Perform Properties

PARKWOOD
3000 Custer Rd, Plano, TX 75075
Generated on November 3, 2026

FULL YEAR 2026	1-MILE RADIUS	3-MILE RADIUS	5-MILE RADIUS	10-MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	12,354	126,912	342,374	704,805	769,376
Total Daytime Population	11,345	140,355	422,694	873,256	920,240
TOTAL HOUSEHOLD INCOME					
Total Households	4,658	49,335	132,080	278,555	303,924
Median Household Income	$134,220	$119,392	$126,078	$122,910	$123,538
Average Household Income	$160,915	$144,281	$155,951	$154,936	$157,015
Under $15,000	2.4%	4.9%	5.1%	4.5%	4.8%
$15,000 - $34,999	4.0%	6.9%	7.0%	7.0%	6.9%
$35,000 - $49,999	6.9%	6.9%	6.3%	6.8%	7.0%
$50,000 - $74,999	9.0%	12.7%	11.5%	12.6%	12.6%
$75,000 - $99,999	12.7%	13.4%	12.3%	12.7%	12.5%
$100,000 - $124,999	10.9%	11.3%	10.6%	10.8%	10.5%
$125,000 - $149,999	9.7%	9.2%	8.4%	8.6%	8.4%
$150,000+	44.5%	34.6%	38.7%	37.0%	37.4%
BUSINESSES					
Total Businesses	386	5,119	12,400	27,468	28,820
RACE/ETHNICITY					
White/Caucasian	64.9%	50.7%	48.3%	46.4%	46.4%
Black/African American	4.6%	8.8%	8.8%	10.5%	11.0%
Asian/Pacific Islander	11.2%	14.6%	21.5%	20.9%	21.1%
Hispanic/Latino	14.6%	21.4%	16.6%	17.5%	16.8%
Other	4.7%	4.7%	4.9%	4.8%	4.8%

Source: Advan, 2025.