

### POPULATION

2011 (Estimate) - PRIMARY TRADE	4,110
2011 (Estimate) - CITY LIMITS	2,007
Growth 2000-11 - PRIMARY TRADE	-3.32%
Growth 2000-11 - CITY LIMITS	-4.06%
Growth 2011-16 (Estimate) - PRIMARY TRADE	-2.00%
Growth 2011-16 (Estimate) - CITY LIMITS	-1.54%

### EDUCATIONAL ATTAINMENT

Earned a College Degree	26.71%
Some Post-Secondary Education	50.04%

### COMPOSITION

Family Households	72.23%
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### AVERAGE INCOME (2011 Estimate)

Household Income	\$49,079
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### OCCUPATION

White Collar Workers	46.80%
Blue Collar Workers	34.59%
Service/Farm Workers	18.62%

### HOUSING

Owner Occupied Housing	77.98%
Median Housing Value	\$68,010
Houses less than 10 years old	5.73%

## OPPORTUNITY GAP HIGHLIGHTS

**TOTAL RETAIL LEAKAGE** **\$30,573,947**

Furniture and Home Furnishings	\$1,097,523
Electronics and Appliances	\$1,178,071
Home Centers	\$2,212,591
Food and Beverage Stores	\$2,007,209
Health and Personal Care	\$2,079,433
Clothing and Clothing Accessories	\$1,365,881
Sporting Goods, Hobby, Books and Music	\$1,003,097
Full Service Restaurants	\$1,168,096
Limited Service Restaurants	\$2,429,679
Food and Beverage Stores	\$2,007,209
Office Supplies, Stationery, Gift	\$556,987
Lawn and Garden Supplies	\$563,039

The Opportunity Gap represents the difference between retail sales in specific categories of goods and services where reported demand (purchases by consumers living in an area) exceeds reported sales by merchants (supply) within the same defined trade area. Data is derived from the Consumer Expenditure Survey as administered by the U.S. Bureau of Labor Statistics and from the Census of Retail Trade, made available through the U.S. Census.

## About the City of Caney

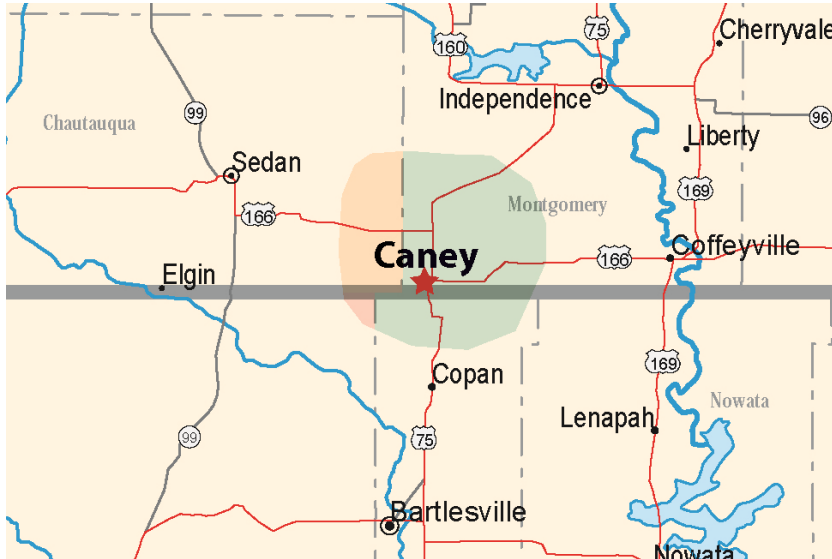
Caney, located just north of the Oklahoma border, is conveniently positioned at the intersection of US Highway 75 and Highway 166 and exposed to over 10,000 vehicles per day. With an average household income above \$53,000, a diverse economic base, and a pro-growth government, Caney offers an attractive business climate for retailers and restaurants.

Caney is dedicated to improving the quality of life for its citizens evidenced by its commitment to invest millions of dollars in public infrastructure improvements including transportation, sewer, water, and recreational facilities. Some of these improvements include a new recreation center, water treatment plant, city hall, fire station, and ambulance garage. These investments provide a firm foundation for future growth and increase the overall quality of life for Caney residents. Incentives are available for retailers and retail development projects fitting the city's timeline and identified needs.

For more information about the City of Caney contact Retail Attractions at (918) 376-6707 or [info@retailattractions.com](mailto:info@retailattractions.com)  
Visit [www.retailattractions.com](http://www.retailattractions.com) to download this and other information about the City of Caney and other client cities

# City of Caney

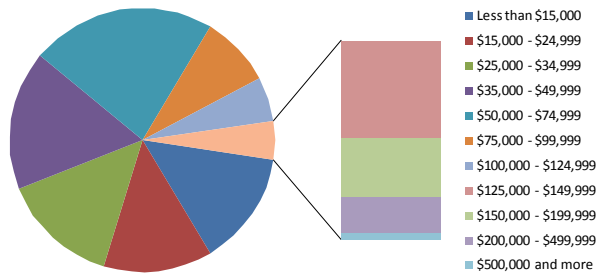
## Kansas



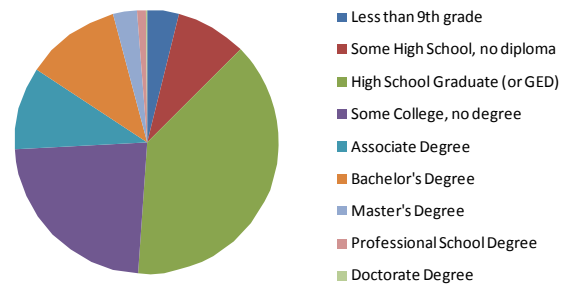
This trade area should be used for the vast majority of retailers including shopping and dining establishments.

The Caney trade area covers a significant part of two Kansas counties and provides market draw from northeast Oklahoma as well. The traffic on US Highway 75, the seasonal draw of the Safari Zoological Park (as featured on Animal Planet) and the abundant hunting and fishing destinations create a trade area much larger than might be expected at first glance. Current national retailers in Caney include Pizza Hut, Sonic and Dollar General. Caney is eager for additional national restaurants and small retailers. Earlier this year, Caney lost their only grocery store and is aggressively seeking a new grocery retailer.

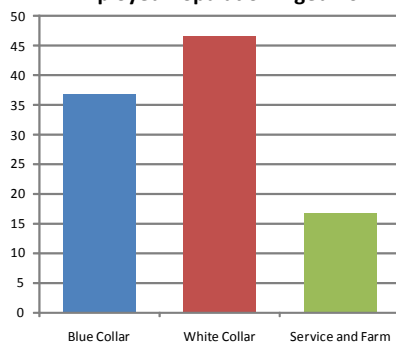
Household Income 2010



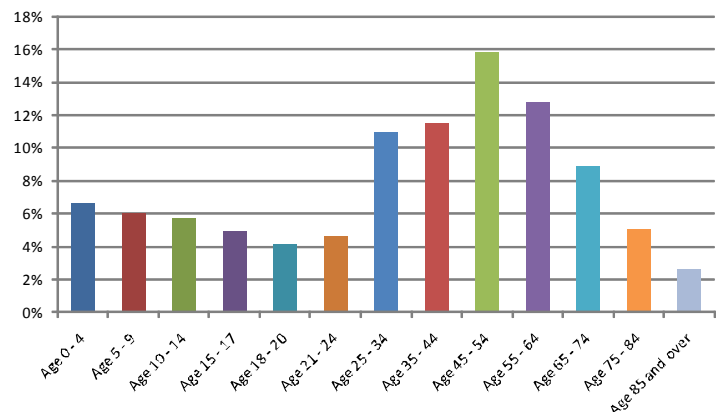
Educational Attainment



Occupational Classification, Employed Population Aged 16+



Age Classification



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