

The Lubbock Economy

January 2026



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Lubbock Economic Analysis

Lubbock's economy remains steady entering the new year.

Retail sales continue to rise compared to last year, while tourism and overall construction are slightly down. Most commodity prices have declined except for cattle.

YTD retail sales are up 3%, while December 2025 sales rose 18% from December 2024, reflecting ongoing growth. New car sales increased 12%, and used car sales rose 9%.

Tourism is down slightly from last year, though only by a small margin. However, December tourism was up 40% from the previous month, driven by sports events and Christmas shopping. Airline boardings increased 5%, largely due to Texas Tech football travel.

Updated job numbers from the state have been delayed due to the federal government shutdown. Without official data—and with ICE related concerns—the job market may be weaker than it appears.

Total building starts were relatively flat year over year, showing a 3% decrease. Commercial building activity fell 39%, while residential activity rose 36%. Residential construction performed well, averaging 1,620 permits and totaling \$578 million, up 20%. The median home price in December 2025 was \$240,000, a 3% increase from the previous year. Commercial construction continues to lag last year's levels. Lower interest rates—down 16% from last year—boosted residential activity, and expected future rate cuts could support additional residential and commercial growth.

Energy markets were significantly down YTD, with oil prices down 22% and natural gas down 28%. These lower prices should provide relief for consumers and businesses.

Most other commodities are down from last year, which benefits consumers but challenges producers.

Agricultural production has come off a relatively good year in 2025 but now depends heavily on much needed moisture to start new crops. Below normal winter and spring rainfall could reduce output.



Lubbock Economic Pulse

Economic Components	Current Month		Last Month		One Year Ago	
Index (Base Jan. 88 @ 100)	236.10		283.97		270.88	
Sales Tax Collection	\$ 9,313,096		\$ 9,443,527		\$ 7,890,156	
Sales Tax Collections (Year to Date)	\$ 9,313,097		\$ 110,007,144		\$ 7,890,156	
New Vehicle Sales		946		1,028		846
Used Vehicle Sales		1,606		1,846		1,474
Airline Boardings		53,238		48,003		50,878
Hotel/Motel Receipt Tax	\$ 985,229		\$ 702,350		\$ 1,008,366	
Population		272,086		272,086		263,648
Employment – CLF*		0		188,875		174,849
Unemployment Rate*	%	0.00	%	3.50	%	3.00
Total Worker Employed* (Household Survey)		0		182,337		169,532
Total Worker Employed* (Employer Survey)		0		176,500		163,400
Average Weekly Wages	\$ 1,044.00		\$ 1,044.00		\$ 1,024.00	
Gas Meters		79,353		78,603		78,697
Interest Rates (30 year mortgage rates)	%	5.875	%	6.125	%	7.000
Building Permits (Dollar Amount)	\$ 54,160,131		\$ 49,492,562		\$ 52,154,858	
Year to Date Permits (Dollar Amount)	\$ 1,027,131,249		\$ 972,971,118		\$ 1,053,739,936	
Residential Starts		122		103		111
Year to Date Starts		1,620		1,498		1,592
Median House Sold Price	\$ 240,000		\$ 240,000		\$ 232,500	
Drilling Rigs in Panhandle		9		11		7
Oil Per Barrel	\$ 61.66		\$ 56.75		\$ 78.89	
Natural Gas	\$ 3.09		\$ 4.03		\$ 4.31	
Wheat Per Bushel	\$ 5.03		\$ 5.30		\$ 5.88	
Fed Cattle Per CWT	\$ 235.50		\$ 229.00		\$ 200.00	
Corn	\$ 4.20		\$ 4.37		\$ 4.79	
Cotton (Cents Per Pound)	\$ 60.36		\$ 60.69		\$ 64.96	
Milk	\$ 14.92		\$ 16.00		\$ 20.05	

Prepare for the majestic dance of disclaimers!

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Economic Pulse Charts

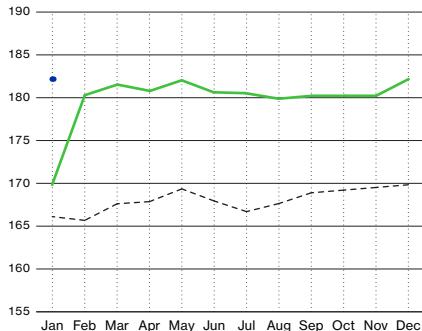
2026

2025

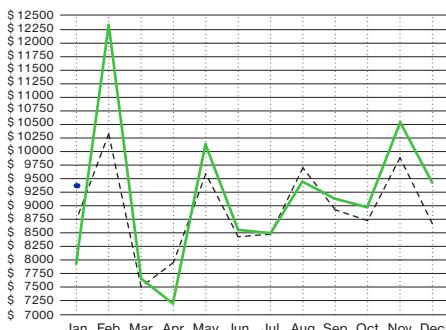
2024

Workers Employed

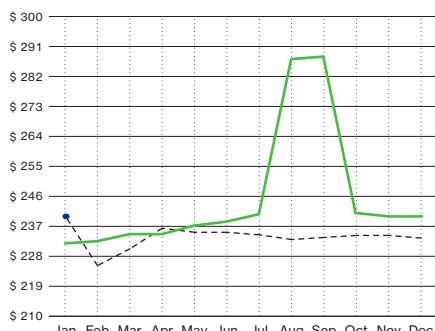
(In Thousands - Household Survey)



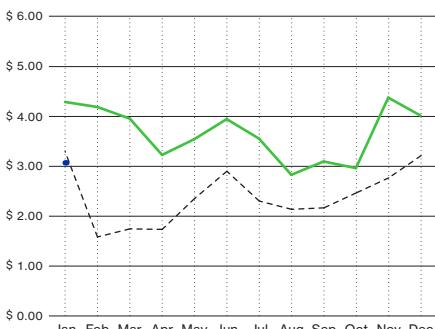
Sales Tax Receipts (In Thousands)



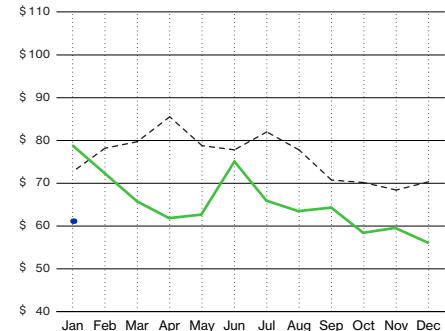
Median House Sold Price (In Thousands)



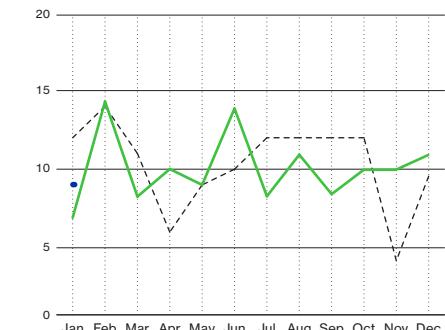
Natural Gas (Price Per Mmbtu - In Thousands)



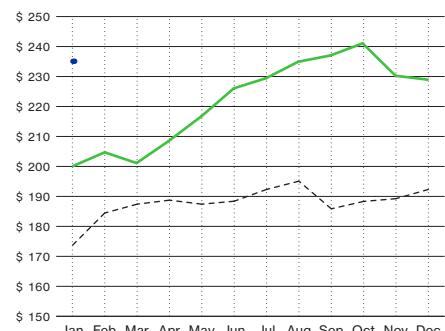
Oil (Price Per Barrel - In Dollars)



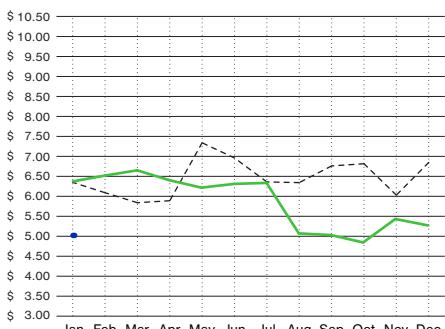
Active Drilling Rigs in Panhandle

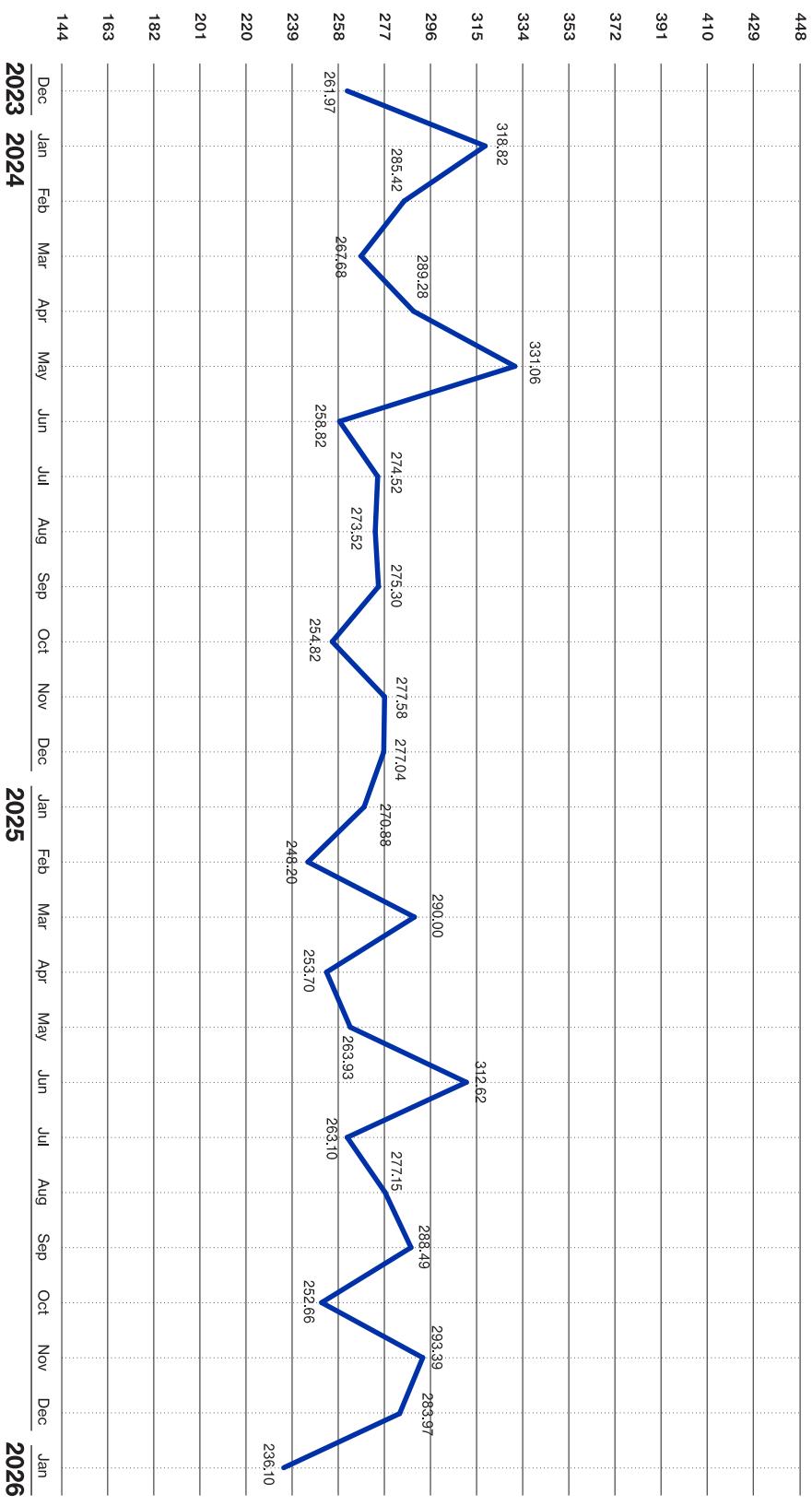


Fed Cattle Per Hundred Weight (In Dollars)



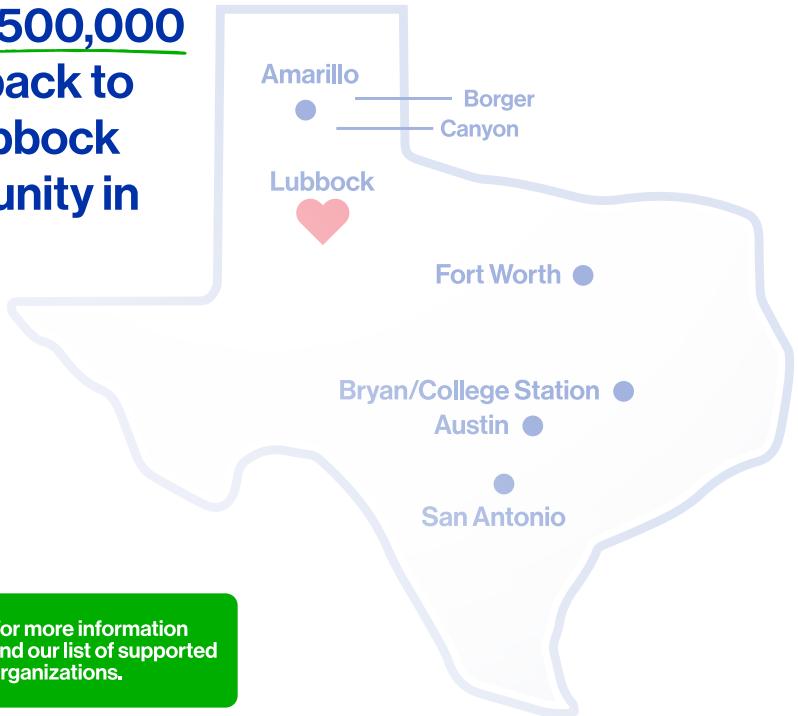
Wheat (Price Per Bushel)





Thanks Over Half a Million!

Over \$500,000
given back to
the Lubbock
community in
2025.



For more information
and our list of supported
organizations.

Generations of Giving.



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