



IMPERIAL  
SHOPPING  
CENTER

W WADLEY AVE & MIDKIFF RD  
MIDLAND, TX

## DEMOGRAPHICS

### 1-MILE

Daytime Pop.	16,207
2018 Population	14,133
Avg. HH Income	\$136,293
Median Age	37.6

### 3-MILE

Daytime Pop.	102,431
2018 Population	96,953
Avg. HH Income	\$110,576
Median Age	32.2

### 5-MILE

Daytime Pop.	146,886
2018 Population	132,880
Avg. HH Income	\$103,385
Median Age	31.5