



2026

# NATIONAL COMMUNITY SURVEY

## RESULTS & KEY FINDINGS

• August 17, 2026

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## 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

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## 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.



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## 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



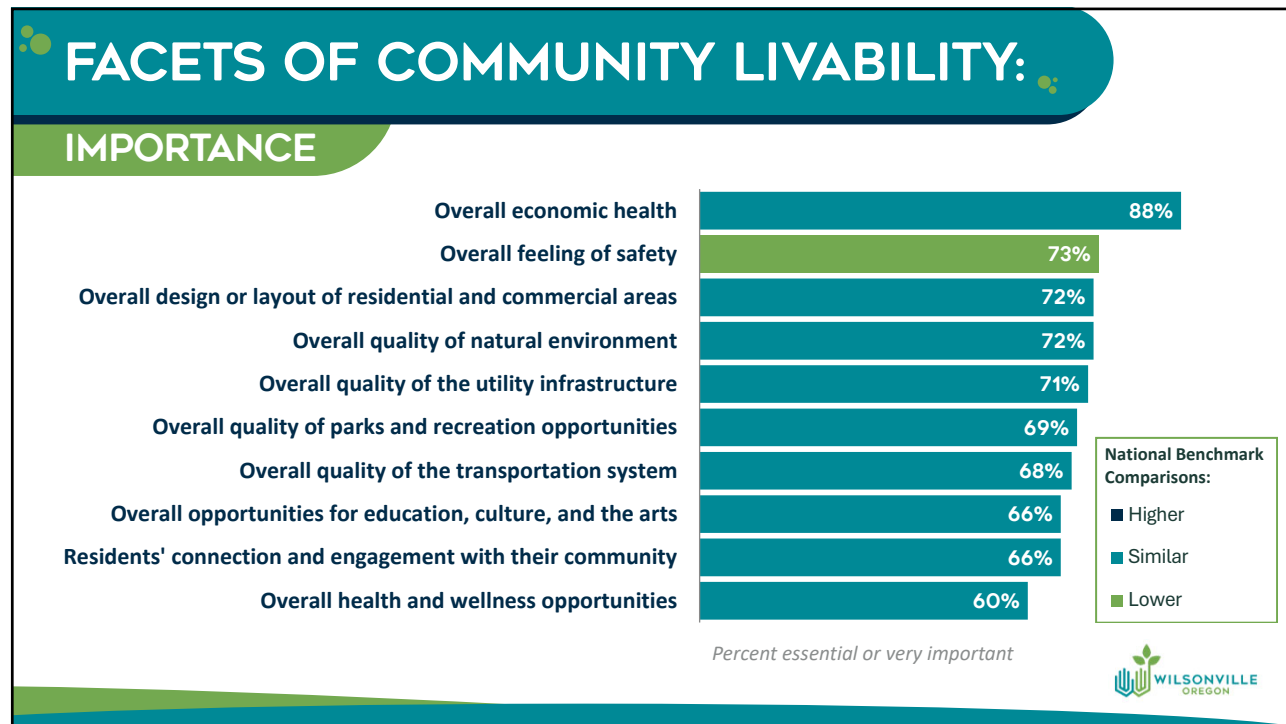
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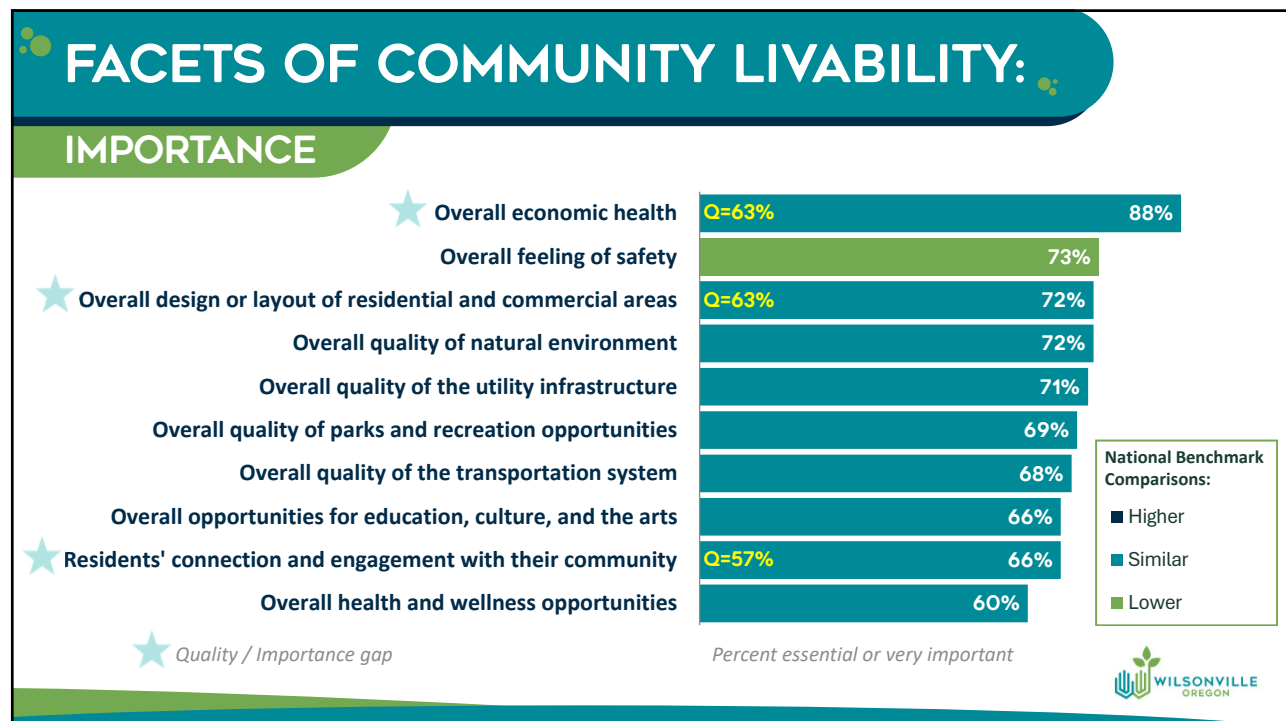
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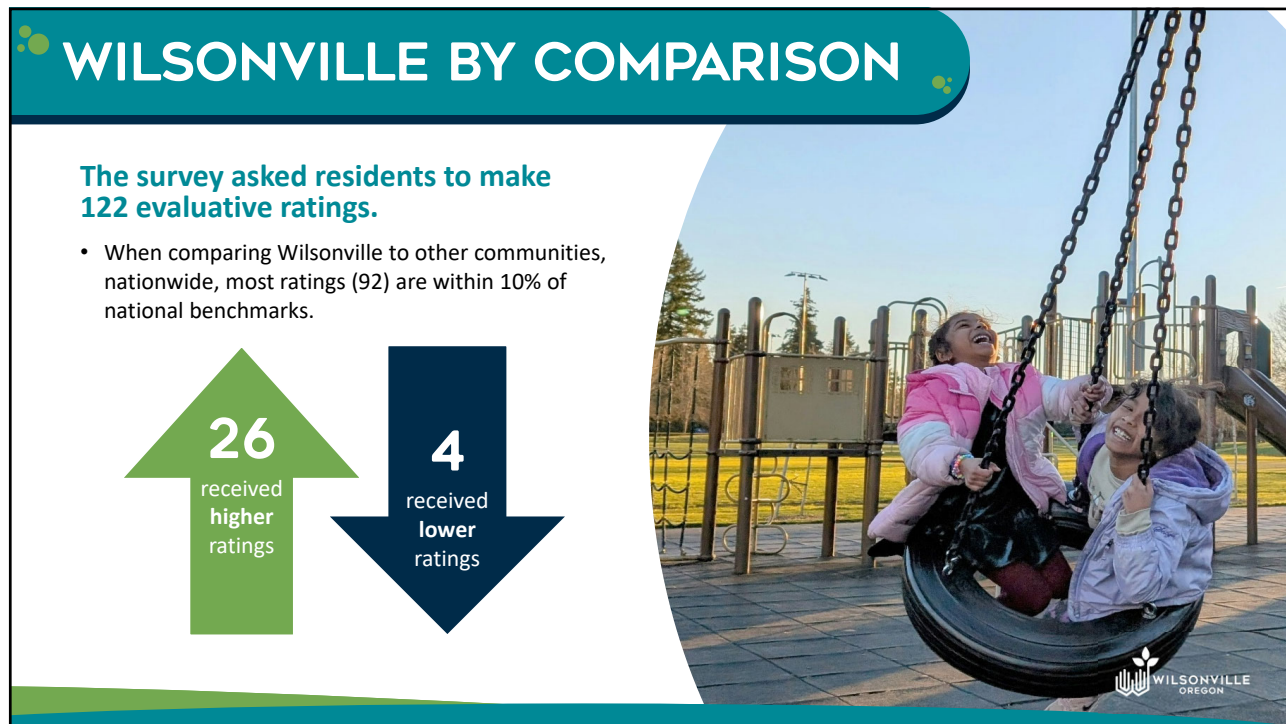
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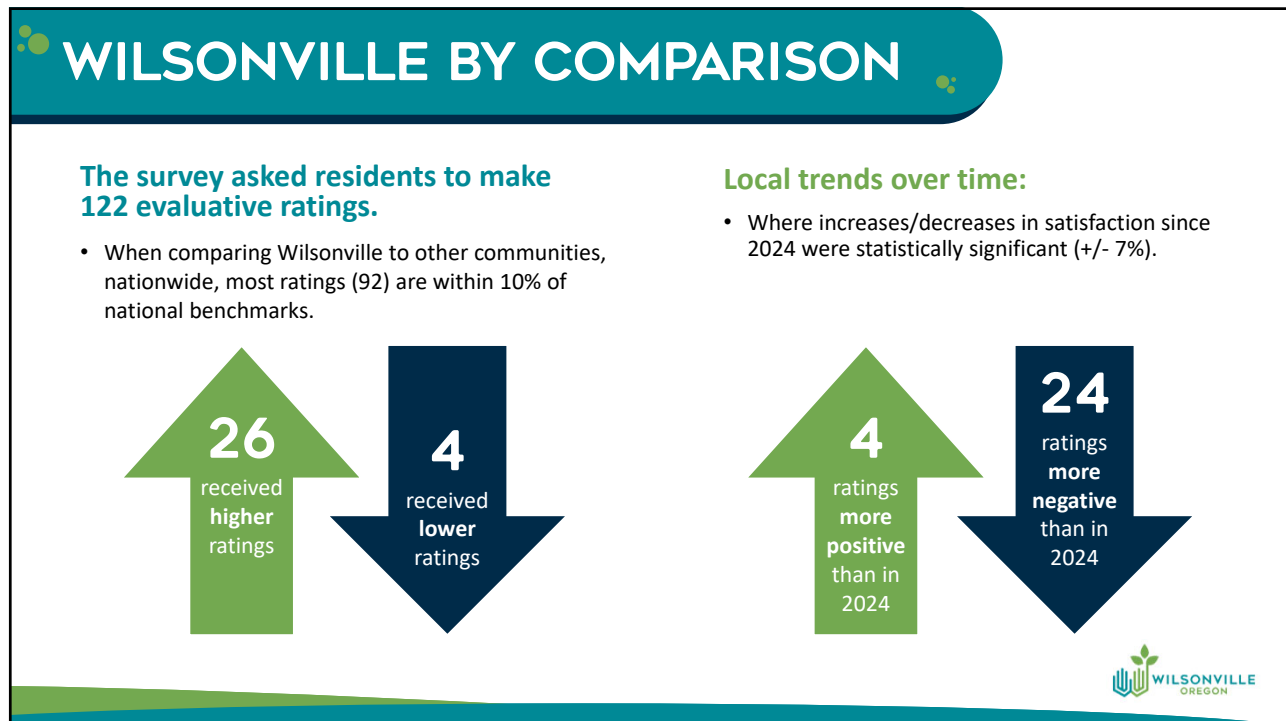
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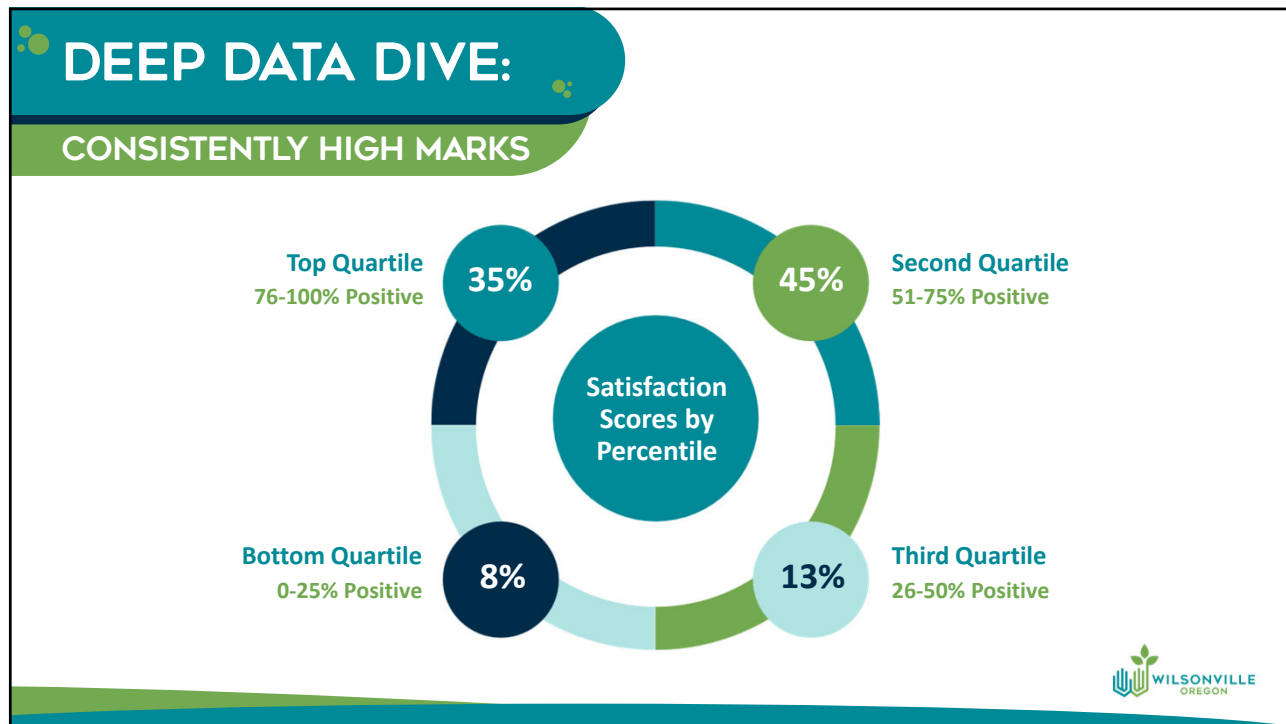
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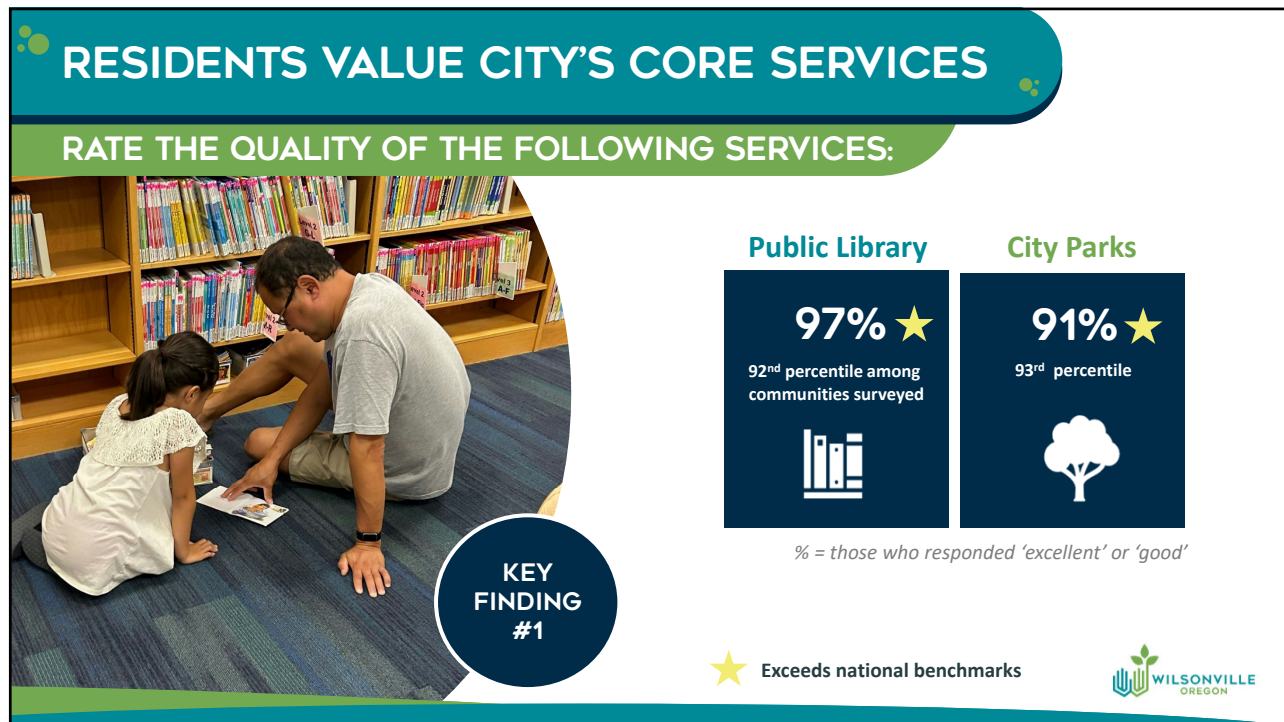
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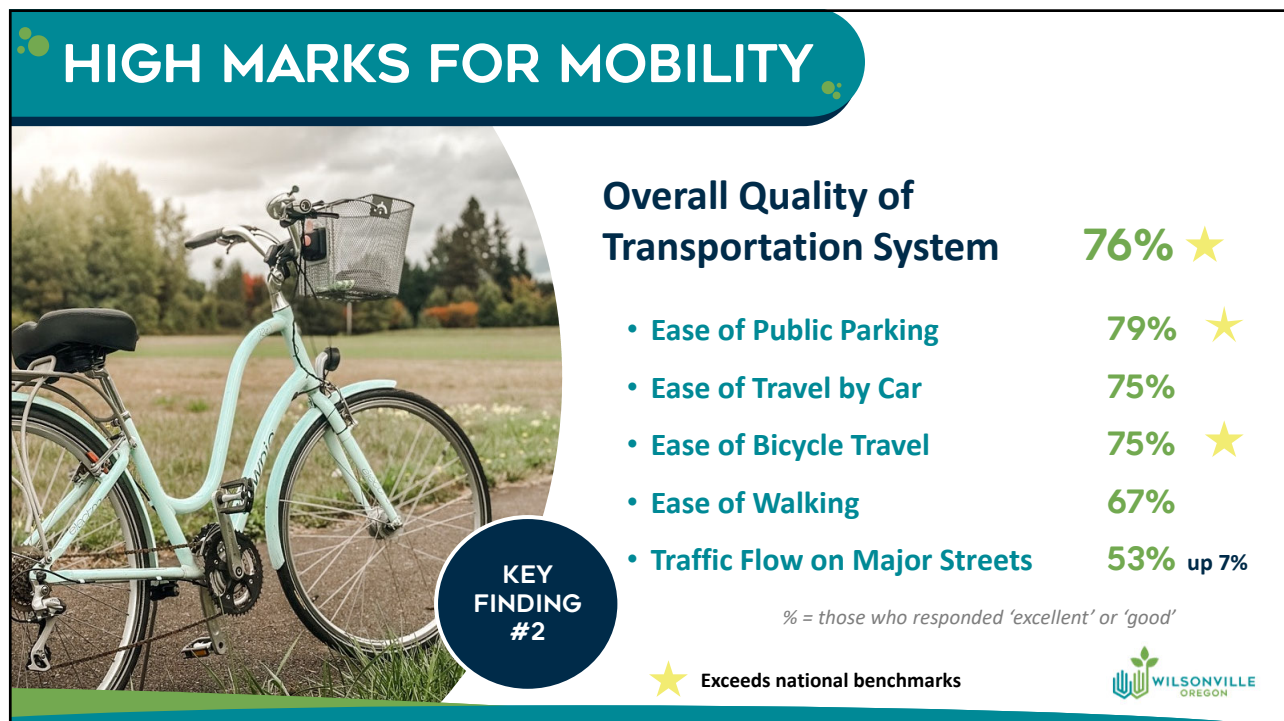
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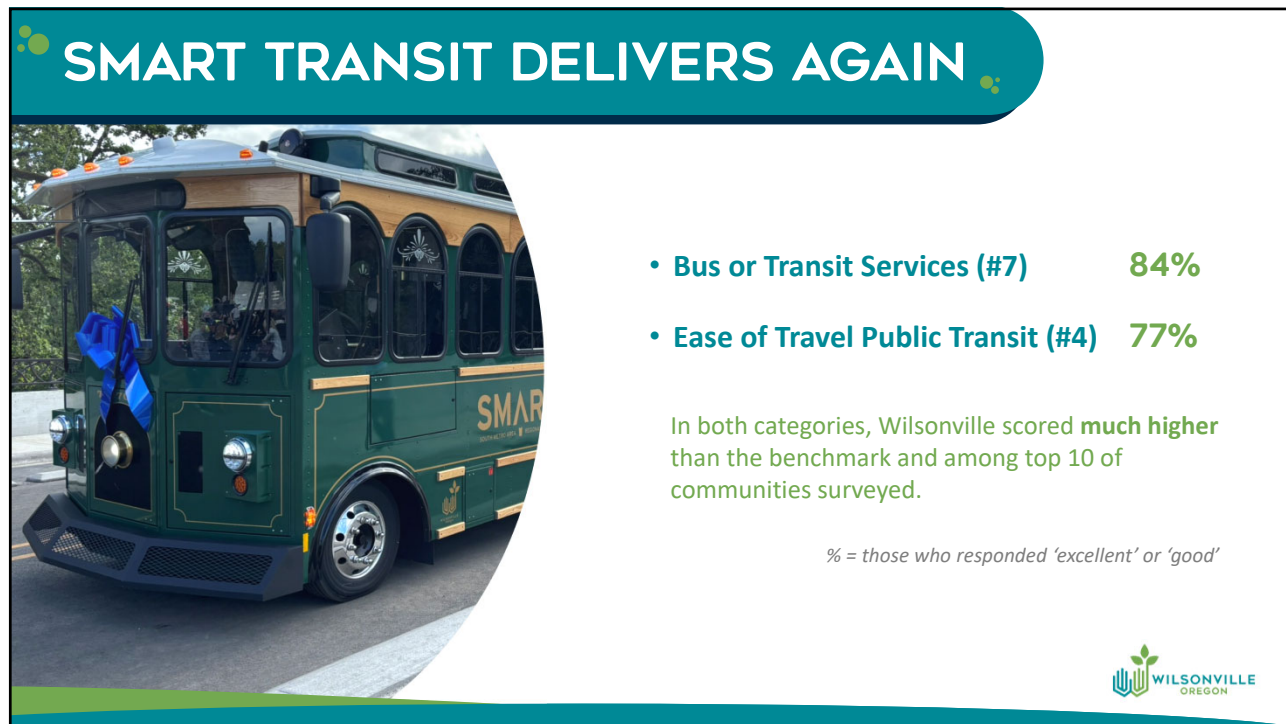
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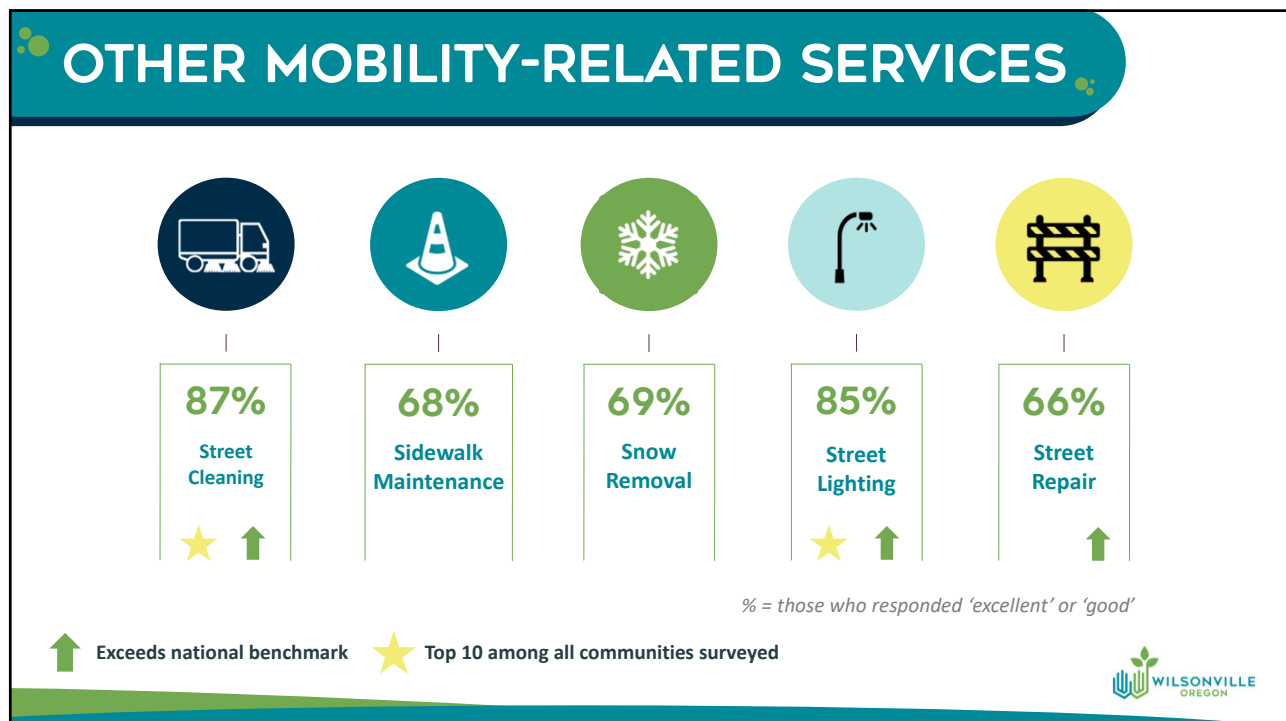
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# DOWNTOWN AREA LACKING VIBRANCY



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



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# DESIGN: THE UPS & DOWNS

KEY FINDING #4



## HIGHLIGHTS

- Well-designed neighborhoods 70% ★
- Availability of affordable quality housing +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'



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## RESIDENTS CONCERNED WITH COST OF LIVING



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

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

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



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## GOOD GOVERNANCE: TRUST & TRANSPARENCY HAS SOFTENED

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



|                                           | 2026 | 2024 | 2022 |
|-------------------------------------------|------|------|------|
| ▪ 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%  |

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



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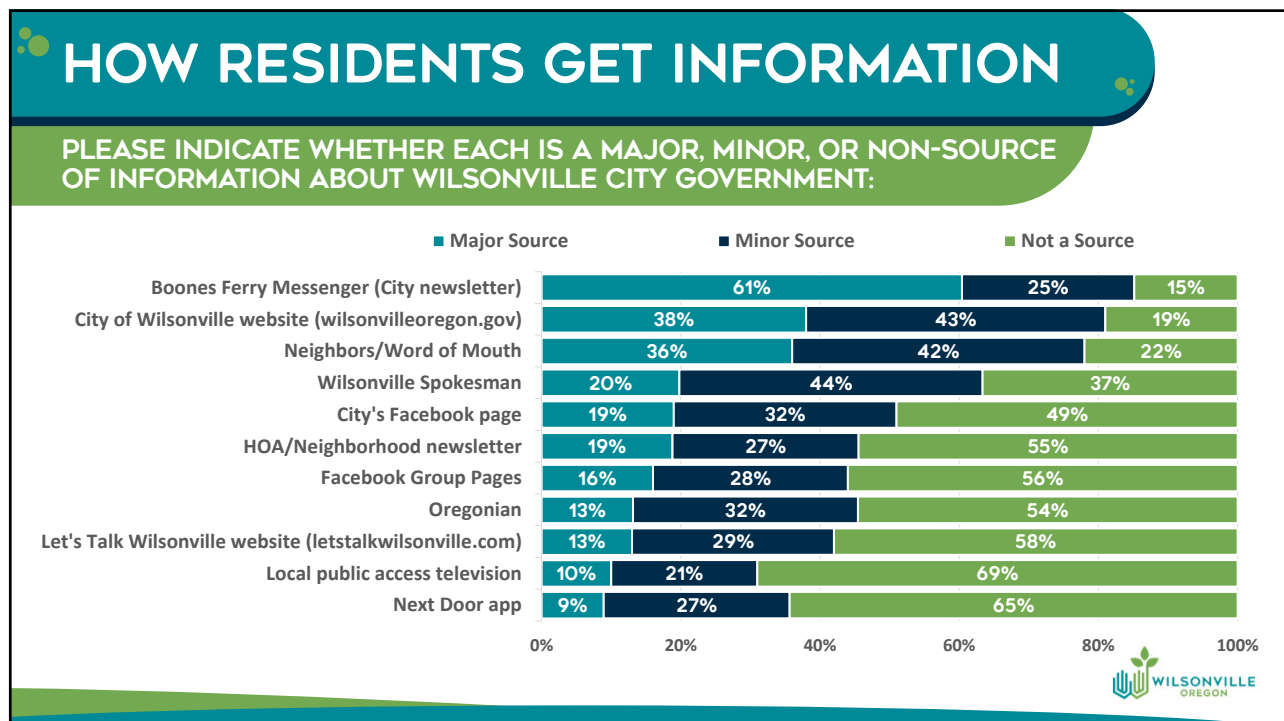
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## OPEN-ENDED QUESTION



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## WHERE SHOULD FOCUS BE?

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



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- 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.

- 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



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## "BEST OF WILSONVILLE" PHOTO CONTEST

THANKS TO PARTICIPANTS FOR THEIR AMAZING IMAGES!



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