Amarillo Economic Pulse | November 2026

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The Amarillo Economy

November 2026

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Amarillo Economic Analysis

Amarillo's economy continues its slow and steady growth, with strong retail sales and higher commodity prices, even as job growth has shrunk over the last year.

Retail Sales in Amarillo were 17% higher than 12 months ago. Year to Date Sales are up almost 14%. New Car Sales are down 12.8% and Used Car Sales are down 10.6% from last November.

Our Household Survey shows a decrease of 2,300 jobs (often part time jobs). The Employers Survey shows we are up 132 jobs. The total Panhandle was up 62 jobs month to month, as some Data Center counties showed slightly lower levels for the month. The Unemployment Rate is 3.6%, which is higher than last November's 3.3%. Wages are up 5%.

Housing is having an up and down year due to swings in interest rates. 30 Year Mortgages have a 7.38% interest rate tied to them. 12 months ago, that same rate was 6.13%. Home prices are up 2.6% over that same time. Housing Starts are flat with last November. Year to Date Starts are up 56%. Overall construction is down considerably from last year – (-31%) from 12 months ago and (-37%) year to date.

Oil & Gas activity in Texas remains high, mostly in the Permian. We have 4 drilling rigs in the Panhandle, up from 2 last year. Natural Gas prices are still over $3, but down from $4.33 this time last year. We hear this will be a cold winter, but supply of gas should keep any giant spikes under wraps. Oil is at $86, up from $59 last year.

The recent rains have been timely and valuable. Wheat is planted and off to a great start, which will help grazing this winter and next year's harvest. Prices are down about 6% from last year. We don't have much hope for this year's cotton crop, even with prices up 40% from last November.

Area dairies are not suffering with the lower milk prices-down below $18. Lower input costs and calf sales will help them stay profitable. Cattle have softened over the last few months, and area Feedyards are operating at breakevens. Prices are down 6% from last year. Some very smart people tell us that GLP-1 medicines actually drive demand for beef and help keep prices at the grocery store high.

Amarillo Economic Pulse

Economic Components	Current Month	Last Month	One Year Ago
Index (Base Jan. 88 @ 100)	233.03	227.28	230.00
Sales Tax Collection	$ 11,777,520	$ 10,273,088	$ 10,109,171
Sales Tax Collections (Year to Date)	$ 113,019,067	$ 101,241,547	$ 99,249,972
New Vehicle Sales	823	796	944
Used Vehicle Sales	1,710	1,512	1,913
Airline Boardings	39,150	36,606	38,348
Hotel/Motel Receipt Tax	$ 1,081,451	$ 1,012,775	$ 824,050
Population	201,106	201,106	201,106
Employment – CLF*	140,488	140,320	142,266
Unemployment Rate*	% 3.60	% 3.50	% 3.30
Total Worker Employed* (Household Survey)	135,490	135,428	137,790
Total Worker Employed* (Employer Survey)	132,000	130,812	131,868
Average Weekly Wages	$ 1,127	$ 1,203	$ 1,071
Gas Meters	69,774	69,732	69,210
Interest Rates (30 year mortgage rates)	% 7.375	% 7.250	% 6.125
Building Permits (Dollar Amount)	$ 26,935,154	$ 24,278,533	$ 38,979,111
Year to Date Permits (Dollar Amount)	$ 421,291,662	$ 394,356,508	$ 665,721,677
Residential Starts	73	78	69
Year to Date Starts	629	554	403
Median House Sold Price	$ 277,000	$ 265,000	$ 270,000
Drilling Rigs in Panhandle	4	4	2
Oil Per Barrel	$ 86.36	$ 94.86	$ 59.82
Natural Gas	$ 3.12	$ 3.20	$ 4.33
Wheat Per Bushel	$ 5.90	$ 6.49	$ 5.45
Fed Cattle Per CWT	$ 216.00	$ 220.50	$ 230.00
Corn	$ 4.61	$ 4.81	$ 4.30
Cotton (Cents Per Pound)	$ 77.00	$ 78.00	$ 54.88
Milk	$ 17.57	$ 15.05	$ 17.21

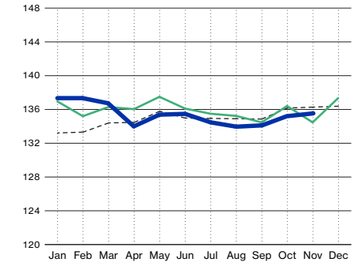
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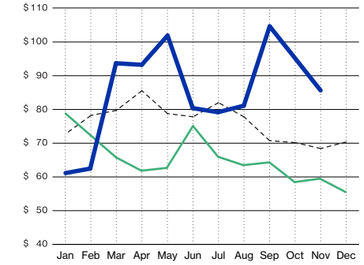
Economic Pulse Charts

2026 2025 2024

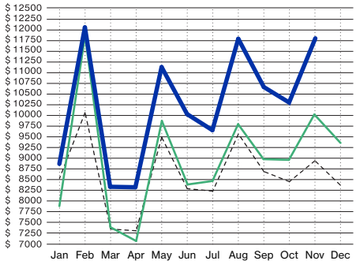
Workers Employed
(In Thousands - Household Survey)



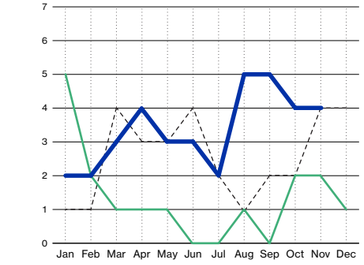
Oil (Price Per Barrel - In Dollars)



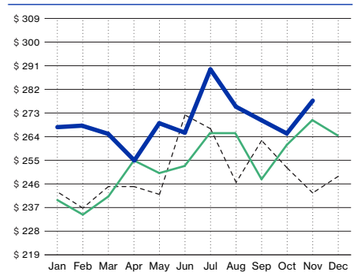
Sales Tax Receipts (In Thousands)



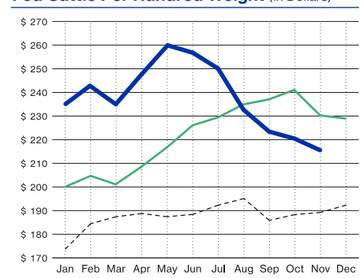
Active Drilling Rigs in Panhandle



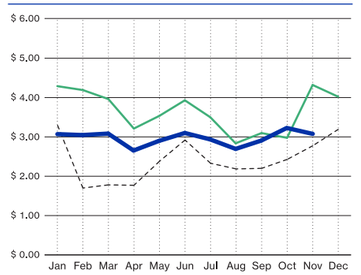
Median House Sold Price (In Thousands)



Fed Cattle Per Hundred Weight (In Dollars)



Natural Gas (Price Per Mmbtu - In Thousands)



Wheat (Price Per Bushel)

