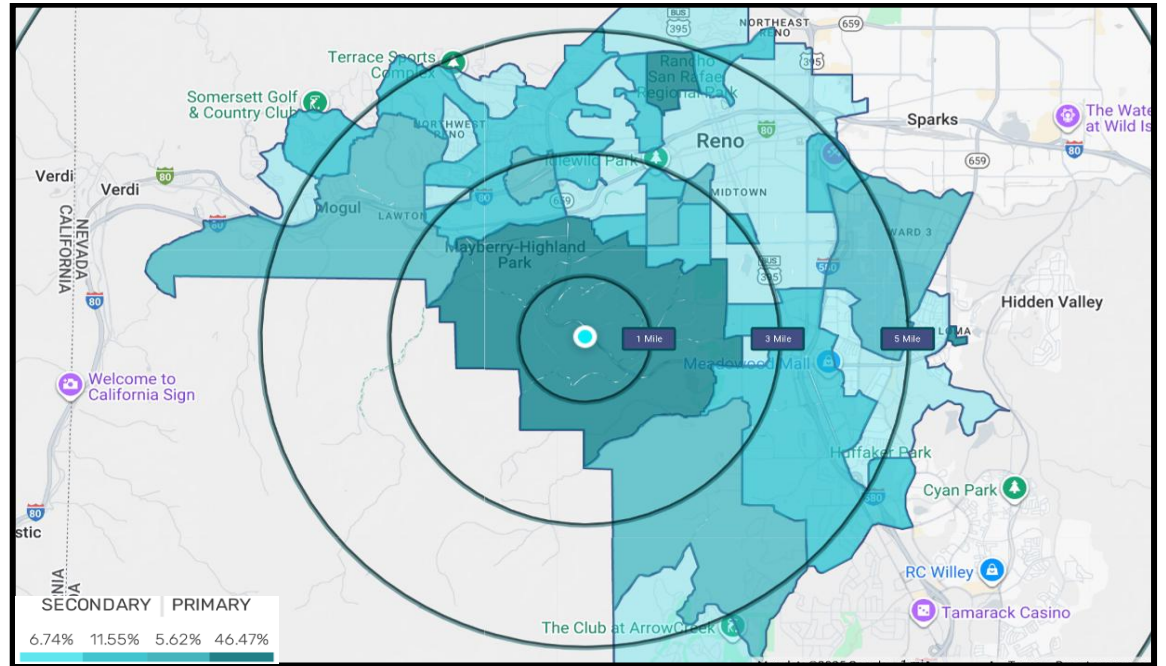




PRIMARY
Caughtlin Ranch
4788 Caughtlin Pkwy,
Reno, NV 89519 • 135,300 SF

Location Overview

Total Visits	1.12M
Unique Visitors	83.6K
Average Freq.	13.34
Average Dwell Time	37 Minutes



Category	Sub-Category	Variable	1-Mile Visitors	3-Mile Visitors	5-Mile Visitors
Population	Visitors	Total Visitors	3,738	29,984	41,439
Population	Visitors	Total Households	1,495	12,545	17,266
Income	Household Income	Average Household Income	\$ 240,186	\$ 210,143	\$ 186,101
Income	Household Income	Median Household Income	\$ 171,321	\$ 149,296	\$ 134,027
Income	Household Income	<\$75K	13.6%	36.5%	45.0%
Income	Household Income	\$75K-\$100K	12.5%	14.6%	16.0%
Income	Household Income	\$100K-\$125K	4.9%	6.4%	6.1%
Income	Household Income	\$125K-\$150K	5.7%	4.2%	4.2%
Income	Household Income	\$150K+	63.3%	38.4%	28.6%
Education	Educational Attainment	Bachelor's Degree & Higher	67.0%	48.0%	38.0%
Employment	Occupation	Blue Collar	46.2%	61.1%	59.2%
Employment	Occupation	White Collar	53.8%	38.9%	40.8%