

CURRENT ECONOMIC CONDITIONS & TRENDS

June 27, 2026



LUBBOCK
ECONOMIC
DEVELOPMENT
ALLIANCE™

M A R K E T
LUBBOCK™

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LUBBOCK
SPORTS



LUBBOCK
CULTURAL ARTS FOUNDATION

Growing Lubbock



2026

City of Lubbock: 276,180

Lubbock County: 332,430

Texas: 31,245,372

2025-2050

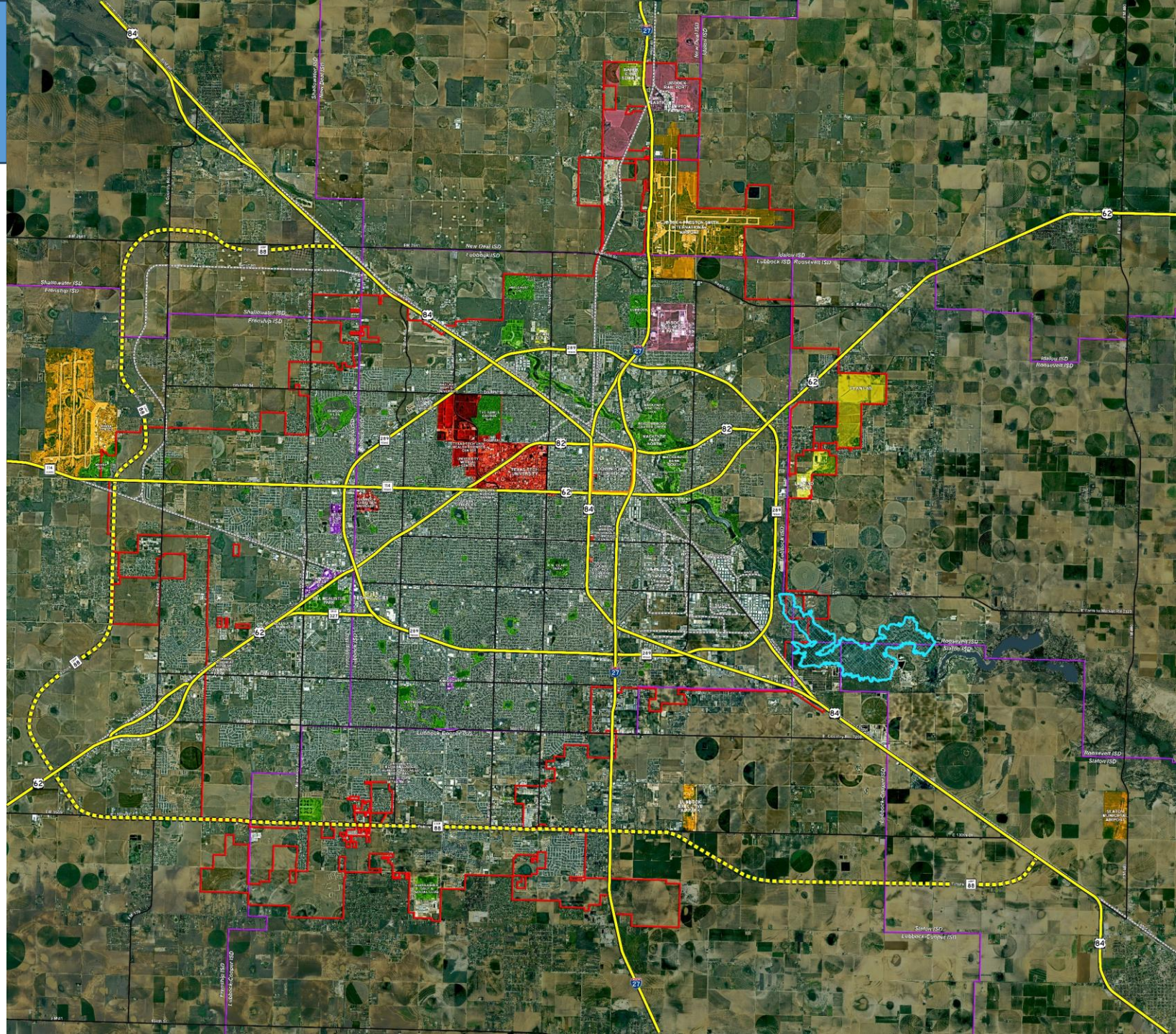
Population Growth

Lubbock Co

19.3%

Texas

28.2%

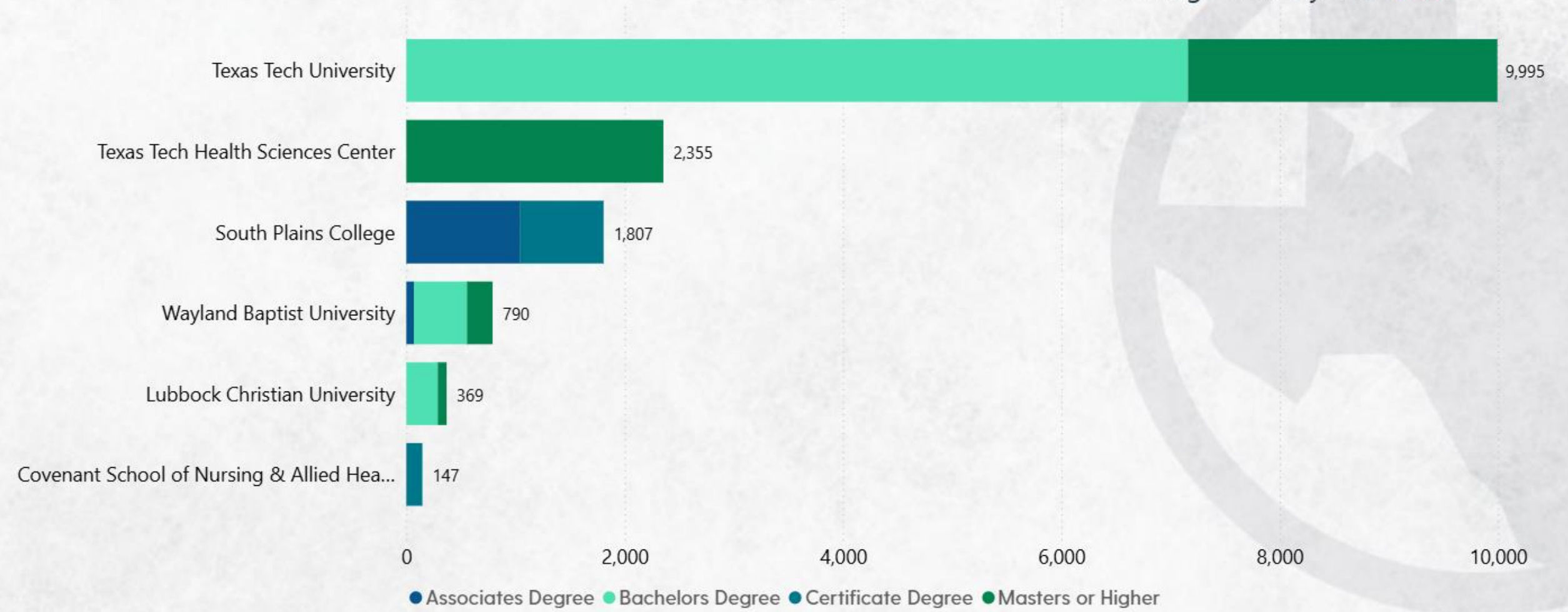


Educational Pipeline

Higher Education Graduates in
2024

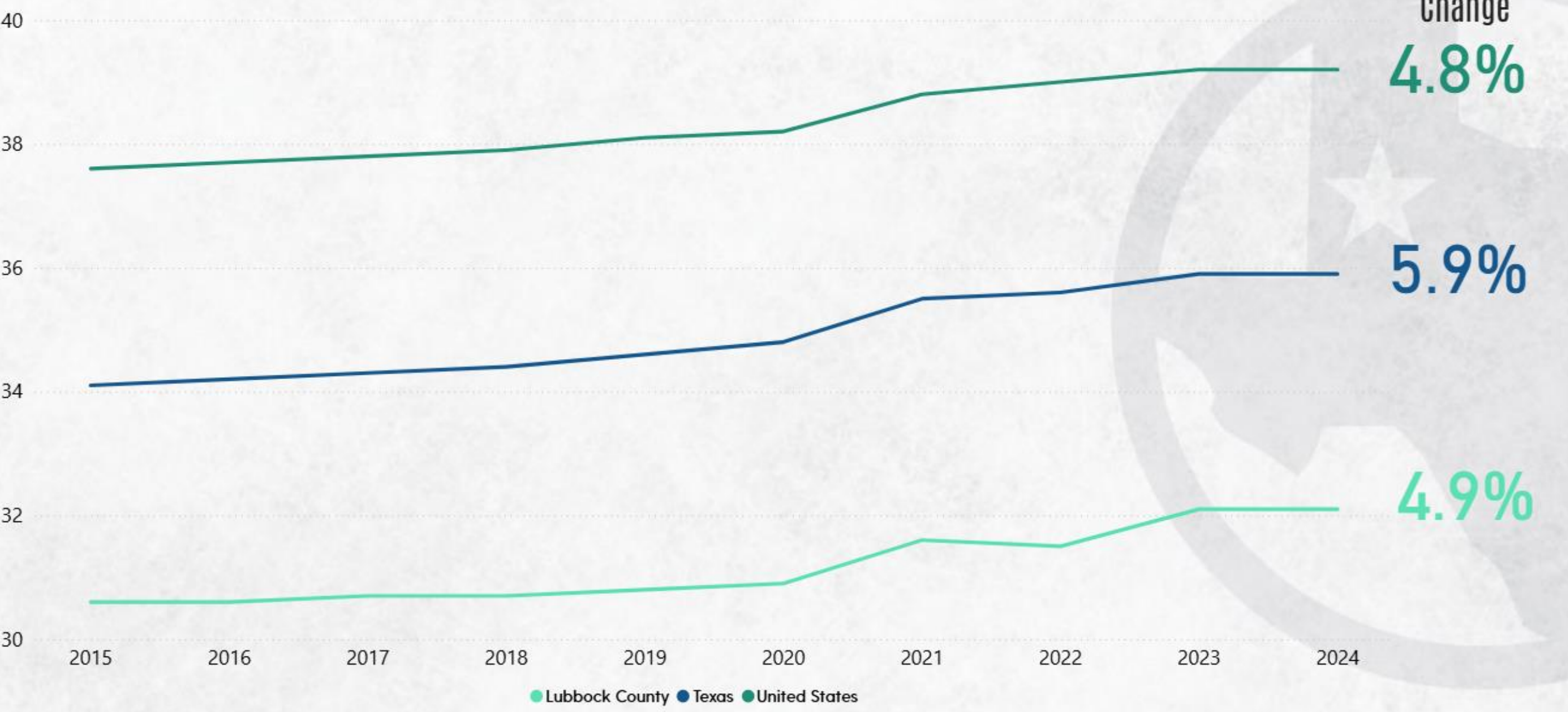
15,463

Change over 5 years: 9.1%



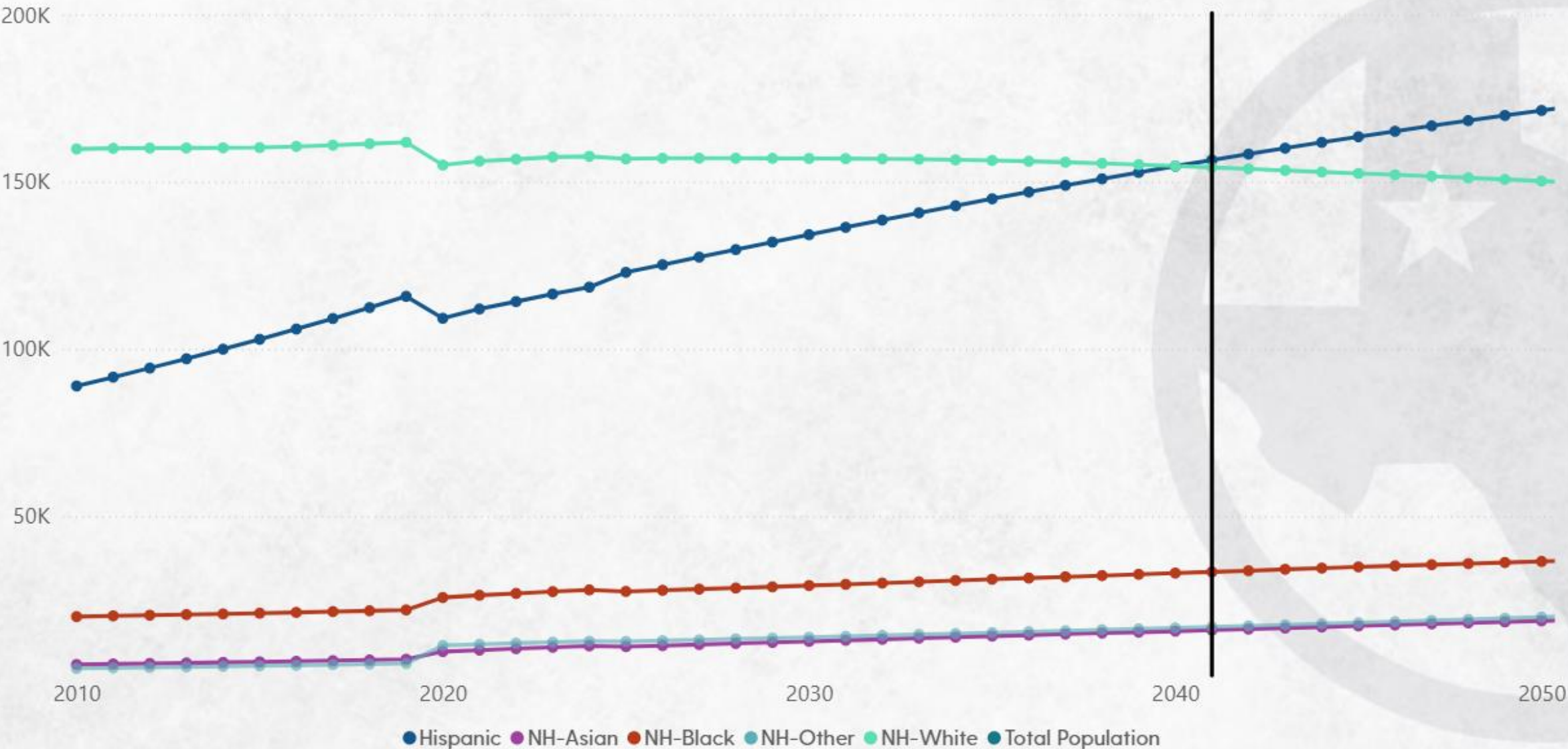
Source: TTU Factbook, TTUHSC Factbook, Lightcast: Lubbock County, Hockley County, Hale County

Population Trends - Median Age



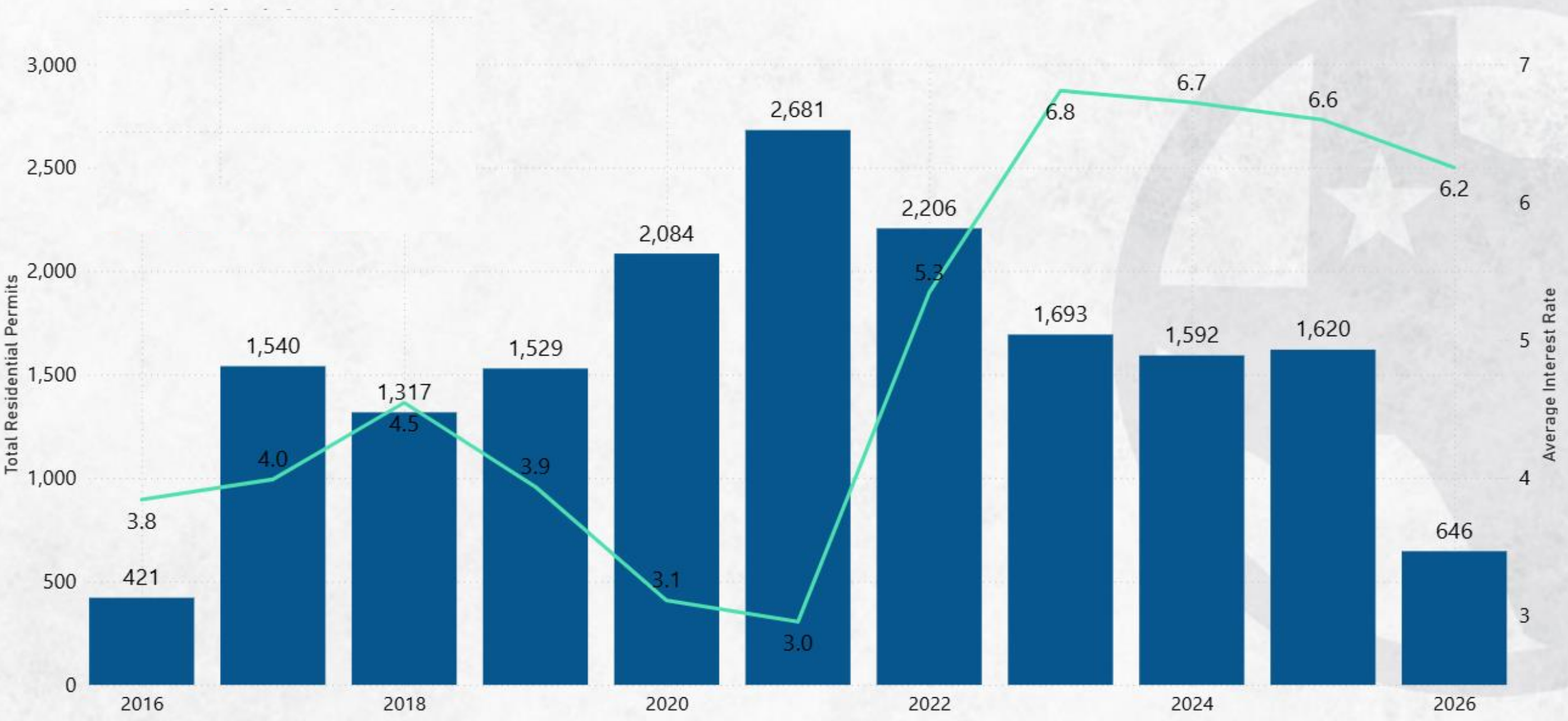
Source: US Census Bureau

Population Trends by Ethnicity



Source: Texas State Demographer

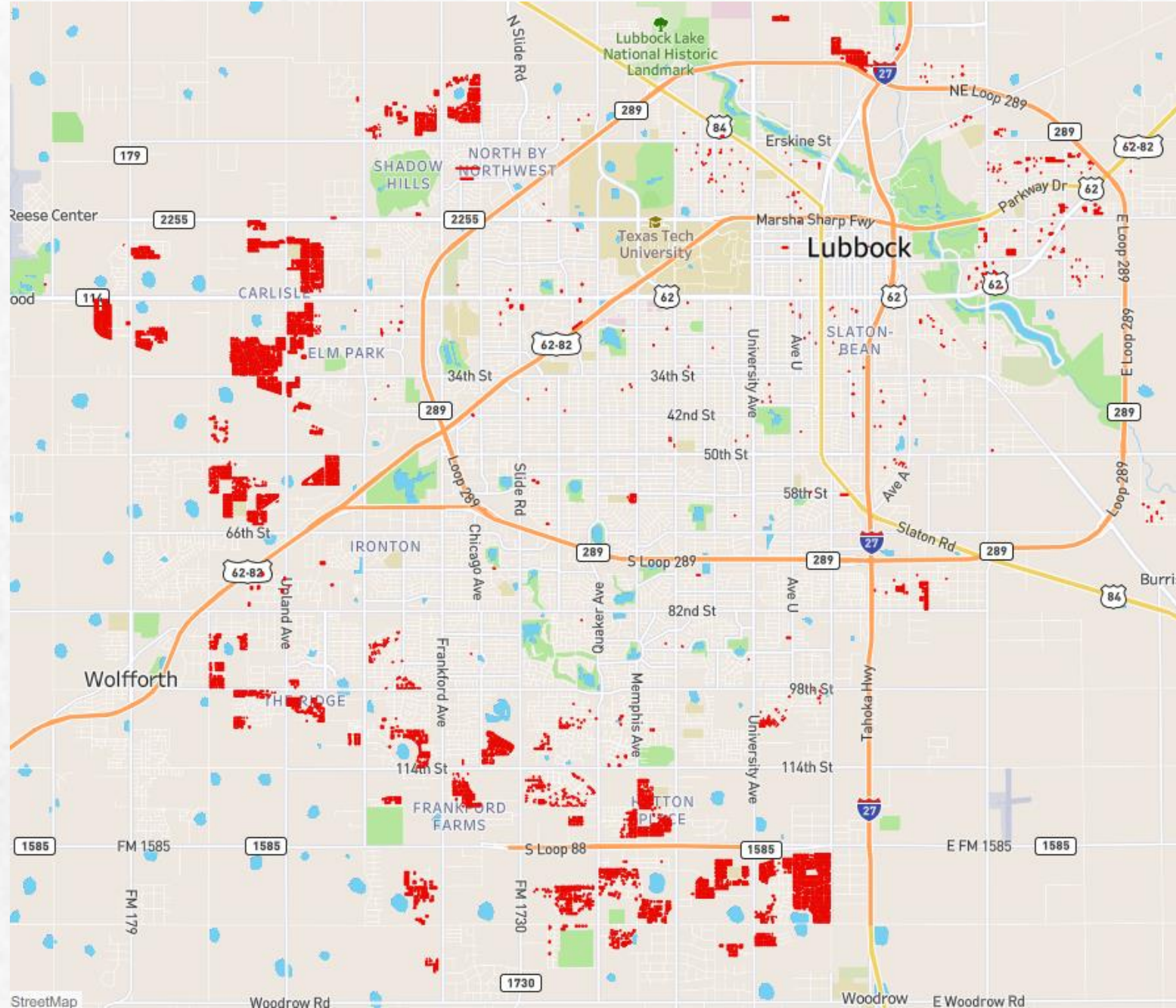
Annual New Residential Permits



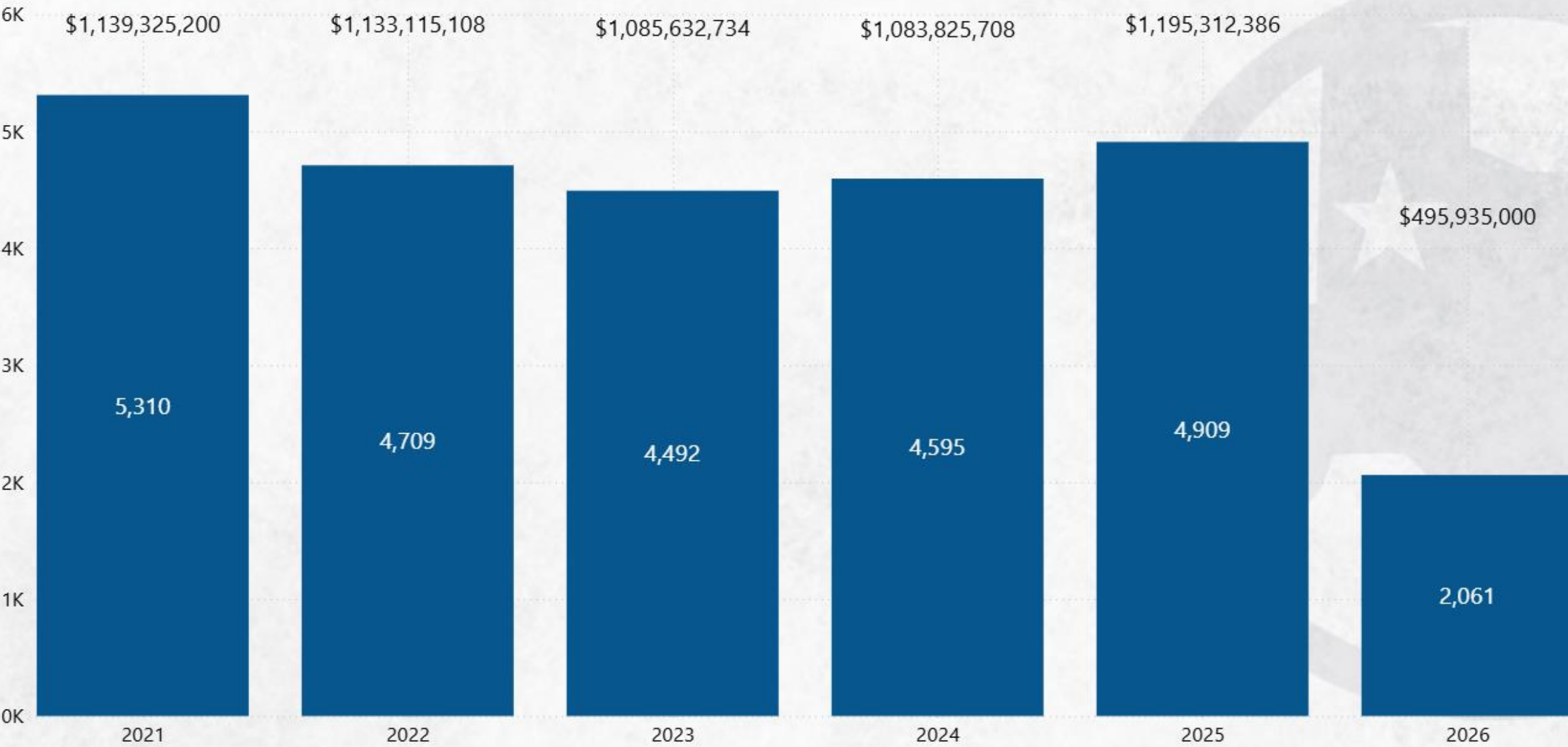
Source: City of Lubbock, ALN Apartment Data (Stabilized and Lease Up Properties)

YTD through
May

2020-May 2026 New Residential Permits



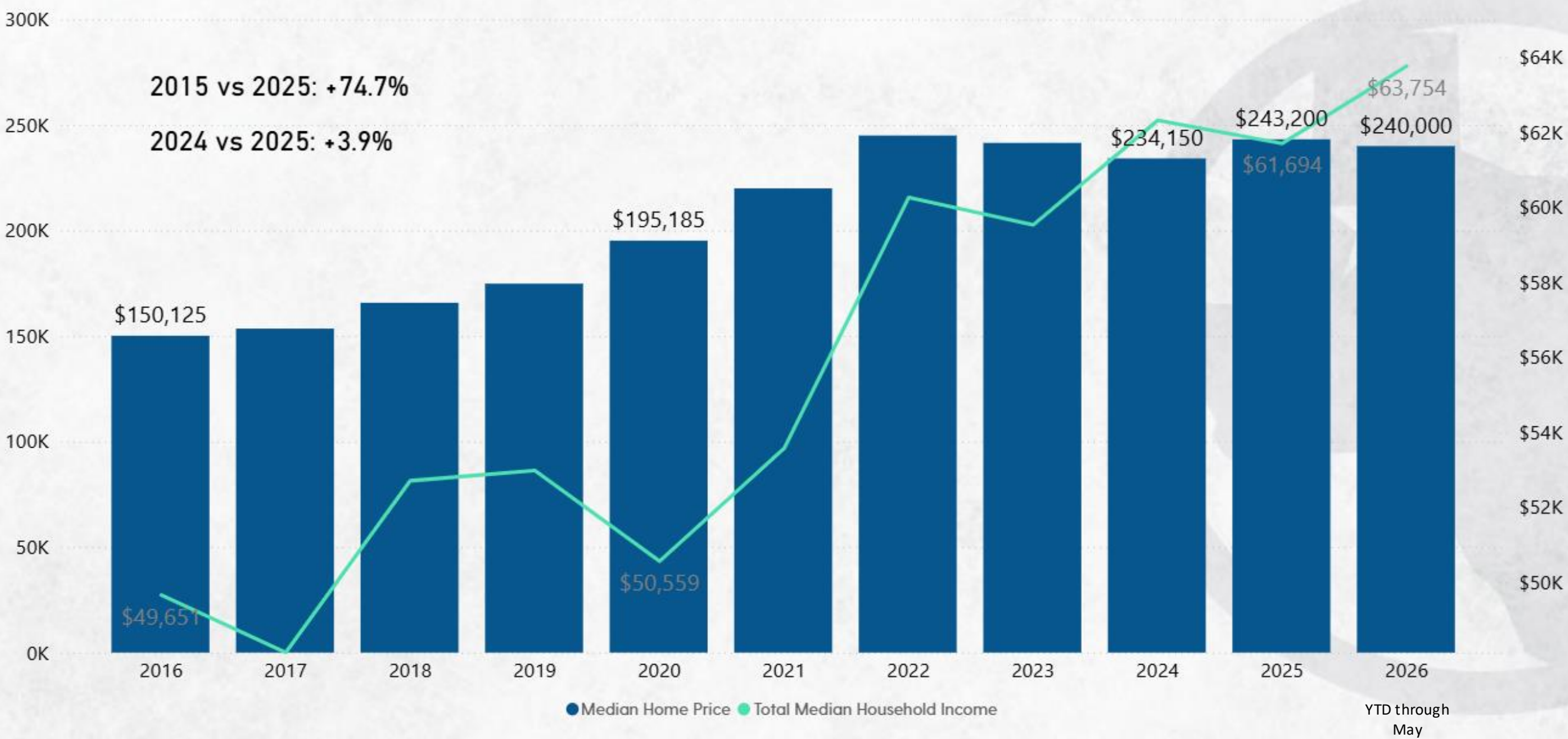
Homes Sold and Total Sales Value



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

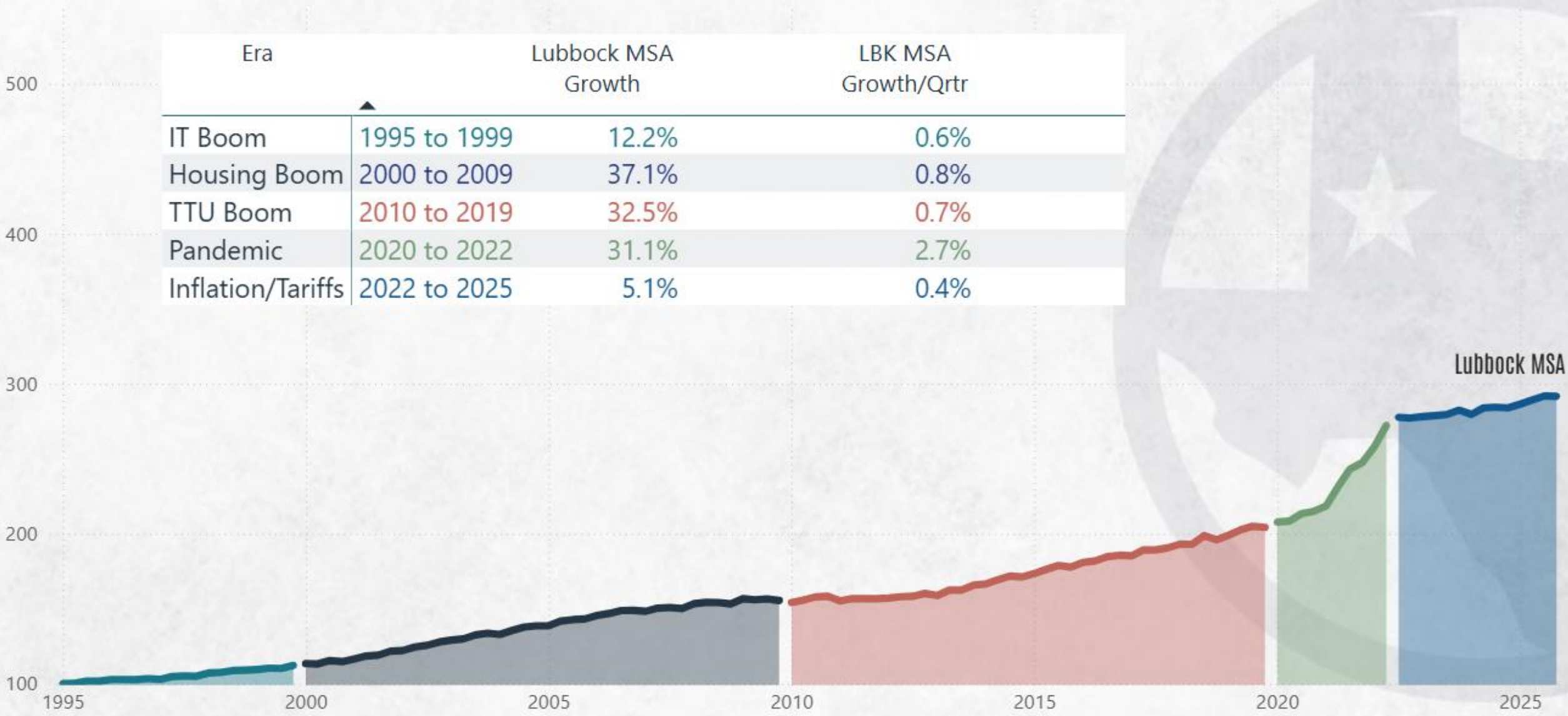
YTD through
May

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)

Home Price Index - Lubbock MSA

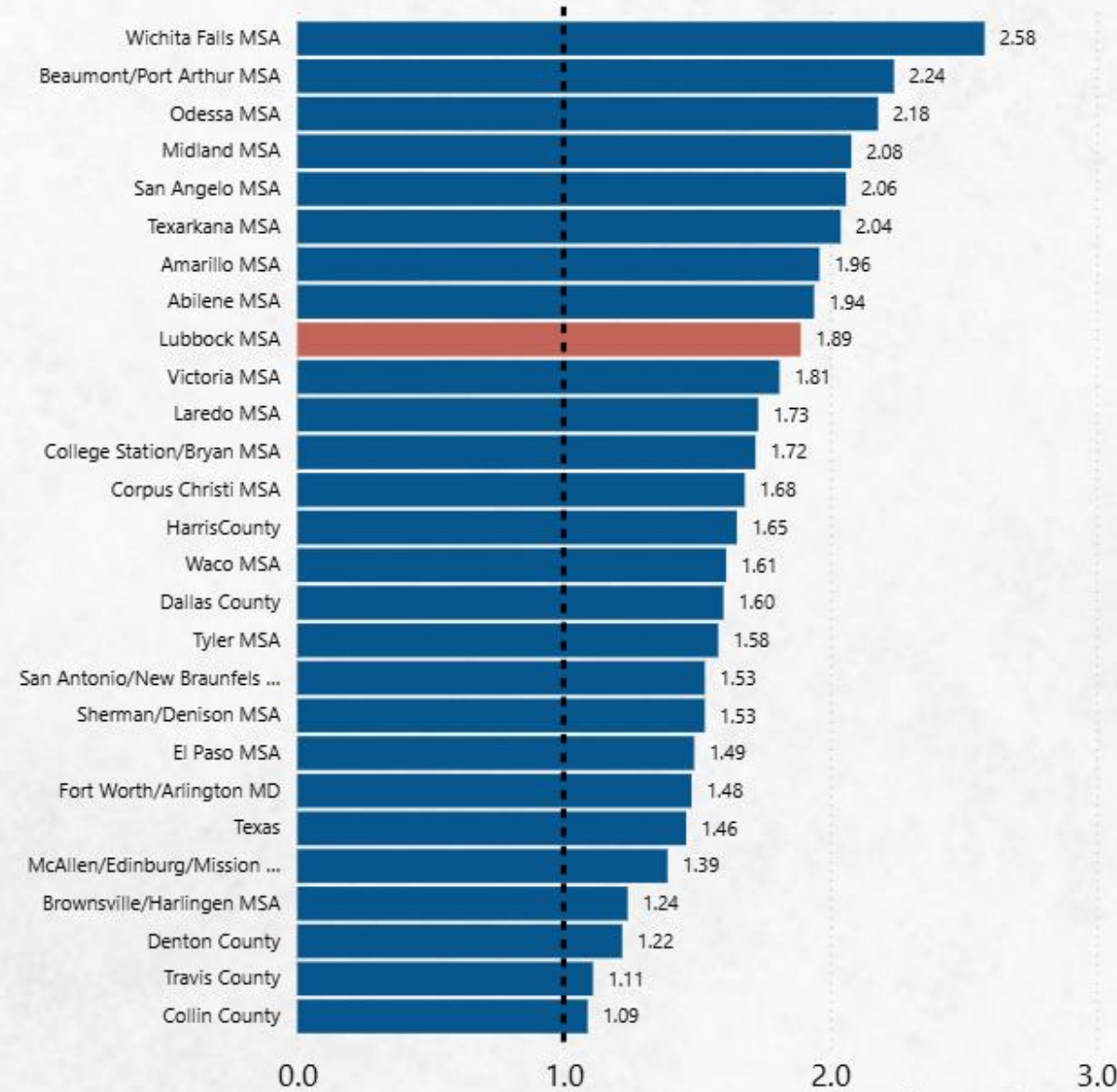
State of Texas shown as benchmark



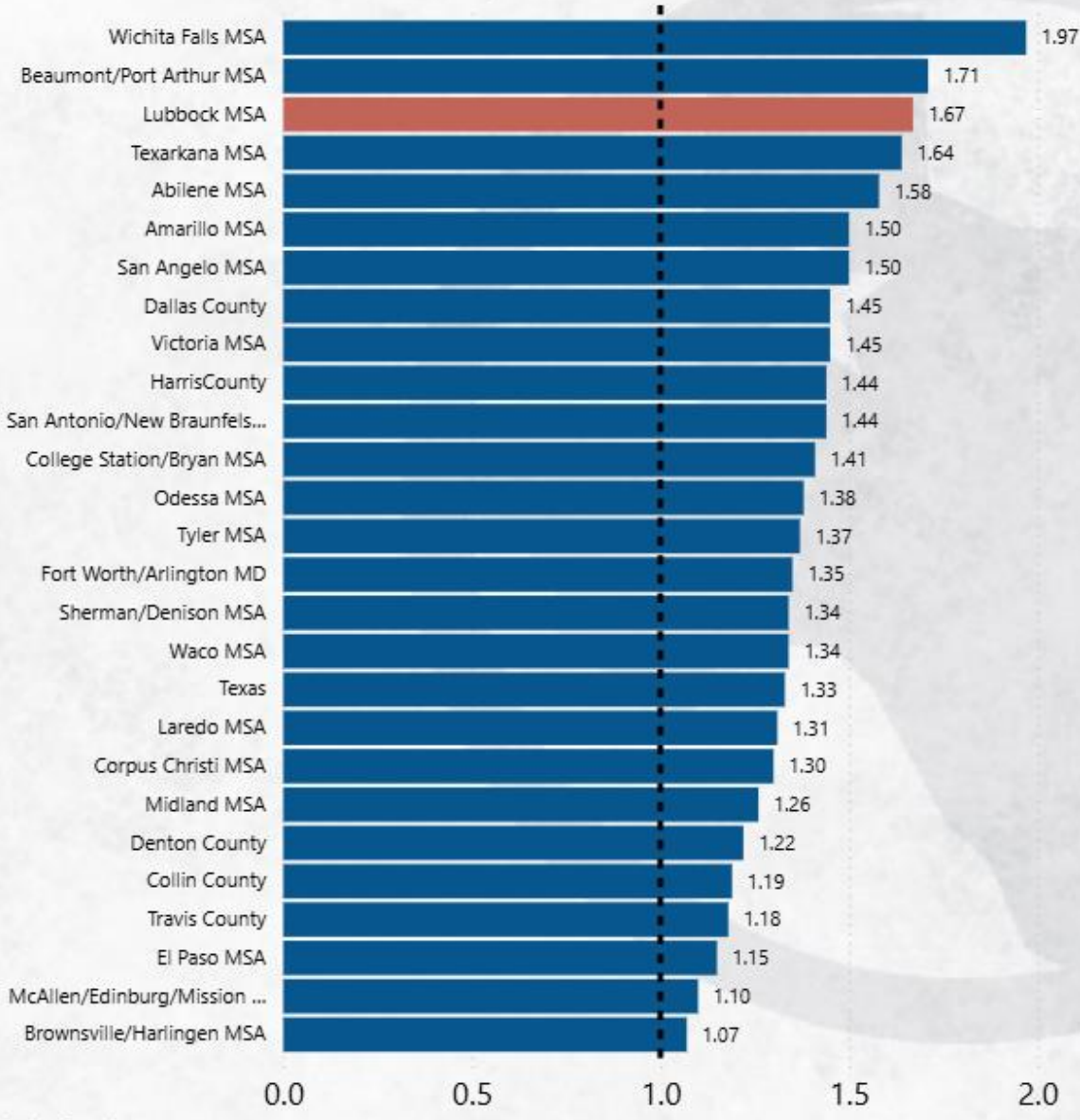
Source: St. Louis Fed (FRED)

Texas Housing Affordability

1st Quarter 2022

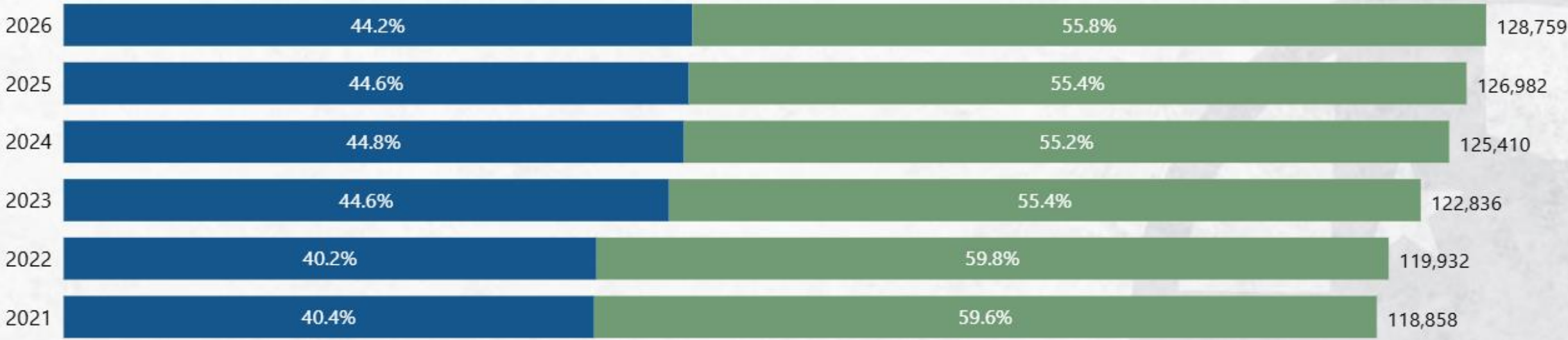


1st Quarter 2026



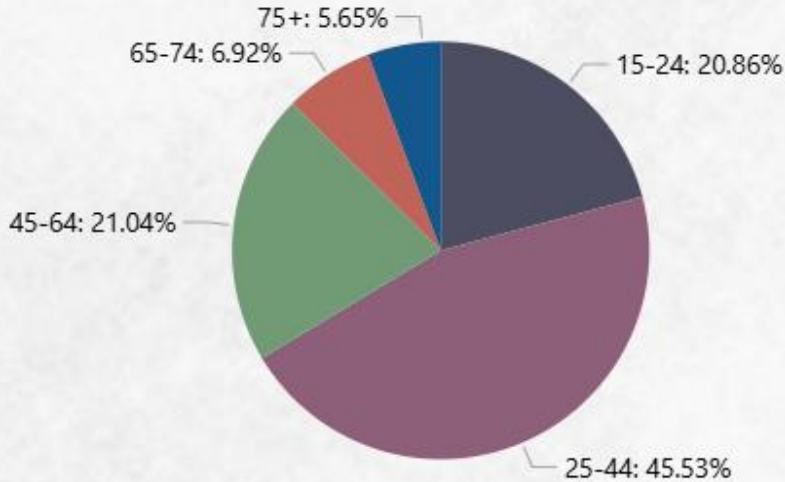
Source: Texas A&M Real Estate Center

Lubbock County Households

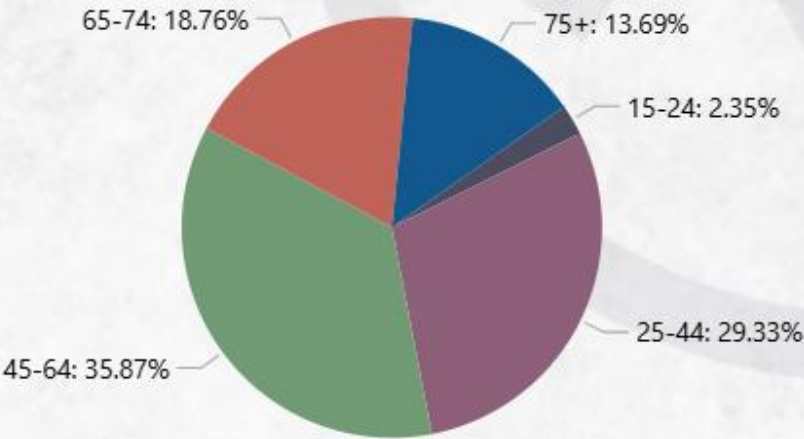


● Renter Occupied ● Owner Occupied

2026 Renter Occupied Households by Age

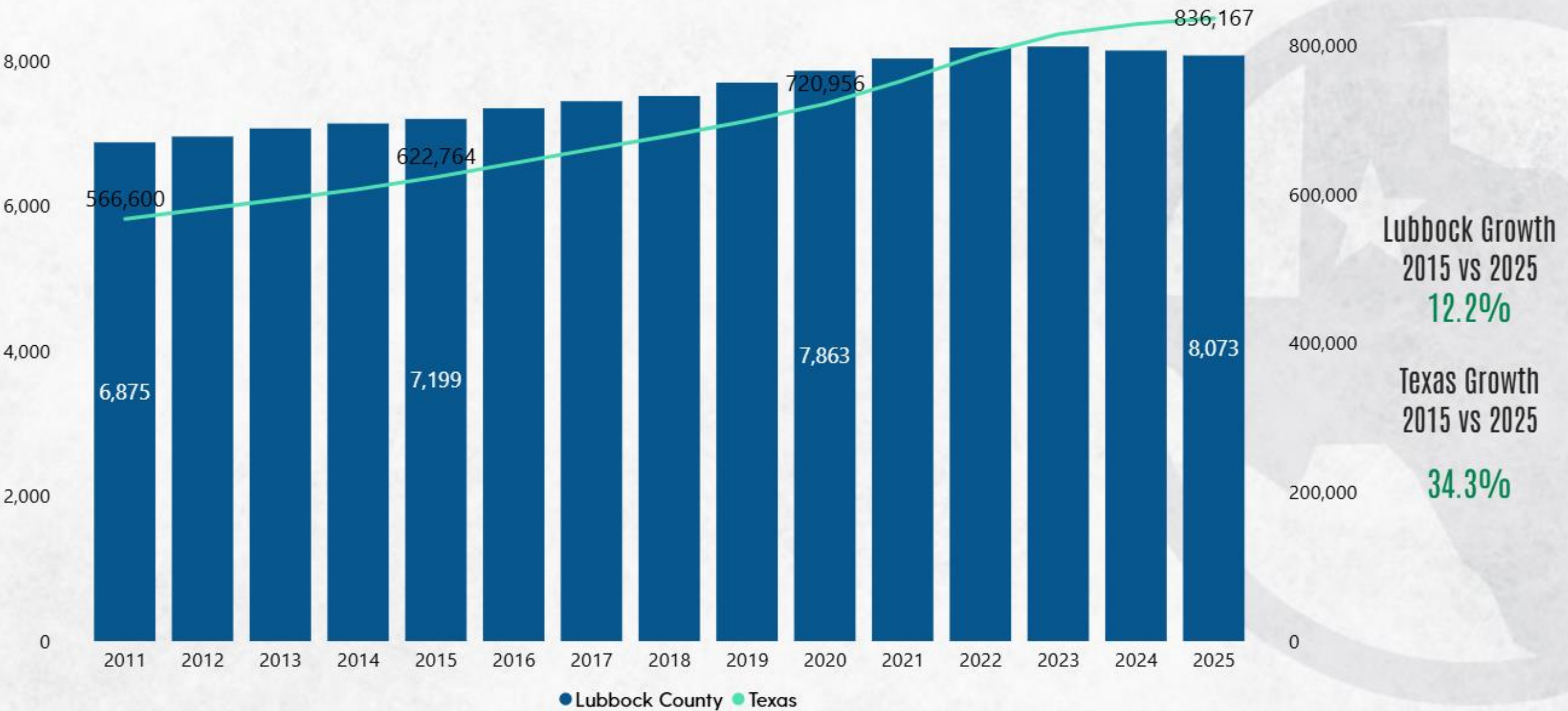


2026 Owner Occupied Households by Age



Source: Claritas Spotlight

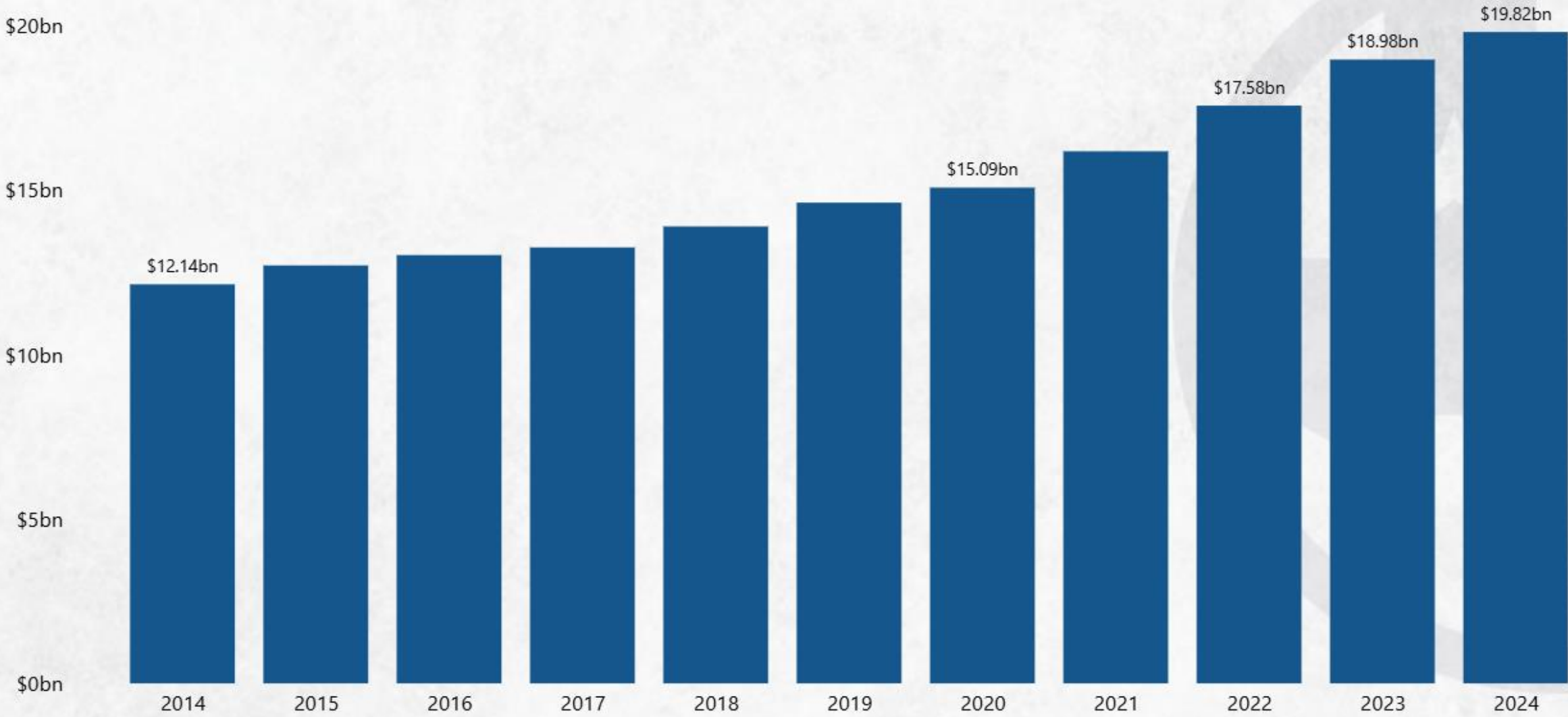
Establishments - All Private Industries



Source: Texas LMI QCEW Report

Annual GDP 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

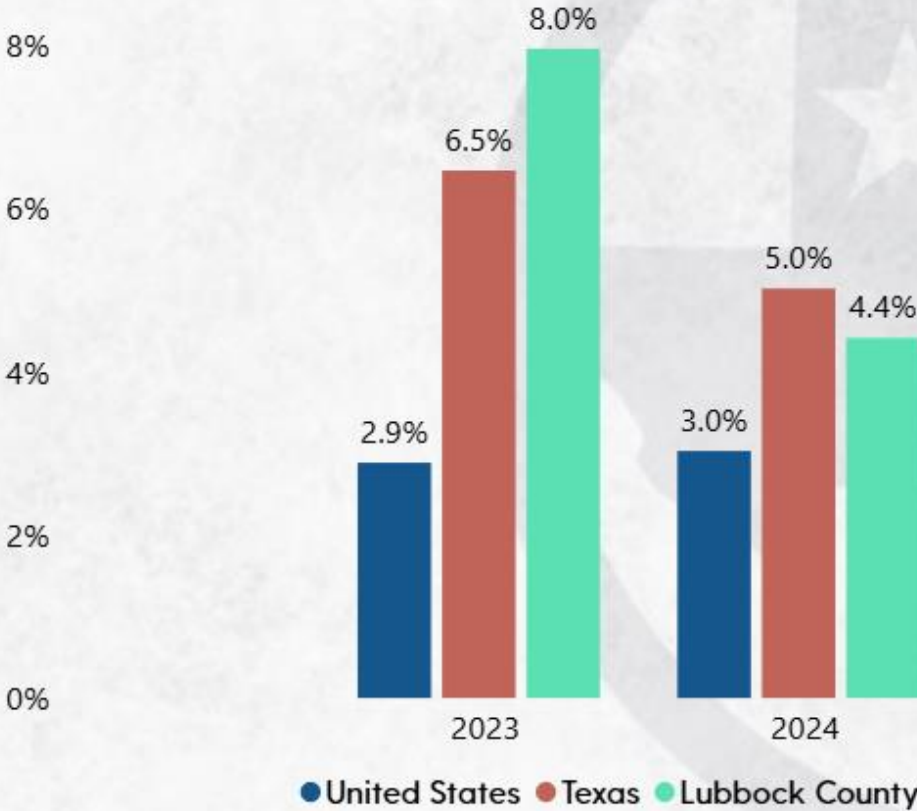
74.0%



10-Year U.S. Growth Rate

27.9%

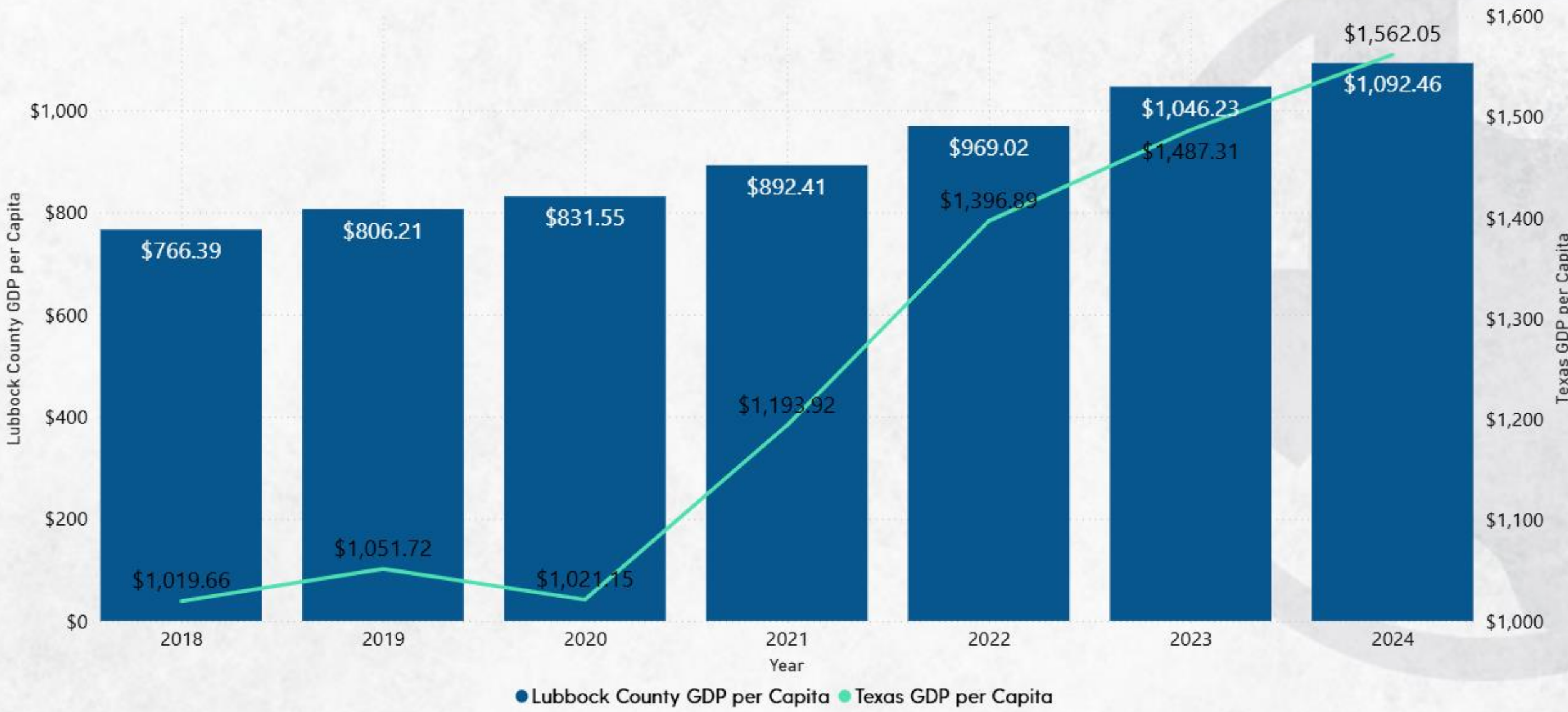
Recent Economic Growth Rate



Source: St. Louis FED (FRED)

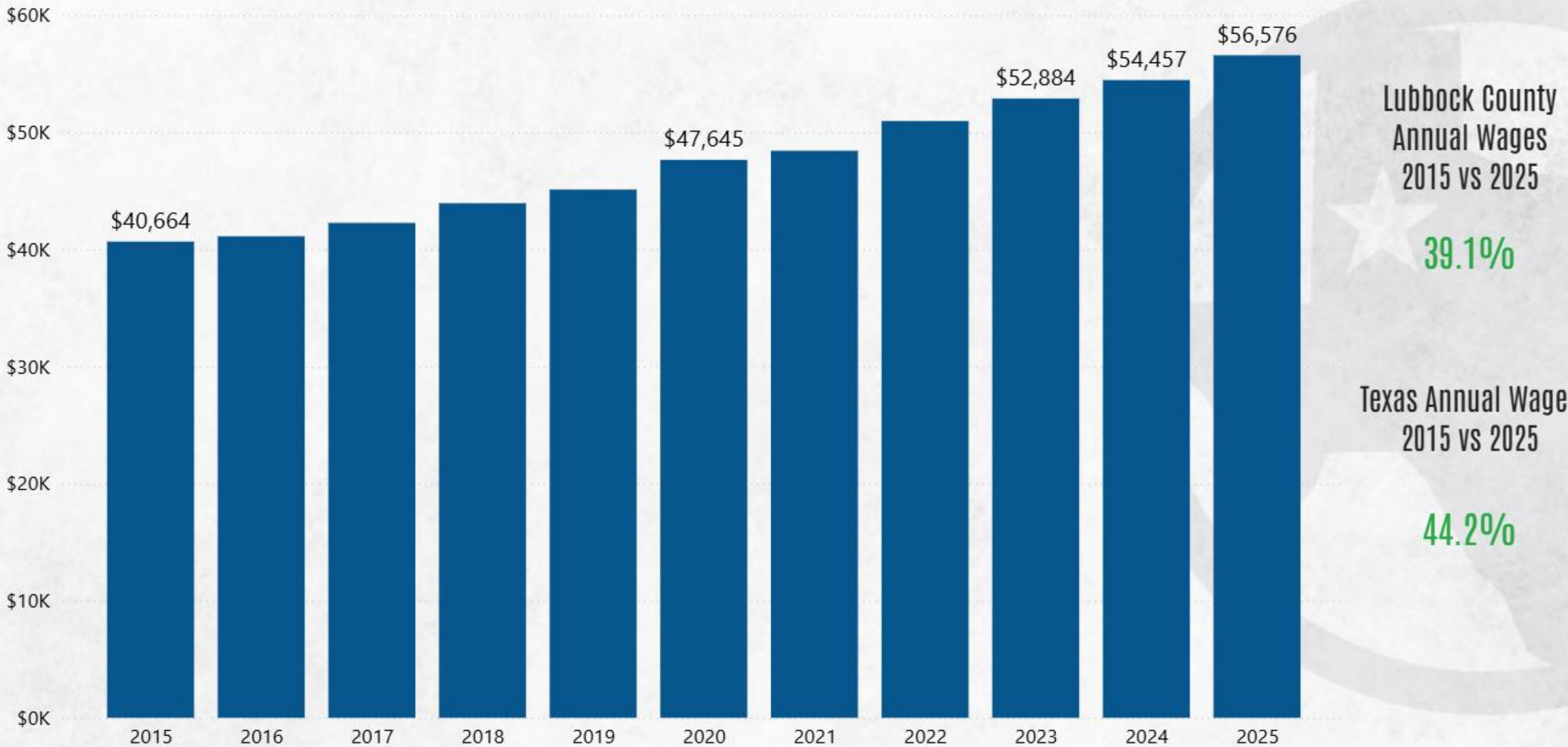
GDP per Capita

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



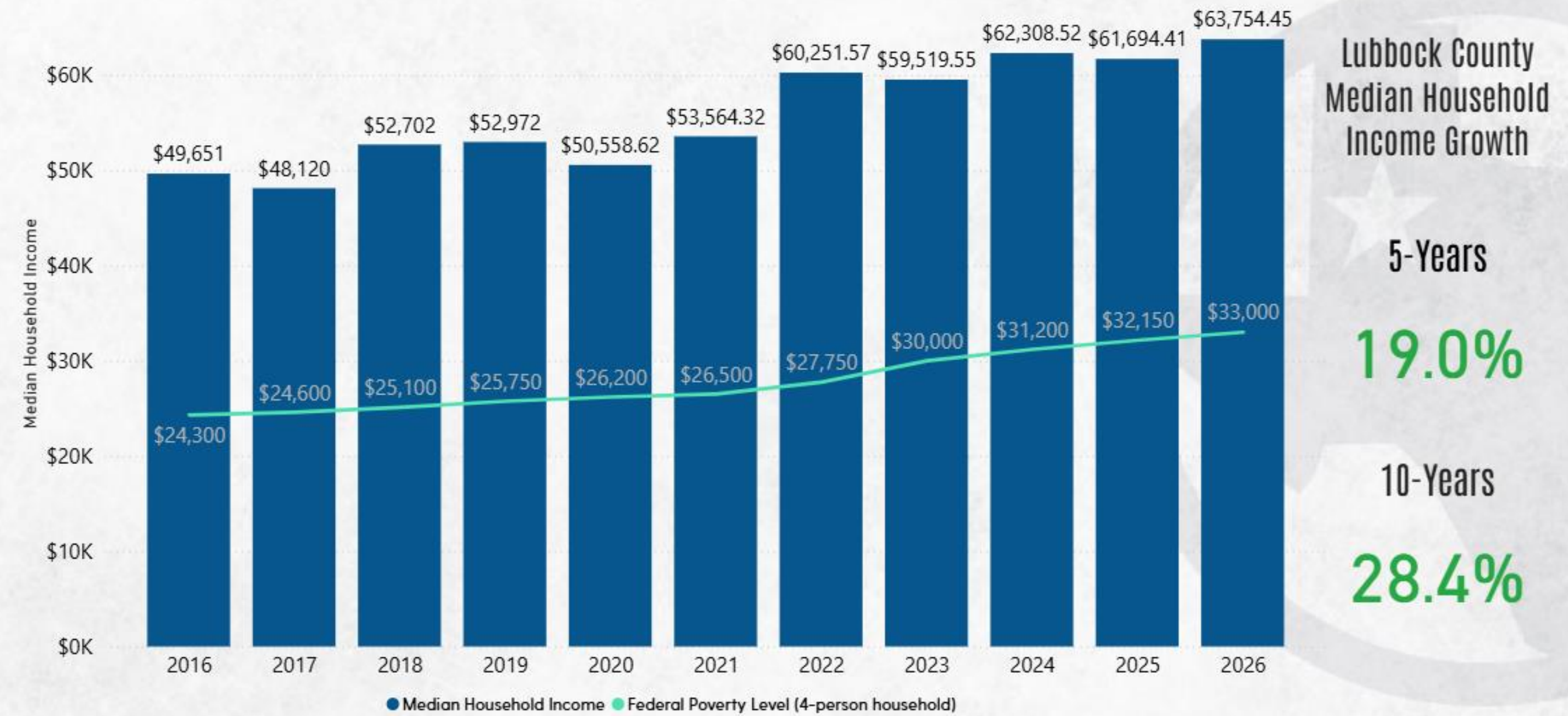
Source: Environics, FRED Economic Data, St. Louis FED

Average Annual Wages



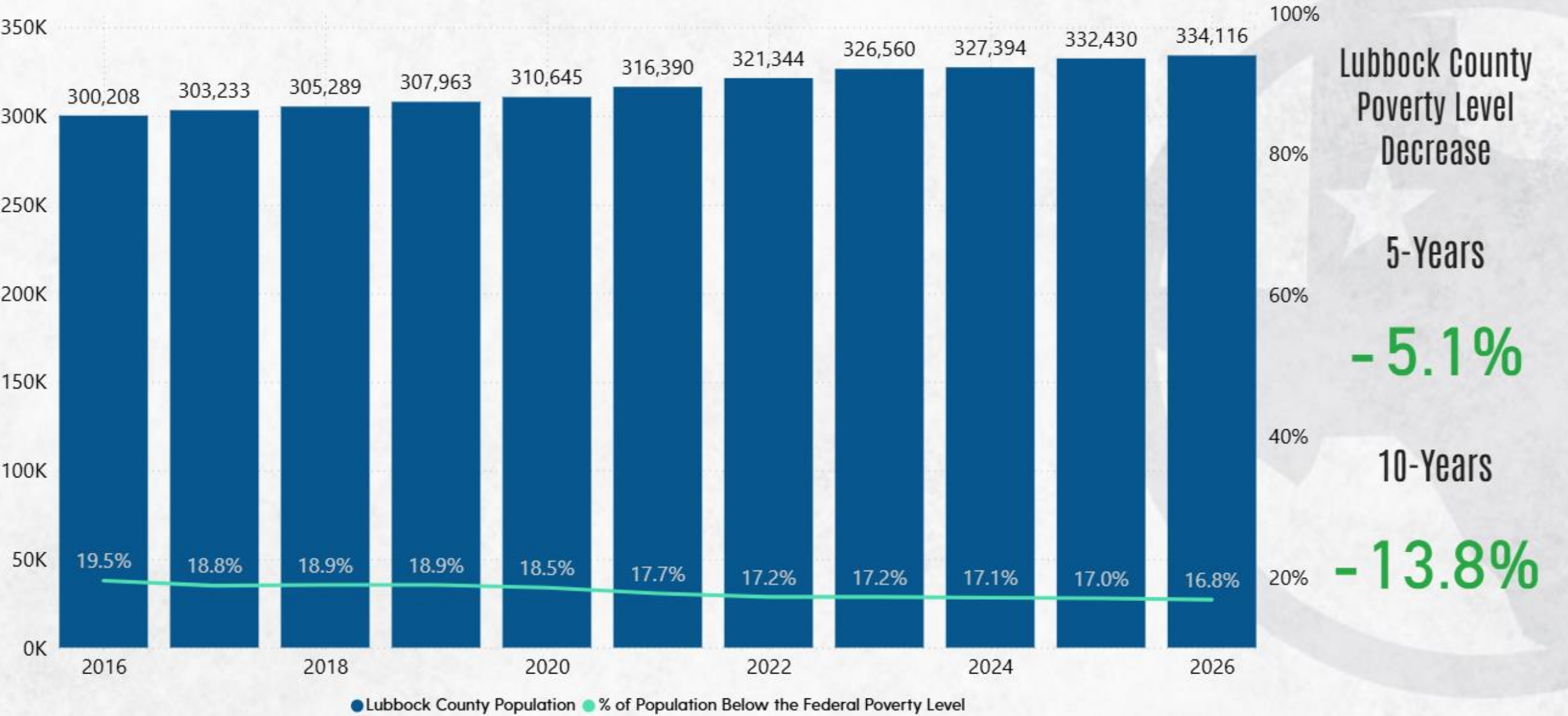
Source: Texas LMI (QCEW - Lubbock County All Total)

Median Household Income



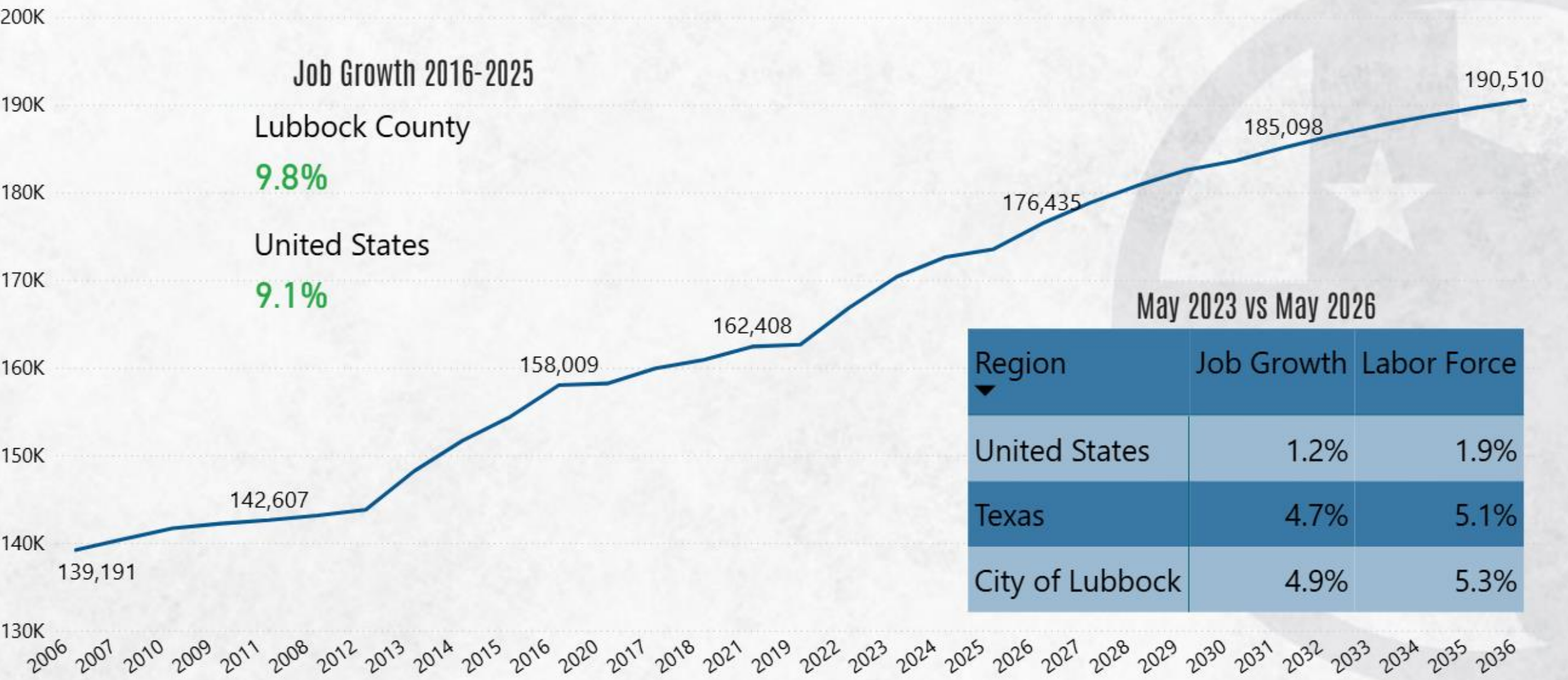
Source: Claritas Spotlight, US Census Bureau

Lubbock County Population



Source: Claritas Spotlight, US Census Bureau

Job Trends



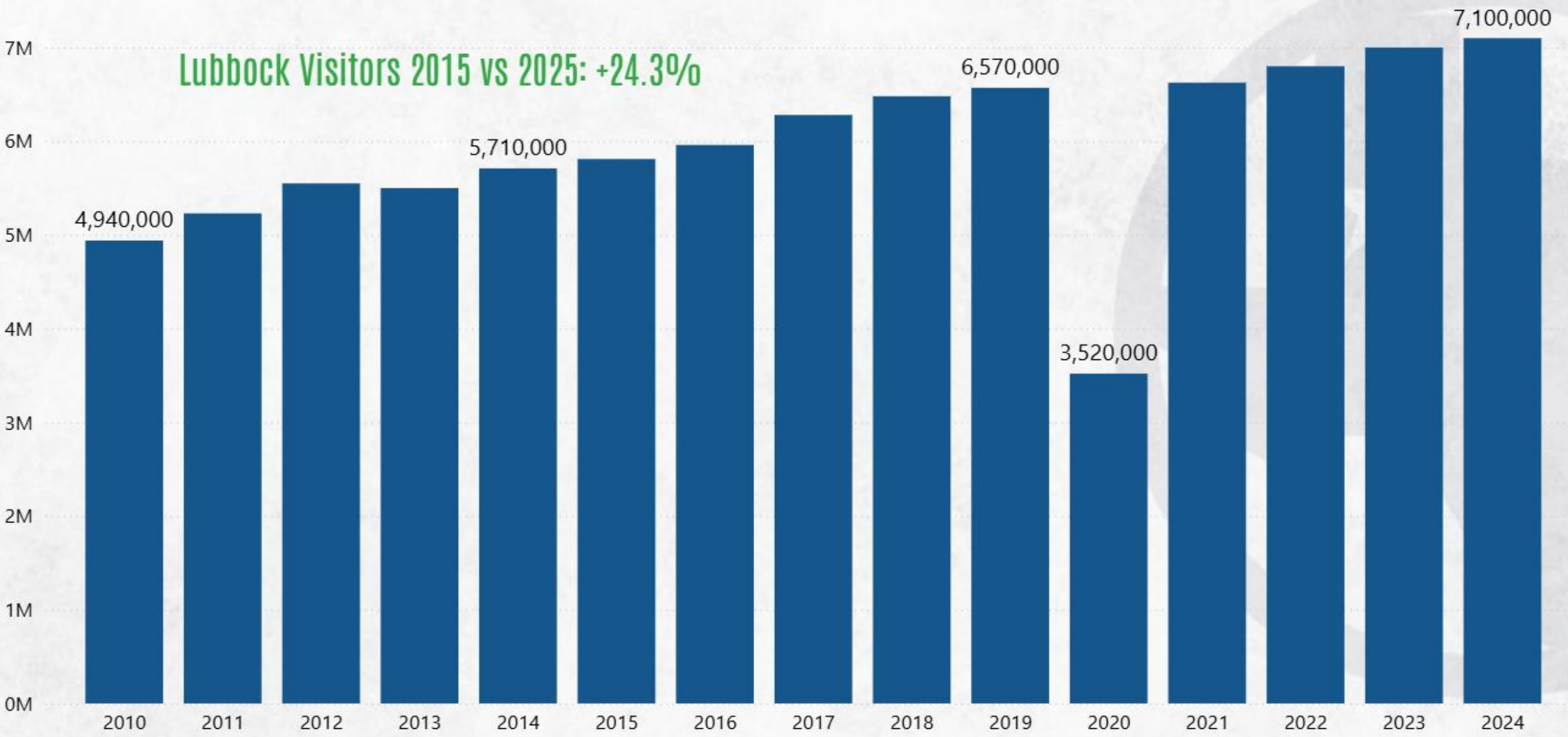
Source: Lightcast, Texas LMI

Job Growth by Industry

Industry	Jobs - May 2026	% Change from May 2023
Trade, Transportation, and Utilities	34,800	-2.2%
Private Education and Health Services	26,200	6.9%
Leisure and Hospitality	24,400	7.0%
Local Government	22,500	3.7%
Retail Trade	20,700	-3.3%
Professional and Business Services	14,800	0.7%
Financial Activities	8,400	1.2%
Wholesale Trade	7,000	-7.9%
Manufacturing	5,500	5.8%
Information	1,700	-19.0%
Federal Government	1,600	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:

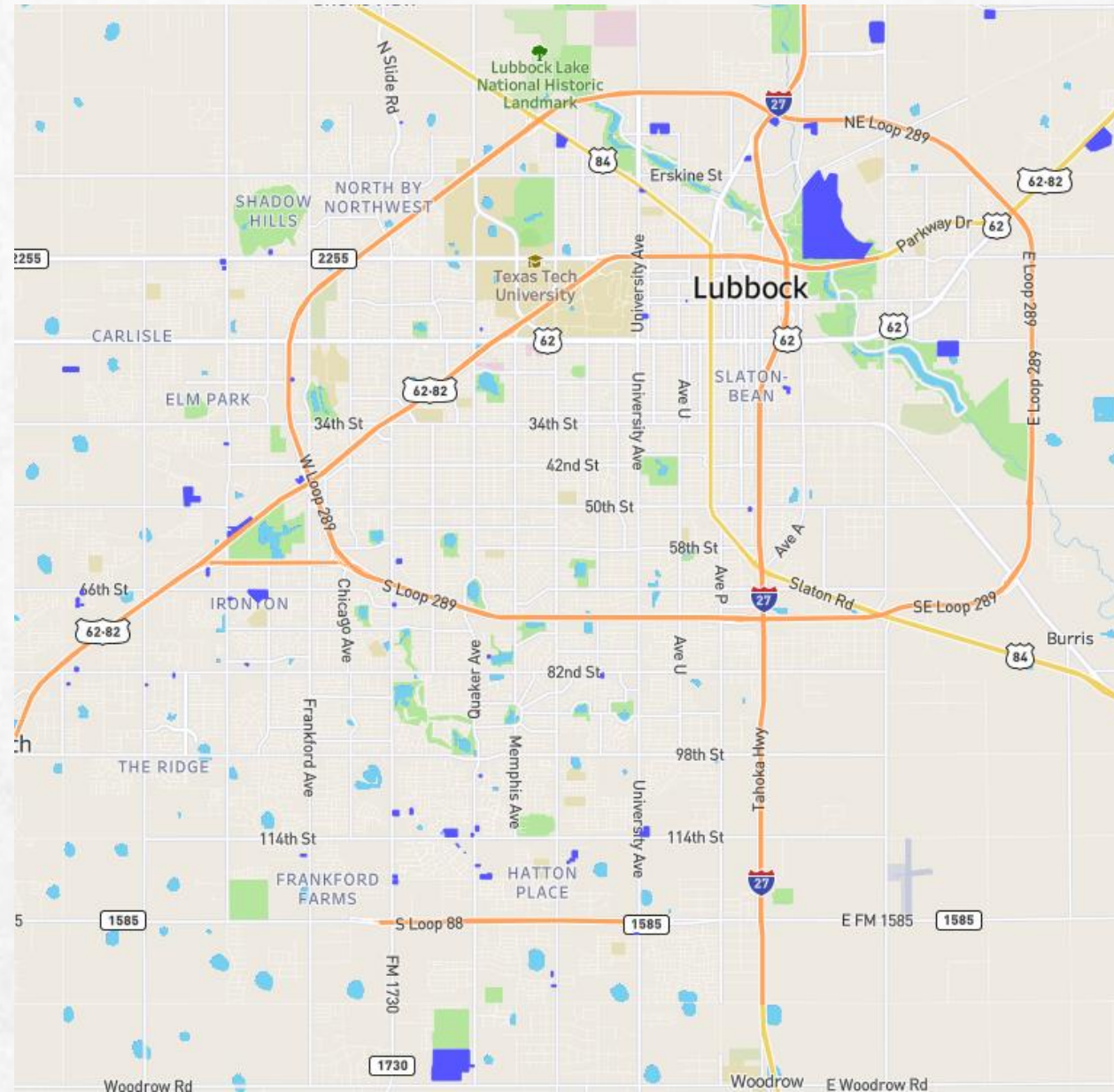
109.1%

**OF CULTURAL &
RECREATION
SERVICES**

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

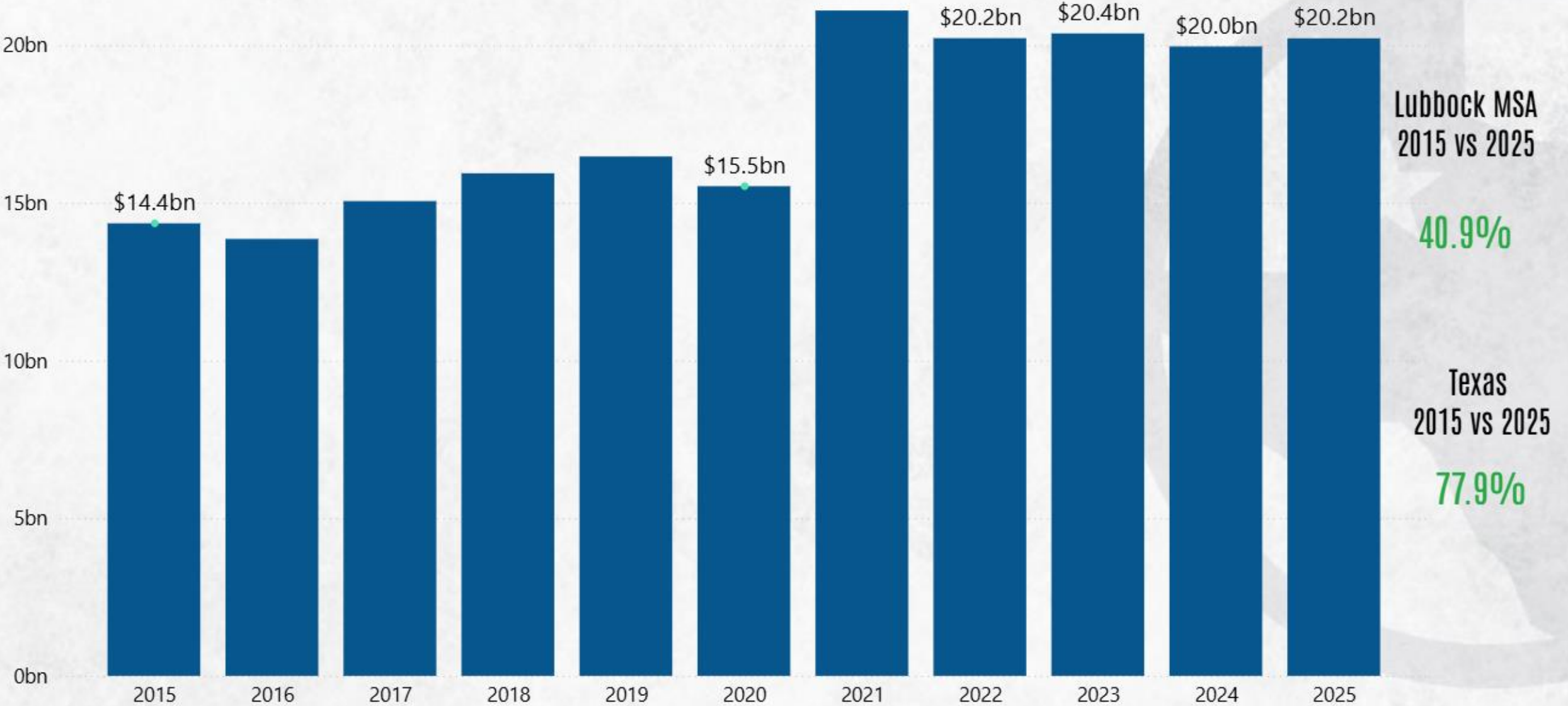
\$9,535.35 ANNUALLY in local establishments

FY 2024-25 Commercial Permits



Source: City of Lubbock

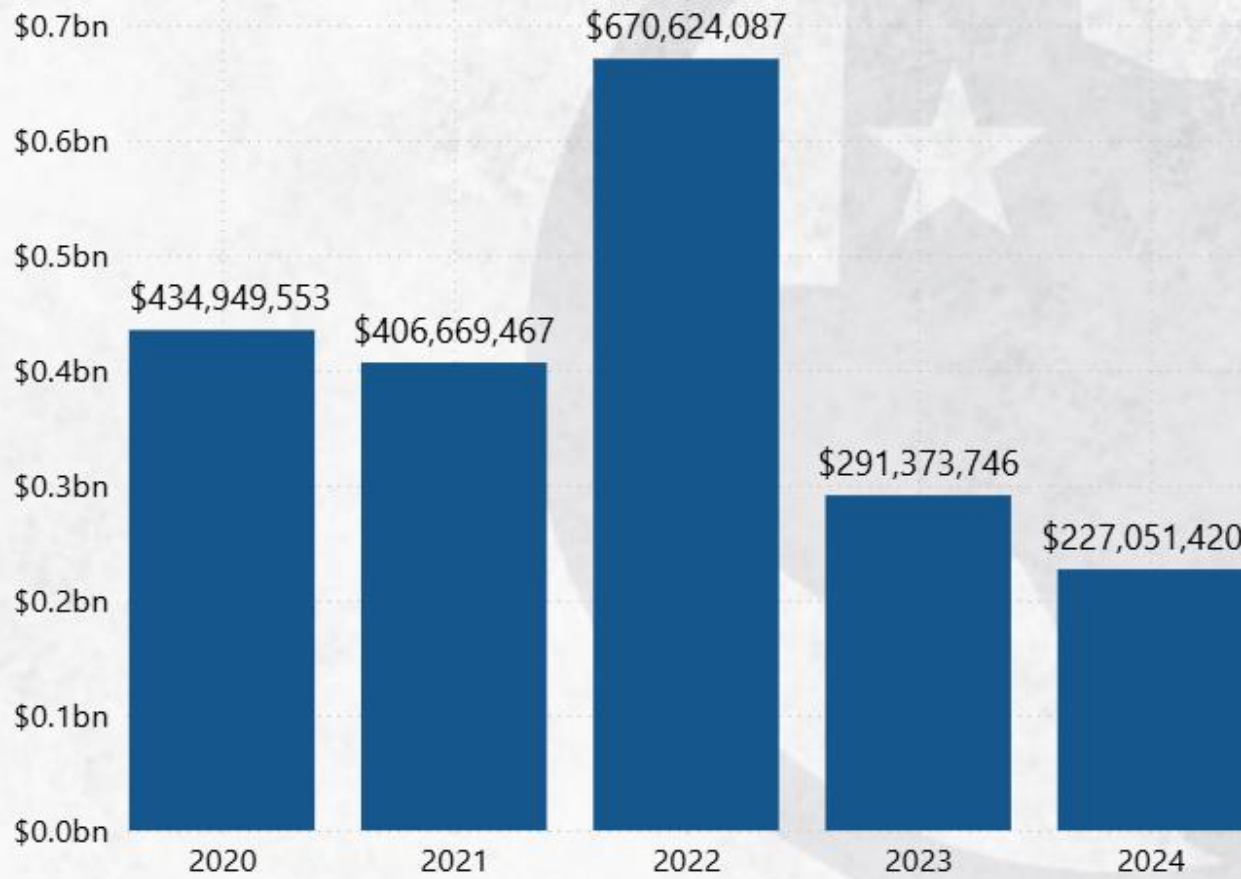
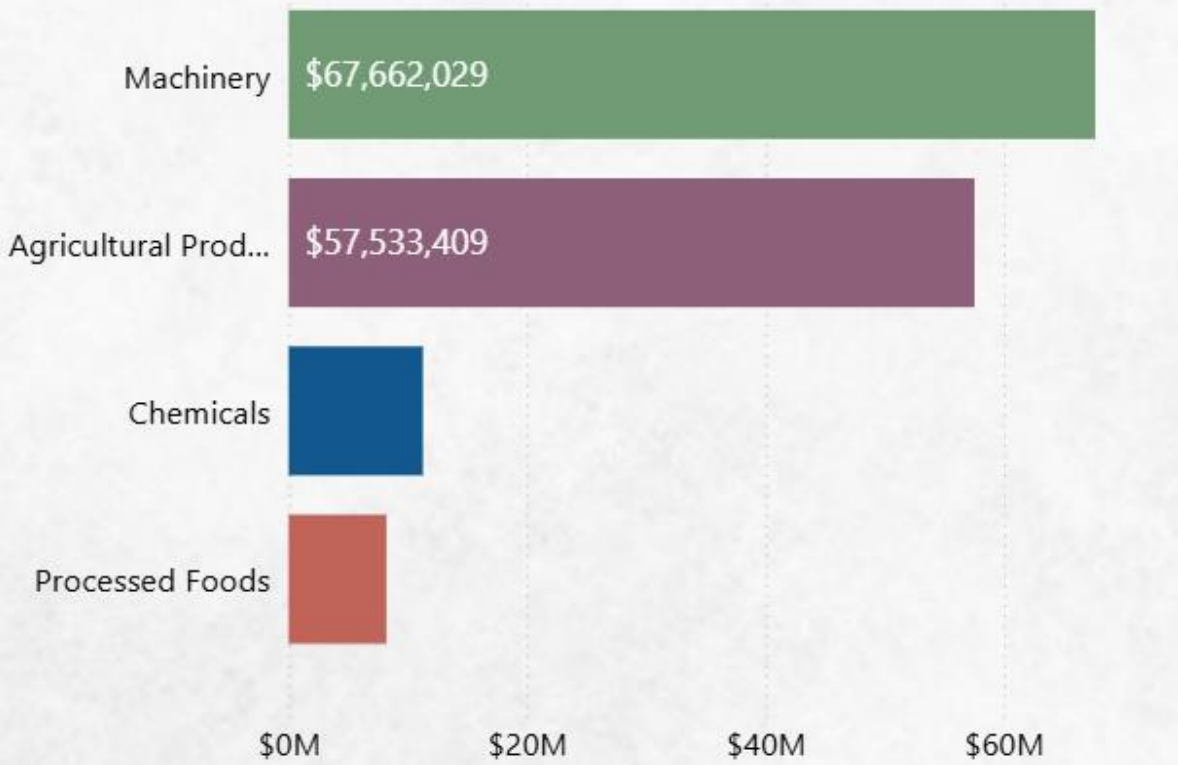
Lubbock MSA - Total Gross Sales



Source: Texas Comptroller of Public Accounts

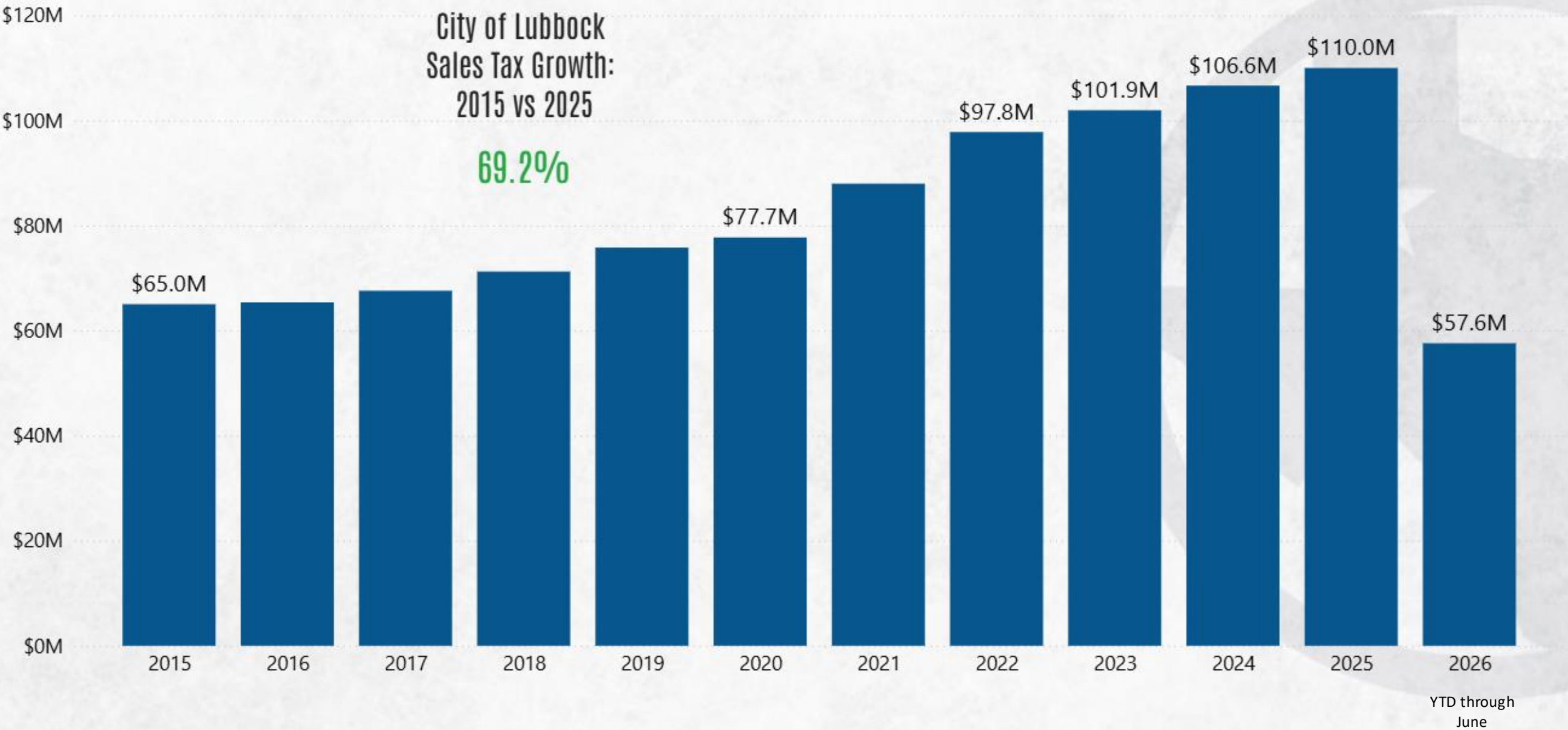
Lubbock MSA Exports

Top Goods Export Sectors, 2024



Source: International Trade Administration

Annual Sales Tax Allocations



Source: Texas Comptroller

Recent Announcements



Chick-fil-A Supply

- Tri-temperature distribution center
- \$50 Million investment
- 80 jobs
- Construction begins 2026



Leprino Expansion

- Mozzarella cheese Mfg
- \$165 Million investment
- 15 additional jobs
- New product line added in 2025



CoNetrix

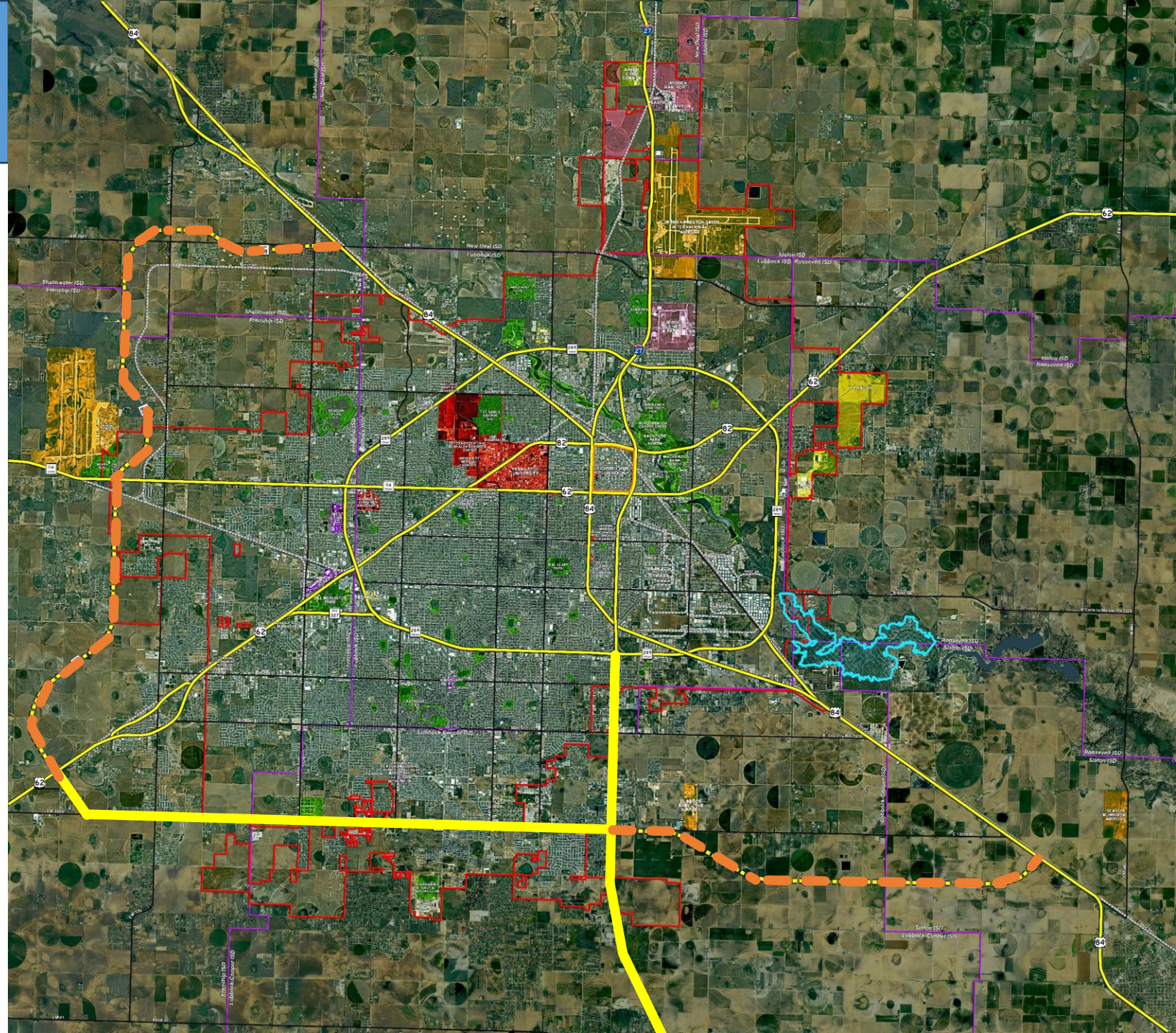
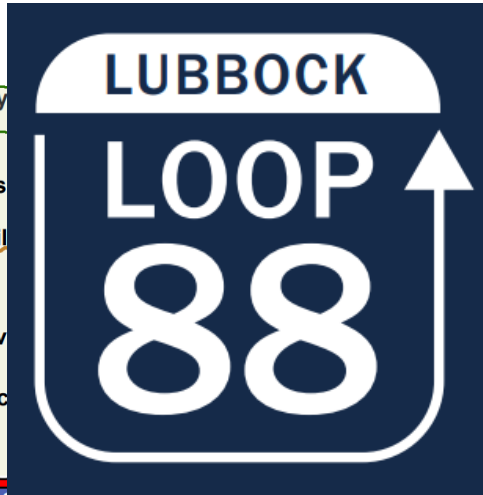
- IT & Cybersecurity consulting
- \$15.3 Million investment
- 15 additional jobs
- New headquarter facility opened in 2026



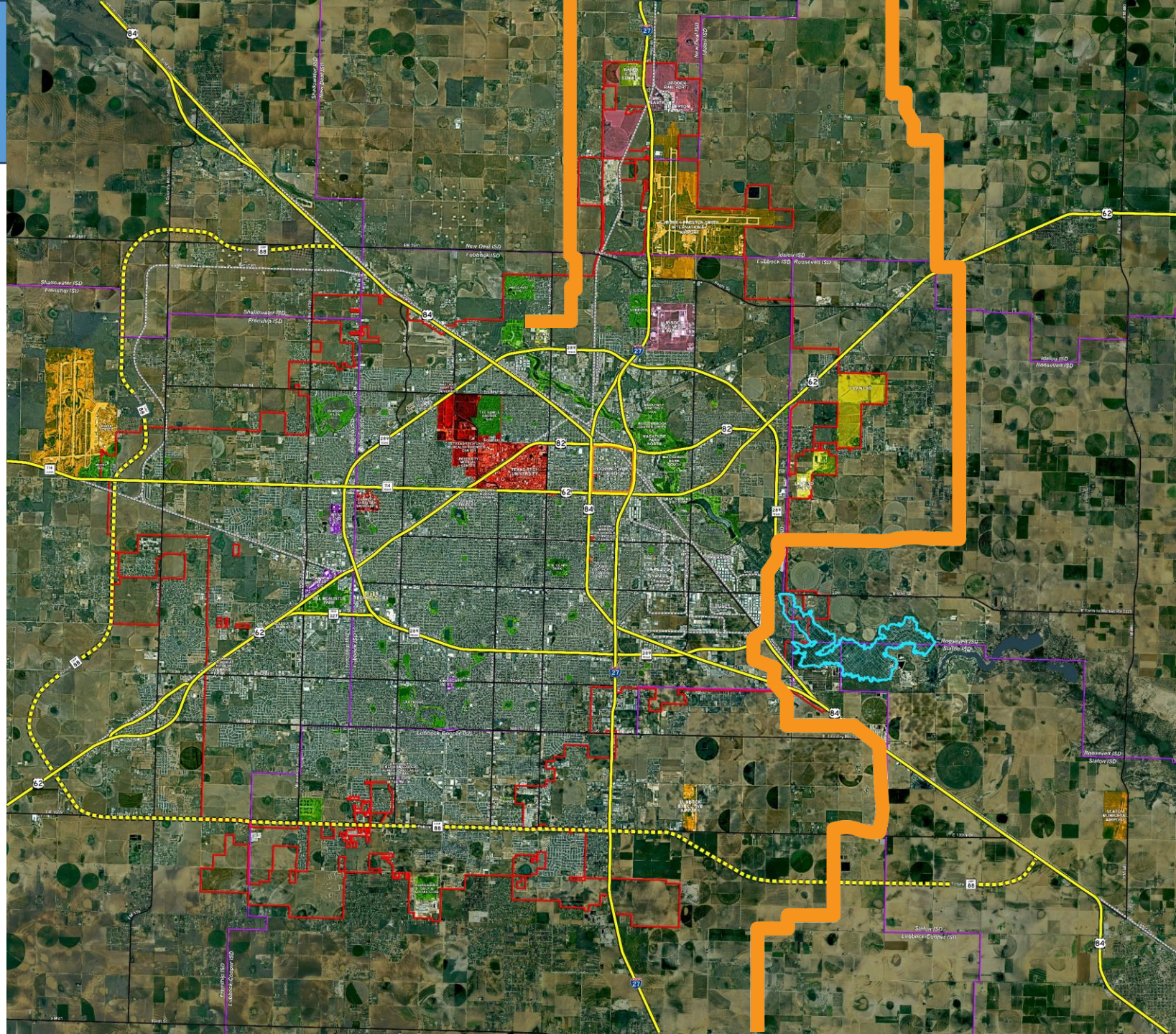
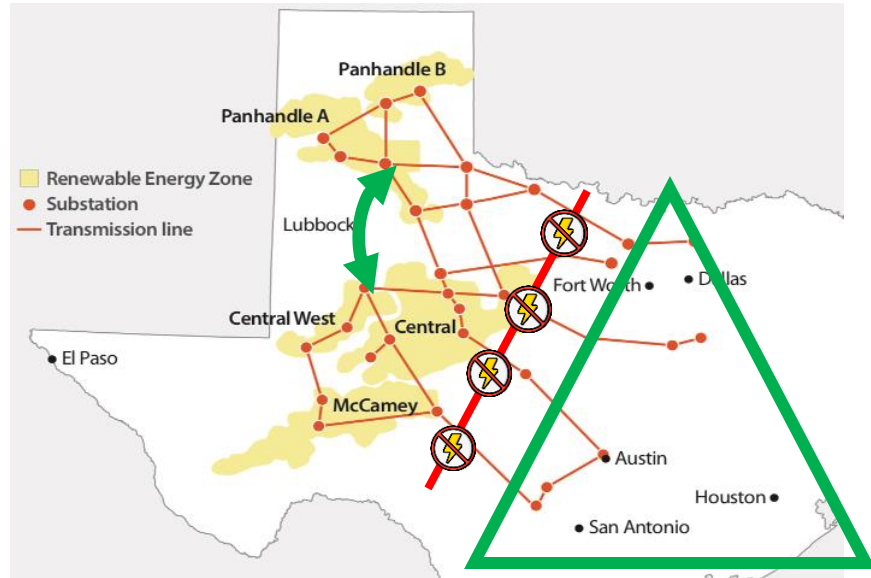
Industrial Molding

- Thermoplastics products
- \$1.27 Million investment
- 25 jobs
- New product line added in 2026

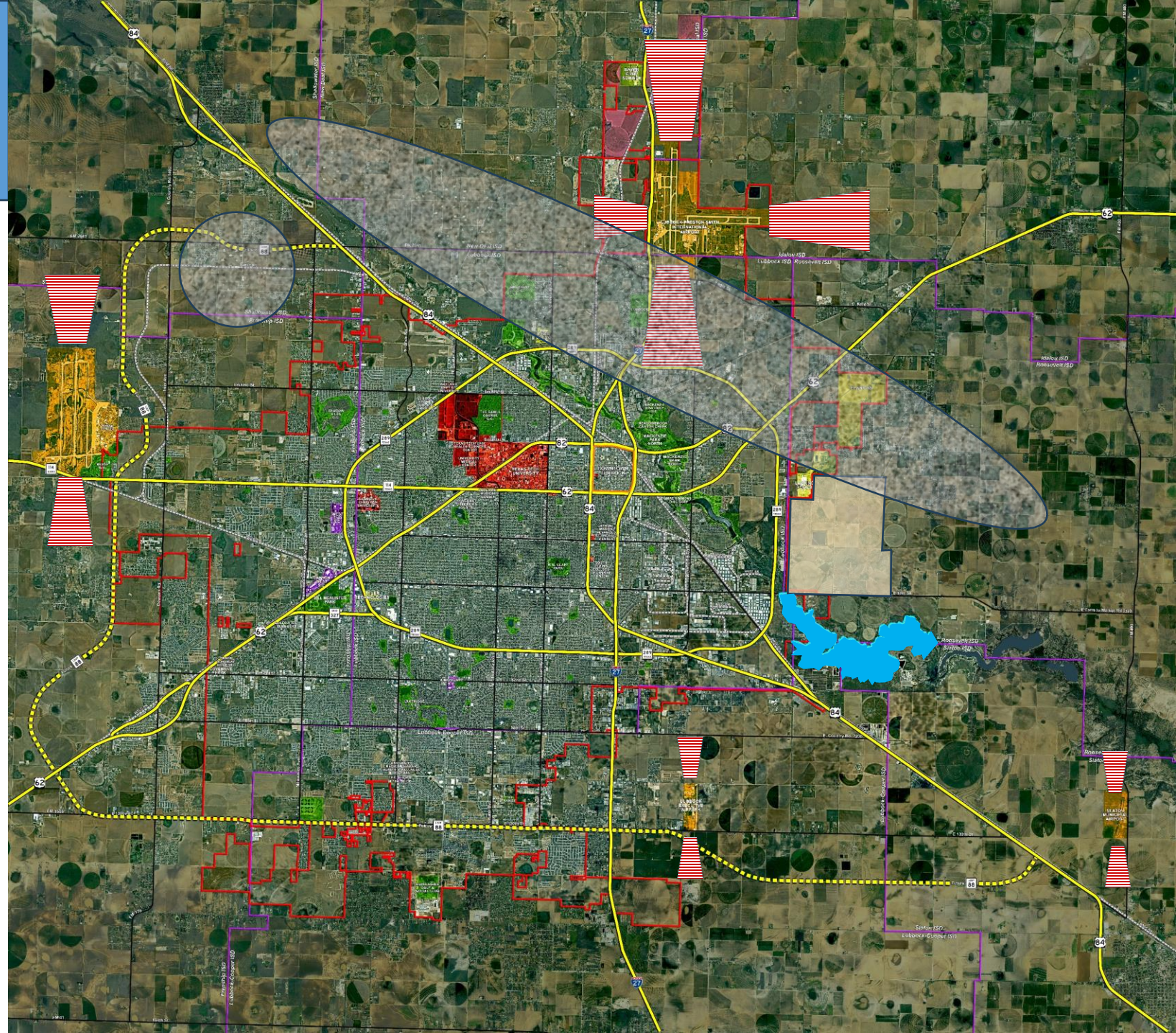
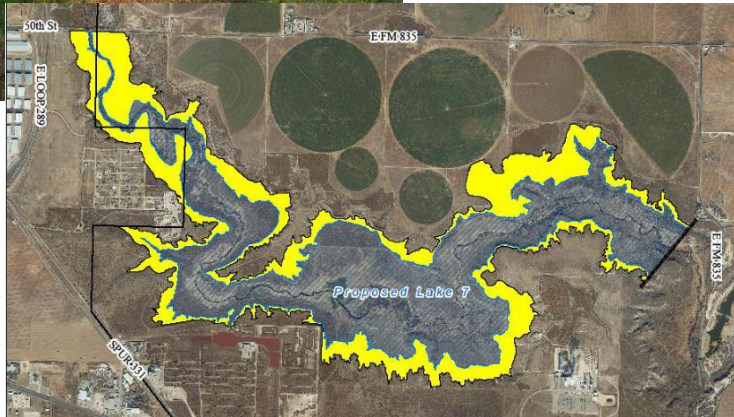
I27 & Hwy Growth



Providing Power

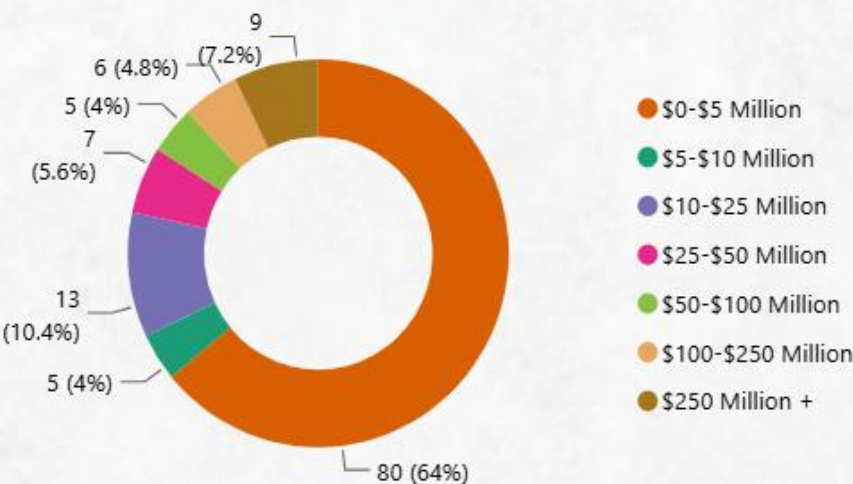


Development Awareness

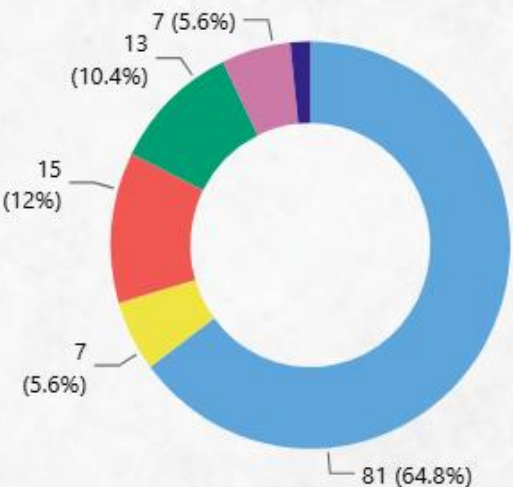


LEDA Recruitment & Retention Active Projects

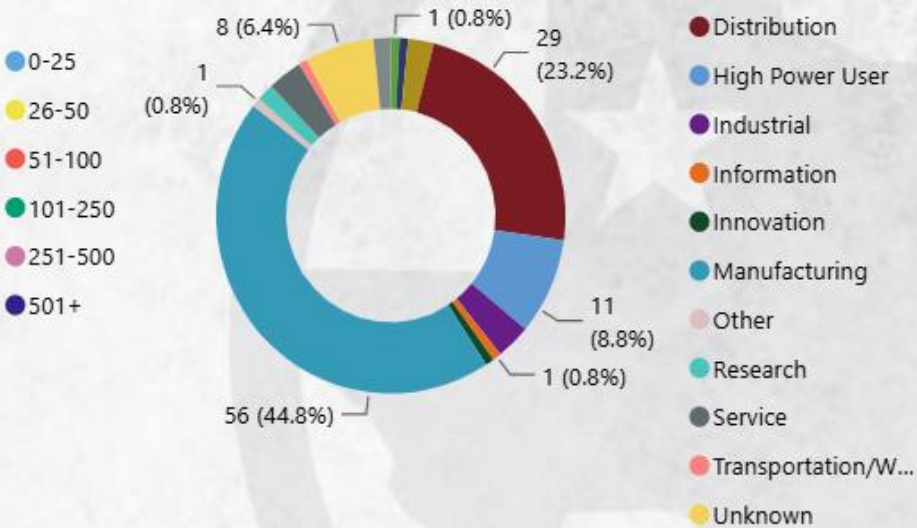
Capital Investment



Full Time Jobs



Project Type



- Alternative Energy
- Call Centers
- Corporate/Office
- Distribution
- High Power User
- Industrial
- Information
- Innovation
- Manufacturing
- Other
- Research
- Service
- Transportation/W...
- Unknown

All Total

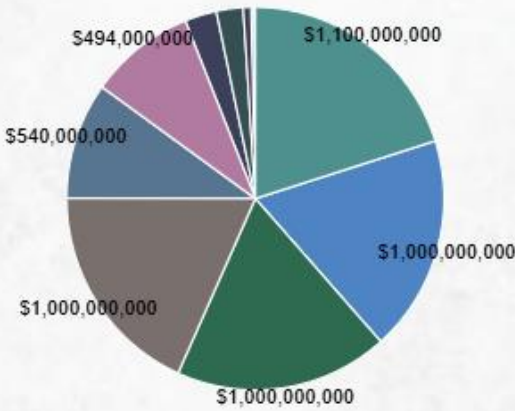
Projects
125

Capital Investment
\$9,562,030,000

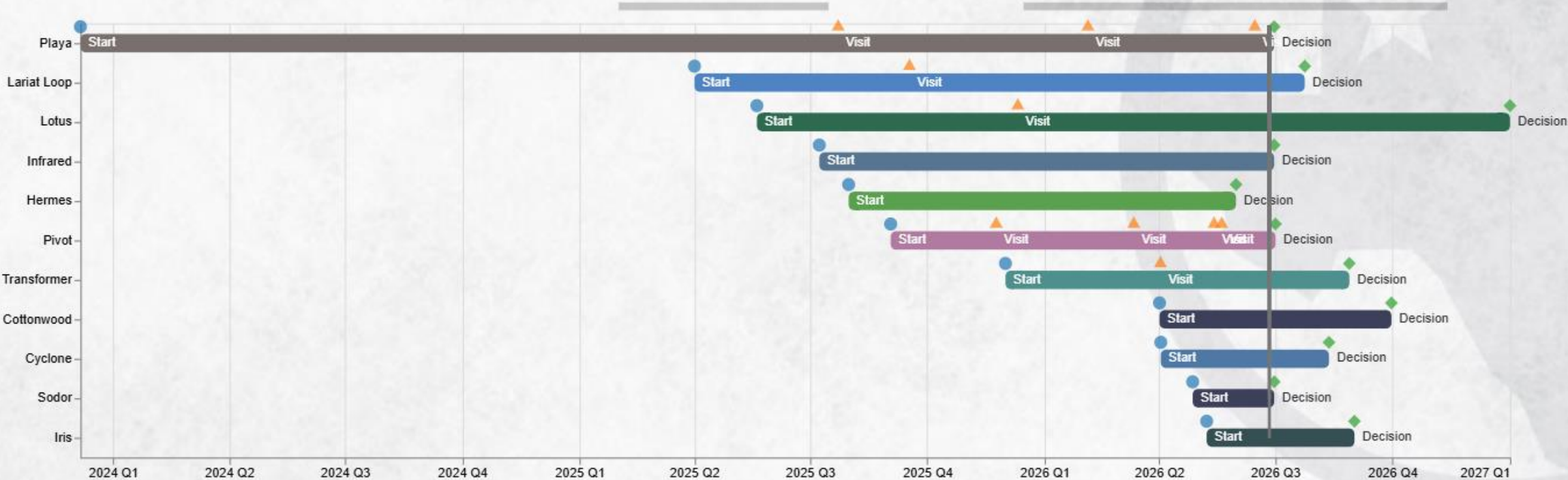
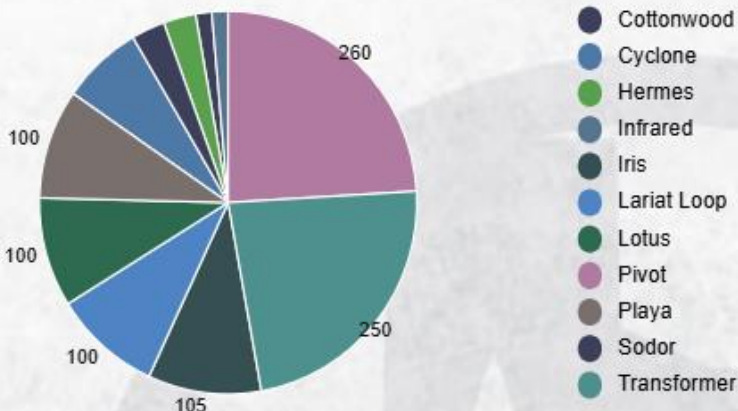
Jobs
7,964

Most Active Projects

Capital Investment by Project



Full Time Jobs 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 - 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

