

# CURRENT ECONOMIC CONDITIONS & TRENDS

February 26, 2026



LUBBOCK  
ECONOMIC  
DEVELOPMENT  
ALLIANCE™

M A R K E T  
LUBBOCK™

*visit*  
LUBBOCK™

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SPORTS



LUBBOCK  
CULTURAL ARTS FOUNDATION

# Growing Lubbock



**2025**

**City of Lubbock: 276,180**

**Lubbock County: 332,430**

**Texas: 31,245,372**

**2025-2050**

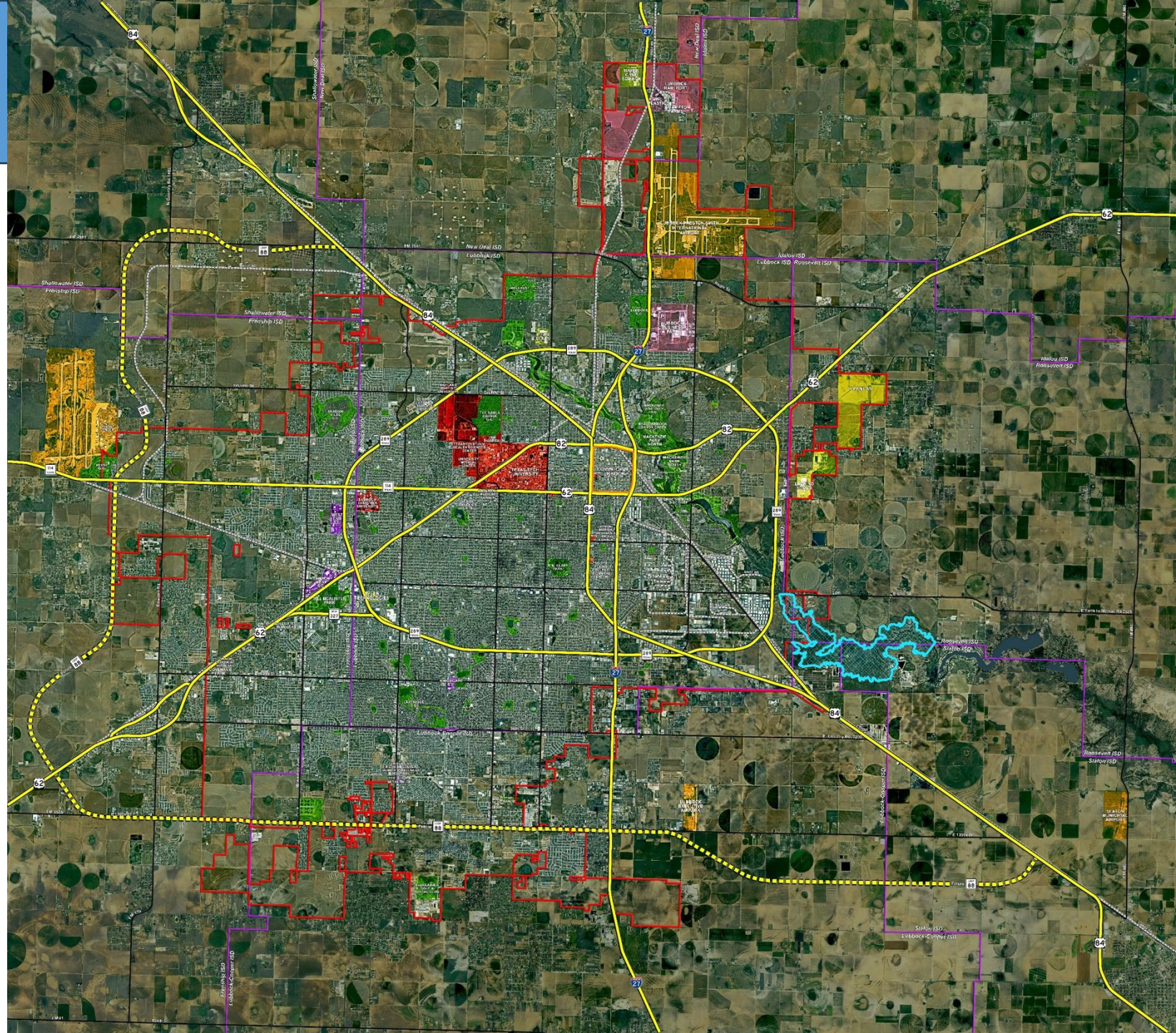
**Population Growth**

**Lubbock Co**

**19.3%**

**Texas**

**28.2%**

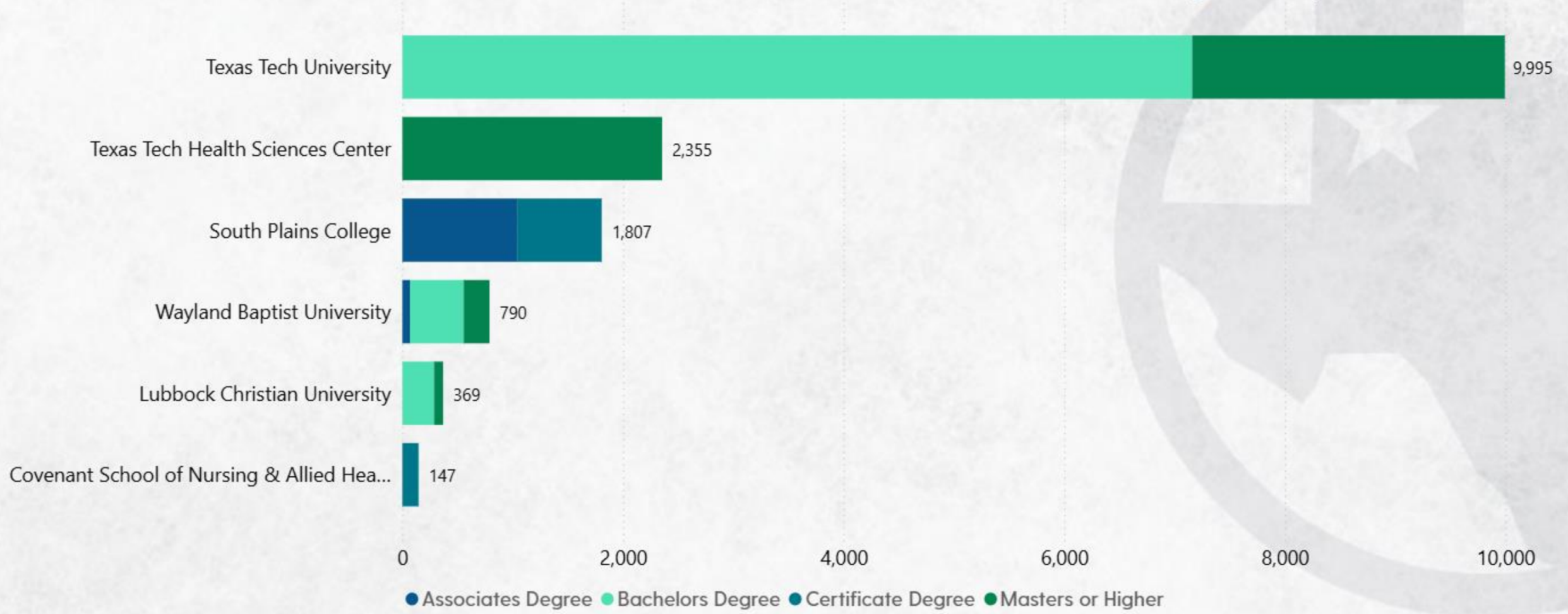


# Educational Pipeline

Higher Education Graduates in 2024

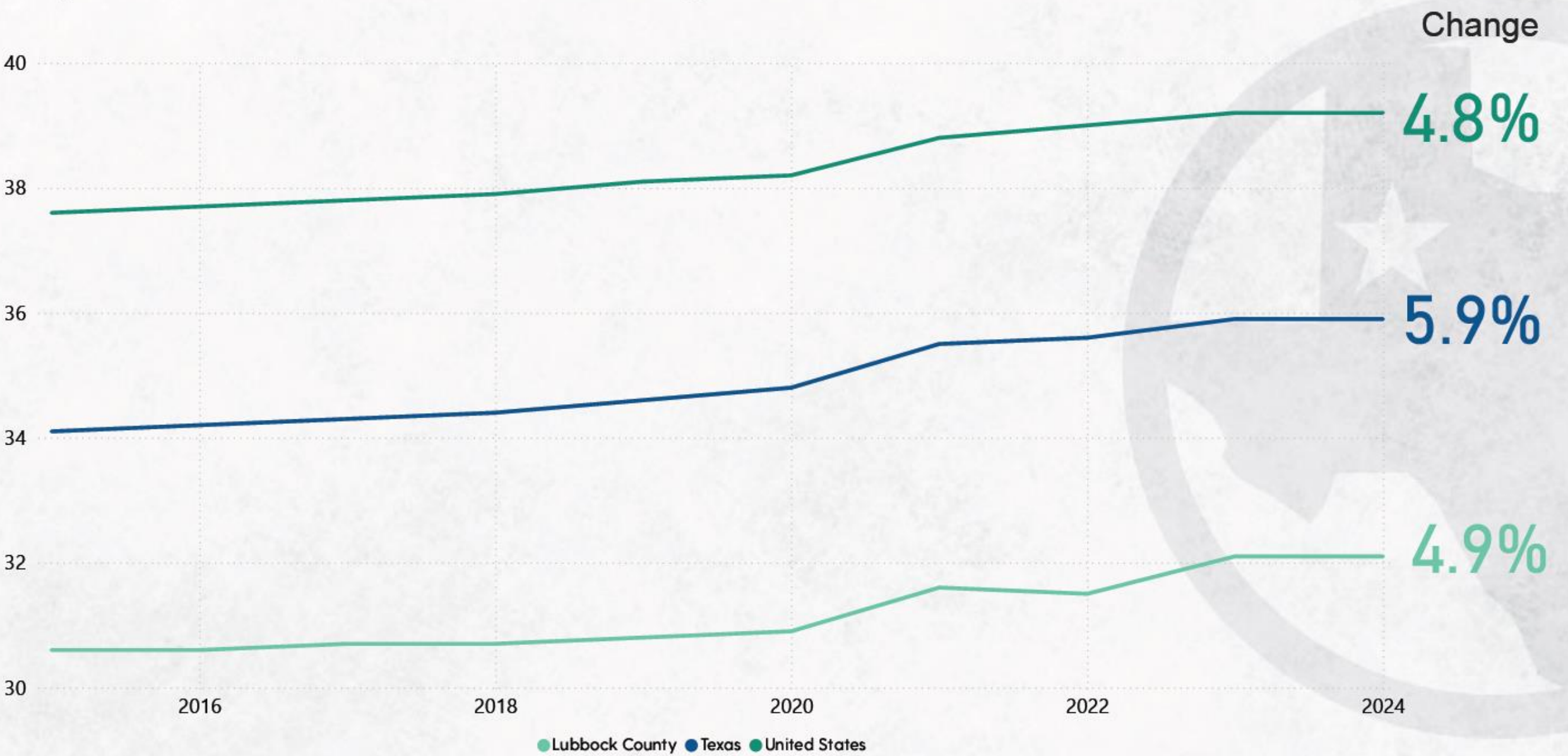
15,463

Change over 5 years: 9.1%



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

# Population Trends - Median Age



Change

4.8%

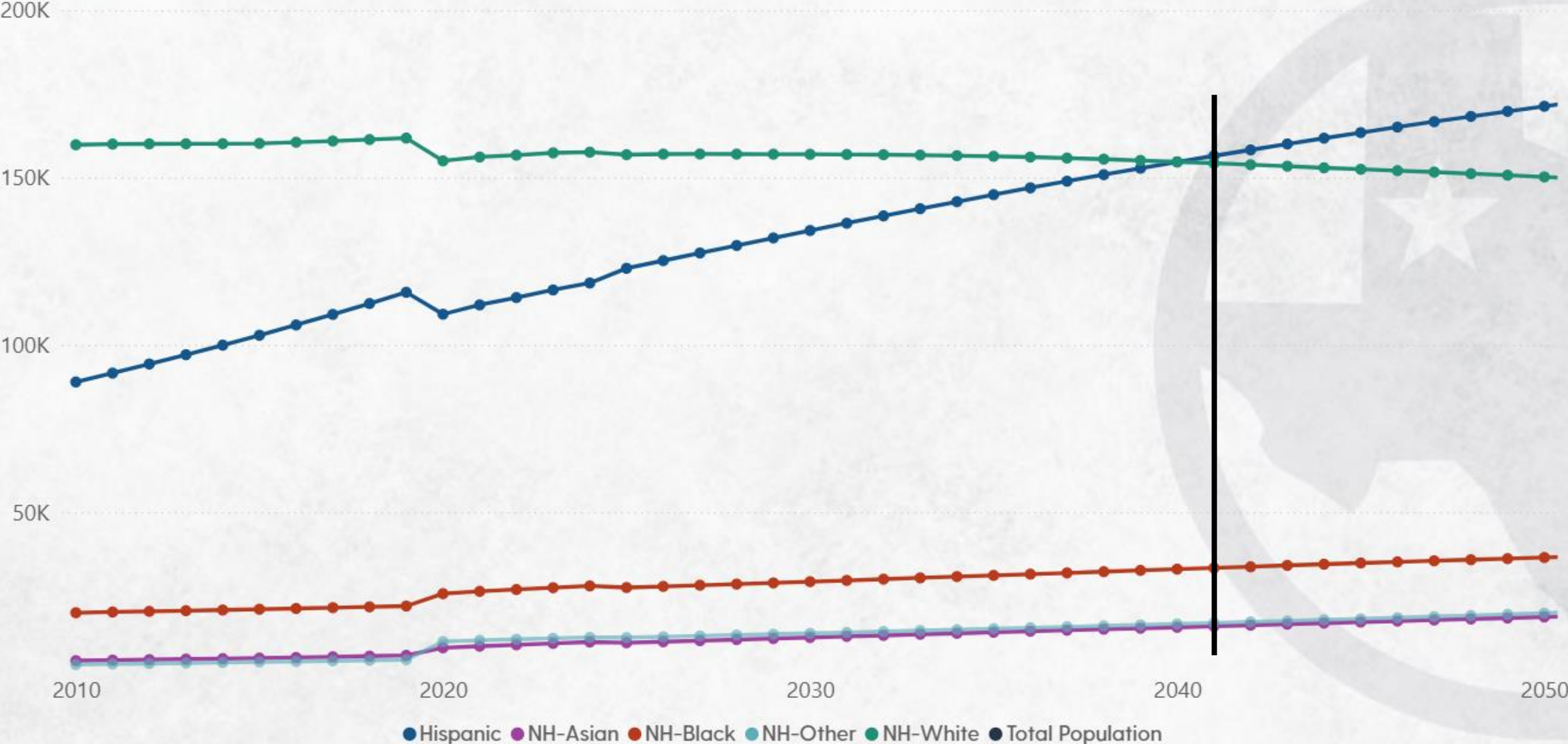
5.9%

4.9%

● Lubbock County ● Texas ● United States

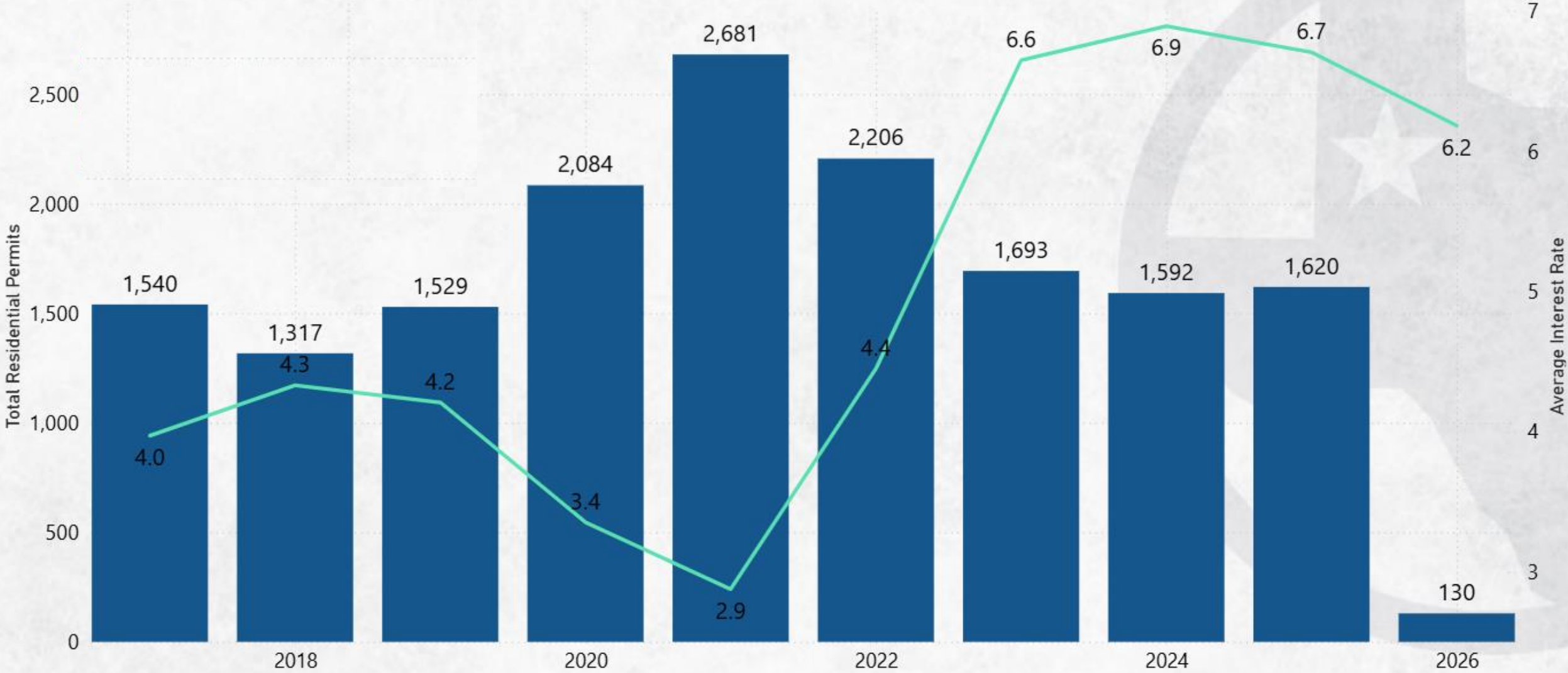
Source: US Census Bureau

# Population Trends by Ethnicity



Source: Texas State Demographer

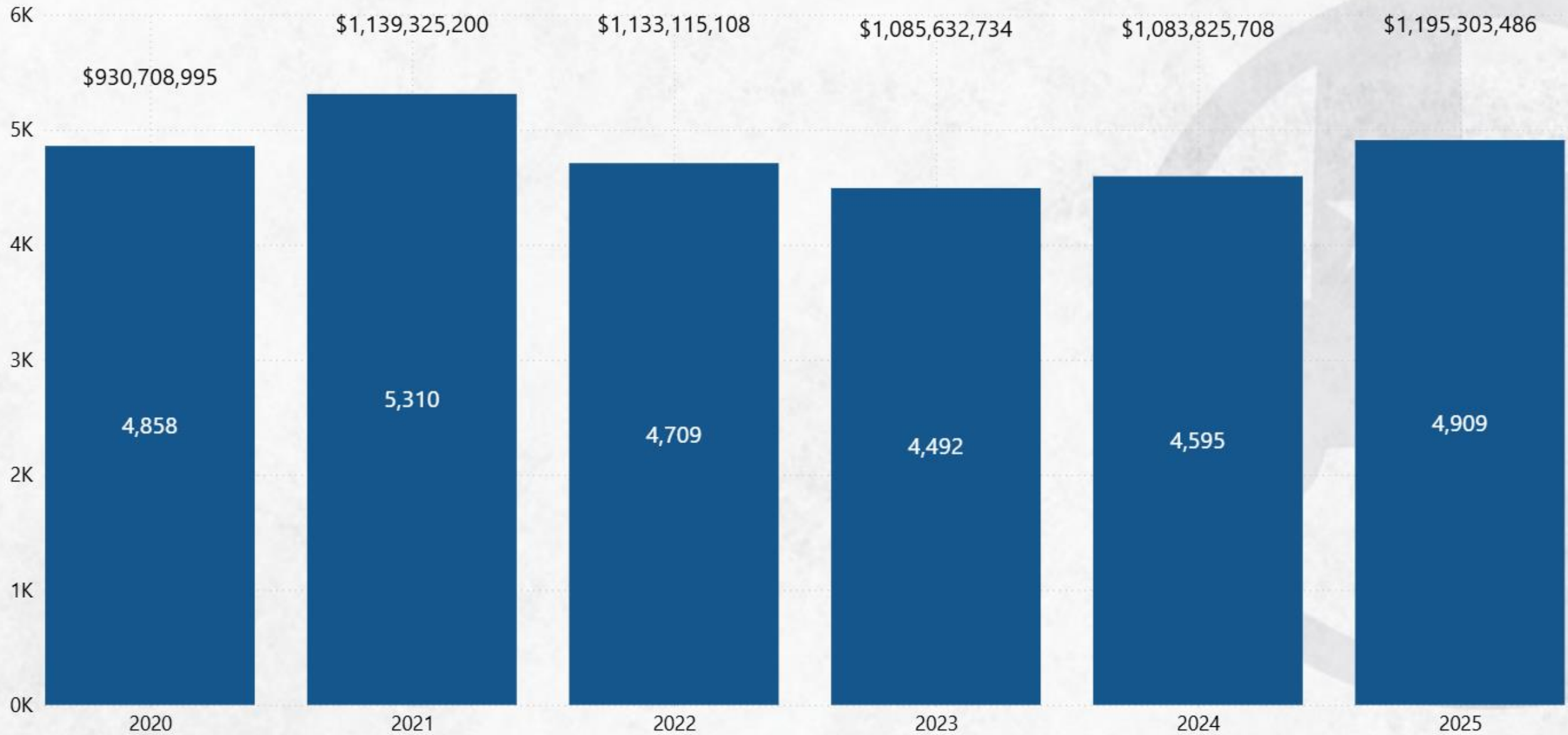
# Annual New Residential Permits



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

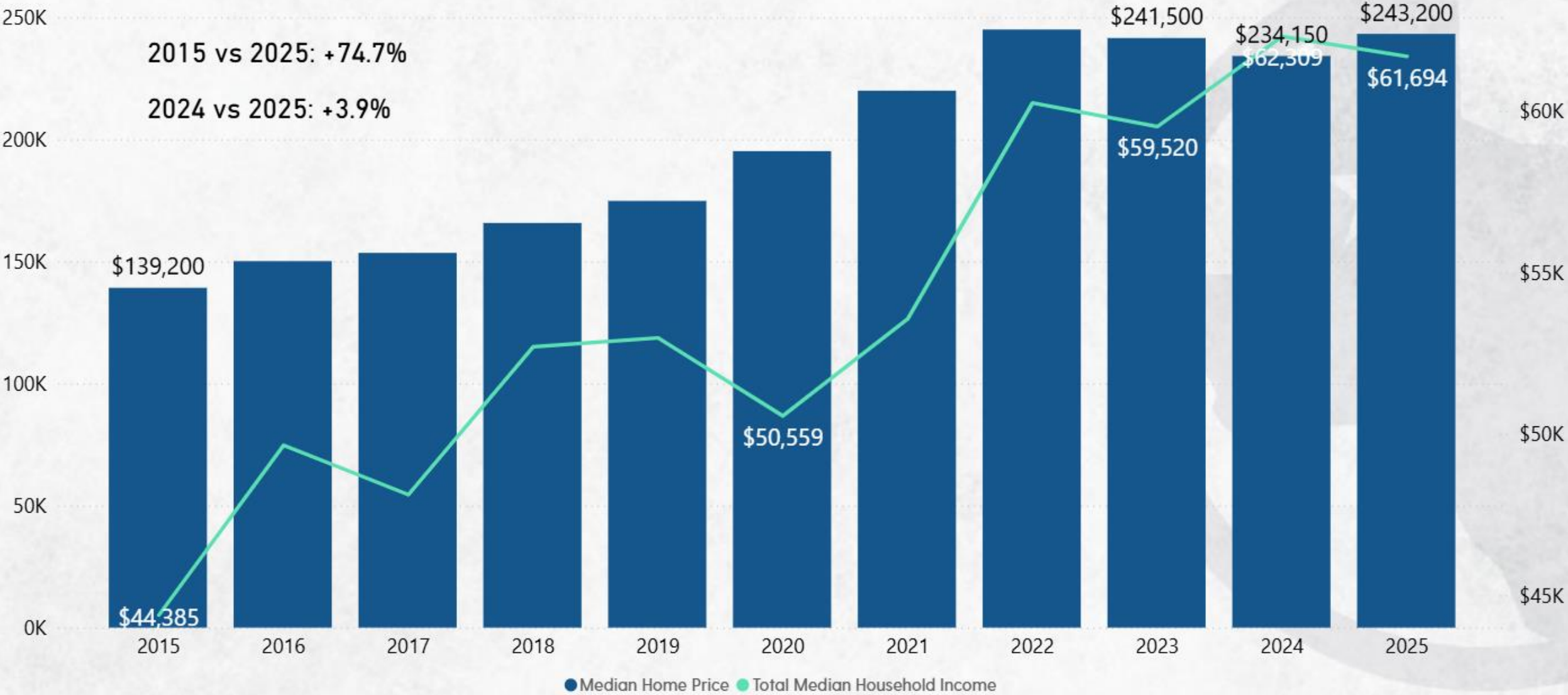
2026 YTD through January

# Homes Sold and Total Sales Value



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

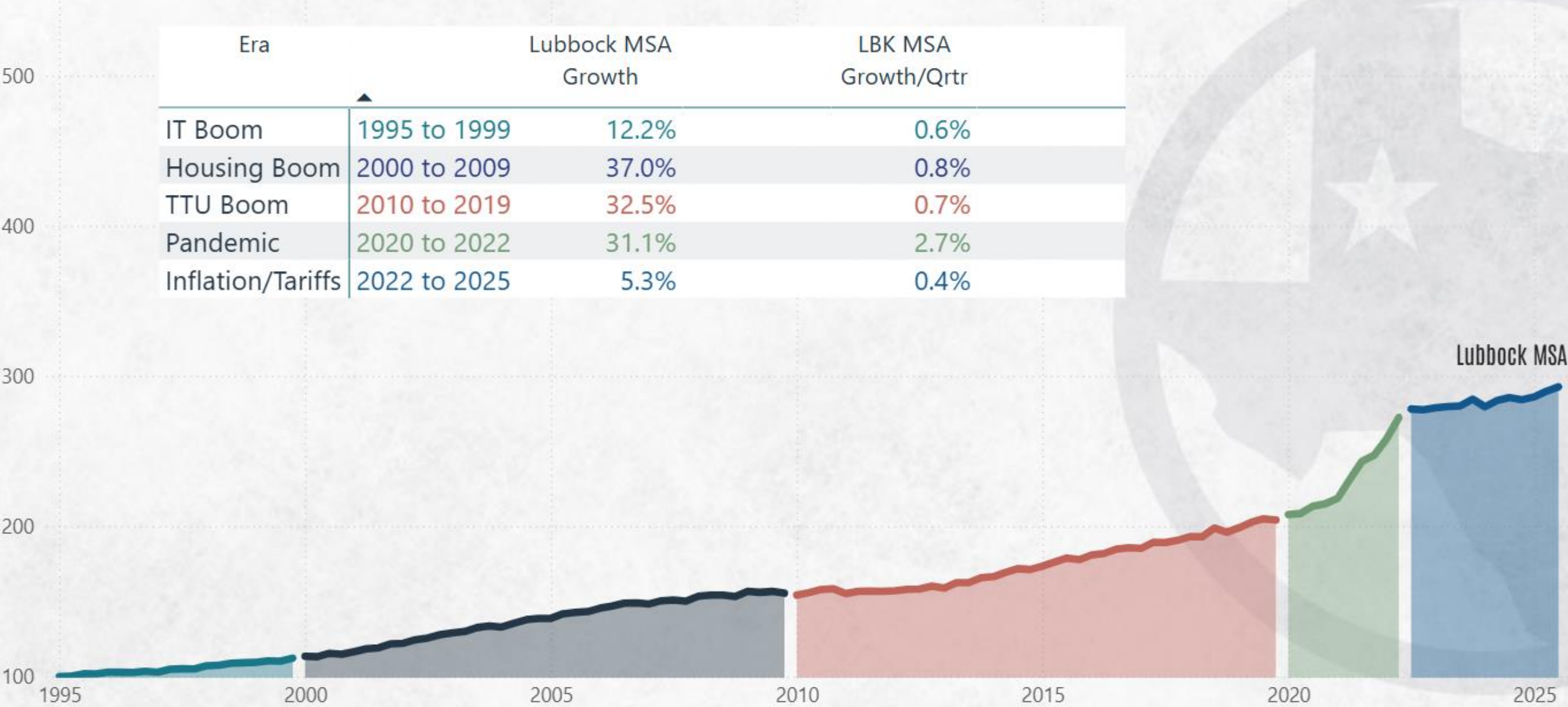
# Median Home Prices & Median Household Income



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

# Home Price Index - Lubbock MSA

Era		Lubbock MSA Growth	LBK MSA Growth/Qtr
IT Boom	1995 to 1999	12.2%	0.6%
Housing Boom	2000 to 2009	37.0%	0.8%
TTU Boom	2010 to 2019	32.5%	0.7%
Pandemic	2020 to 2022	31.1%	2.7%
Inflation/Tariffs	2022 to 2025	5.3%	0.4%



Source: St. Louis Fed (FRED)

# Home Price Index - Lubbock MSA

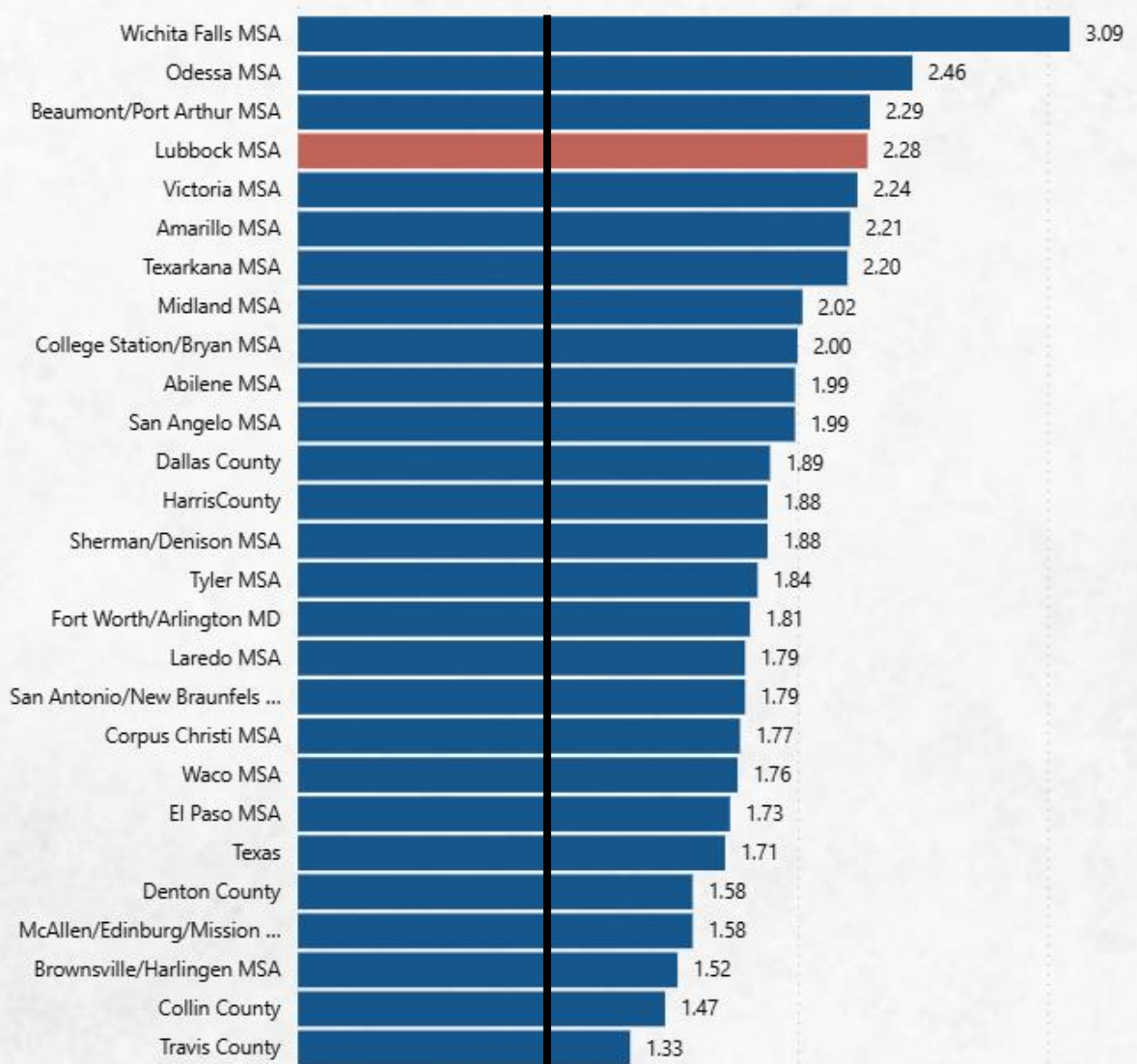
State of Texas shown as benchmark



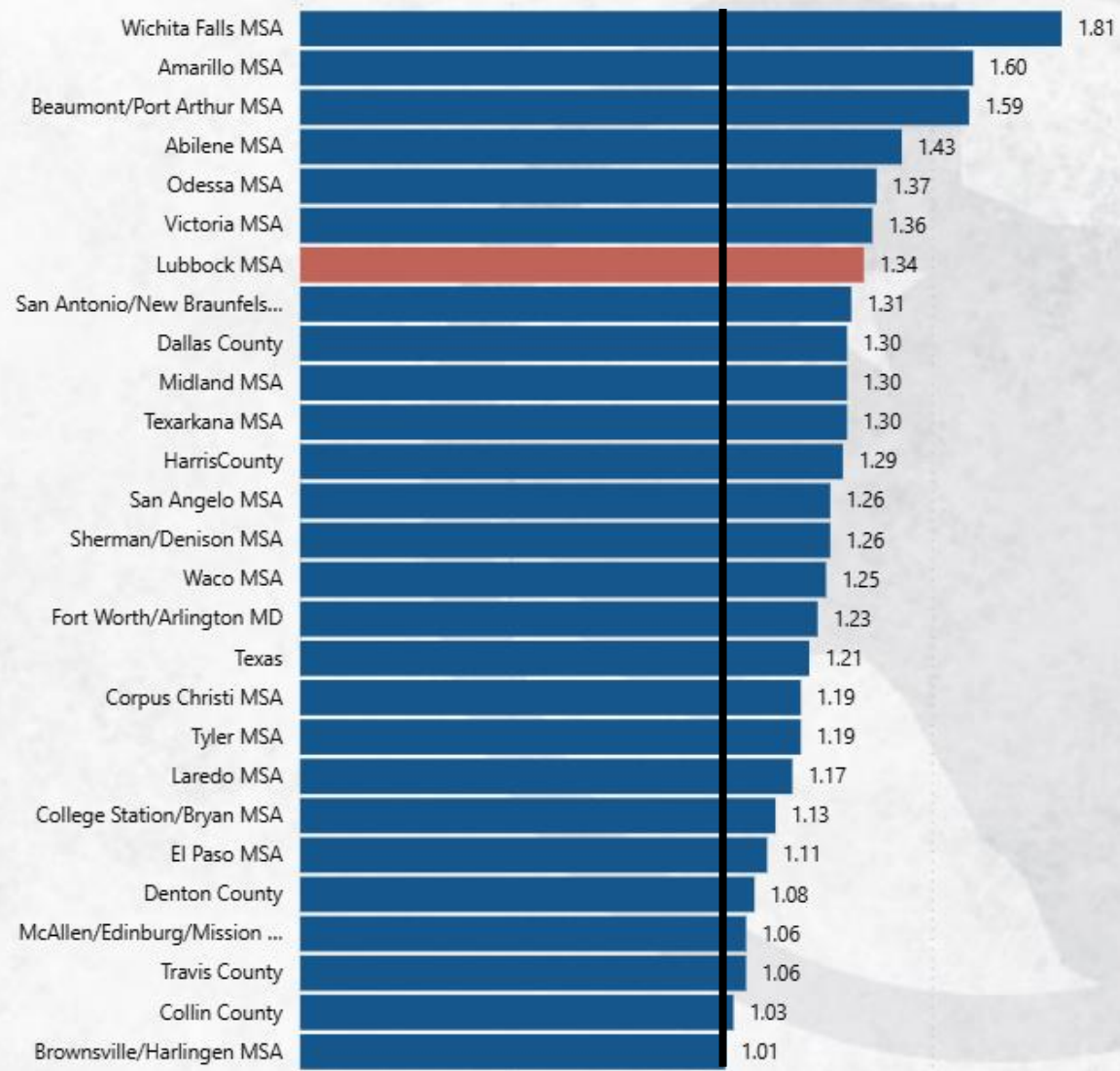
Source: St. Louis Fed (FRED)

# Texas Housing Affordability

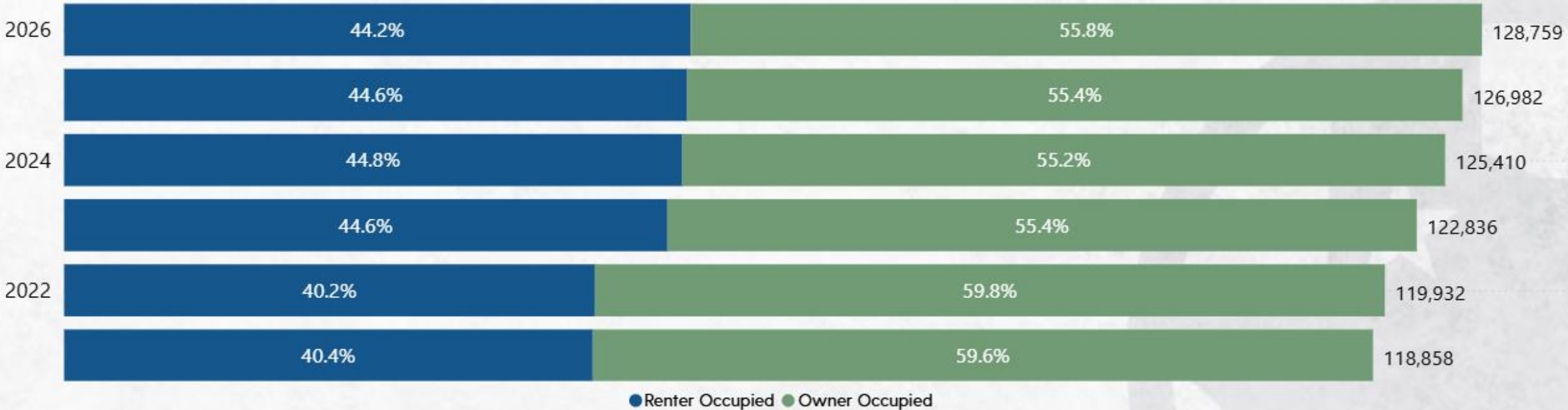
1st Quarter 2021



3rd Quarter 2025

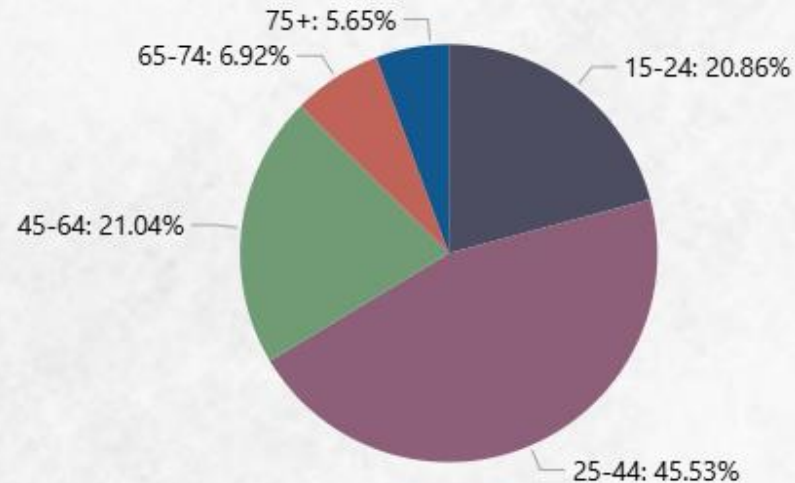


# Lubbock County Households

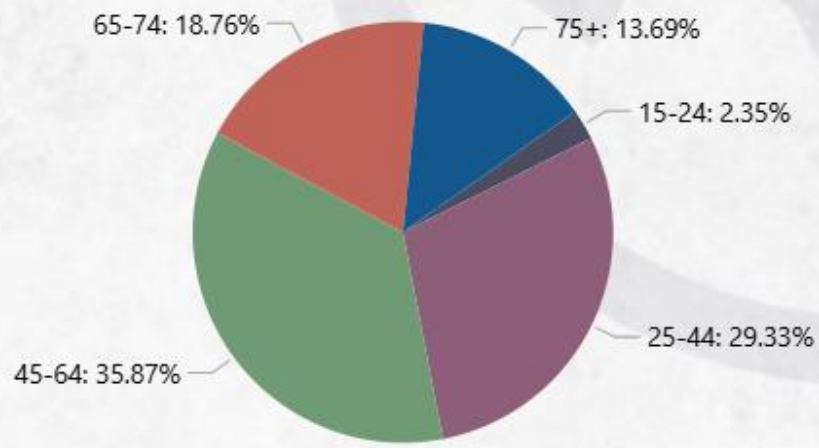


● Renter Occupied ● Owner Occupied

### 2026 Renter Occupied Households by Age

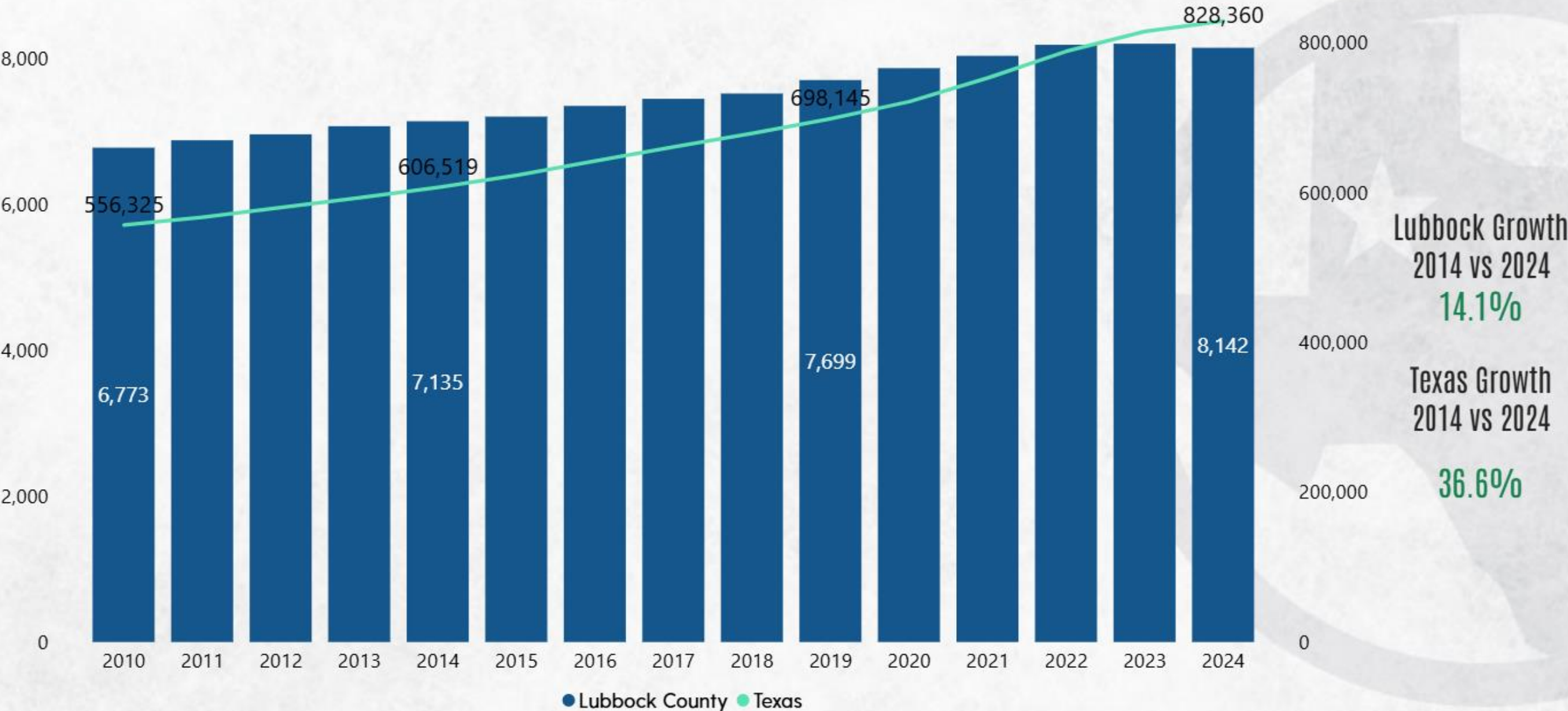


### 2026 Owner Occupied Households by Age



Source: Claritas Spotlight

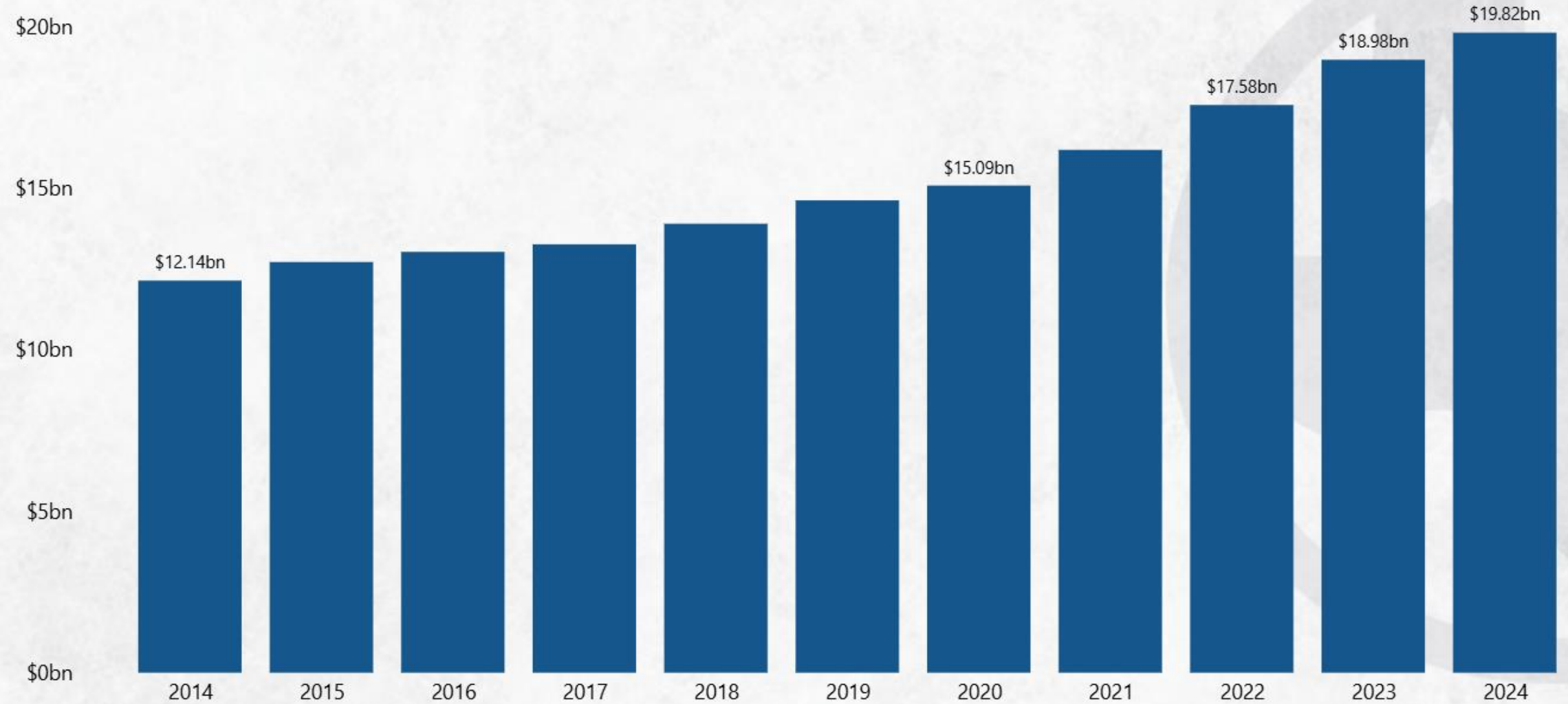
# Establishments - All Private Industries



Source: Texas LMI QCEW Report

# Annual GDP 2014-2024

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



Source: St. Louis FED (FRED)

# Annual GDP 2014-2024

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



## 10-Year Lubbock County Growth Rate

63.2%



## 10-Year Texas Growth Rate

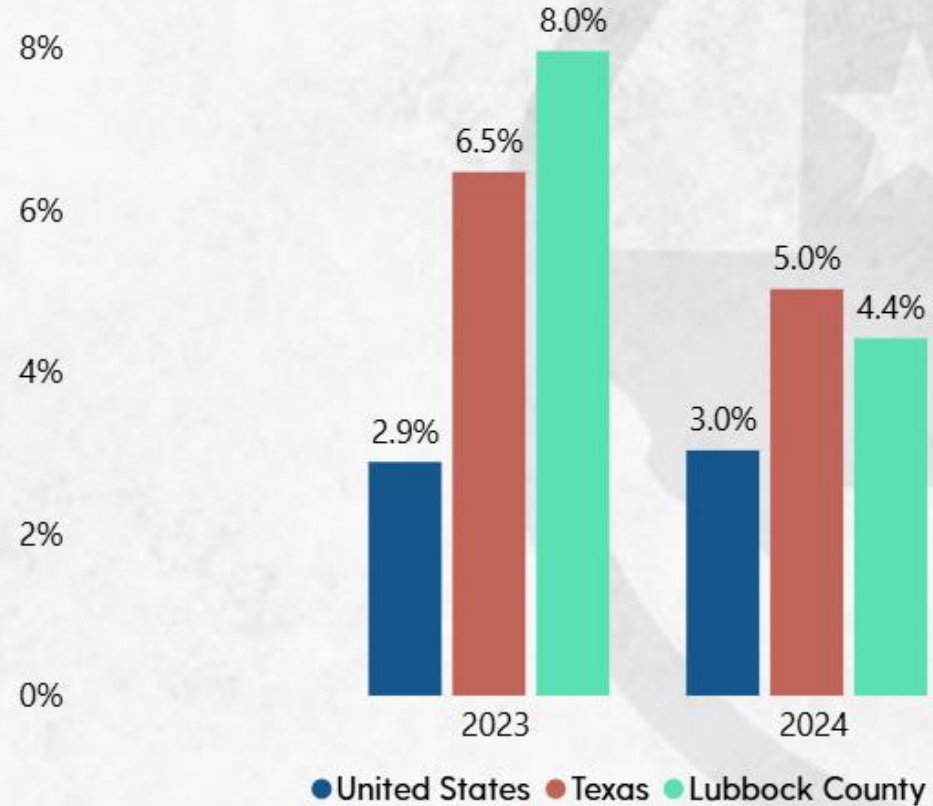
74.0%



## 10-Year U.S. Growth Rate

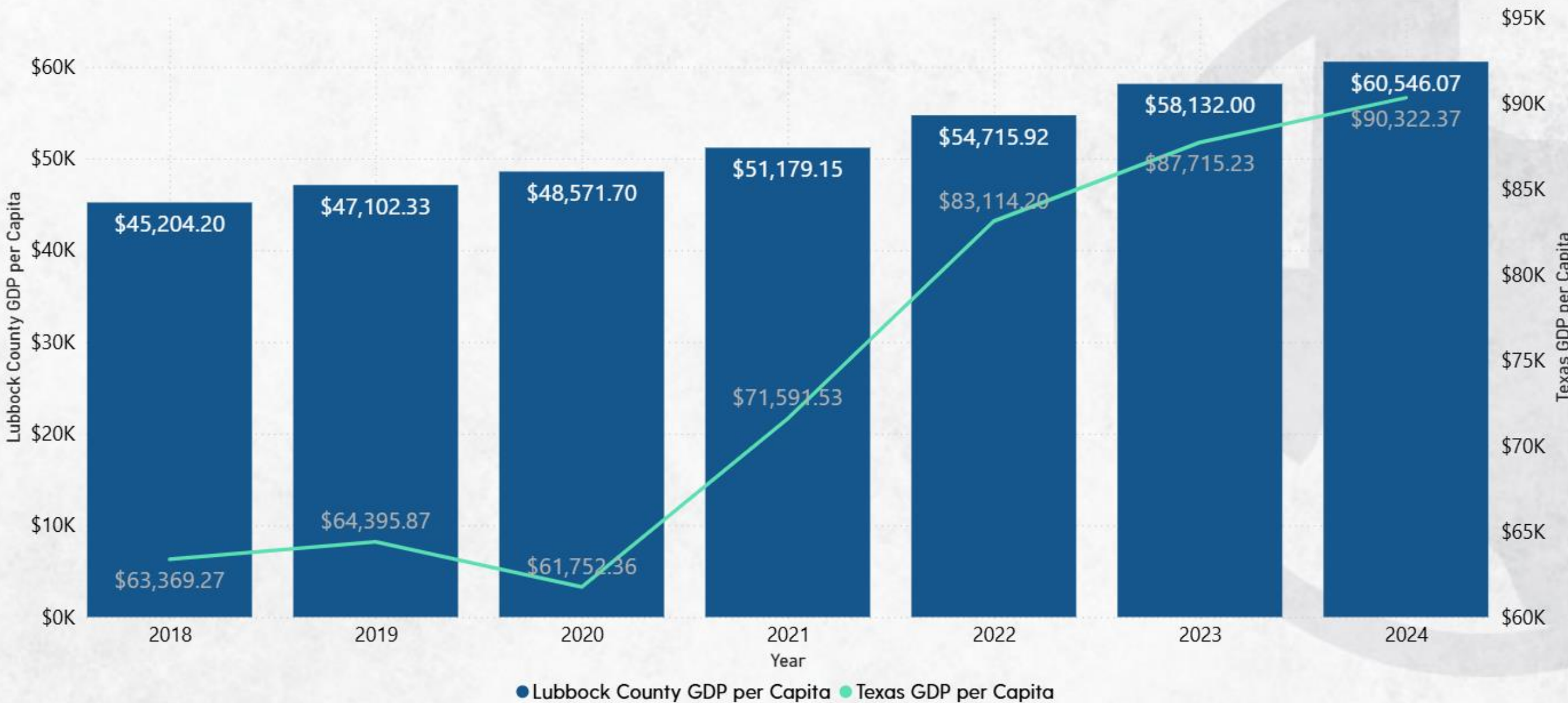
27.9%

## Recent Economic Growth Rate



# GDP per Capita

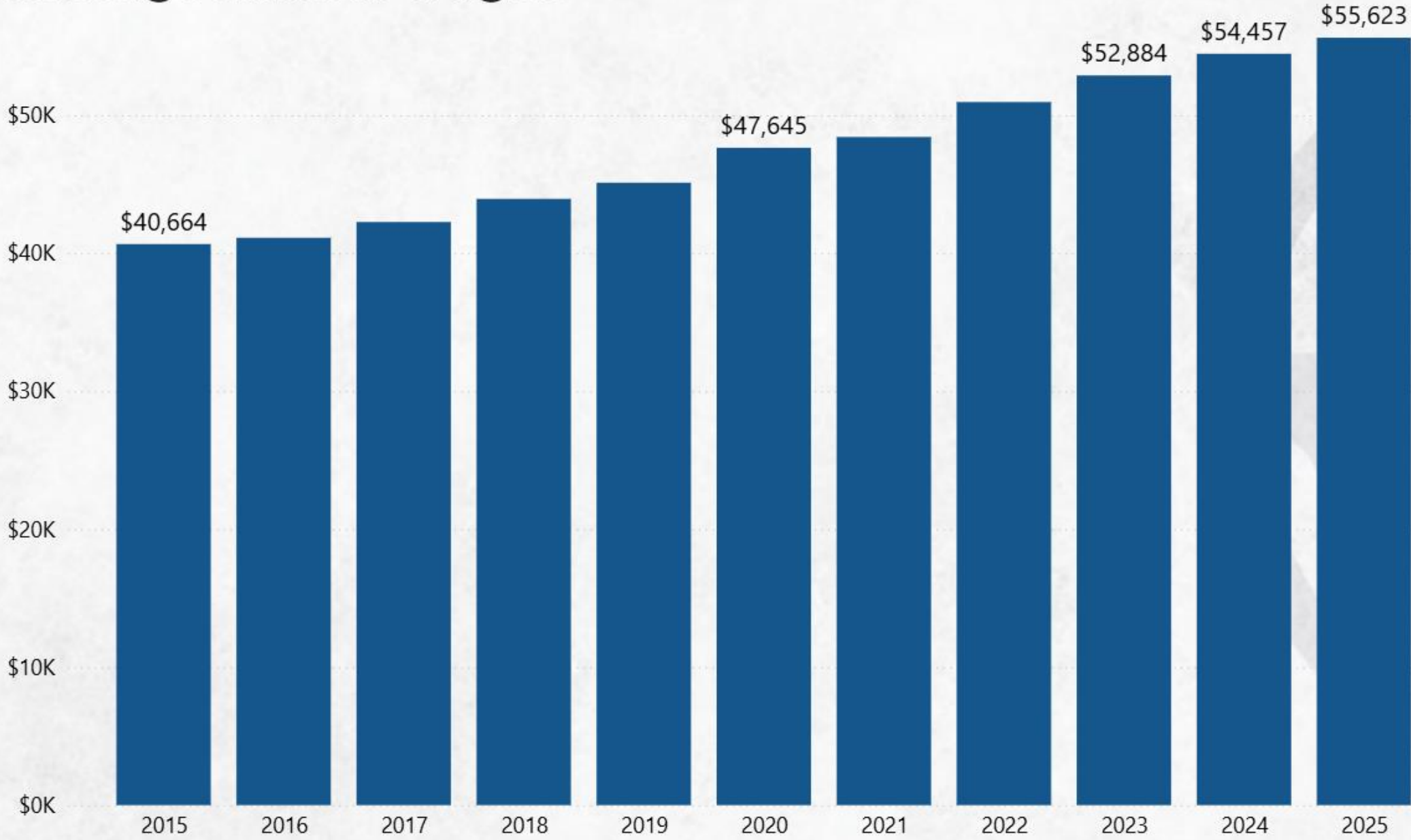
(Gross Domestic Product): the total value of goods produced and services provided by the Lubbock MSA



● Lubbock County GDP per Capita ● Texas GDP per Capita

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

# Average Annual Wages

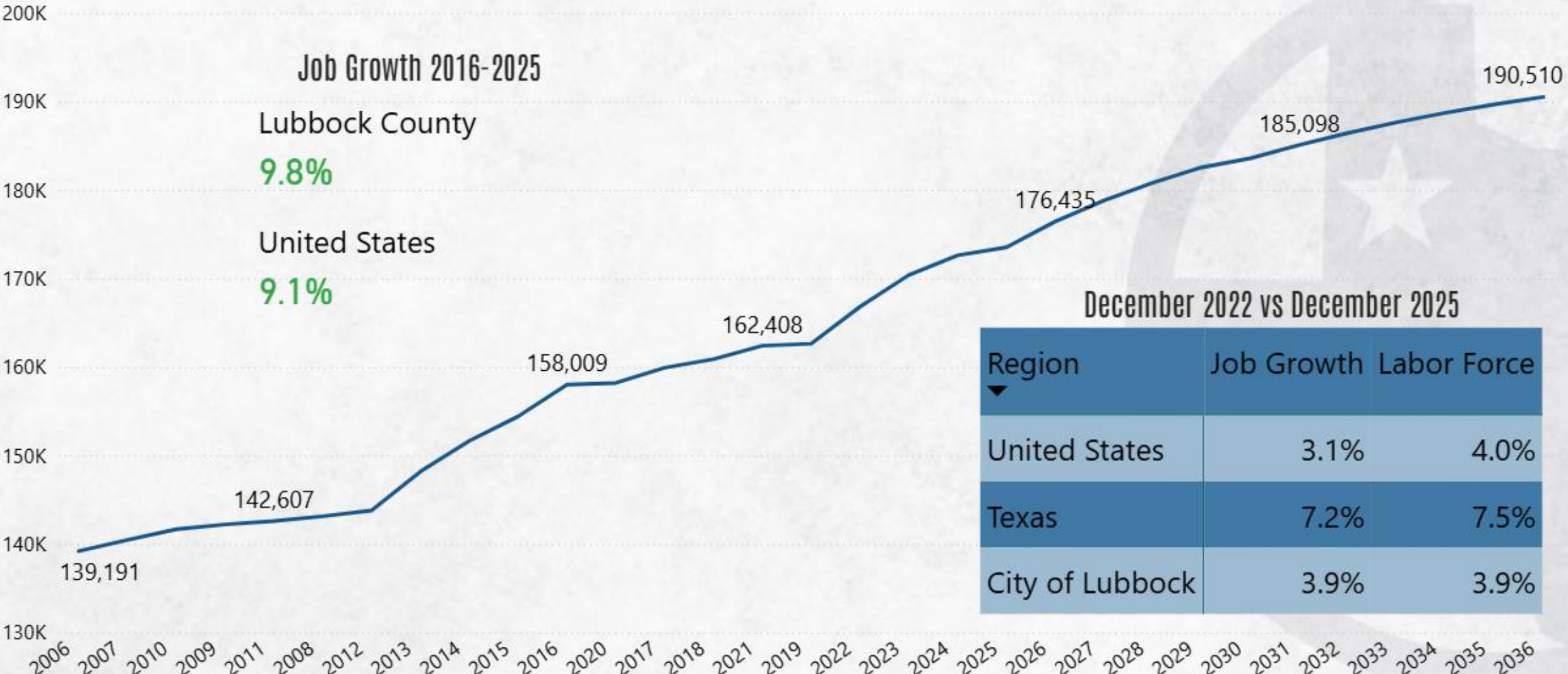


Lubbock County  
Annual Wages  
2015 vs 2025  
**36.8%**

Texas Annual Wages  
2015 vs 2025  
**42.8%**

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

# Job Trends



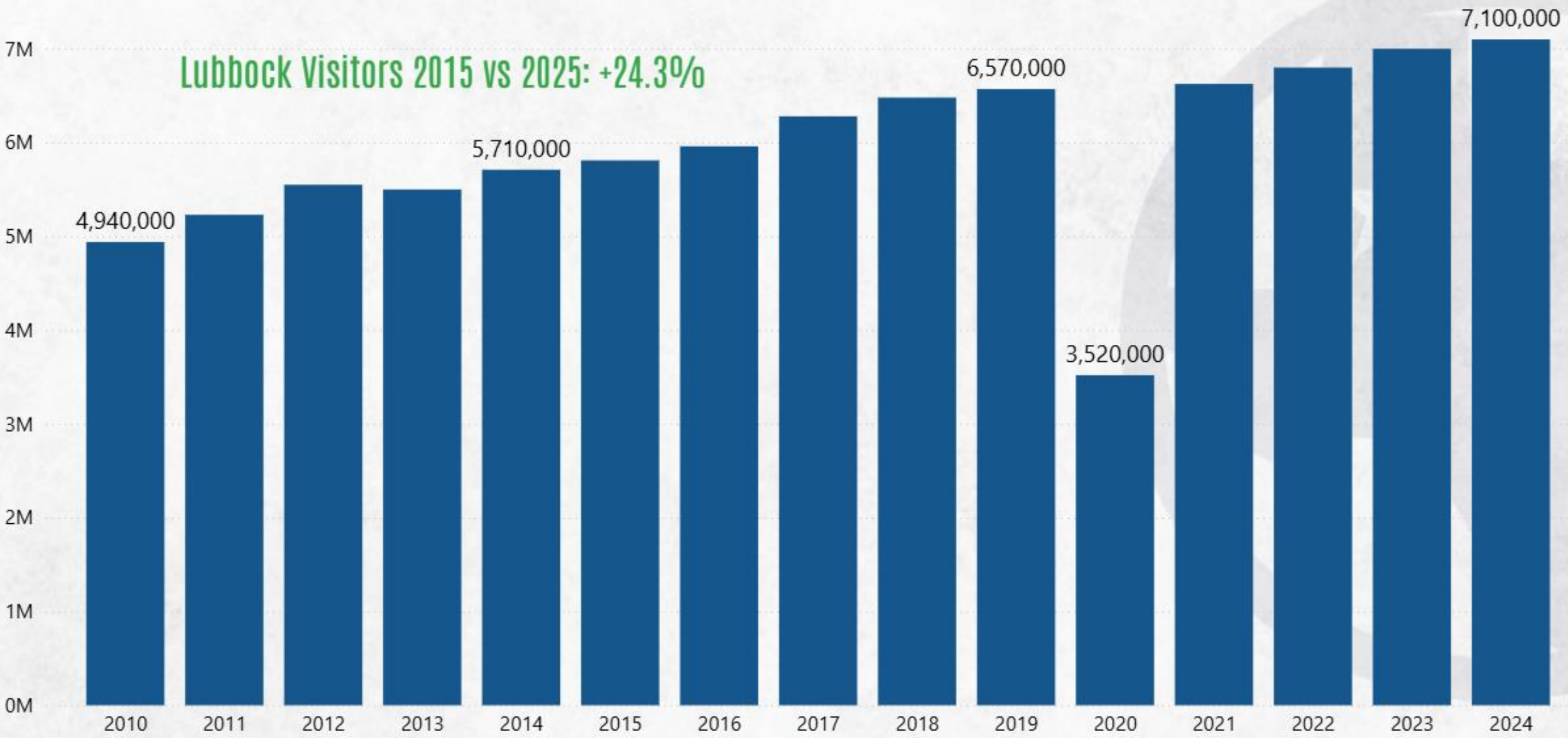
Source: Lightcast, Texas LMI

# Job Growth by Industry

Industry	Jobs - December 2025	% Change from December 2022
Trade, Transportation, and Utilities	36,800	-0.5%
Private Education and Health Services	26,000	10.6%
Leisure and Hospitality	22,900	4.6%
Retail Trade	22,300	0.0%
Local Government	22,200	3.7%
Professional and Business Services	15,000	1.4%
Financial Activities	8,500	0.0%
Wholesale Trade	7,400	-5.1%
Manufacturing	5,300	3.9%
Information	1,900	-13.6%
Federal Government	1,700	0.0%

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%**

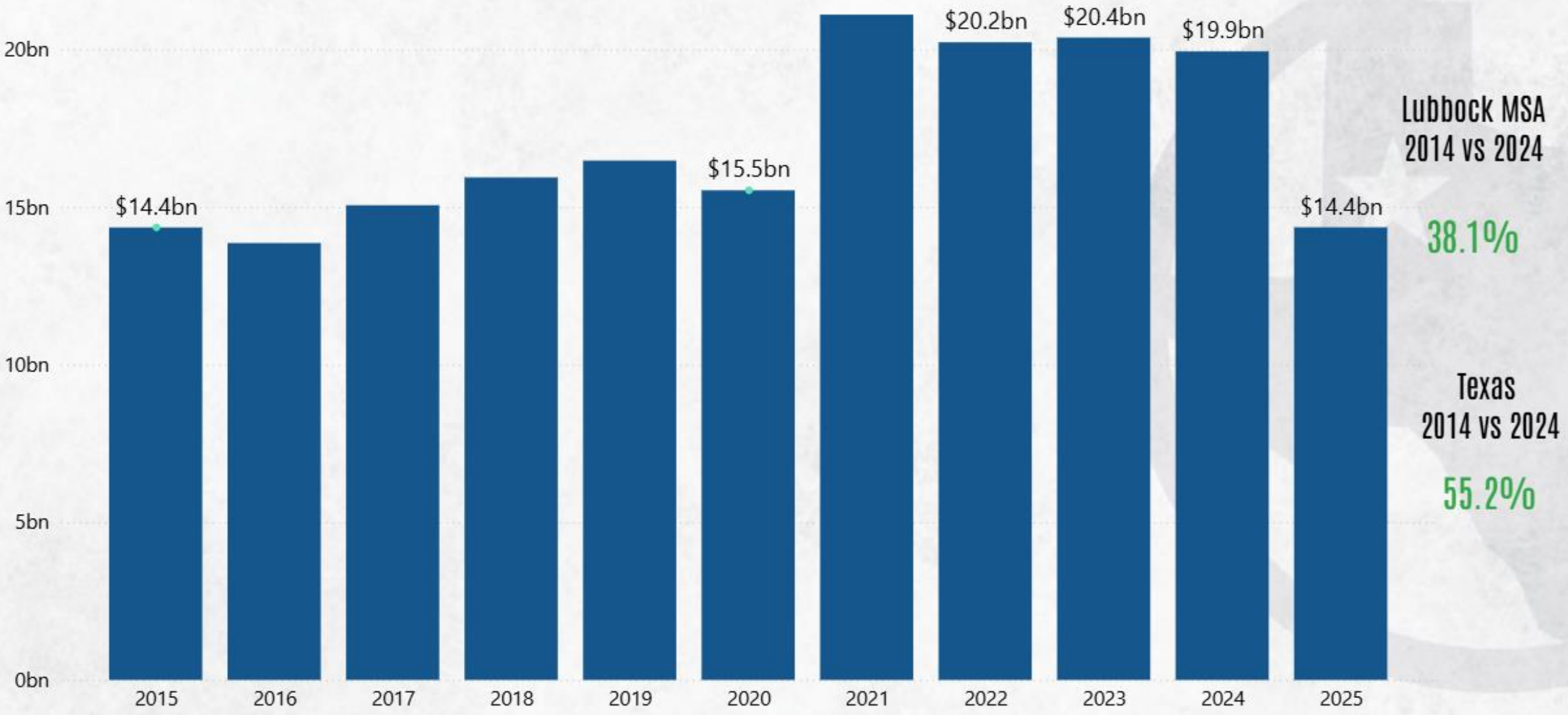
**OF CULTURAL &  
RECREATION  
SERVICES**

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

**\$9,246.26 ANNUALLY**

in local  
establishments

# Lubbock MSA - Total Gross Sales

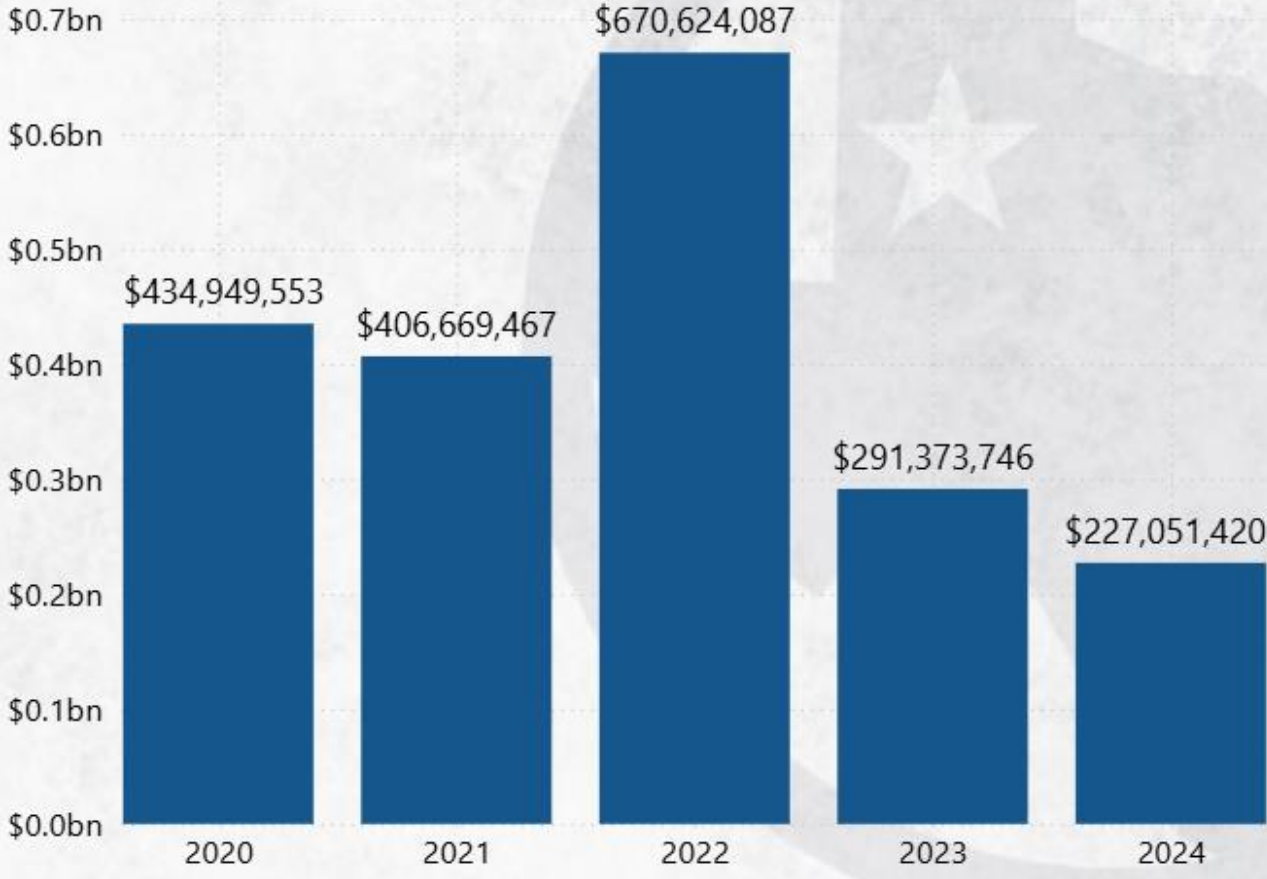
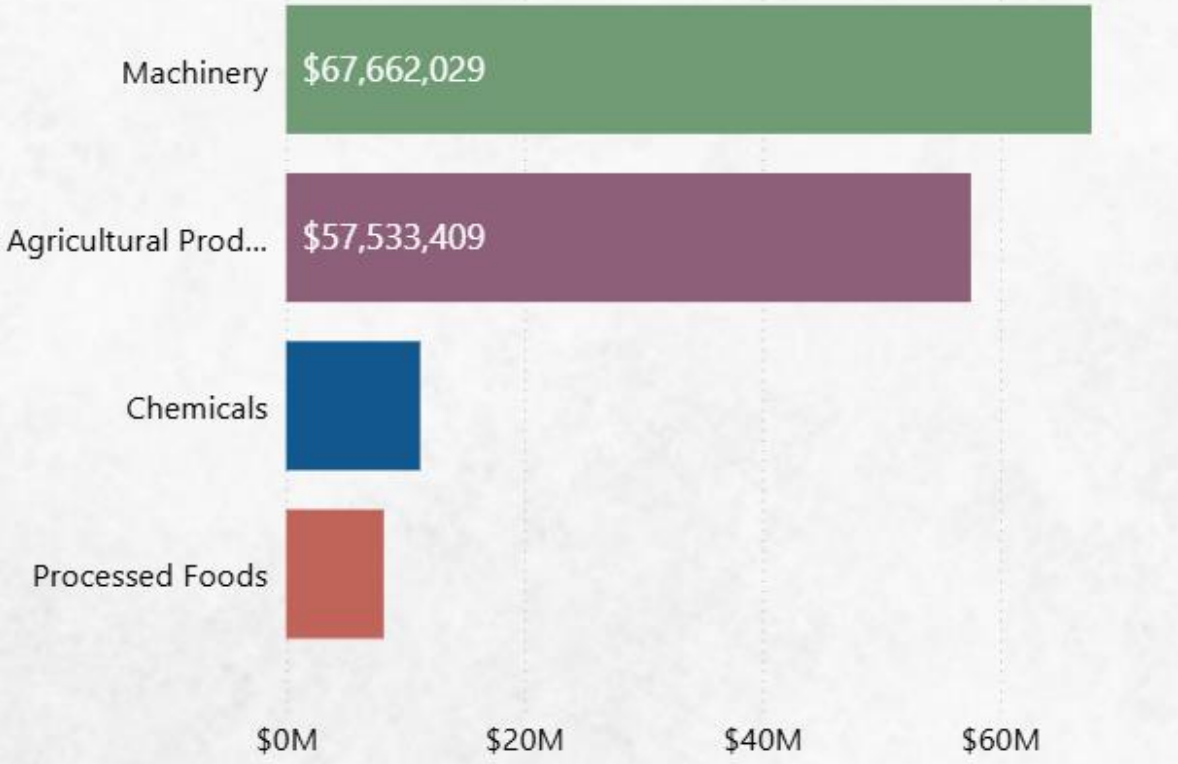


Source: Texas Comptroller of Public Accounts

2025 YTD through 3<sup>rd</sup> Quarter

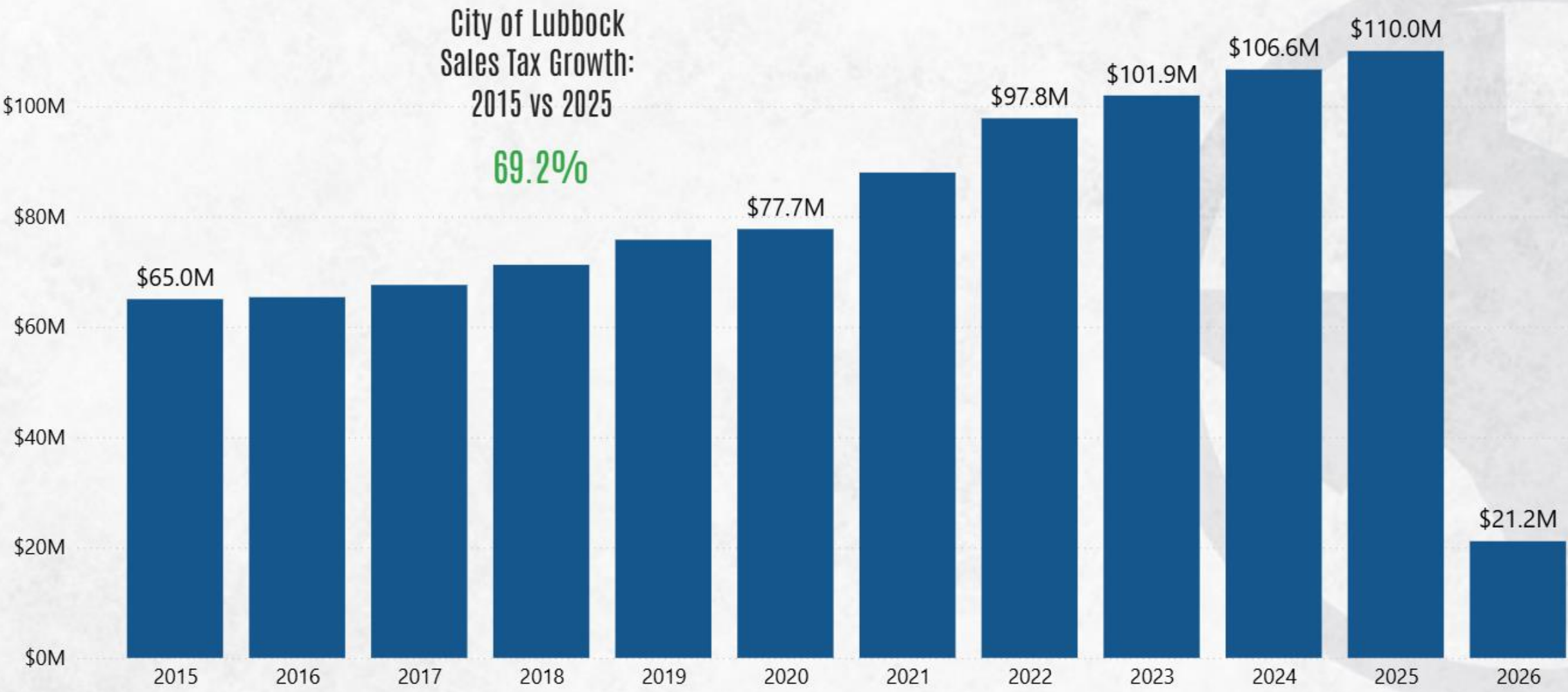
# Lubbock MSA Exports

## Top Goods Export Sectors, 2024



Source: International Trade Administration

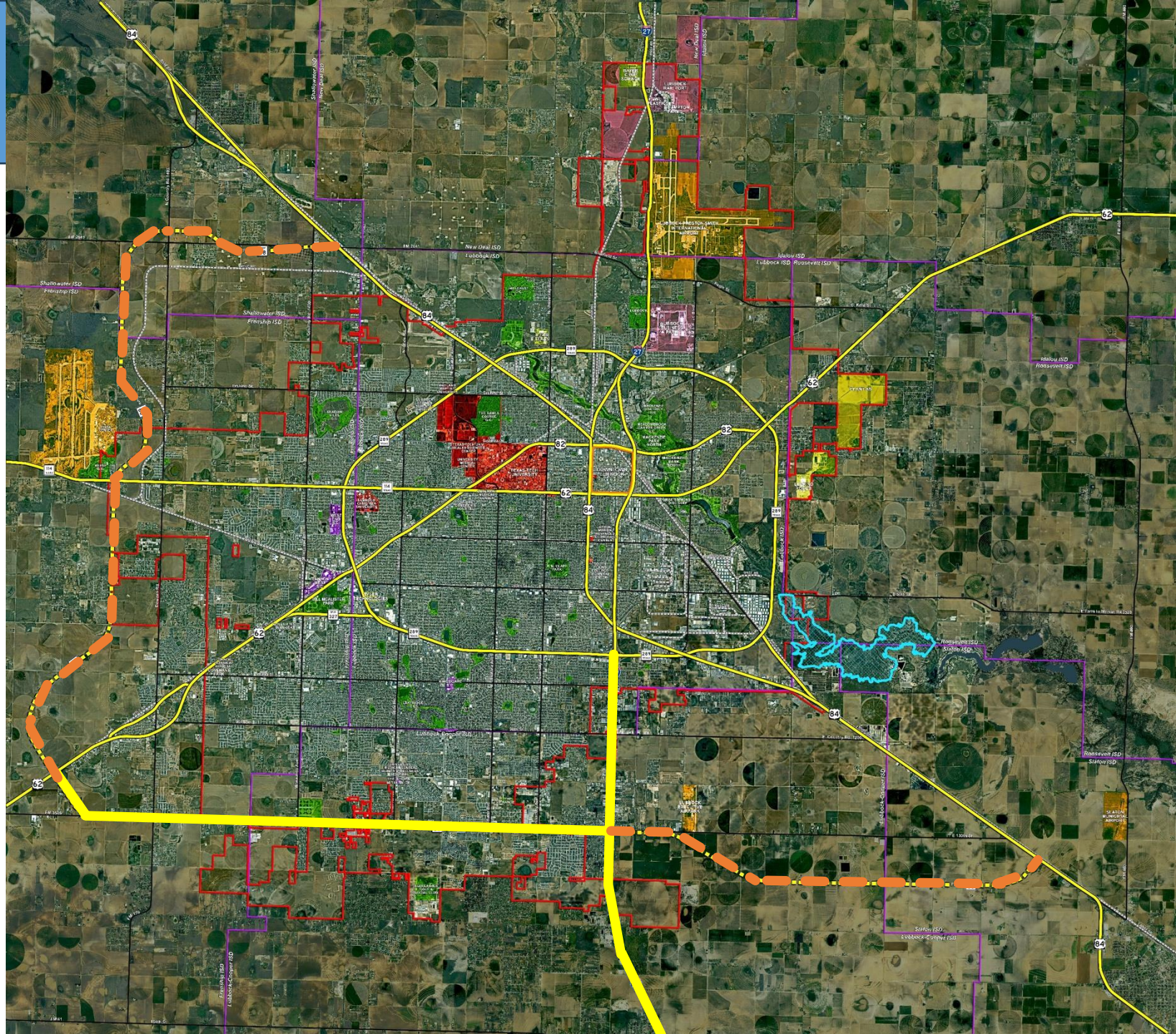
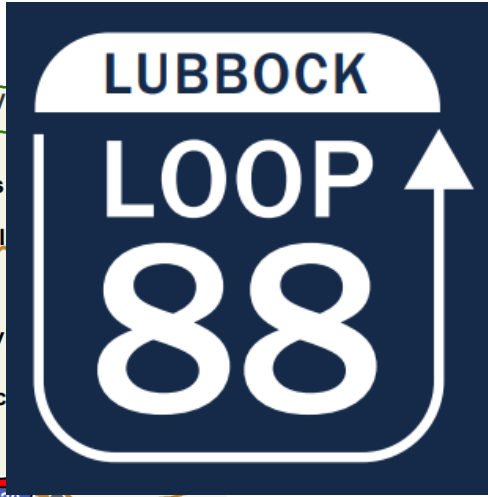
# Annual Sales Tax Allocations



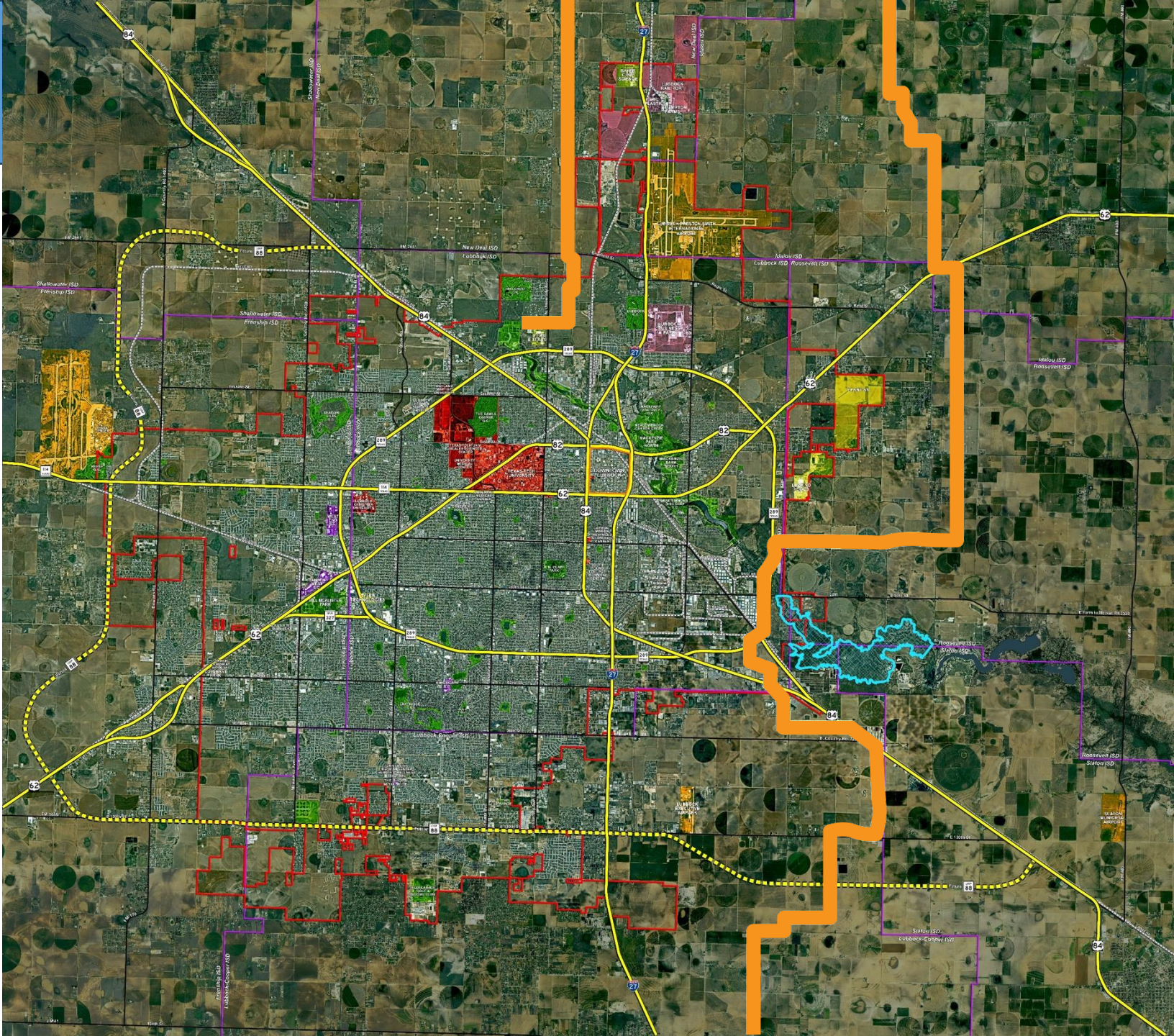
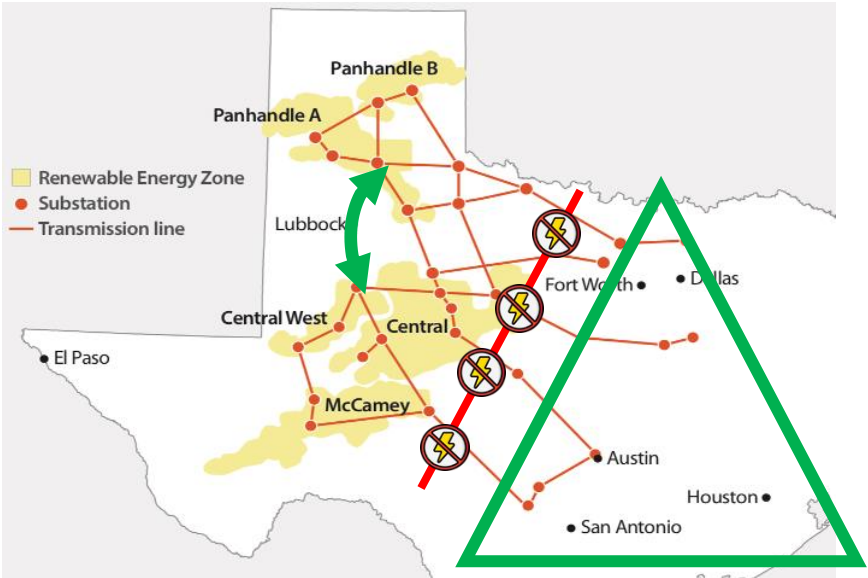
YTD through  
February

Source: Texas Comptroller

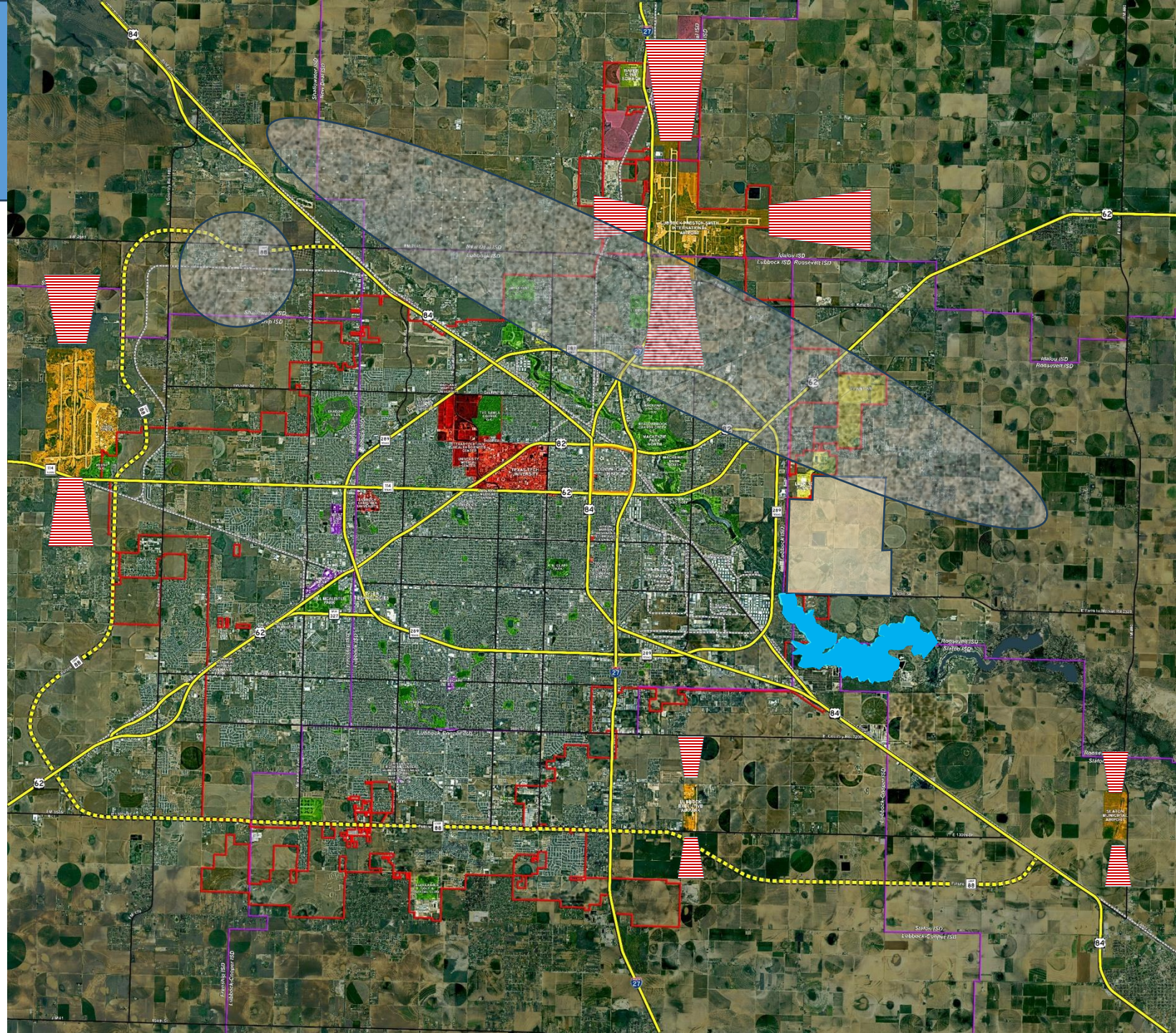
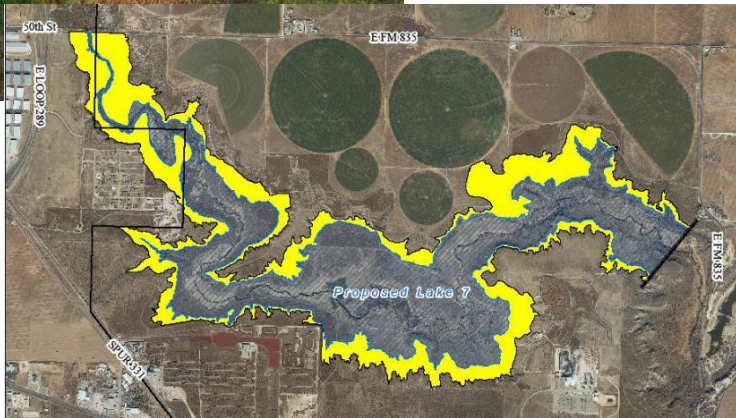
# I27 & Hwy Growth



# Providing Power

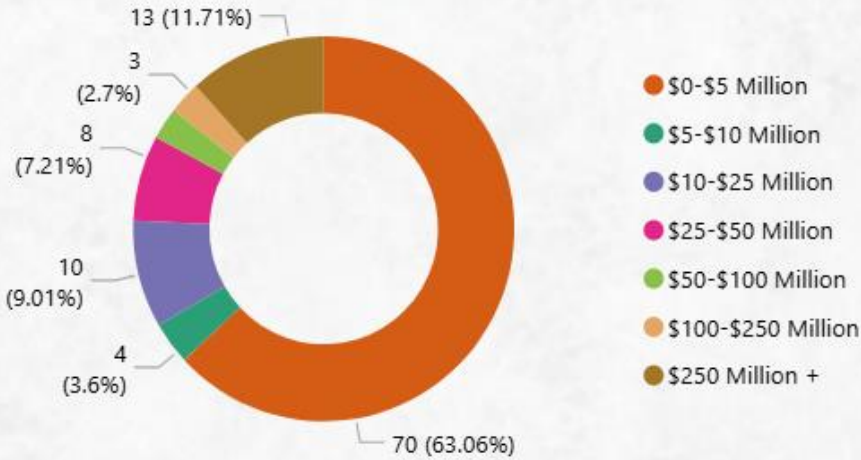


# Development Awareness

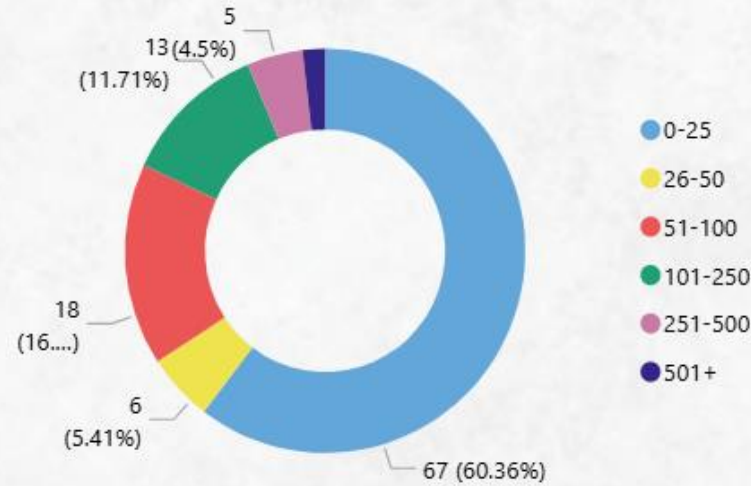


# LEDA Recruitment & Retention Active Projects

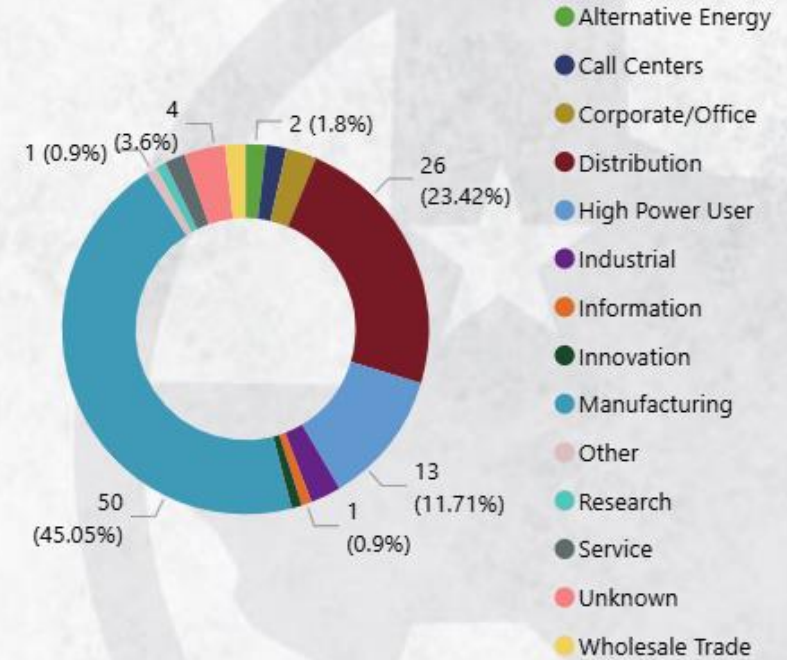
## Capital Investment



## Full Time Jobs



## Project Type



## All Total

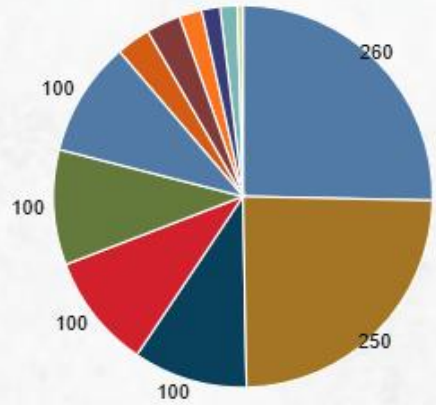
Projects  
**111**

Capital Investment  
**\$14,398,480,000**

Jobs  
**8,935**

# Most Active Projects

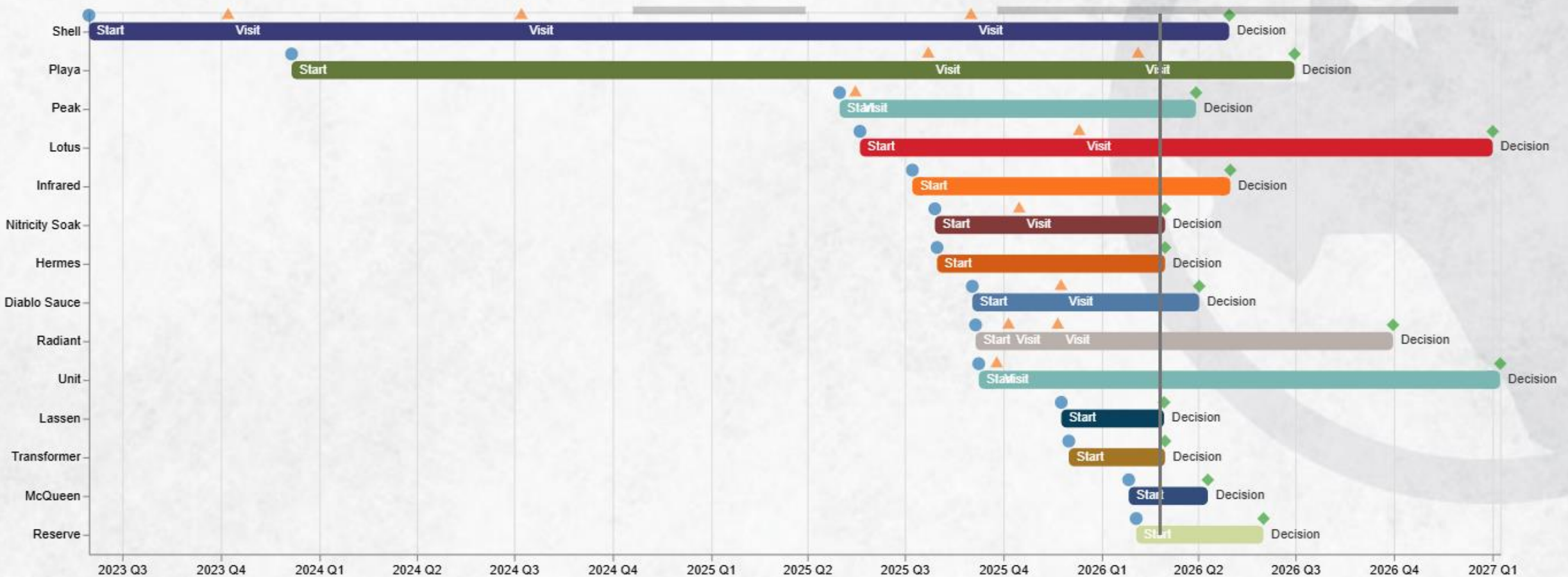
### Full Time Jobs by Project



### Capital Investment by Project



- Diablo Sauce
- Hermes
- Infrared
- Lassen
- Lotus
- McQueen
- Nitricity Soak
- Peak
- Playa
- Reserve
- Shell
- 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 -

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

