

CURRENT ECONOMIC CONDITIONS & TRENDS

September 24, 2026



Growing Lubbock



2026

City of Lubbock: 276,180

Lubbock County: 332,430

Texas: 31,245,372

2025-2050

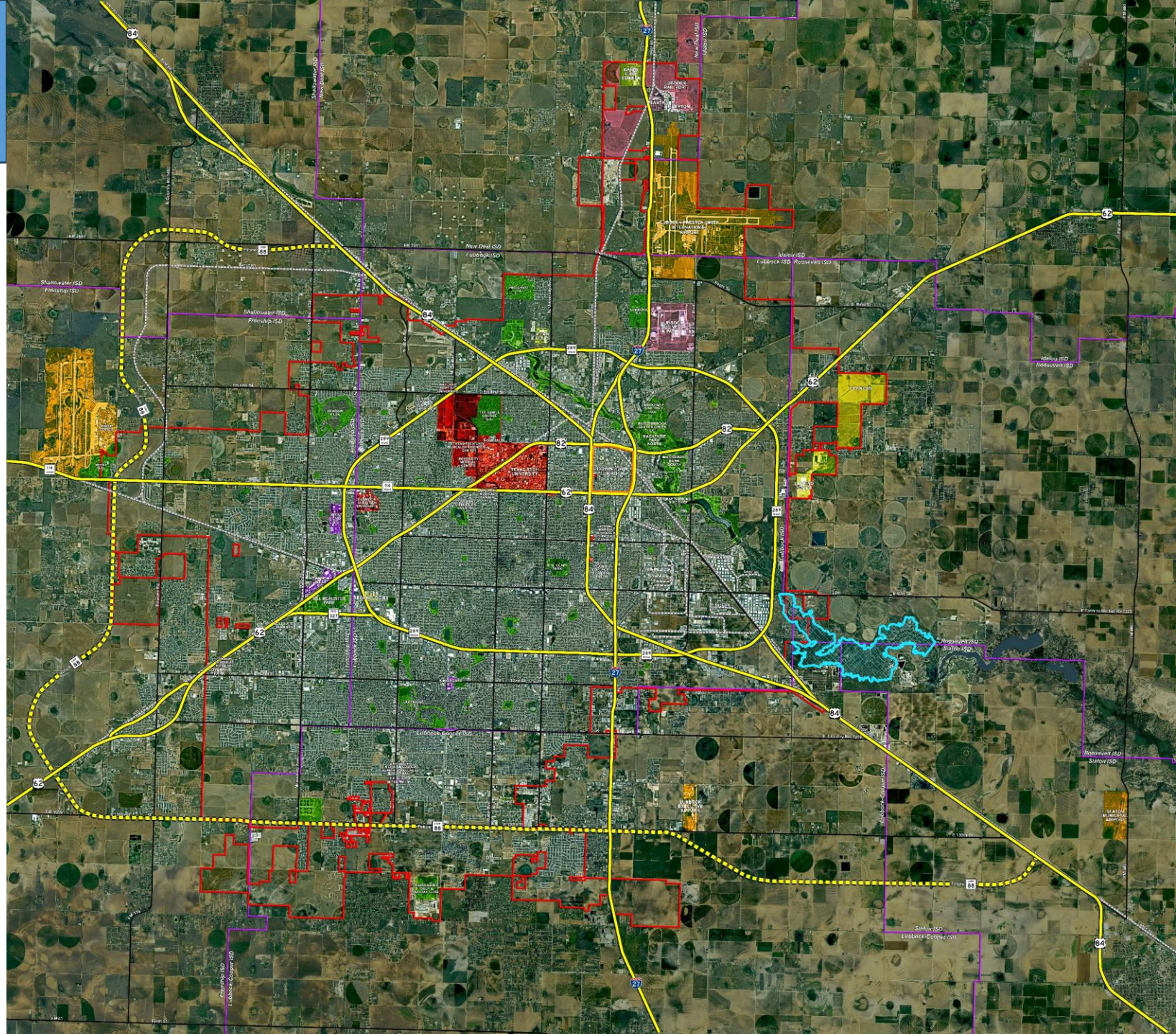
Population Growth

Lubbock Co

19.3%

Texas

28.2%

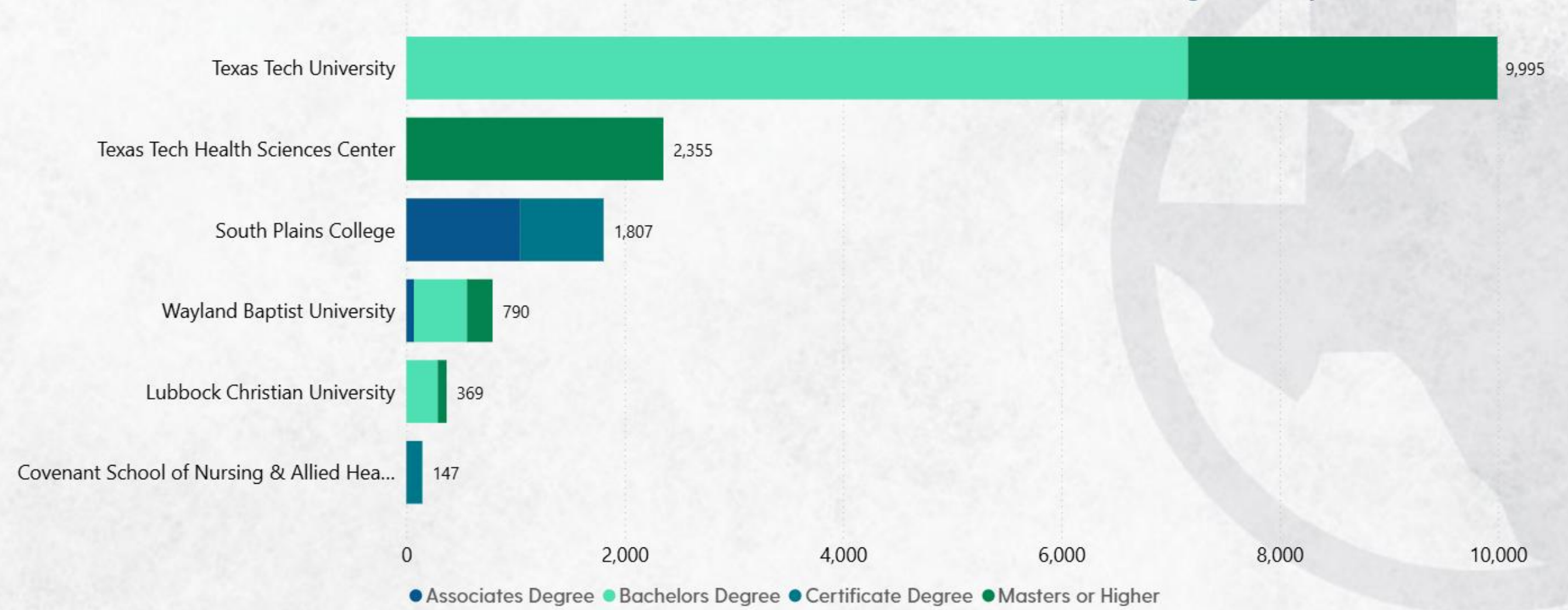


Educational Pipeline

Higher Education Graduates in
2024

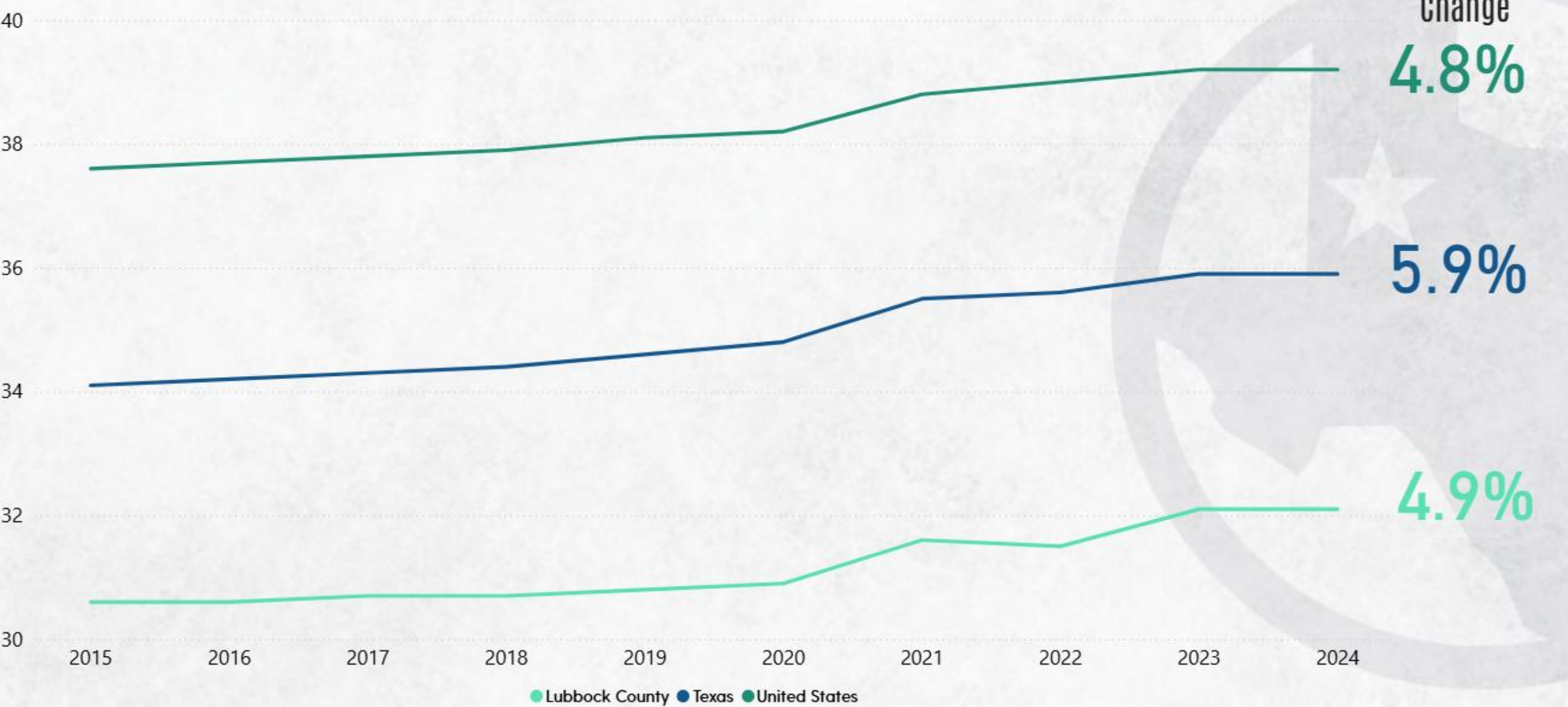
15,463

Change over 5 years: 9.1%



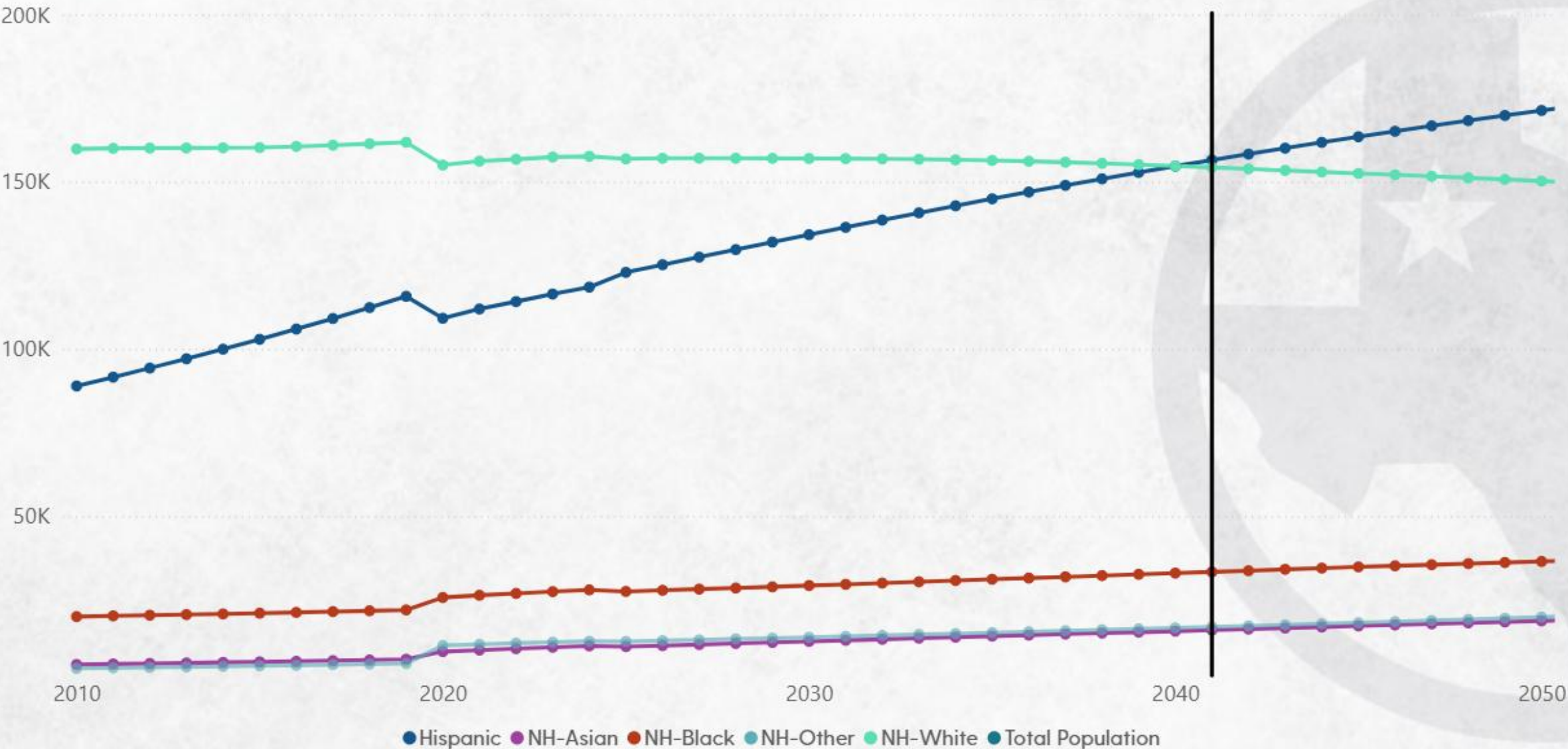
Source: TTU Factbook, TTUHSC Factbook, Lightcast: Lubbock County, Hockley County, Hale County

Population Trends - Median Age



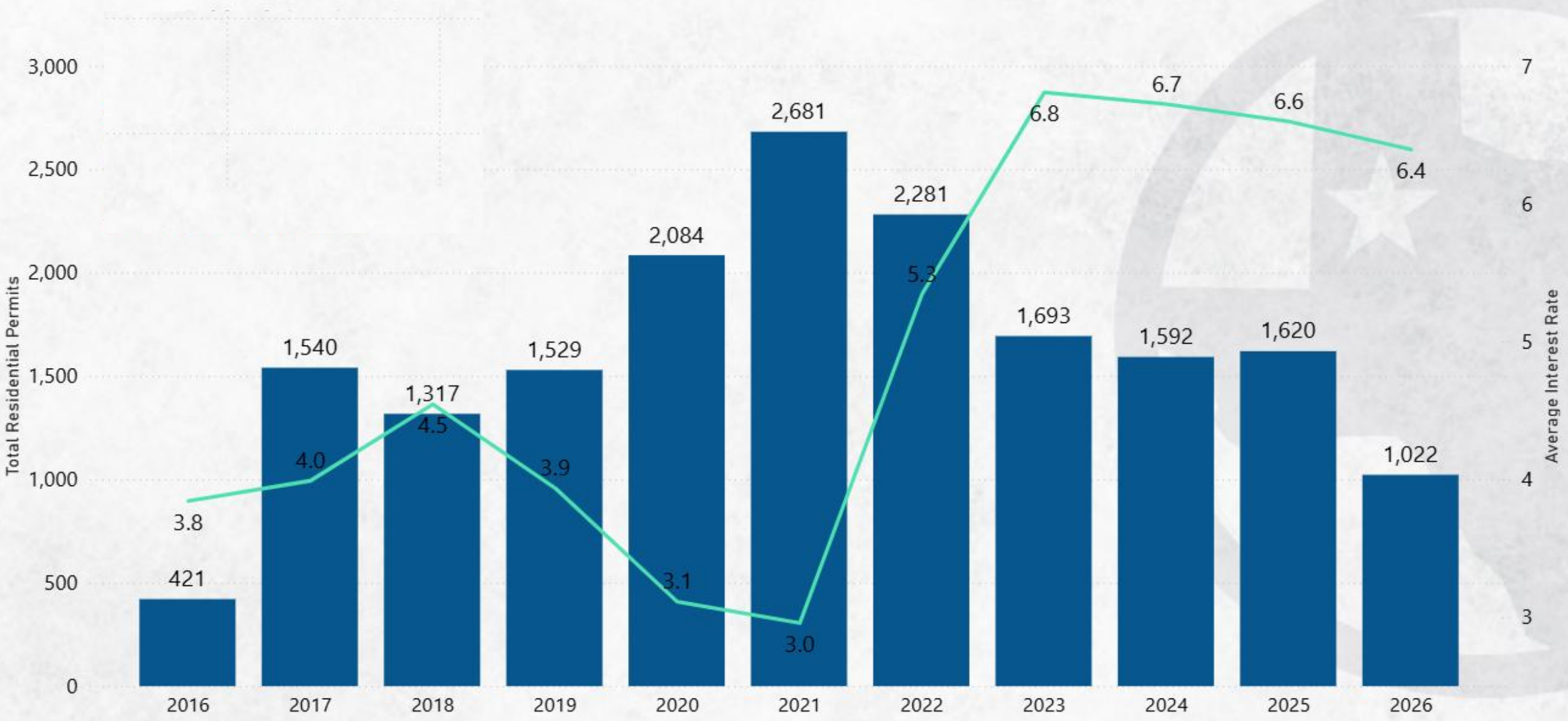
Source: US Census Bureau

Population Trends by Ethnicity



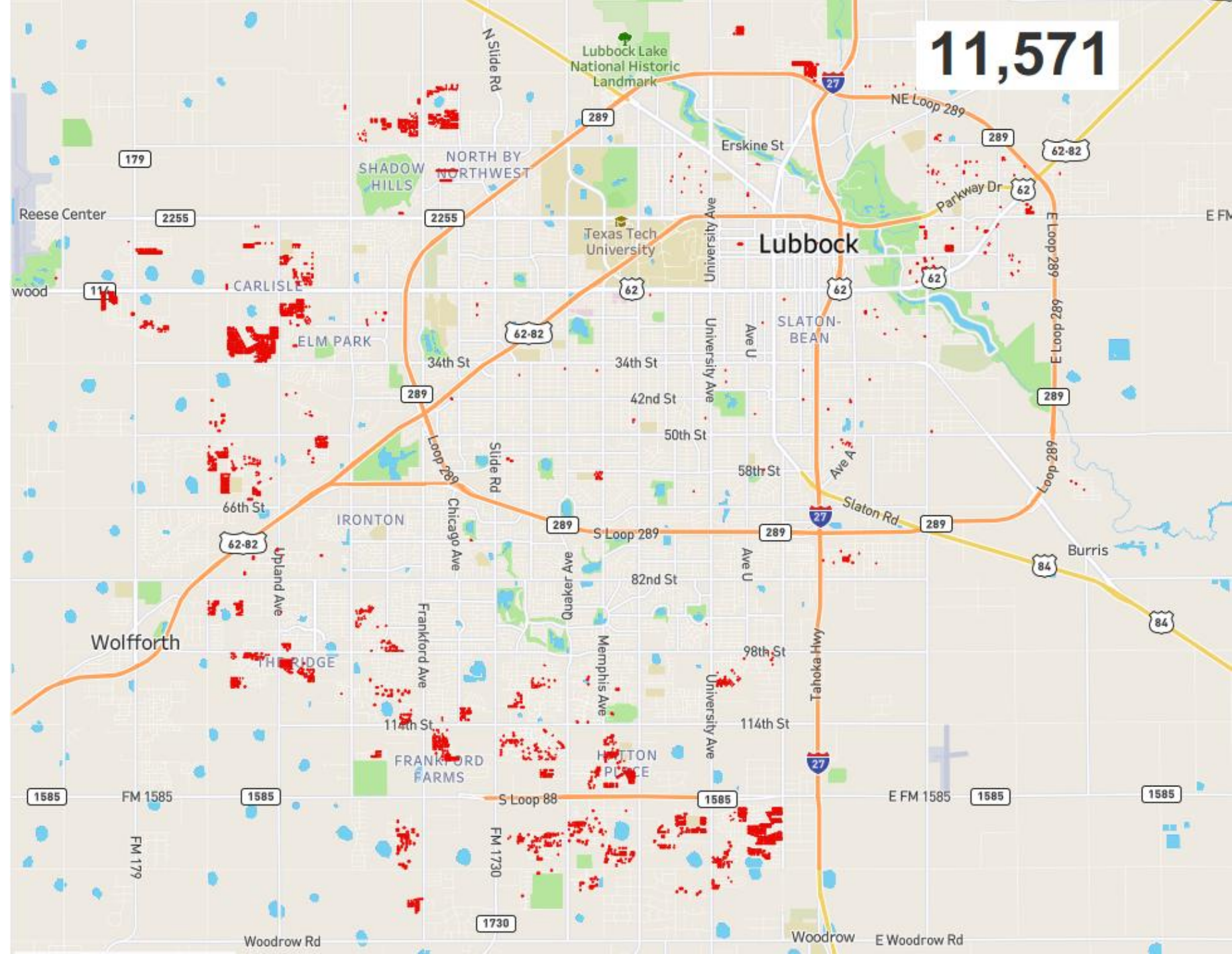
Source: Texas State Demographer

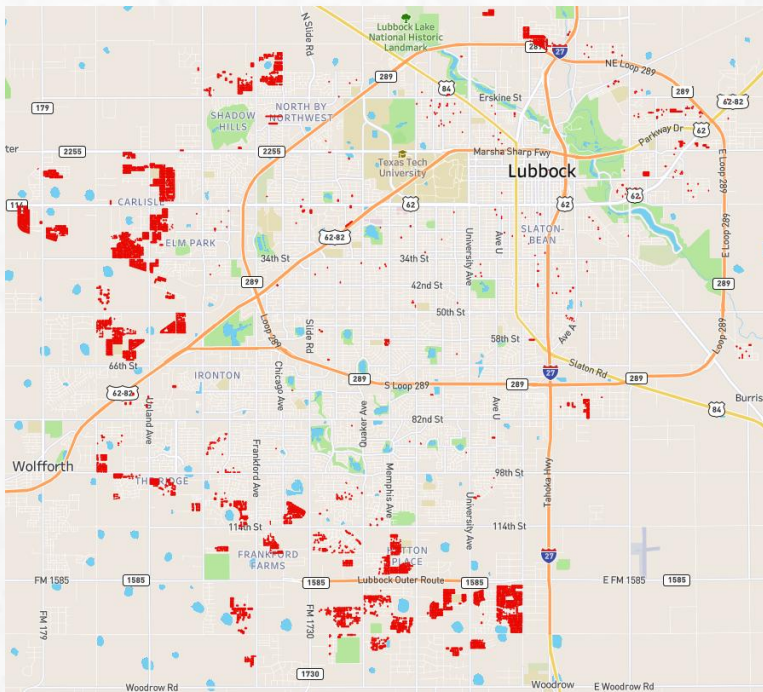
Annual New Residential Permits



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

City of Lubbock New Residential Permits





City of Lubbock

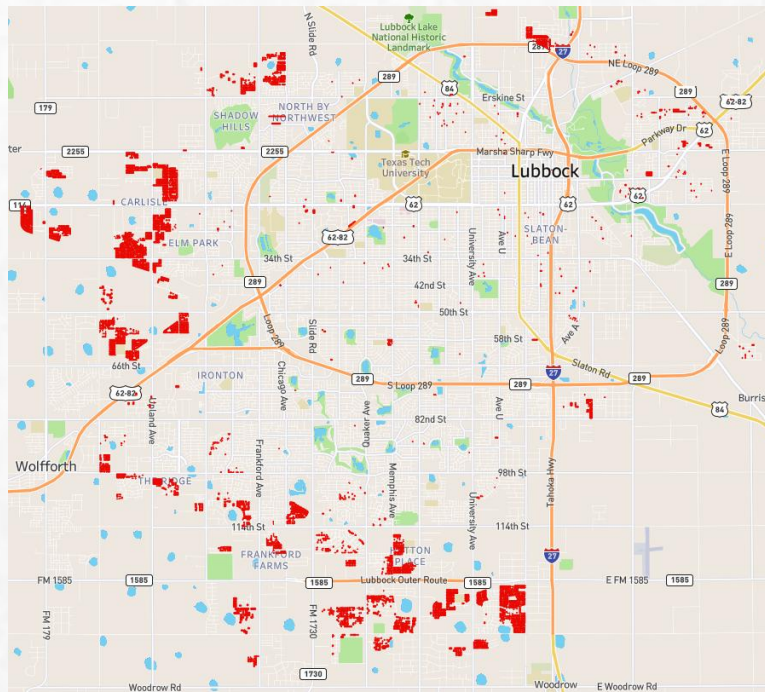
- Population – 275,781
 - 2031 projected population – 290,198 (+5.2%)
- Median age – 31.85
 - 2031 projected median age – 33.71
- Average household income - \$90,560
 - 2031 projected average household income - \$97,702 (+7.89%)
- Median household income - \$60,877.36
- Population age 25+ with bachelor's degree or higher – 56,595 (33.70%)

Population by Race and Ethnicity

White Alone	158,983	57.65%
Black/African American Alone	27,068	9.81%
American Indian/Alaskan Native Alone	3,130	1.14%
Asian Alone	9,934	3.60%
Native Hawaiian/Pacific Islander Alone	300	0.11%
Some Other Race Alone	34,790	12.62%
Two or More Races	41,576	15.08%
Hispanic/Latino	106,382	38.58%
Not Hispanic/Latino	169,399	61.42%

Population by Age

	2026		Projected 2031	
0-17	61,712	22.37%	62,657	21.59%
18-24	46,076	16.71%	44,640	15.38%
25-44	77,076	27.95%	82,038	28.27%
45-64	52,293	18.96%	57,306	19.75%
65-84	34,461	12.49%	38,531	13.28%
85+	4,163	1.51%	5,026	1.73%



City of Lubbock

- Households – 108,069
 - 2031 projected households – 114,146 (+5.6%)
- Average household size – 2.45
- Owner occupied housing units – 55,988 (51.81%)
 - Owner occupied length of residence – 16.20 years
- Renter occupied housing units – 52,081 (48.19%)
 - Renter occupied length of residence – 5.90 years
- Average vehicles per household – 1.70

Owner Occupied Housing Units by Value

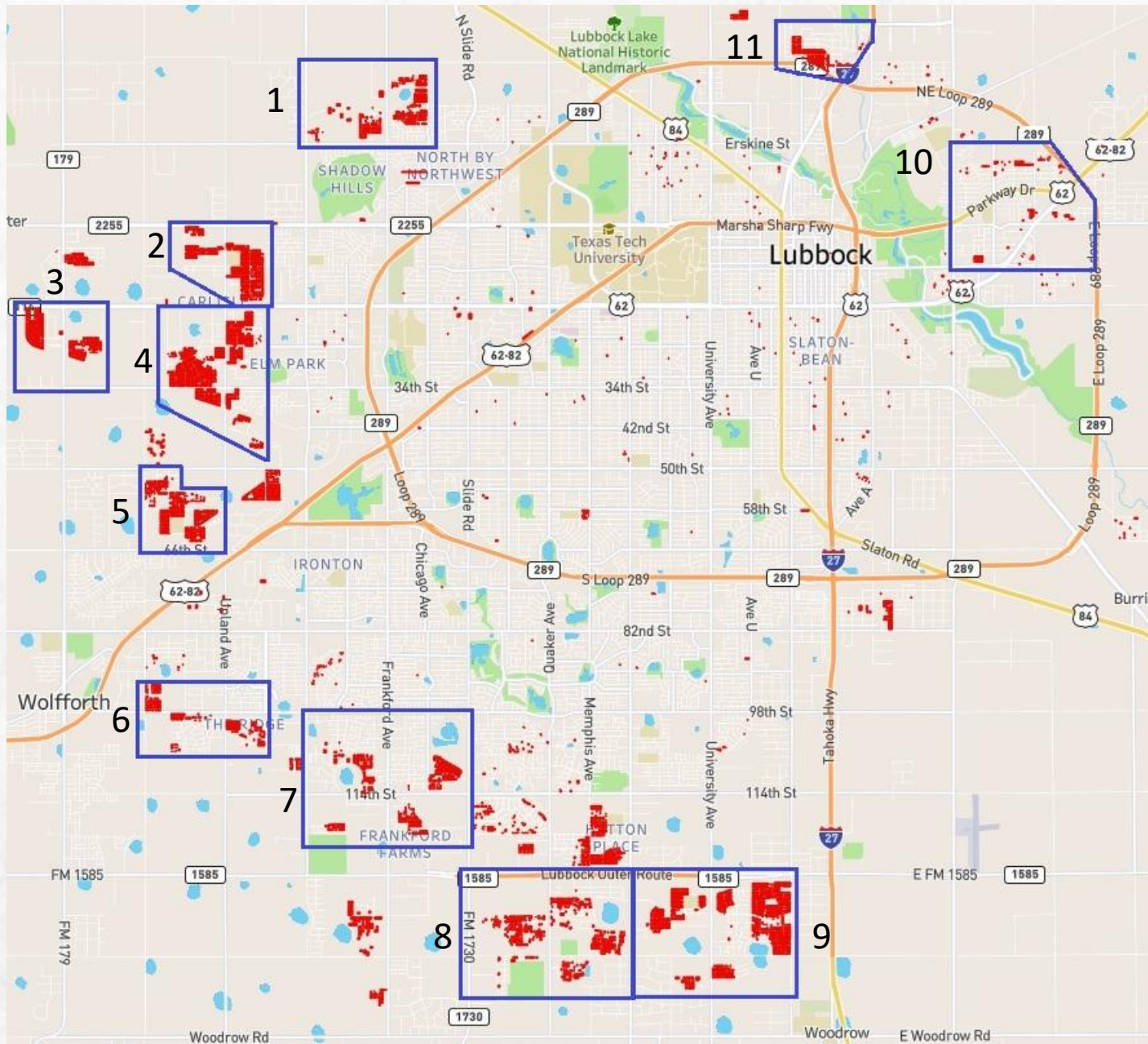
Less than \$20,000	1,094	1.95%
\$20,000-\$99,999	7,451	13.30%
\$100,000-\$299,999	31,281	55.86%
\$300,000-\$749,999	14,226	25.40%
\$750,000-\$1,499,999	1,693	3.03%
\$1,500,000,000 or more	243	0.43%

Households by Household Size

1-person household	31,860	29.48%
2-person household	35,202	32.57%
3-person household	16,815	15.56%
4-person household	14,090	13.04%
5-person household	6,314	5.84%
6-person household	2,425	2.24%
7-person household	1,363	1.26%

Number of Vehicles

No vehicles	6,686	6.19%
1 vehicle	40,750	37.71%
2 vehicles	41,937	38.81%
3 vehicles	13,997	12.95%
4 vehicles	3,471	3.21%
5 or more vehicles	1,28	1.14%



Growth Areas

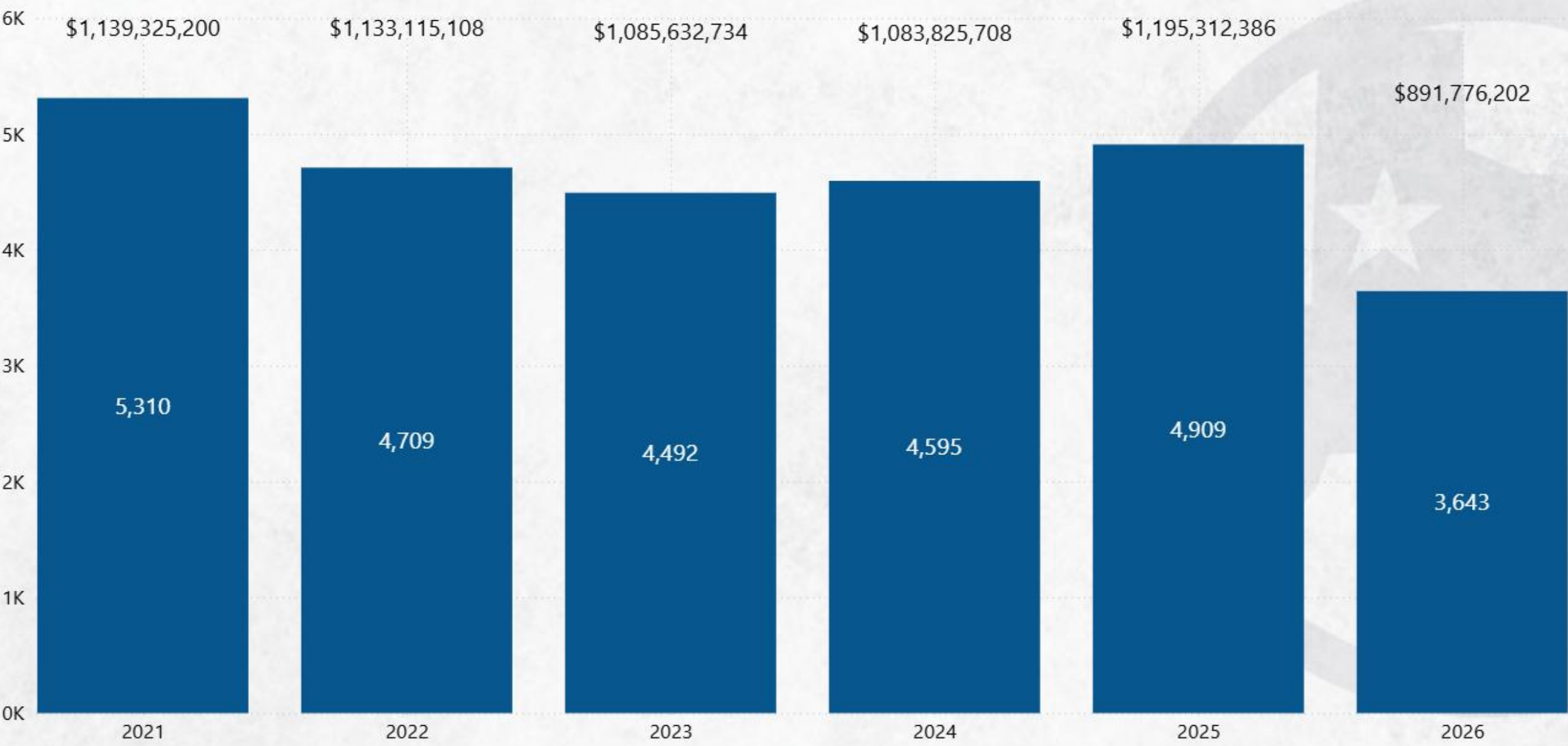
1. Chicago -> Milwaukee, Ursuline -> Erskine
2. Pontiac -> Wausau, 4th St. -> 19th St.
3. East of Reese
4. Quitman -> Yuma, 19th St. -> 34th St.
5. Upland -> Alcove, 50th St. -> 66th St.
6. Quincy -> Alcove, 91st St. -> 106th St.
7. Slide -> Milwaukee, 98th St. -> 124th St.
8. Indiana -> Slide, 130th St. -> 154th St.
9. Ave. P -> Indiana, 130th St. -> 154th St.
10. MLK -> E. Loop 289, Erskine -> Broadway
11. Lubbock Country Club

To explore detailed demographic data for any of these areas, scan this QR code



bitly

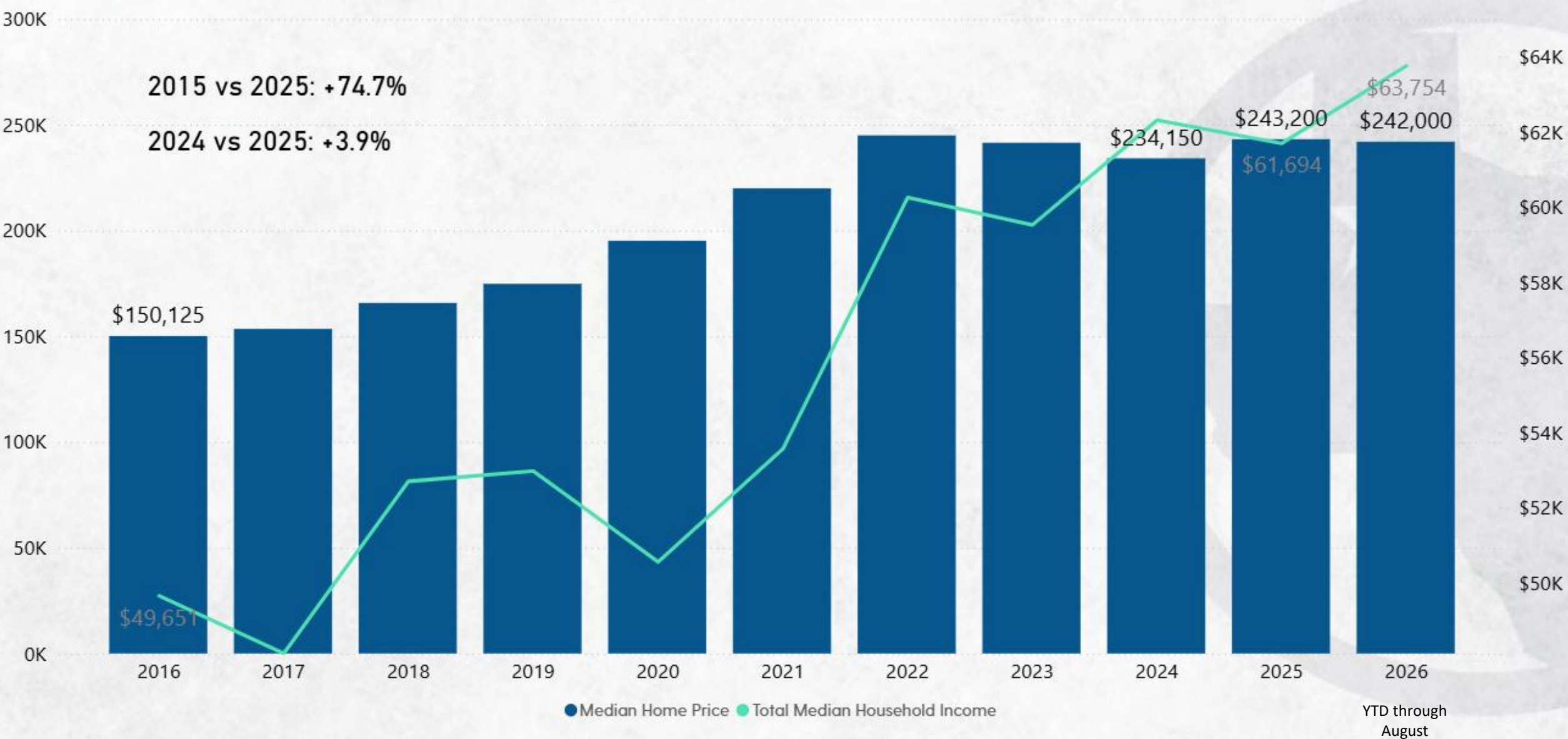
Homes Sold and Total Sales Value



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

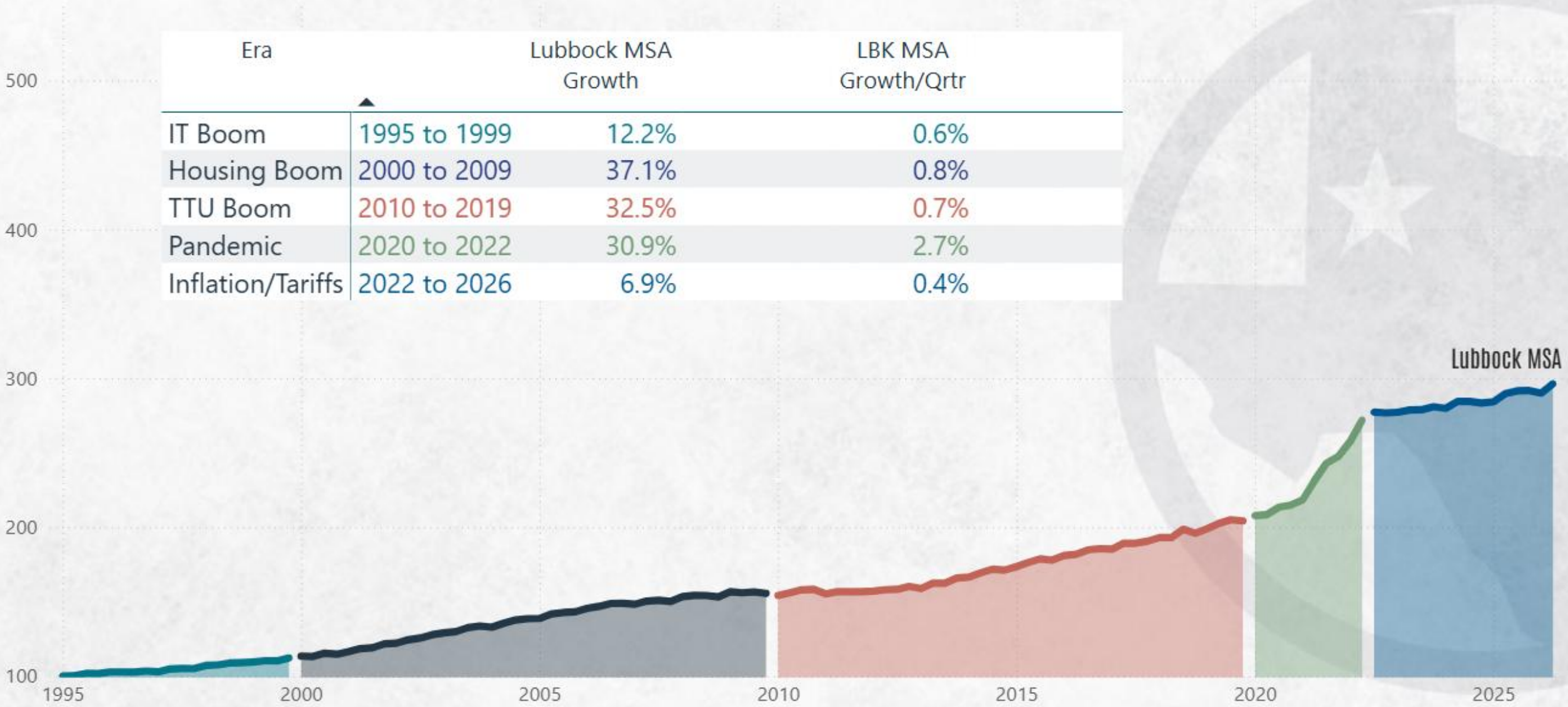
YTD through August

Median Home Prices & Median Household Income



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

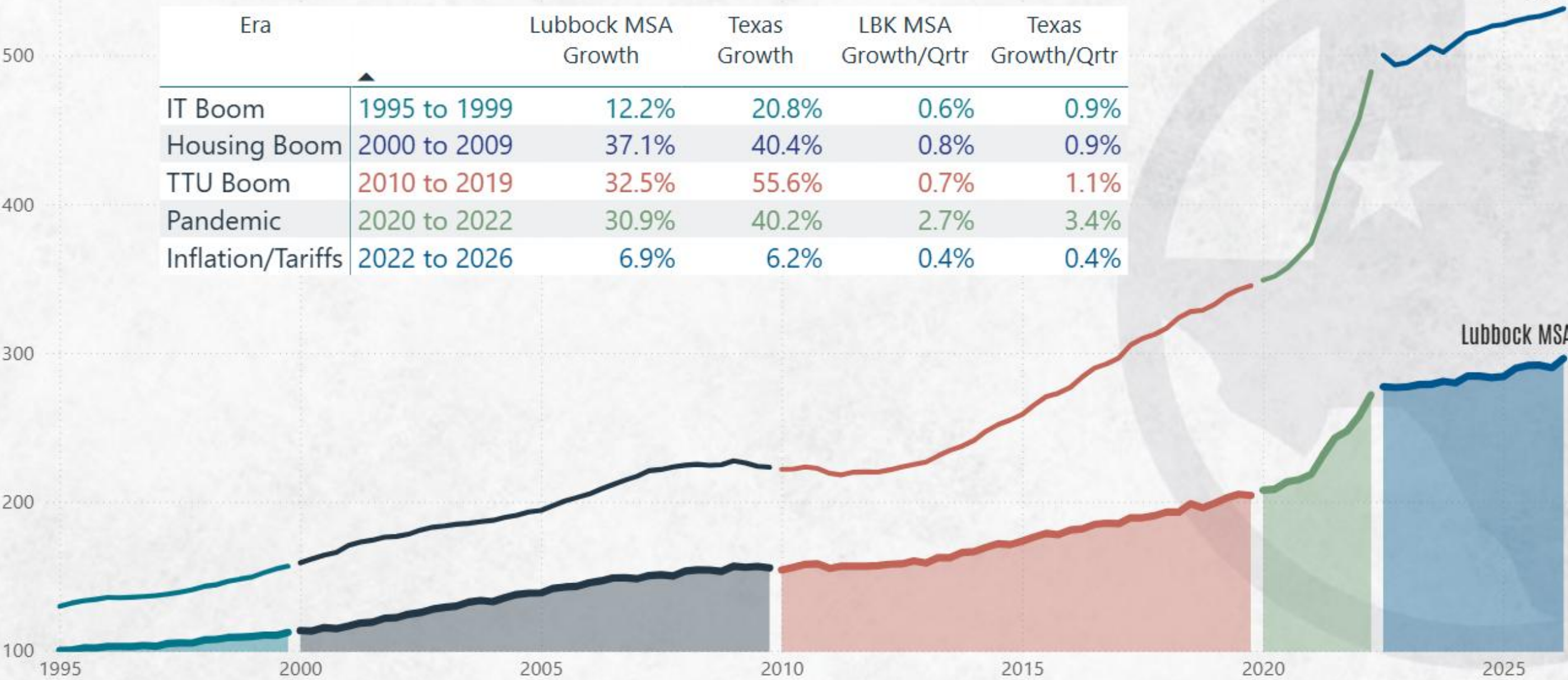
Home Price Index - Lubbock MSA



Source: St. Louis Fed (FRED)

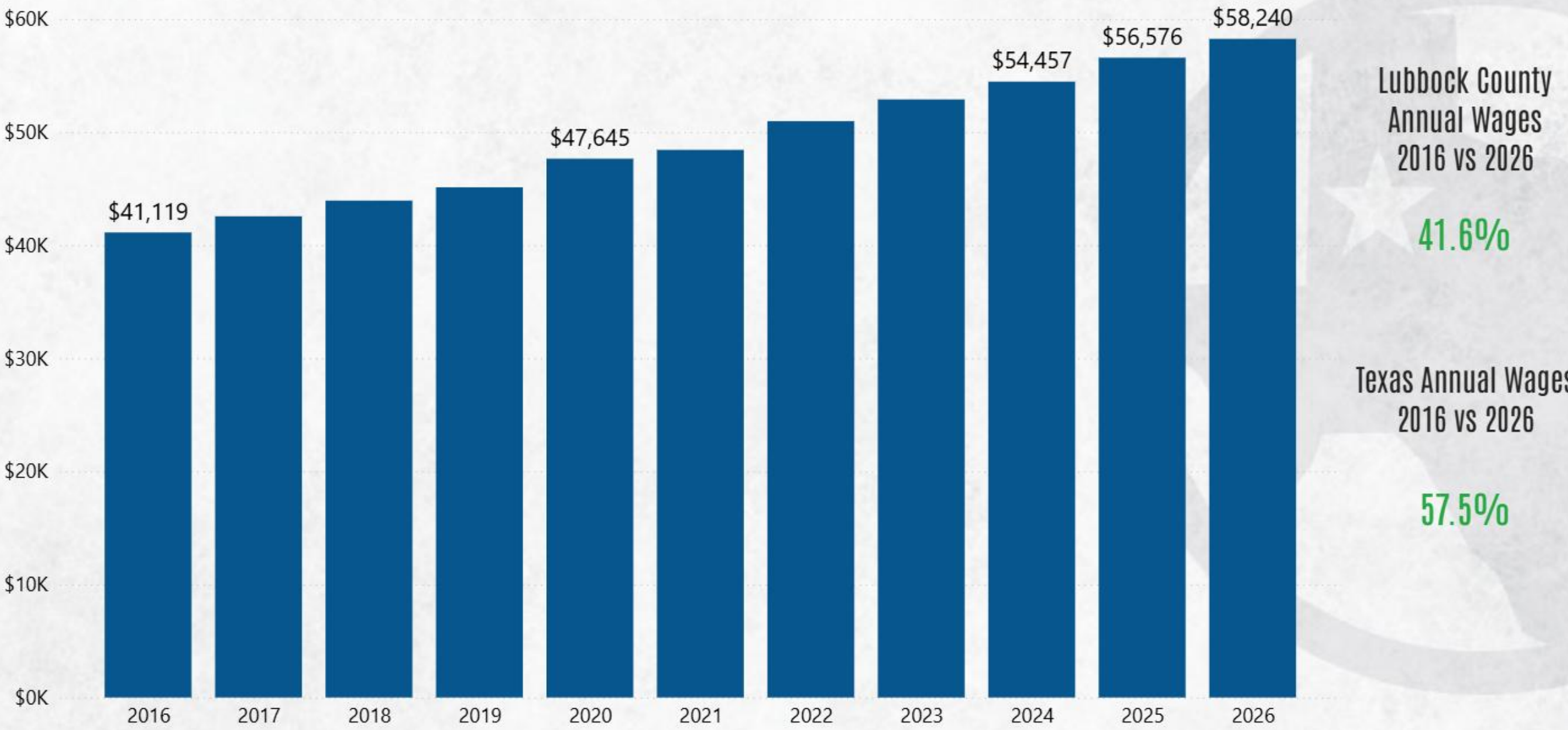
Home Price Index - Lubbock MSA

State of Texas shown as benchmark



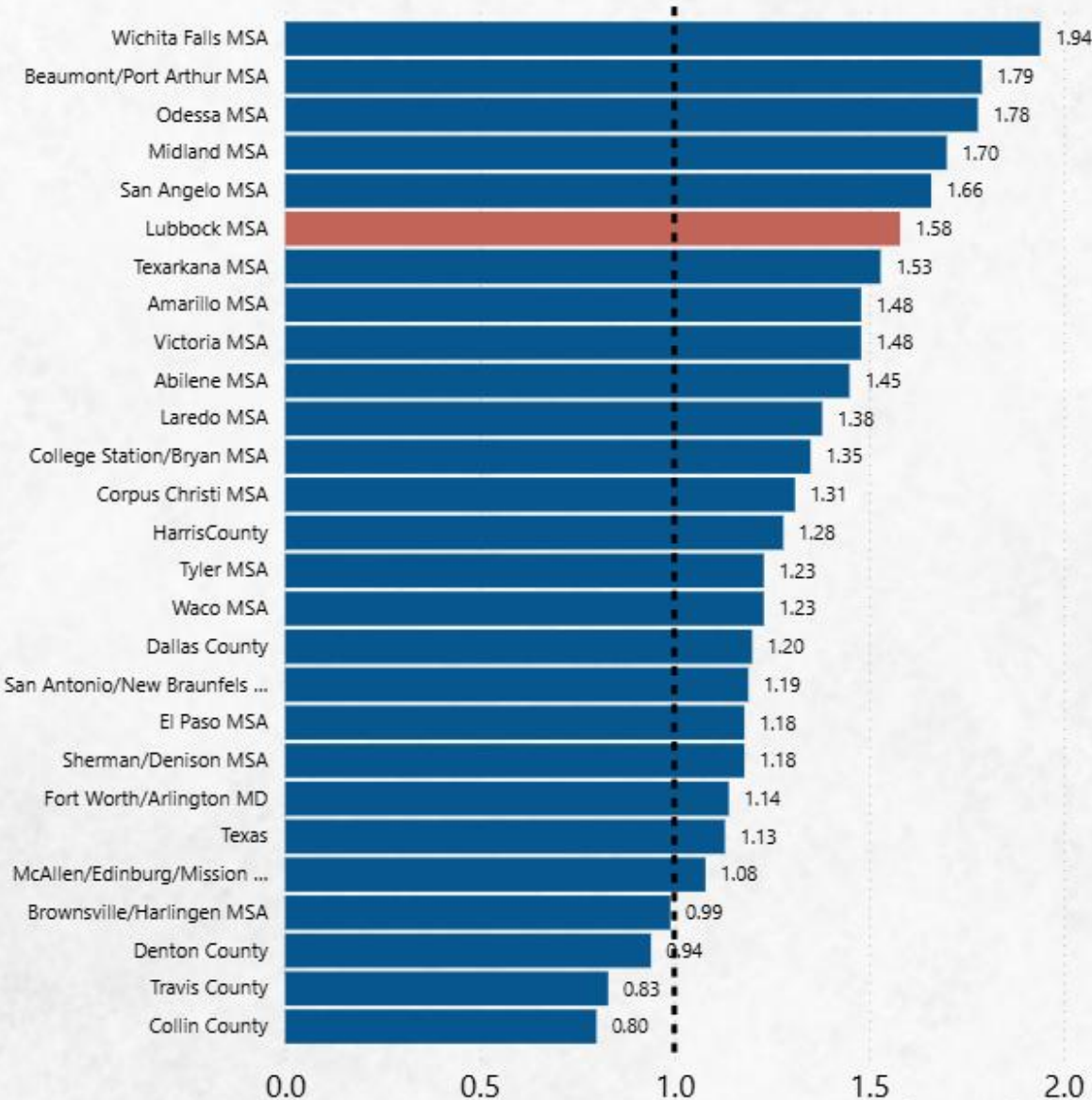
Source: St. Louis Fed (FRED)

Average Annual Wages

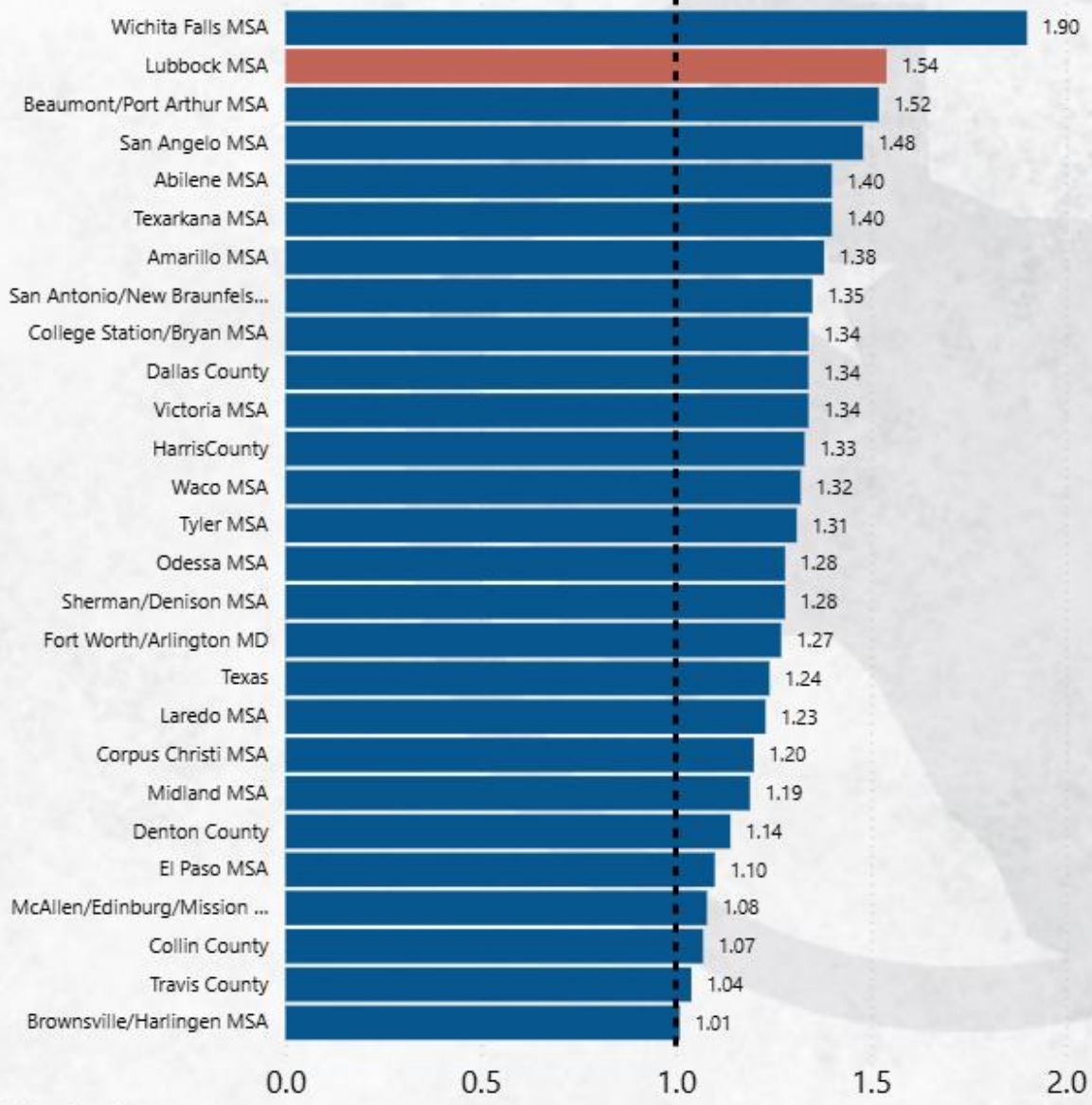


Texas Housing Affordability

2nd Quarter 2022

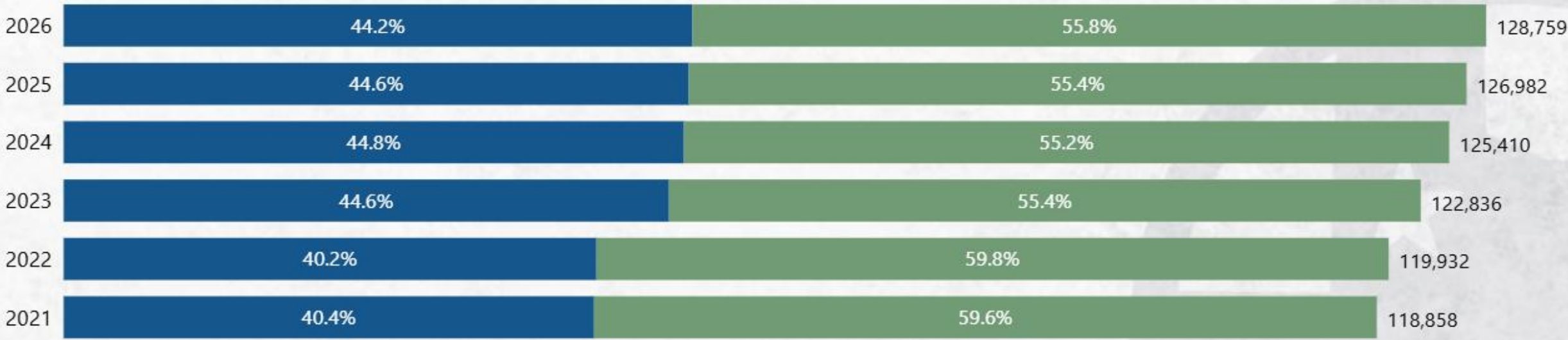


2nd Quarter 2026



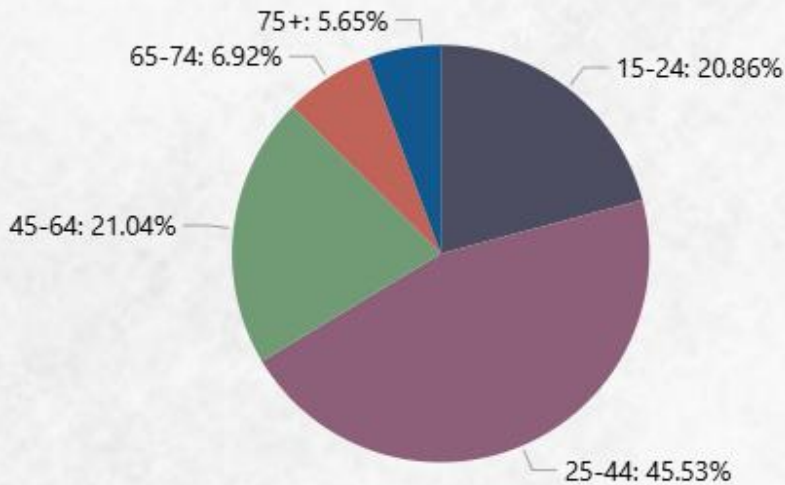
Source: Texas A&M Real Estate Center

Lubbock County Households

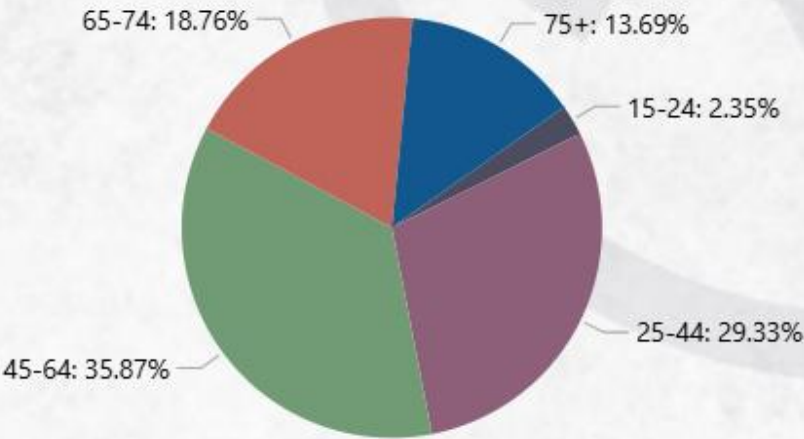


● Renter Occupied ● Owner Occupied

2026 Renter Occupied Households by Age

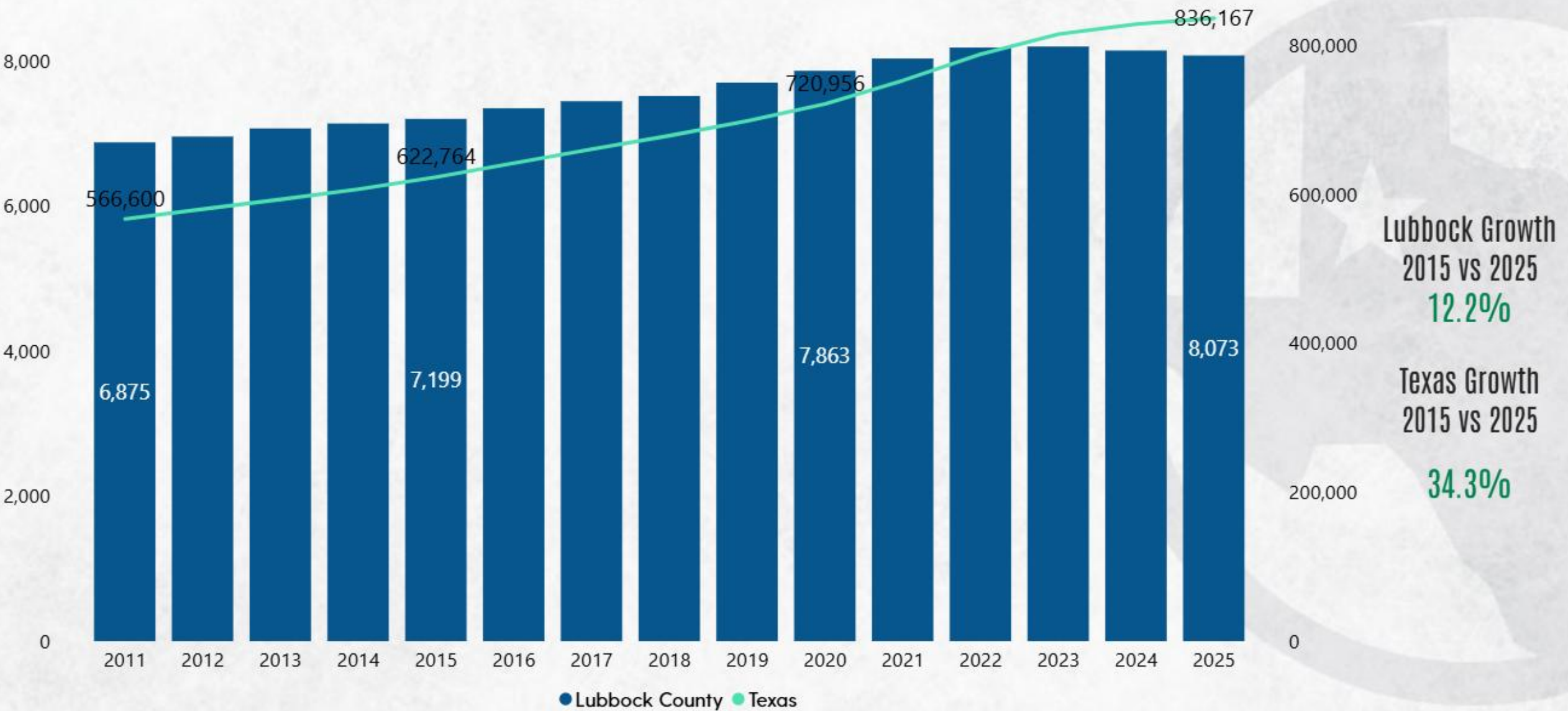


2026 Owner Occupied Households by Age



Source: Claritas Spotlight

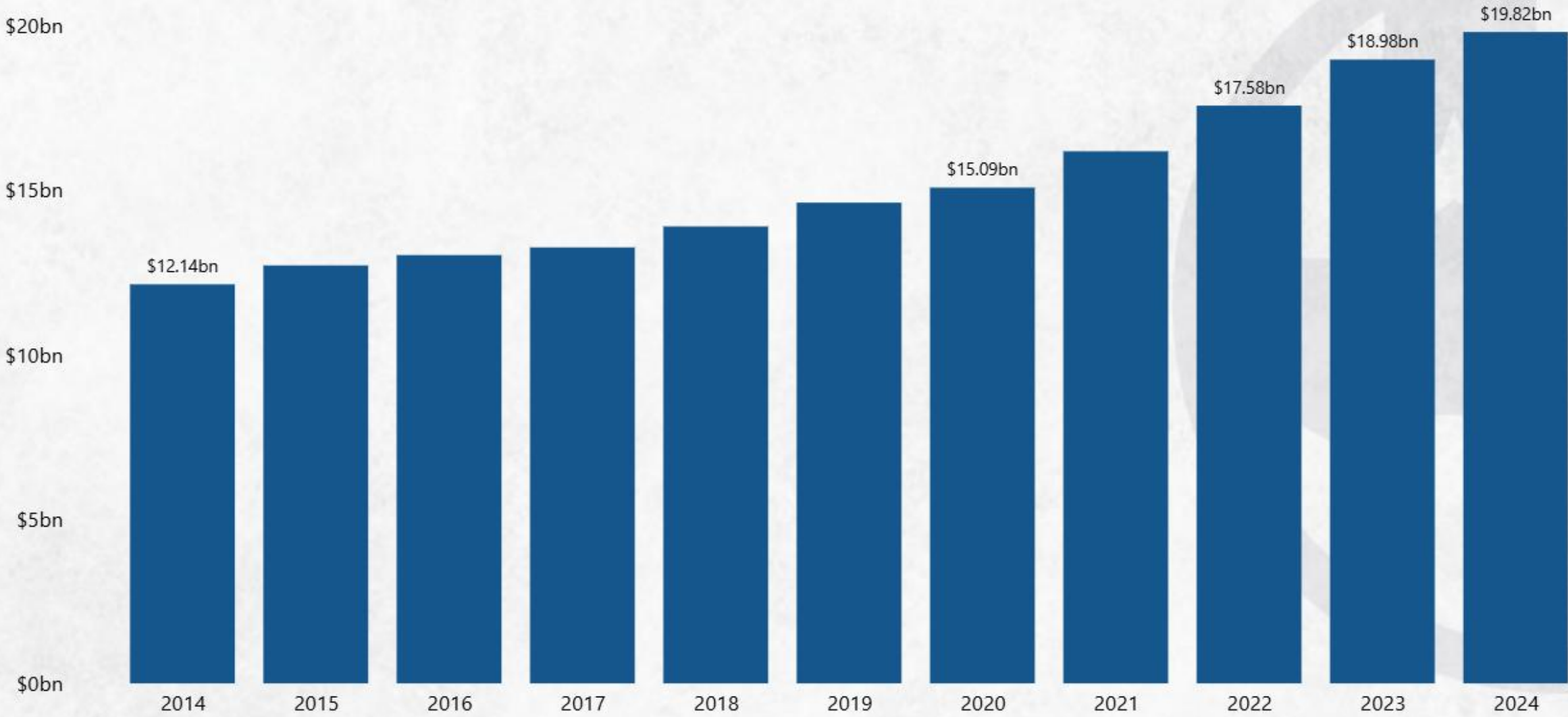
Establishments - All Private Industries



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

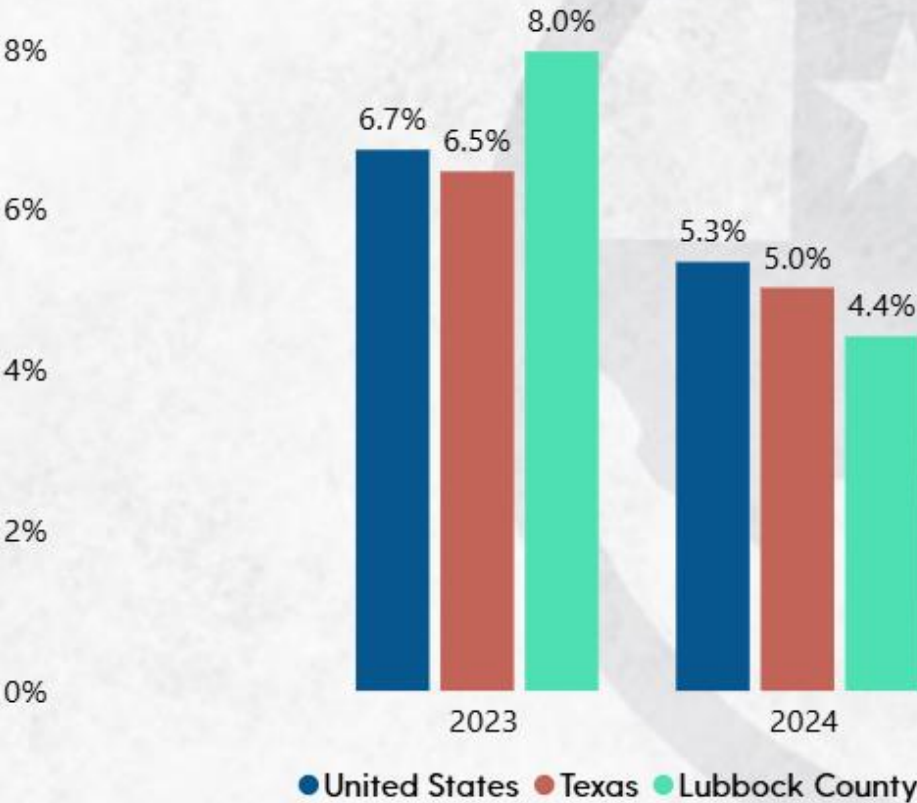
74.0%



10-Year U.S. Growth Rate

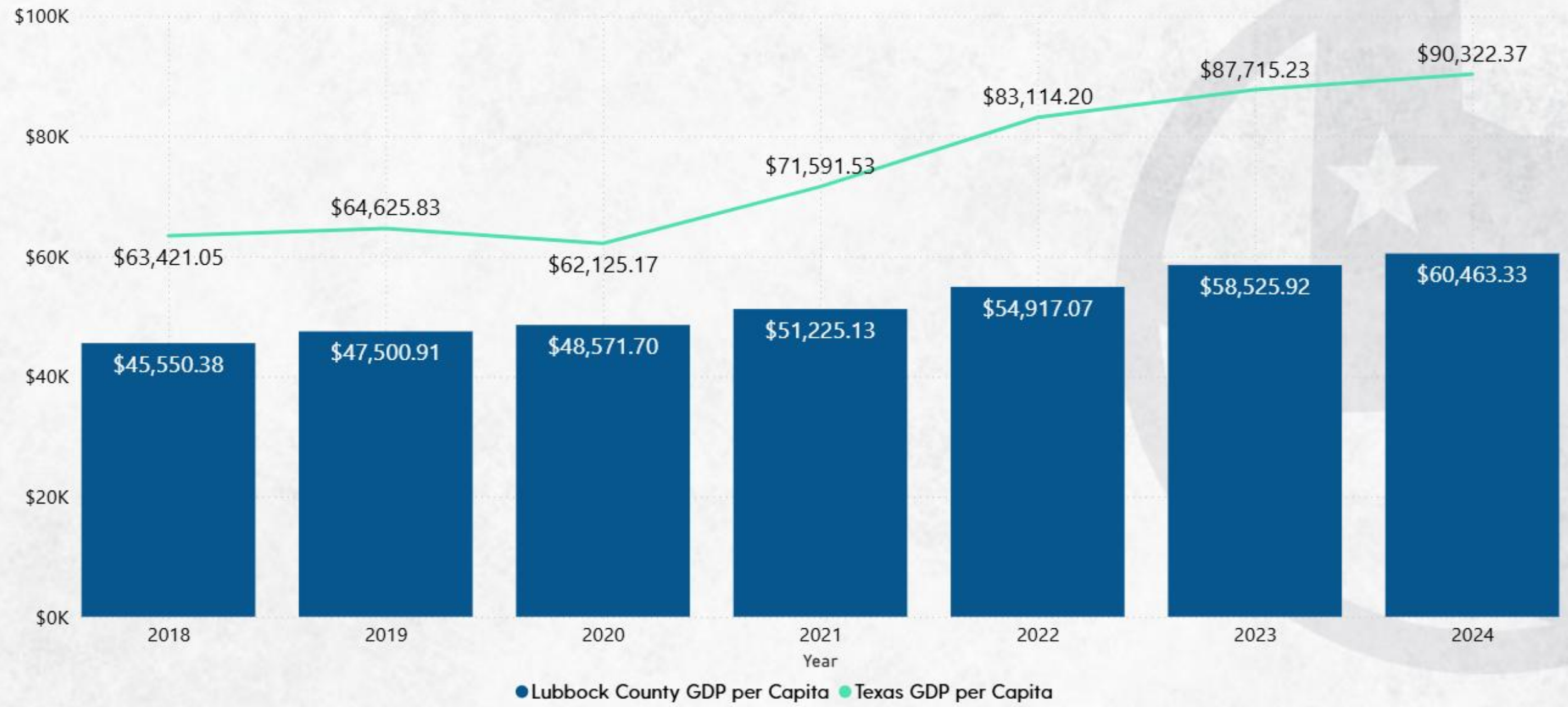
66.4%

Recent Economic Growth Rate



Nominal GDP per Capita

(Gross Domestic Product): the total value of goods produced and services provided within a geographic area



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

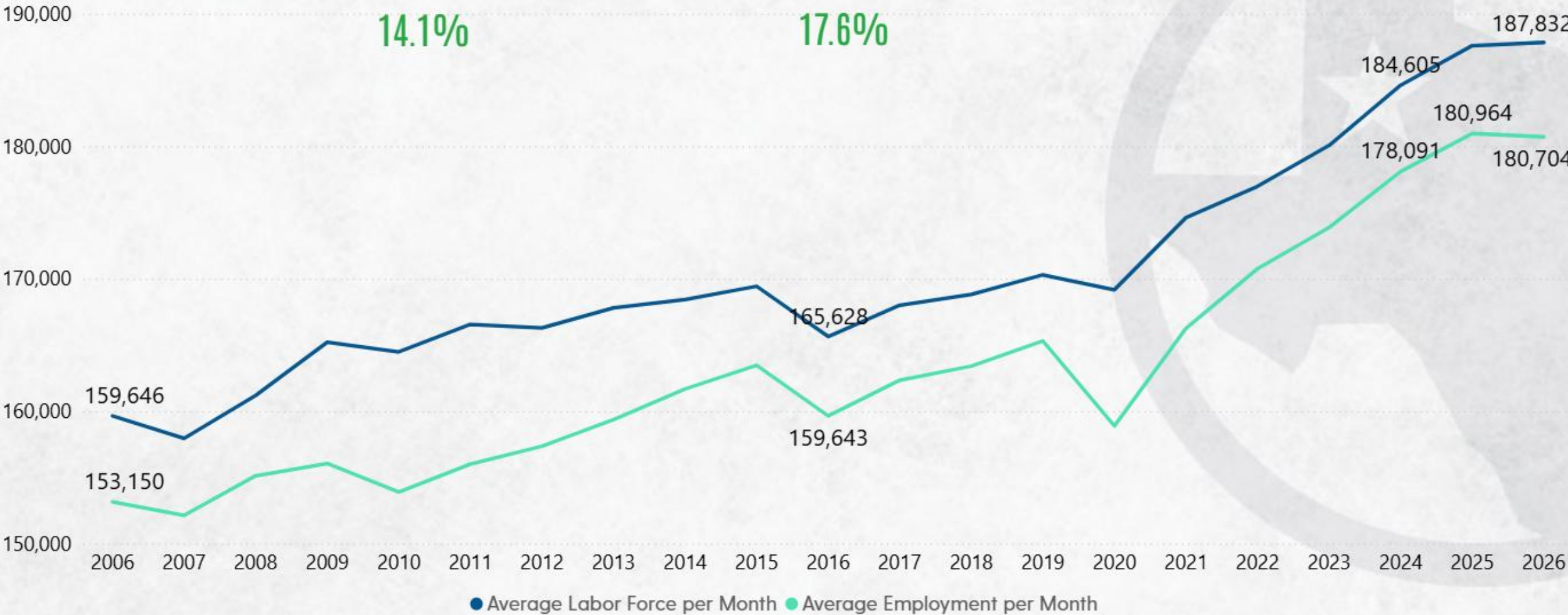
Lubbock MSA Employed vs Labor Force

Lubbock MSA Labor Force Change
2010 vs 2025

14.1%

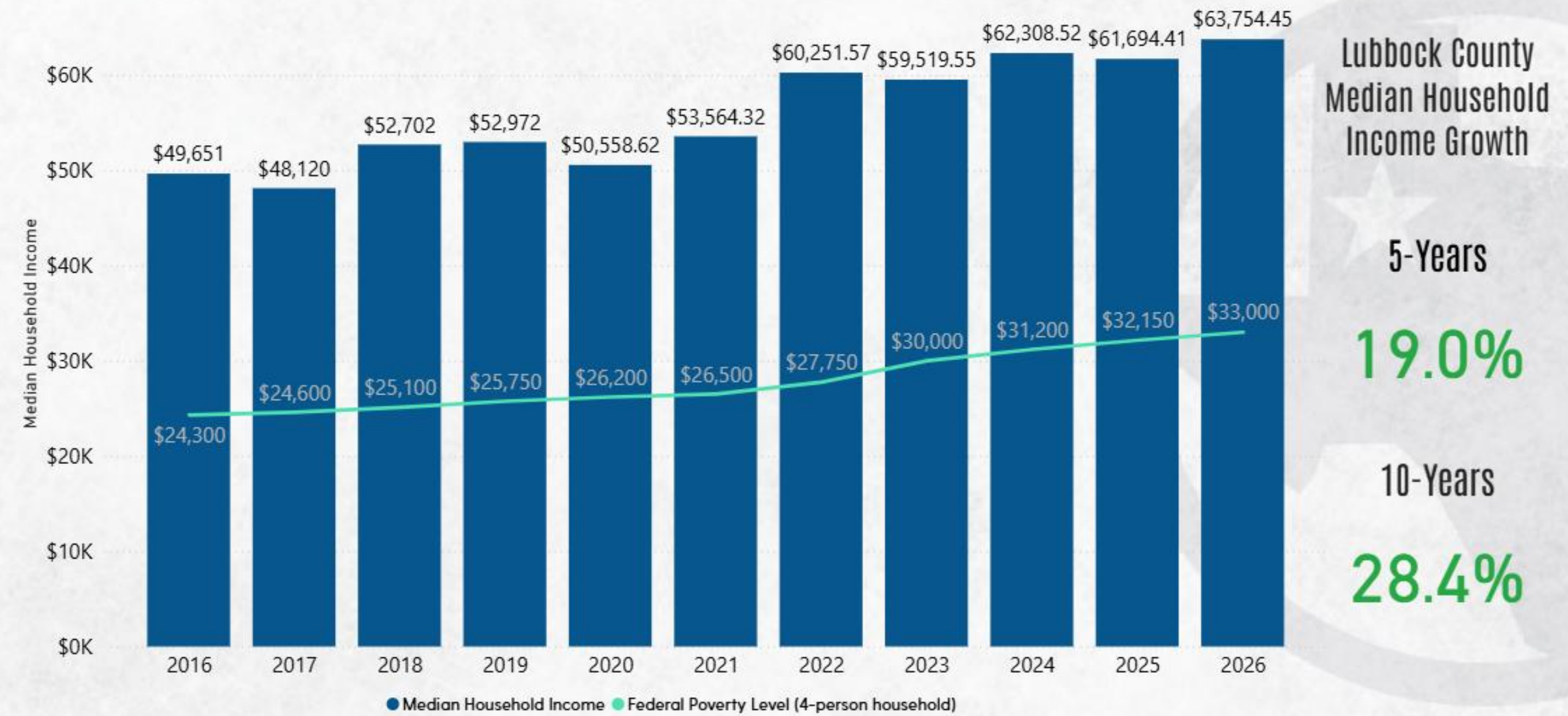
Lubbock MSA Employment Change
2010 vs 2025

17.6%



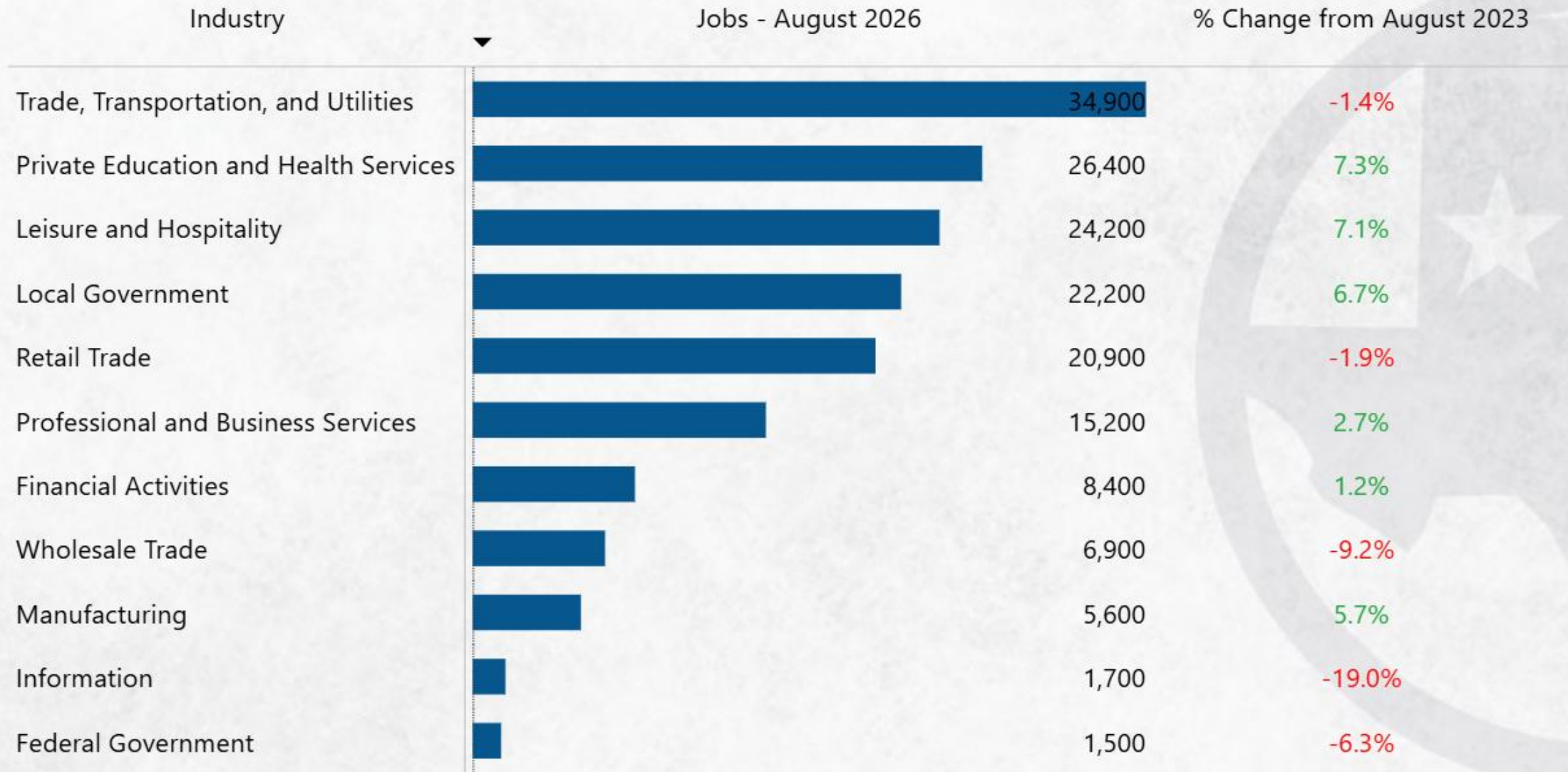
Source: Texas LMI, LAUS

Median Household Income



Source: Claritas Spotlight, US Census Bureau

Job Growth by Industry

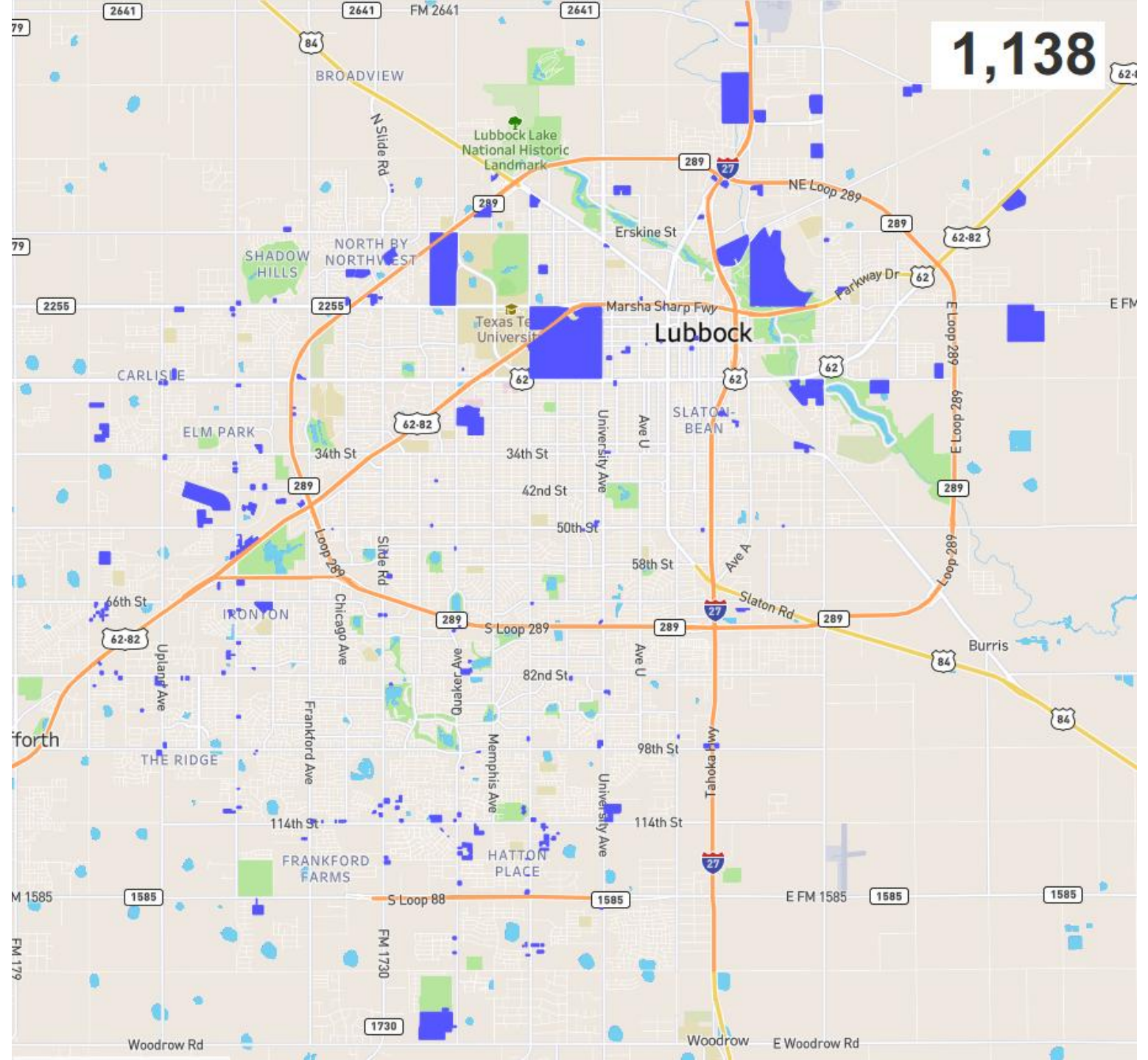


Source: Texas LMI (CES)

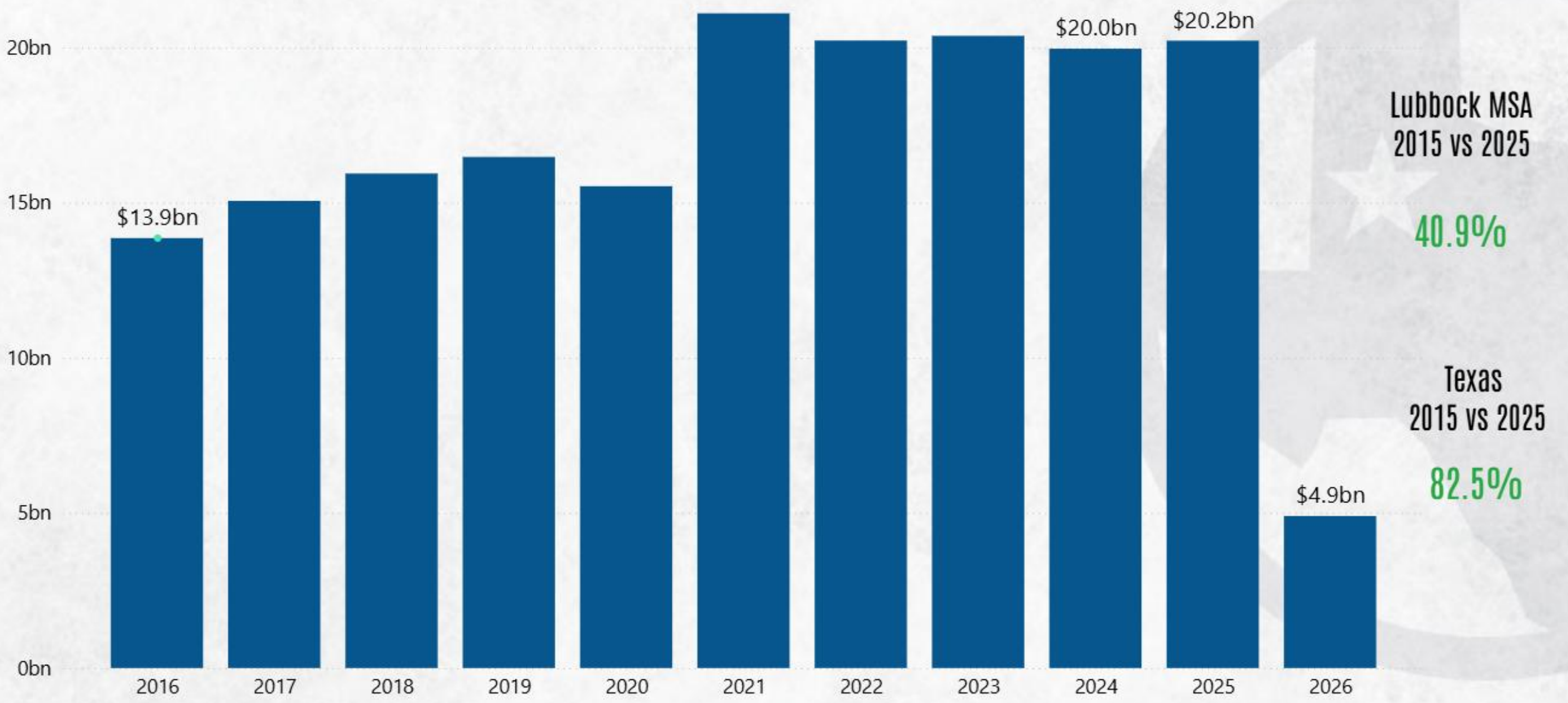
2020-August 2026

City of Lubbock

New Commercial Permits



Lubbock MSA - Total Gross Sales

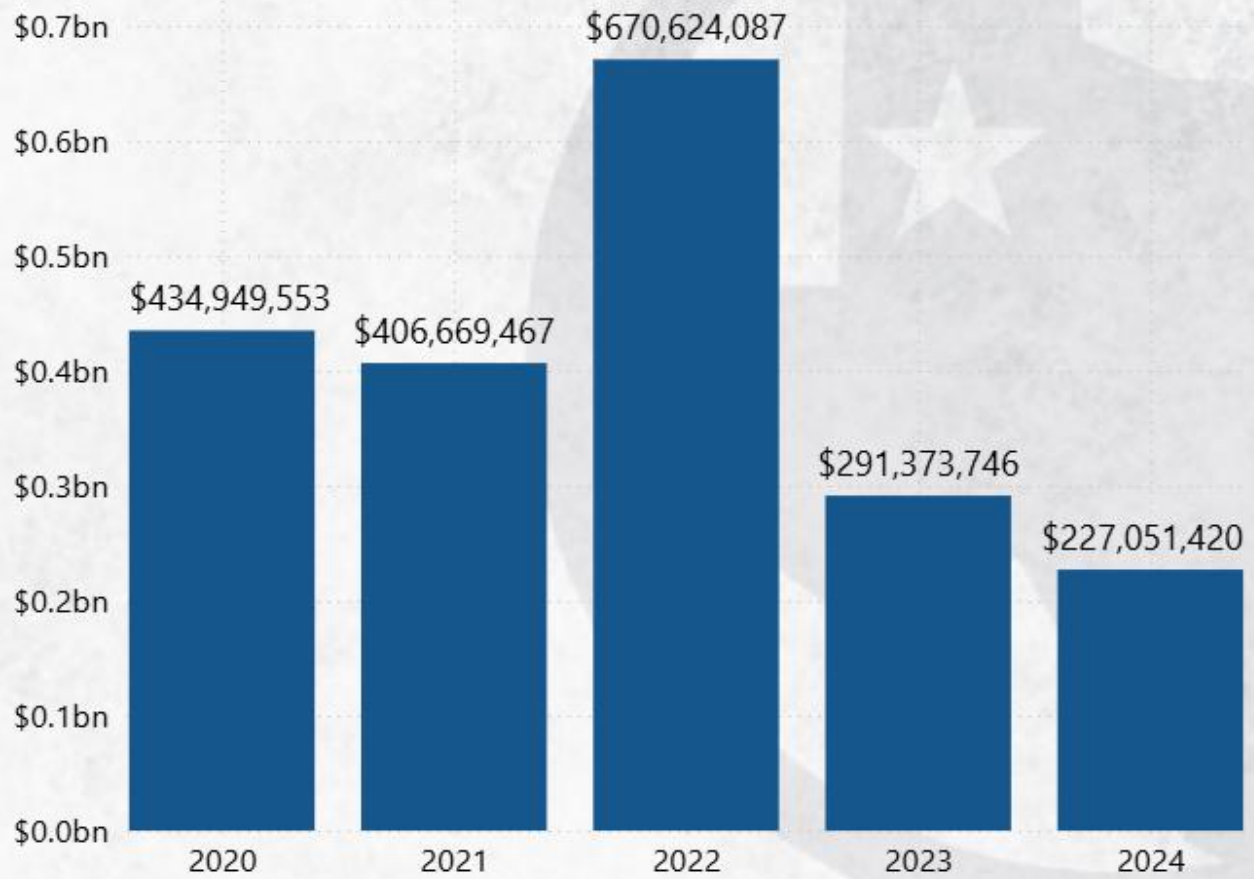
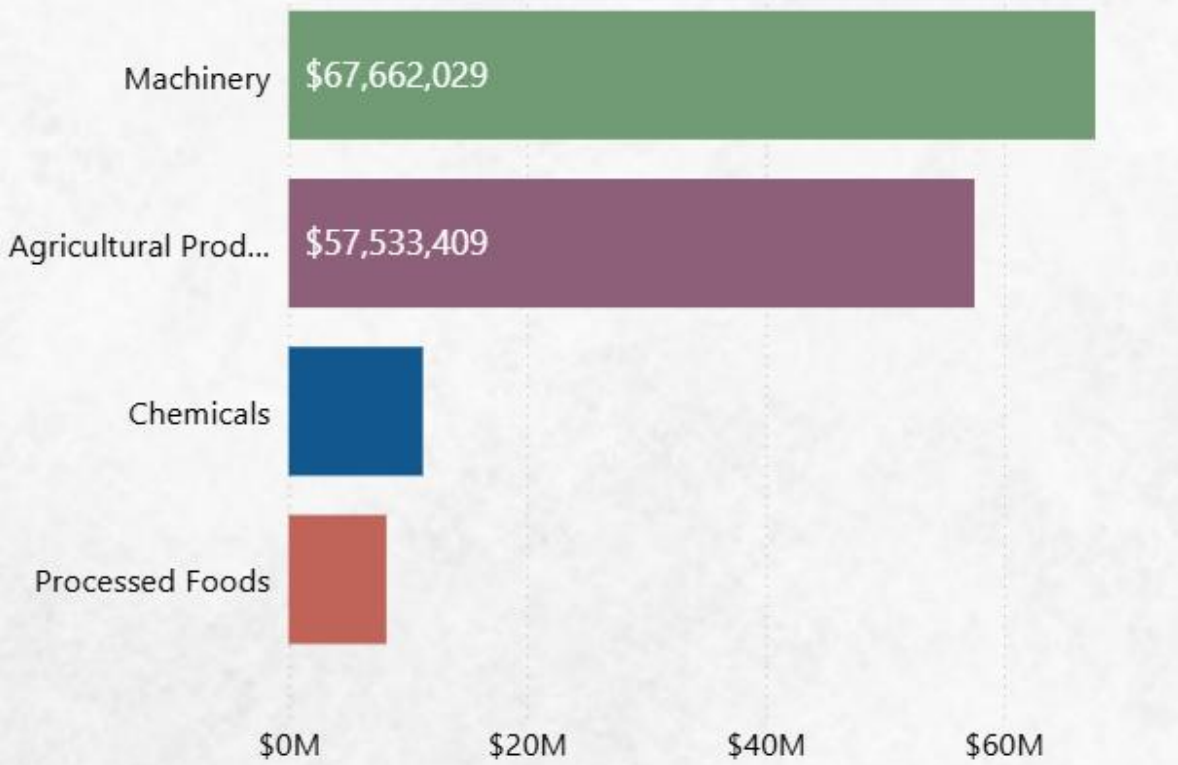


Source: Texas Comptroller of Public Accounts

YTD through
1st Quarter

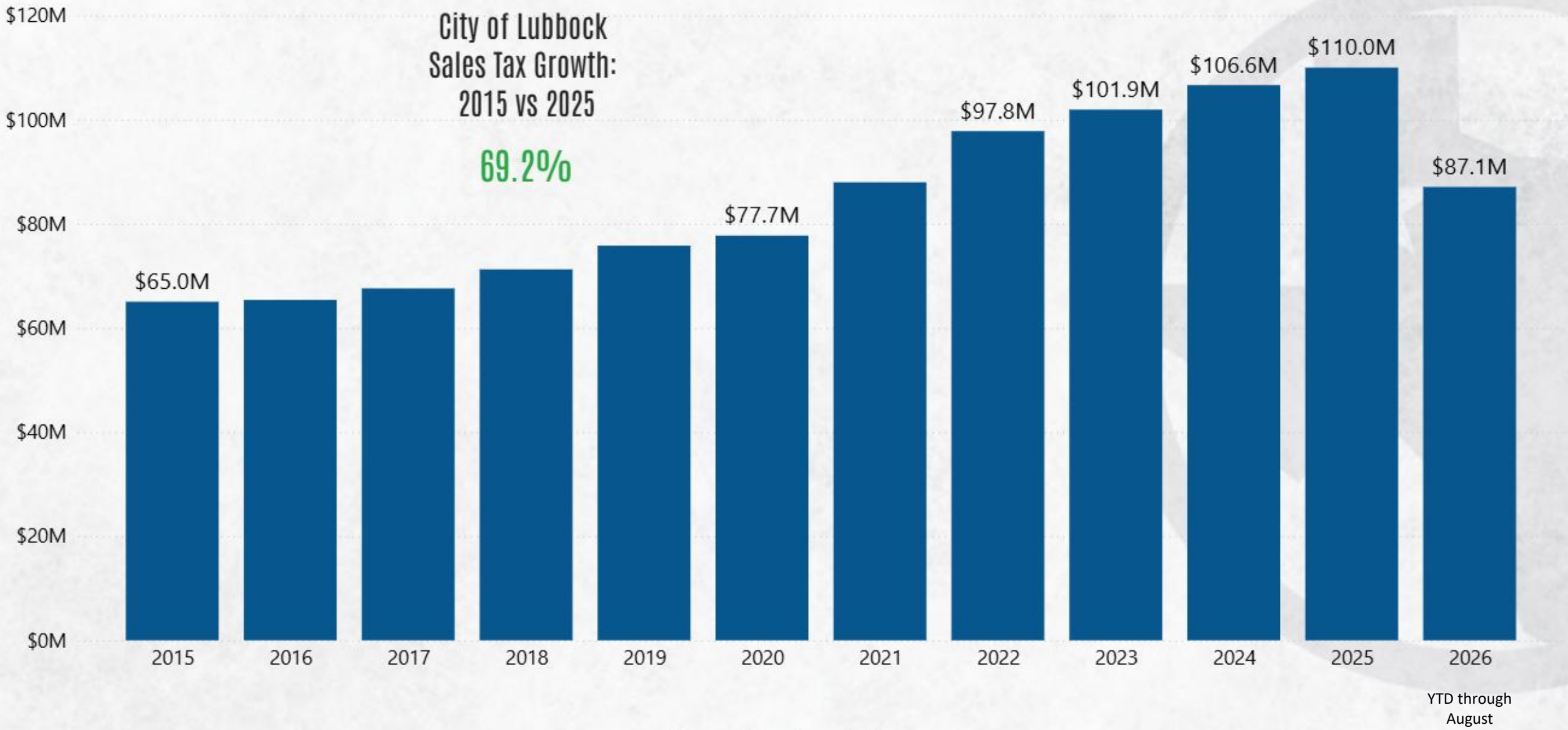
Lubbock MSA Exports

Top Goods Export Sectors, 2024



Source: International Trade Administration

Annual Sales Tax Allocations



Source: Texas Comptroller

Total Number of Visitors

8M

Lubbock Visitors 2015 vs 2025: +23.9%

6M

4M

2M

0M

5,230,000

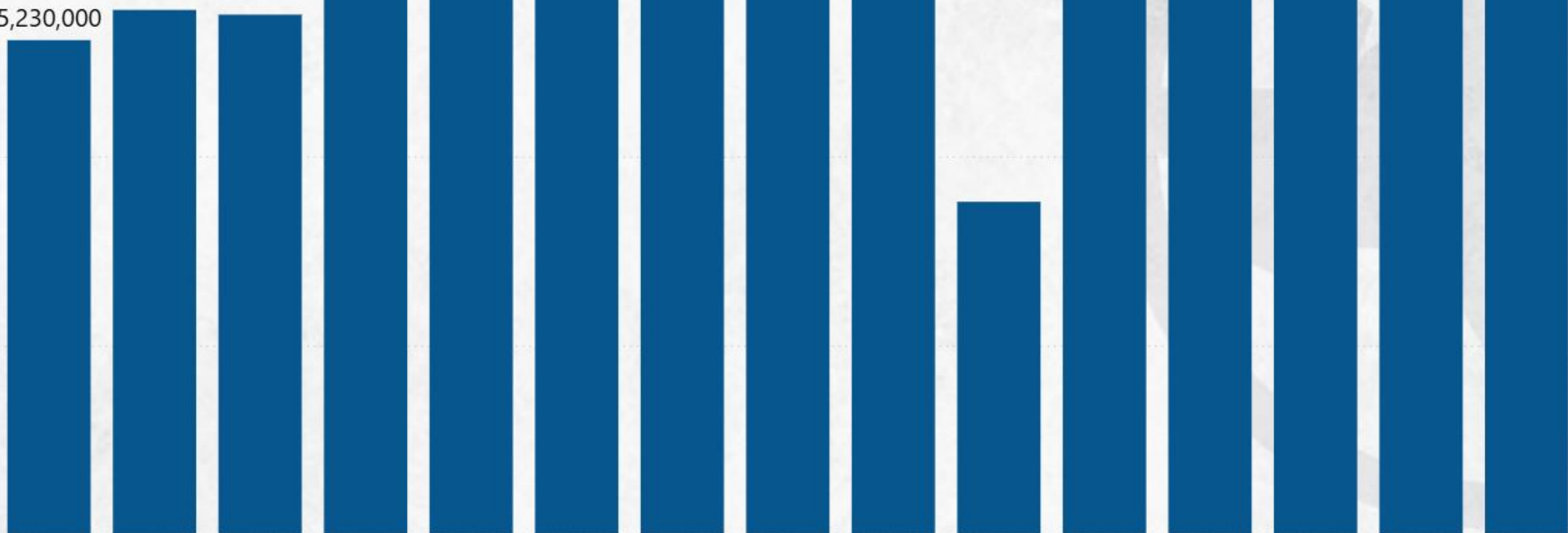
5,810,000

7,000,000

7,200,000

2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022 2023 2024 2025

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

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

Recent Announcements

The logo for SIMFLO, featuring the word "SIMFLO" in a bold, red, sans-serif font with a registered trademark symbol.

Hidden 8

- Facility to manufacture pumps and pump parts
- \$15.4 Million investment
- 110 new jobs



Terracon Expansion

- Expansion of geotechnical, environmental, and construction material testing
- \$6 Million investment
- 75 additional jobs



Elevate by Betenbough

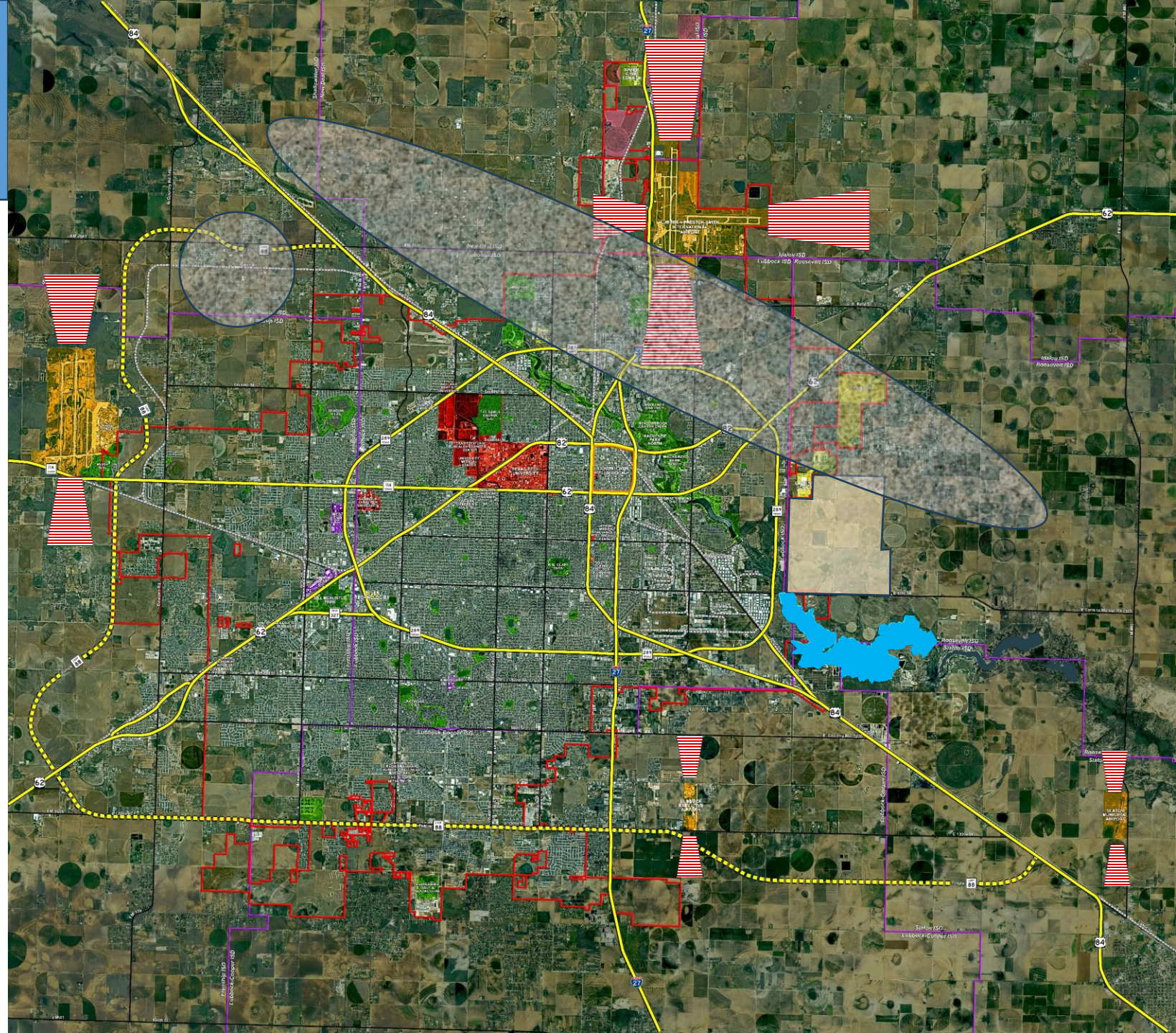
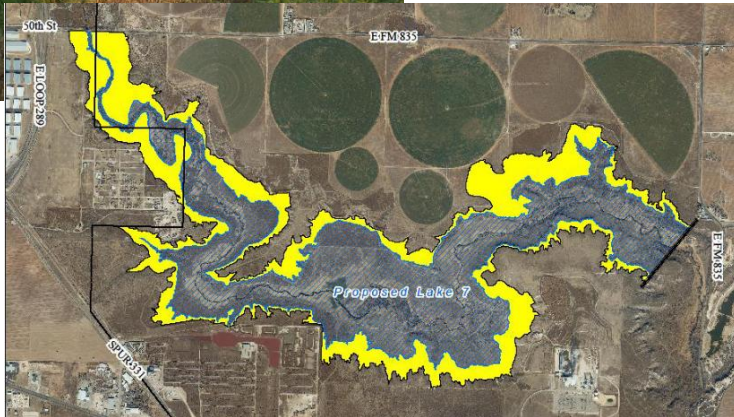
- Building materials and supply chain services
- \$8.0 Million investment
- 8 new jobs
- New product line added in 2026



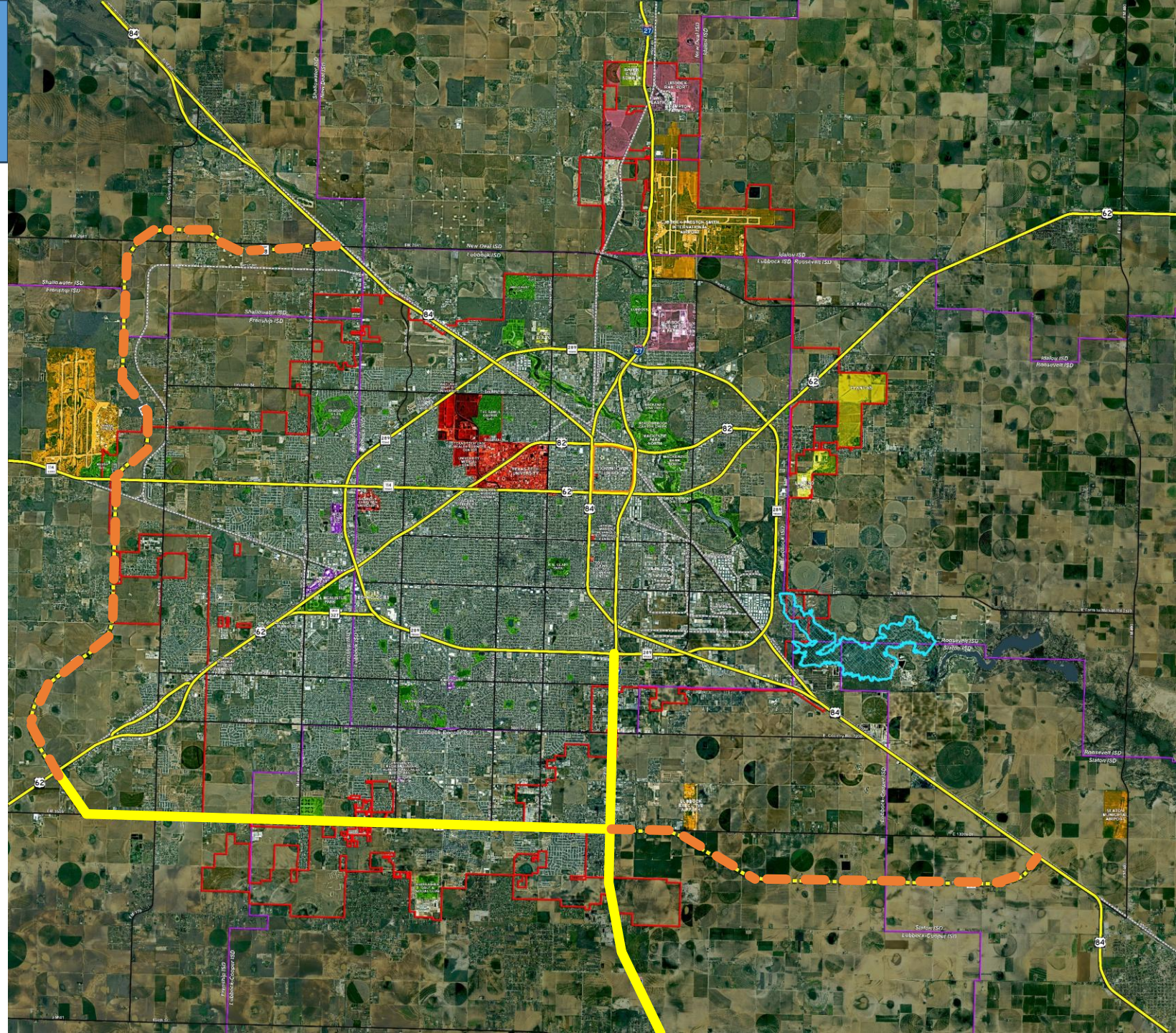
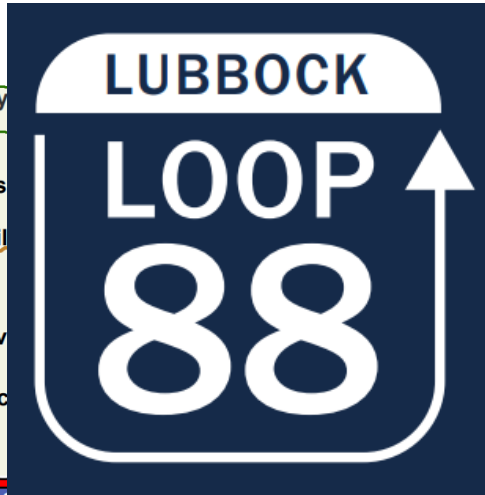
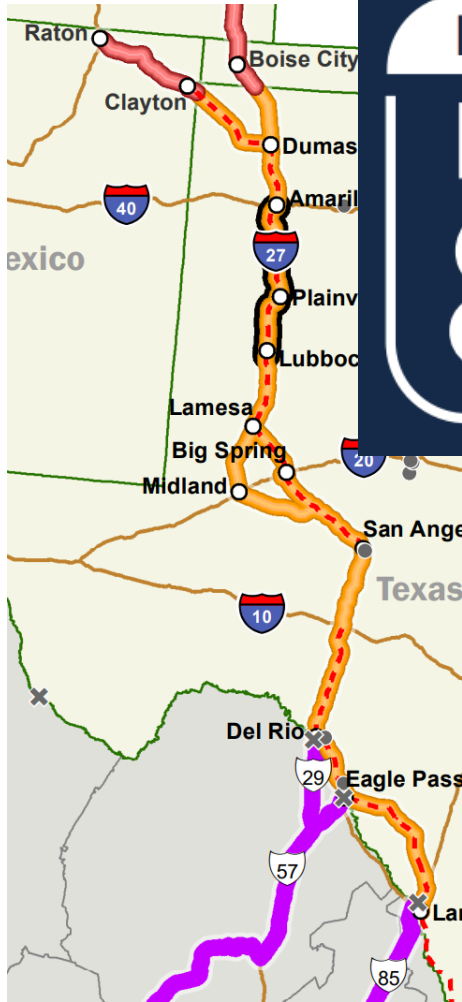
US Autoforce

- Auto parts distribution facility
- \$14 Million investment
- 30 new jobs

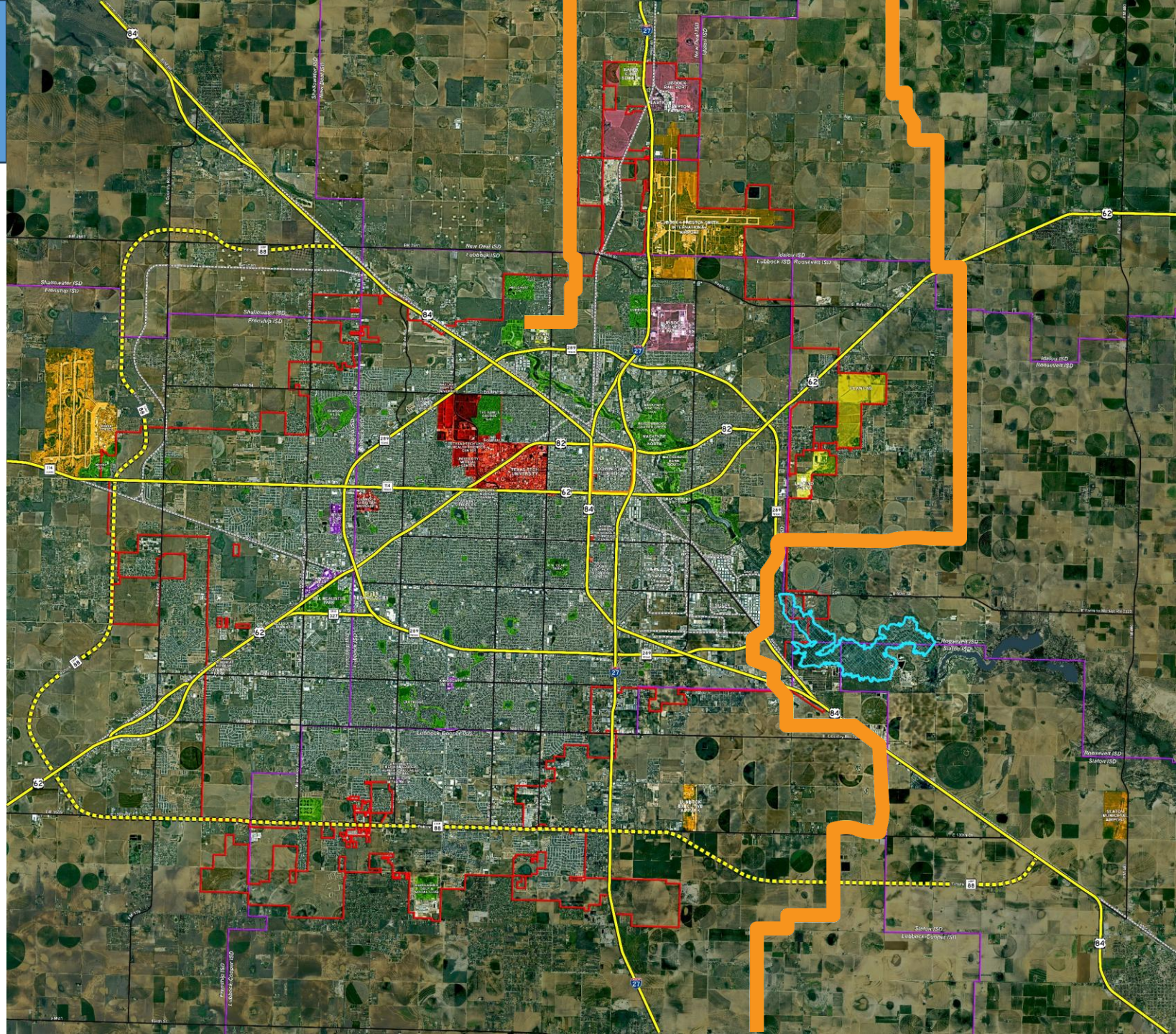
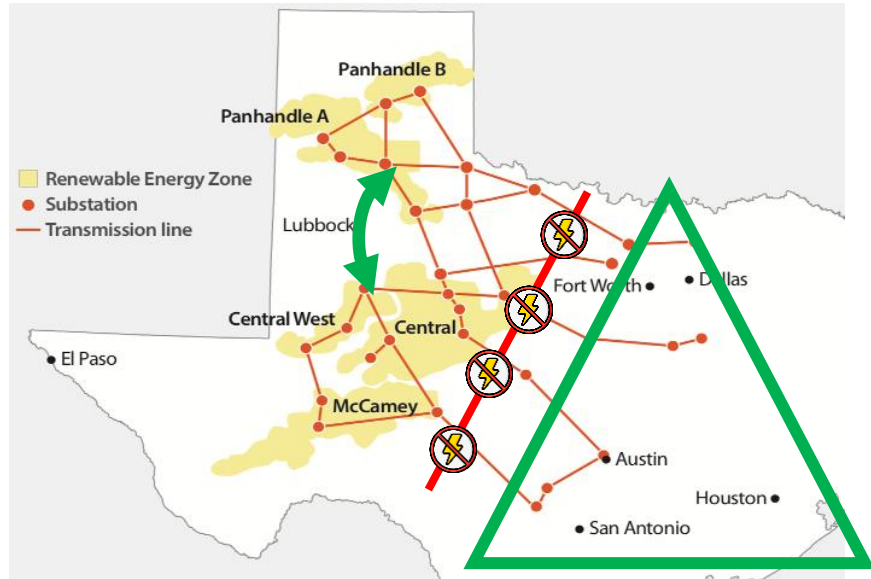
Development Awareness



I27 & Hwy Growth

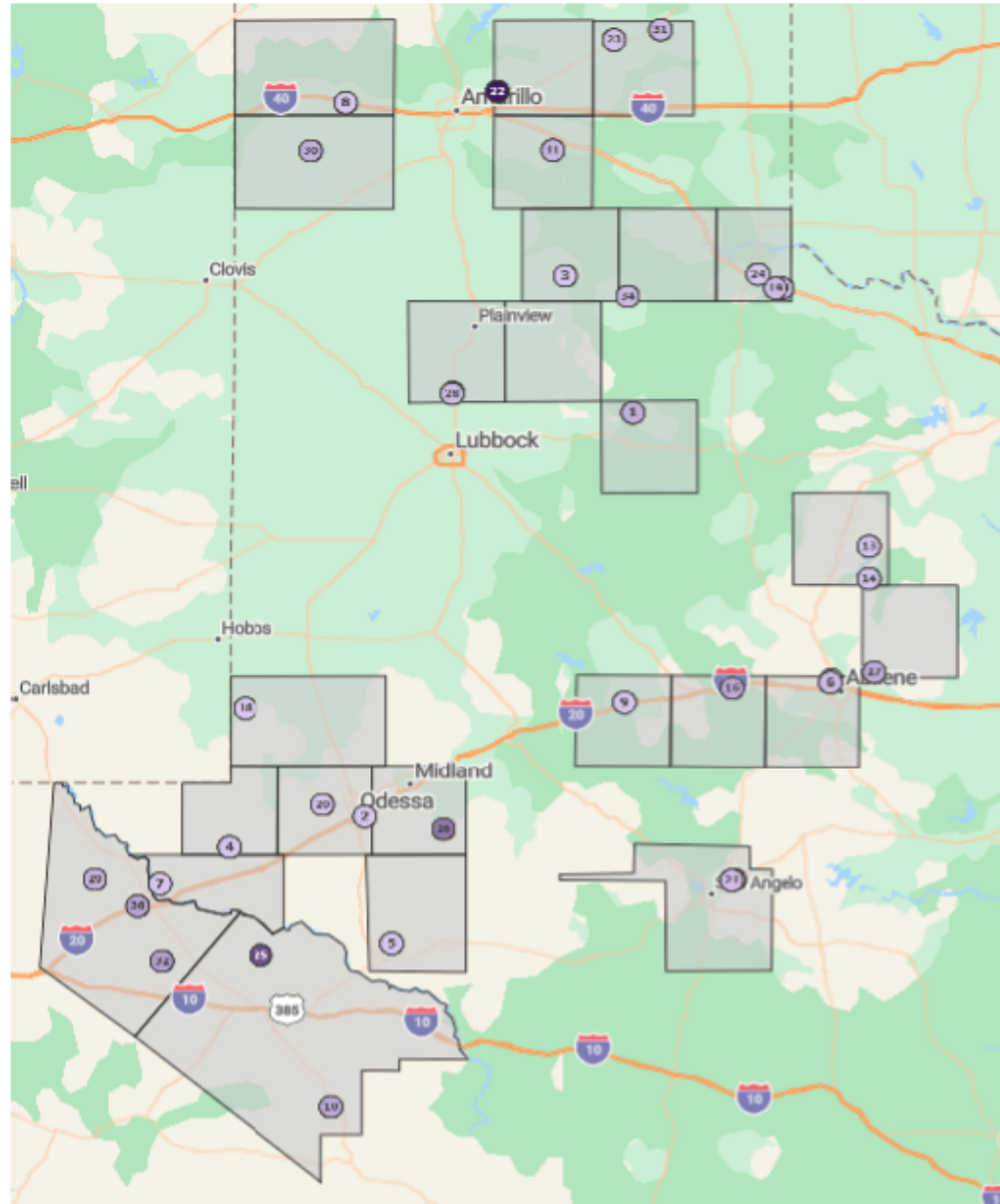


Providing Power



52 TOTAL
GW USAGE

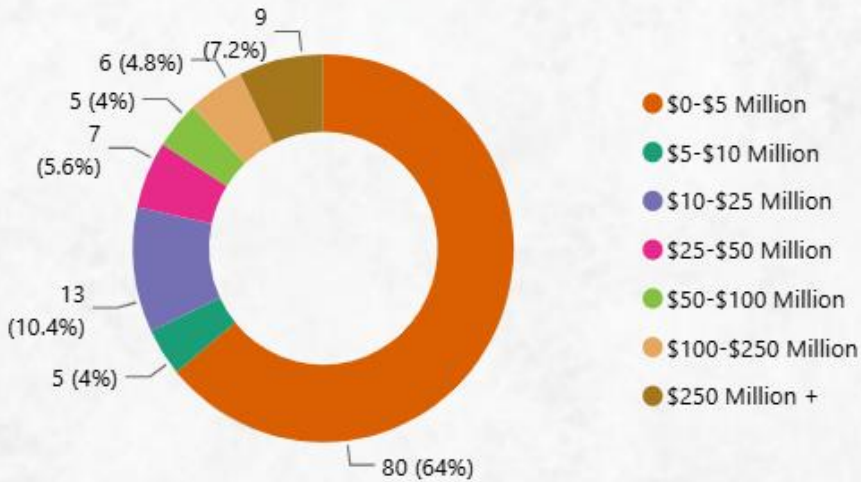
32 OF 36 PROJECTS DEVELOPED
IN THE COUNTY



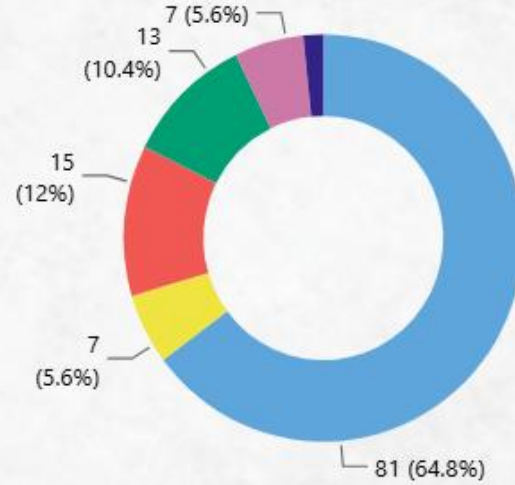
Project Number	Year Announced	Project Name	County	Closest Town	Located In	Investment	Power (MW)	Status
1	2021	Galaxy Helios	Dickens	Afton	County	\$5,800,000,000	1,600	Operating, expanding
2	2022	Cipher Odessa	Ector	Odessa	City	\$1,800,000,000	207	Planned
3	2022	Project Dorothy	Briscoe	Floyddada, Silverton	County	\$860,000,000	98	Operating, expanding
4	2023	Black Pearl	Winkler	Wink	County	\$2,360,000,000	300	Under construction
5	2023	Hut 8 King Mountain	Upton	McCamey	County	\$2,500,000,000	280	Operational
6	2024	Crusoe Abilene	Taylor	Abilene	City	\$4,000,000,000	900	Under construction
7	2024	Ionic Digital Cedarvale	Ward		County	\$2,100,000,000	234	Operational
8	2024	Hut 8 Vega Campus	Oldham	Vega	County	\$1,600,000,000	205	Operating
9	2024	Cipher Barber Lake	Mitchell	Colorado City	County	\$2,300,000,000	300	Under construction
10	2025	Project Horizon	Pecos	Fort Stockton	County	\$17,400,000,000	2,000	Under construction
11	2025	Project Goodnight	Armstrong	Claude	County	\$9,000,000,000	1,066	Under construction
12	2025	Fluidstack/Anthropic Abernathy	Hale	Abernathy	County	\$1,800,000,000	240	Under construction
13	2025	Google Haskell North	Haskell	Haskell	County	\$2,440,000,000	280	Under construction
14	2025	Google Haskell South	Haskell	Haskell	County	\$3,050,000,000	350	Under construction
15	2025	Cipher Colchis	Tom Green	San Angelo	County	\$8,800,000,000	1,000	Planned
16	2025	IREN Sweetwater	Nolan	Sweetwater	County	\$17,300,000,000	2,000	Planned
17	2025	Stargate Abilene	Taylor	Abilene	City	\$9,600,000,000	1,200	Operating, expanding
18	2025	Project Stingray	Andrews	Andrews	County	\$790,000,000	100	Under construction
19	2025	IREN Horizon	Childress	Childress	County	\$6,800,000,000	750	Operating
20	2025	Texas Critical Data Centers	Ector	Odessa	County	\$2,200,000,000	250	Under construction
21	2025	Skybox San Angelo	Tom Green	San Angelo	City		800	Planned
22	2025	Project Matador	Carson	Amarillo	County	\$176,000,000,000	11,000	Under construction
23	2025	Pampa Natural Gas Data Center	Gray	Pampa	County	\$3,500,000,000	400	Planned
24	2025	Soluna Project FEI	Childress	Childress	County	\$880,000,000	100	Planned
25	2025	GW Ranch	Pecos	Fort Stockton	County	\$67,000,000,000	7,650	Planned
26	2025	FO Permian Partners	Midland	Midland	County	\$1,300,000,000	5,000	Under construction
27	2025	Stargate Frontier	Shackelford	Abilene	County	\$25,000,000,000	1,820	Under construction
28	2026	Project Caprock	Hale	Abernathy	County	\$5,940,000,000	648	Under construction
29	2026	Core Scientific Pecos AI Data Hall	Reeves	Pecos	County	\$2,000,000,000	1,500	Under construction
30	2026	Project Roman	Deaf Smith	Hereford	County	\$2,000,000,000	1,474	Planned
31	2026	Meitner Energy Center	Gray	Pampa	County	\$8,400,000,000	1,000	Planned
32	2026	Project Kilby	Reeves	Pecos	County	\$23,000,000,000	2,670	Planned
33	2026	Lancium: Childress Campus	Childress	Childress	County	\$4,000,000,000	1,000	Planned
34	2026	QTS Turkey	Hall	Turkey	County	\$7,810,000,000	1,001	Planned
35	2026	Horizon Junction	Floyd	Floyddada	County	\$900,000,000		Planned
36	2026	Prometheus	Reeves	Fort Stockton	County		2,500	Planned

LEDA Recruitment & Retention Active Projects

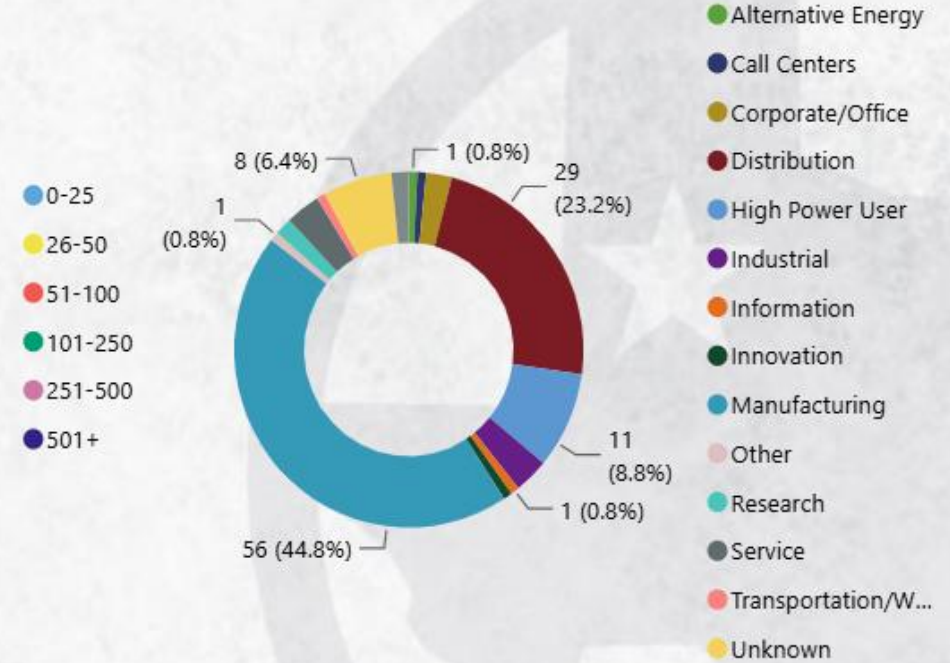
Capital Investment



Full Time Jobs



Project Type



All Total

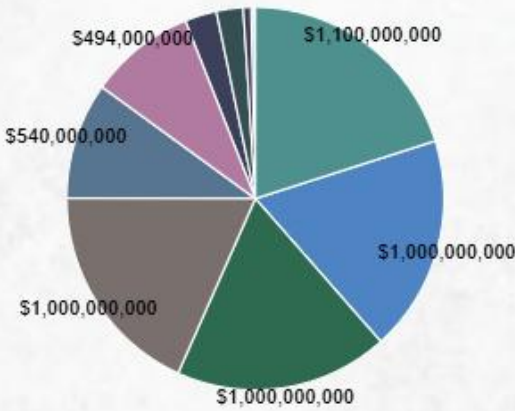
Projects
125

Capital Investment
\$9,562,030,000

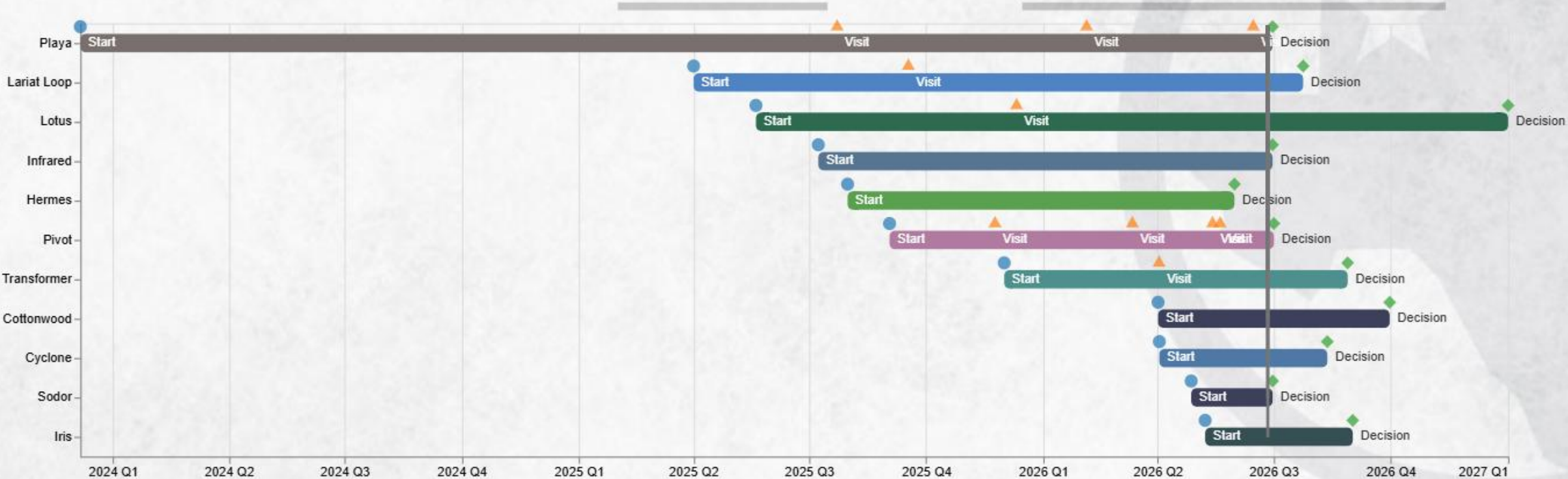
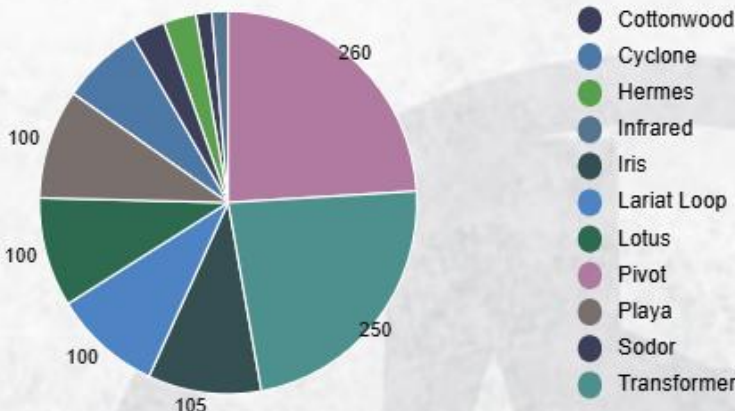
Jobs
7,964

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

