

This Voice Of Our Community Study has been developed to help local community leaders and citizens identify the major local patterns. The data that has been captured here can be broadly classified in two categories: (1) The perceptions by the citizens of the community and (2) The numbers that measure the economic facts. The report helps identify the opportunities and the challenges, so that the community can build on what is working. **Our big observation: Please note, the survey only captured 21 local responses.** Canton seems to be facing some very dramatic economic and communal headwinds. While these are some very acute challenges, the key opportunity that Canton also faces is to use this moment to inflect its future economics. The local leadership should use this moment to catalyze thoughtful and coordinated efforts that engage/inspire residents.

### What makes our community special?

Tight-knit  
Small family-like community  
WE'RE A SMALL FRIENDLY TOWN THAT'S WILLING TO GROW.  
When there are community activities, many people get involved.  
Smaller communities are always quiet and feel safer while close to different cities.  
Canton is a small community, meaning people are willing to help each other.  
Community support and togetherness  
Small town feel

### Our Most Admired Leaders



*"Canton is a small community which means people are willing to help each other out. When there are community activities, many people get involved."*  
- A passionate local resident

### THE EQUATION THAT DRIVES COMMUNAL PROGRESS AND PROSPERITY



## Our Economy

What opportunity do you see here?

### Our Economic Perceptions



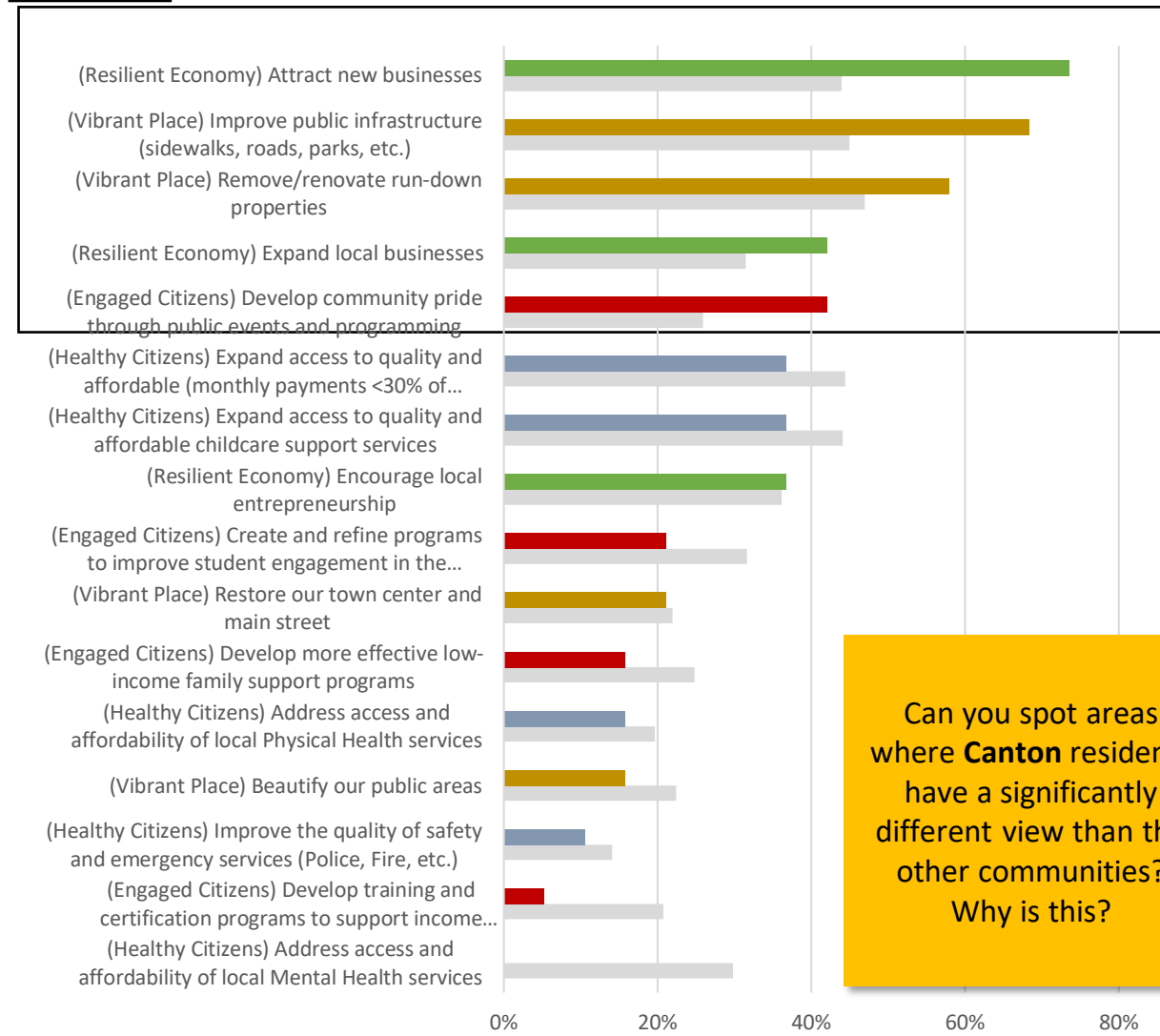
### Key Economic Observations

The survey responders' sense of the current and future economic outlook of the community is very poor. They perceive the current economic conditions (business conditions and employment opportunities) extremely negatively. And while the future outlook is better than the current state assessment, it too is dramatically lower than the perception that the rest of county residents hold for their respective communities.

Why are these results so poor? Although this is small sample pool, is there any validity to this perspective?

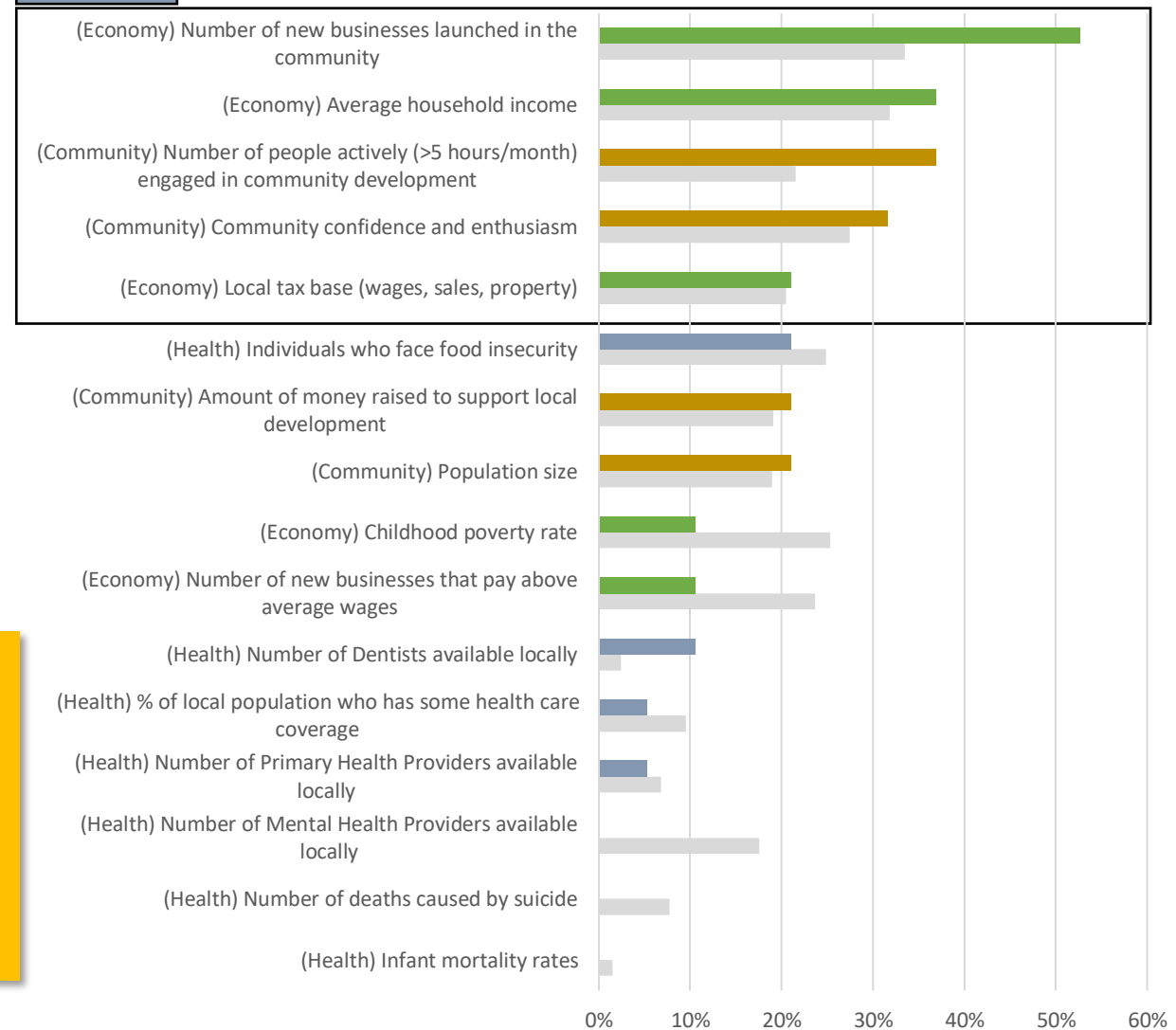
#### Top 5

### Our Priority Programs



#### Top 5

### Our Priority Metrics



Can you spot areas where **Canton** residents have a significantly different view than the other communities? Why is this?

Health Placemaking Economy People Average McPherson County Score

### Key Economic Observations

Canton's economic outlook looks quite challenging. Critically disturbing is the poor economic condition identified by the survey responders. And further exacerbating this direct response from local survey responders is the data that is collected through national platforms (seen pages 3 and 5). Key data points that are concerning for the community are local population numbers and the school enrollment rates, local tax collection, local poverty rates, local business count, local employment count and local wages. Across all these dimensions Canton is trending flat at best.

**The opportunity: never waste a tragedy.**

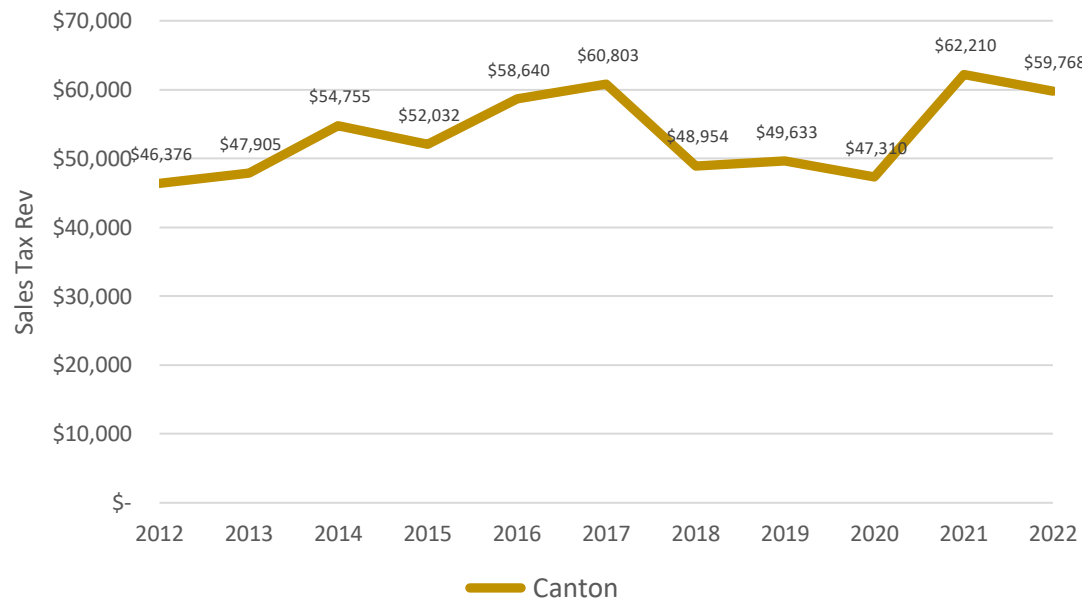
How can this moment be used propel the local leadership and residents to take incremental actions that can help change the direction of Canton?

### The Businesses We Would Like To See In Our Town:

A grocery store, Restaurants, a coffee shop, a IHOP, a Denny's

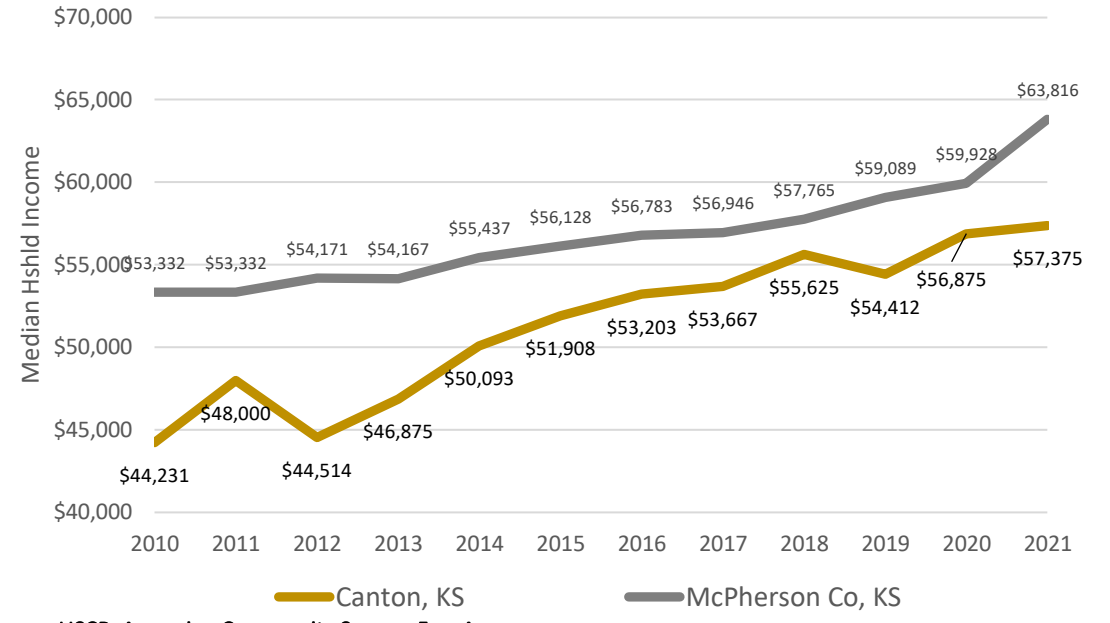
**Additional Important Economic Data**  
What opportunity do you see here?

**Annual Sales Tax Collections**



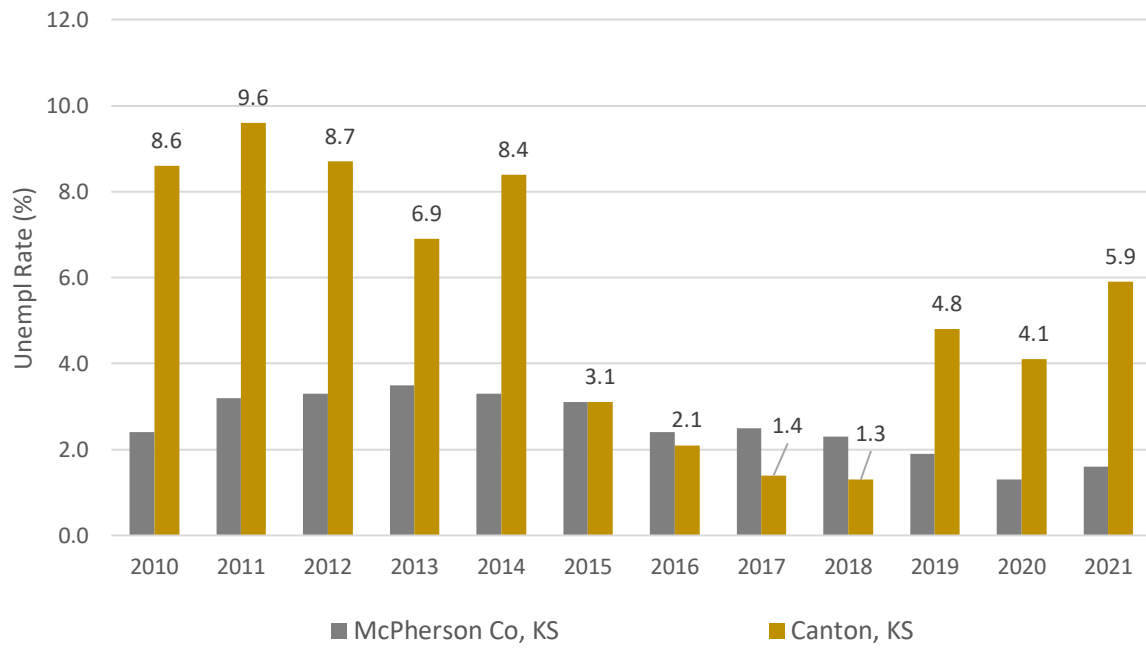
Source: Kansas Dept of Revenue

**Median Household Income**



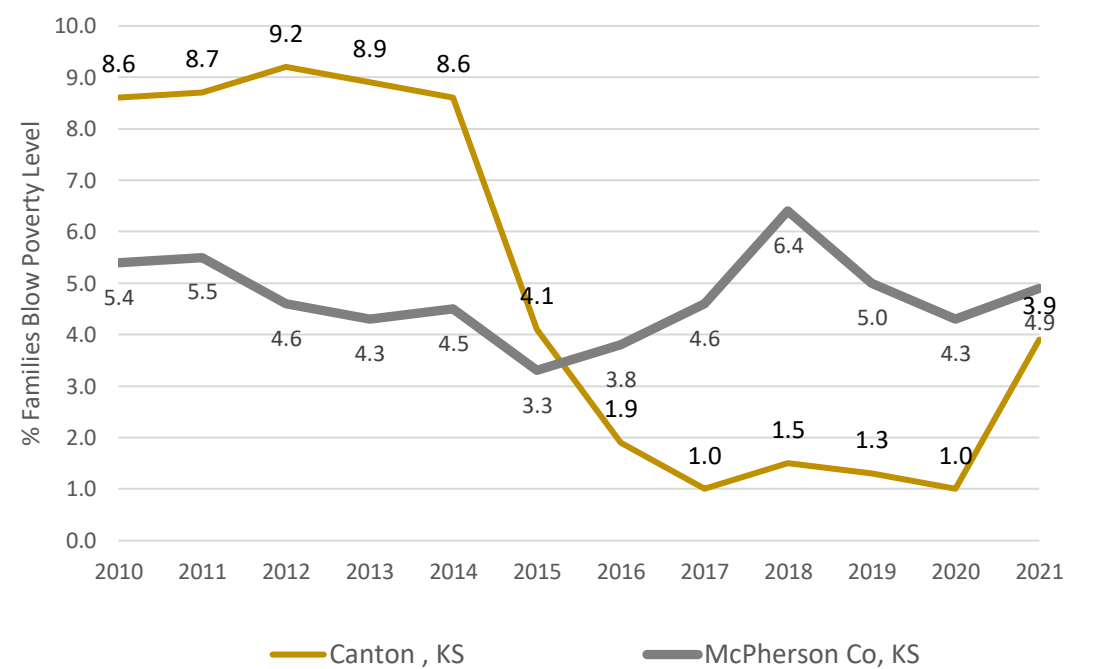
Source: USCB, American Community Survey, 5-yr Avg.

**Local Unemployment Rate**



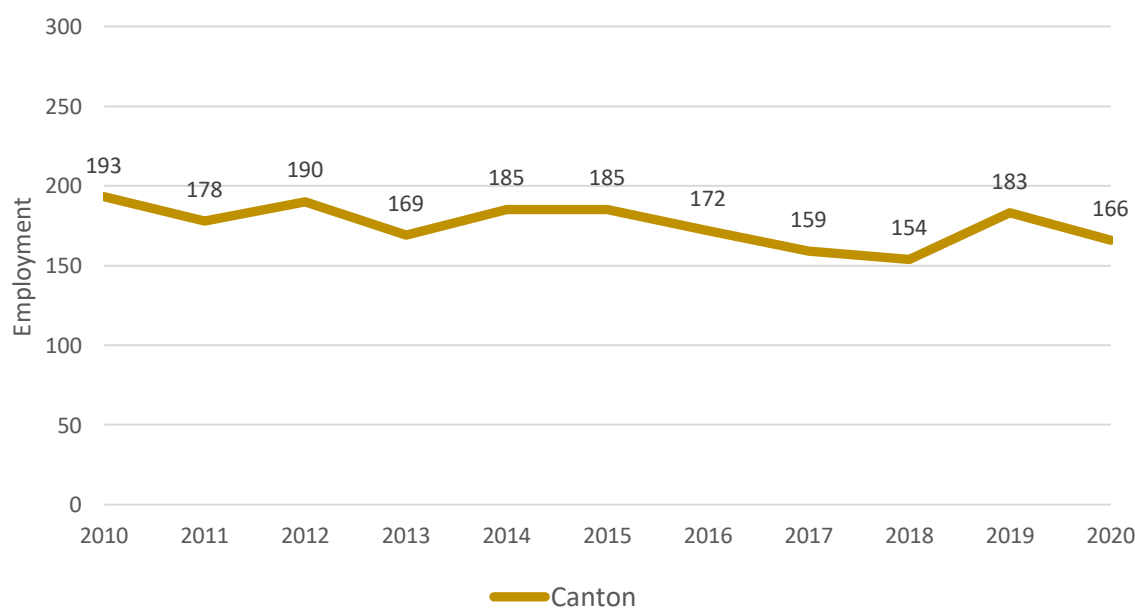
Source: USCB, American Community Survey, 5-Yr Avg.

**Local Poverty Rate**



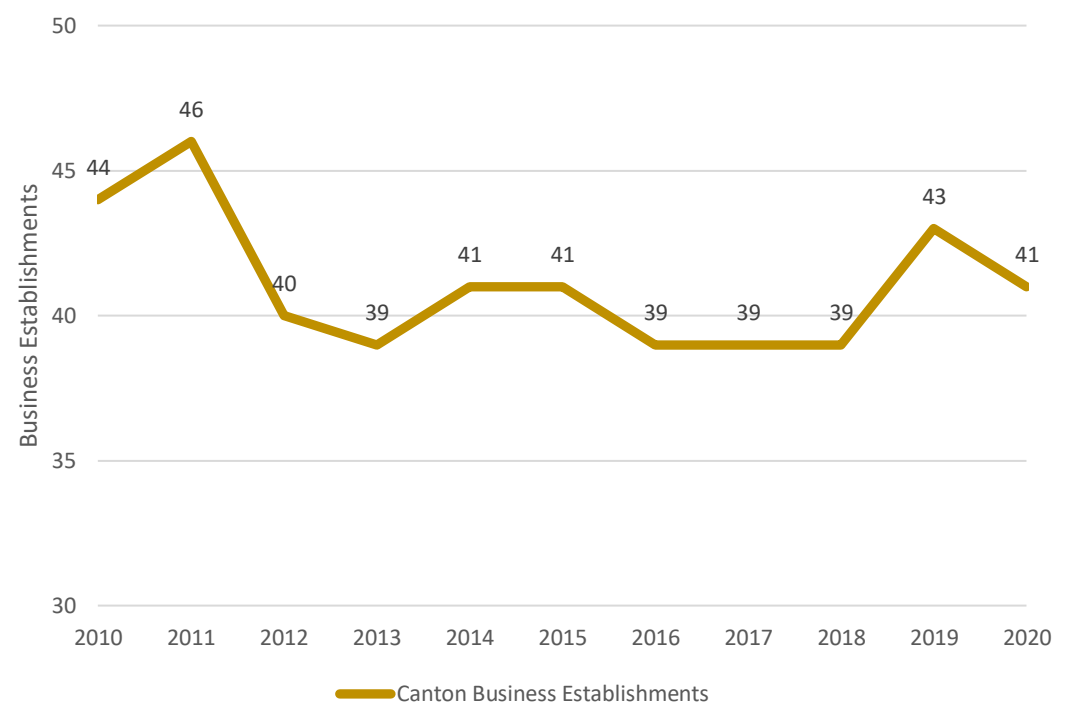
Source: USCB, American Community Survey

**10 Year Shift in Local Jobs**



Source: USCB, County Business Patterns By Zip. Data is on zip code basis. on zipcode b

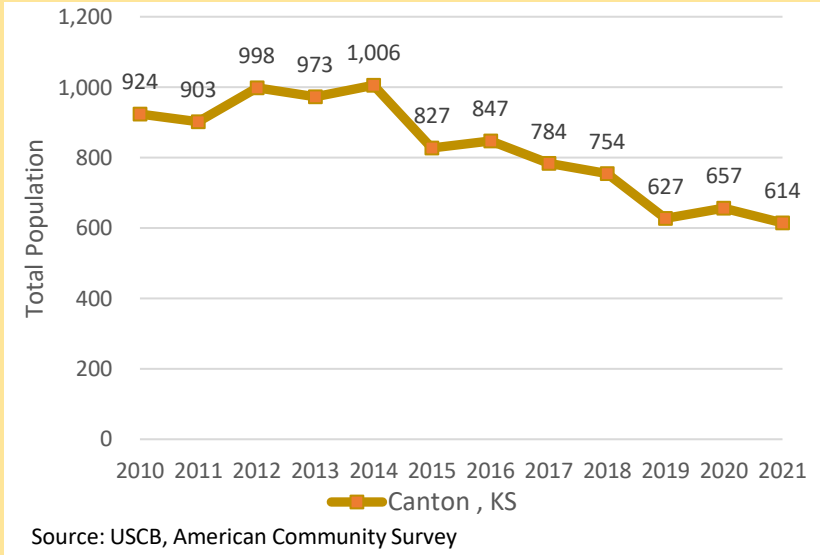
**Businesses in Our Town**



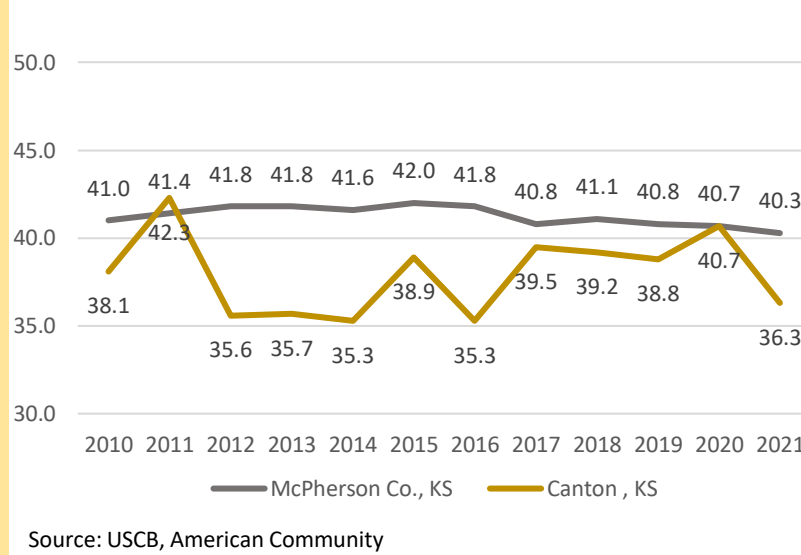
Source: USCB, County Business Patterns By Zip. Data is on zip code basis. on zipcode b

**Our People, Our Pride**  
What opportunity do you see here?

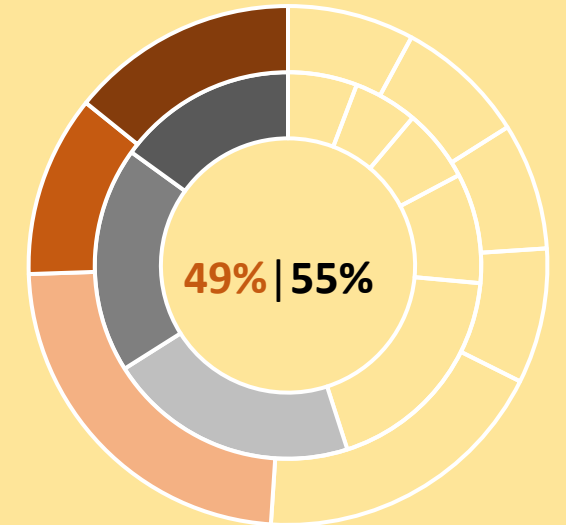
**Overall Population Trend**



**Population Trend by Age**



**Overall Community Confidence**



Data source: US Census

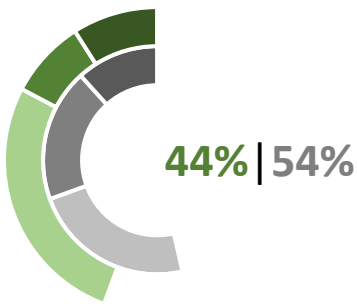
Source: USCB, American Community Survey. 5-yr average.

Data source: Community Survey (Conducted in Spring 2023)

**Portion of the community that is highly confident on the listed community dimensions (Rating range: 0-7; Scored >5)**

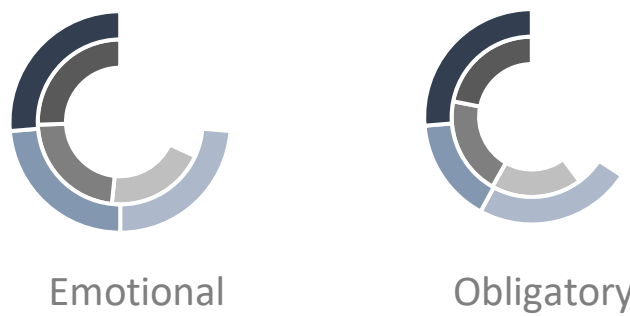
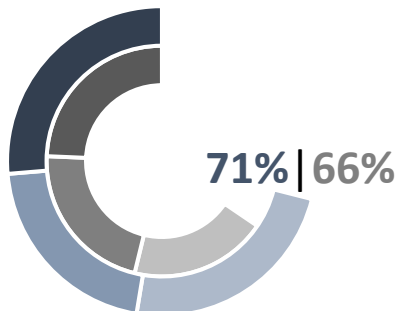
Town Scores (various colors) Average McPherson County Score (grey)

**Collaborative Leadership**



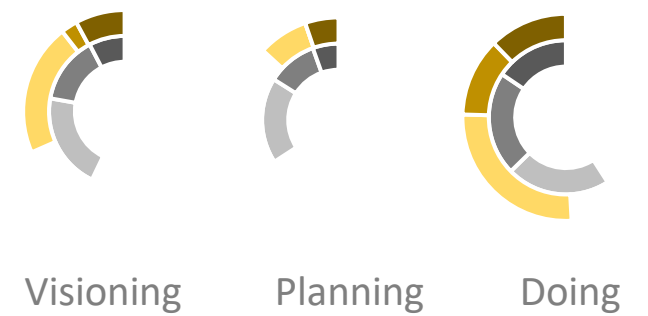
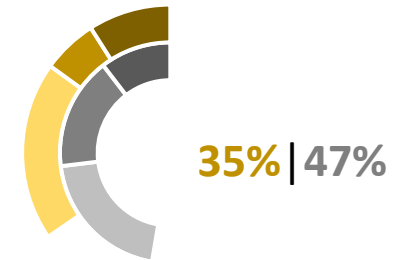
The confidence in local leadership seems to be at or slightly less than par with that of the County average.

**Citizen Commitment**



The residents of Canton have a stronger affinity for their community than an average County resident does for theirs.

**Community Vision**



This is an area where Canton residents have the poorest view. The local Leaders can use this opportunity to boost these efforts.

**OVERALL COMMUNITY PERCEPTION**

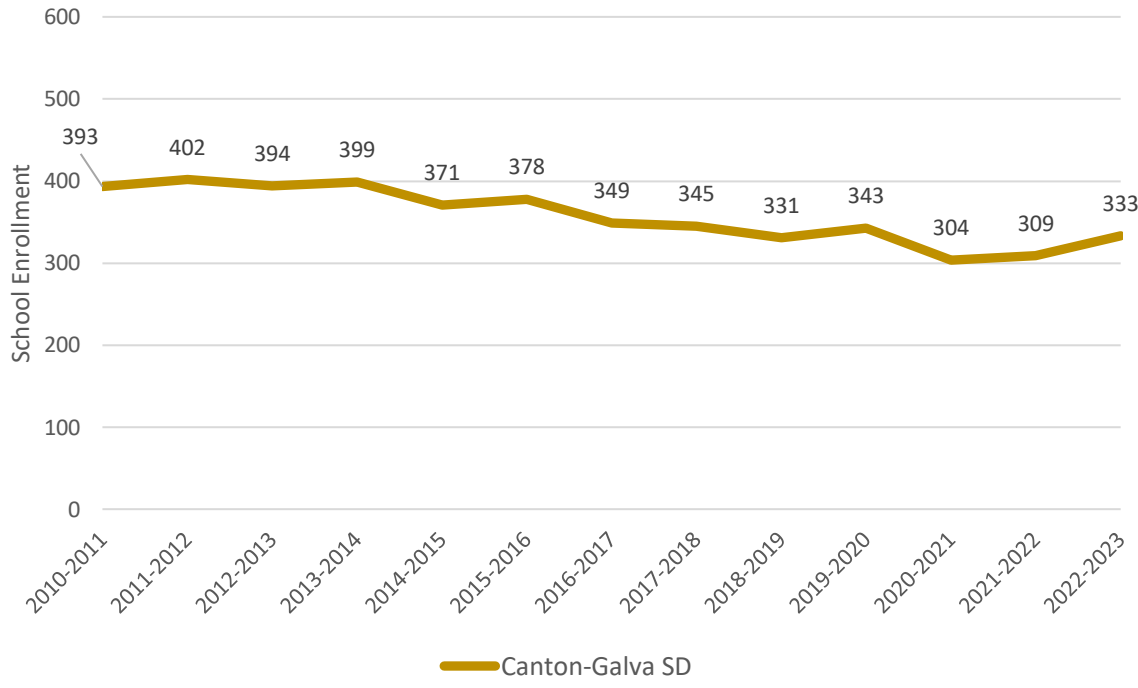
We see a lower level of community confidence being expressed in Canton than an average county resident towards their community. Most concerning are the metrics related to the 'Actions' that are being taken in the community to drive the local agenda. The residents are indicating that they are not seeing a cohesive visioning process for the community. The lowest scores that were shared relate to how the town conducts its planning process. Local leaders should consider if this challenge can be addressed through consistent and proactive communication? Or does this require a deeper level change in how the planning process is conducted in the city.

**Challenges identified by local citizens:**

- Infrastructure:** Improved streets, sidewalks, sewage, water treatment
- Economic Development:** Increased wages

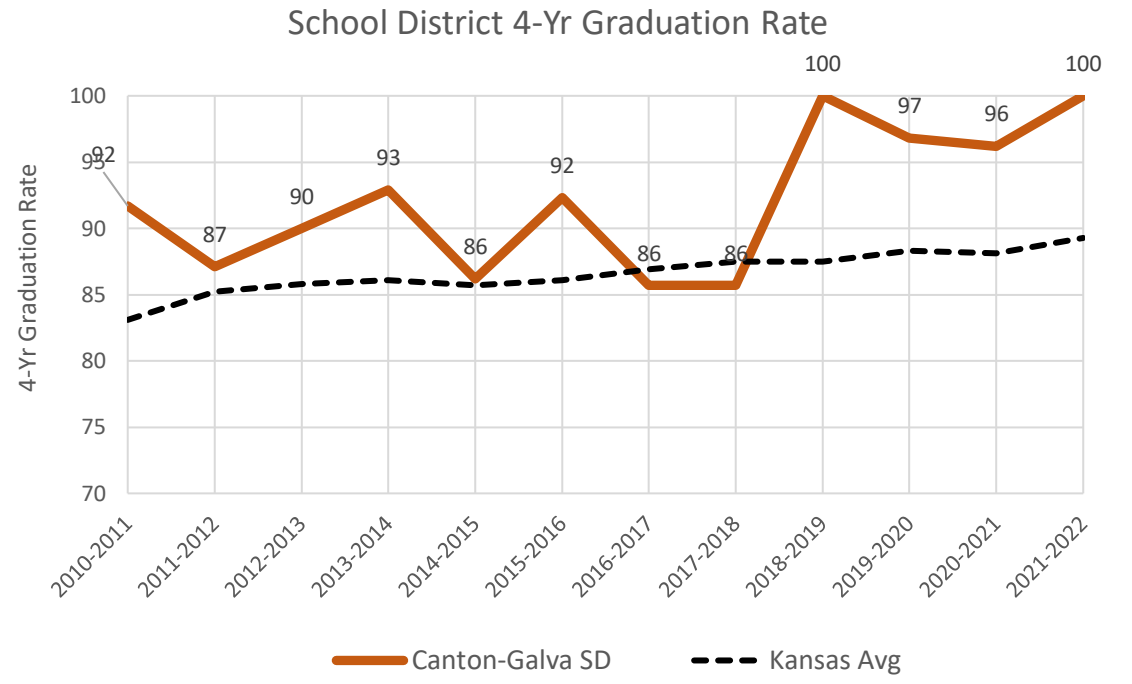
**Key Community Metrics**  
What opportunity do you see here?

**Local School Enrollment**



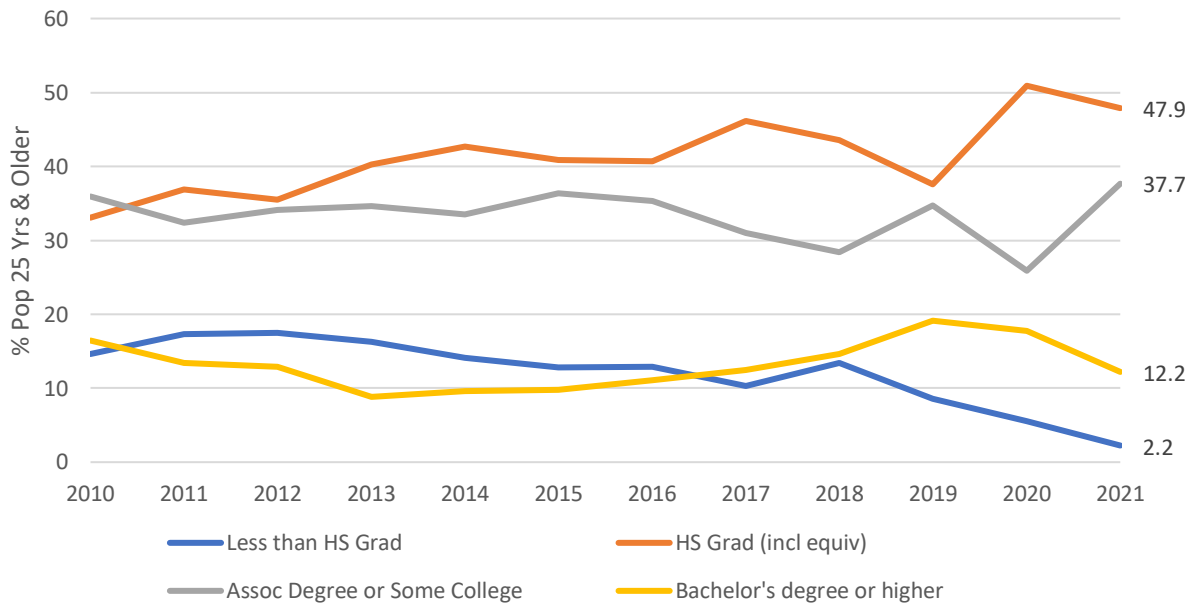
Source: Kansas State Dept of Education, Data Central

**High School 4 Year Graduation Rate**



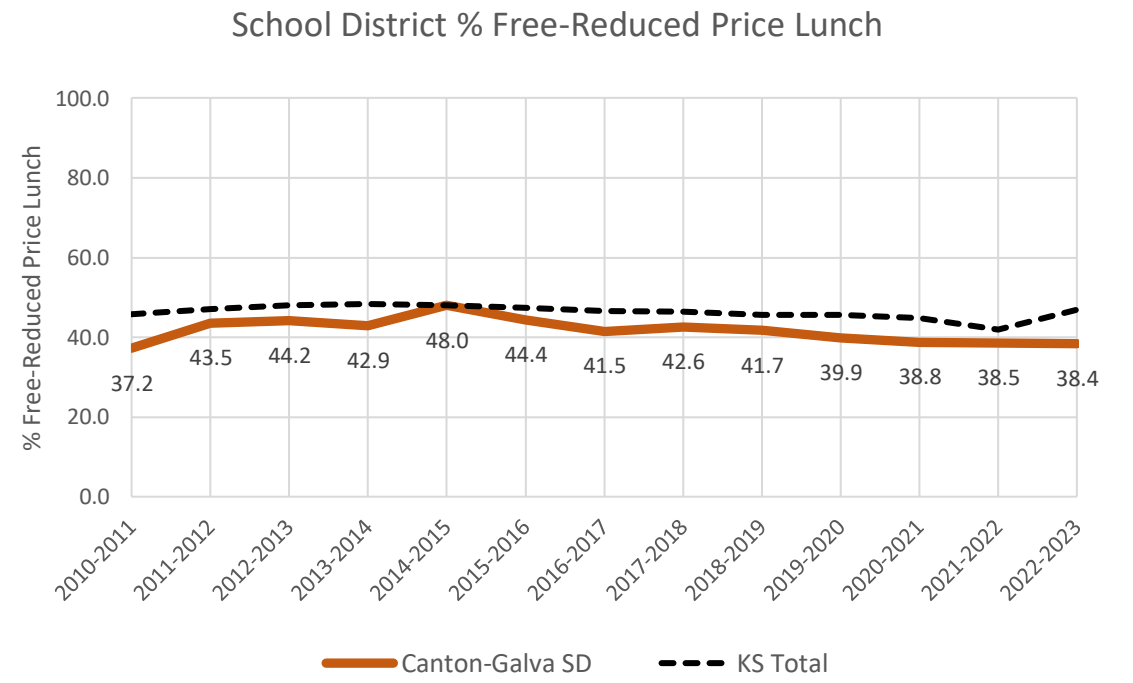
Source: Kansas State Dept of Education, Data Central

**Local Educational Level**



Source: USCB, American Community Survey, 5-yr Avg.

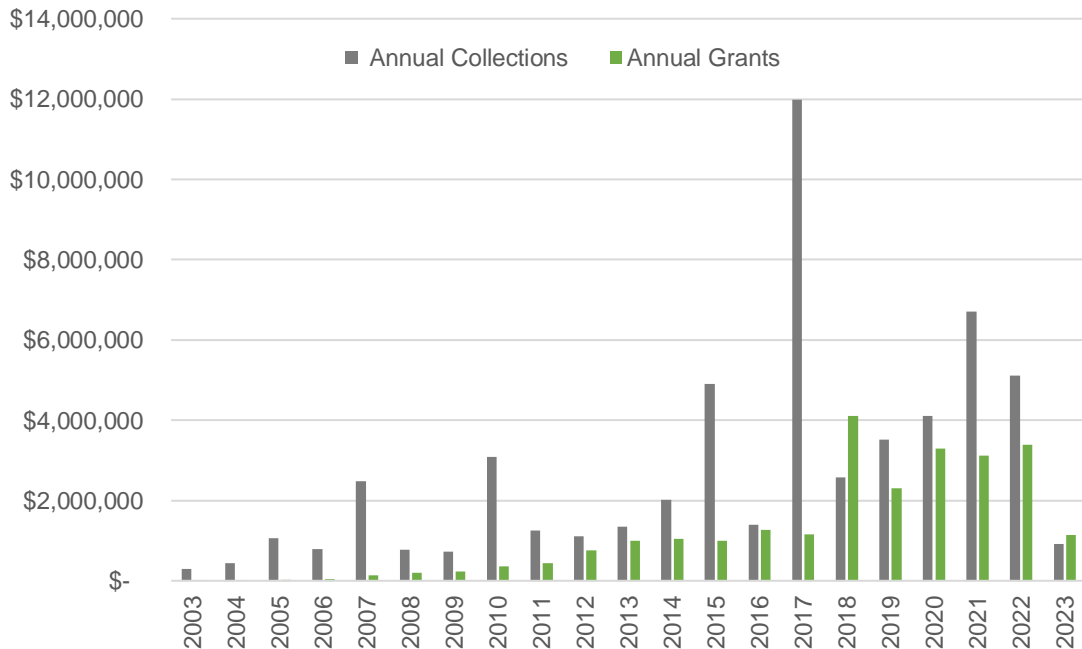
**School District % Free-Reduced Price Lunch**



Source: Kansas State Dept of Education, Data Central



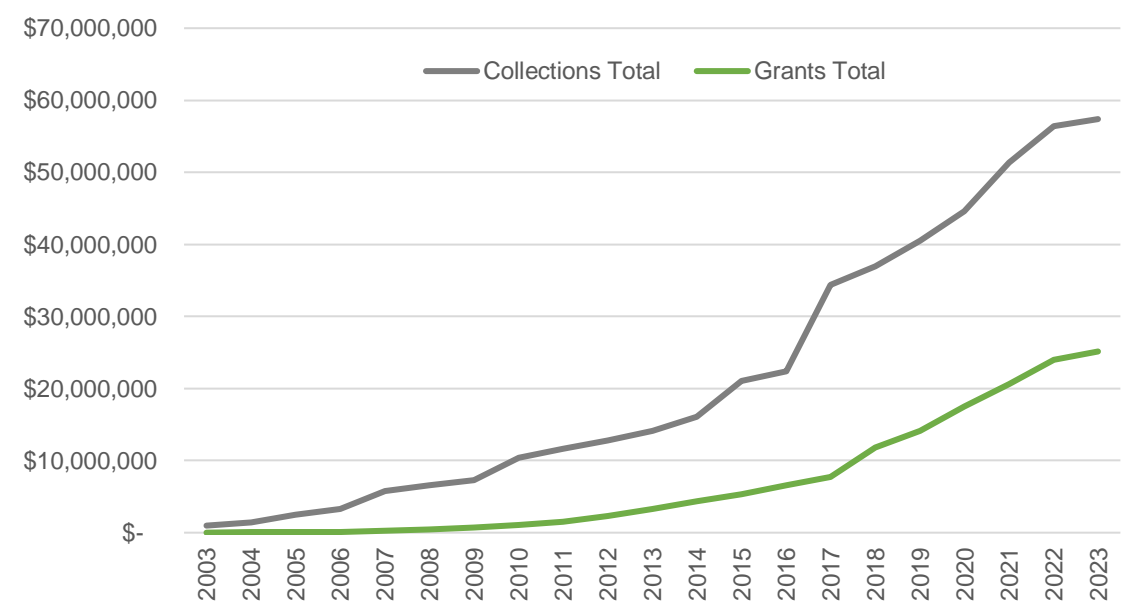
**Annual Dollars Raised and Invested**



Source: McPherson County Community Foundation, 2023

**Community Foundation**

**Total Dollars Raised and Invested**



## Who Responded to the Survey

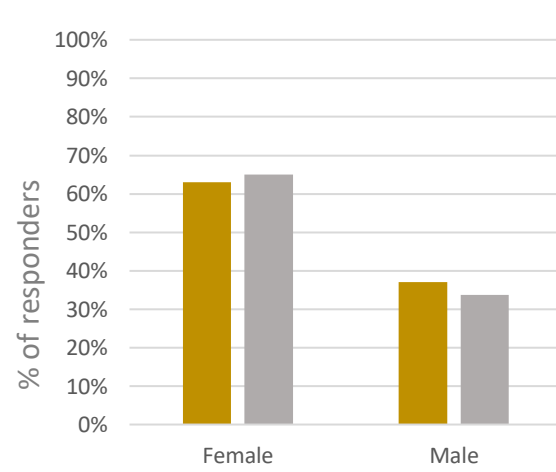
### What opportunity do you see here?

Number of people:



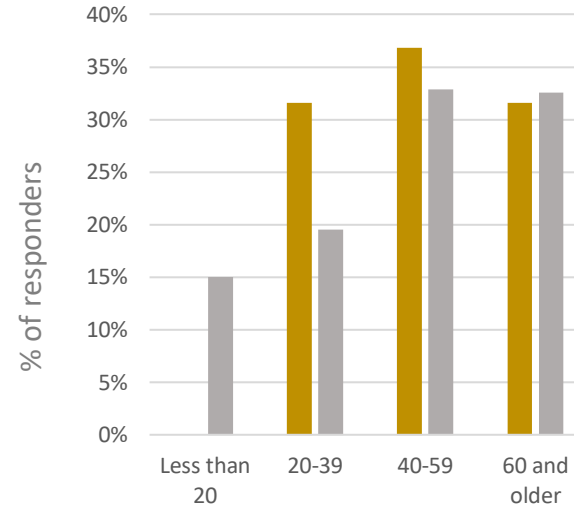
Please note, we only received 19 responses for on this survey. The results shared here are not statistically significantly.

Gender:



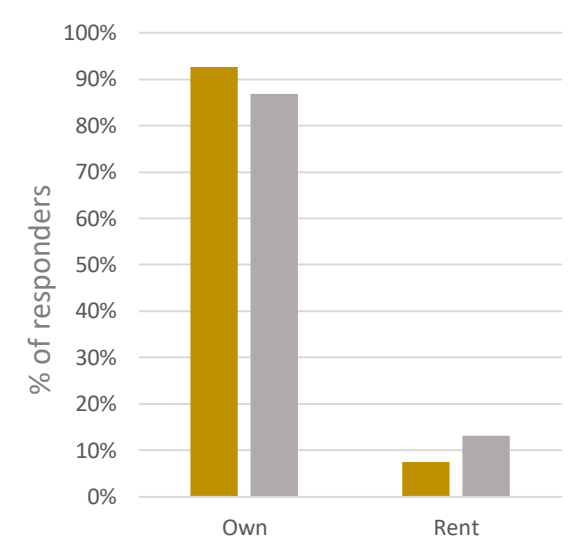
**5 Males | 14 Females**  
Females have a greater confidence in the community's economic capabilities than the males.

Age Profile:



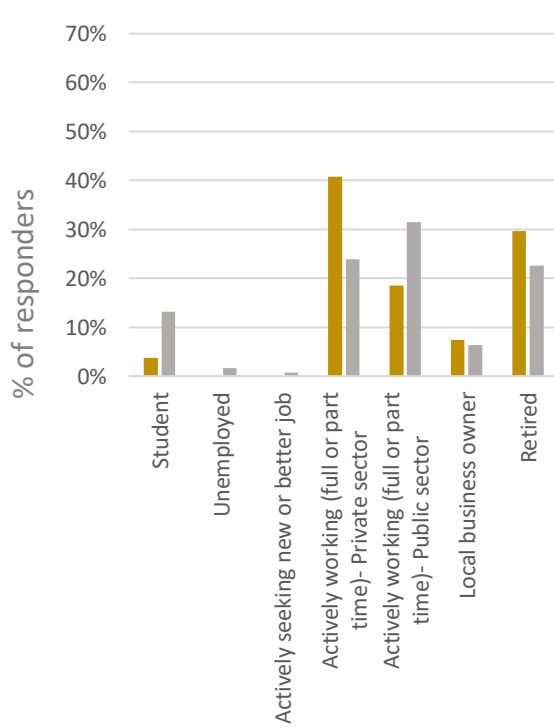
*Too little data to comment on patterns.*

Residential Status:



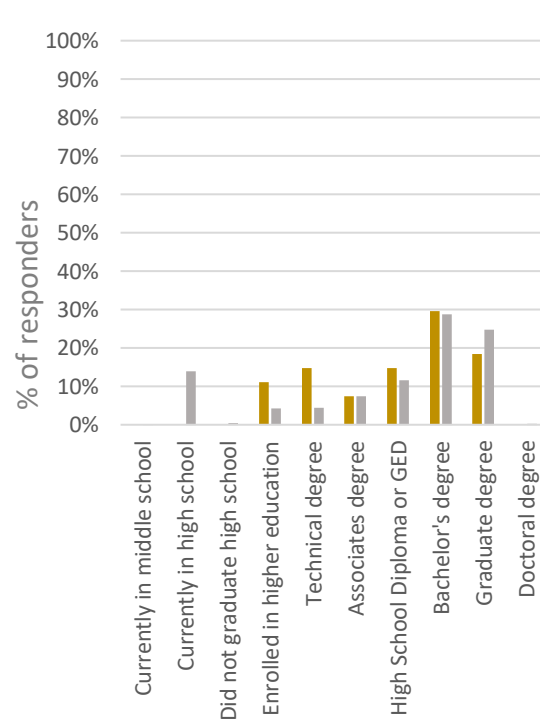
**1 Renter | 18 Owners**  
*Too little data to comment on patterns.*

Occupation:



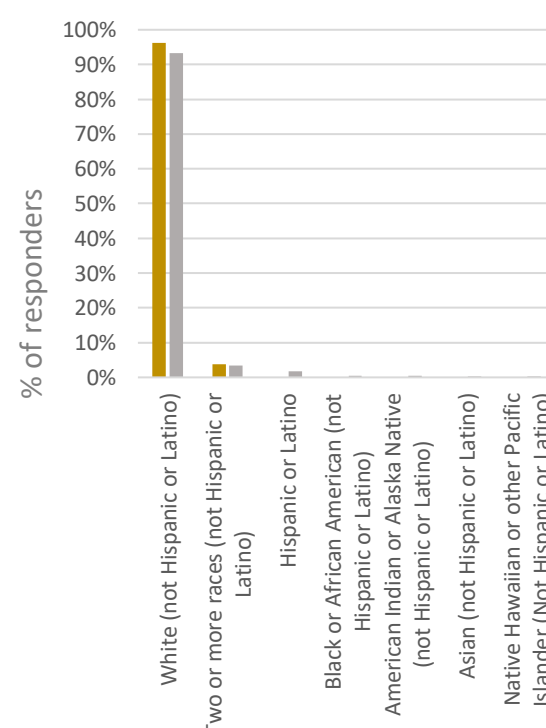
*Too little data to comment on patterns.*

Education Status:



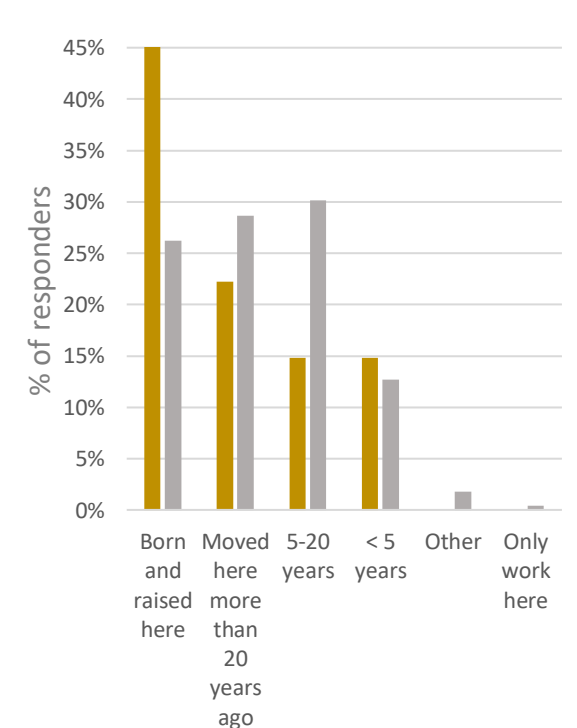
*Too little data to comment on patterns.*

Ethnicity:



*Too little data to comment on patterns.*

Duration of Residence:



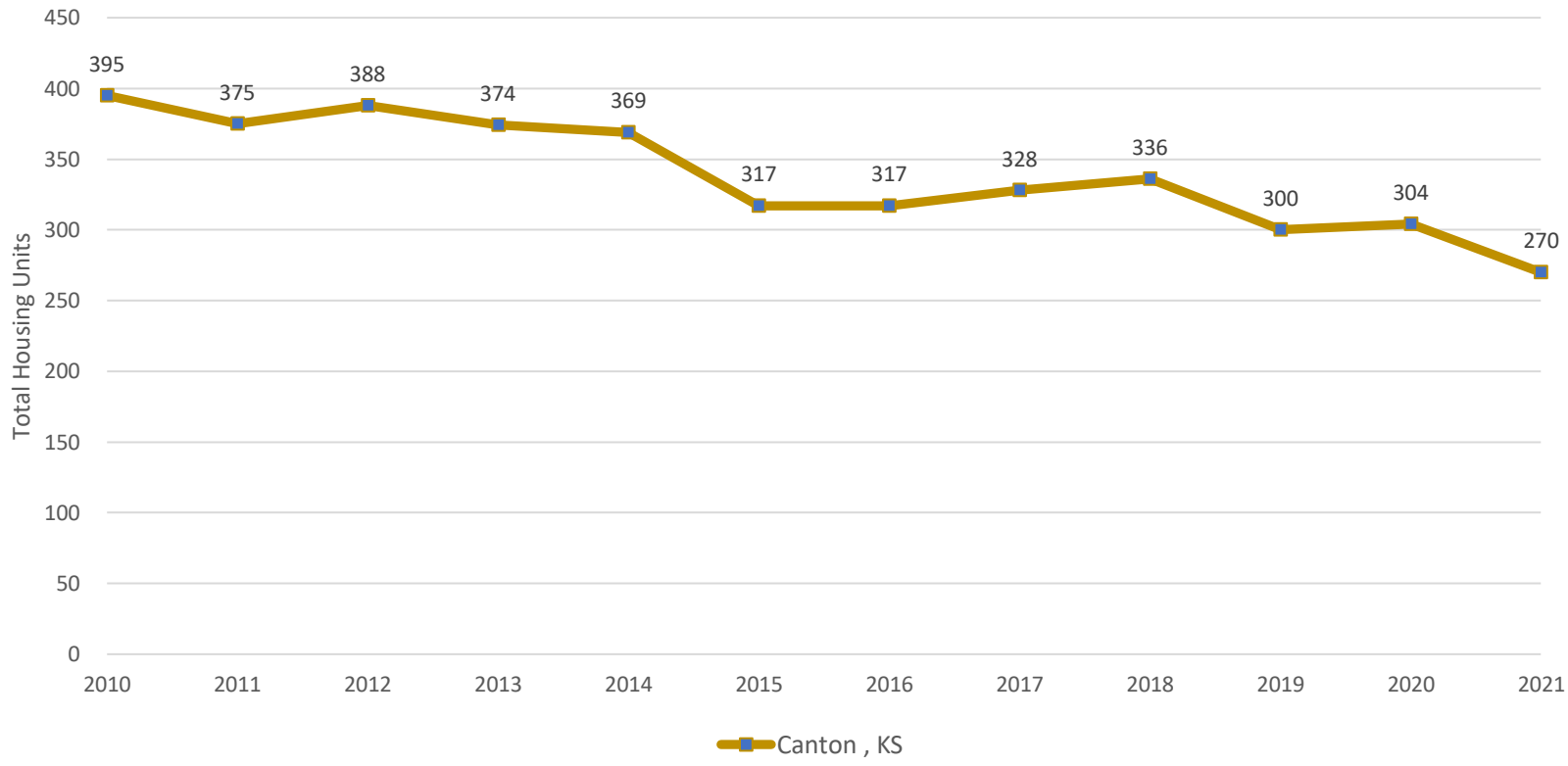
*Too little data to comment on patterns.*

 Town Score  
 Average McPherson County Score

Number of people who expressed an interest in volunteering to better the community: **4 of 19 (21%)**

## An Additional Data Point

### Total Housing Units



Source: USCB, American Community Survey