

CURRENT ECONOMIC CONDITIONS & TRENDS

January 22, 2026



Growing Lubbock



2025

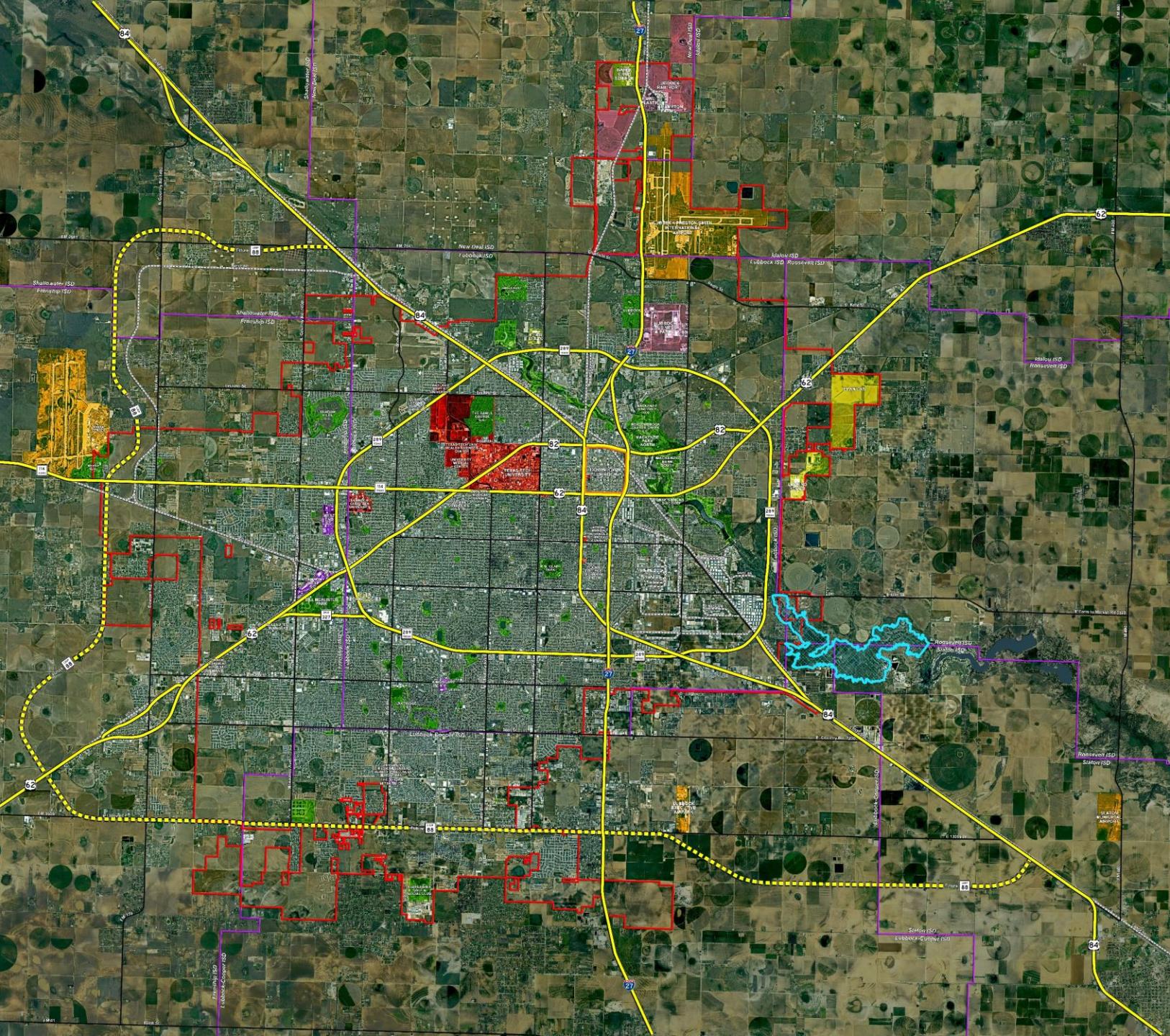
City of Lubbock: 276,180
Lubbock County: 332,430
Texas: 31,245,372

2025-2050

Population Growth

Lubbock Co
19.3%

Texas
28.2%

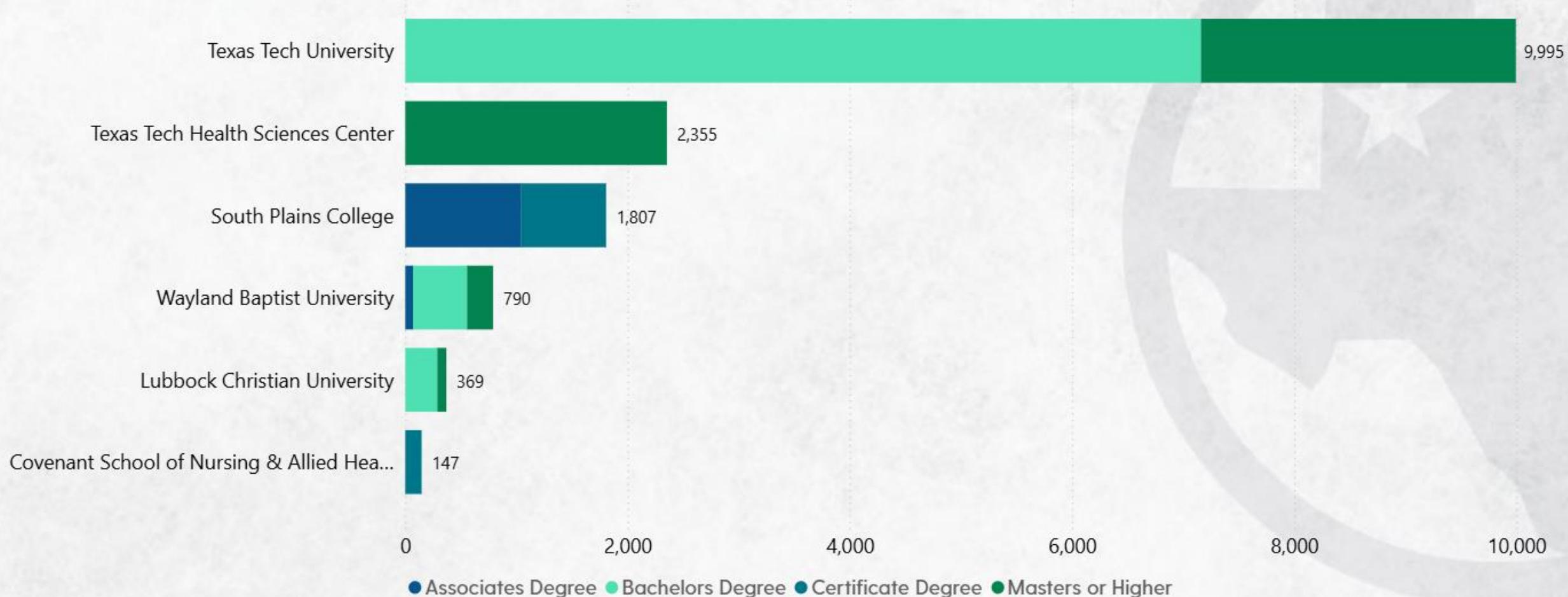


Educational Pipeline

Higher Education Graduates in
2024

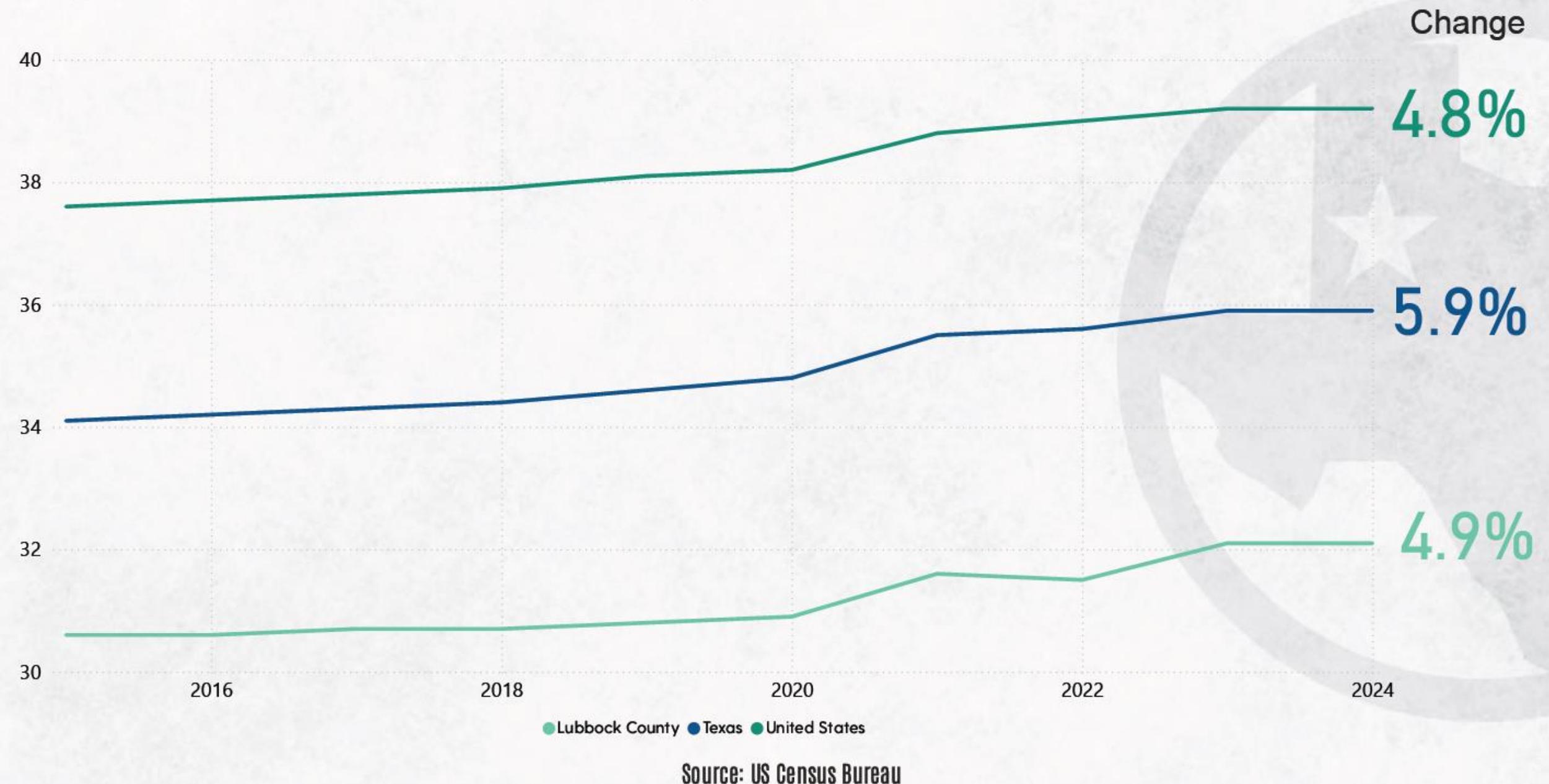
15,463

Change over 5 years: 9.1%



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

Population Trends - Median Age



Population Trends by Ethnicity

200K

150K

100K

50K

2010

2020

2030

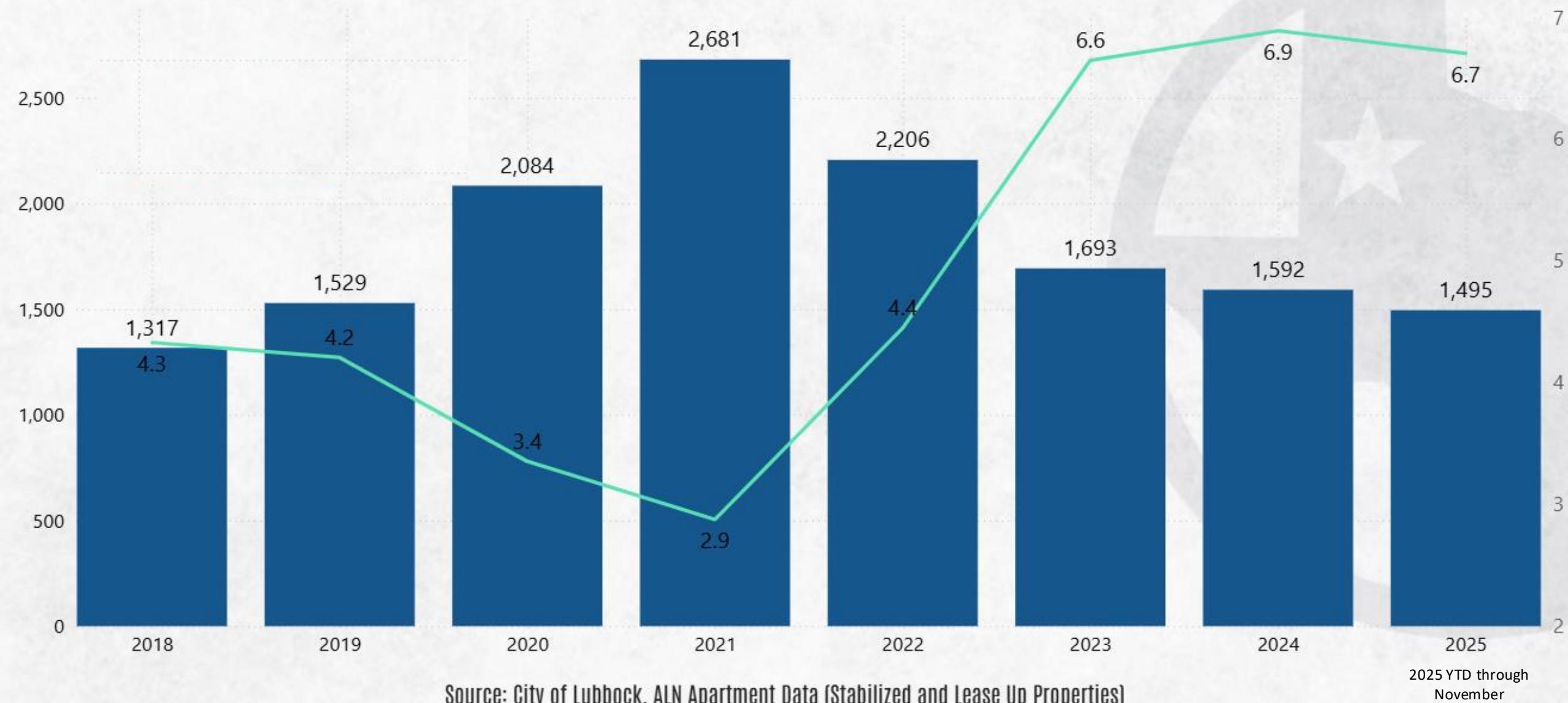
2040

2050

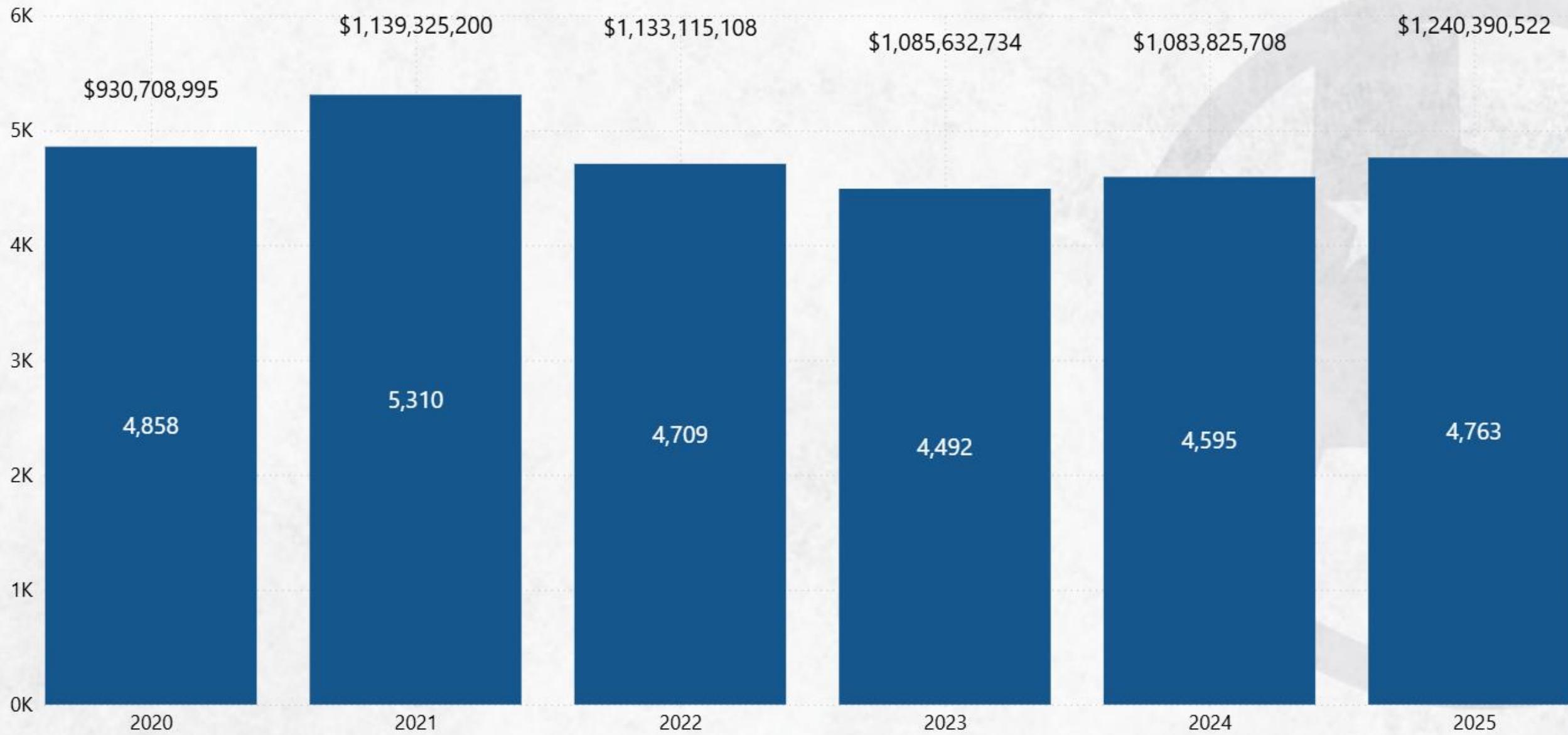
● Hispanic ● NH-Asian ● NH-Black ● NH-Other ● NH-White ● Total Population

Source: Texas State Demographer

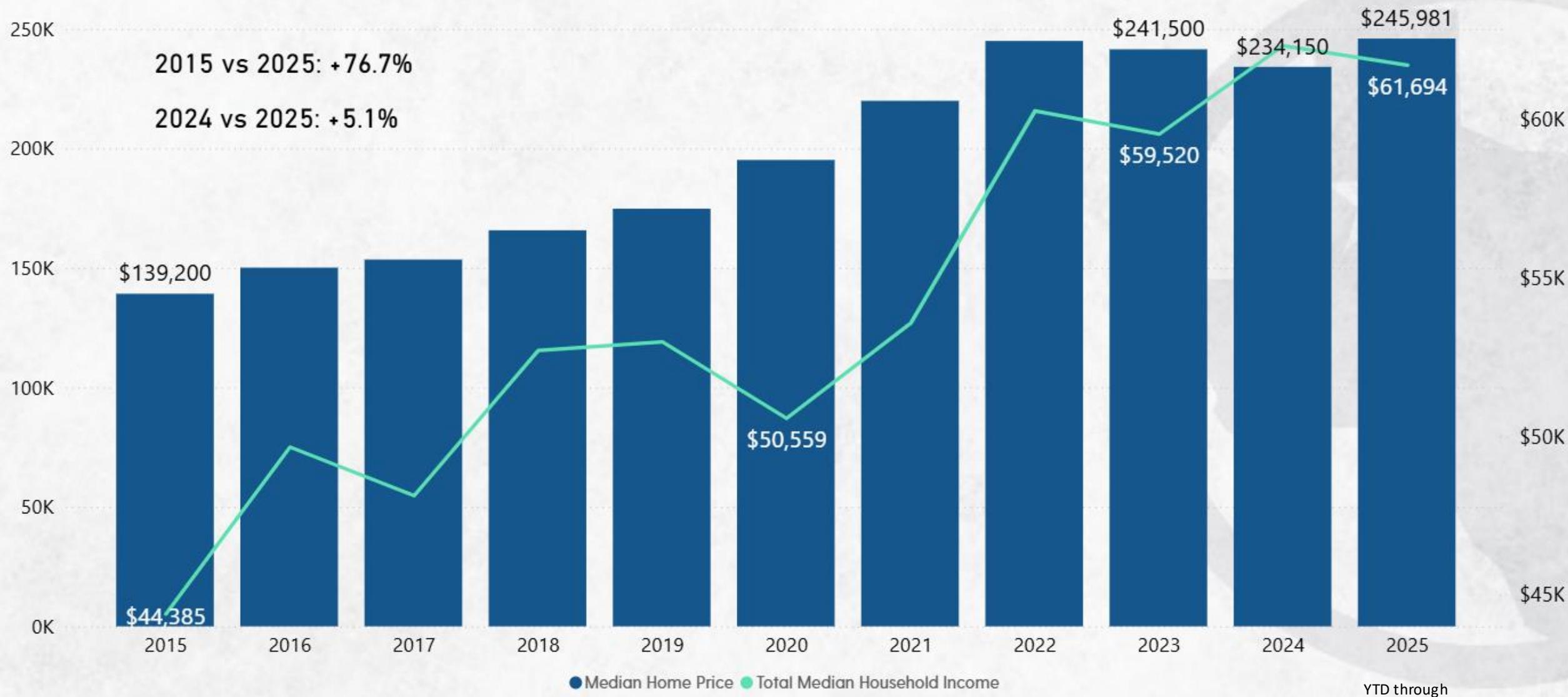
Annual New Residential Permits



Homes Sold and Total Sales Value

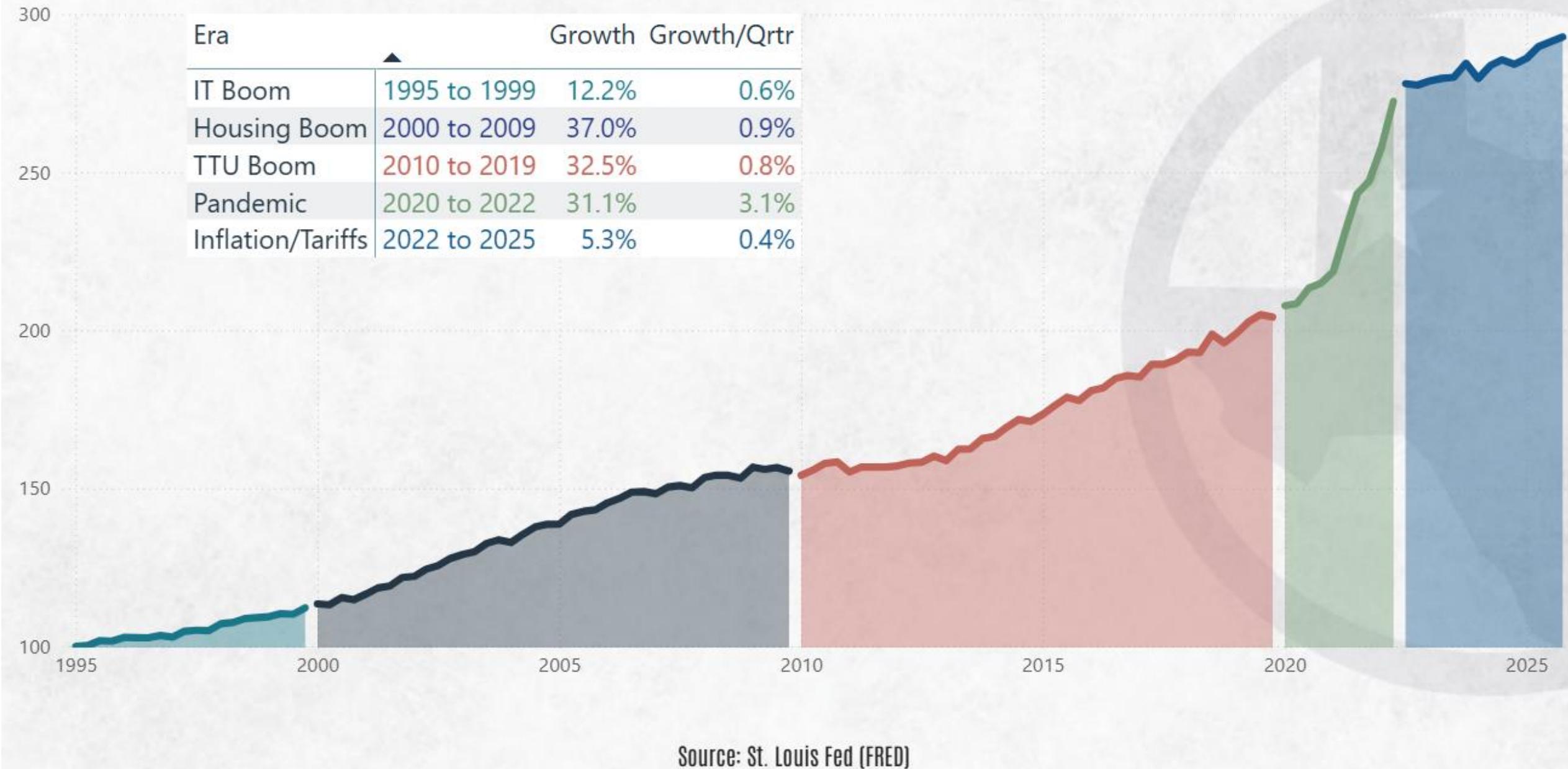


Median Home Prices & Median Household Income



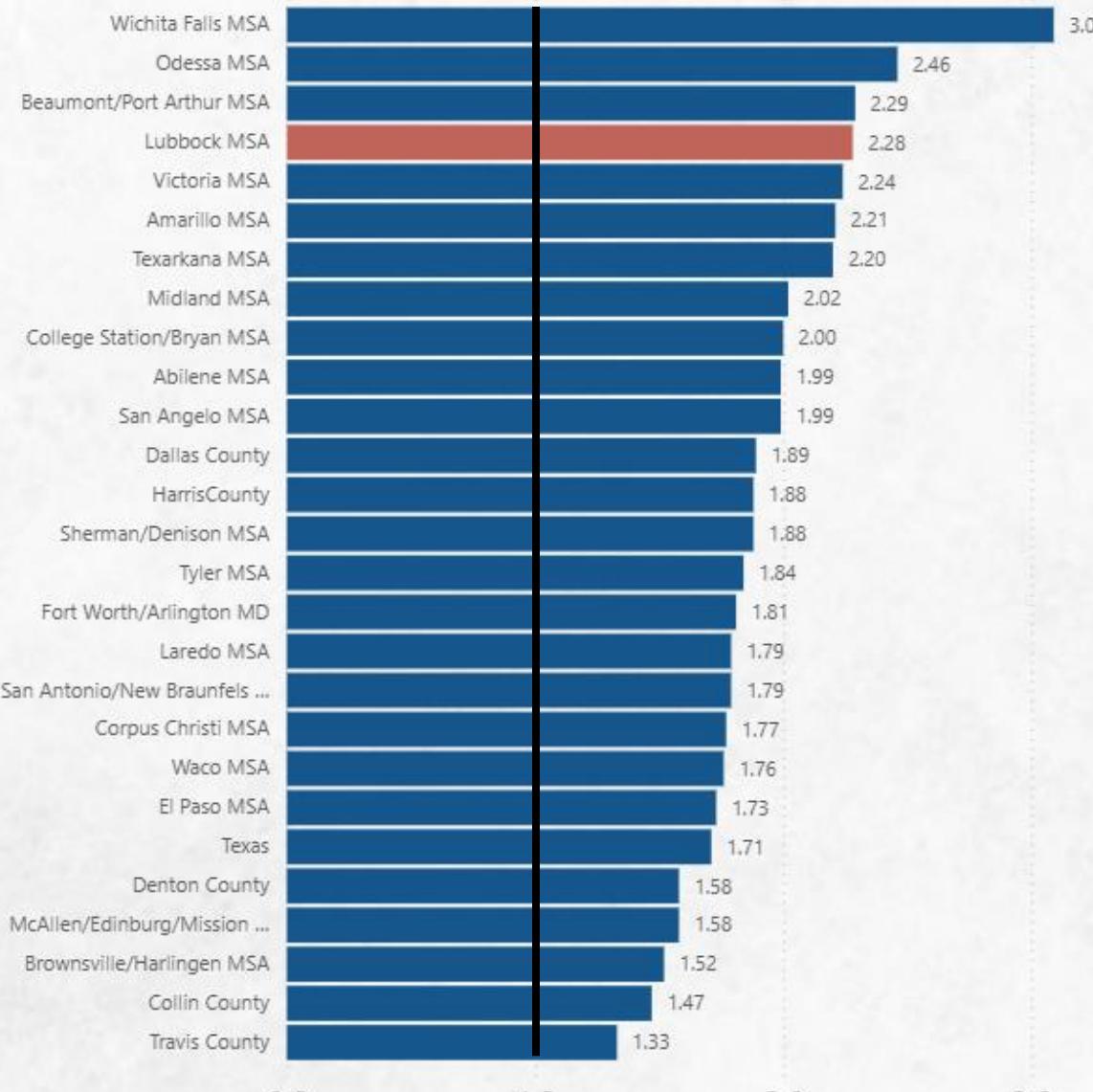
Source: Texas A&M Real Estate Center: Lubbock County

Home Price Index - Lubbock MSA

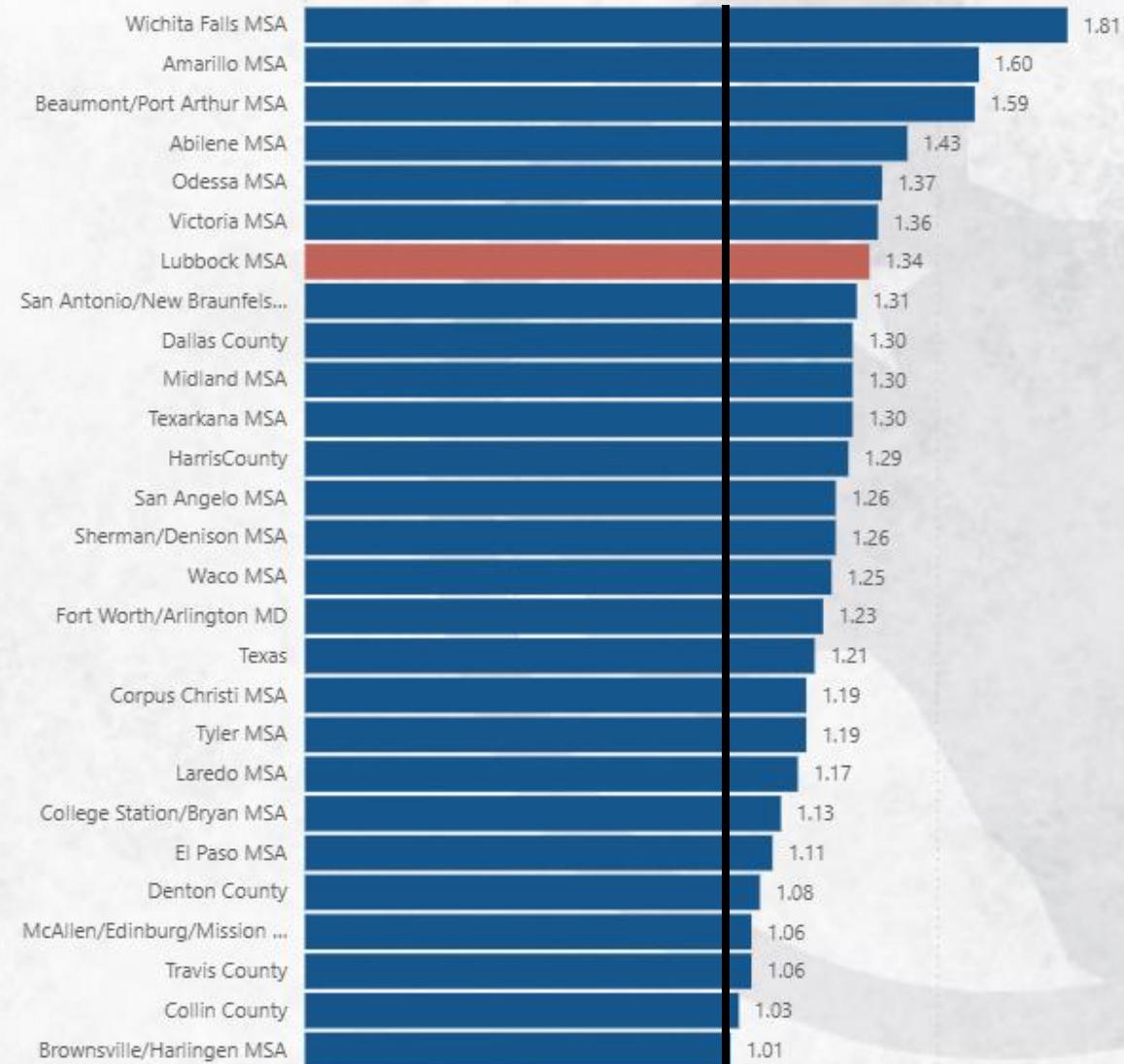


Texas Housing Affordability

1st Quarter 2021

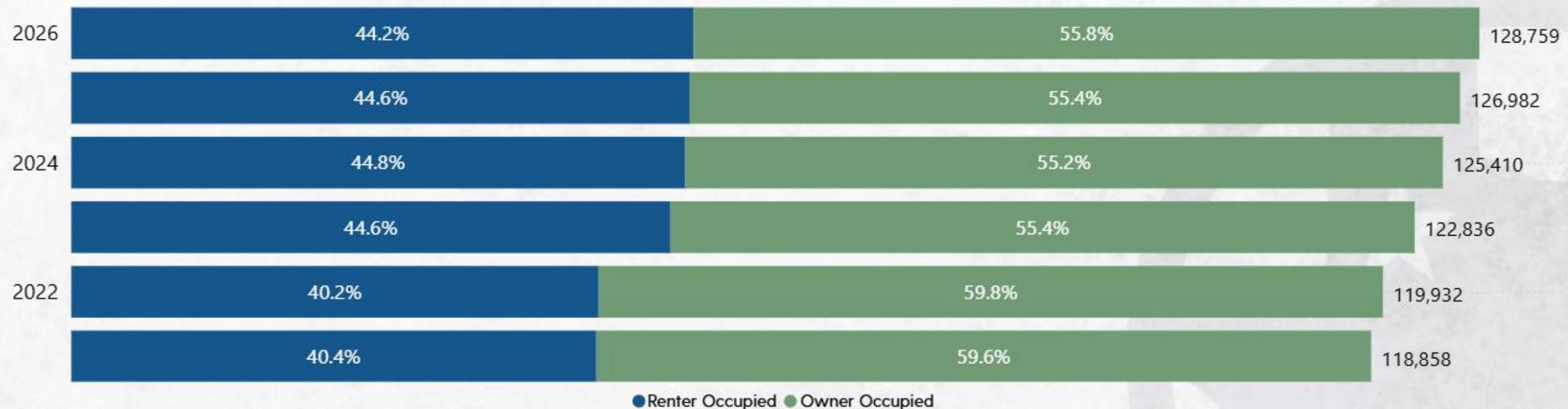


3rd Quarter 2025

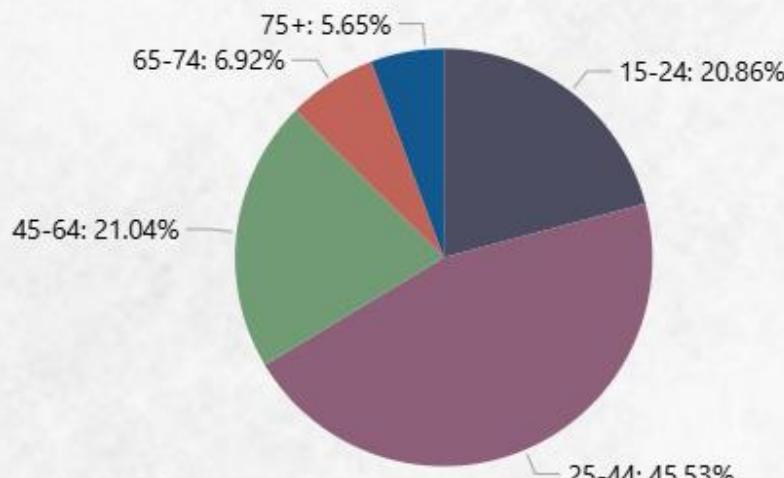


Source: Texas A&M Real Estate Center

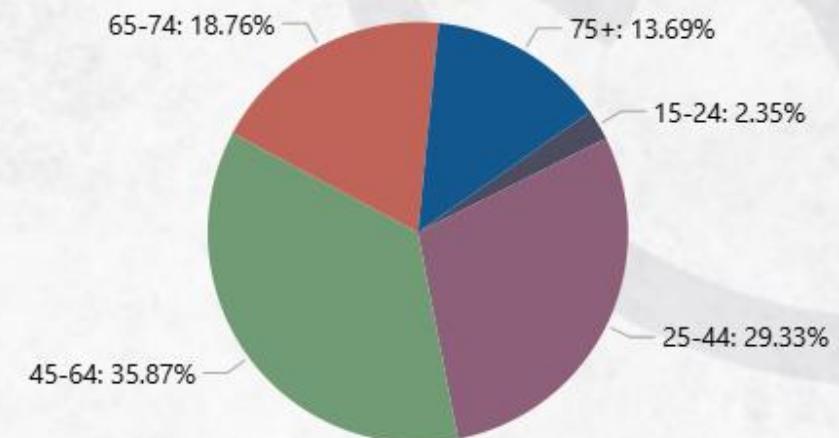
Lubbock County Households



2026 Renter Occupied Households by Age

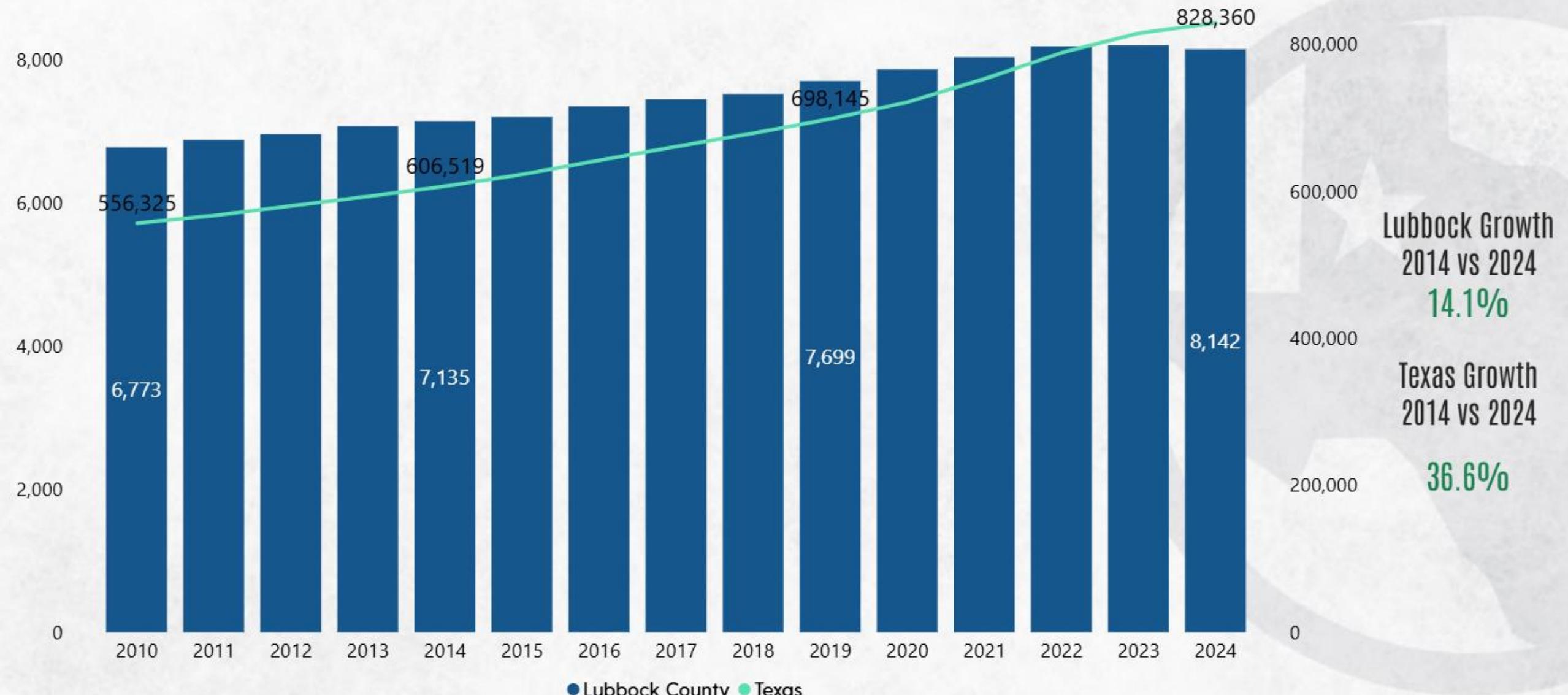


2026 Owner Occupied Households by Age



Source: Claritas Spotlight

Establishments - All Private Industries

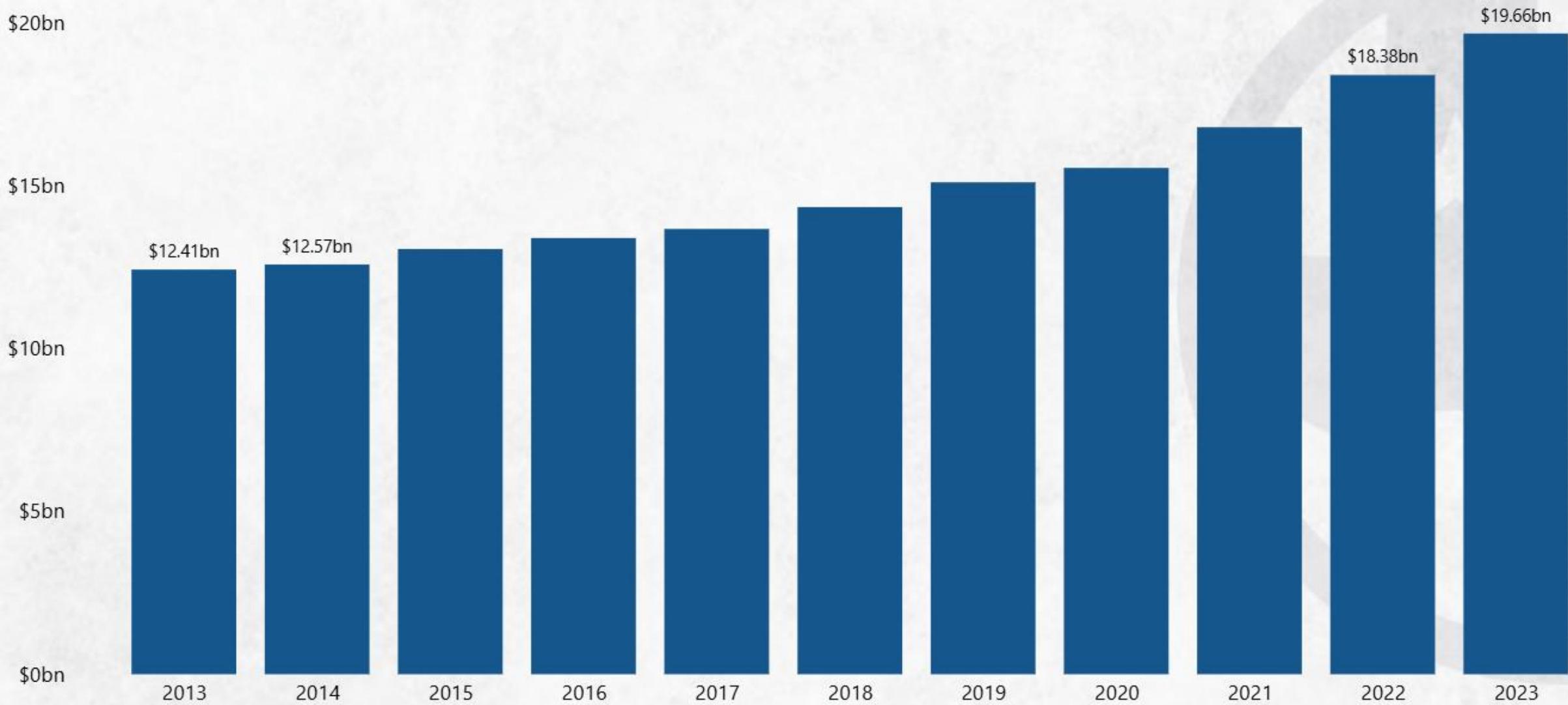


● Lubbock County ● Texas

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

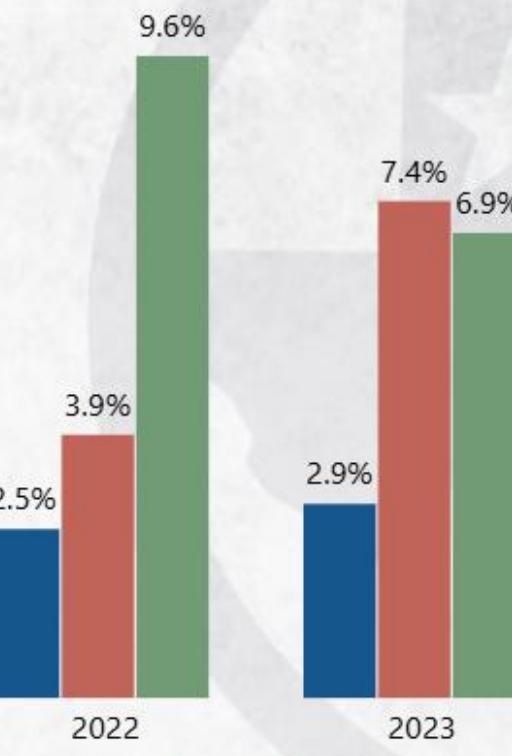
38.7%

10-Year U.S. Growth Rate

27.3%

10%
8%
6%
4%
2%
0%

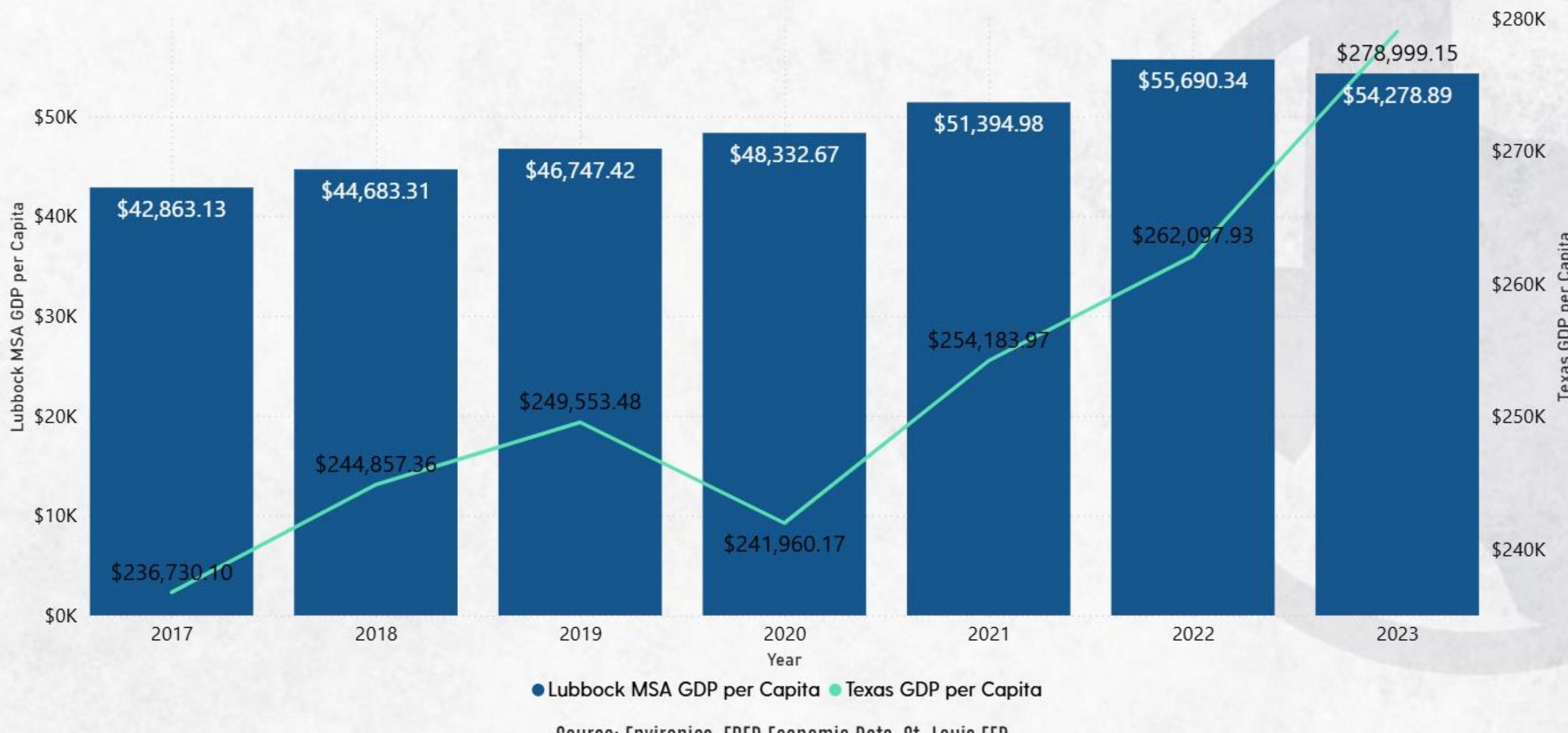
Recent Economic Growth Rate



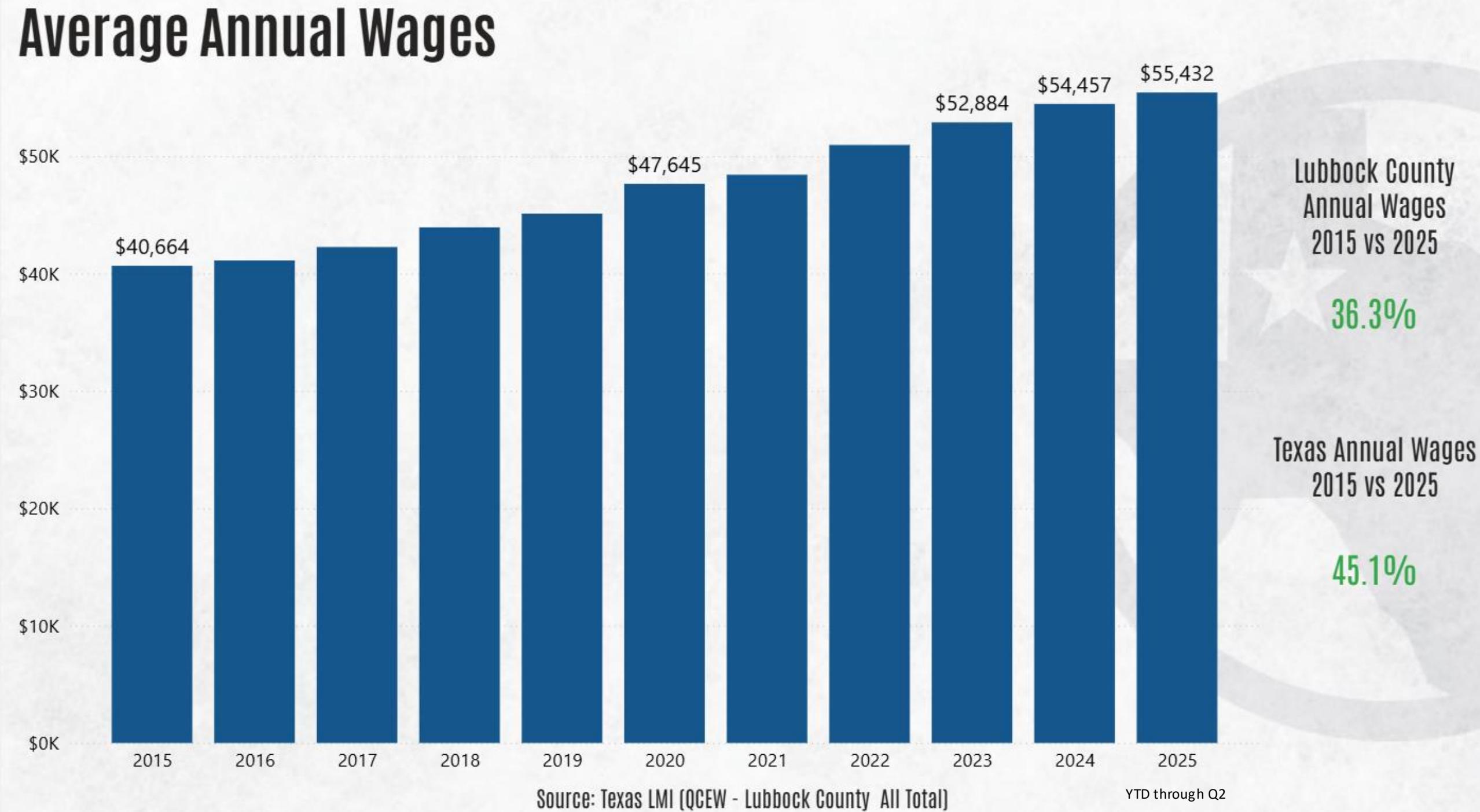
● United States ● Texas ● Lubbock MSA

GDP per Capita

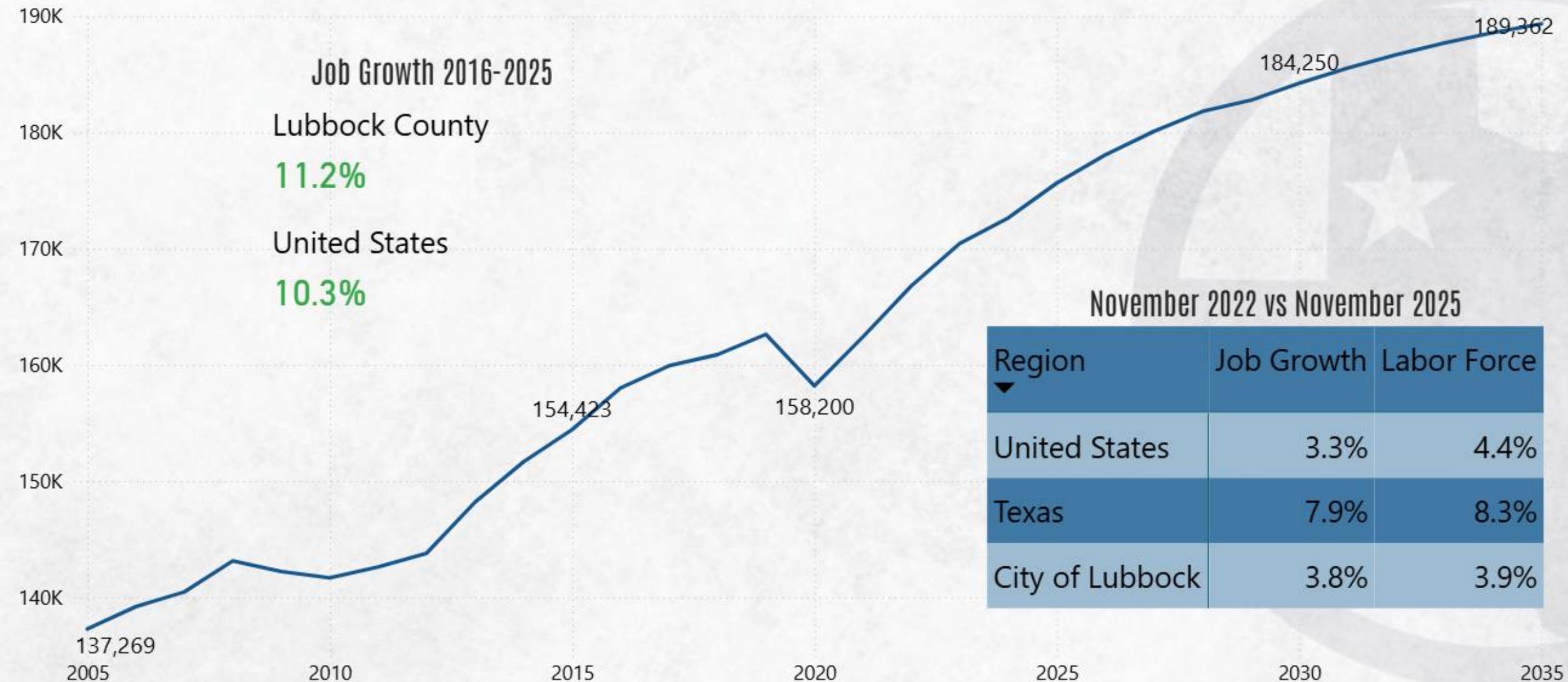
(Gross Domestic Product): the total value of goods produced and services provided by the Lubbock MSA



Average Annual Wages



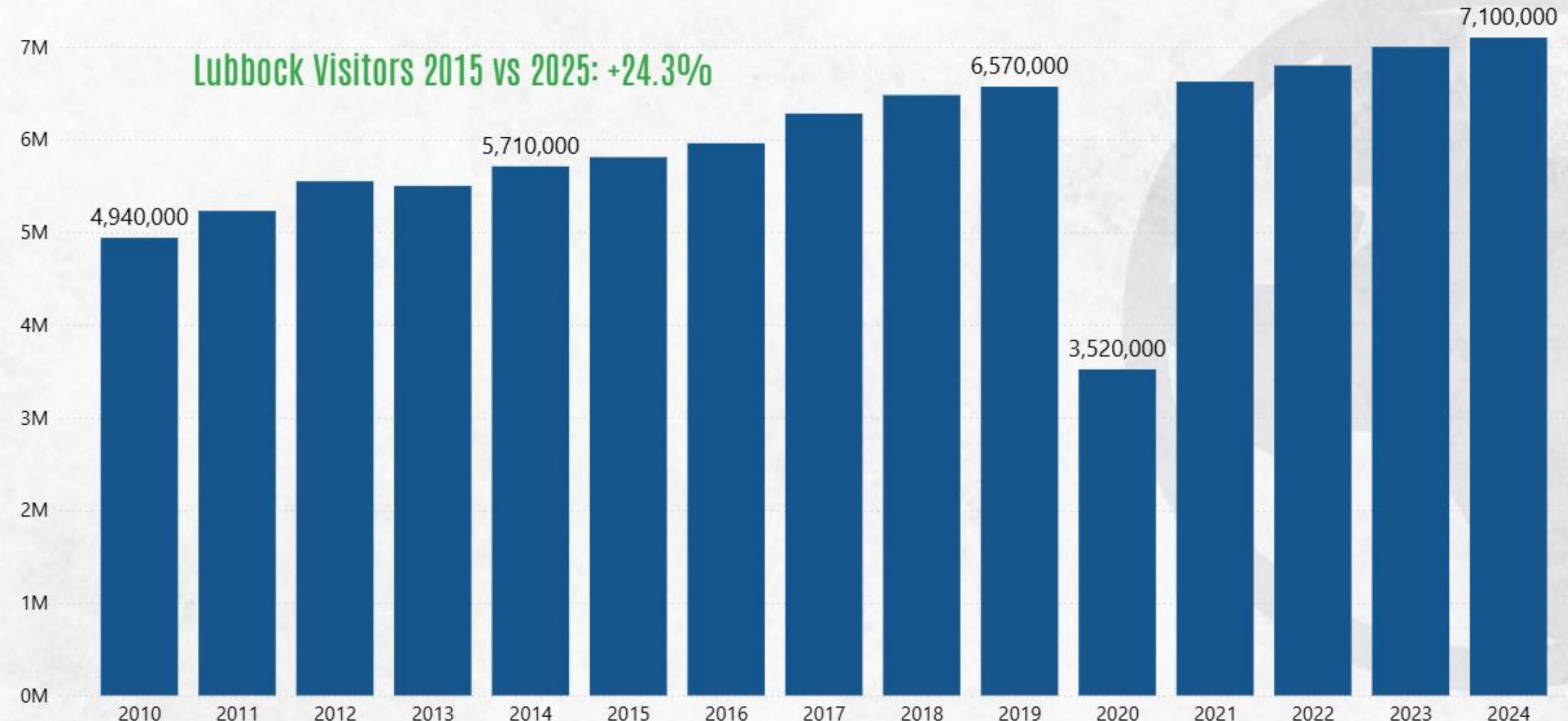
Job Trends



Job Growth by Industry

Industry	Jobs - November 2025	% Change from November 2022
Trade, Transportation, and Utilities	36,400	-1.6%
Private Education and Health Services	26,200	10.5%
Leisure and Hospitality	23,000	2.2%
Local Government	22,200	3.7%
Retail Trade	22,000	-1.8%
Professional and Business Services	15,100	-0.7%
Financial Activities	8,500	0.0%
Wholesale Trade	7,400	-3.9%
Manufacturing	5,300	1.9%
Information	1,900	-9.5%
Federal Government	1,700	6.3%

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%

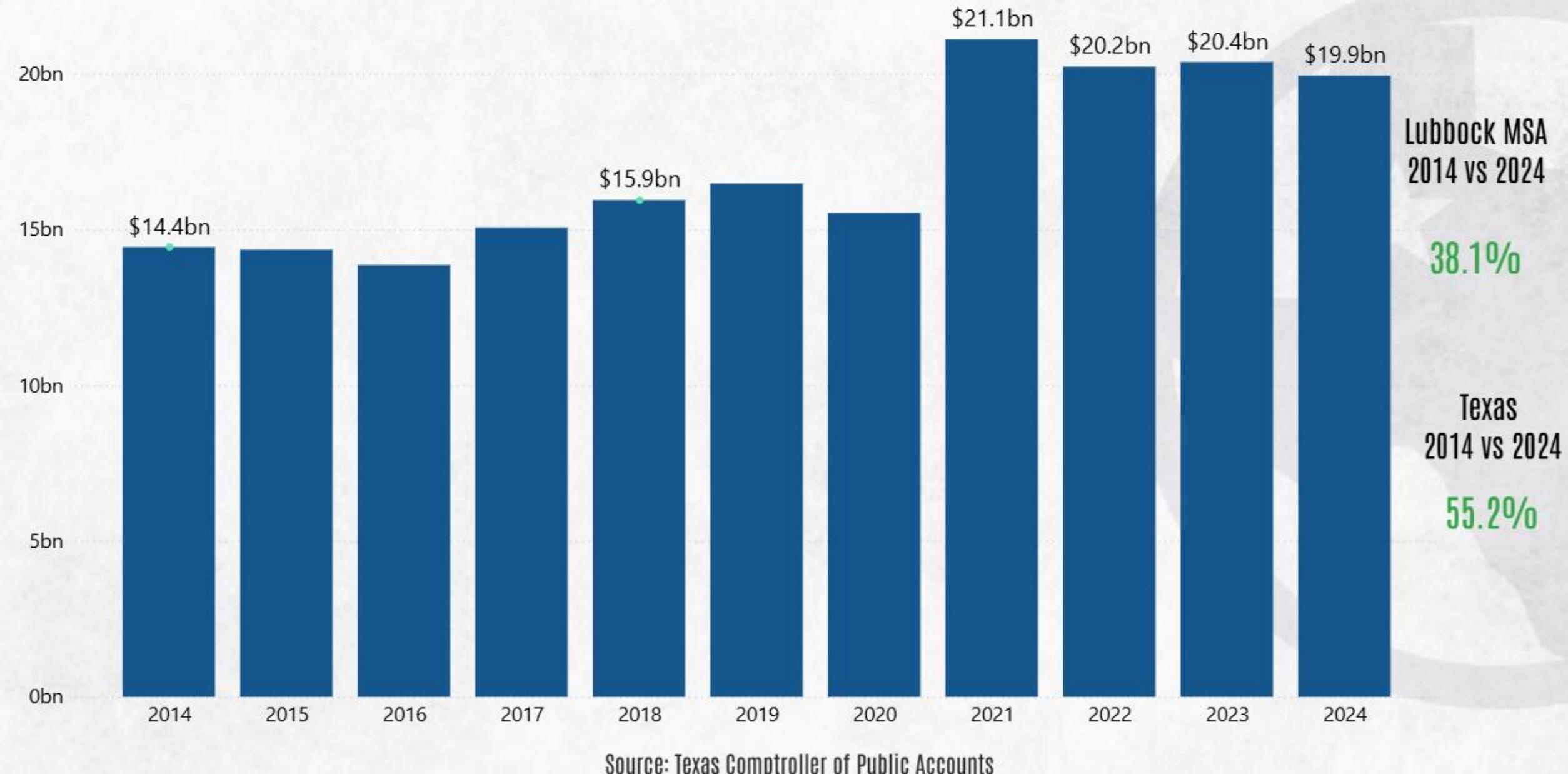
OF CULTURAL &
RECREATION
SERVICES

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

\$9,246.26 ANNUALLY

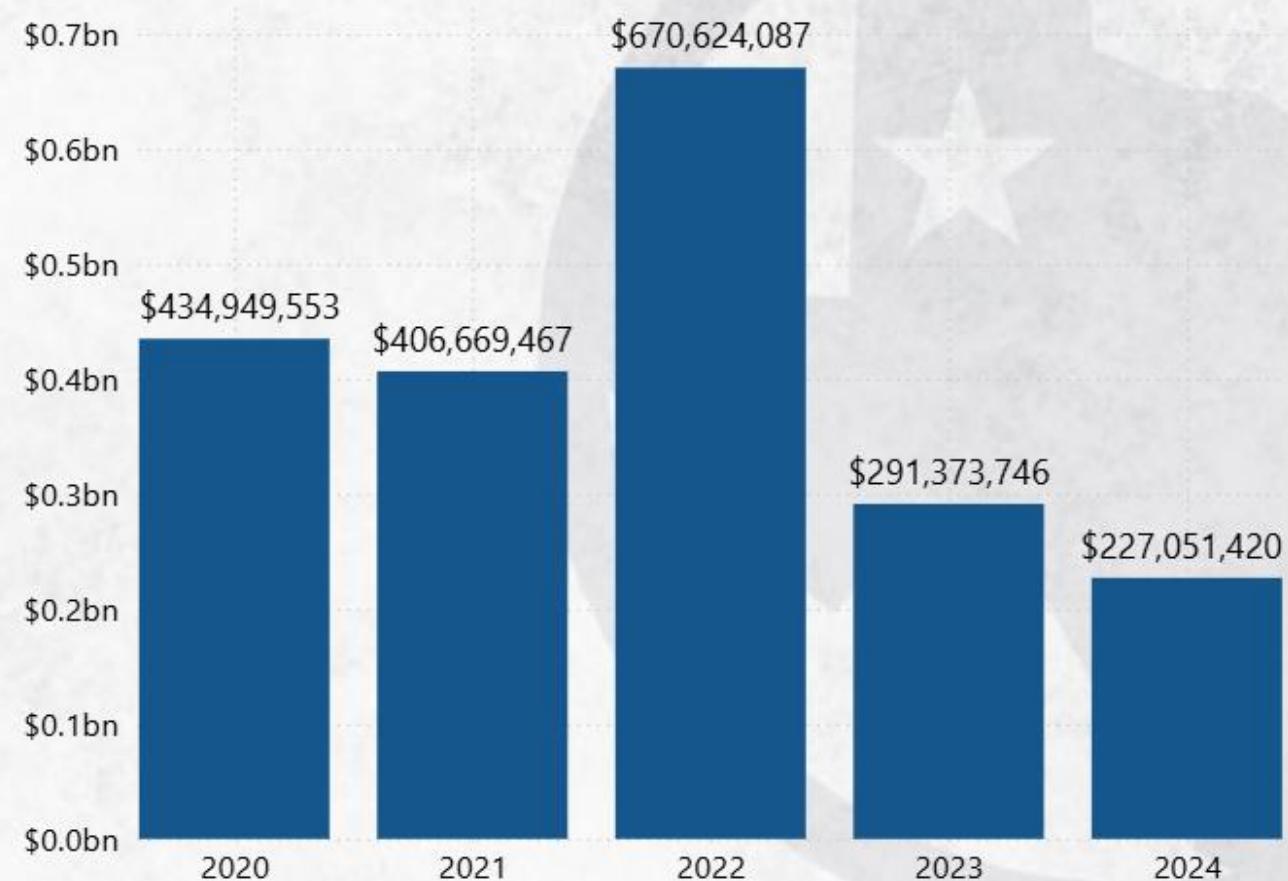
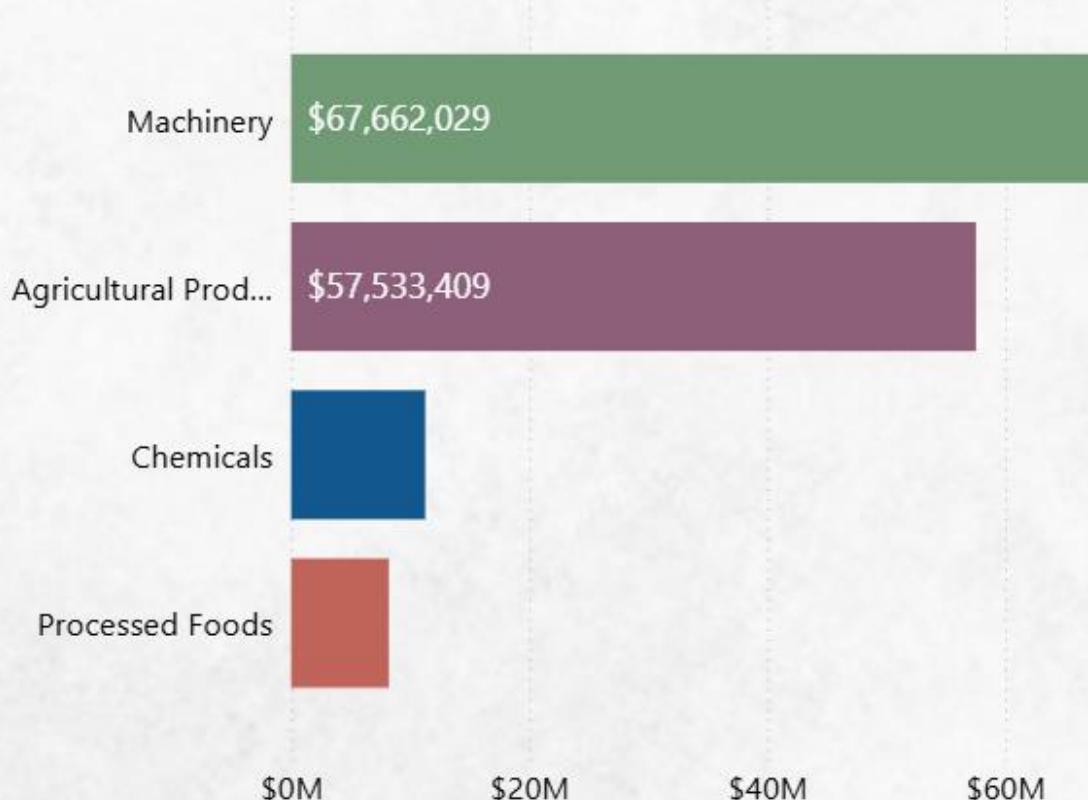
in local
establishments

Lubbock MSA - Total Gross Sales



Lubbock MSA Exports

Top Goods Export Sectors, 2024

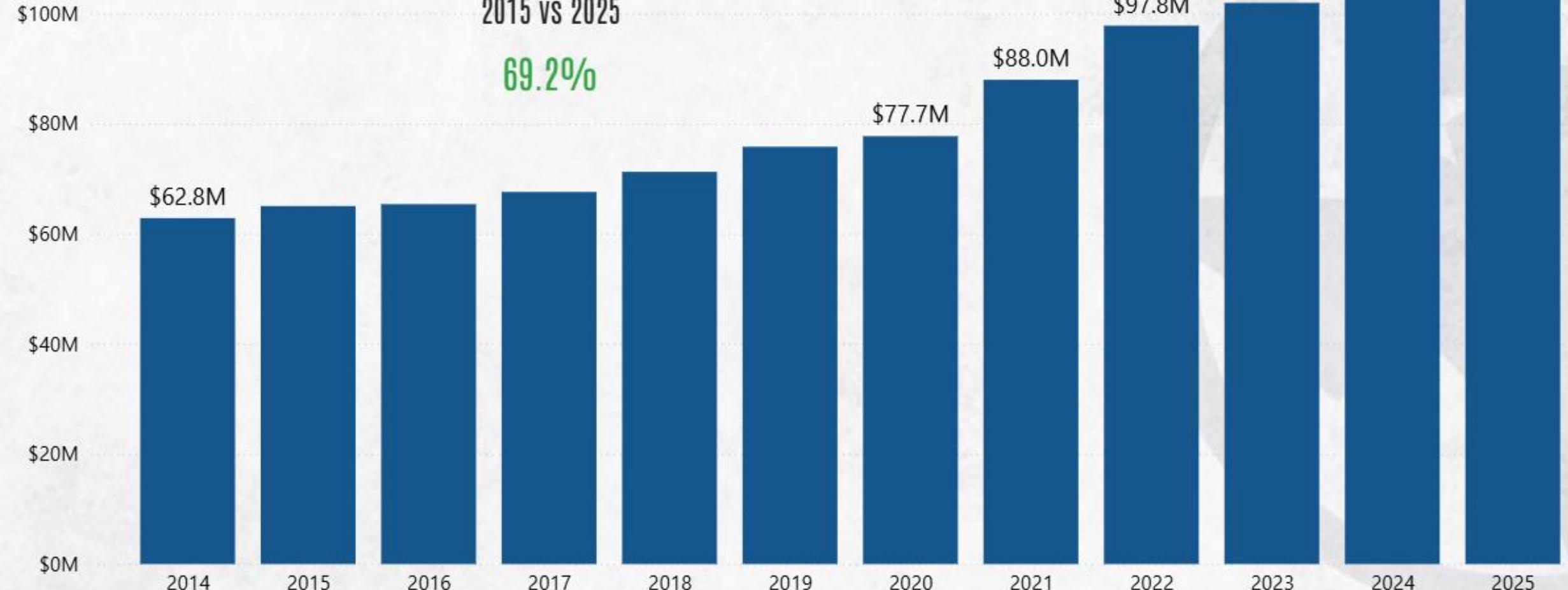


Source: International Trade Administration

Annual Sales Tax Allocations

City of Lubbock
Sales Tax Growth:
2015 vs 2025

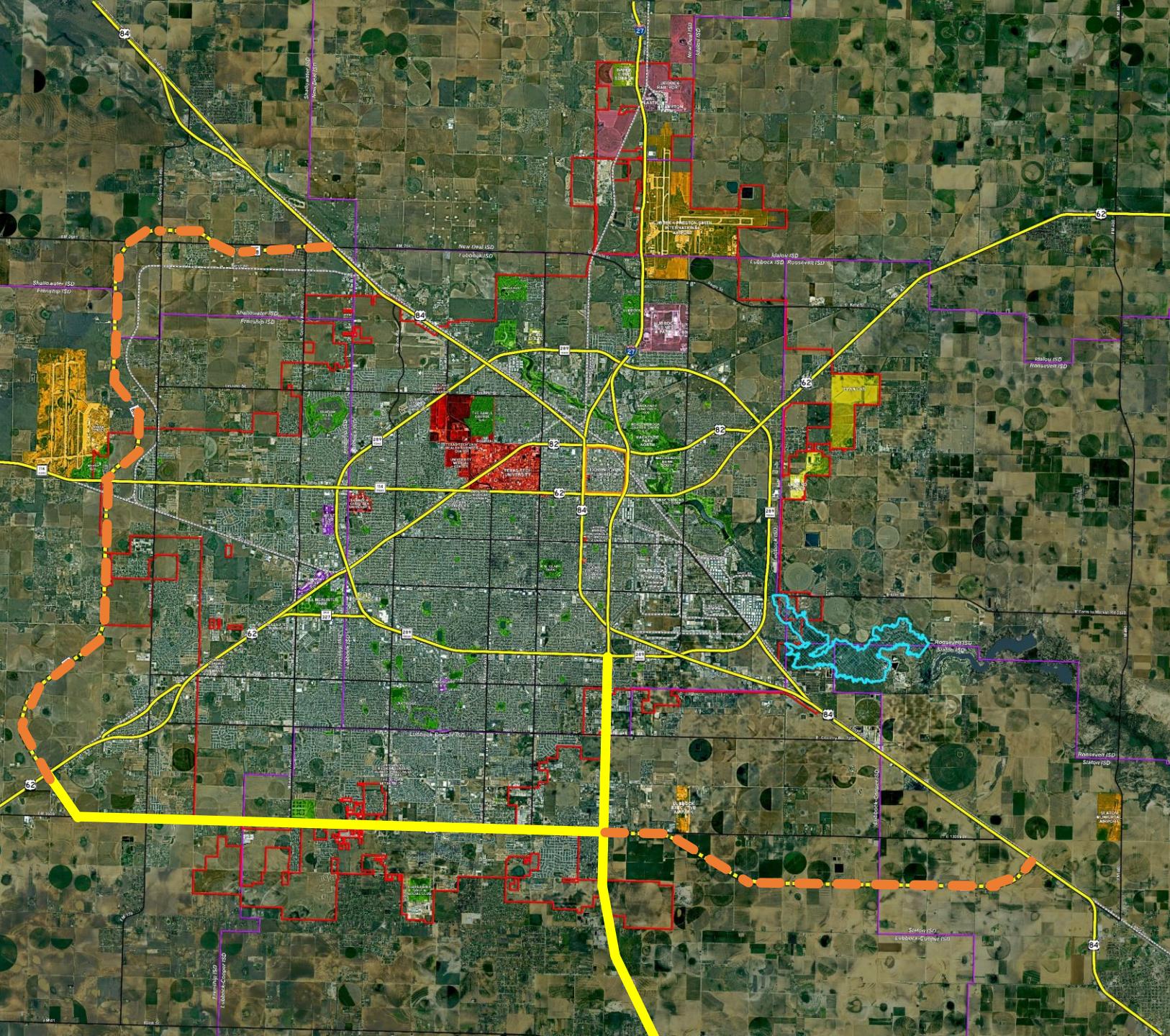
69.2%



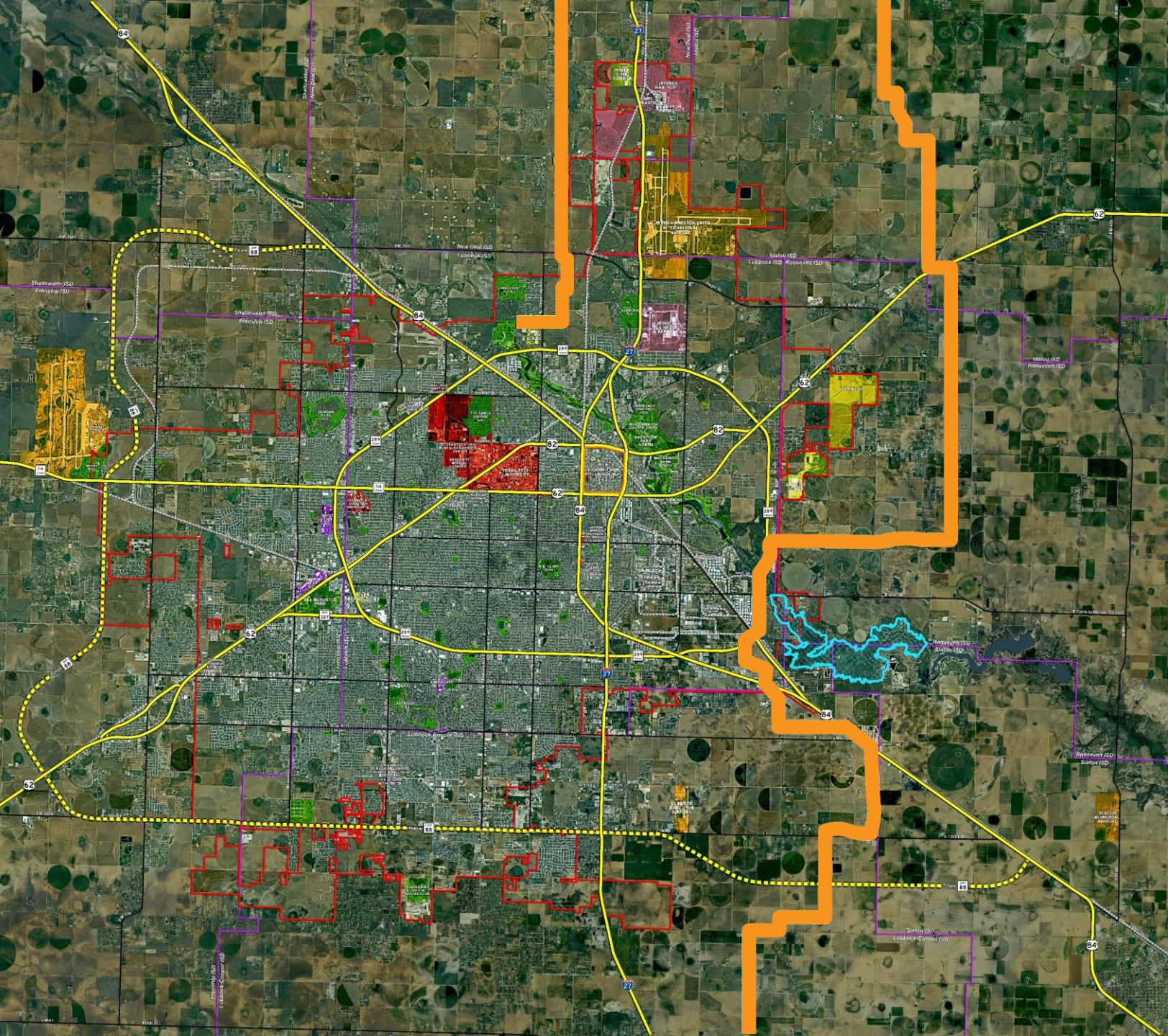
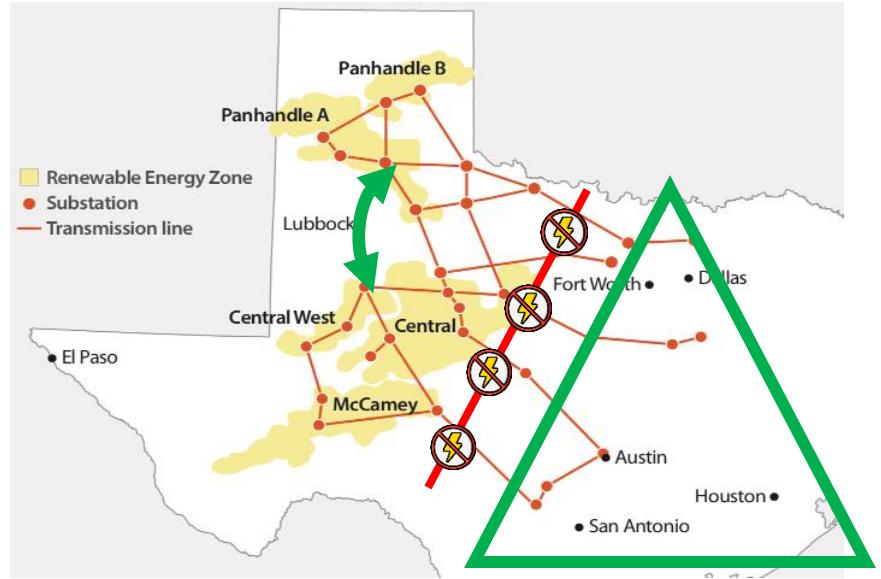
Source: Texas Comptroller

YTD through
November

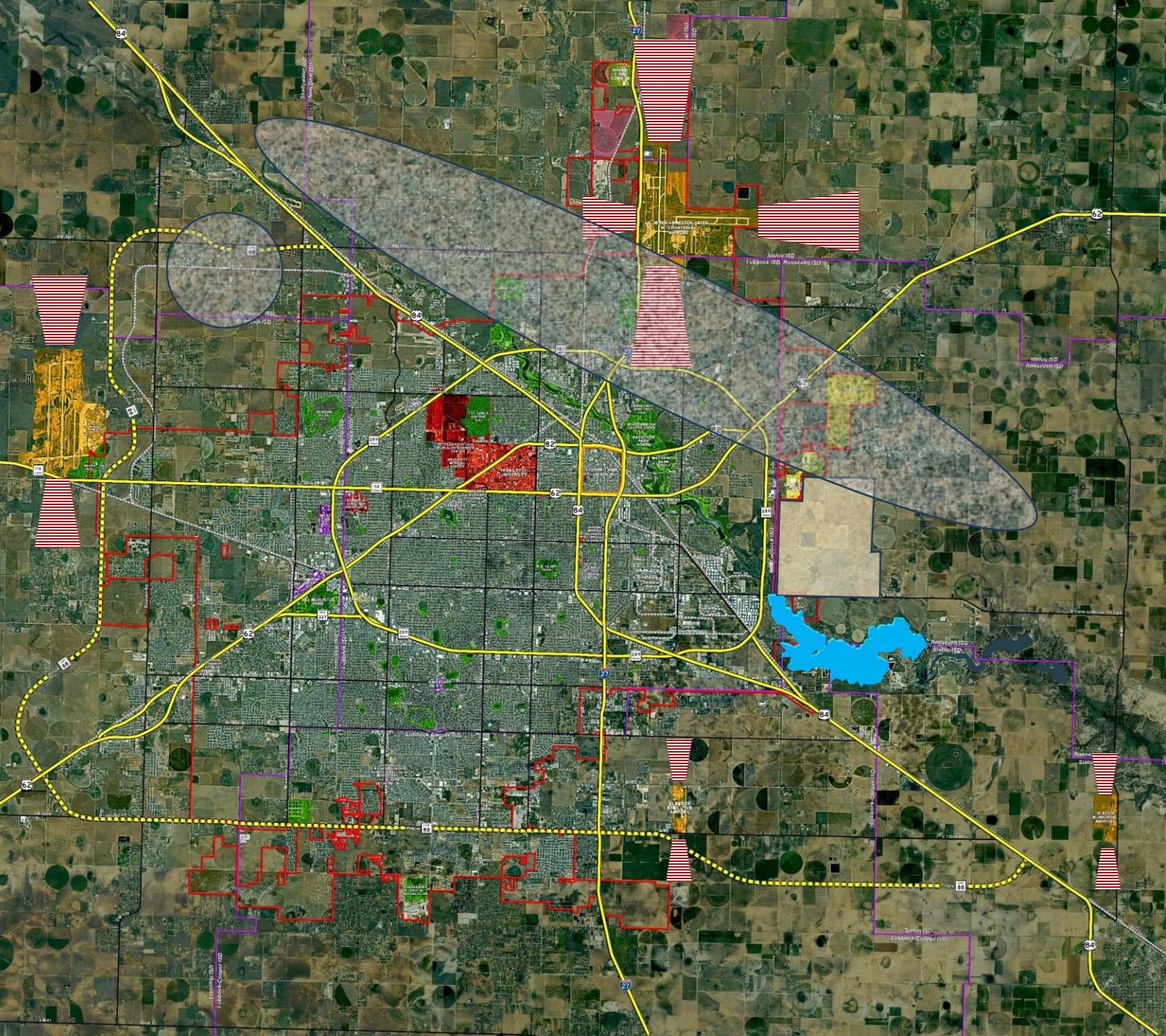
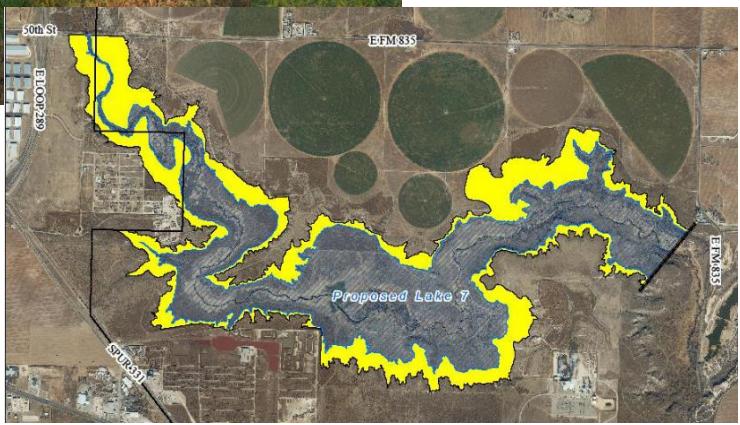
I27 & Hwy Growth



Providing Power

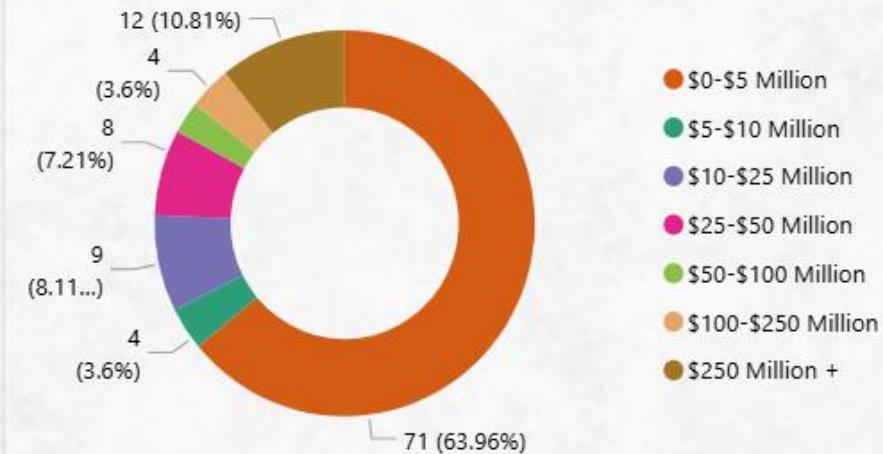


Development Awareness

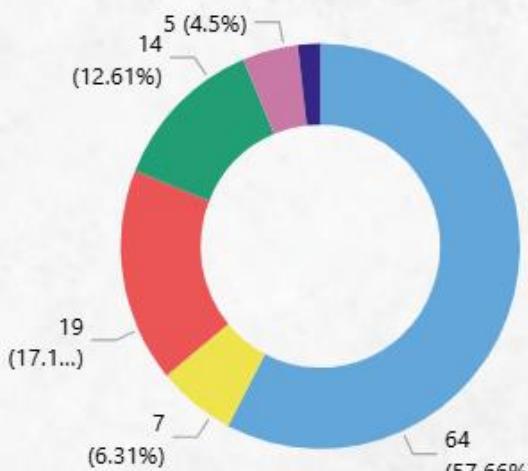


LEDA Recruitment & Retention Active Projects

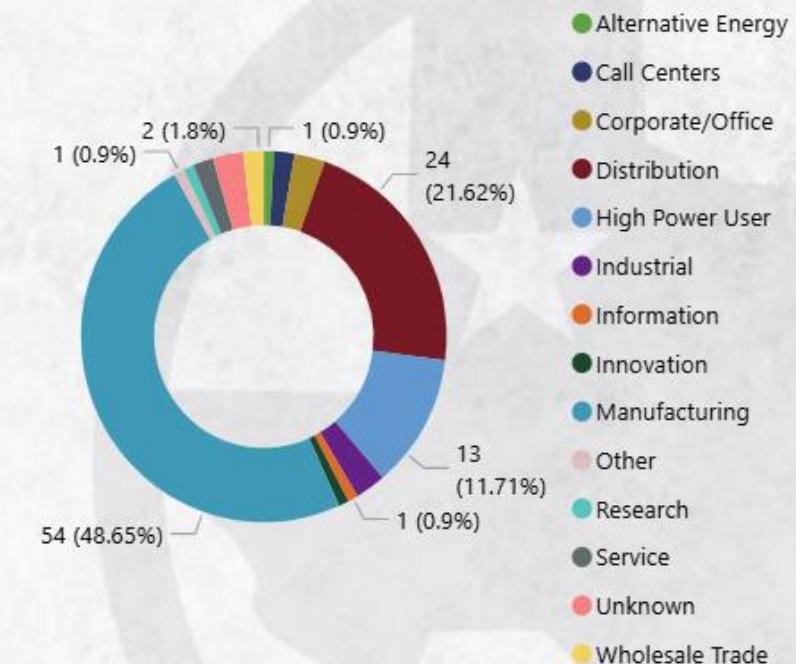
Capital Investment



Full Time Jobs



Project Type



All Total

Projects

111

Capital Investment

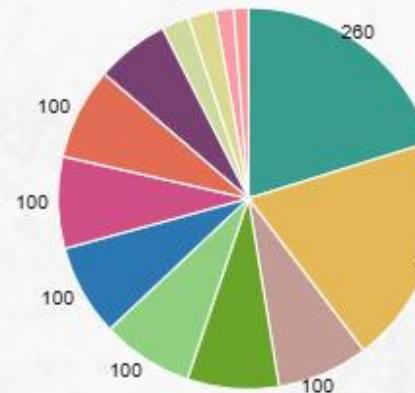
\$14,334,430,000

Jobs

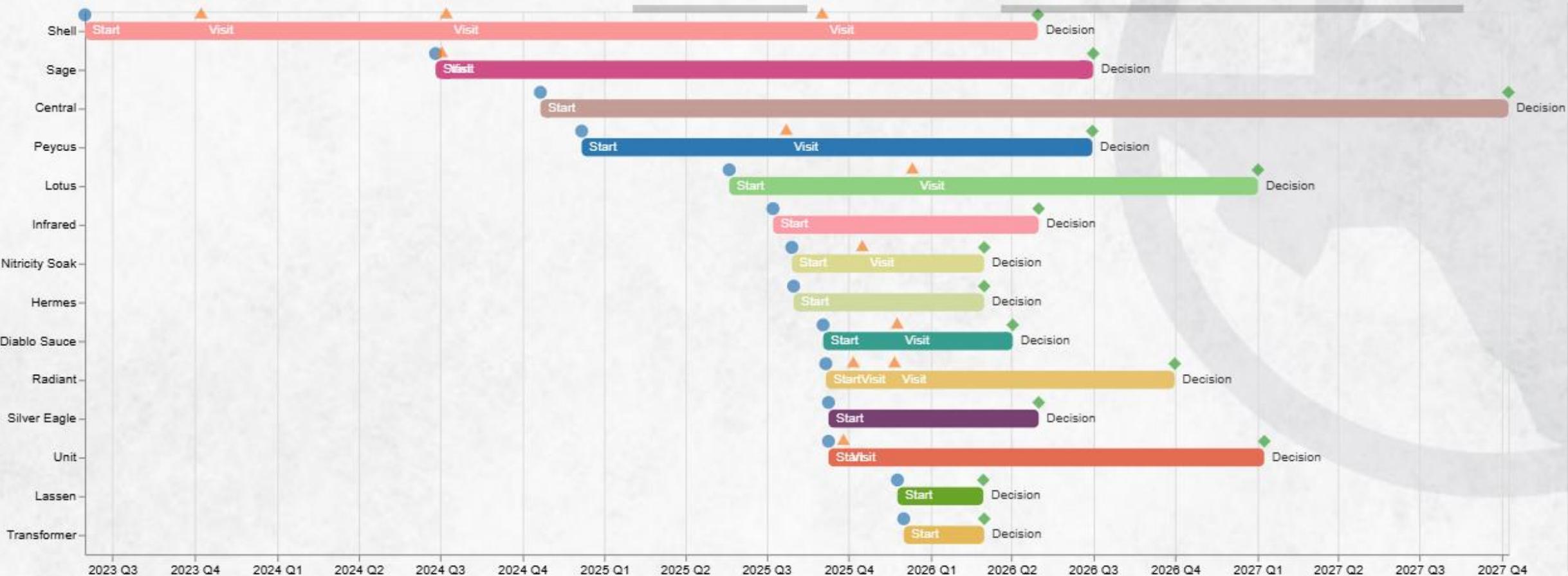
9,210

Most Active Projects

Full Time Jobs by Project



Capital Investment by Project





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 BEST CITY TO START A BUSINESS

-  WalletHub

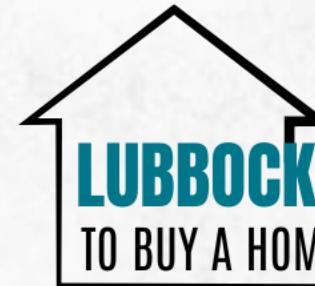
Sitting in 16th place overall, Lubbock is the right place for entrepreneurs to see their startups thrive. The study was based on 19 metrics including startups per capita, financing accessibility, which Lubbock ranked No. 1, industry variety & job growth.



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 TOP 100 BEST PLACES TO LIVE IN THE U.S.

-  LIVABILITY

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

