

# Perform Properties

PARKWOOD

3000 Custer Rd, Plano, TX 75075

Generated on February 4, 2026

FULL YEAR 2026	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
<strong>TOTAL POPULATION</strong>					
Total Population	12,393	129,518	347,318	1,309,923	730,308
Total Daytime Population	11,363	143,636	427,846	1,582,615	878,184
<strong>TOTAL HOUSEHOLD INCOME</strong>					
Total Households	4,675	50,421	133,727	508,061	286,059
Median Household Income	\$132,712	\$116,698	\$124,366	\$101,539	\$123,943
Average Household Income	\$151,734	\$139,474	\$153,938	\$137,758	\$157,322
Under \$15,000	2.4%	4.8%	4.7%	4.6%	4.4%
\$15,000 - \$34,999	5.6%	7.1%	7.1%	7.5%	6.8%
\$35,000 - \$49,999	7.4%	6.2%	6.1%	7.0%	6.4%
\$50,000 - \$74,999	10.2%	13.7%	12.0%	13.5%	12.6%
\$75,000 - \$99,999	11.8%	13.7%	12.7%	12.6%	12.5%
\$100,000 - \$124,999	10.7%	11.9%	10.5%	10.8%	10.8%
\$125,000 - \$149,999	7.9%	9.3%	8.4%	8.3%	8.4%
\$150,000+	N/A	N/A	N/A	N/A	N/A
<strong>BUSINESSES</strong>					
Total Businesses	387	5,281	12,660	48,501	27,969
<strong>RACE/ETHNICITY</strong>					
White/Caucasian	68.2%	51.2%	49.0%	4.7%	47.4%
Black/African American	3.7%	9.0%	8.9%	13.1%	10.8%
Asian/Pacific Islander	11.4%	14.4%	21.2%	18.2%	20.8%
Hispanic/Latino	12.0%	21.0%	16.2%	19.4%	16.4%
Other	4.7%	4.5%	4.7%	44.6%	4.6%

Source: Advan, 2024.