Perform Properties

MIDWAY MARKET
3939 Frankford Road, Dallas, TX 75287
Generated on November 8, 2026

FULL YEAR 2026	1-MILE RADIUS	3-MILE RADIUS	5-MILE RADIUS	10-MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	30,725	152,707	373,622	660,234	349,438
Total Daytime Population	18,146	163,715	492,578	924,567	457,065
TOTAL HOUSEHOLD INCOME					
Total Households	15,756	71,692	165,783	274,956	155,826
Median Household Income	$93,214	$107,102	$112,031	$117,445	$111,421
Average Household Income	$117,447	$147,382	$149,002	$155,326	$148,453
Under $15,000	6.0%	5.1%	4.9%	5.2%	4.9%
$15,000 - $34,999	10.1%	8.7%	8.3%	7.9%	8.4%
$35,000 - $49,999	13.3%	9.3%	8.0%	7.1%	8.1%
$50,000 - $74,999	20.2%	17.3%	16.3%	14.5%	16.6%
$75,000 - $99,999	15.9%	14.0%	13.9%	13.4%	13.9%
$100,000 - $124,999	8.8%	10.6%	10.3%	10.5%	10.3%
$125,000 - $149,999	6.1%	8.3%	8.1%	8.4%	8.2%
$150,000+	19.7%	26.7%	30.3%	33.1%	29.8%
BUSINESSES					
Total Businesses	483	6,196	16,958	29,660	15,872
RACE/ETHNICITY					
White/Caucasian	33.8%	42.7%	43.2%	43.6%	43.1%
Black/African American	28.2%	17.2%	13.3%	11.6%	13.8%
Asian/Pacific Islander	7.7%	9.4%	13.1%	15.5%	12.8%
Hispanic/Latino	24.1%	25.7%	25.9%	24.7%	25.9%
Other	6.2%	5.0%	4.6%	4.6%	4.6%

Source: Advan, 2025.