

2026



NATIONAL COMMUNITY SURVEY

RESULTS & KEY FINDINGS

• August 17, 2026

ABOUT THE SURVEY



Collaboration

with Polco's National Research Center,
every two years since 2012



Benchmark Comparisons

data measures Wilsonville's performance against
400+ U.S. communities where NCS is administered



Local Trends Over Time

when sentiment improves or declines over time, it
identifies opportunities to examine policies and programs



Direct Feedback From Community

can inform council goal-setting, strategic planning,
budgeting, and land use decisions

SURVEY METHODOLOGY



Statistically-Valid Scientific “Livability” Survey

- Conducted March 4-April 15, 2026
- Participant addresses randomly selected by Polco
 - 3,000 surveys mailed (378 returned); 13% rate of return
 - 249 additional residents took an opt-in survey online
 - Polco tabulates this separately; it is available online
- Data is weighted to reflect community at large
 - Some groups (white, high-earners, homeowners & women) are over-represented in the data set.
 - Increasing the weight of data from under-represented populations, while decreasing the weight of data from over-represented groups, provides summary data that more accurately reflects the community’s make-up.

DATA PRESENTATION



% scores shown = percentage of respondents who provided a positive response to a question:

- quality of program/service = 'excellent' or 'good'
- Importance of a program = 'essential' or 'very important'

Level of Confidence = 95% (+/- 5% MOE)

- Any answer within 10% of natl. benchmark is 'similar'
- 10-19% above or below is 'higher' or 'lower'
- 20% above or below is 'much higher' or 'much lower'
- vs. 2024, 7% rise/drop is considered significant

TEN FACETS OF COMMUNITY LIVABILITY



FACETS OF COMMUNITY LIVABILITY:

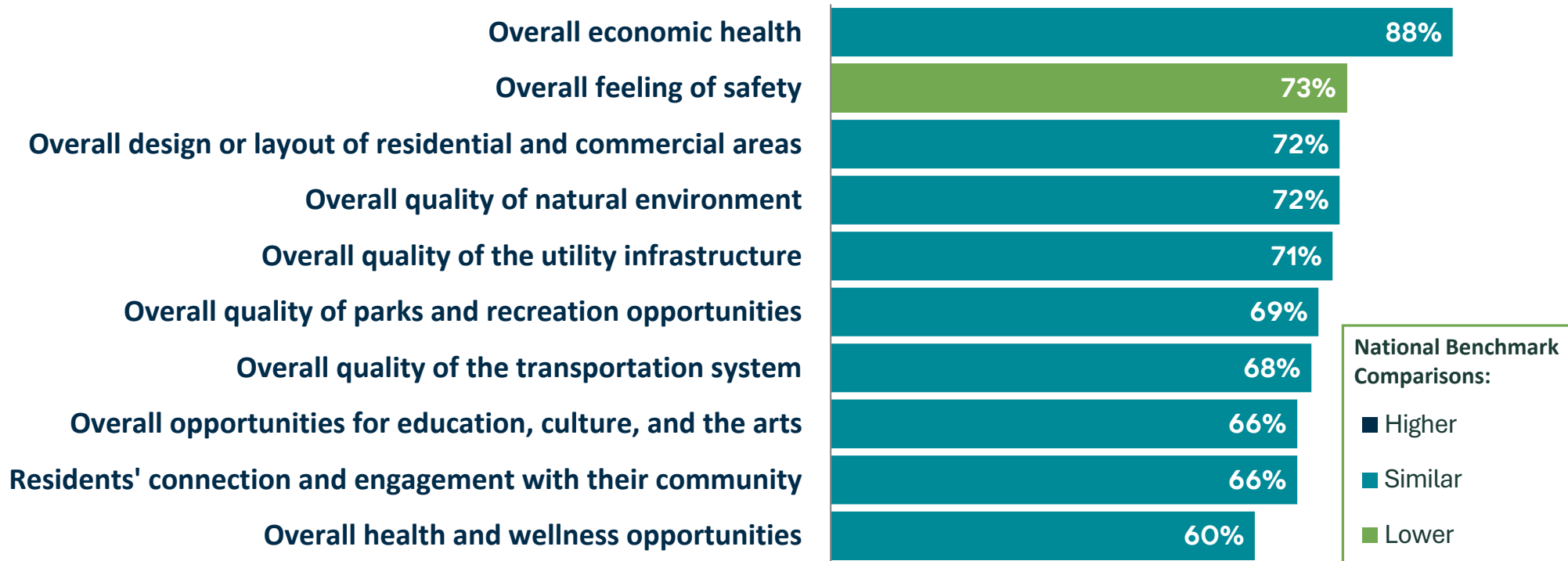
QUALITY



Percent excellent or good

FACETS OF COMMUNITY LIVABILITY:

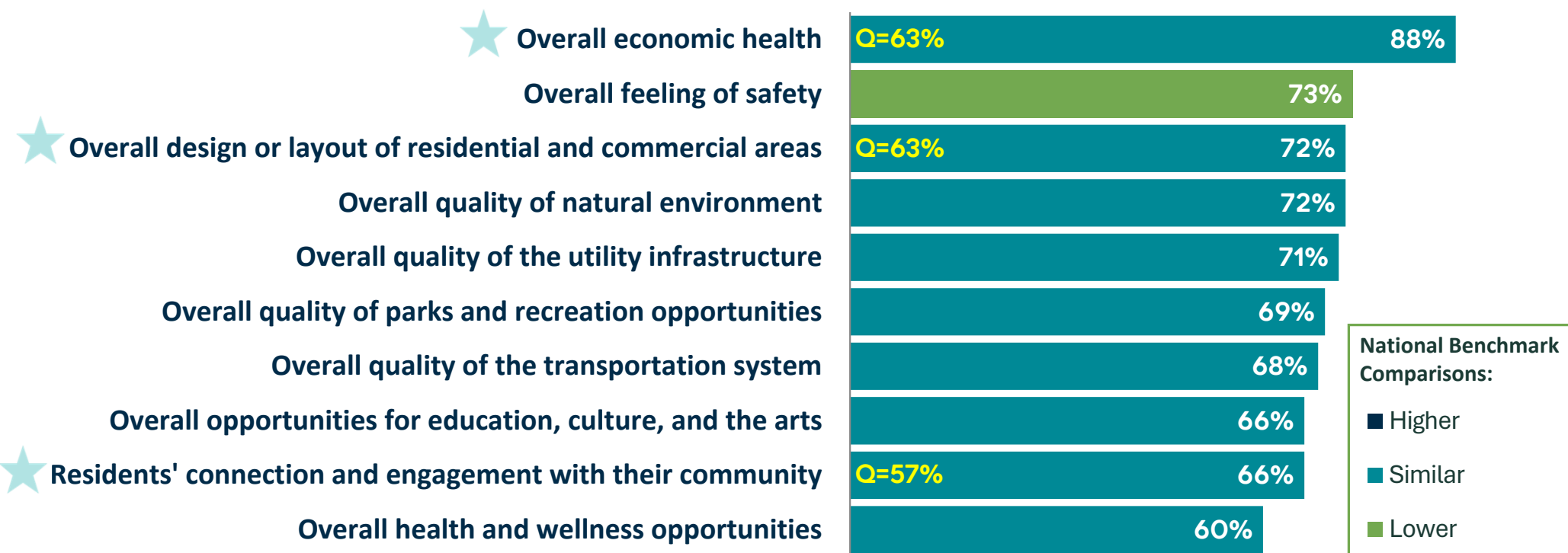
IMPORTANCE



Percent essential or very important

FACETS OF COMMUNITY LIVABILITY:

IMPORTANCE



★ Quality / Importance gap

Percent essential or very important

WILSONVILLE BY COMPARISON

The survey asked residents to make **122 evaluative ratings**.

- When comparing Wilsonville to other communities, nationwide, most ratings (92) are within 10% of national benchmarks.

26

received
higher
ratings

4

received
lower
ratings



WILSONVILLE BY COMPARISON

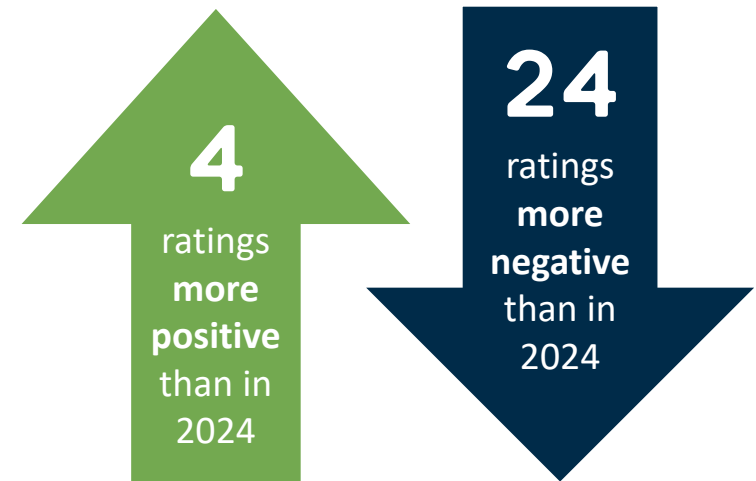
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Local trends over time:

- Where increases/decreases in satisfaction since 2024 were statistically significant (+/- 7%).



DEEP DATA DIVE:

CONSISTENTLY HIGH MARKS



KEY FINDINGS



RESIDENTS VALUE CITY'S CORE SERVICES

RATE THE QUALITY OF THE FOLLOWING SERVICES:



KEY
FINDING
#1

Public Library

97% ★

92nd percentile among
communities surveyed



City Parks

91% ★

93rd percentile



% = those who responded 'excellent' or 'good'



Exceeds national benchmarks



RESIDENTS VALUE CITY'S CORE SERVICES



Sewer Services



Drinking Water



Stormwater



K-12 Schools



Waste Collection



Utility Infrastructure

KEY
FINDING
#1

A CITY OF GREAT SERVICES



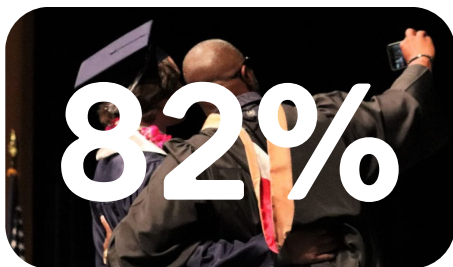
Sewer Services



Drinking Water ★



Stormwater ★



K-12 Schools ★



Waste Collection



Utility Infrastructure ★



Exceeds national benchmarks

% = those who responded 'excellent' or 'good'

HIGH MARKS FOR MOBILITY



KEY
FINDING
#2

Overall Quality of Transportation System

76% ★

• Ease of Public Parking

79% ★

• Ease of Travel by Car

75%

• Ease of Bicycle Travel

75% ★

• Ease of Walking

67%

• Traffic Flow on Major Streets

53% up 7%

% = those who responded 'excellent' or 'good'



Exceeds national benchmarks



SMART TRANSIT DELIVERS AGAIN



- Bus or Transit Services (#7) **84%**
- Ease of Travel Public Transit (#4) **77%**

In both categories, Wilsonville scored **much higher** than the benchmark and among top 10 of communities surveyed.

% = those who responded 'excellent' or 'good'

OTHER MOBILITY-RELATED SERVICES



87%

Street
Cleaning



68%

Sidewalk
Maintenance



69%

Snow
Removal



85%

Street
Lighting



66%

Street
Repair



% = those who responded 'excellent' or 'good'



Exceeds national benchmark



Top 10 among all communities surveyed

DOWNTOWN AREA LACKING VIBRANCY



KEY FINDING #3

- Wilsonville as a Place to Visit 43% ↓
- Variety of Business & Service Establishments 37% ↓
- Shopping Opportunities 31% ↓
- Vibrancy of Downtown Area 29% ↓

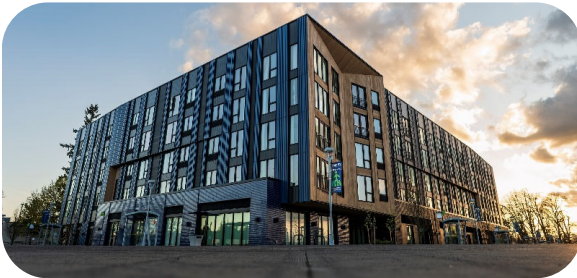
% = those who responded 'excellent' or 'good'



Lower than national benchmarks

DESIGN: THE UPS & DOWNS

KEY FINDING #4



HIGHLIGHTS

- Well-designed neighborhoods
- Availability of affordable quality housing

70% ★

+15% since 2024

AREAS OF FOCUS

- | | | |
|---|-----|-----------------|
| • Design/layout of residential & commercial areas | 63% | -9% since 2024 |
| • Public places where people want to spend time | 58% | -8% since 2024 |
| • Well-planned commercial growth | 30% | -18% since 2024 |



★ Exceeds national benchmarks

% = those who responded 'excellent' or 'good'

PEOPLE FEEL SAFE IN WILSONVILLE

PLEASE RATE HOW SAFE OR UNSAFE YOU FEEL:

Overall feeling of safety

90%

In your neighborhood during the day

97%

In the downtown/commercial area during the day

92%

From violent crime

91%

From fire, flood, or natural disaster

91%

From property crime

83%

National Benchmark Comparison

- Higher
- Similar
- Lower

KEY
FINDING
#5

% = those who responded 'very' or 'somewhat' safe

ALL SAFETY RELATED SERVICES EARN HIGH MARKS

PLEASE RATE THE QUALITY OF THE FOLLOWING SERVICES IN WILSONVILLE:



Fire Services

94%



Ambulance/
EMS

93%



Fire
Prevention
& Education

85%



Police

80%



% = those who responded 'excellent' or 'good'

RESIDENTS CONCERNED WITH COST OF LIVING



KEY FINDING #6

		Percentile
• City's overall economic health	63%	43 RD
• Availability of affordable quality food	56%	47 TH
• Availability of affordable quality health care	41%	21 ST
• Availability of affordable quality preschool/childcare	40%	45 TH
• Availability of affordable quality mental health care	34%	41 ST
• Local cost of living	34%	45 TH

% = those who responded 'excellent' or 'good'

Only 13% of respondents expressed optimism about economic impact over next 6 months (25% in 2024)

GOOD GOVERNANCE: TRUST & TRANSPARENCY HAS SOFTENED

RATE CITY OF WILSONVILLE'S PERFORMANCE IN THE FOLLOWING CATEGORIES:



	<u>2026</u>	<u>2024</u>	<u>2022</u>
▪ Customer service by City employees	80%	85%	87%
▪ Treats residents with respect	73%	76%	70%
▪ Treating all residents fairly	65%	72%	64%
▪ Acting in community's best interest	64%	66%	65%
▪ Welcoming resident involvement	62%	63%	57%
▪ Overall value of services	58%	64%	58%
▪ Being open/transparent	58%	69%	65%
▪ Being honest	57%	71%	65%
▪ Overall direction Wilsonville is taking	54%	60%	69%
▪ Confidence in Wilsonville government	54%	63%	58%

KEY
FINDING
#7

% = those who responded 'excellent' or 'good'

HIGH RATINGS FOR NATURAL ENVIRONMENT



KEY
FINDING
#8

• Air Quality	92%	★
• Quality of Natural Environment	92%	★
• Quality of Parks & Rec. Opportunities	91%	★
• City Parks	91%	★
• Cleanliness	89%	★
• Availability of Paths & Trails	85%	★

% = those who responded 'excellent' or 'good'

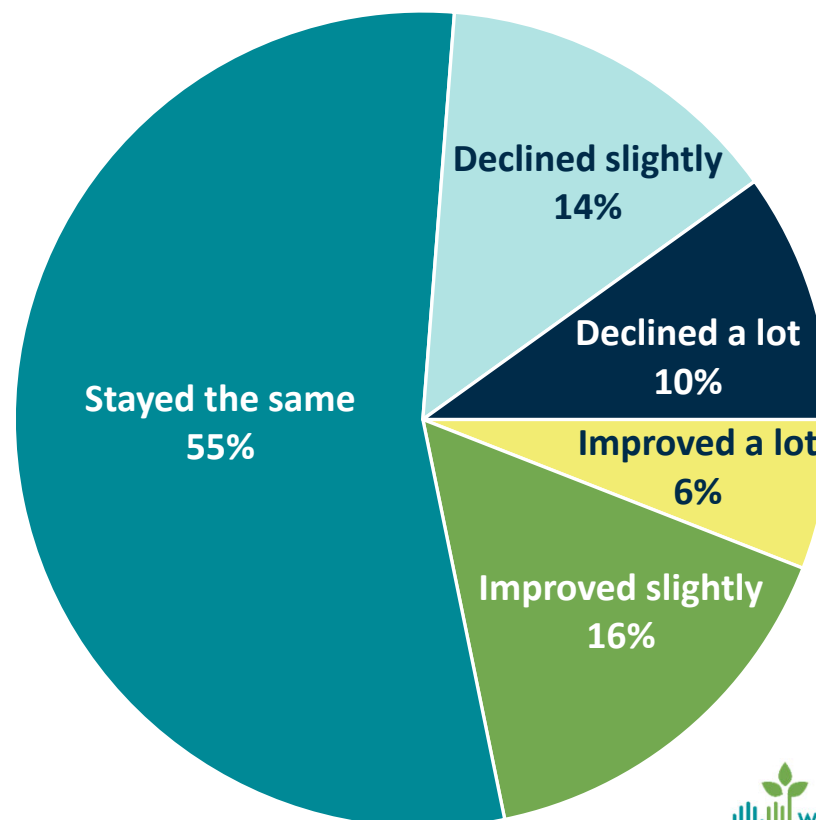
★ Exceeds national benchmarks

CUSTOM QUESTIONS



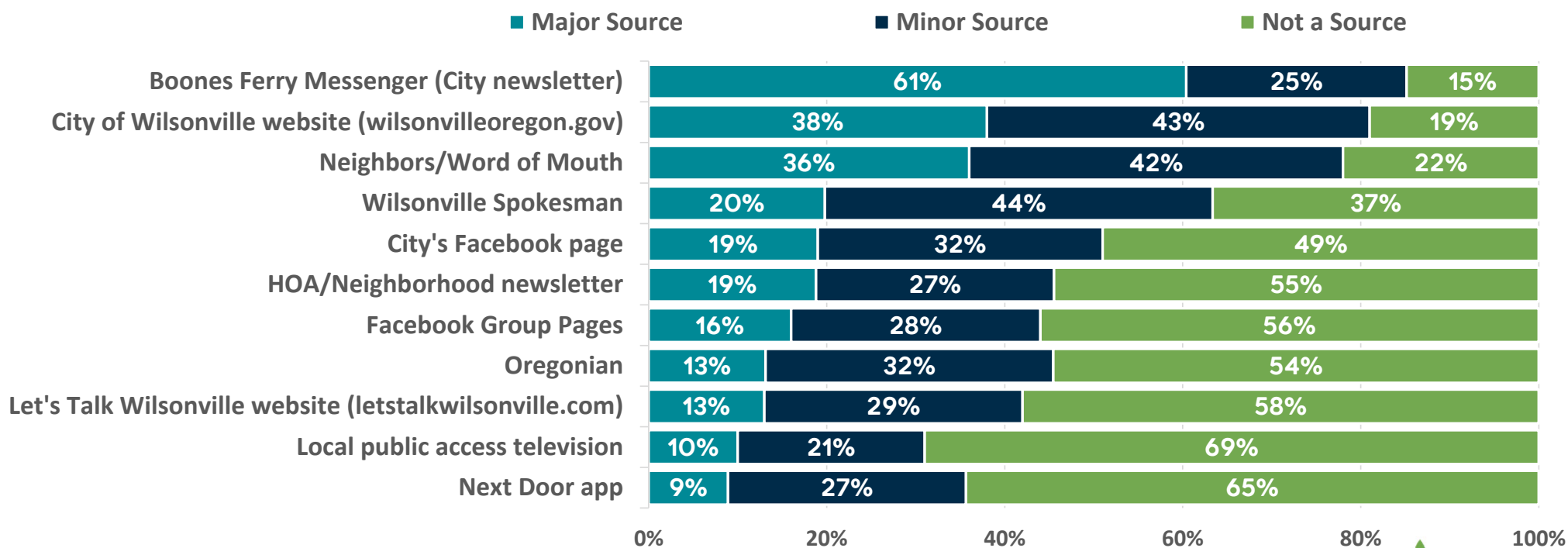
RESIDENT OPINION OF WILSONVILLE

DURING THE LAST 12 MONTHS, WOULD YOU SAY YOUR OPINION OF WILSONVILLE HAS:



HOW RESIDENTS GET INFORMATION

PLEASE INDICATE WHETHER EACH IS A MAJOR, MINOR, OR NON-SOURCE OF INFORMATION ABOUT WILSONVILLE CITY GOVERNMENT:



OPEN-ENDED QUESTION



WHERE SHOULD FOCUS BE?

WHAT DO YOU THINK IS THE BIGGEST PRIORITY FACING THE CITY OF WILSONVILLE OVER THE NEXT FIVE YEARS?



affordable housing economic development home depot sidewalks cost
food truck **traffic** **town** **town center** **growth**
improvement quality **business** **people** **plan**
opportunities family home theatre downtown area
trader joe's abandoned retail stores
services mixed use **high** empty buildings new businesses traffic congestion
downtown shopping planning place
infrastructure property education access water
vacant bridge building housing
grocery traffic control safety attract options
bike river vacant buildings **restaurants** school community
low income cost of living movie theater parking town center loop
apartments affordable parks taxes fry's urban renewal traffic flow commercial
area city center development residents food

SUMMARY OF FINDINGS



Highlights

- Library, parks and many other core City services and amenities rated higher by residents than the national benchmark.
- Investment in SMART, transportation system has generated high satisfaction among residents.
- Residents feel safe and rate the City's emergency services highly.
- The City's parks, trails, and other items related to natural environment are huge positives for Wilsonville residents.

Areas of Focus

- The City lacks a vibrant downtown; residents seek more quality retail, restaurants, etc.
- Residents are pessimistic about the economy and affordability of many goods/services.
- Community design concerns include commercial growth & public gathering places.
- Trust in local governance has softened.

WILSONVILLE PROVIDES A HIGH QUALITY OF LIFE



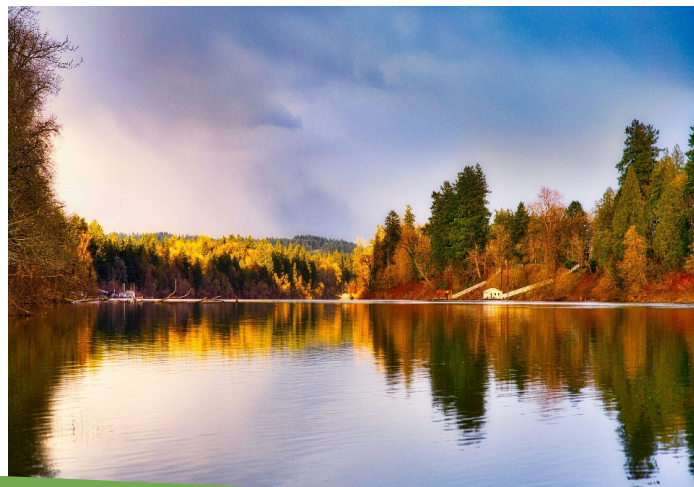
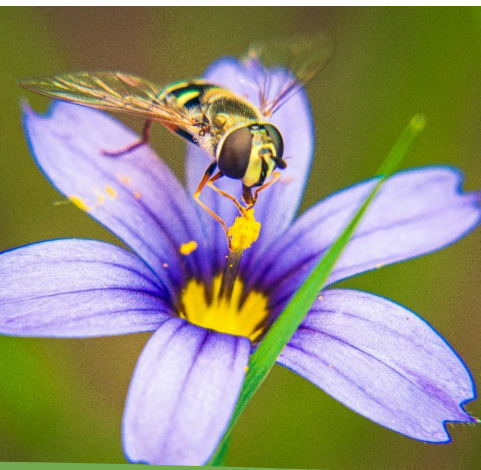
• Overall feeling of safety	90% ★
• Your neighborhood as a place to live	87%
• Recommend living here	86%
• As a place to raise kids	85%
• Wilsonville as a place to live	84%
• Expect to stay here for next 5 years	81%
• Overall quality of life	80%
• Overall image/reputation	77%
• Taking care of vulnerable residents	71% ★

% = those who responded 'excellent' or 'good' or 'very' or 'somewhat' likely

★ Exceeds national benchmarks

“BEST OF WILSONVILLE” PHOTO CONTEST

THANKS TO PARTICIPANTS FOR THEIR AMAZING IMAGES!



QUESTIONS?

Survey Data Available at:
WILSONVILLEOREGON.GOV/COMMUNITYSURVEY