

CURRENT ECONOMIC CONDITIONS & TRENDS

February 12, 2026



Growing Lubbock



2025

City of Lubbock: 276,180

Lubbock County: 332,430

Texas: 31,245,372

2025-2050

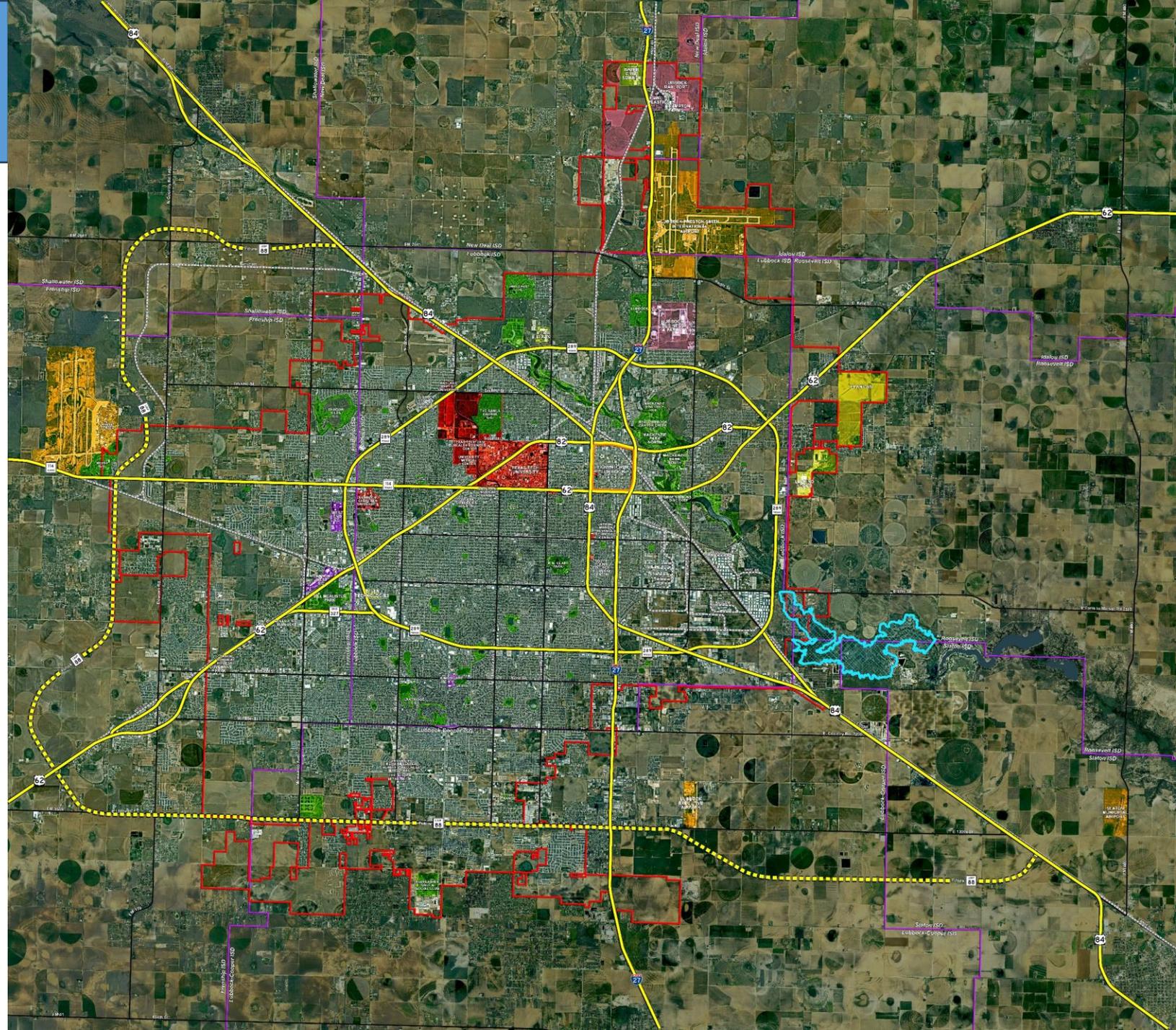
Population Growth

Lubbock Co

19.3%

Texas

28.2%

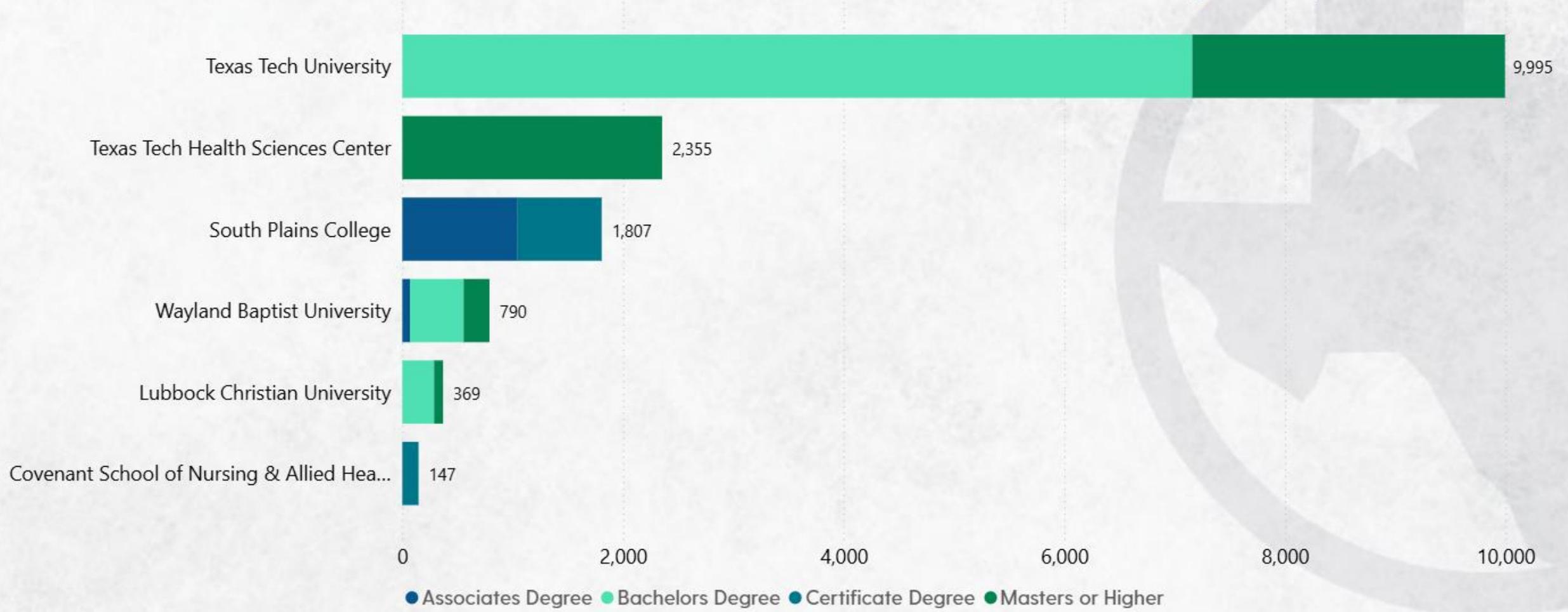


Educational Pipeline

Higher Education Graduates in
2024

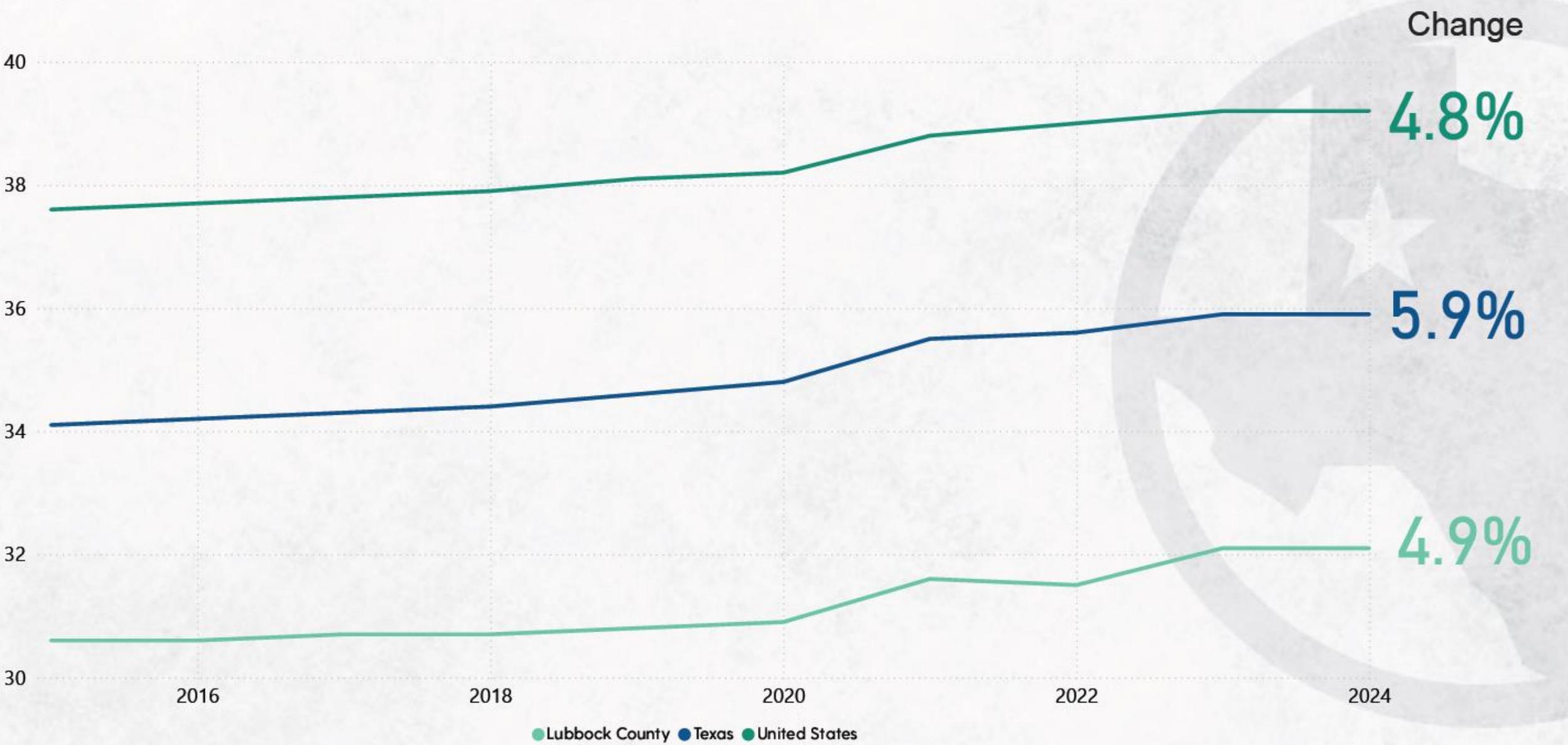
15,463

Change over 5 years: 9.1%



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

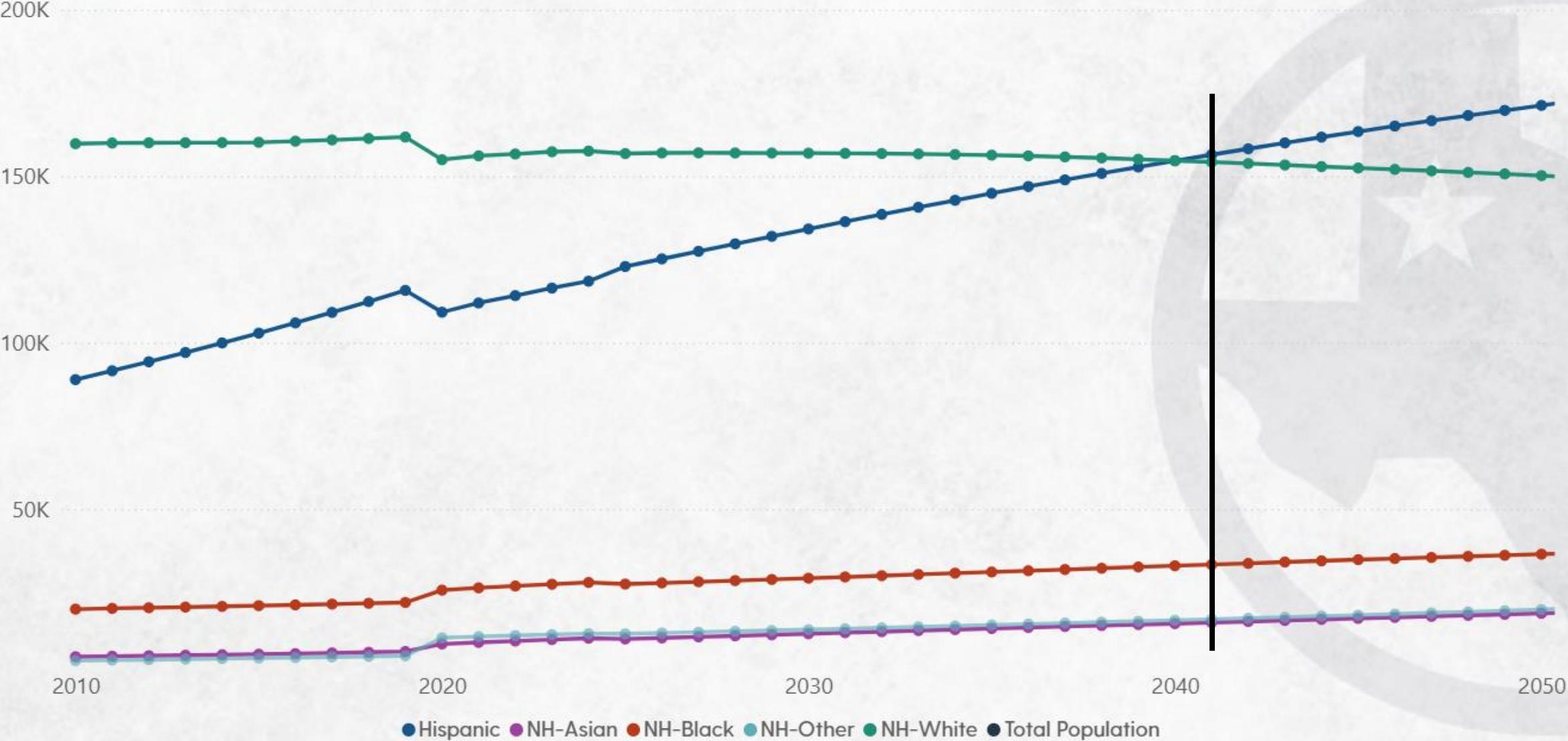
Population Trends - Median Age



● Lubbock County ● Texas ● United States

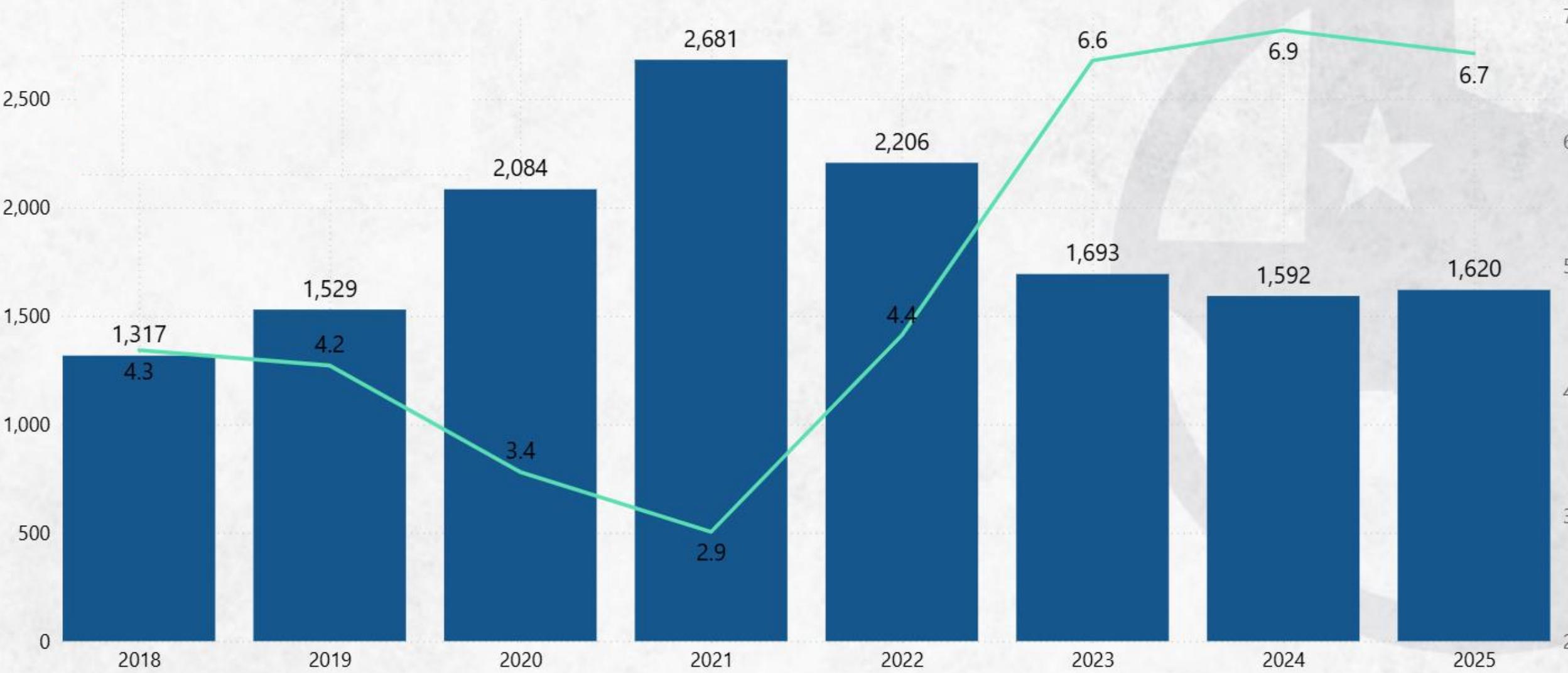
Source: US Census Bureau

Population Trends by Ethnicity



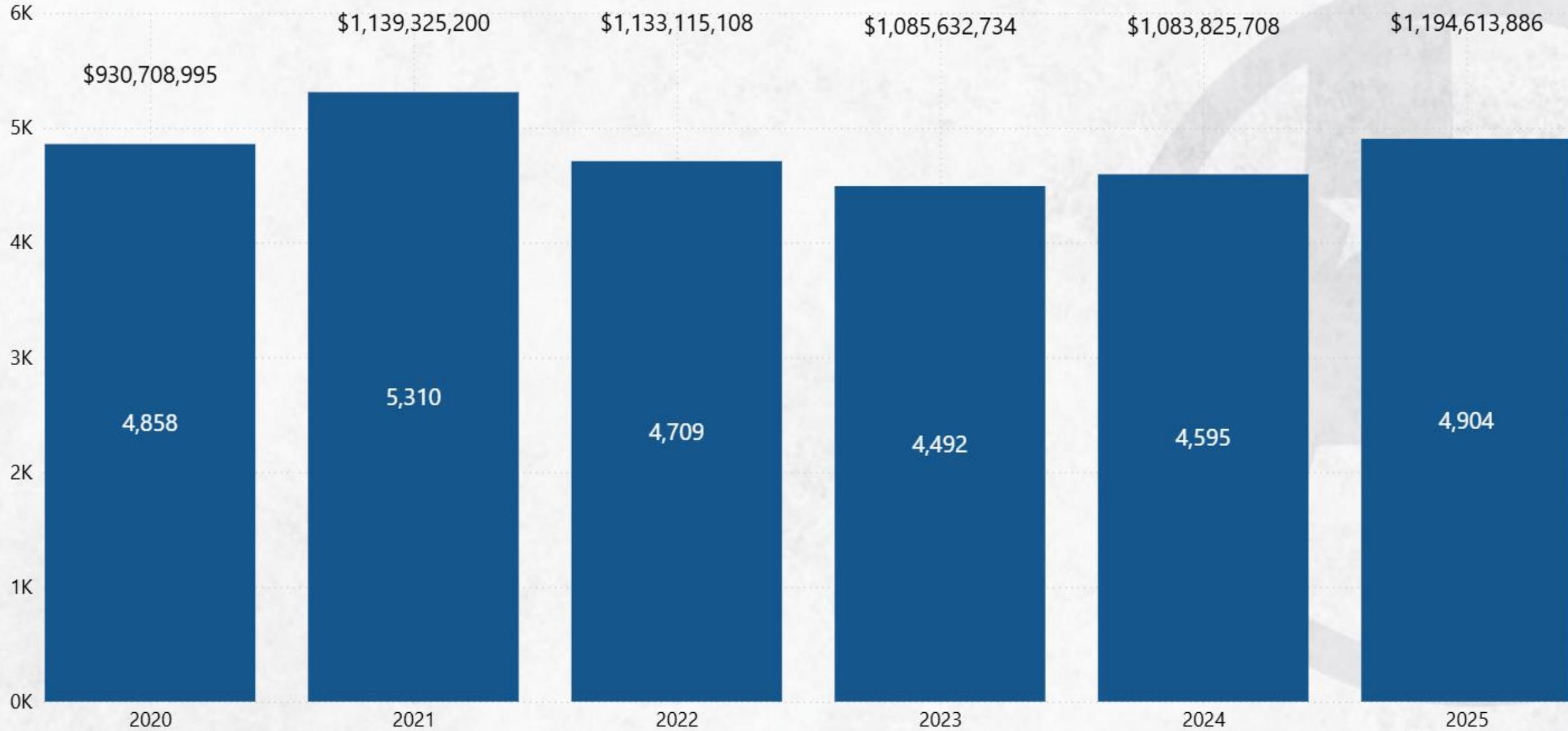
Source: Texas State Demographer

Annual New Residential Permits



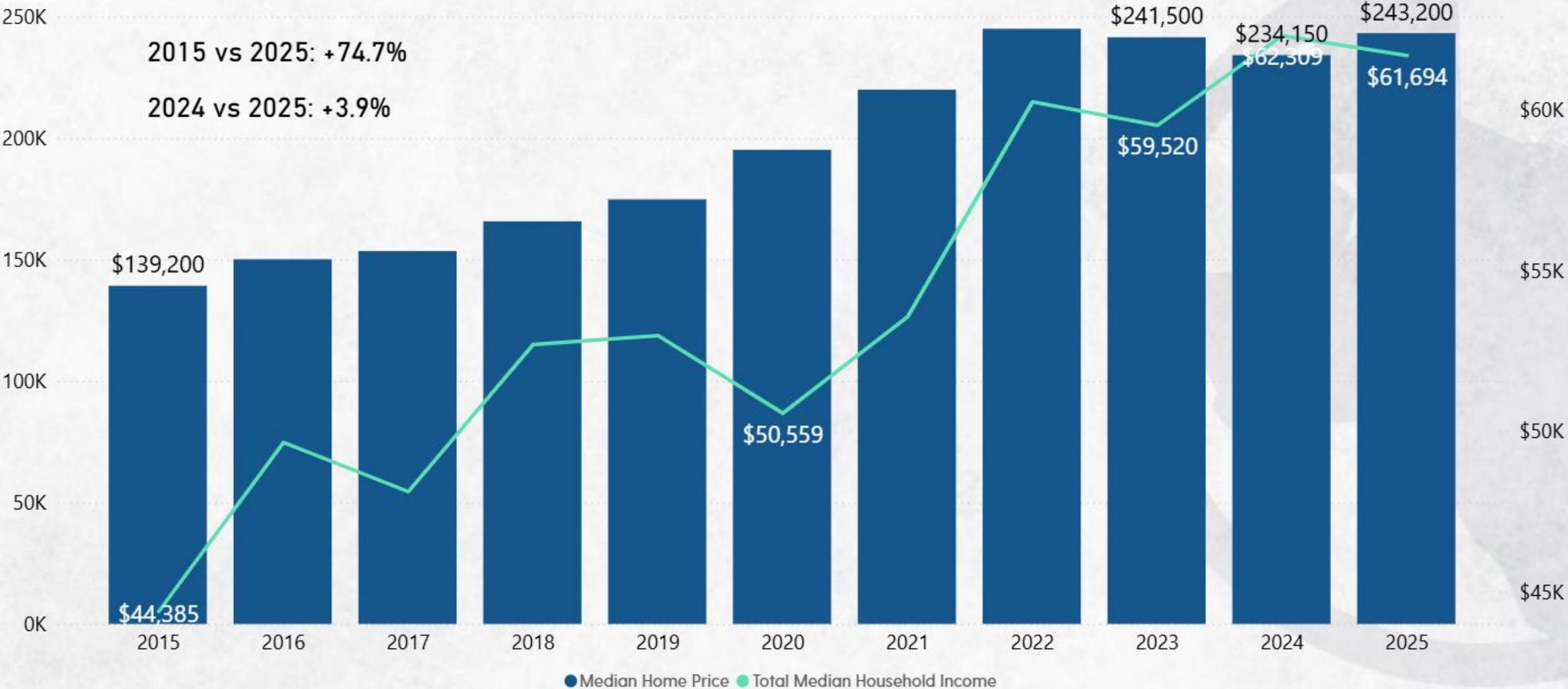
Source: City of Lubbock, ALN Apartment Data (Stabilized and Lease Up Properties)

Homes Sold and Total Sales Value



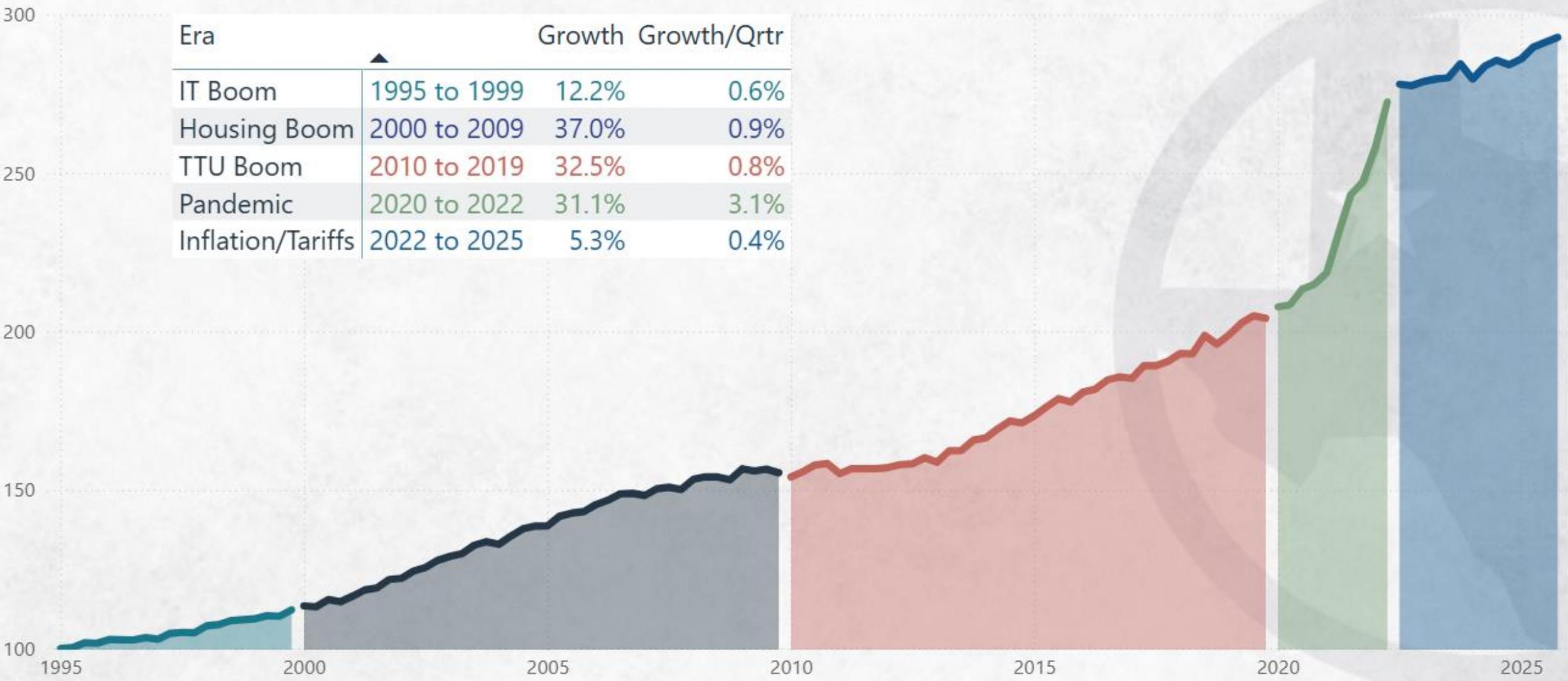
Source: Texas A&M, Texas Real Estate Research Center, Lubbock County

Median Home Prices & Median Household Income



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

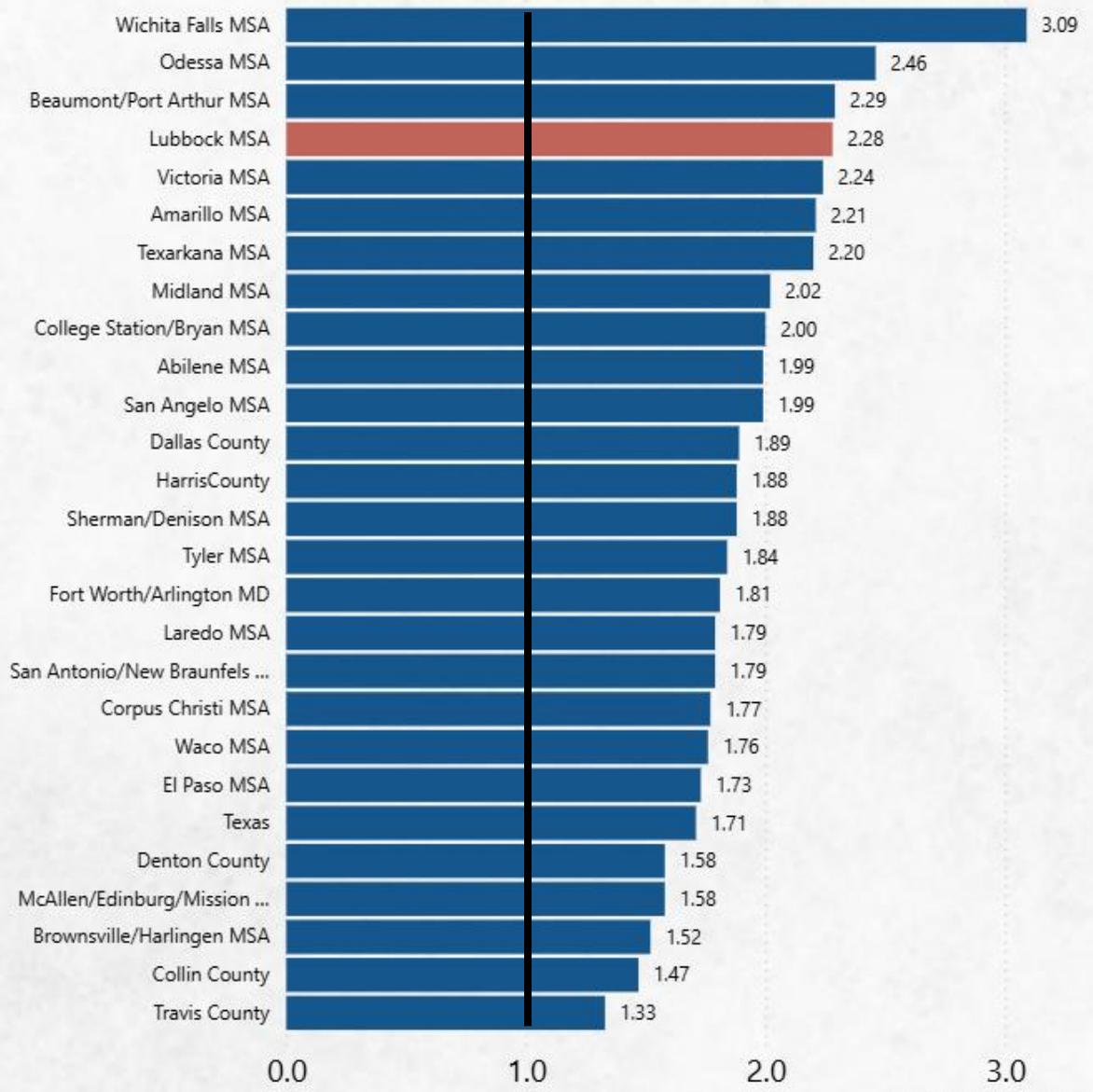
Home Price Index - Lubbock MSA



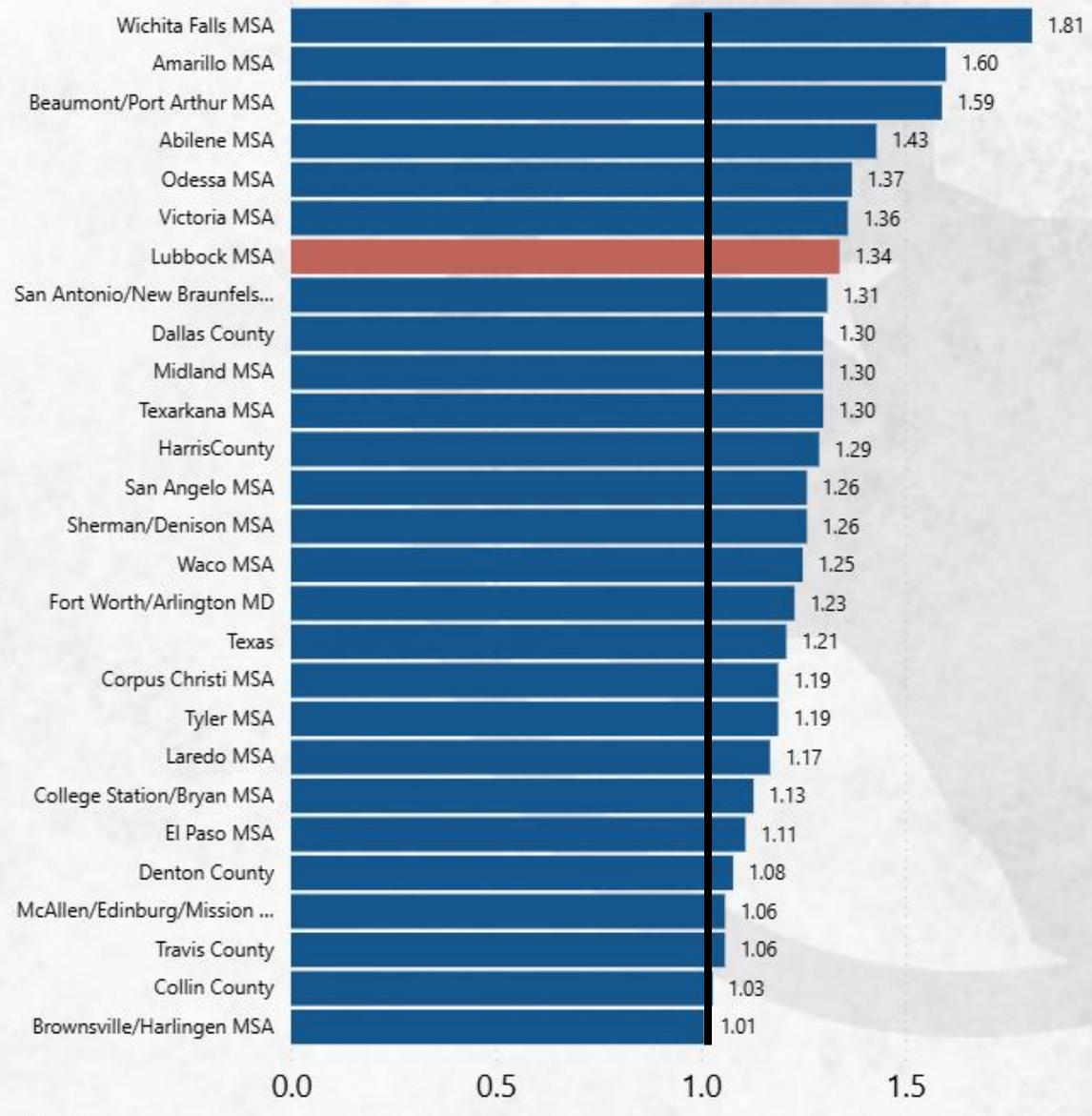
Source: St. Louis Fed (FRED)

Texas Housing Affordability

1st Quarter 2021

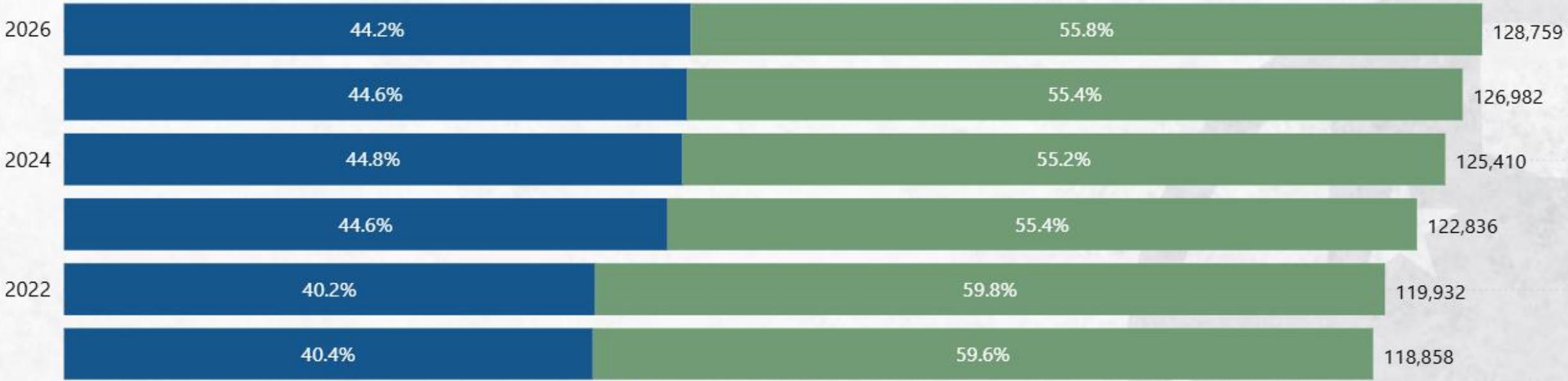


3rd Quarter 2025



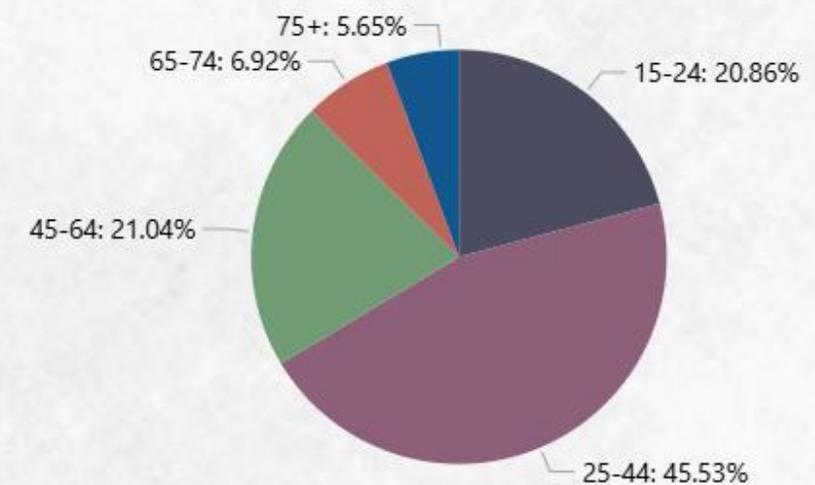
Source: Texas A&M Real Estate Center

Lubbock County Households

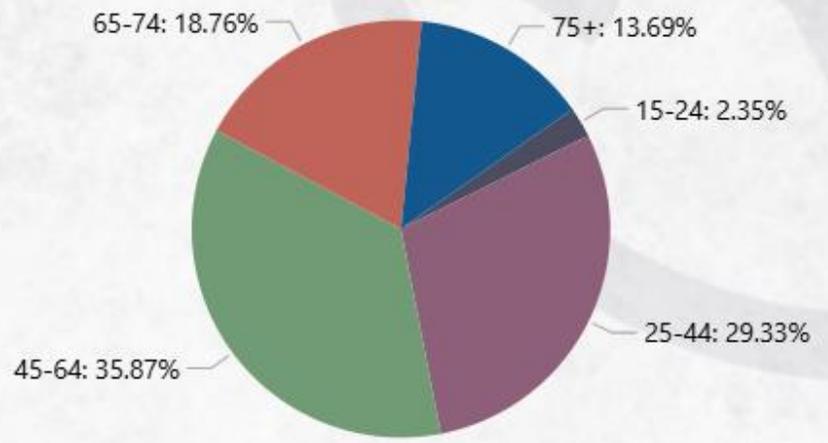


● Renter Occupied ● Owner Occupied

2026 Renter Occupied Households by Age

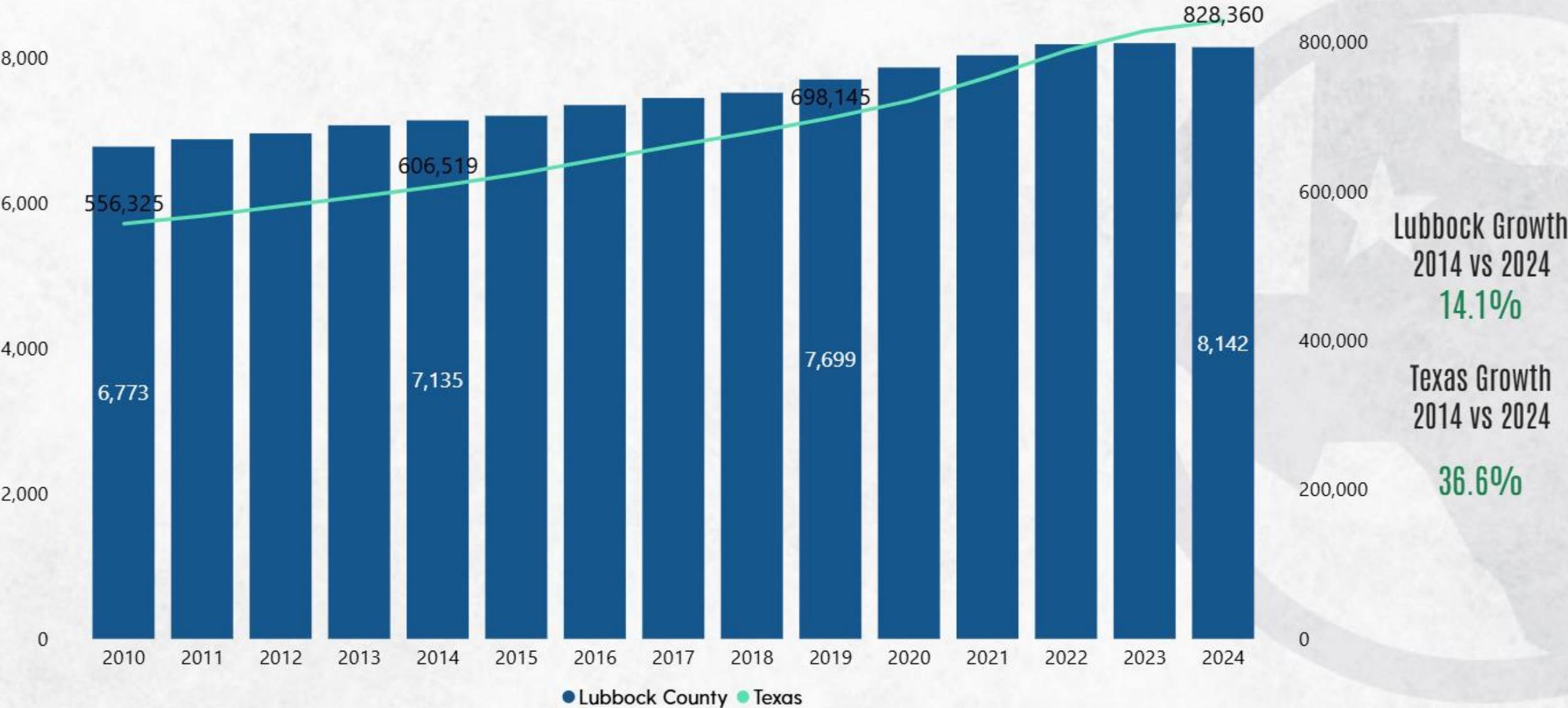


2026 Owner Occupied Households by Age



Source: Claritas Spotlight

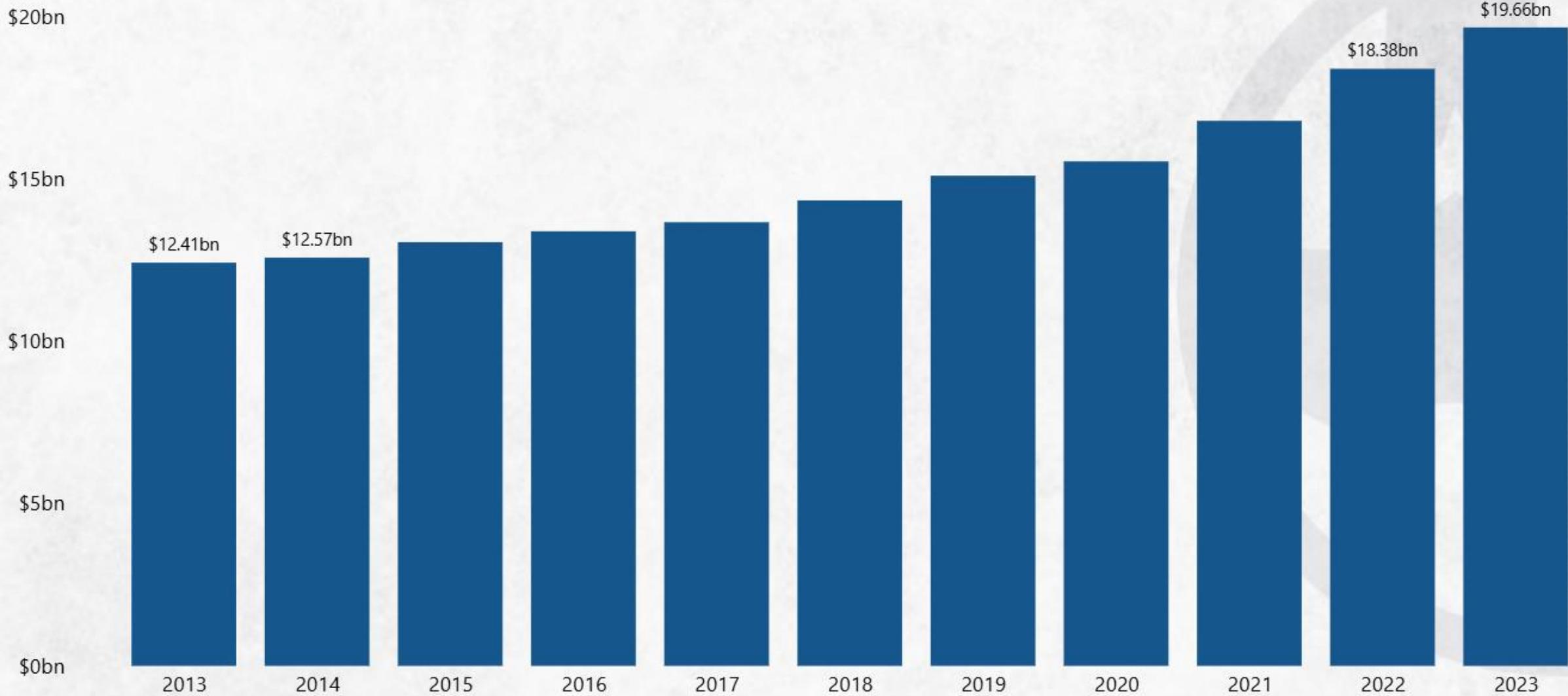
Establishments - All Private Industries



Source: Texas LMI QCEW Report

Annual GDP 2013-2023

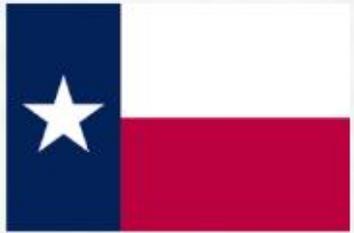
GDP (Gross Domestic Product): the total value of goods produced and services provided by the Lubbock MSA



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%

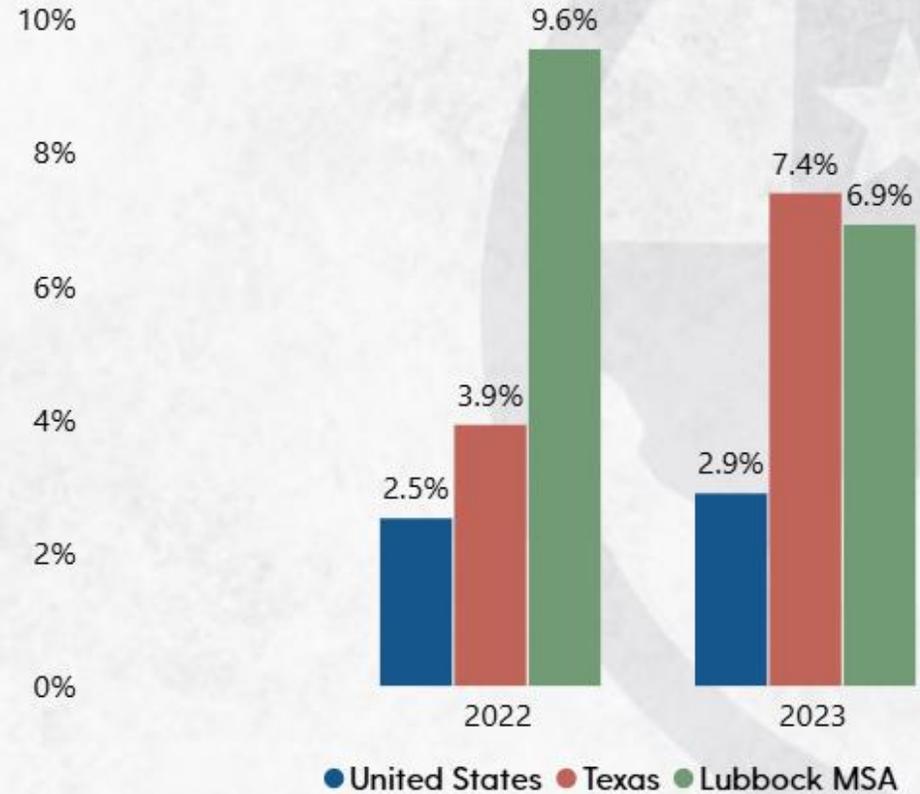
10-Year Texas Growth Rate

38.7%

10-Year U.S. Growth Rate

27.3%

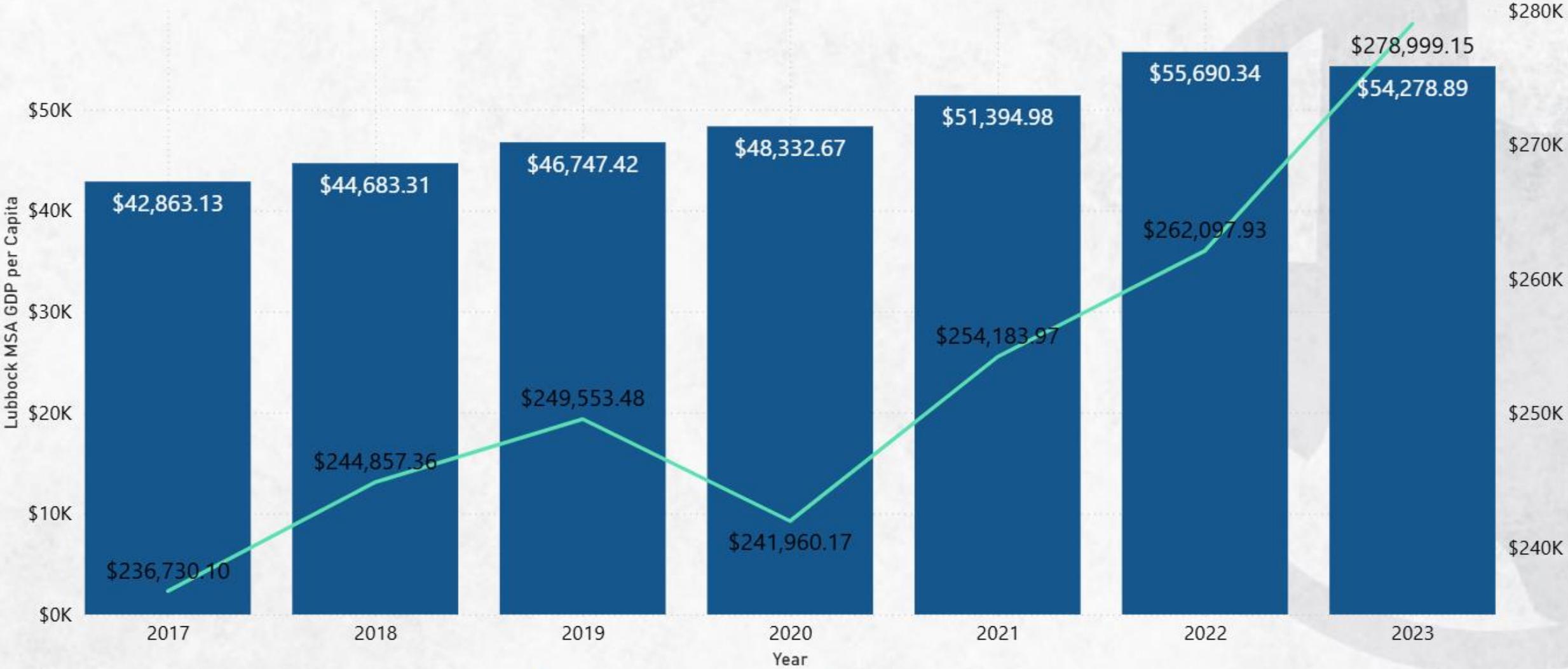
Recent Economic Growth Rate



Source: St. Louis FED (FRED)

GDP per Capita

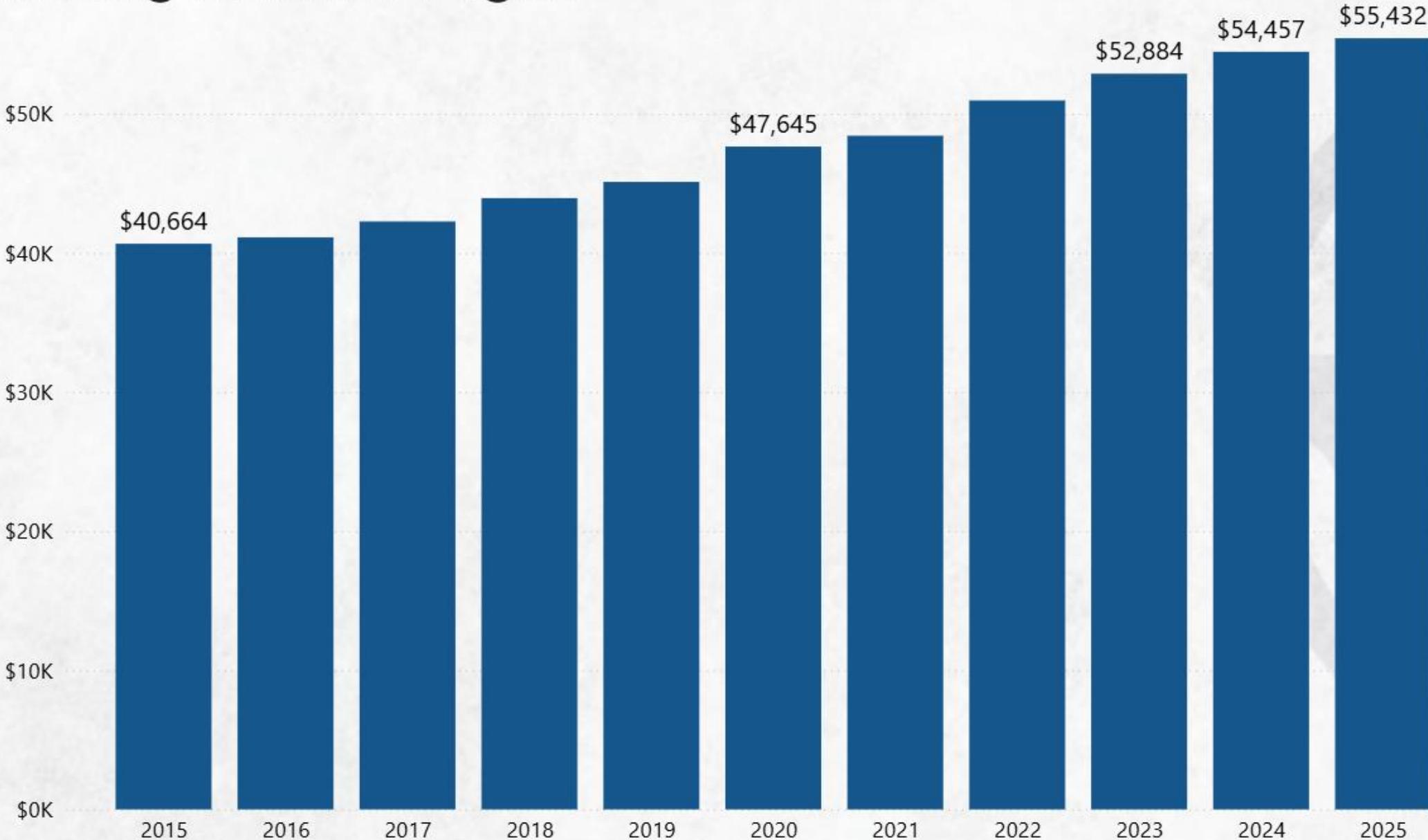
(Gross Domestic Product): the total value of goods produced and services provided by the Lubbock MSA



● Lubbock MSA GDP per Capita ● Texas GDP per Capita

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

Average Annual Wages



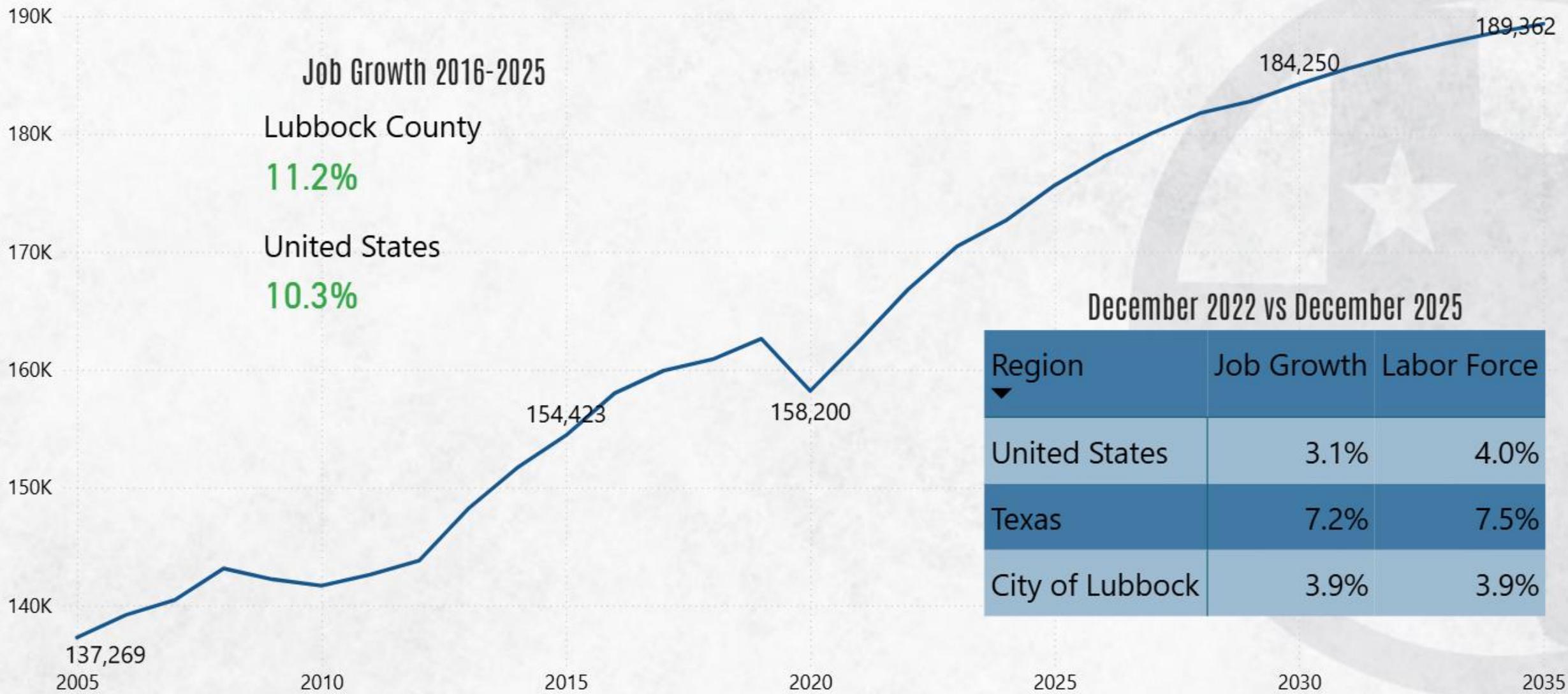
Lubbock County Annual Wages 2015 vs 2025
36.3%

Texas Annual Wages 2015 vs 2025
45.1%

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

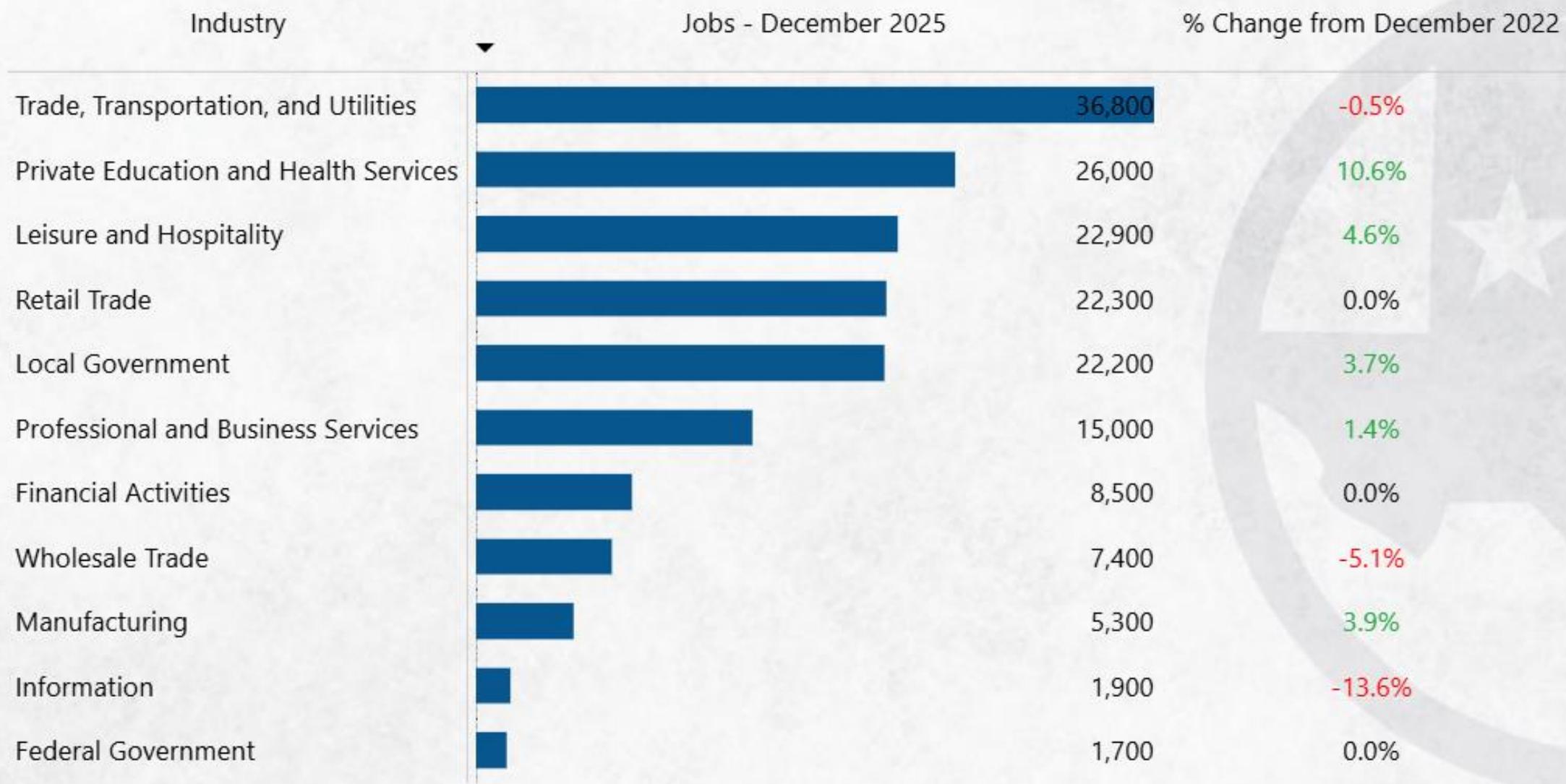
YTD through Q2

Job Trends



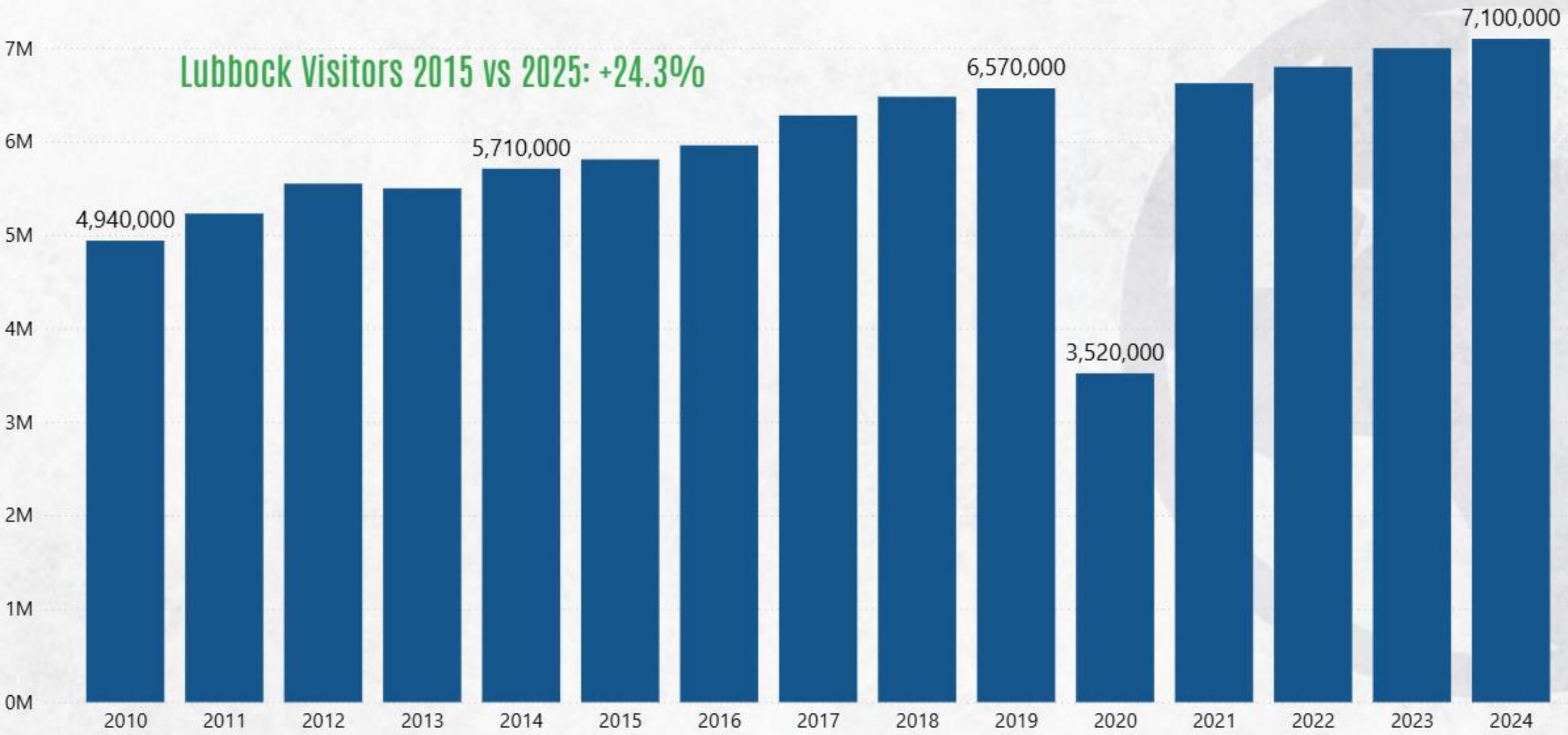
Source: Lightcast, Texas LMI

Job Growth by Industry



Source: Texas LMI (CES)

Total Number of Visitors



Lubbock Visitors 2015 vs 2025: +24.3%

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%

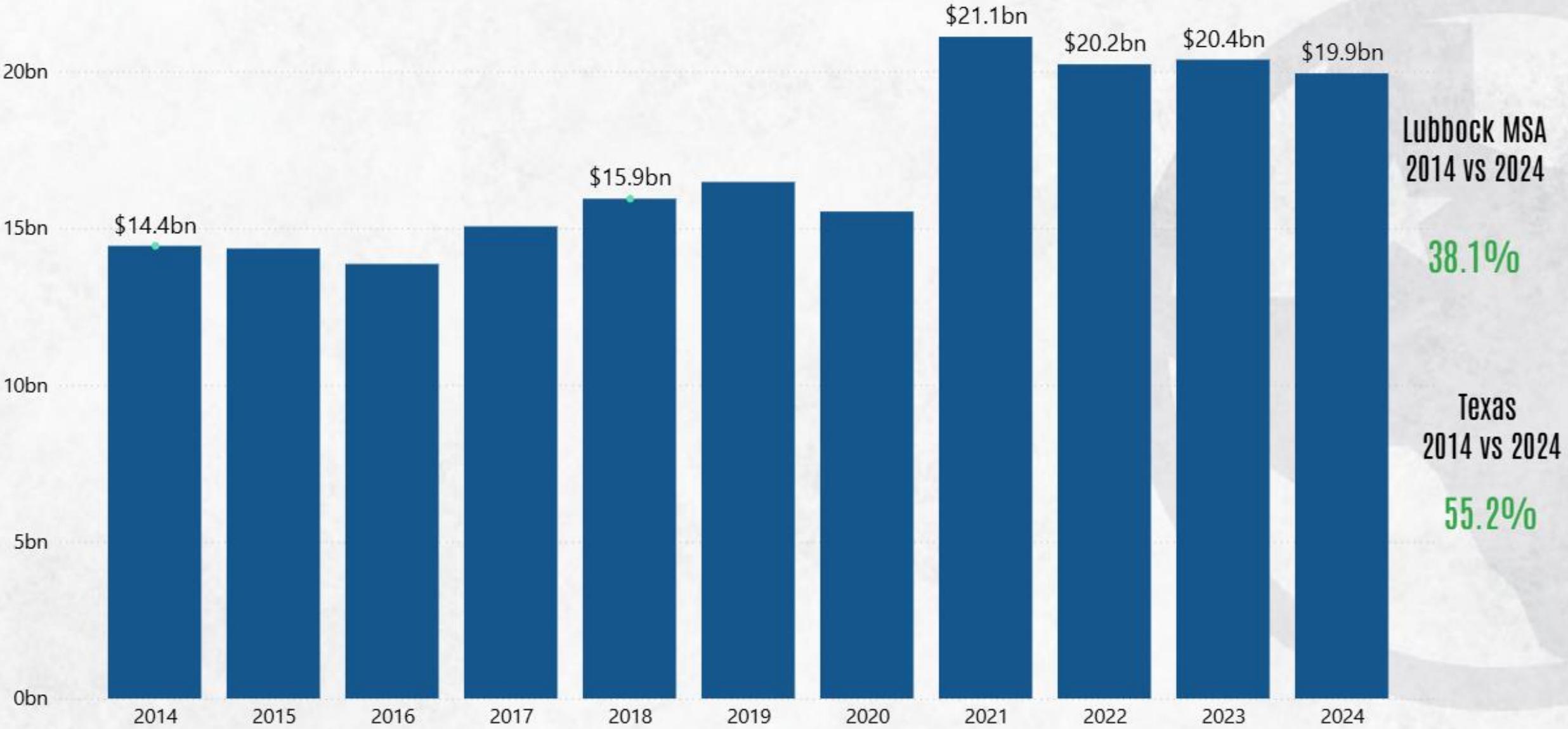
**OF CULTURAL &
RECREATION
SERVICES**

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

\$9,246.26 ANNUALLY

in local
establishments

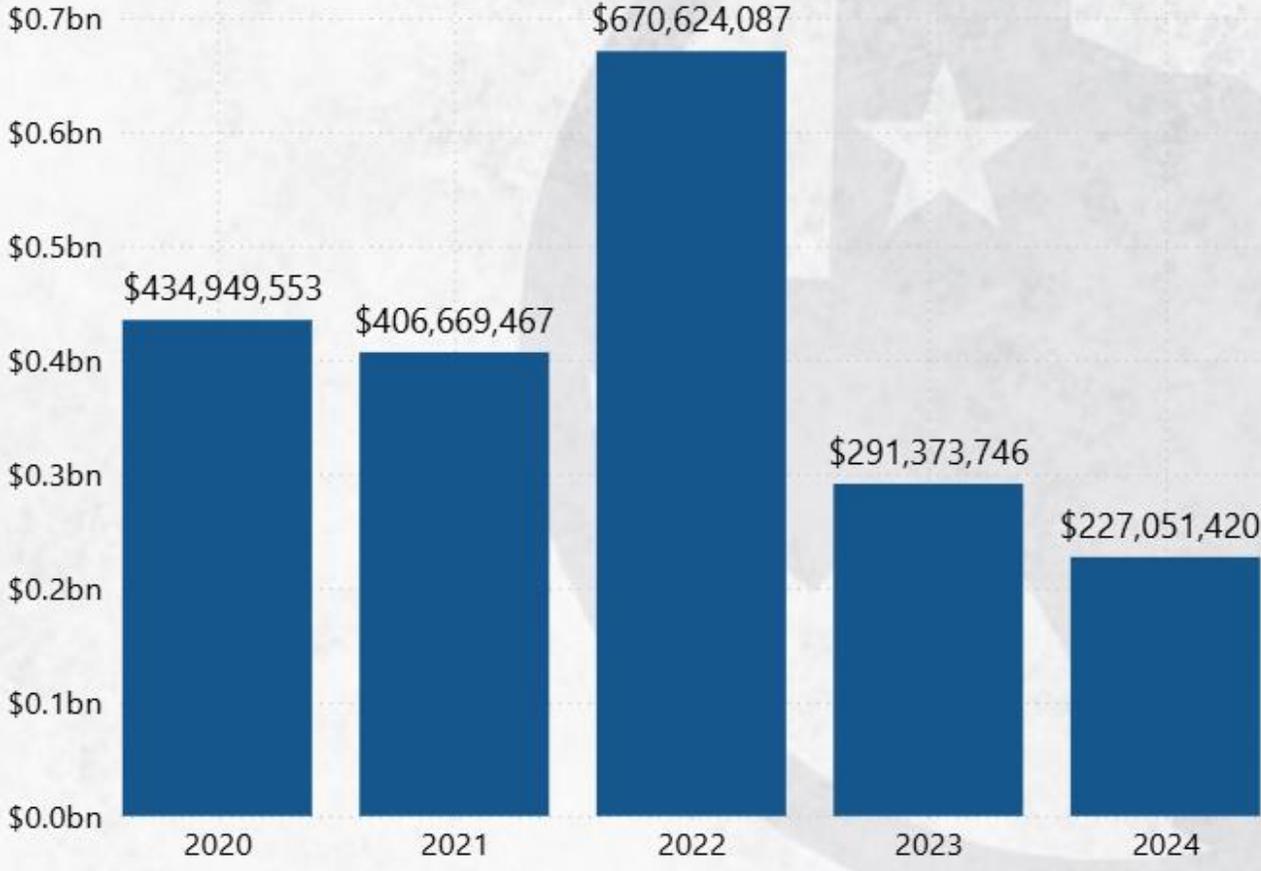
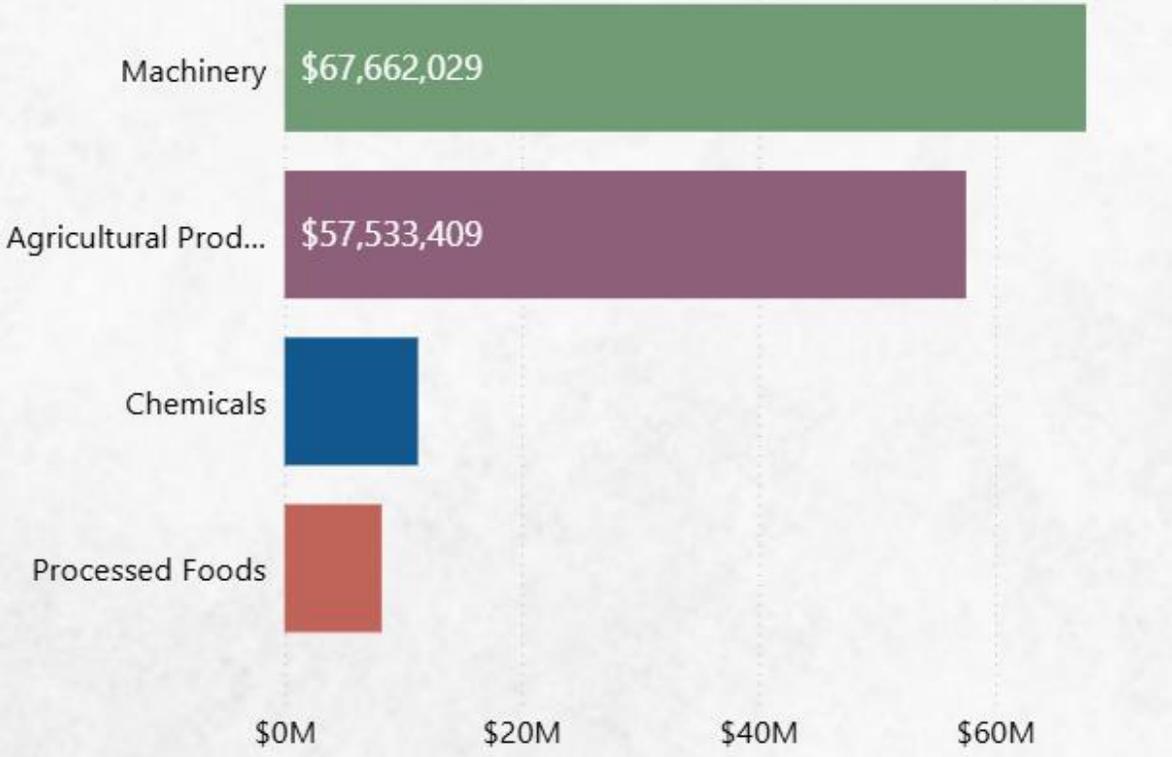
Lubbock MSA - Total Gross Sales



Source: Texas Comptroller of Public Accounts

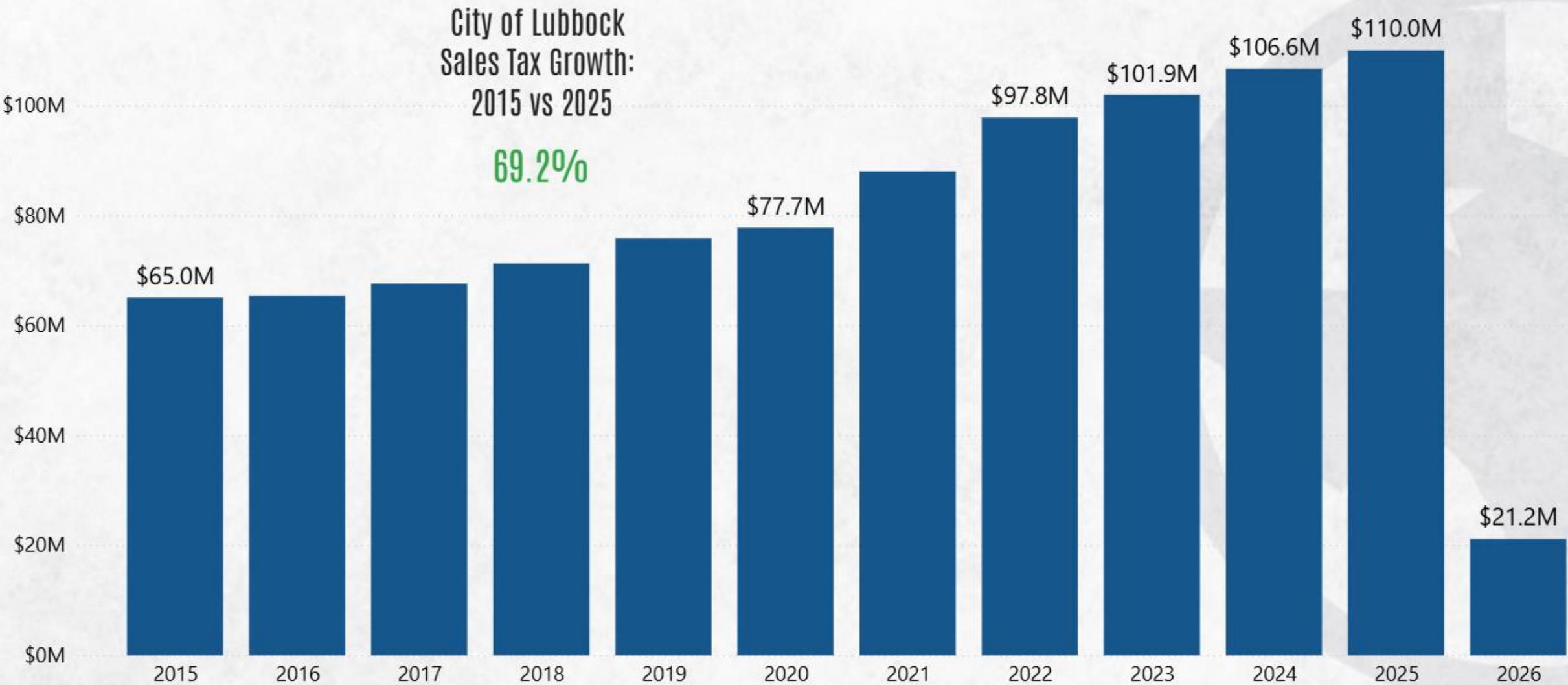
Lubbock MSA Exports

Top Goods Export Sectors, 2024



Source: International Trade Administration

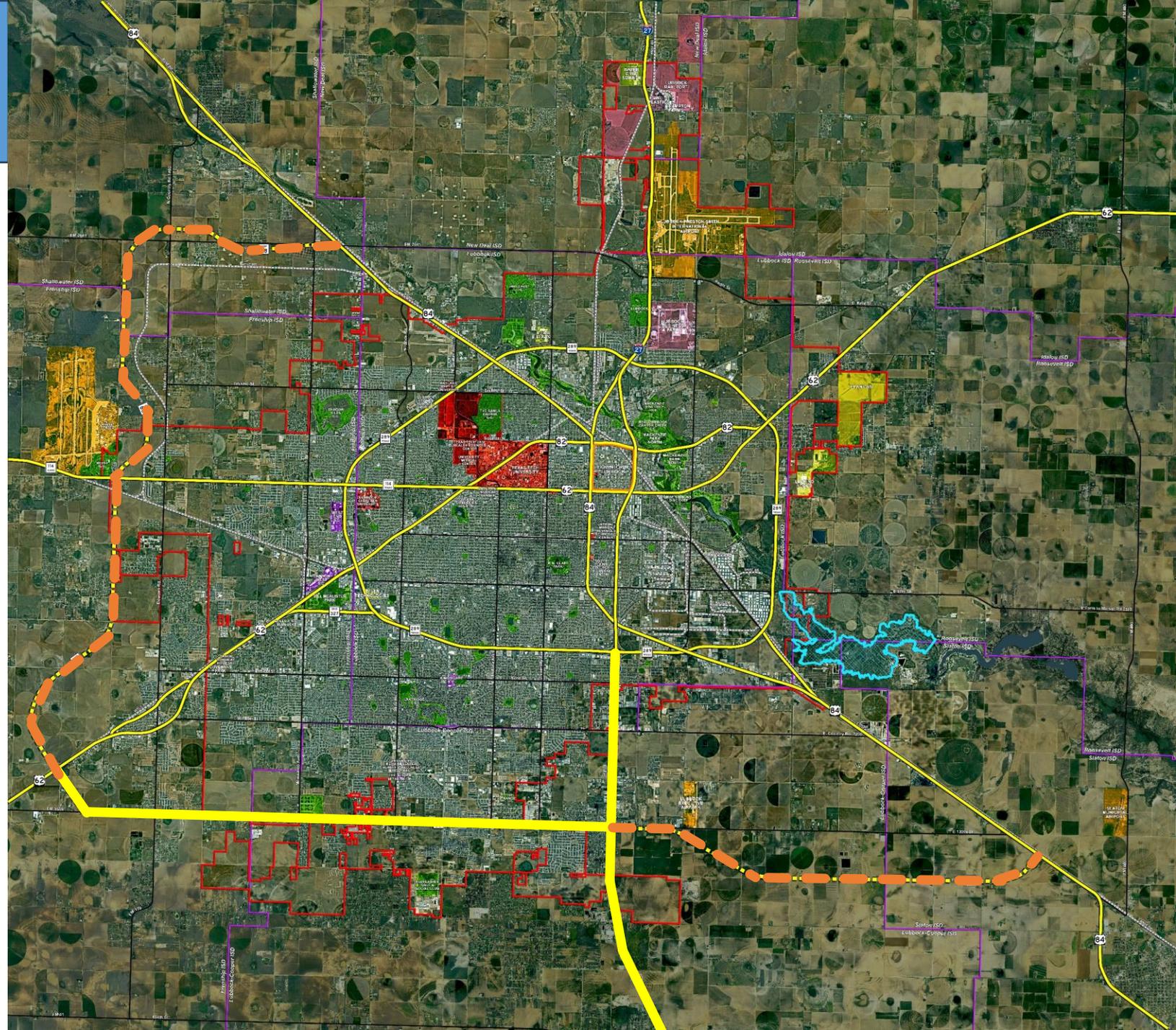
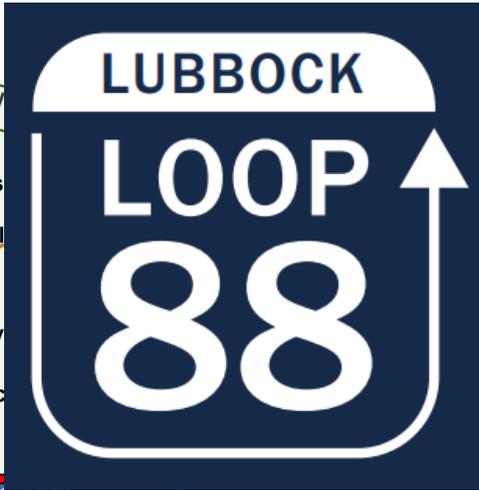
Annual Sales Tax Allocations



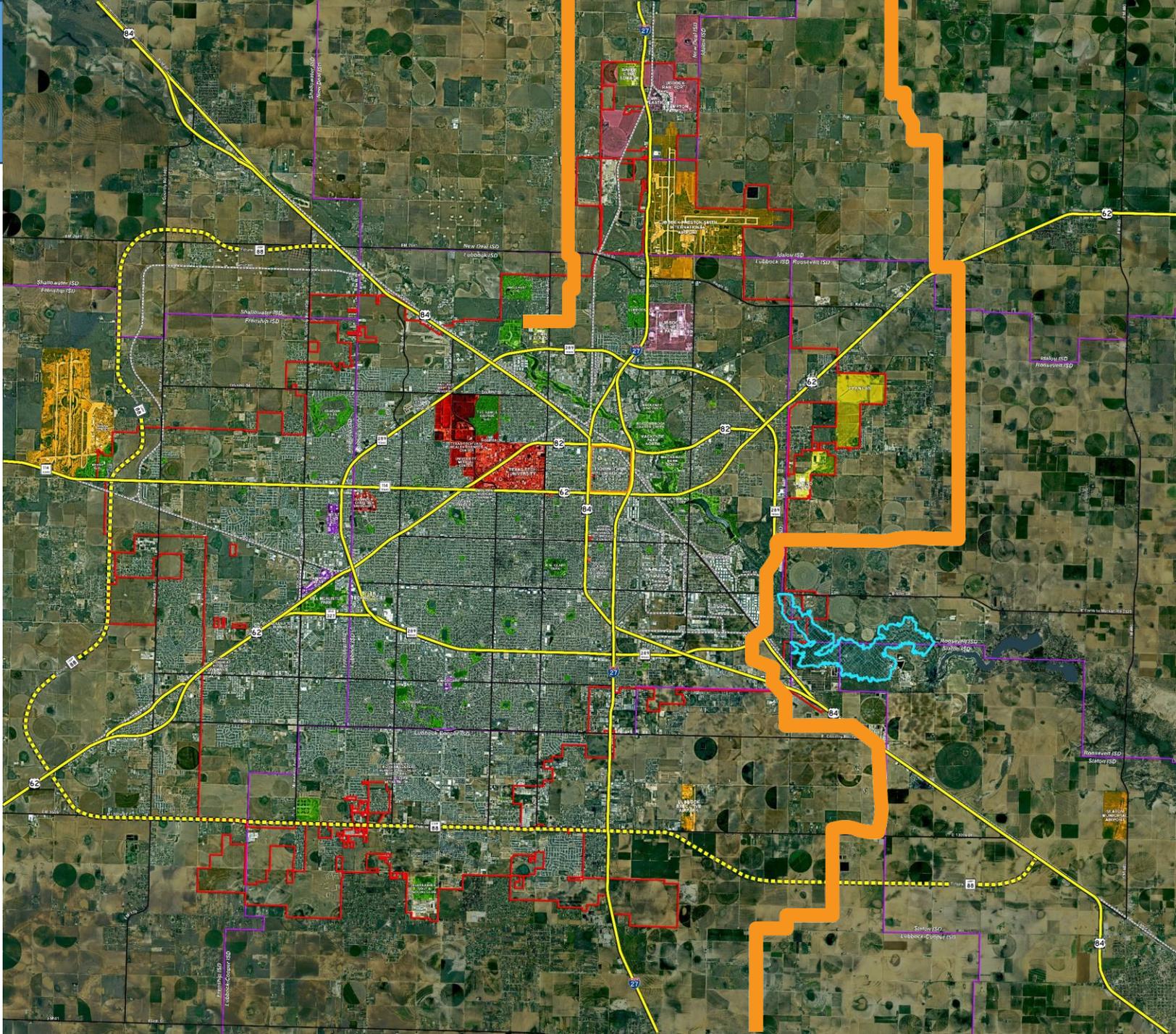
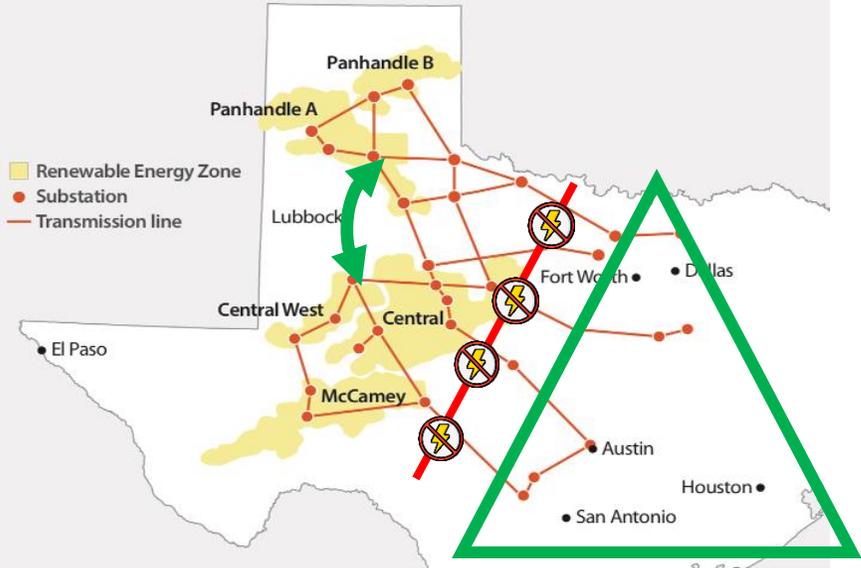
YTD through February

Source: Texas Comptroller

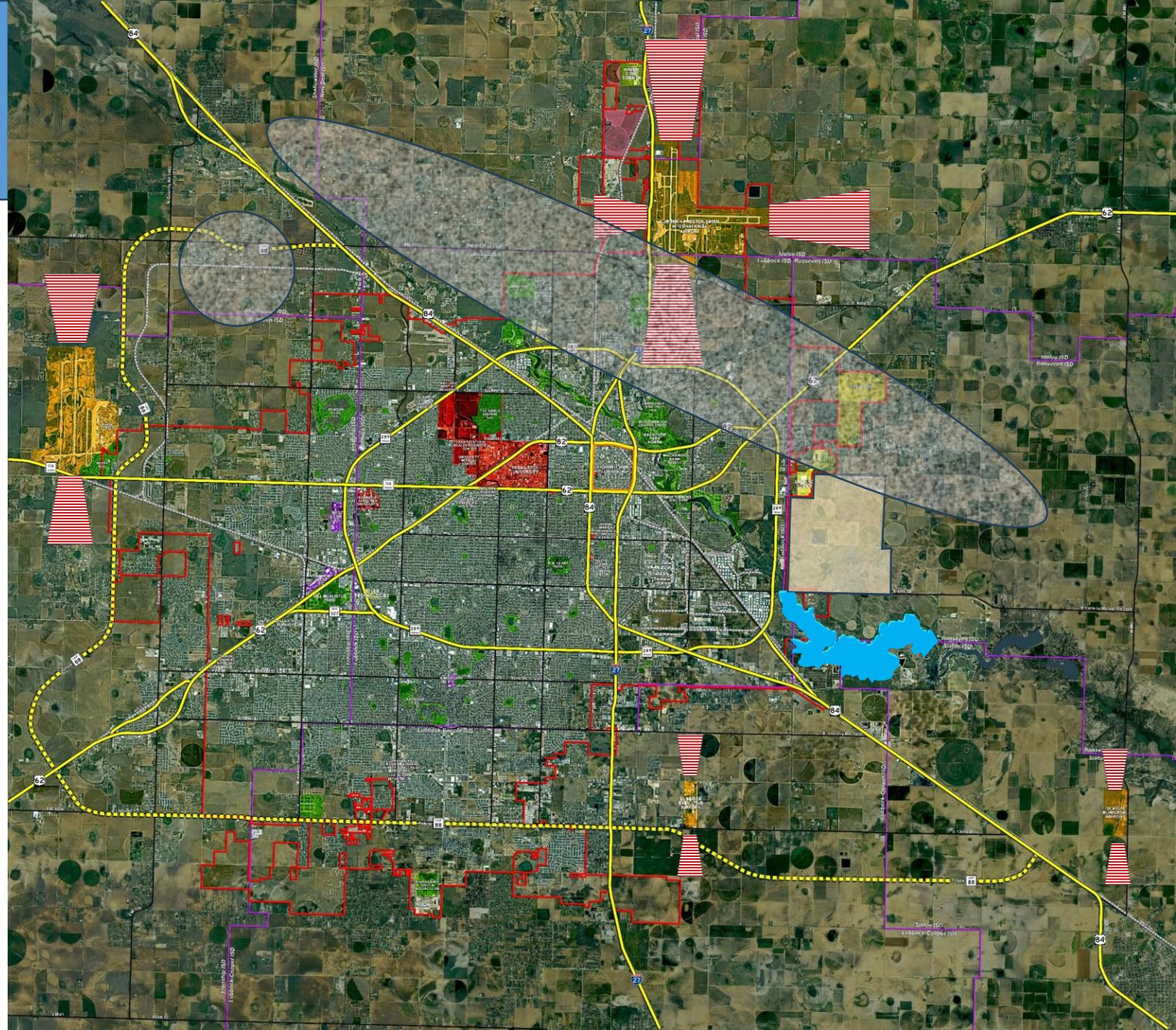
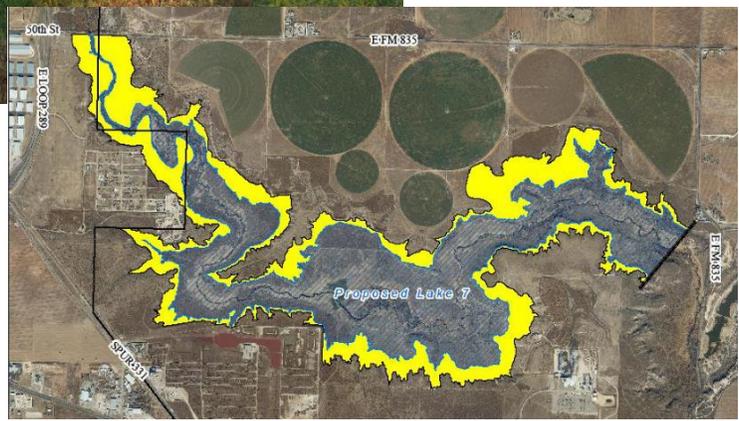
I27 & Hwy Growth



Providing Power

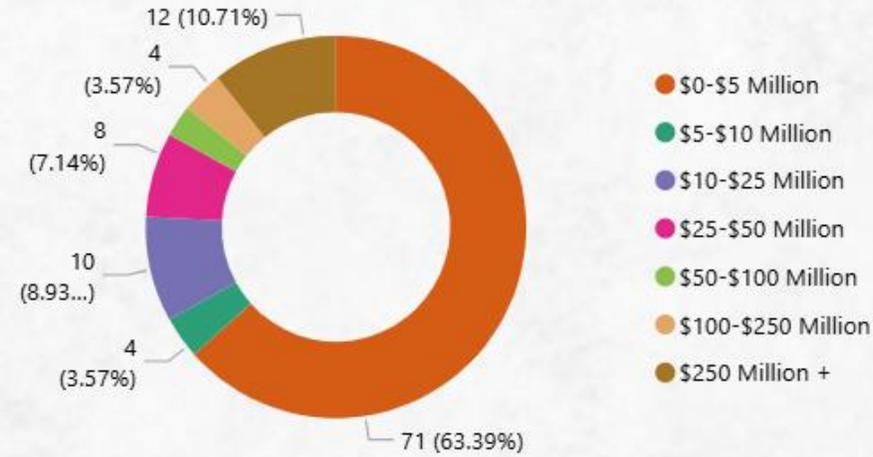


Development Awareness

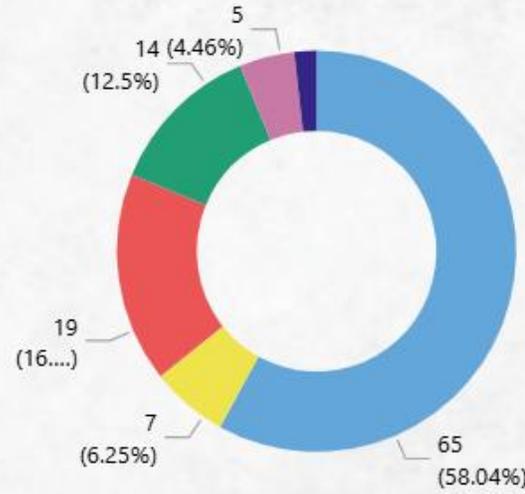


LEDA Recruitment & Retention Active Projects

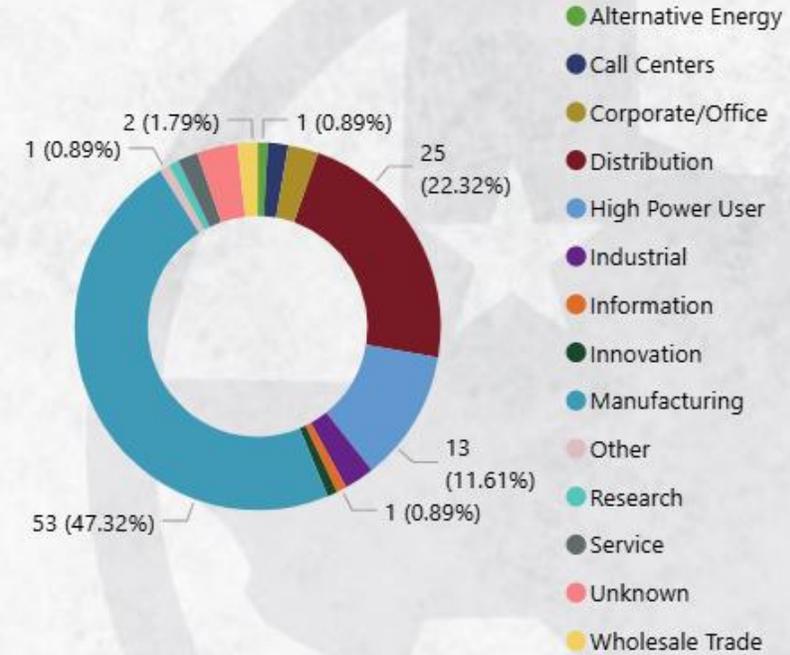
Capital Investment



Full Time Jobs



Project Type



All Total

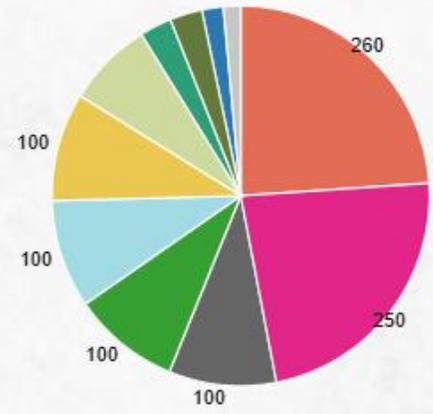
Projects
112

Capital Investment
\$14,351,430,000

Jobs
9,220

Most Active Projects

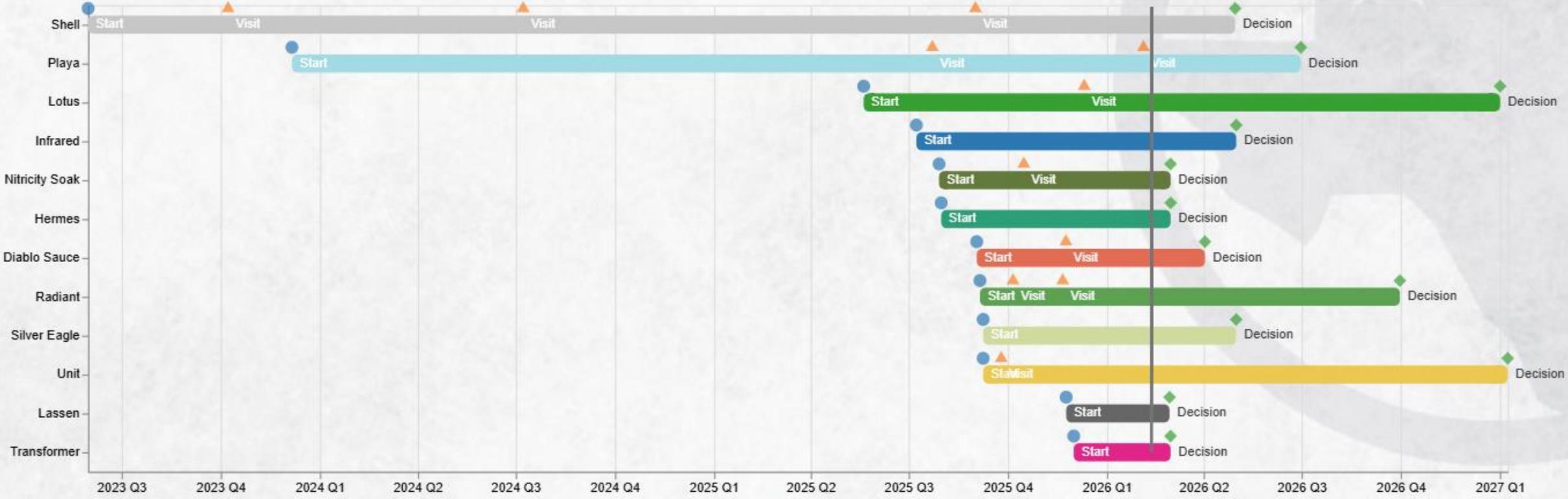
Full Time Jobs by Project



Capital Investment by Project



- Diablo Sauce
- Hermes
- Infrared
- Lassen
- Lotus
- Nitricity Soak
- Playa
- 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

