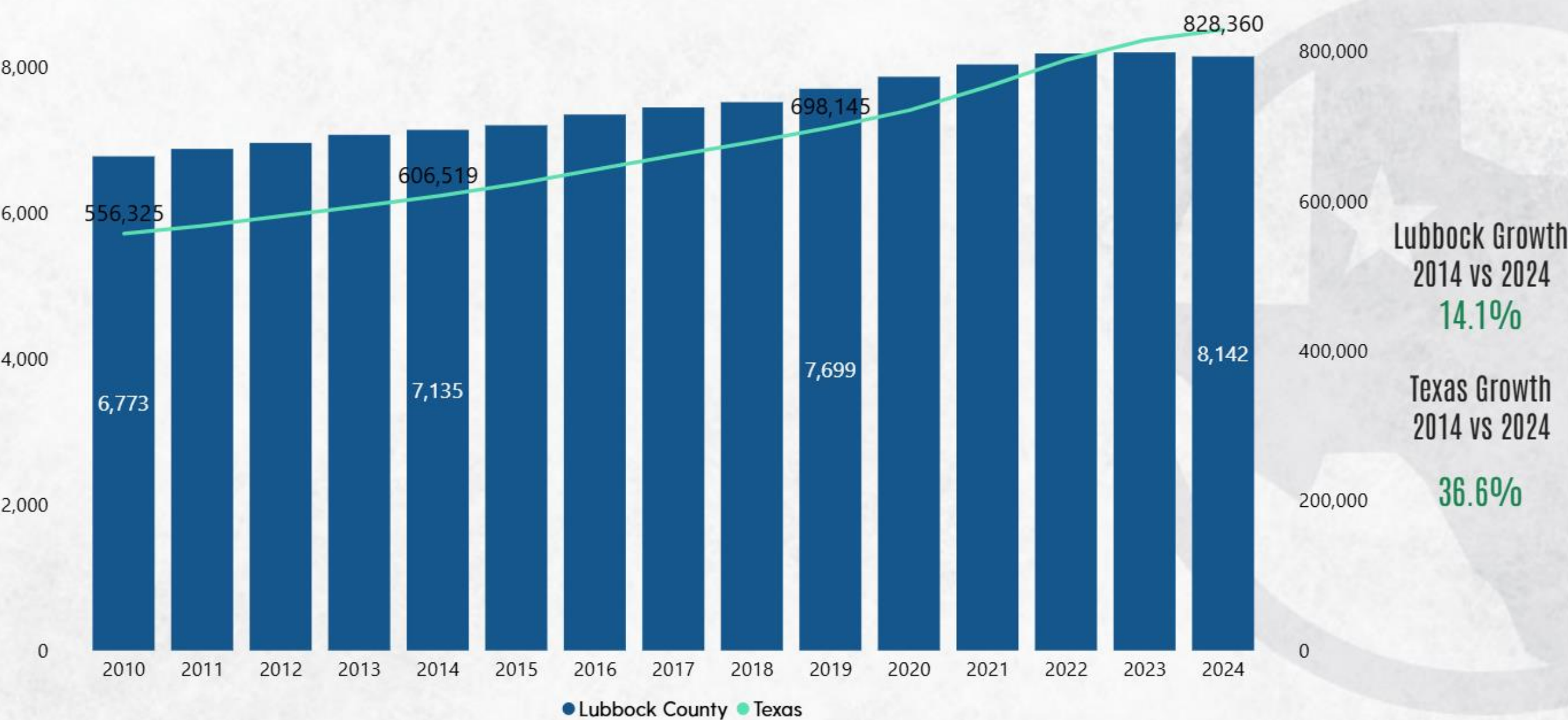


2026 Owner Occupied Households by Age



Source: Claritas Spotlight

# Establishments - All Private Industries

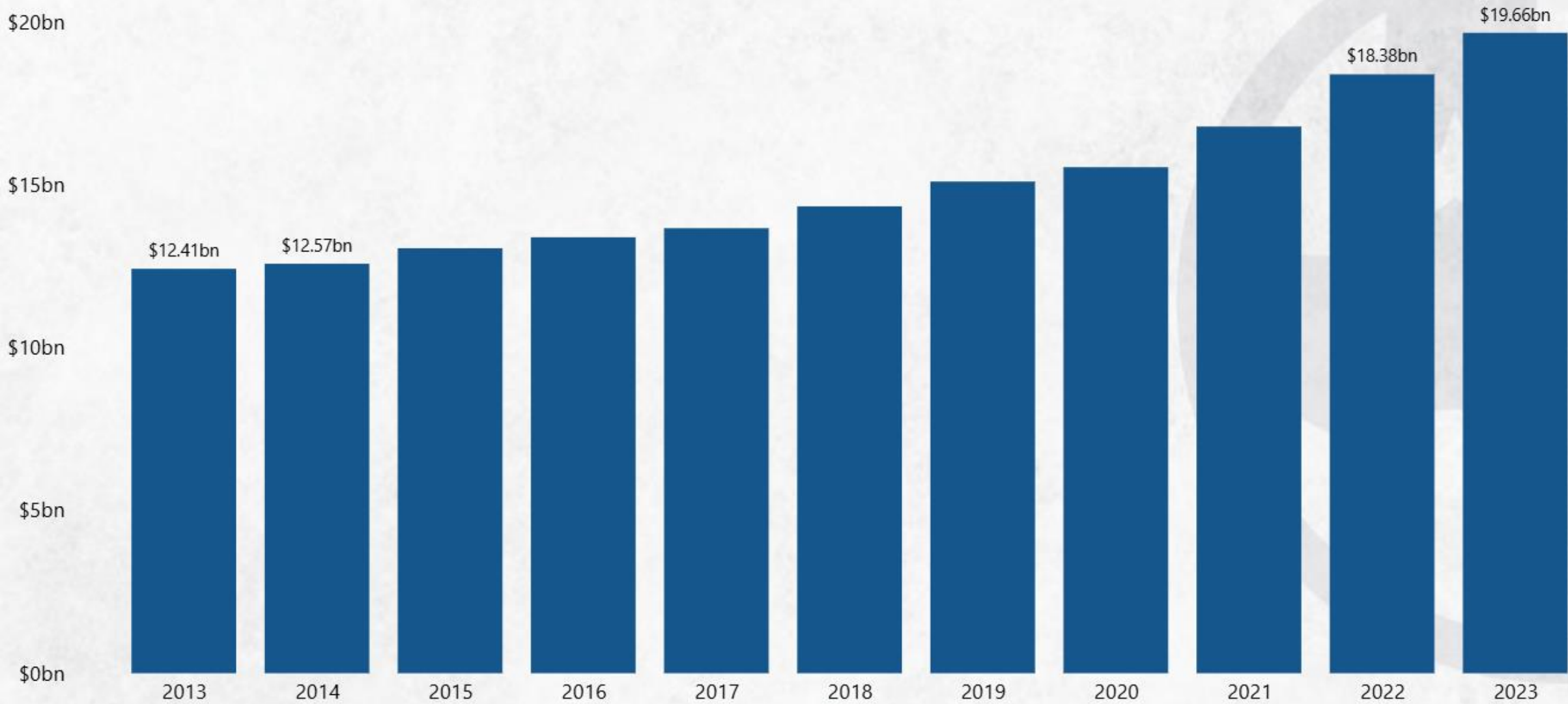


Source: Texas LMI QCEW Report



# Annual GDP 2013-2023

GDP (Gross Domestic Product): the total value of goods produced and services provided by the Lubbock MSA



Source: St. Louis FED (FRED)

# Annual GDP 2013-2023

GDP (Gross Domestic Product): the total value of goods produced and services provided by Lubbock



10-Year Lubbock MSA Growth Rate

58.3%

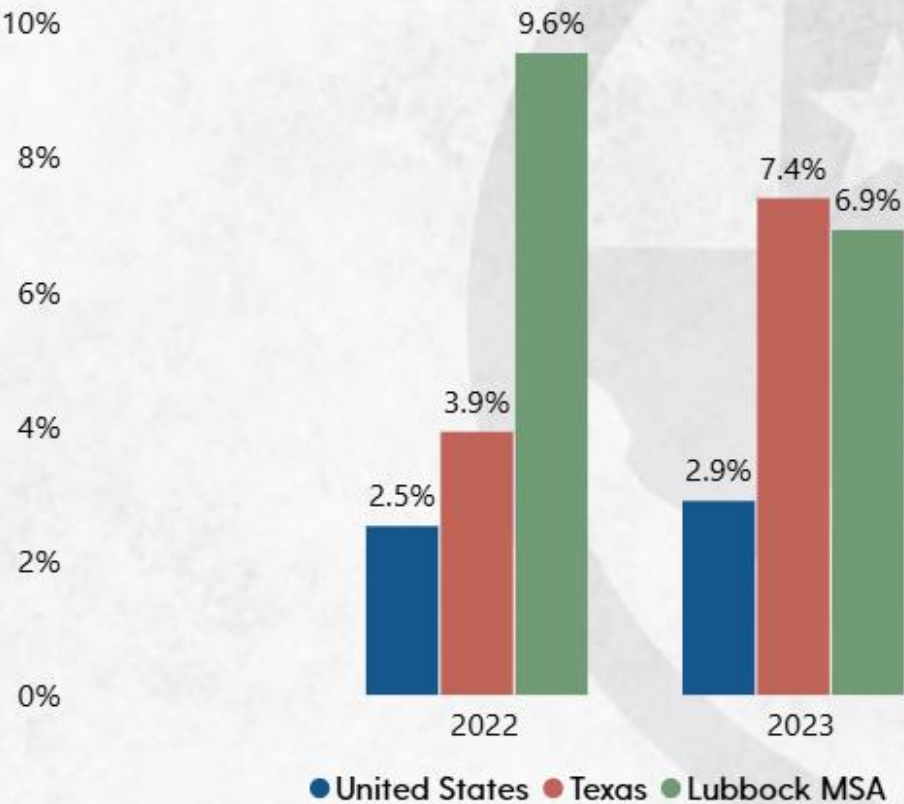
10-Year Texas Growth Rate

38.7%

10-Year U.S. Growth Rate

27.3%

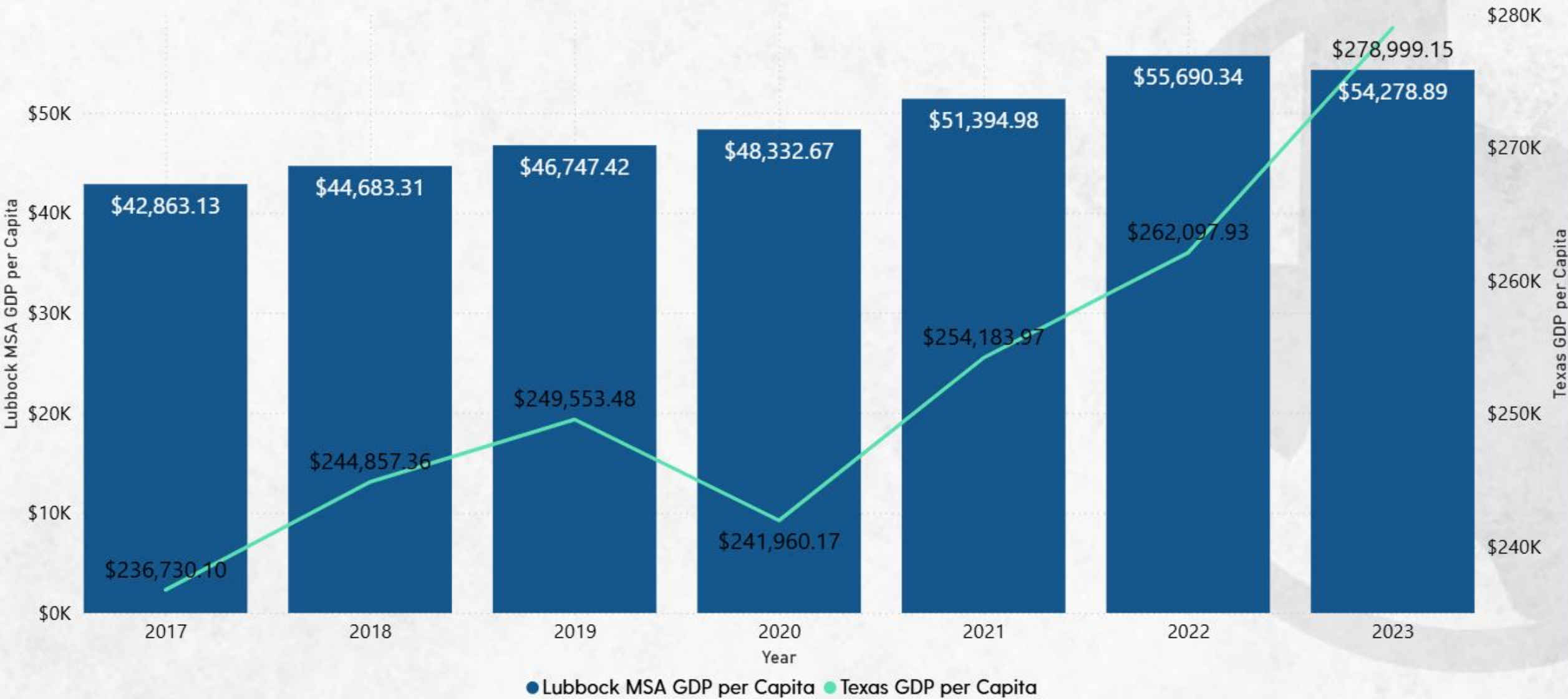
Recent Economic Growth Rate





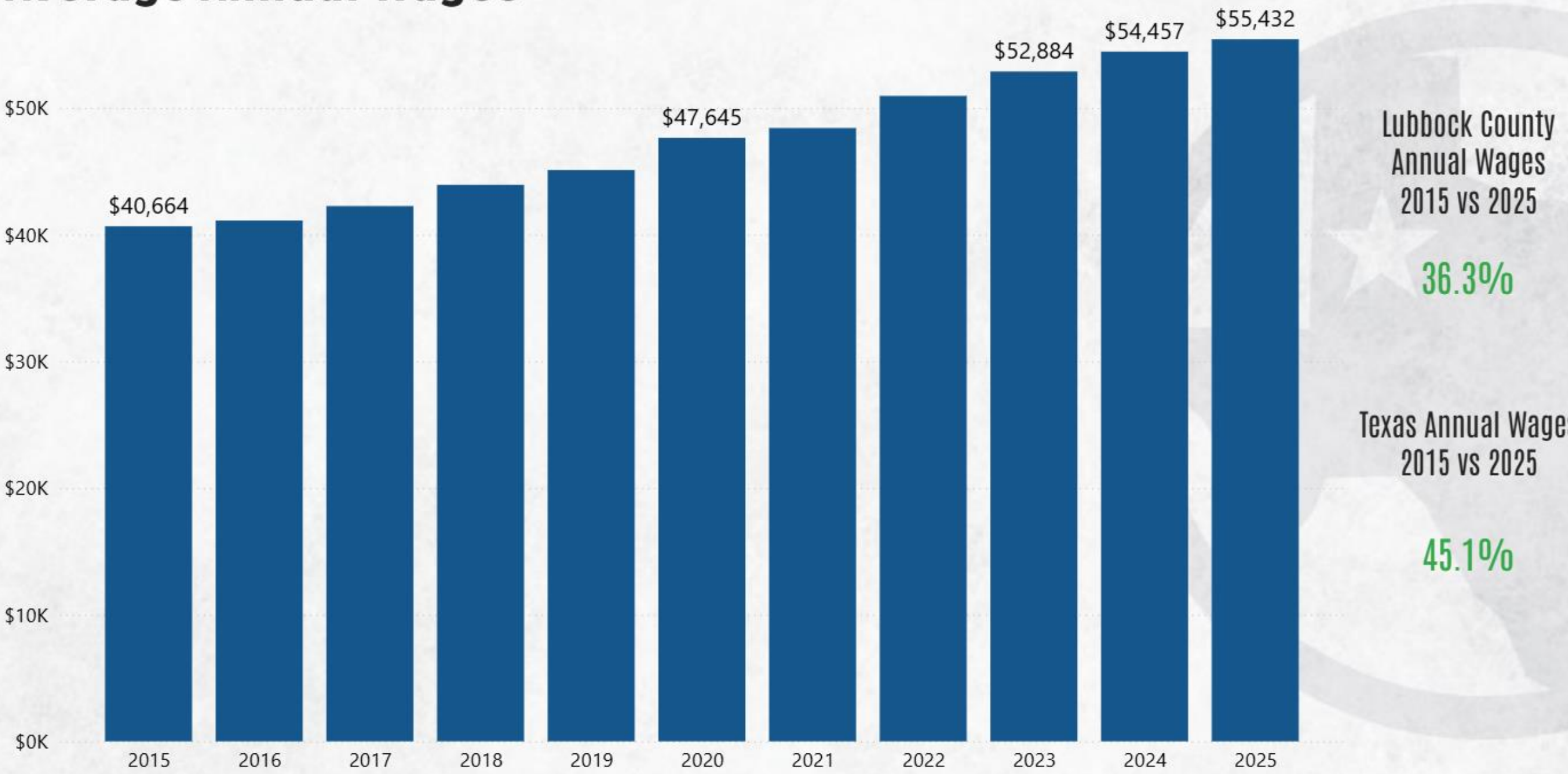
# GDP per Capita

(Gross Domestic Product): the total value of goods produced and services provided by the Lubbock MSA



Source: Environics, FRED Economic Data, St. Louis FED

# Average Annual Wages

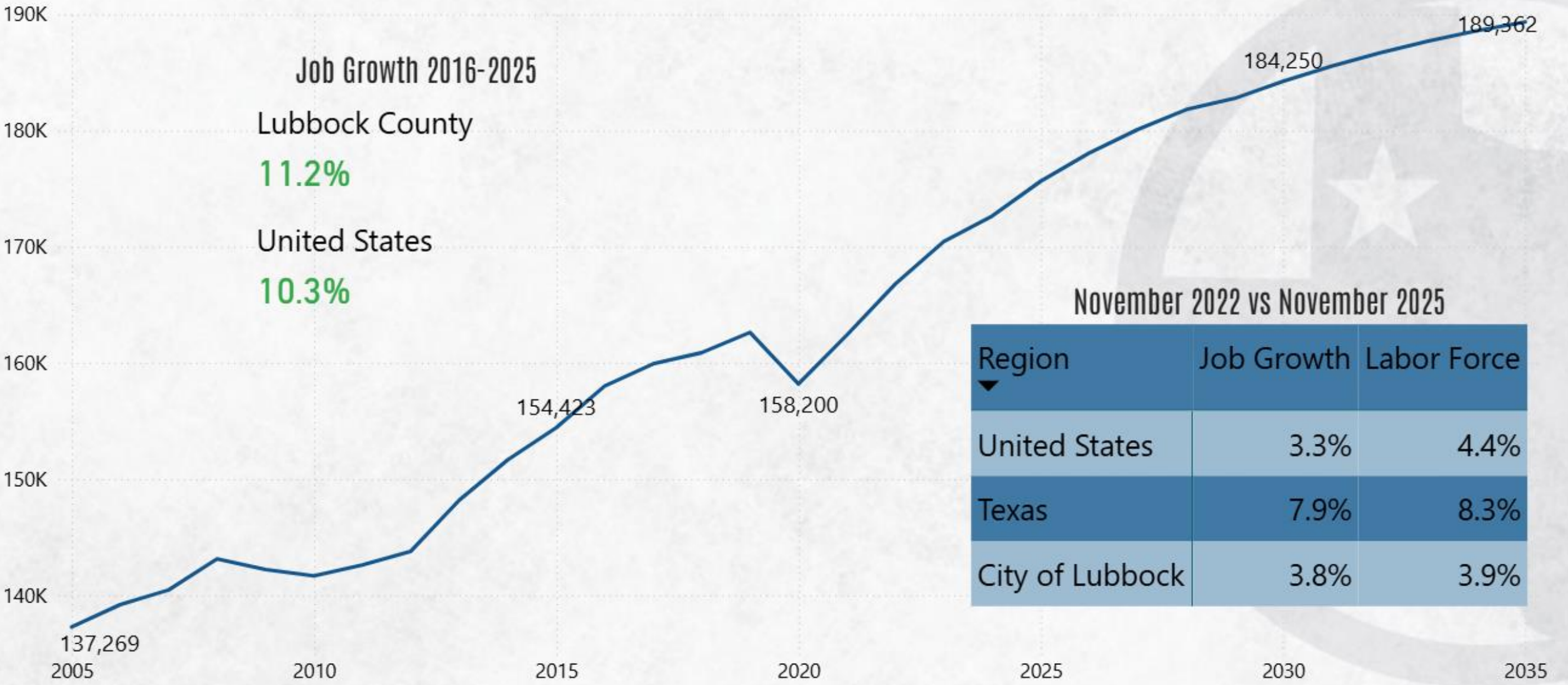


Source: Texas LMI (QCEW - Lubbock County All Total)

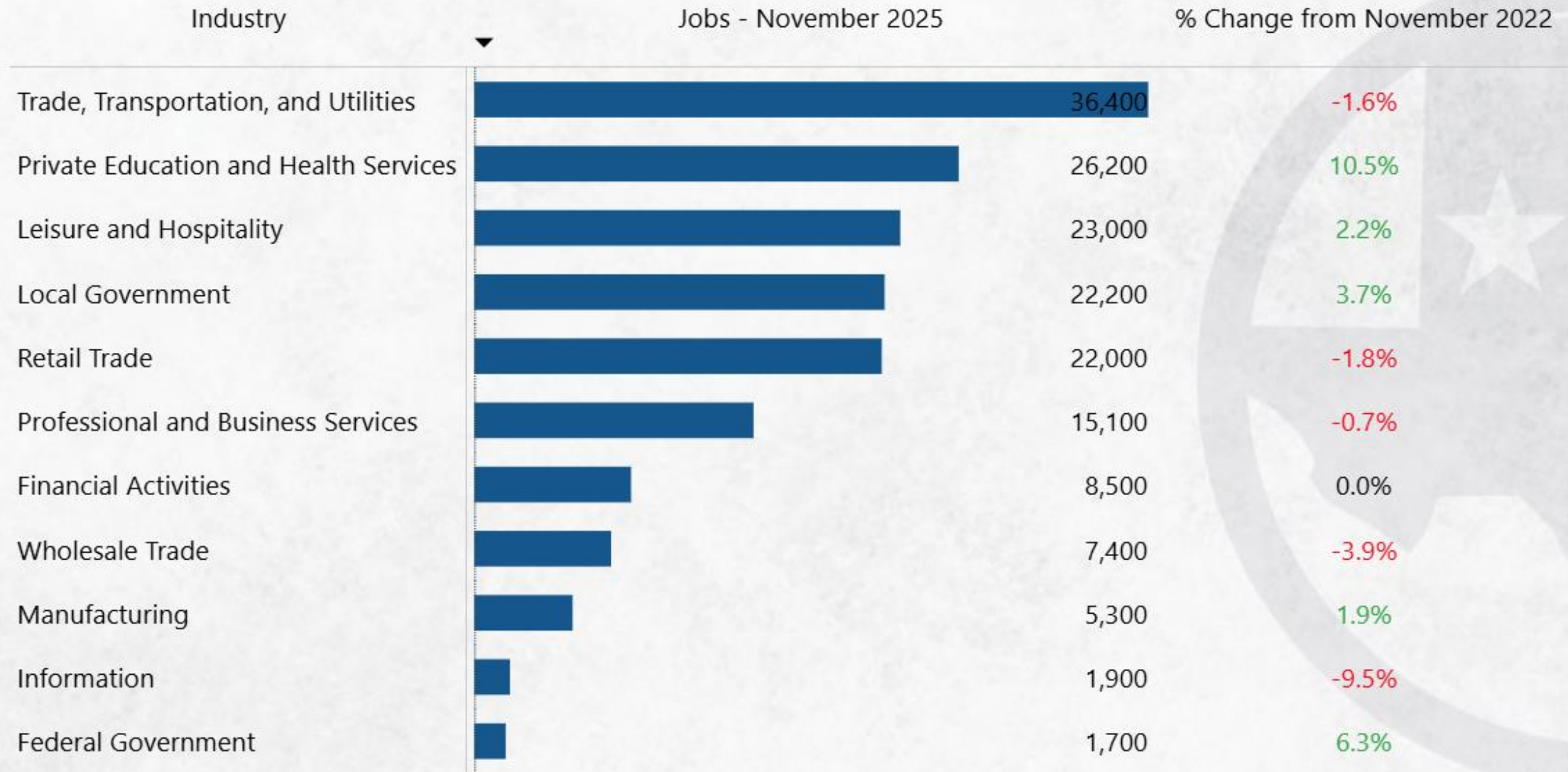
YTD through Q2



# Job Trends



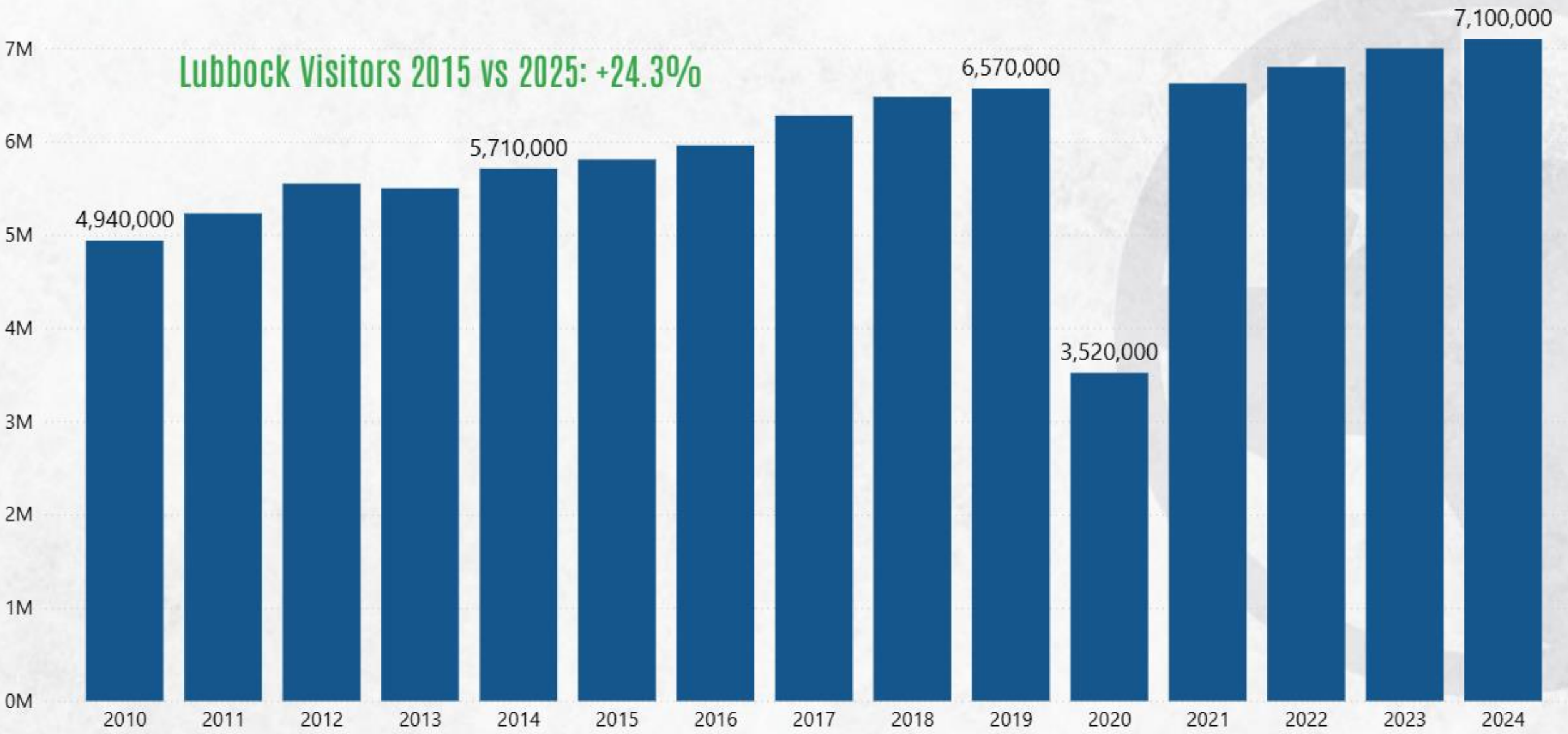
# Job Growth by Industry



Source: Texas LMI (CES)



# Total Number of Visitors



Source: Longwoods International, D.K. Shifflet & Assoc.

# Visitor Impact

The impact of local sales tax dollars generated by visitors to is enough to fund:

**109.1%**

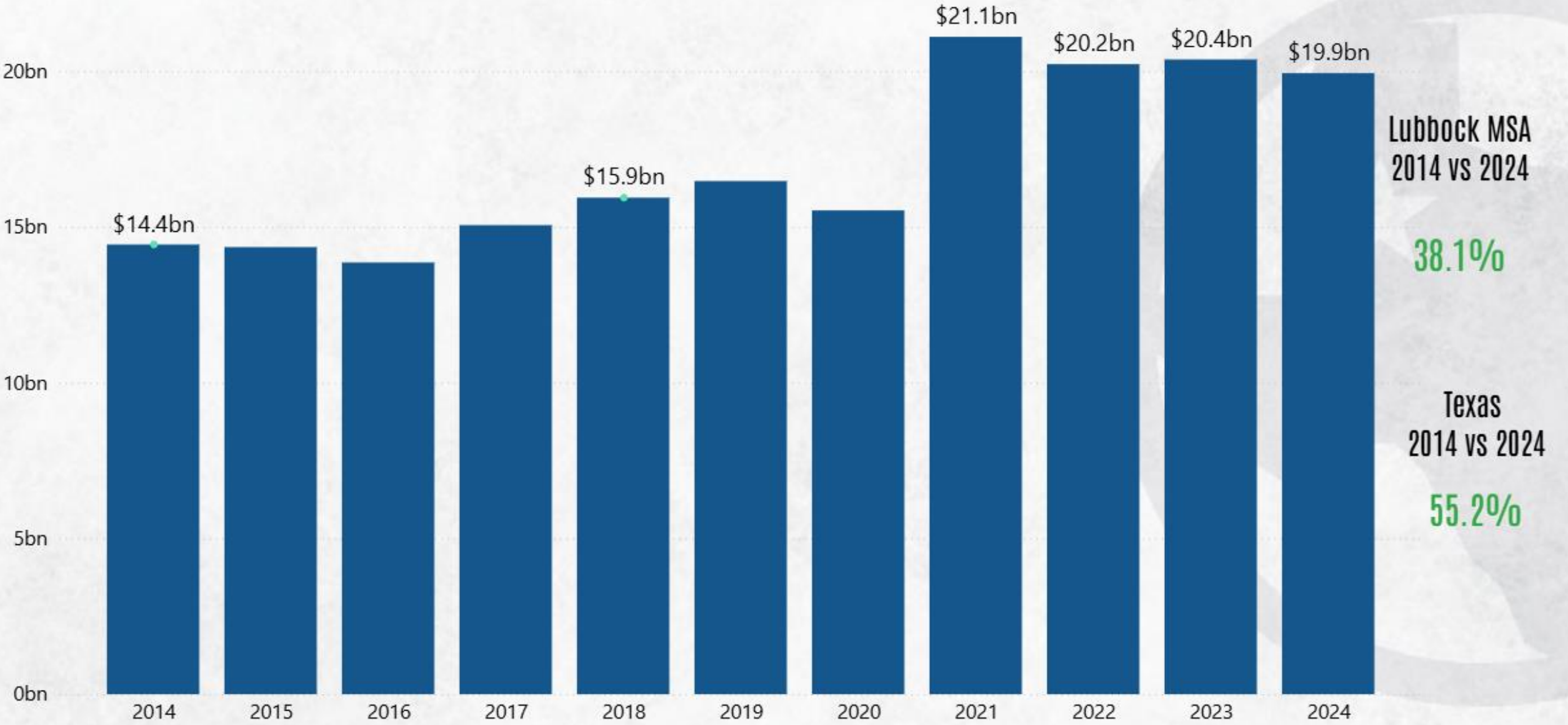
**OF CULTURAL &  
RECREATION  
SERVICES**

Without tourism, each household in Lubbock would need to spend an additional

**\$9,246.26 ANNUALLY** in local establishments



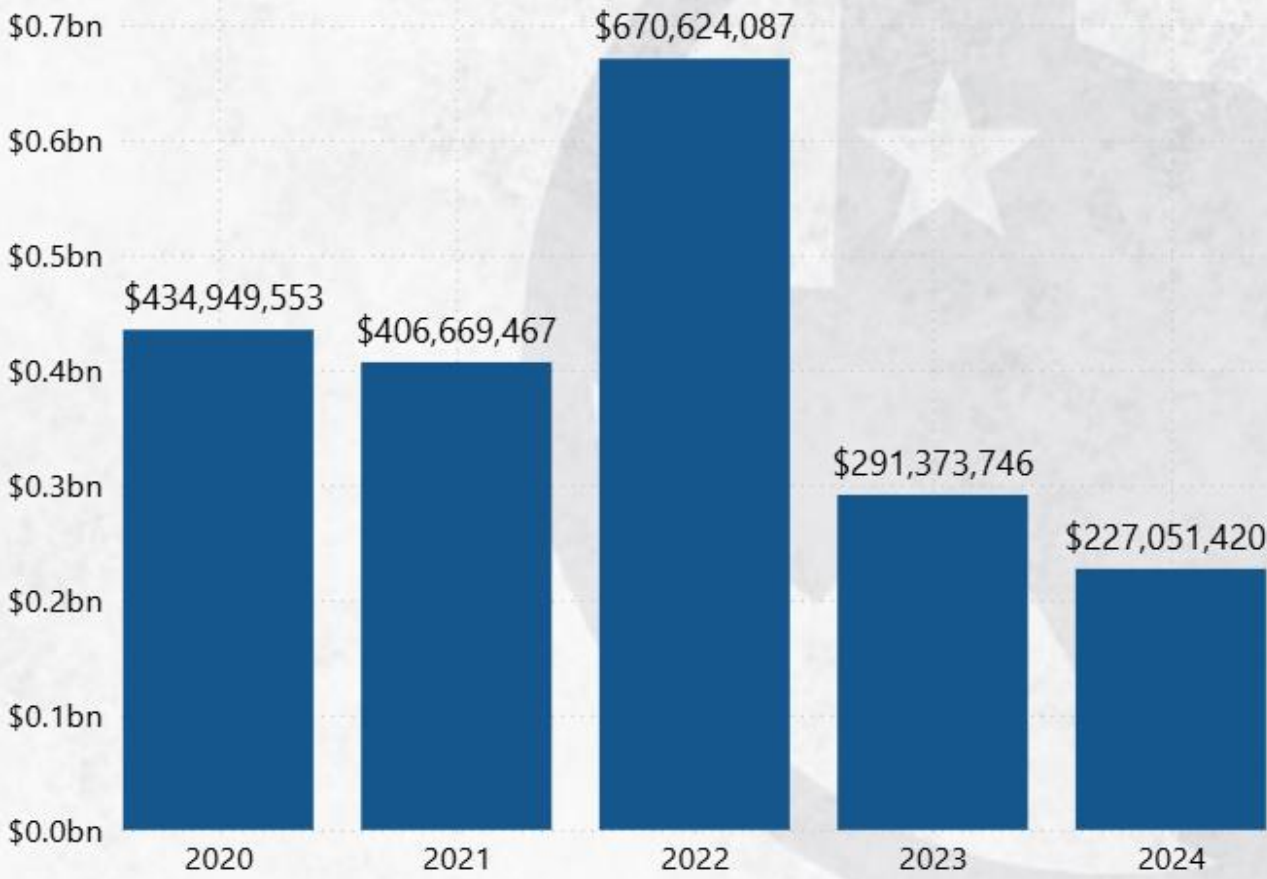
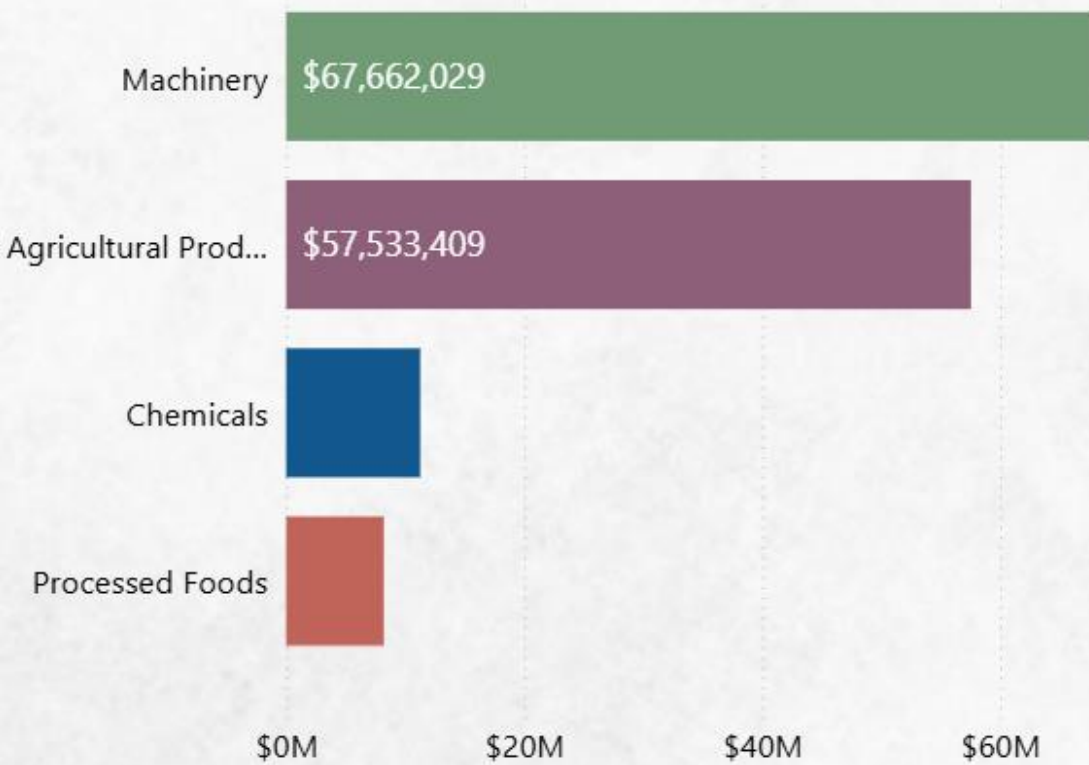
# Lubbock MSA - Total Gross Sales



Source: Texas Comptroller of Public Accounts

# Lubbock MSA Exports

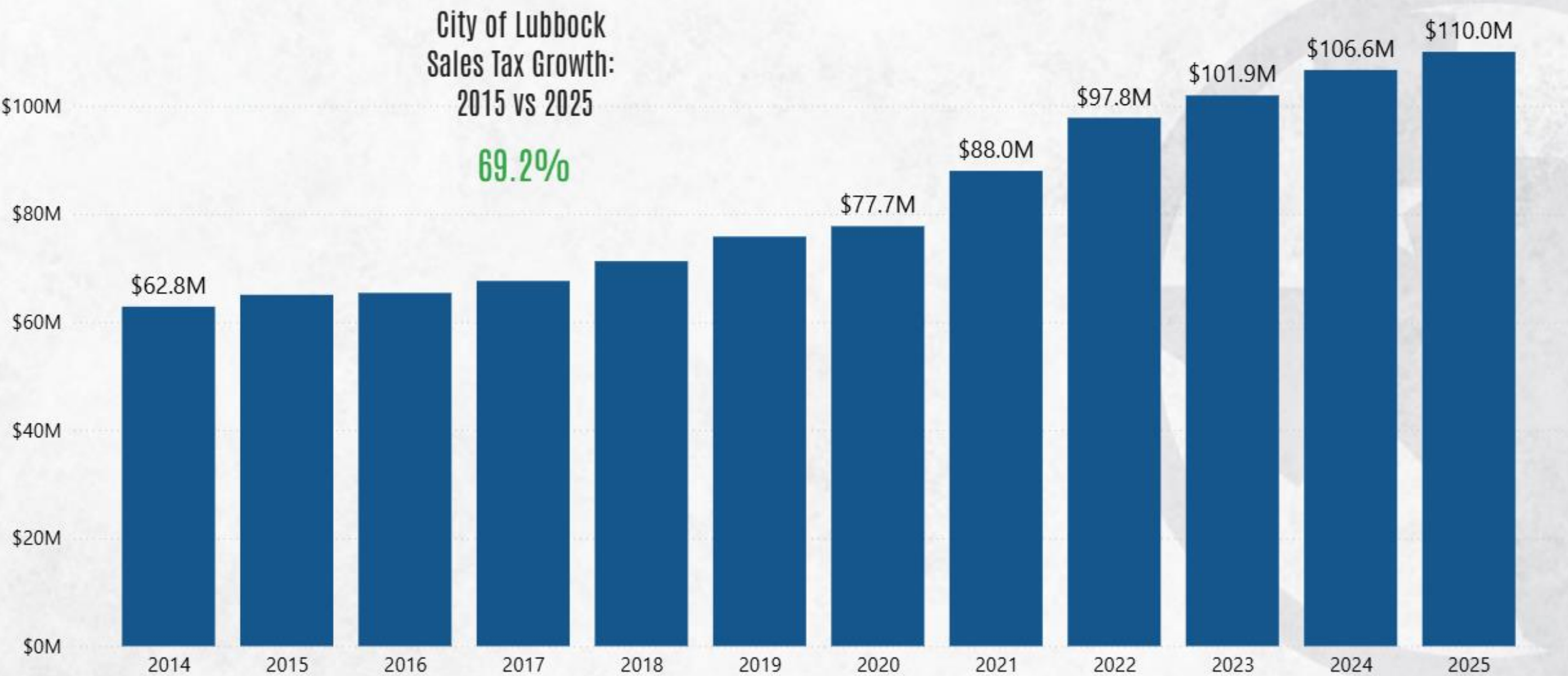
## Top Goods Export Sectors, 2024



Source: International Trade Administration



# Annual Sales Tax Allocations

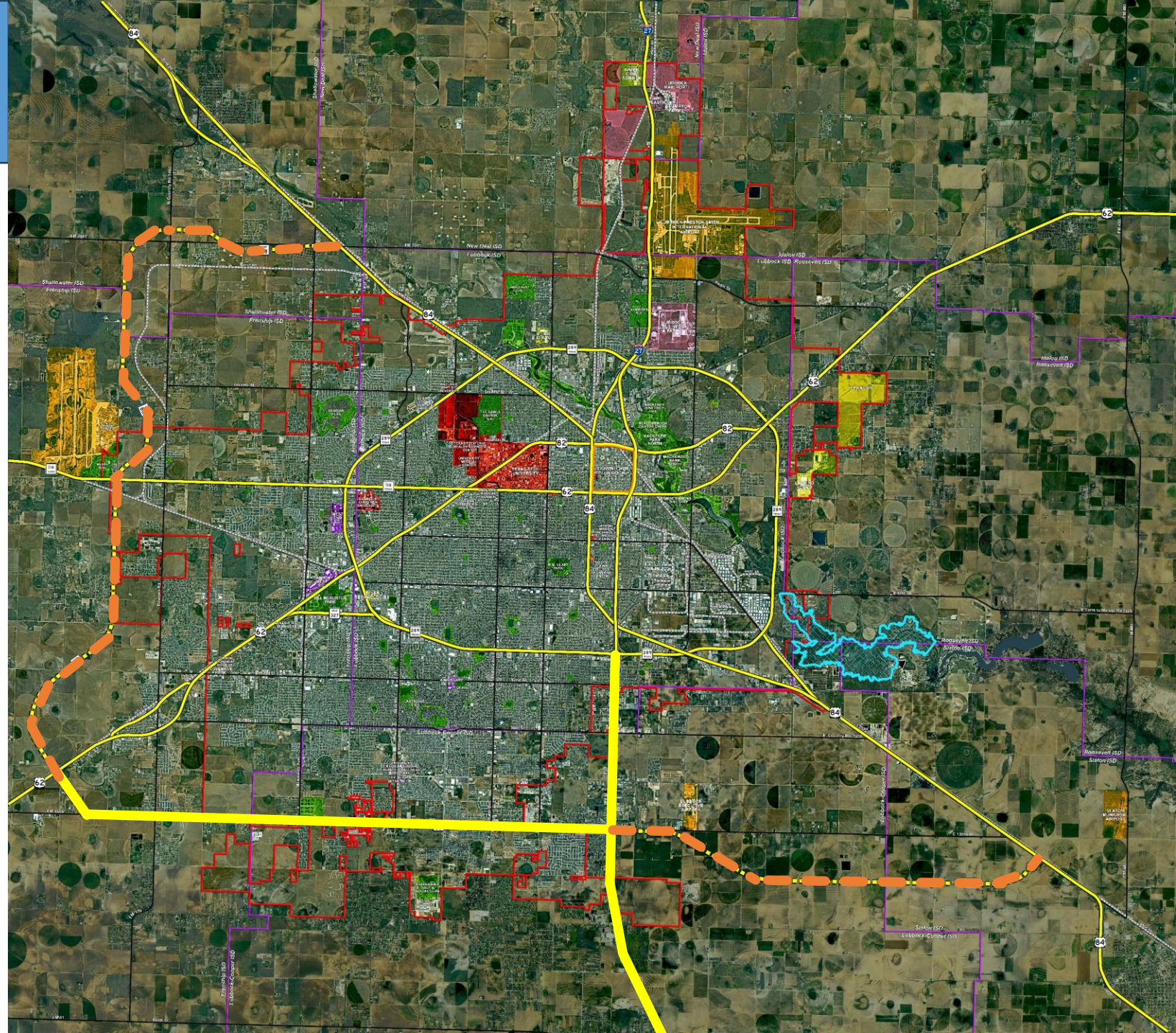
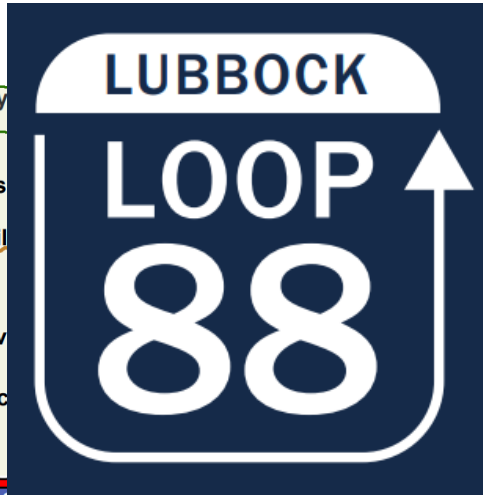


Source: Texas Comptroller

YTD through  
November

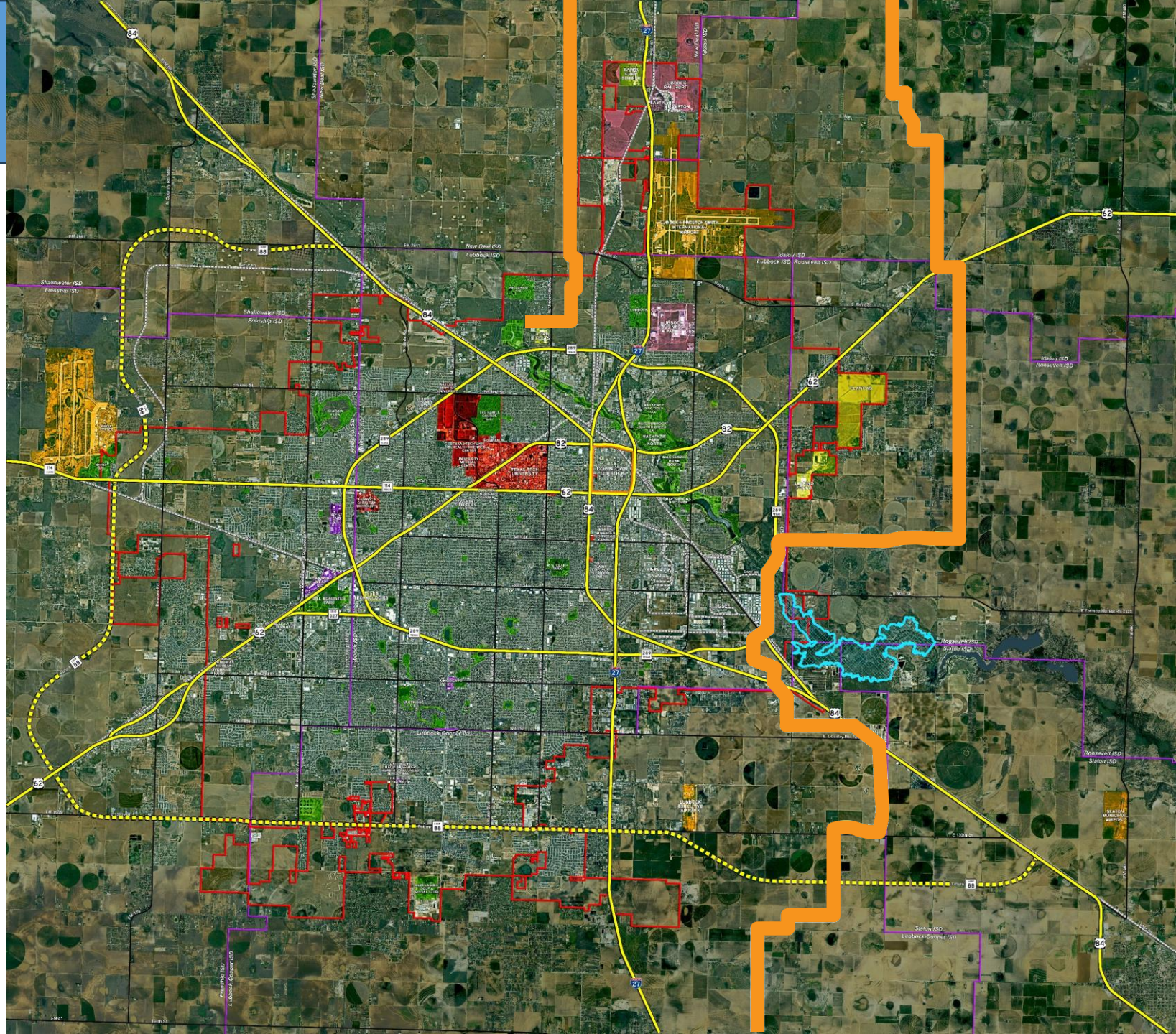
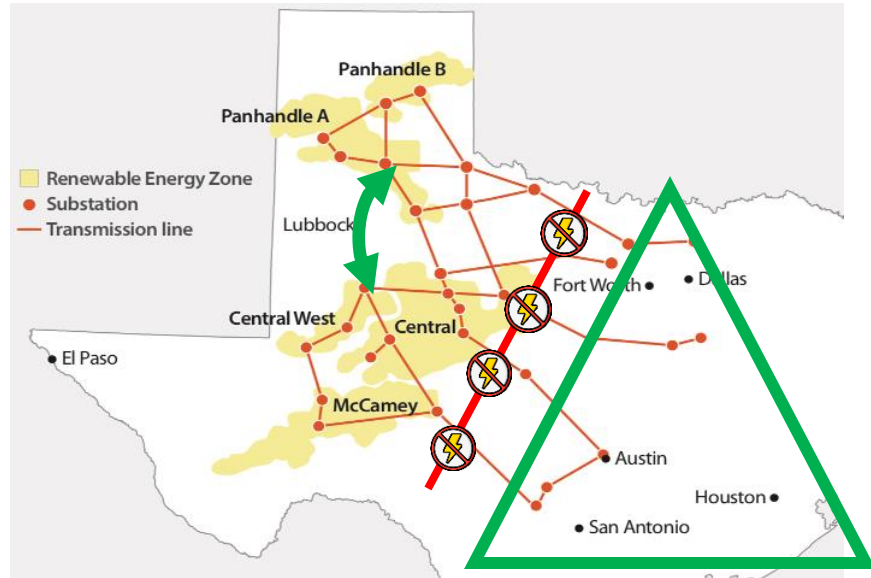


# I27 & Hwy Growth



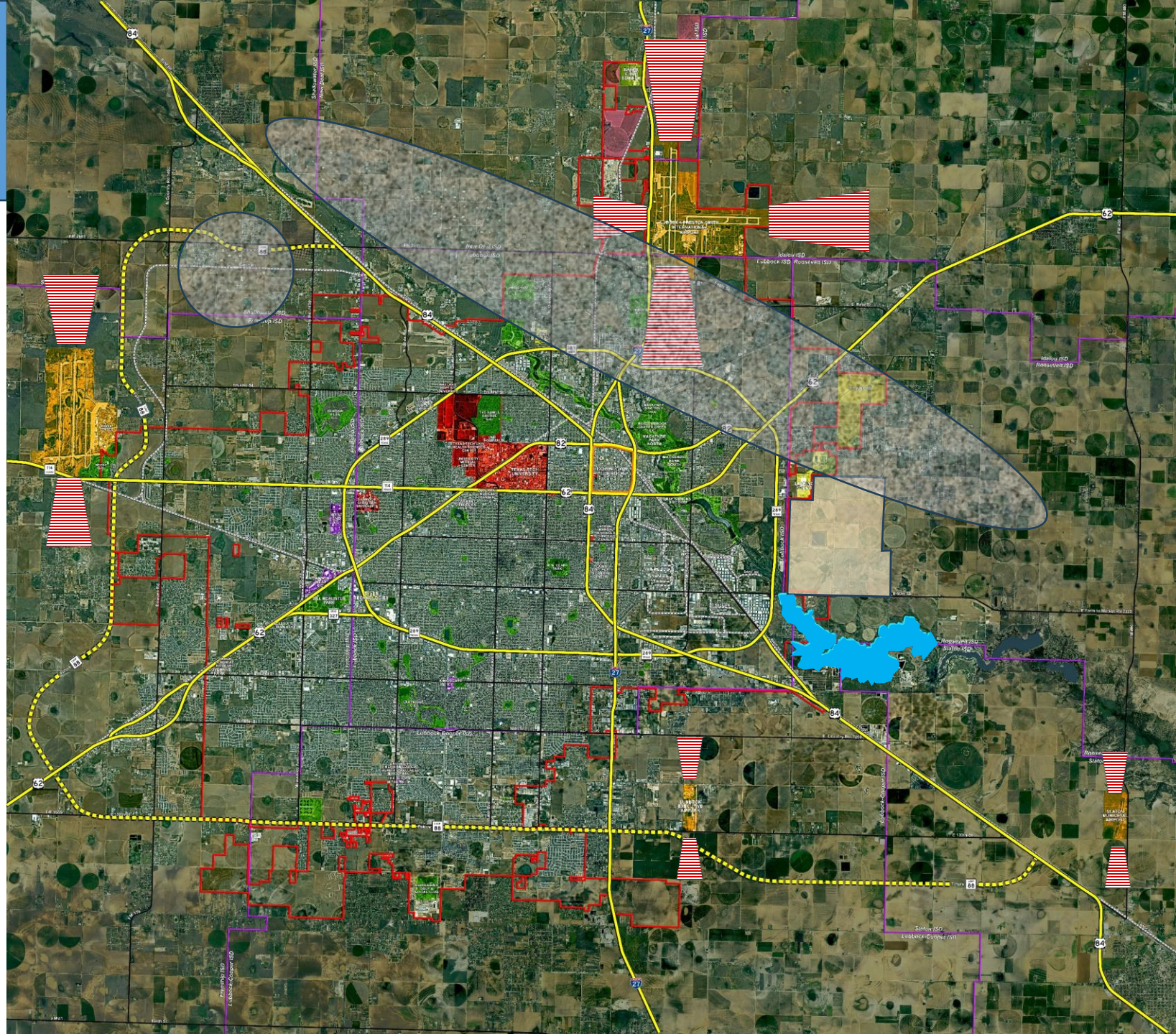
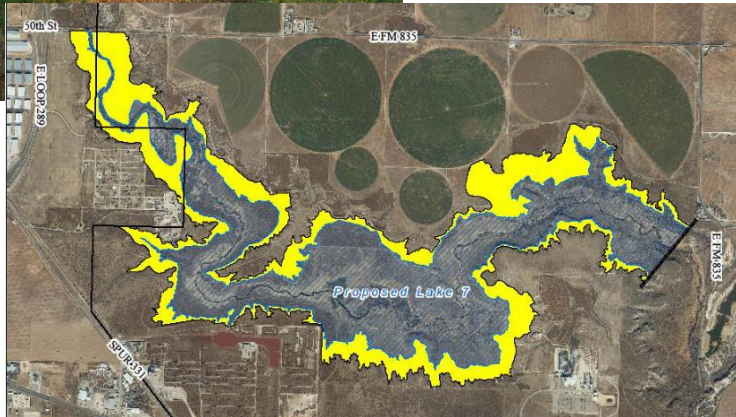


# Providing Power





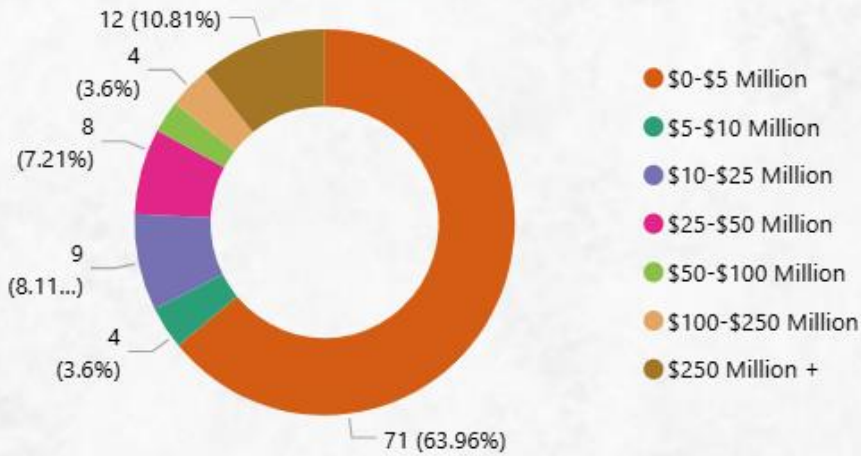
# Development Awareness



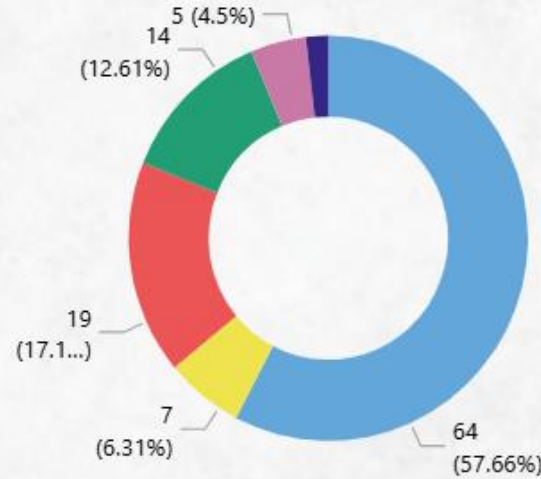


# LEDA Recruitment & Retention Active Projects

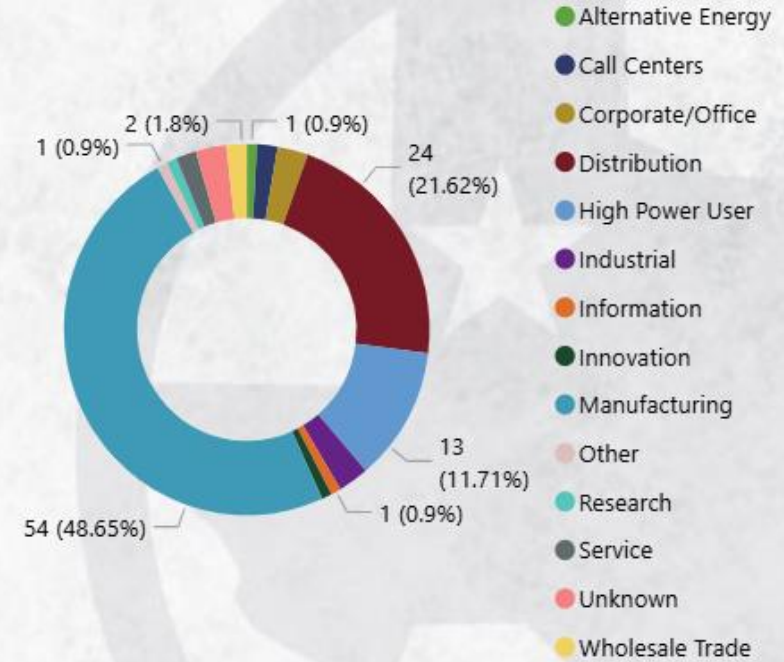
## Capital Investment



## Full Time Jobs



## Project Type



## All Total

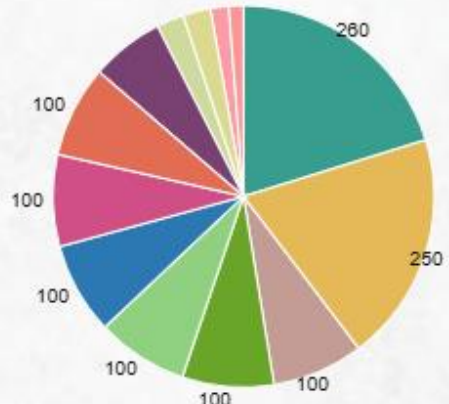
Projects  
**111**

Capital Investment  
**\$14,334,430,000**

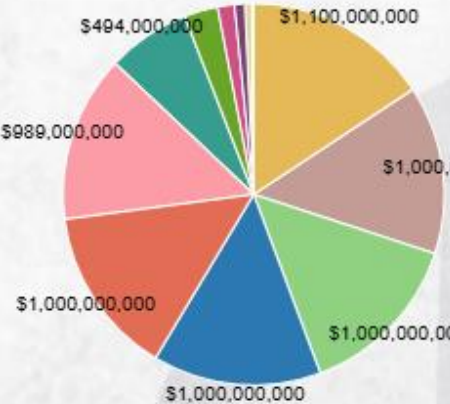
Jobs  
**9,210**

# Most Active Projects

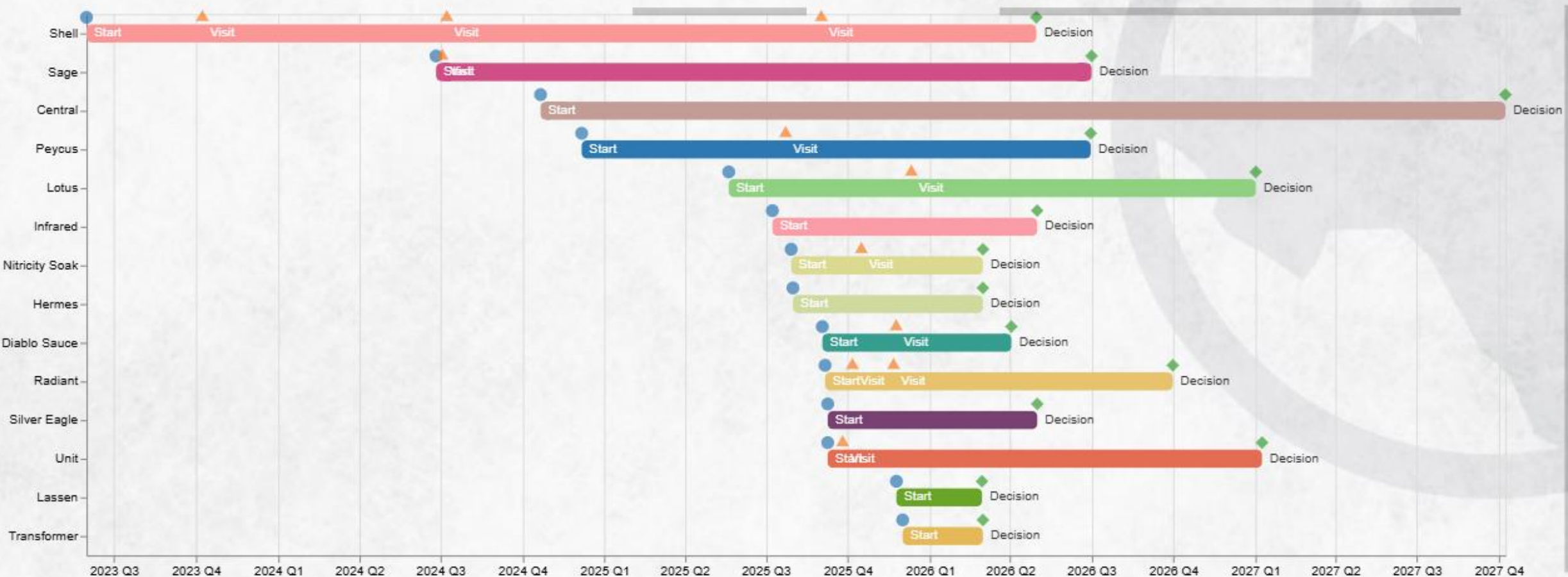
Full Time Jobs by Project



Capital Investment by Project



- Central
- Diablo Sauce
- Hermes
- Infrared
- Lassen
- Lotus
- Nitricity Soak
- Peycus
- Sage
- Shell
- Silver Eagle
- Transformer
- Unit







## **RANKED THE MOST AFFORDABLE PLACE TO MOVE AFTER COLLEGE** - THE TRAVEL

With low unemployment, an affordable cost of living & reasonable home prices, Lubbock is an ideal destination for recent graduates starting their next chapter. The city combines practicality with appeal, offering abundant opportunities, access to jobs & a vibrant community. Its lively nightlife & wide range of activities make it the perfect place to begin life after college.



## **LUBBOCK RANKS TOP 20** - **WalletHub** **BEST CITY TO START A BUSINESS**

Sitting in 16th place overall, Lubbock is the right place for entrepreneurs to see their startups thrive. The study was based on 19 metrics including startups per capita, financing accessibility, which Lubbock ranked No. 1, industry variety & job growth.



## **TOP 10 U.S. CITIES** WHERE A \$100,000 **SALARY GOES THE FURTHEST** - smartasset™

Lubbock offers a low cost of living, where residents can enjoy a high quality of life while keeping expenses manageable. With affordable housing, grocery, utility & other living costs, a \$100,000 salary amounts to around \$85,065— coming in at #6 on the list.



## **LUBBOCK IS ONE OF THE 50 BEST PLACES TO BUY A HOME FOR UNDER \$300,000** - **Aol.**

Lubbock stands out for its affordable housing market, offering excellent value for homebuyers seeking quality properties at reasonable prices. With a thriving economy & a welcoming community, it's an excellent location for those looking to invest in their future without overspending.



## **LUBBOCK NAMED ONE OF 6 TEXAS CITIES IN THE** - **LIVABILITY™** **TOP 100 BEST PLACES TO LIVE IN THE U.S.**

Lubbock stands out for its unique blend of affordability, a strong local community & a high quality of life. With a thriving economy, excellent schools & plenty of recreational options, it offers residents a balanced lifestyle, making it an attractive place to settle down & build a future.

# THANK YOU

