



THE NCSTM
The National Citizen SurveyTM

Wilsonville, OR

Technical Appendices

2018



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The NCS™ is presented by NRC in collaboration with ICMA.

NRC is a charter member of the AAPOR Transparency Initiative, providing clear disclosure of our sound and ethical survey research practices.

Appendix A: Complete Survey Responses

Responses excluding “don’t know”

The following pages contain a complete set of responses to each question on the survey, excluding the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=”).

Table 1: Question 1

Please rate each of the following aspects of quality of life in Wilsonville:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Wilsonville as a place to live	43%	N=243	52%	N=293	5%	N=27	0%	N=2	100%	N=564
Your neighborhood as a place to live	50%	N=281	43%	N=244	7%	N=37	0%	N=1	100%	N=563
Wilsonville as a place to raise children	54%	N=233	43%	N=186	3%	N=12	0%	N=2	100%	N=434
Wilsonville as a place to work	33%	N=111	43%	N=143	18%	N=62	5%	N=18	100%	N=334
Wilsonville as a place to visit	17%	N=87	37%	N=188	35%	N=175	11%	N=54	100%	N=504
Wilsonville as a place to retire	37%	N=148	36%	N=147	21%	N=86	6%	N=22	100%	N=404
The overall quality of life in Wilsonville	35%	N=199	58%	N=328	6%	N=35	0%	N=1	100%	N=564

Table 2: Question 2

Please rate each of the following characteristics as they relate to Wilsonville as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Overall feeling of safety in Wilsonville	38%	N=210	53%	N=294	7%	N=39	2%	N=9	100%	N=553
Overall ease of getting to the places you usually have to visit	28%	N=157	40%	N=221	25%	N=139	7%	N=40	100%	N=557
Quality of overall natural environment in Wilsonville	44%	N=246	49%	N=269	7%	N=36	1%	N=3	100%	N=554
Overall "built environment" of Wilsonville (including overall design, buildings, parks and transportation systems)	26%	N=141	52%	N=286	19%	N=104	4%	N=22	100%	N=553
Health and wellness opportunities in Wilsonville	17%	N=86	55%	N=274	24%	N=119	4%	N=20	100%	N=499
Overall opportunities for education and enrichment	23%	N=108	48%	N=219	26%	N=120	3%	N=13	100%	N=460
Overall economic health of Wilsonville	24%	N=111	57%	N=267	18%	N=83	1%	N=6	100%	N=468
Sense of community	24%	N=126	50%	N=263	23%	N=120	3%	N=17	100%	N=526
Overall image or reputation of Wilsonville	32%	N=170	55%	N=293	12%	N=63	1%	N=3	100%	N=529

Table 3: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
	%	N	%	N	%	N	%	N	%	N
Recommend living in Wilsonville to someone who asks	59%	N=324	33%	N=179	6%	N=31	2%	N=12	100%	N=546
Remain in Wilsonville for the next five years	56%	N=301	29%	N=157	10%	N=53	5%	N=27	100%	N=539

Table 4: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
In your neighborhood during the day	83%	N=456	14%	N=79	2%	N=10	1%	N=4	0%	N=0	100%	N=550
In Wilsonville's commercial areas during the day	70%	N=377	25%	N=137	2%	N=13	2%	N=10	0%	N=1	100%	N=539

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Table 5: Question 5

Please rate each of the following characteristics as they relate to Wilsonville as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Traffic flow on major streets	6%	N=32	32%	N=176	39%	N=213	23%	N=127	100%	N=548
Ease of travel by car in Wilsonville	17%	N=92	40%	N=220	30%	N=164	13%	N=68	100%	N=544
Ease of travel by public transportation in Wilsonville	25%	N=68	42%	N=113	25%	N=68	7%	N=19	100%	N=269
Ease of travel by bicycle in Wilsonville	21%	N=63	46%	N=136	26%	N=79	7%	N=20	100%	N=299
Ease of walking in Wilsonville	33%	N=167	49%	N=249	16%	N=82	2%	N=11	100%	N=509
Availability of paths and walking trails	36%	N=183	47%	N=242	15%	N=78	2%	N=10	100%	N=513
Cleanliness of Wilsonville	45%	N=246	47%	N=257	8%	N=43	0%	N=1	100%	N=547
Overall appearance of Wilsonville	42%	N=231	50%	N=270	8%	N=42	1%	N=3	100%	N=546
Public places where people want to spend time	30%	N=159	50%	N=265	17%	N=91	3%	N=14	100%	N=529
Variety of housing options	17%	N=88	45%	N=232	25%	N=128	13%	N=65	100%	N=514
Availability of affordable quality housing	10%	N=45	28%	N=134	32%	N=153	30%	N=142	100%	N=473
Fitness opportunities (including exercise classes and paths or trails, etc.)	27%	N=141	48%	N=252	21%	N=112	4%	N=21	100%	N=526
Recreational opportunities	18%	N=93	54%	N=278	24%	N=123	4%	N=18	100%	N=512
Availability of affordable quality food	21%	N=114	46%	N=249	23%	N=124	11%	N=58	100%	N=544
Access to bus stops (sidewalks available/ADA accessible)	30%	N=106	54%	N=193	16%	N=56	1%	N=5	100%	N=360

Table 6: Question 6

Please rate each of the following characteristics as they relate to Wilsonville as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Availability of affordable quality child care/preschool	12%	N=17	45%	N=65	26%	N=37	18%	N=25	100%	N=143
K-12 education	49%	N=142	44%	N=127	6%	N=18	1%	N=2	100%	N=289
Adult educational opportunities	16%	N=52	43%	N=144	34%	N=111	7%	N=24	100%	N=332
Opportunities to attend cultural/arts/music activities	13%	N=59	42%	N=191	38%	N=169	7%	N=31	100%	N=449
Opportunities to participate in religious or spiritual events and activities	27%	N=78	46%	N=136	24%	N=71	3%	N=7	100%	N=293
Employment opportunities	14%	N=41	39%	N=113	35%	N=100	13%	N=36	100%	N=291
Shopping opportunities	12%	N=65	38%	N=203	35%	N=187	14%	N=76	100%	N=531
Cost of living in Wilsonville	4%	N=19	32%	N=165	44%	N=227	21%	N=111	100%	N=522
Overall quality of business and service establishments in Wilsonville	17%	N=87	53%	N=274	26%	N=136	4%	N=20	100%	N=517
Vibrant downtown/commercial area	10%	N=53	37%	N=188	35%	N=178	18%	N=93	100%	N=511
Overall quality of new development in Wilsonville	13%	N=63	52%	N=256	27%	N=131	8%	N=41	100%	N=491
Opportunities to participate in social events and activities	14%	N=65	51%	N=238	31%	N=144	4%	N=17	100%	N=464
Opportunities to volunteer	20%	N=74	53%	N=193	22%	N=78	5%	N=18	100%	N=363
Opportunities to participate in community matters	20%	N=78	55%	N=218	21%	N=84	4%	N=16	100%	N=395
Openness and acceptance of the community toward people of diverse backgrounds	17%	N=65	42%	N=156	33%	N=123	8%	N=29	100%	N=373
Neighborliness of residents in Wilsonville	18%	N=91	53%	N=266	25%	N=126	4%	N=19	100%	N=502

Table 7: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
	%	N	%	N	%	N
Made efforts to conserve water	22%	N=116	78%	N=419	100%	N=534
Made efforts to make your home more energy efficient	32%	N=168	68%	N=365	100%	N=533
Observed a code violation or other hazard in Wilsonville (weeds, abandoned buildings, etc.)	73%	N=384	27%	N=145	100%	N=529

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Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Household member was a victim of a crime in Wilsonville	92%	N=491	8%	N=43	100%	N=533
Reported a crime to the police in Wilsonville	86%	N=455	14%	N=73	100%	N=528
Stocked supplies in preparation for an emergency	55%	N=290	45%	N=241	100%	N=531
Campaigned or advocated for an issue, cause or candidate	80%	N=425	20%	N=108	100%	N=533
Contacted the City of Wilsonville (in-person, phone, email or web) for help or information	64%	N=342	36%	N=191	100%	N=533
Contacted Wilsonville elected officials (in-person, phone, email or web) to express your opinion	89%	N=475	11%	N=58	100%	N=532
Learned to ride the bus with the help of a Travel Trainer	93%	N=498	7%	N=35	100%	N=533

Table 8: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Wilsonville?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Used Wilsonville recreation centers or their services	11%	N=58	12%	N=62	26%	N=138	51%	N=267	100%	N=525
Visited a neighborhood park or City park	35%	N=187	27%	N=144	31%	N=162	7%	N=37	100%	N=530
Used Wilsonville public libraries or their services	12%	N=62	30%	N=161	31%	N=166	26%	N=140	100%	N=530
Participated in religious or spiritual activities in Wilsonville	7%	N=38	10%	N=52	10%	N=54	73%	N=386	100%	N=529
Attended a City-sponsored event	1%	N=6	6%	N=32	49%	N=260	44%	N=232	100%	N=529
Used bus, rail, subway or other public transportation instead of driving	7%	N=36	3%	N=18	17%	N=87	73%	N=386	100%	N=527
Carpooled with other adults or children instead of driving alone	11%	N=59	13%	N=68	17%	N=88	59%	N=313	100%	N=528
Walked or biked instead of driving	24%	N=126	19%	N=101	22%	N=117	35%	N=182	100%	N=526
Volunteered your time to some group/activity in Wilsonville	6%	N=31	8%	N=42	15%	N=82	71%	N=374	100%	N=528
Participated in a club	5%	N=25	6%	N=29	8%	N=41	82%	N=430	100%	N=525
Talked to or visited with your immediate neighbors	42%	N=220	28%	N=148	23%	N=119	8%	N=40	100%	N=527
Done a favor for a neighbor	16%	N=86	25%	N=130	31%	N=160	28%	N=147	100%	N=522
Traveled using the local SMART bus	5%	N=24	4%	N=19	11%	N=58	81%	N=424	100%	N=526
Traveled using SMART Dial-A-Ride	2%	N=10	1%	N=3	2%	N=12	95%	N=499	100%	N=524

Table 9: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Attended a local public meeting	0%	N=1	3%	N=18	19%	N=102	77%	N=406	100%	N=527
Watched (online or on television) a local public meeting	0%	N=1	2%	N=12	10%	N=50	88%	N=463	100%	N=525

Table 10: Question 10

Please rate the quality of each of the following services in Wilsonville:	Excellent		Good		Fair		Poor		Total	
Police/Sheriff services	28%	N=105	53%	N=201	12%	N=47	6%	N=23	100%	N=376
Fire services	50%	N=168	44%	N=149	5%	N=18	0%	N=1	100%	N=336
Ambulance or emergency medical services	49%	N=151	43%	N=132	8%	N=25	0%	N=1	100%	N=309
Crime prevention	22%	N=75	55%	N=183	16%	N=52	7%	N=23	100%	N=333
Fire prevention and education	29%	N=79	54%	N=147	16%	N=44	1%	N=4	100%	N=274
Traffic enforcement	16%	N=62	42%	N=163	26%	N=100	16%	N=61	100%	N=386
Street repair	20%	N=93	43%	N=204	28%	N=132	10%	N=46	100%	N=475

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Please rate the quality of each of the following services in Wilsonville:	Excellent		Good		Fair		Poor		Total	
Street cleaning	34%	N=165	49%	N=239	14%	N=71	3%	N=13	100%	N=488
Street lighting	29%	N=143	56%	N=276	13%	N=65	1%	N=6	100%	N=489
Sidewalk maintenance	23%	N=109	56%	N=272	17%	N=83	4%	N=18	100%	N=482
Traffic signal timing	14%	N=68	46%	N=226	29%	N=142	11%	N=55	100%	N=492
Bus or transit services	29%	N=73	54%	N=137	14%	N=35	3%	N=9	100%	N=253
Garbage collection	36%	N=169	55%	N=257	8%	N=38	1%	N=4	100%	N=468
Recycling	31%	N=148	52%	N=243	12%	N=58	4%	N=21	100%	N=469
Yard waste pick-up	37%	N=115	50%	N=158	10%	N=31	3%	N=9	100%	N=314
Storm drainage	25%	N=99	57%	N=222	13%	N=49	5%	N=19	100%	N=389
Drinking water	35%	N=171	46%	N=226	15%	N=72	5%	N=26	100%	N=496
Sewer services	30%	N=132	58%	N=255	10%	N=43	2%	N=7	100%	N=438
Power (electric and/or gas) utility	35%	N=167	53%	N=255	10%	N=49	2%	N=10	100%	N=481
City of Wilsonville utility billing	26%	N=102	47%	N=184	21%	N=82	5%	N=20	100%	N=390
City parks	54%	N=261	40%	N=194	6%	N=30	0%	N=0	100%	N=487
Recreation programs or classes	25%	N=75	55%	N=163	14%	N=41	5%	N=16	100%	N=294
Recreation centers or facilities	23%	N=76	52%	N=170	23%	N=75	3%	N=9	100%	N=329
Land use, planning and zoning	15%	N=53	43%	N=152	28%	N=101	14%	N=51	100%	N=356
Code enforcement (weeds, abandoned buildings, etc.)	23%	N=70	48%	N=148	20%	N=61	9%	N=26	100%	N=305
Animal control	24%	N=62	52%	N=135	16%	N=43	8%	N=21	100%	N=260
Economic development	17%	N=55	49%	N=157	28%	N=92	6%	N=19	100%	N=322
Public library services	58%	N=246	38%	N=163	4%	N=17	0%	N=1	100%	N=427
Public information services	27%	N=92	55%	N=187	17%	N=56	1%	N=3	100%	N=339
Cable television	17%	N=63	37%	N=136	27%	N=99	18%	N=68	100%	N=366
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	14%	N=32	42%	N=99	29%	N=69	15%	N=35	100%	N=235
Preservation of natural areas such as open space, farmlands and greenbelts	26%	N=119	52%	N=233	17%	N=79	5%	N=21	100%	N=453
Wilsonville open space	24%	N=111	56%	N=253	16%	N=72	4%	N=18	100%	N=454
City-sponsored special events	22%	N=81	51%	N=189	24%	N=89	3%	N=11	100%	N=370
Overall customer service by Wilsonville employees (police, receptionists, planners, etc.)	30%	N=115	53%	N=206	16%	N=63	1%	N=5	100%	N=389

Table 11: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Total	
The City of Wilsonville	27%	N=128	58%	N=277	14%	N=65	1%	N=6	100%	N=477
The Federal Government	7%	N=29	28%	N=115	44%	N=183	21%	N=87	100%	N=414

Table 12: Question 12

Please rate the following categories of Wilsonville government performance:	Excellent		Good		Fair		Poor		Total	
The value of services for the taxes paid to Wilsonville	17%	N=72	51%	N=220	26%	N=111	7%	N=30	100%	N=433
The overall direction that Wilsonville is taking	21%	N=94	47%	N=214	21%	N=94	11%	N=48	100%	N=450
The job Wilsonville government does at welcoming citizen involvement	27%	N=103	41%	N=154	26%	N=100	6%	N=22	100%	N=379
Overall confidence in Wilsonville government	22%	N=95	42%	N=185	25%	N=109	12%	N=51	100%	N=440
Generally acting in the best interest of the community	22%	N=98	42%	N=185	26%	N=116	9%	N=39	100%	N=439

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Please rate the following categories of Wilsonville government performance:	Excellent		Good		Fair		Poor		Total	
Being honest	27%	N=99	46%	N=169	21%	N=79	7%	N=24	100%	N=371
Treating all residents fairly	24%	N=85	46%	N=163	22%	N=78	7%	N=26	100%	N=352

Table 13: Question 13

Please rate how important, if at all, you think it is for the Wilsonville community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Overall feeling of safety in Wilsonville	57%	N=297	30%	N=155	12%	N=61	2%	N=9	100%	N=522
Overall ease of getting to the places you usually have to visit	47%	N=245	38%	N=196	15%	N=80	0%	N=0	100%	N=522
Quality of overall natural environment in Wilsonville	43%	N=223	38%	N=196	17%	N=88	3%	N=14	100%	N=521
Overall "built environment" of Wilsonville (including overall design, buildings, parks and transportation systems)	34%	N=178	45%	N=232	19%	N=96	2%	N=12	100%	N=518
Health and wellness opportunities in Wilsonville	25%	N=130	38%	N=199	30%	N=153	7%	N=35	100%	N=517
Overall opportunities for education and enrichment	26%	N=133	37%	N=194	30%	N=157	7%	N=35	100%	N=521
Overall economic health of Wilsonville	37%	N=193	47%	N=241	15%	N=80	1%	N=3	100%	N=517
Sense of community	29%	N=149	50%	N=261	18%	N=96	3%	N=13	100%	N=520

Table 14: Question 14

Please indicate whether each of the following is a major source, minor source, or not a source of information regarding Wilsonville City Government:	Major source		Minor source		Not a source		Total	
Boones Ferry Messenger (City newsletter)	54%	N=278	27%	N=141	19%	N=98	100%	N=516
Wilsonville Spokesman	27%	N=140	33%	N=166	40%	N=203	100%	N=508
Oregonian	9%	N=47	31%	N=156	60%	N=304	100%	N=507
Local public access television	9%	N=43	22%	N=112	69%	N=350	100%	N=505
City of Wilsonville website (www.ci.wilsonville.or.us)	36%	N=180	31%	N=156	33%	N=165	100%	N=501
City's Facebook page	21%	N=108	24%	N=123	54%	N=277	100%	N=509
City's Twitter account	6%	N=32	15%	N=74	79%	N=401	100%	N=507
Oregon Live website's Wilsonville blog page	4%	N=22	19%	N=97	76%	N=384	100%	N=503
Neighborhood newsletter	22%	N=112	30%	N=150	48%	N=244	100%	N=506

Table 15: Question 15

How likely would you be, if at all, to use each of the following methods when communicating directly with the City of Wilsonville to ask a question or share information?	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
Phone call with a City official	35%	N=181	25%	N=131	19%	N=100	20%	N=103	100%	N=515
Email City official	47%	N=240	29%	N=149	11%	N=57	13%	N=65	100%	N=511
Use "Ask the City" system on City's website	23%	N=120	33%	N=168	20%	N=103	24%	N=121	100%	N=512
Participate in an online survey or forum	37%	N=188	34%	N=172	15%	N=75	15%	N=75	100%	N=510
Comment on City's social media site (Facebook, Twitter, Nextdoor, Instagram, other)	8%	N=41	21%	N=109	22%	N=110	49%	N=247	100%	N=506
Speak to official at City Hall	15%	N=75	29%	N=146	29%	N=148	28%	N=140	100%	N=510
Attend a meeting at City Hall	10%	N=52	33%	N=167	32%	N=166	25%	N=125	100%	N=510

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Table 16: Question 16

How important to you, if at all, is it that the City focus efforts on each of the following to promote healthy living choices?	Essential		Very important		Somewhat important		Not at all important		Total	
	Percentage	N	Percentage	N	Percentage	N	Percentage	N	Percentage	N
Improve sidewalks and bike lanes in town for safer travel by walking or biking	38%	N=197	33%	N=170	23%	N=120	7%	N=35	100%	N=520
Increase recreational opportunities and programs	23%	N=122	38%	N=197	32%	N=166	7%	N=35	100%	N=519
Increase accessibility of parks and outdoor recreation spaces	26%	N=134	41%	N=214	26%	N=137	7%	N=35	100%	N=519
Increase opportunities to learn about health and wellness opportunities	15%	N=79	25%	N=130	47%	N=242	13%	N=69	100%	N=519

Table 17: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
	Percentage	N	Percentage	N	Percentage	N	Percentage	N	Percentage	N	Percentage	N
Recycle at home	1%	N=5	1%	N=6	4%	N=21	24%	N=125	70%	N=363	100%	N=520
Purchase goods or services from a business located in Wilsonville	0%	N=2	1%	N=3	13%	N=65	60%	N=308	27%	N=137	100%	N=516
Eat at least 5 portions of fruits and vegetables a day	4%	N=19	9%	N=48	37%	N=192	33%	N=170	17%	N=85	100%	N=515
Participate in moderate or vigorous physical activity	1%	N=8	10%	N=49	30%	N=154	35%	N=180	24%	N=124	100%	N=515
Read or watch local news (via television, paper, computer, etc.)	2%	N=13	18%	N=92	25%	N=131	27%	N=139	27%	N=142	100%	N=517
Vote in local elections	7%	N=38	4%	N=19	10%	N=54	27%	N=141	51%	N=266	100%	N=519

Table 18: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	20%	N=101
Very good	49%	N=254
Good	25%	N=130
Fair	5%	N=27
Poor	1%	N=7
Total	100%	N=519

Table 19: Question D3

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent	Number
Very positive	8%	N=39
Somewhat positive	27%	N=138
Neutral	51%	N=261
Somewhat negative	14%	N=70
Very negative	1%	N=5
Total	100%	N=513

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Table 20: Question D4

What is your employment status?	Percent	Number
Working full time for pay	56%	N=292
Working part time for pay	9%	N=48
Unemployed, looking for paid work	3%	N=14
Unemployed, not looking for paid work	7%	N=35
Fully retired	25%	N=128
Total	100%	N=517

Table 21: Question D5

Do you work inside the boundaries of Wilsonville?	Percent	Number
Yes, outside the home	26%	N=127
Yes, from home	8%	N=41
No	66%	N=318
Total	100%	N=486

Table 22: Question D6

How many years have you lived in Wilsonville?	Percent	Number
Less than 2 years	27%	N=140
2 to 5 years	32%	N=164
6 to 10 years	12%	N=64
11 to 20 years	17%	N=89
More than 20 years	12%	N=61
Total	100%	N=519

Table 23: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	43%	N=218
Building with two or more homes (duplex, townhome, apartment or condominium)	55%	N=281
Mobile home	1%	N=4
Other	1%	N=4
Total	100%	N=508

Table 24: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	50%	N=247
Owned	50%	N=252
Total	100%	N=499

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Table 25: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than \$300 per month	1%	N=4
\$300 to \$599 per month	3%	N=17
\$600 to \$999 per month	10%	N=52
\$1,000 to \$1,499 per month	31%	N=157
\$1,500 to \$2,499 per month	39%	N=199
\$2,500 or more per month	16%	N=81
Total	100%	N=509

Table 26: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	71%	N=361
Yes	29%	N=147
Total	100%	N=508

Table 27: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	72%	N=366
Yes	28%	N=141
Total	100%	N=507

Table 28: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$25,000	6%	N=29
\$25,000 to \$49,999	15%	N=72
\$50,000 to \$99,999	38%	N=186
\$100,000 to \$149,999	25%	N=122
\$150,000 or more	17%	N=86
Total	100%	N=496

Table 29: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	95%	N=480
Yes, I consider myself to be Spanish, Hispanic or Latino	5%	N=27
Total	100%	N=508

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Table 30: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	2%	N=10
Asian, Asian Indian or Pacific Islander	5%	N=27
Black or African American	1%	N=5
White	92%	N=465
Other	7%	N=33

Total may exceed 100% as respondents could select more than one option.

Table 31: Question D15

In which category is your age?	Percent	Number
18 to 24 years	4%	N=20
25 to 34 years	23%	N=116
35 to 44 years	17%	N=90
45 to 54 years	20%	N=104
55 to 64 years	12%	N=63
65 to 74 years	14%	N=72
75 years or older	10%	N=49
Total	100%	N=513

Table 32: Question D16

What is your sex?	Percent	Number
Female	57%	N=271
Male	43%	N=202
Total	100%	N=473

Table 33: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	78%	N=374
Land line	10%	N=47
Both	12%	N=56
Total	100%	N=476

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Responses including “don’t know”

The following pages contain a complete set of responses to each question on the survey, including the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=”).

Table 34: Question 1

Please rate each of the following aspects of quality of life in Wilsonville:	Excellent		Good		Fair		Poor		Don't know		Total	
Wilsonville as a place to live	43%	N=243	52%	N=293	5%	N=27	0%	N=2	0%	N=1	100%	N=565
Your neighborhood as a place to live	50%	N=281	43%	N=244	7%	N=37	0%	N=1	0%	N=2	100%	N=565
Wilsonville as a place to raise children	42%	N=233	33%	N=186	2%	N=12	0%	N=2	22%	N=123	100%	N=557
Wilsonville as a place to work	20%	N=111	26%	N=143	11%	N=62	3%	N=18	40%	N=223	100%	N=558
Wilsonville as a place to visit	15%	N=87	34%	N=188	31%	N=175	10%	N=54	10%	N=56	100%	N=561
Wilsonville as a place to retire	26%	N=148	26%	N=147	15%	N=86	4%	N=22	28%	N=155	100%	N=559
The overall quality of life in Wilsonville	35%	N=199	58%	N=328	6%	N=35	0%	N=1	0%	N=0	100%	N=564

Table 35: Question 2

Please rate each of the following characteristics as they relate to Wilsonville as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Overall feeling of safety in Wilsonville	38%	N=210	53%	N=294	7%	N=39	2%	N=9	1%	N=4	100%	N=557
Overall ease of getting to the places you usually have to visit	28%	N=157	40%	N=221	25%	N=139	7%	N=40	0%	N=0	100%	N=557
Quality of overall natural environment in Wilsonville	44%	N=246	48%	N=269	7%	N=36	1%	N=3	0%	N=2	100%	N=556
Overall "built environment" of Wilsonville (including overall design, buildings, parks and transportation systems)	25%	N=141	52%	N=286	19%	N=104	4%	N=22	0%	N=1	100%	N=554
Health and wellness opportunities in Wilsonville	15%	N=86	49%	N=274	21%	N=119	4%	N=20	10%	N=58	100%	N=558
Overall opportunities for education and enrichment	19%	N=108	40%	N=219	22%	N=120	2%	N=13	17%	N=94	100%	N=555
Overall economic health of Wilsonville	20%	N=111	49%	N=267	15%	N=83	1%	N=6	15%	N=80	100%	N=547
Sense of community	23%	N=126	48%	N=263	22%	N=120	3%	N=17	5%	N=26	100%	N=552
Overall image or reputation of Wilsonville	31%	N=170	53%	N=293	11%	N=63	1%	N=3	4%	N=25	100%	N=554

Table 36: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
Recommend living in Wilsonville to someone who asks	59%	N=324	32%	N=179	6%	N=31	2%	N=12	1%	N=5	100%	N=552
Remain in Wilsonville for the next five years	55%	N=301	29%	N=157	10%	N=53	5%	N=27	2%	N=13	100%	N=552

Table 37: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
In your neighborhood during the day	83%	N=456	14%	N=79	2%	N=10	1%	N=4	0%	N=0	0%	N=2	100%	N=551
In Wilsonville's commercial areas during the day	69%	N=377	25%	N=137	2%	N=13	2%	N=10	0%	N=1	2%	N=11	100%	N=549

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Table 38: Question 5

Please rate each of the following characteristics as they relate to Wilsonville as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Traffic flow on major streets	6%	N=32	32%	N=176	39%	N=213	23%	N=127	0%	N=0	100%	N=548
Ease of travel by car in Wilsonville	17%	N=92	40%	N=220	30%	N=164	12%	N=68	0%	N=0	100%	N=544
Ease of travel by public transportation in Wilsonville	12%	N=68	21%	N=113	13%	N=68	4%	N=19	51%	N=275	100%	N=544
Ease of travel by bicycle in Wilsonville	12%	N=63	25%	N=136	15%	N=79	4%	N=20	45%	N=240	100%	N=539
Ease of walking in Wilsonville	31%	N=167	46%	N=249	15%	N=82	2%	N=11	6%	N=34	100%	N=544
Availability of paths and walking trails	34%	N=183	44%	N=242	14%	N=78	2%	N=10	6%	N=34	100%	N=547
Cleanliness of Wilsonville	45%	N=246	47%	N=257	8%	N=43	0%	N=1	0%	N=0	100%	N=548
Overall appearance of Wilsonville	42%	N=231	50%	N=270	8%	N=42	1%	N=3	0%	N=0	100%	N=546
Public places where people want to spend time	29%	N=159	49%	N=265	17%	N=91	3%	N=14	3%	N=14	100%	N=543
Variety of housing options	16%	N=88	43%	N=232	24%	N=128	12%	N=65	5%	N=25	100%	N=539
Availability of affordable quality housing	8%	N=45	25%	N=134	28%	N=153	26%	N=142	13%	N=69	100%	N=542
Fitness opportunities (including exercise classes and paths or trails, etc.)	26%	N=141	46%	N=252	21%	N=112	4%	N=21	3%	N=19	100%	N=545
Recreational opportunities	17%	N=93	51%	N=278	23%	N=123	3%	N=18	5%	N=30	100%	N=542
Availability of affordable quality food	21%	N=114	46%	N=249	23%	N=124	11%	N=58	0%	N=1	100%	N=545
Access to bus stops (sidewalks available/ADA accessible)	19%	N=106	35%	N=193	10%	N=56	1%	N=5	34%	N=187	100%	N=547

Table 39: Question 6

Please rate each of the following characteristics as they relate to Wilsonville as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Availability of affordable quality child care/preschool	3%	N=17	12%	N=65	7%	N=37	5%	N=25	73%	N=391	100%	N=534
K-12 education	27%	N=142	24%	N=127	3%	N=18	0%	N=2	46%	N=245	100%	N=533
Adult educational opportunities	10%	N=52	27%	N=144	21%	N=111	4%	N=24	38%	N=201	100%	N=533
Opportunities to attend cultural/arts/music activities	11%	N=59	36%	N=191	32%	N=169	6%	N=31	16%	N=88	100%	N=537
Opportunities to participate in religious or spiritual events and activities	14%	N=78	25%	N=136	13%	N=71	1%	N=7	45%	N=244	100%	N=537
Employment opportunities	8%	N=41	21%	N=113	19%	N=100	7%	N=36	45%	N=238	100%	N=529
Shopping opportunities	12%	N=65	38%	N=203	35%	N=187	14%	N=76	1%	N=6	100%	N=537
Cost of living in Wilsonville	4%	N=19	31%	N=165	43%	N=227	21%	N=111	2%	N=10	100%	N=531
Overall quality of business and service establishments in Wilsonville	16%	N=87	51%	N=274	25%	N=136	4%	N=20	4%	N=20	100%	N=537
Vibrant downtown/commercial area	10%	N=53	35%	N=188	33%	N=178	17%	N=93	4%	N=22	100%	N=533
Overall quality of new development in Wilsonville	12%	N=63	48%	N=256	25%	N=131	8%	N=41	8%	N=42	100%	N=533
Opportunities to participate in social events and activities	12%	N=65	44%	N=238	27%	N=144	3%	N=17	13%	N=72	100%	N=536
Opportunities to volunteer	14%	N=74	36%	N=193	15%	N=78	3%	N=18	32%	N=173	100%	N=535
Opportunities to participate in community matters	15%	N=78	41%	N=218	16%	N=84	3%	N=16	26%	N=139	100%	N=534
Openness and acceptance of the community toward people of diverse backgrounds	12%	N=65	29%	N=156	23%	N=123	5%	N=29	30%	N=159	100%	N=532
Neighborliness of residents in Wilsonville	17%	N=91	50%	N=266	24%	N=126	4%	N=19	6%	N=34	100%	N=536

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Table 40: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Made efforts to conserve water	22%	N=116	78%	N=419	100%	N=534
Made efforts to make your home more energy efficient	32%	N=168	68%	N=365	100%	N=533
Observed a code violation or other hazard in Wilsonville (weeds, abandoned buildings, etc.)	73%	N=384	27%	N=145	100%	N=529
Household member was a victim of a crime in Wilsonville	92%	N=491	8%	N=43	100%	N=533
Reported a crime to the police in Wilsonville	86%	N=455	14%	N=73	100%	N=528
Stocked supplies in preparation for an emergency	55%	N=290	45%	N=241	100%	N=531
Campaigned or advocated for an issue, cause or candidate	80%	N=425	20%	N=108	100%	N=533
Contacted the City of Wilsonville (in-person, phone, email or web) for help or information	64%	N=342	36%	N=191	100%	N=533
Contacted Wilsonville elected officials (in-person, phone, email or web) to express your opinion	89%	N=475	11%	N=58	100%	N=532
Learned to ride the bus with the help of a Travel Trainer	93%	N=498	7%	N=35	100%	N=533

Table 41: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Wilsonville?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Used Wilsonville recreation centers or their services	11%	N=58	12%	N=62	26%	N=138	51%	N=267	100%	N=525
Visited a neighborhood park or City park	35%	N=187	27%	N=144	31%	N=162	7%	N=37	100%	N=530
Used Wilsonville public libraries or their services	12%	N=62	30%	N=161	31%	N=166	26%	N=140	100%	N=530
Participated in religious or spiritual activities in Wilsonville	7%	N=38	10%	N=52	10%	N=54	73%	N=386	100%	N=529
Attended a City-sponsored event	1%	N=6	6%	N=32	49%	N=260	44%	N=232	100%	N=529
Used bus, rail, subway or other public transportation instead of driving	7%	N=36	3%	N=18	17%	N=87	73%	N=386	100%	N=527
Carpooled with other adults or children instead of driving alone	11%	N=59	13%	N=68	17%	N=88	59%	N=313	100%	N=528
Walked or biked instead of driving	24%	N=126	19%	N=101	22%	N=117	35%	N=182	100%	N=526
Volunteered your time to some group/activity in Wilsonville	6%	N=31	8%	N=42	15%	N=82	71%	N=374	100%	N=528
Participated in a club	5%	N=25	6%	N=29	8%	N=41	82%	N=430	100%	N=525
Talked to or visited with your immediate neighbors	42%	N=220	28%	N=148	23%	N=119	8%	N=40	100%	N=527
Done a favor for a neighbor	16%	N=86	25%	N=130	31%	N=160	28%	N=147	100%	N=522
Traveled using the local SMART bus	5%	N=24	4%	N=19	11%	N=58	81%	N=424	100%	N=526
Traveled using SMART Dial-A-Ride	2%	N=10	1%	N=3	2%	N=12	95%	N=499	100%	N=524

Table 42: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Attended a local public meeting	0%	N=1	3%	N=18	19%	N=102	77%	N=406	100%	N=527
Watched (online or on television) a local public meeting	0%	N=1	2%	N=12	10%	N=50	88%	N=463	100%	N=525

Table 43: Question 10

Please rate the quality of each of the following services in Wilsonville:	Excellent		Good		Fair		Poor		Don't know		Total	
Police/Sheriff services	20%	N=105	39%	N=201	9%	N=47	4%	N=23	28%	N=144	100%	N=520
Fire services	32%	N=168	29%	N=149	4%	N=18	0%	N=1	35%	N=183	100%	N=520

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Please rate the quality of each of the following services in Wilsonville:	Excellent		Good		Fair		Poor		Don't know		Total	
Ambulance or emergency medical services	29%	N=151	25%	N=132	5%	N=25	0%	N=1	41%	N=212	100%	N=521
Crime prevention	14%	N=75	36%	N=183	10%	N=52	4%	N=23	35%	N=182	100%	N=514
Fire prevention and education	15%	N=79	29%	N=147	8%	N=44	1%	N=4	47%	N=243	100%	N=517
Traffic enforcement	12%	N=62	32%	N=163	20%	N=100	12%	N=61	25%	N=125	100%	N=511
Street repair	18%	N=93	39%	N=204	25%	N=132	9%	N=46	9%	N=44	100%	N=519
Street cleaning	32%	N=165	46%	N=239	14%	N=71	3%	N=13	6%	N=32	100%	N=520
Street lighting	28%	N=143	54%	N=276	13%	N=65	1%	N=6	5%	N=26	100%	N=515
Sidewalk maintenance	21%	N=109	53%	N=272	16%	N=83	3%	N=18	7%	N=35	100%	N=517
Traffic signal timing	13%	N=68	44%	N=226	27%	N=142	11%	N=55	5%	N=26	100%	N=518
Bus or transit services	14%	N=73	27%	N=137	7%	N=35	2%	N=9	51%	N=259	100%	N=511
Garbage collection	33%	N=169	50%	N=257	7%	N=38	1%	N=4	9%	N=49	100%	N=517
Recycling	29%	N=148	47%	N=243	11%	N=58	4%	N=21	9%	N=45	100%	N=514
Yard waste pick-up	22%	N=115	31%	N=158	6%	N=31	2%	N=9	39%	N=202	100%	N=515
Storm drainage	20%	N=99	44%	N=222	10%	N=49	4%	N=19	23%	N=118	100%	N=507
Drinking water	33%	N=171	44%	N=226	14%	N=72	5%	N=26	4%	N=20	100%	N=515
Sewer services	26%	N=132	50%	N=255	8%	N=43	1%	N=7	15%	N=77	100%	N=515
Power (electric and/or gas) utility	33%	N=167	50%	N=255	10%	N=49	2%	N=10	6%	N=29	100%	N=510
City of Wilsonville utility billing	20%	N=102	36%	N=184	16%	N=82	4%	N=20	24%	N=123	100%	N=512
City parks	51%	N=261	38%	N=194	6%	N=30	0%	N=0	5%	N=25	100%	N=511
Recreation programs or classes	15%	N=75	32%	N=163	8%	N=41	3%	N=16	42%	N=216	100%	N=511
Recreation centers or facilities	15%	N=76	33%	N=170	15%	N=75	2%	N=9	36%	N=182	100%	N=511
Land use, planning and zoning	10%	N=53	30%	N=152	20%	N=101	10%	N=51	30%	N=154	100%	N=511
Code enforcement (weeds, abandoned buildings, etc.)	14%	N=70	29%	N=148	12%	N=61	5%	N=26	40%	N=203	100%	N=508
Animal control	12%	N=62	27%	N=135	8%	N=43	4%	N=21	49%	N=250	100%	N=511
Economic development	11%	N=55	31%	N=157	18%	N=92	4%	N=19	37%	N=185	100%	N=508
Public library services	48%	N=246	32%	N=163	3%	N=17	0%	N=1	17%	N=86	100%	N=513
Public information services	18%	N=92	36%	N=187	11%	N=56	1%	N=3	34%	N=176	100%	N=515
Cable television	12%	N=63	27%	N=136	19%	N=99	13%	N=68	29%	N=147	100%	N=513
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	6%	N=32	19%	N=99	14%	N=69	7%	N=35	54%	N=276	100%	N=512
Preservation of natural areas such as open space, farmlands and greenbelts	23%	N=119	46%	N=233	15%	N=79	4%	N=21	11%	N=57	100%	N=510
Wilsonville open space	22%	N=111	50%	N=253	14%	N=72	4%	N=18	11%	N=56	100%	N=510
City-sponsored special events	16%	N=81	37%	N=189	17%	N=89	2%	N=11	28%	N=141	100%	N=511
Overall customer service by Wilsonville employees (police, receptionists, planners, etc.)	23%	N=115	41%	N=206	12%	N=63	1%	N=5	23%	N=119	100%	N=508

Table 44: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
The City of Wilsonville	25%	N=128	53%	N=277	12%	N=65	1%	N=6	9%	N=45	100%	N=522
The Federal Government	6%	N=29	22%	N=115	35%	N=183	17%	N=87	20%	N=103	100%	N=517

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Table 45: Question 12

Please rate the following categories of Wilsonville government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
The value of services for the taxes paid to Wilsonville	14%	N=72	43%	N=220	22%	N=111	6%	N=30	16%	N=82	100%	N=516
The overall direction that Wilsonville is taking	18%	N=94	41%	N=214	18%	N=94	9%	N=48	13%	N=67	100%	N=517
The job Wilsonville government does at welcoming citizen involvement	20%	N=103	30%	N=154	19%	N=100	4%	N=22	27%	N=137	100%	N=516
Overall confidence in Wilsonville government	18%	N=95	36%	N=185	21%	N=109	10%	N=51	15%	N=77	100%	N=516
Generally acting in the best interest of the community	19%	N=98	36%	N=185	22%	N=116	8%	N=39	15%	N=80	100%	N=519
Being honest	19%	N=99	33%	N=169	15%	N=79	5%	N=24	28%	N=146	100%	N=518
Treating all residents fairly	16%	N=85	31%	N=163	15%	N=78	5%	N=26	32%	N=166	100%	N=518

Table 46: Question 13

Please rate how important, if at all, you think it is for the Wilsonville community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Overall feeling of safety in Wilsonville	57%	N=297	30%	N=155	12%	N=61	2%	N=9	100%	N=522
Overall ease of getting to the places you usually have to visit	47%	N=245	38%	N=196	15%	N=80	0%	N=0	100%	N=522
Quality of overall natural environment in Wilsonville	43%	N=223	38%	N=196	17%	N=88	3%	N=14	100%	N=521
Overall "built environment" of Wilsonville (including overall design, buildings, parks and transportation systems)	34%	N=178	45%	N=232	19%	N=96	2%	N=12	100%	N=518
Health and wellness opportunities in Wilsonville	25%	N=130	38%	N=199	30%	N=153	7%	N=35	100%	N=517
Overall opportunities for education and enrichment	26%	N=133	37%	N=194	30%	N=157	7%	N=35	100%	N=521
Overall economic health of Wilsonville	37%	N=193	47%	N=241	15%	N=80	1%	N=3	100%	N=517
Sense of community	29%	N=149	50%	N=261	18%	N=96	3%	N=13	100%	N=520

Table 47: Question 14

Please indicate whether each of the following is a major source, minor source, or not a source of information regarding Wilsonville City Government:	Major source		Minor source		Not a source		Total	
Boones Ferry Messenger (City newsletter)	54%	N=278	27%	N=141	19%	N=98	100%	N=516
Wilsonville Spokesman	27%	N=140	33%	N=166	40%	N=203	100%	N=508
Oregonian	9%	N=47	31%	N=156	60%	N=304	100%	N=507
Local public access television	9%	N=43	22%	N=112	69%	N=350	100%	N=505
City of Wilsonville website (www.ci.wilsonville.or.us)	36%	N=180	31%	N=156	33%	N=165	100%	N=501
City's Facebook page	21%	N=108	24%	N=123	54%	N=277	100%	N=509
City's Twitter account	6%	N=32	15%	N=74	79%	N=401	100%	N=507
Oregon Live website's Wilsonville blog page	4%	N=22	19%	N=97	76%	N=384	100%	N=503
Neighborhood newsletter	22%	N=112	30%	N=150	48%	N=244	100%	N=506

Table 48: Question 15

How likely would you be, if at all, to use each of the following methods when communicating directly with the City of Wilsonville to ask a question or share information?	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
Phone call with a City official	35%	N=181	25%	N=131	19%	N=100	20%	N=103	100%	N=515
Email City official	47%	N=240	29%	N=149	11%	N=57	13%	N=65	100%	N=511
Use "Ask the City" system on City's website	23%	N=120	33%	N=168	20%	N=103	24%	N=121	100%	N=512
Participate in an online survey or forum	37%	N=188	34%	N=172	15%	N=75	15%	N=75	100%	N=510
Comment on City's social media site (Facebook, Twitter, Nextdoor, Instagram, other)	8%	N=41	21%	N=109	22%	N=110	49%	N=247	100%	N=506

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How likely would you be, if at all, to use each of the following methods when communicating directly with the City of Wilsonville to ask a question or share information?	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
	15%	N=75	29%	N=146	29%	N=148	28%	N=140	100%	N=510
Speak to official at City Hall	15%	N=75	29%	N=146	29%	N=148	28%	N=140	100%	N=510
Attend a meeting at City Hall	10%	N=52	33%	N=167	32%	N=166	25%	N=125	100%	N=510

Table 49: Question 16

How important to you, if at all, is it that the City focus efforts on each of the following to promote healthy living choices?	Essential		Very important		Somewhat important		Not at all important		Total	
	38%	N=197	33%	N=170	23%	N=120	7%	N=35	100%	N=520
Improve sidewalks and bike lanes in town for safer travel by walking or biking	38%	N=197	33%	N=170	23%	N=120	7%	N=35	100%	N=520
Increase recreational opportunities and programs	23%	N=122	38%	N=197	32%	N=166	7%	N=35	100%	N=519
Increase accessibility of parks and outdoor recreation spaces	26%	N=134	41%	N=214	26%	N=137	7%	N=35	100%	N=519
Increase opportunities to learn about health and wellness opportunities	15%	N=79	25%	N=130	47%	N=242	13%	N=69	100%	N=519

Table 50: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
	1%	N=5	1%	N=6	4%	N=21	24%	N=125	70%	N=363	100%	N=520
Recycle at home	1%	N=5	1%	N=6	4%	N=21	24%	N=125	70%	N=363	100%	N=520
Purchase goods or services from a business located in Wilsonville	0%	N=2	1%	N=3	13%	N=65	60%	N=308	27%	N=137	100%	N=516
Eat at least 5 portions of fruits and vegetables a day	4%	N=19	9%	N=48	37%	N=192	33%	N=170	17%	N=85	100%	N=515
Participate in moderate or vigorous physical activity	1%	N=8	10%	N=49	30%	N=154	35%	N=180	24%	N=124	100%	N=515
Read or watch local news (via television, paper, computer, etc.)	2%	N=13	18%	N=92	25%	N=131	27%	N=139	27%	N=142	100%	N=517
Vote in local elections	7%	N=38	4%	N=19	10%	N=54	27%	N=141	51%	N=266	100%	N=519

Table 51: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	20%	N=101
Very good	49%	N=254
Good	25%	N=130
Fair	5%	N=27
Poor	1%	N=7
Total	100%	N=519

Table 52: Question D3

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent	Number
Very positive	8%	N=39
Somewhat positive	27%	N=138
Neutral	51%	N=261
Somewhat negative	14%	N=70
Very negative	1%	N=5
Total	100%	N=513

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Table 53: Question D4

What is your employment status?	Percent	Number
Working full time for pay	56%	N=292
Working part time for pay	9%	N=48
Unemployed, looking for paid work	3%	N=14
Unemployed, not looking for paid work	7%	N=35
Fully retired	25%	N=128
Total	100%	N=517

Table 54: Question D5

Do you work inside the boundaries of Wilsonville?	Percent	Number
Yes, outside the home	26%	N=127
Yes, from home	8%	N=41
No	66%	N=318
Total	100%	N=486

Table 55: Question D6

How many years have you lived in Wilsonville?	Percent	Number
Less than 2 years	27%	N=140
2 to 5 years	32%	N=164
6 to 10 years	12%	N=64
11 to 20 years	17%	N=89
More than 20 years	12%	N=61
Total	100%	N=519

Table 56: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	43%	N=218
Building with two or more homes (duplex, townhome, apartment or condominium)	55%	N=281
Mobile home	1%	N=4
Other	1%	N=4
Total	100%	N=508

Table 57: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	50%	N=247
Owned	50%	N=252
Total	100%	N=499

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Table 58: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than \$300 per month	1%	N=4
\$300 to \$599 per month	3%	N=17
\$600 to \$999 per month	10%	N=52
\$1,000 to \$1,499 per month	31%	N=157
\$1,500 to \$2,499 per month	39%	N=199
\$2,500 or more per month	16%	N=81
Total	100%	N=509

Table 59: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	71%	N=361
Yes	29%	N=147
Total	100%	N=508

Table 60: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	72%	N=366
Yes	28%	N=141
Total	100%	N=507

Table 61: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$25,000	6%	N=29
\$25,000 to \$49,999	15%	N=72
\$50,000 to \$99,999	38%	N=186
\$100,000 to \$149,999	25%	N=122
\$150,000 or more	17%	N=86
Total	100%	N=496

Table 62: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	95%	N=480
Yes, I consider myself to be Spanish, Hispanic or Latino	5%	N=27
Total	100%	N=508

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Table 63: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	2%	N=10
Asian, Asian Indian or Pacific Islander	5%	N=27
Black or African American	1%	N=5
White	92%	N=465
Other	7%	N=33

Total may exceed 100% as respondents could select more than one option.

Table 64: Question D15

In which category is your age?	Percent	Number
18 to 24 years	4%	N=20
25 to 34 years	23%	N=116
35 to 44 years	17%	N=90
45 to 54 years	20%	N=104
55 to 64 years	12%	N=63
65 to 74 years	14%	N=72
75 years or older	10%	N=49
Total	100%	N=513

Table 65: Question D16

What is your sex?	Percent	Number
Female	57%	N=271
Male	43%	N=202
Total	100%	N=473

Table 66: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	78%	N=374
Land line	10%	N=47
Both	12%	N=56
Total	100%	N=476

Appendix B: Benchmark Comparisons

Comparison Data

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 500 communities whose residents evaluated the same kinds of topics on The National Citizen Survey™. The comparison evaluations are from the most recent survey completed in each community; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The communities in the database represent a wide geographic and population range. The City of Wilsonville chose to have comparisons made to the entire database.

Interpreting the Results

Ratings are compared when there are at least five communities in which a similar question was asked. Where comparisons are available, four columns are provided in the table. The first column is Wilsonville’s “percent positive.” The percent positive is the combination of the top two most positive response options (i.e., “excellent” and “good,” “very safe” and “somewhat safe,” etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating “yes” or participating in an activity at least once a month. The second column is the rank assigned to Wilsonville’s rating among communities where a similar question was asked. The third column is the number of communities that asked a similar question. The final column shows the comparison of Wilsonville’s rating to the benchmark.

In that final column, Wilsonville’s results are noted as being “higher” than the benchmark, “lower” than the benchmark or “similar” to the benchmark, meaning that the average rating given by Wilsonville residents is statistically similar to or different (greater or lesser) than the benchmark. More extreme differences are noted as “much higher” or “much lower.”

Benchmark Database Characteristics	
Region	Percent
New England	3%
Middle Atlantic	5%
East North Central	15%
West North Central	13%
South Atlantic	22%
East South Central	3%
West South Central	7%
Mountain	16%
Pacific	16%
Population	Percent
Less than 10,000	10%
10,000 to 24,999	22%
25,000 to 49,999	23%
50,000 to 99,999	22%
100,000 or more	23%

National Benchmark Comparisons

Table 67: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in Wilsonville	94%	107	480	Similar
Overall image or reputation of Wilsonville	88%	84	367	Higher
Wilsonville as a place to live	95%	129	412	Similar
Your neighborhood as a place to live	93%	44	328	Similar
Wilsonville as a place to raise children	97%	55	401	Higher
Wilsonville as a place to retire	73%	77	375	Similar
Overall appearance of Wilsonville	92%	44	376	Higher

Table 68: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Overall feeling of safety in Wilsonville	91%	123	351	Similar
	In your neighborhood during the day	97%	62	373	Similar
	In Wilsonville's commercial areas during the day	96%	100	327	Similar
Mobility	Overall ease of getting to the places you usually have to visit	68%	148	254	Similar
	Availability of paths and walking trails	83%	51	328	Higher
	Ease of walking in Wilsonville	82%	52	316	Higher
	Ease of travel by bicycle in Wilsonville	67%	63	318	Higher
	Ease of travel by public transportation in Wilsonville	67%	10	214	Much higher
	Ease of travel by car in Wilsonville	57%	208	317	Similar
	Traffic flow on major streets	38%	253	361	Similar
Natural Environment	Quality of overall natural environment in Wilsonville	93%	39	289	Higher
	Cleanliness of Wilsonville	92%	37	296	Higher
Built Environment	Overall "built environment" of Wilsonville (including overall design, buildings, parks and transportation systems)	77%	35	243	Higher
	Overall quality of new development in Wilsonville	65%	95	301	Similar
	Availability of affordable quality housing	38%	183	314	Similar
	Variety of housing options	62%	106	292	Similar
	Public places where people want to spend time	80%	46	236	Similar
Economy	Overall economic health of Wilsonville	81%	60	249	Higher
	Vibrant downtown/commercial area	47%	129	227	Similar
	Overall quality of business and service establishments in Wilsonville	70%	102	283	Similar
	Cost of living in Wilsonville	35%	181	246	Similar
	Shopping opportunities	50%	189	307	Similar
	Employment opportunities	53%	67	323	Higher
	Wilsonville as a place to visit	55%	180	265	Similar
	Wilsonville as a place to work	76%	72	378	Higher
	Health and wellness opportunities in Wilsonville	72%	139	244	Similar
Recreation and Wellness	Availability of affordable quality food	67%	134	249	Similar
	Recreational opportunities	72%	138	311	Similar
	Fitness opportunities (including exercise classes and paths or trails, etc.)	75%	88	234	Similar
Education and Enrichment	Overall opportunities for education and enrichment	71%	110	246	Similar
	Opportunities to participate in religious or spiritual events and activities	73%	134	211	Similar
	Opportunities to attend cultural/arts/music activities	56%	164	309	Similar
	Adult educational opportunities	59%	100	223	Similar

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Community Engagement	K-12 education	93%	33	283	Higher
	Availability of affordable quality child care/preschool	57%	132	262	Similar
	Opportunities to participate in social events and activities	65%	115	272	Similar
	Neighborliness of Wilsonville	71%	67	238	Similar
	Openness and acceptance of the community toward people of diverse backgrounds	59%	153	305	Similar
	Opportunities to participate in community matters	75%	63	284	Similar
	Opportunities to volunteer	73%	135	275	Similar

Table 69: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the City of Wilsonville	85%	87	453	Similar
Overall customer service by Wilsonville employees (police, receptionists, planners, etc.)	82%	102	396	Similar
Value of services for the taxes paid to Wilsonville	67%	54	422	Similar
Overall direction that Wilsonville is taking	68%	80	333	Similar
Job Wilsonville government does at welcoming citizen involvement	68%	16	332	Higher
Overall confidence in Wilsonville government	64%	50	249	Similar
Generally acting in the best interest of the community	65%	51	249	Similar
Being honest	72%	20	241	Higher
Treating all residents fairly	70%	28	246	Higher
Services provided by the Federal Government	35%	165	258	Similar

Table 70: Governance by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Police/Sheriff services	81%	280	491	Similar
	Fire services	94%	139	411	Similar
	Ambulance or emergency medical services	91%	137	371	Similar
	Crime prevention	78%	150	380	Similar
	Fire prevention and education	83%	133	300	Similar
	Animal control	76%	71	361	Similar
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	56%	215	289	Similar
Mobility	Traffic enforcement	58%	290	393	Similar
	Street repair	63%	67	417	Higher
	Street cleaning	83%	11	336	Higher
	Street lighting	86%	3	348	Higher
	Sidewalk maintenance	79%	14	339	Higher
	Traffic signal timing	60%	55	274	Similar
	Bus or transit services	83%	5	238	Much higher
Natural Environment	Garbage collection	91%	98	376	Similar
	Recycling	83%	168	378	Similar
	Yard waste pick-up	87%	50	285	Similar
	Drinking water	80%	82	336	Similar
	Preservation of natural areas such as open space, farmlands and greenbelts	78%	34	267	Higher
Built Environment	Wilsonville open space	80%	25	224	Higher
	Storm drainage	83%	27	374	Higher
	Sewer services	89%	54	340	Similar

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Power (electric and/or gas) utility	88%	18	184	Similar
	Utility billing	74%	62	218	Similar
	Land use, planning and zoning	57%	83	319	Similar
	Code enforcement (weeds, abandoned buildings, etc.)	71%	20	408	Higher
	Cable television	54%	87	210	Similar
Economy	Economic development	66%	60	299	Similar
	City parks	94%	20	344	Higher
Recreation and Wellness	Recreation programs or classes	81%	114	344	Similar
	Recreation centers or facilities	75%	111	289	Similar
Education and Enrichment	City-sponsored special events	73%	93	269	Similar
	Public library services	96%	20	362	Higher
Community Engagement	Public information services	83%	28	298	Higher

Table 71: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	74%	76	325	Similar
Recommend living in Wilsonville to someone who asks	92%	93	297	Similar
Remain in Wilsonville for the next five years	85%	139	288	Similar
Contacted Wilsonville (in-person, phone, email or web) for help or information	36%	286	335	Similar

Table 72: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Stocked supplies in preparation for an emergency	45%	59	215	Similar
	Did NOT report a crime to the police	86%	40	241	Similar
Safety	Household member was NOT a victim of a crime	92%	83	285	Similar
	Used bus, rail, subway or other public transportation instead of driving	27%	74	195	Similar
	Carpooled with other adults or children instead of driving alone	41%	139	228	Similar
Mobility	Walked or biked instead of driving	65%	68	237	Similar
	Made efforts to conserve water	78%	140	223	Similar
Natural Environment	Made efforts to make your home more energy efficient	68%	209	224	Similar
	Recycle at home	98%	22	268	Higher
	Did NOT observe a code violation or other hazard in Wilsonville	73%	18	230	Higher
Built Environment	NOT experiencing housing costs stress	59%	229	265	Similar
	Purchase goods or services from a business located in Wilsonville	99%	15	234	Similar
Economy	Economy will have positive impact on income	35%	83	266	Similar
	Work inside boundaries of Wilsonville	34%	124	235	Similar
	Used Wilsonville recreation centers or their services	49%	207	246	Similar
	Visited a neighborhood park or City park	93%	21	280	Higher
	Eat at least 5 portions of fruits and vegetables a day	87%	51	226	Similar
Recreation and Wellness	Participate in moderate or vigorous physical activity	89%	55	230	Similar

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Education and Enrichment	In very good to excellent health	68%	94	230	Similar
	Used Wilsonville public libraries or their services	74%	42	253	Higher
	Participated in religious or spiritual activities in Wilsonville	27%	193	207	Lower
	Attended City-sponsored event	56%	107	237	Similar
Community Engagement	Campaigned or advocated for an issue, cause or candidate	20%	143	218	Similar
	Contacted Wilsonville elected officials (in-person, phone, email or web) to express your opinion	11%	221	233	Similar
	Volunteered your time to some group/activity in Wilsonville	29%	219	274	Lower
	Participated in a club	18%	210	249	Similar
	Talked to or visited with your immediate neighbors	92%	86	231	Similar
	Done a favor for a neighbor	72%	212	227	Similar
	Attended a local public meeting	23%	104	274	Similar
	Watched (online or on television) a local public meeting	12%	217	235	Lower
	Read or watch local news (via television, paper, computer, etc.)	80%	203	235	Similar
	Vote in local elections	89%	39	268	Similar

Communities included in national comparisons

The communities included in Wilsonville’s comparisons are listed on the following pages along with their population according to the 2010 Census.

Adams County, CO	441,603	Avon town, IN	12,446
Airway Heights city, WA	6,114	Avondale city, AZ	76,238
Albany city, OR	50,158	Azusa city, CA	46,361
Albemarle County, VA	98,970	Bainbridge Island city, WA	23,025
Albert Lea city, MN	18,016	Baltimore city, MD	620,961
Alexandria city, VA	139,966	Bartonville town, TX	1,469
Algonquin village, IL	30,046	Battle Creek city, MI	52,347
Aliso Viejo city, CA	47,823	Bay City city, MI	34,932
Altoona city, IA	14,541	Bay Village city, OH	15,651
American Canyon city, CA	19,454	Baytown city, TX	71,802
Ames city, IA	58,965	Bedford city, TX	46,979
Andover CDP, MA	8,762	Bedford town, MA	13,320
Ankeny city, IA	45,582	Bellevue city, WA	122,363
Ann Arbor city, MI	113,934	Bellingham city, WA	80,885
Annapolis city, MD	38,394	Benbrook city, TX	21,234
Apache Junction city, AZ	35,840	Bend city, OR	76,639
Arapahoe County, CO	572,003	Bethlehem township, PA	23,730
Arkansas City city, AR	366	Bettendorf city, IA	33,217
Arlington city, TX	365,438	Billings city, MT	104,170
Arvada city, CO	106,433	Blaine city, MN	57,186
Asheville city, NC	83,393	Bloomfield Hills city, MI	3,869
Ashland city, OR	20,078	Bloomington city, IN	80,405
Ashland town, MA	16,593	Bloomington city, MN	82,893
Ashland town, VA	7,225	Blue Springs city, MO	52,575
Aspen city, CO	6,658	Boise City city, ID	205,671
Athens-Clarke County, GA	115,452	Bonner Springs city, KS	7,314
Auburn city, AL	53,380	Boone County, KY	118,811
Augusta CCD, GA	134,777	Boulder city, CO	97,385
Aurora city, CO	325,078	Bowling Green city, KY	58,067
Austin city, TX	790,390	Bozeman city, MT	37,280
Avon town, CO	6,447	Brentwood city, MO	8,055

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Brentwood city, TN	37,060	Coronado city, CA	18,912
Brighton city, CO.....	33,352	Corvallis city, OR.....	54,462
Brighton city, MI.....	7,444	Cottonwood Heights city, UT	33,433
Bristol city, TN.....	26,702	Creve Coeur city, MO	17,833
Broken Arrow city, OK	98,850	Cross Roads town, TX	1,563
Brookfield city, WI	37,920	Cupertino city, CA	58,302
Brookline CDP, MA	58,732	Dacono city, CO.....	4,152
Brooklyn Center city, MN	30,104	Dade City city, FL.....	6,437
Brooklyn city, OH.....	11,169	Dakota County, MN	398,552
Broomfield city, CO	55,889	Dallas city, OR.....	14,583
Brownsburg town, IN	21,285	Dallas city, TX.....	1,197,816
Buffalo Grove village, IL	41,496	Danville city, KY.....	16,218
Burien city, WA.....	33,313	Dardenne Prairie city, MO	11,494
Burleson city, TX.....	36,690	Darien city, IL.....	22,086
Burlingame city, CA.....	28,806	Davenport city, FL.....	2,888
Cabarrus County, NC.....	178,011	Davenport city, IA.....	99,685
Cambridge city, MA.....	105,162	Davidson town, NC.....	10,944
Canandaigua city, NY	10,545	Dayton city, OH	141,527
Cannon Beach city, OR.....	1,690	Dayton town, WY.....	757
Cañon City city, CO	16,400	Dearborn city, MI.....	98,153
Canton city, SD.....	3,057	Decatur city, GA.....	19,335
Cape Coral city, FL.....	154,305	Del Mar city, CA.....	4,161
Cape Girardeau city, MO.....	37,941	DeLand city, FL.....	27,031
Carlisle borough, PA.....	18,682	Delaware city, OH.....	34,753
Carlsbad city, CA.....	105,328	Delray Beach city, FL.....	60,522
Carroll city, IA.....	10,103	Denison city, TX.....	22,682
Cartersville city, GA.....	19,731	Denton city, TX.....	113,383
Cary town, NC	135,234	Denver city, CO.....	600,158
Castine town, ME.....	1,366	Derby city, KS.....	22,158
Castle Pines North city, CO	10,360	Des Moines city, IA	203,433
Castle Rock town, CO.....	48,231	Des Peres city, MO.....	8,373
Cedar Hill city, TX	45,028	Destin city, FL.....	12,305
Cedar Rapids city, IA.....	126,326	Dothan city, AL	65,496
Celina city, TX.....	6,028	Douglas County, CO	285,465
Centennial city, CO.....	100,377	Dover city, NH	29,987
Chandler city, AZ.....	236,123	Dublin city, CA	46,036
Chandler city, TX	2,734	Dublin city, OH	41,751
Chanhassen city, MN.....	22,952	Duluth city, MN.....	86,265
Chapel Hill town, NC	57,233	Durham city, NC	228,330
Chardon city, OH	5,148	Durham County, NC.....	267,587
Charles County, MD	146,551	Dyer town, IN.....	16,390
Charlotte city, NC.....	731,424	Eagan city, MN	64,206
Charlotte County, FL	159,978	Eagle Mountain city, UT.....	21,415
Charlottesville city, VA.....	43,475	Eagle town, CO.....	6,508
Chattanooga city, TN.....	167,674	East Grand Forks city, MN	8,601
Chautauqua town, NY	4,464	East Lansing city, MI	48,579
Chesterfield County, VA.....	316,236	Eau Claire city, WI	65,883
Citrus Heights city, CA.....	83,301	Eden Prairie city, MN.....	60,797
Clackamas County, OR	375,992	Eden town, VT.....	1,323
Clarendon Hills village, IL	8,427	Edgerton city, KS	1,671
Clayton city, MO	15,939	Edgewater city, CO	5,170
Clearwater city, FL.....	107,685	Edina city, MN	47,941
Cleveland Heights city, OH	46,121	Edmond city, OK.....	81,405
Clinton city, SC	8,490	Edmonds city, WA.....	39,709
Clive city, IA	15,447	El Cerrito city, CA.....	23,549
Clovis city, CA.....	95,631	El Dorado County, CA.....	181,058
College Park city, MD	30,413	El Paso de Robles (Paso Robles) city, CA	29,793
College Station city, TX	93,857	Elk Grove city, CA	153,015
Colleyville city, TX.....	22,807	Elko New Market city, MN.....	4,110
Columbia city, MO.....	108,500	Elmhurst city, IL.....	44,121
Columbia city, SC.....	129,272	Encinitas city, CA	59,518
Columbia Falls city, MT.....	4,688	Englewood city, CO.....	30,255
Commerce City city, CO.....	45,913	Erie town, CO	18,135
Concord city, CA	122,067	Escambia County, FL.....	297,619
Concord town, MA.....	17,668	Estes Park town, CO.....	5,858
Conshohocken borough, PA.....	7,833	Euclid city, OH	48,920
Coolidge city, AZ.....	11,825	Fairview town, TX	7,248
Coon Rapids city, MN.....	61,476	Farmers Branch city, TX	28,616
Copperas Cove city, TX.....	32,032	Farmersville city, TX.....	3,301
Coral Springs city, FL.....	121,096	Farmington Hills city, MI.....	79,740

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Farmington town, CT	25,340	Hutto city, TX	14,698
Fayetteville city, NC.....	200,564	Independence city, MO.....	116,830
Fernandina Beach city, FL.....	11,487	Indianola city, IA	14,782
Fishers town, IN	76,794	Indio city, CA.....	76,036
Flagstaff city, AZ	65,870	Iowa City city, IA	67,862
Flower Mound town, TX.....	64,669	Irving city, TX.....	216,290
Forest Grove city, OR	21,083	Issaquah city, WA	30,434
Fort Collins city, CO.....	143,986	Jackson city, MO	13,758
Fort Lauderdale city, FL.....	165,521	Jackson County, MI.....	160,248
Fort Smith city, AR	86,209	James City County, VA	67,009
Franklin city, TN.....	62,487	Jefferson County, NY.....	116,229
Fremont city, CA	214,089	Jefferson Parish, LA	432,552
Friendswood city, TX.....	35,805	Johnson City city, TN.....	63,152
Fruita city, CO.....	12,646	Johnston city, IA	17,278
Gahanna city, OH.....	33,248	Jupiter town, FL.....	55,156
Gaithersburg city, MD.....	59,933	Kalamazoo city, MI.....	74,262
Galveston city, TX	47,743	Kansas City city, KS.....	145,786
Gardner city, KS.....	19,123	Kansas City city, MO.....	459,787
Georgetown city, TX.....	47,400	Keizer city, OR	36,478
Germantown city, TN	38,844	Kenmore city, WA	20,460
Gilbert town, AZ.....	208,453	Kennedale city, TX	6,763
Gillette city, WY	29,087	Kennett Square borough, PA.....	6,072
Glen Ellyn village, IL.....	27,450	Kent city, WA.....	92,411
Glendora city, CA	50,073	Kerrville city, TX.....	22,347
Glenview village, IL	44,692	Kettering city, OH	56,163
Globe city, AZ	7,532	Key West city, FL	24,649
Golden city, CO.....	18,867	King City city, CA	12,874
Golden Valley city, MN.....	20,371	King County, WA.....	1,931,249
Goodyear city, AZ	65,275	Kirkland city, WA.....	48,787
Grafton village, WI.....	11,459	Kirkwood city, MO	27,540
Grand Blanc city, MI.....	8,276	Knoxville city, IA	7,313
Grants Pass city, OR.....	34,533	La Plata town, MD.....	8,753
Grass Valley city, CA	12,860	La Porte city, TX	33,800
Greeley city, CO.....	92,889	La Vista city, NE.....	15,758
Greenville city, NC.....	84,554	Lafayette city, CO	24,453
Greenwich town, CT.....	61,171	Laguna Beach city, CA.....	22,723
Greenwood Village city, CO.....	13,925	Laguna Niguel city, CA	62,979
Greer city, SC	25,515	Lake Forest city, IL	19,375
Gunnison County, CO	15,324	Lake in the Hills village, IL.....	28,965
Hailey city, ID	7,960	Lake Stevens city, WA	28,069
Haines Borough, AK	2,508	Lake Worth city, FL	34,910
Haltom City city, TX	42,409	Lake Zurich village, IL	19,631
Hamilton city, OH.....	62,477	Lakeville city, MN	55,954
Hamilton town, MA	7,764	Lakewood city, CO	142,980
Hampton city, VA.....	137,436	Lakewood city, WA.....	58,163
Hanover County, VA.....	99,863	Lancaster County, SC	76,652
Harrisburg city, SD.....	4,089	Lane County, OR.....	351,715
Harrisonburg city, VA	48,914	Lansing city, MI	114,297
Harrisonville city, MO	10,019	Laramie city, WY.....	30,816
Hastings city, MN	22,172	Larimer County, CO.....	299,630
Hayward city, CA	144,186	Las Cruces city, NM.....	97,618
Henderson city, NV	257,729	Las Vegas city, NM.....	13,753
Herndon town, VA.....	23,292	Las Vegas city, NV	583,756
High Point city, NC.....	104,371	Lawrence city, KS.....	87,643
Highland Park city, IL	29,763	Lawrenceville city, GA	28,546
Highlands Ranch CDP, CO	96,713	Lee's Summit city, MO.....	91,364
Holland city, MI.....	33,051	Lehi city, UT	47,407
Homer Glen village, IL.....	24,220	Lenexa city, KS	48,190
Honolulu County, HI.....	953,207	Lewis County, NY	27,087
Hooksett town, NH.....	13,451	Lewiston city, ID.....	31,894
Hopkins city, MN.....	17,591	Lewisville city, TX.....	95,290
Hopkinton town, MA.....	14,925	Lewisville town, NC	12,639
Hoquiam city, WA	8,726	Libertyville village, IL.....	20,315
Horry County, SC	269,291	Lincoln city, NE	258,379
Howard village, WI.....	17,399	Lincolnwood village, IL	12,590
Hudson city, OH.....	22,262	Lindsborg city, KS	3,458
Hudson town, CO.....	2,356	Little Chute village, WI	10,449
Huntley village, IL.....	24,291	Littleton city, CO	41,737
Hurst city, TX.....	37,337	Livermore city, CA.....	80,968
Hutchinson city, MN	14,178	Lombard village, IL	43,165

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Lone Tree city, CO	10,218	New Orleans city, LA	343,829
Long Grove village, IL	8,043	New Port Richey city, FL	14,911
Longmont city, CO	86,270	New Smyrna Beach city, FL	22,464
Longview city, TX	80,455	New Ulm city, MN	13,522
Lonsdale city, MN	3,674	Newberg city, OR	22,068
Los Alamos County, NM	17,950	Newport city, RI	24,672
Los Altos Hills town, CA	7,922	Newport News city, VA	180,719
Louisville city, CO	18,376	Newton city, IA	15,254
Lower Merion township, PA	57,825	Noblesville city, IN	51,969
Lynchburg city, VA	75,568	Nogales city, AZ	20,837
Lynnwood city, WA	35,836	Norcross city, GA	9,116
Macomb County, MI	840,978	Norfolk city, NE	24,210
Manassas city, VA	37,821	Norfolk city, VA	242,803
Manhattan Beach city, CA	35,135	North Mankato city, MN	13,394
Manhattan city, KS	52,281	North Port city, FL	57,357
Mankato city, MN	39,309	North Richland Hills city, TX	63,343
Maple Grove city, MN	61,567	North Yarmouth town, ME	3,565
Maplewood city, MN	38,018	Novato city, CA	51,904
Maricopa County, AZ	3,817,117	Novi city, MI	55,224
Marion city, IA	34,768	O'Fallon city, IL	28,281
Mariposa County, CA	18,251	O'Fallon city, MO	79,329
Marshfield city, WI	19,118	Oak Park village, IL	51,878
Martinez city, CA	35,824	Oakland city, CA	390,724
Marysville city, WA	60,020	Oakley city, CA	35,432
Matthews town, NC	27,198	Oklahoma City city, OK	579,999
McAllen city, TX	129,877	Olathe city, KS	125,872
McKinney city, TX	131,117	Old Town city, ME	7,840
McMinnville city, OR	32,187	Olmsted County, MN	144,248
Menlo Park city, CA	32,026	Olympia city, WA	46,478
Menomonee Falls village, WI	35,626	Orange village, OH	3,323
Mercer Island city, WA	22,699	Orland Park village, IL	56,767
Meridian charter township, MI	39,688	Orleans Parish, LA	343,829
Meridian city, ID	75,092	Oshkosh city, WI	66,083
Merriam city, KS	11,003	Oshtemo charter township, MI	21,705
Mesa city, AZ	439,041	Oswego village, IL	30,355
Mesa County, CO	146,723	Otsego County, MI	24,164
Miami Beach city, FL	87,779	Ottawa County, MI	263,801
Miami city, FL	399,457	Overland Park city, KS	173,372
Middleton city, WI	17,442	Paducah city, KY	25,024
Midland city, MI	41,863	Palm Beach Gardens city, FL	48,452
Milford city, DE	9,559	Palm Coast city, FL	75,180
Milton city, GA	32,661	Palo Alto city, CA	64,403
Minneapolis city, MN	382,578	Palos Verdes Estates city, CA	13,438
Minnetrissa city, MN	6,384	Papillion city, NE	18,894
Missouri City city, TX	67,358	Paradise Valley town, AZ	12,820
Modesto city, CA	201,165	Park City city, UT	7,558
Monterey city, CA	27,810	Parker town, CO	45,297
Montgomery city, MN	2,956	Parkland city, FL	23,962
Montgomery County, MD	971,777	Pasco city, WA	59,781
Monticello city, UT	1,972	Pasco County, FL	464,697
Montrose city, CO	19,132	Payette city, ID	7,433
Monument town, CO	5,530	Pearland city, TX	91,252
Mooreville town, NC	32,711	Peoria city, AZ	154,065
Moraga town, CA	16,016	Peoria city, IL	115,007
Morristown city, TN	29,137	Pflugerville city, TX	46,936
Morrisville town, NC	18,576	Phoenix city, AZ	1,445,632
Morro Bay city, CA	10,234	Pinehurst village, NC	13,124
Mountain Village town, CO	1,320	Piqua city, OH	20,522
Mountlake Terrace city, WA	19,909	Pitkin County, CO	17,148
Murphy city, TX	17,708	Plano city, TX	259,841
Naperville city, IL	141,853	Platte City city, MO	4,691
Napoleon city, OH	8,749	Pleasant Hill city, IA	8,785
Nederland city, TX	17,547	Pleasanton city, CA	70,285
Needham CDP, MA	28,886	Plymouth city, MN	70,576
Nevada City city, CA	3,068	Polk County, IA	430,640
Nevada County, CA	98,764	Pompano Beach city, FL	99,845
New Braunfels city, TX	57,740	Port Orange city, FL	56,048
New Brighton city, MN	21,456	Port St. Lucie city, FL	164,603
New Hanover County, NC	202,667	Portland city, OR	583,776
New Hope city, MN	20,339	Post Falls city, ID	27,574

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Powell city, OH	11,500	Shawnee city, OK.....	29,857
Powhatan County, VA.....	28,046	Sherborn town, MA	4,119
Prince William County, VA.....	402,002	Shoreline city, WA.....	53,007
Prior Lake city, MN.....	22,796	Shoreview city, MN	25,043
Pueblo city, CO	106,595	Shorewood village, IL.....	15,615
Purcellville town, VA.....	7,727	Shorewood village, WI	13,162
Queen Creek town, AZ	26,361	Sierra Vista city, AZ.....	43,888
Raleigh city, NC	403,892	Silverton city, OR	9,222
Ramsey city, MN	23,668	Sioux Center city, IA	7,048
Raymond town, ME.....	4,436	Sioux Falls city, SD.....	153,888
Raymore city, MO	19,206	Skokie village, IL.....	64,784
Redmond city, OR	26,215	Snellville city, GA	18,242
Redmond city, WA	54,144	Snoqualmie city, WA	10,670
Redwood City city, CA	76,815	Snowmass Village town, CO.....	2,826
Reno city, NV.....	225,221	Somerset town, MA.....	18,165
Reston CDP, VA	58,404	South Jordan city, UT.....	50,418
Richland city, WA.....	48,058	South Lake Tahoe city, CA.....	21,403
Richmond city, CA.....	103,701	Southlake city, TX	26,575
Richmond Heights city, MO.....	8,603	Spearfish city, SD.....	10,494
Rio Rancho city, NM	87,521	Spring Hill city, KS.....	5,437
River Falls city, WI	15,000	Springboro city, OH.....	17,409
Riverside city, CA.....	303,871	Springfield city, MO.....	159,498
Riverside city, MO	2,937	Springville city, UT	29,466
Roanoke city, VA.....	97,032	St. Augustine city, FL	12,975
Roanoke County, VA	92,376	St. Charles city, IL.....	32,974
Rochester Hills city, MI.....	70,995	St. Cloud city, FL.....	35,183
Rock Hill city, SC.....	66,154	St. Cloud city, MN	65,842
Rockville city, MD.....	61,209	St. Joseph city, MO	76,780
Roeland Park city, KS	6,731	St. Joseph town, WI.....	3,842
Rogers city, MN	8,597	St. Louis County, MN.....	200,226
Rohnert Park city, CA	40,971	State College borough, PA	42,034
Rolla city, MO	19,559	Steamboat Springs city, CO	12,088
Roselle village, IL.....	22,763	Sterling Heights city, MI	129,699
Rosemount city, MN	21,874	Sugar Grove village, IL	8,997
Rosenberg city, TX.....	30,618	Sugar Land city, TX.....	78,817
Roseville city, MN.....	33,660	Suisun City city, CA	28,111
Round Rock city, TX.....	99,887	Summit city, NJ.....	21,457
Royal Oak city, MI.....	57,236	Summit County, UT.....	36,324
Royal Palm Beach village, FL.....	34,140	Summit village, IL	11,054
Saco city, ME.....	18,482	Sunnyvale city, CA	140,081
Sacramento city, CA	466,488	Surprise city, AZ.....	117,517
Sahuarita town, AZ	25,259	Suwanee city, GA.....	15,355
Salida city, CO	5,236	Tacoma city, WA.....	198,397
Sammamish city, WA	45,780	Takoma Park city, MD	16,715
San Anselmo town, CA	12,336	Tamarac city, FL	60,427
San Diego city, CA	1,307,402	Temecula city, CA	100,097
San Francisco city, CA	805,235	Tempe city, AZ	161,719
San Jose city, CA	945,942	Temple city, TX.....	66,102
San Juan County, NM.....	130,044	Texarkana city, TX	36,411
San Marcos city, CA	83,781	The Woodlands CDP, TX.....	93,847
San Marcos city, TX.....	44,894	Thousand Oaks city, CA.....	126,683
San Rafael city, CA.....	57,713	Tigard city, OR.....	48,035
Sanford city, FL.....	53,570	Tracy city, CA	82,922
Sangamon County, IL.....	197,465	Trinidad CCD, CO.....	12,017
Santa Clarita city, CA.....	176,320	Tualatin city, OR	26,054
Santa Fe city, NM.....	67,947	Tulsa city, OK	391,906
Santa Fe County, NM	144,170	Tustin city, CA	75,540
Santa Monica city, CA.....	89,736	Twin Falls city, ID	44,125
Sarasota County, FL.....	379,448	Tyler city, TX	96,900
Savage city, MN.....	26,911	Unalaska city, AK	4,376
Schaumburg village, IL.....	74,227	University Heights city, OH	13,539
Schertz city, TX.....	31,465	University Park city, TX.....	23,068
Scott County, MN.....	129,928	Upper Arlington city, OH.....	33,771
Scottsdale city, AZ	217,385	Urbandale city, IA	39,463
Seaside city, CA	33,025	Vail town, CO.....	5,305
Sedona city, AZ.....	10,031	Vancouver city, WA.....	161,791
Sevierville city, TN	14,807	Ventura CCD, CA.....	111,889
Shakopee city, MN	37,076	Vernon Hills village, IL.....	25,113
Sharonville city, OH.....	13,560	Vestavia Hills city, AL	34,033
Shawnee city, KS	62,209	Victoria city, MN.....	7,345

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Vienna town, VA	15,687	White House city, TN	10,255
Virginia Beach city, VA.....	437,994	Wichita city, KS.....	382,368
Walnut Creek city, CA.....	64,173	Williamsburg city, VA.....	14,068
Warrensburg city, MO	18,838	Willowbrook village, IL	8,540
Washington County, MN	238,136	Wilmington city, NC.....	106,476
Washington town, NH	1,123	Wilsonville city, OR.....	19,509
Washoe County, NV	421,407	Windsor town, CO	18,644
Washougal city, WA	14,095	Windsor town, CT	29,044
Wauwatosa city, WI	46,396	Winnetka village, IL	12,187
Waverly city, IA	9,874	Winter Garden city, FL.....	34,568
Weddington town, NC	9,459	Woodbury city, MN.....	61,961
Wentzville city, MO.....	29,070	Woodinville city, WA.....	10,938
West Carrollton city, OH	13,143	Woodland city, CA.....	55,468
West Chester borough, PA.....	18,461	Wrentham town, MA	10,955
West Des Moines city, IA.....	56,609	Wyandotte County, KS	157,505
Western Springs village, IL	12,975	Yakima city, WA.....	91,067
Westerville city, OH.....	36,120	York County, VA.....	65,464
Westlake town, TX	992	Yorktown town, IN.....	9,405
Westminster city, CO.....	106,114	Yorkville city, IL	16,921
Weston town, MA.....	11,261	Yountville city, CA	2,933
Wheat Ridge city, CO	30,166		

Appendix C: Detailed Survey Methods

The National Citizen Survey (The NCS™), conducted by National Research Center, Inc., was developed to provide communities an accurate, affordable and easy way to assess and interpret resident opinion about important local topics. Standardization of common questions and survey methods provide the rigor to assure valid results, and each community has enough flexibility to construct a customized version of The NCS.

Results offer insight into residents' perspectives about the community as a whole, including local amenities, services, public trust, resident participation and other aspects of the community in order to support budgeting, land use and strategic planning and communication with residents. Resident demographic characteristics permit comparison to the Census as well as comparison of results for different subgroups of residents. The City of Wilsonville funded this research. Please contact Bill Evans of the City of Wilsonville at evans@ci.wilsonville.or.us if you have any questions about the survey.

Survey Validity

The question of survey validity has two parts: 1) how can a community be confident that the results from those who completed the questionnaire are representative of the results that would have been obtained had the survey been administered to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, the best survey research practices were used for the resources spent to ensure that the results from the survey respondents reflect the opinions of residents in the entire community. These practices include:

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the community to receive the survey to ensure that the households selected to receive the survey are representative of the larger community.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Inviting response in a compelling manner (using appropriate letterhead/logos and a signature of a visible leader) to appeal to recipients' sense of civic responsibility.
- Providing a pre-addressed, postage-paid return envelope.
- Offering the survey in Spanish or other language when requested by a given community.
- Weighting the results to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for service quality play a role as well as the "objective" quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident's report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward "oppressed groups," likelihood of voting for a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality

with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents' tendency to report what they think the "correct" response should be.

Research on the correlation of resident opinion about service quality and "objective" ratings of service quality vary, with some showing stronger relationships than others. NRC's own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be "objectively" worse than the highest rated fire services (expenditures per capita, response time, "professional" status of firefighters, breadth of services and training provided). Resident opinion commonly reflects objective performance data but is an important measure on its own. NRC principals have written, "If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem."

Selecting Survey Recipients

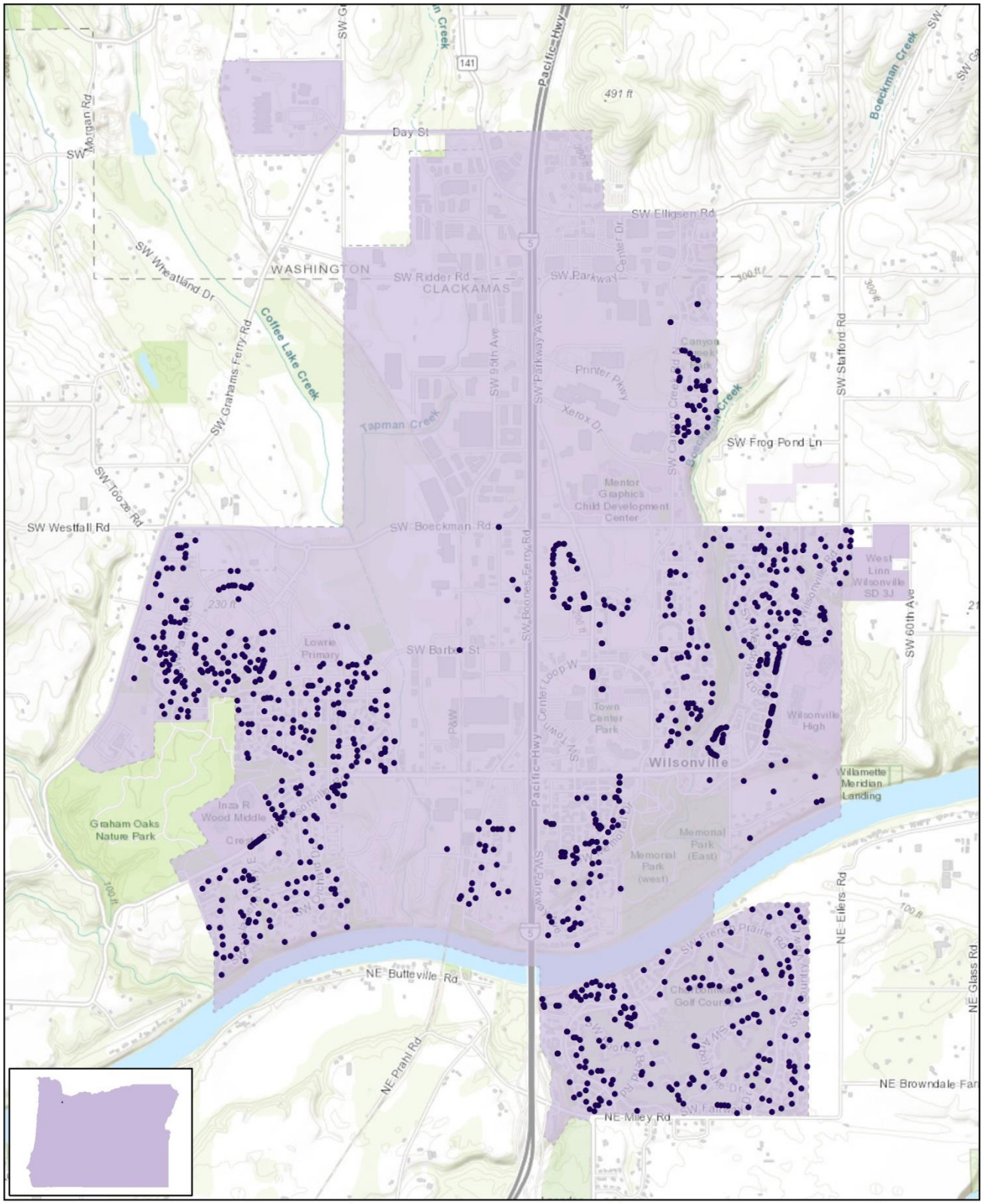
"Sampling" refers to the method by which households were chosen to receive the survey. All households within the City of Wilsonville were eligible to participate in the survey. A list of all households within the zip codes serving Wilsonville was purchased from Go-Dog Direct based on updated listings from the United States Postal Service. Since some of the zip codes that serve the City of Wilsonville households may also serve addresses that lie outside of the community, the exact geographic location of each housing unit was compared to community boundaries using the most current municipal boundary file (updated on a quarterly basis) and addresses located outside of the City of Wilsonville boundaries were removed from consideration.

To choose the 1,600 survey recipients, a systematic sampling method was applied to the list of households previously screened for geographic location. Systematic sampling is a procedure whereby a complete list of all possible households is culled, selecting every *Nth* one, giving each eligible household a known probability of selection, until the appropriate number of households is selected. Multi-family housing units were selected at a higher rate as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units. Figure 1 displays a map of the households selected to receive the survey. In general, because of the random sampling techniques used, the displayed sampling density will closely mirror the overall housing unit density (which may be different from the population density). While the theory of probability assumes no bias in selection, there may be some minor variations in practice (meaning, an area with only 15% of the housing units might be selected at an actual rate that is slightly above or below that).

An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the "person whose birthday has most recently passed" to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

In addition to the scientific, random selection of households, a link to an online "opt-in" survey was publicized and posted to the City of Wilsonville website. This opt-in survey was identical to the scientific survey and open to all City residents.

Figure 1: Location of Survey Recipients



Survey Recipients in Wilsonville, OR

- Survey Recipients

Survey Administration and Response

Selected households received three mailings, one week apart, beginning on May 4, 2018. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the Mayor inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who had already done so to refrain from turning in another survey. The survey was available in English. Completed surveys were collected over the following seven weeks. The online “opt-in” survey became available to all residents on June 8, 2018 and remained open for four weeks.

About 4% of the 1,600 surveys mailed were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 1,537 households that received the survey, 392 completed the mailed survey, providing an overall response rate of 26%. Of the 392 completed surveys, 44 were completed online. The response rate was calculated using AAPOR’s response rate #2¹ for mailed surveys of unnamed persons. Additionally, 176 residents completed the online opt-in survey, providing a grand total of 568 completed surveys.

Table 73: Mailed Survey Response Rate

	Overall
Total sample used	1,600
I=Complete Interviews	384
P=Partial Interviews	8
R=Refusal and break off	1
NC=Non Contact	0
O=Other	0
UH=Unknown household	0
UO=Unknown other	1,144
Response rate: $(I+P)/(I+P) + (R+NC+O) + (UH+UO)$	26%

Confidence Intervals

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents’ opinions are relied on to estimate all residents’ opinions.²

The margin of error for the City of Wilsonville survey is no greater than plus or minus four³ percentage points around any given percent reported for all respondents (568 completed surveys).

For subgroups of responses, the margin of error increases because the number of respondents for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points.

Survey Processing (Data Entry)

Upon receipt, completed surveys were assigned a unique identification number. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out

¹ See AAPOR’s Standard Definitions here: [http://www.aapor.org/Standards-Ethics/Standard-Definitions-\(1\).aspx](http://www.aapor.org/Standards-Ethics/Standard-Definitions-(1).aspx) for more information

² A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the “true” population response. This theory is applied in practice to mean that the “true” perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as “excellent” or “good,” then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire community is between 71% and 79%. This source of uncertainty is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

³ Although this has become the traditional way to describe survey research precision, when opt-in results are blended with scientific results, assumptions about randomness of responses are not the same as when results come only from the random sample. Consequently other terms sometimes are used in place of “confidence interval” or “margin of error,” such as “credibility intervals.” We hew to the traditional way of describing sample-driven uncertainty while we work with the industry to sort out the best ways to describe these new approaches.

The National Citizen Survey™

of a list of five, but the respondent checked three; in this case, NRC would use protocols to randomly choose two of the three selected items for inclusion in the dataset.

All surveys then were entered twice into an electronic dataset; any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed.

NRC used SurveyGizmo, a web-based survey and analytics platform, to collect the online survey data. Use of an online system means all collected data are entered into the dataset when the respondents submit the surveys. Skip patterns are programmed into system so respondents are automatically “skipped” to the appropriate question based on the individual responses being given. Online programming also allows for more rigid control of the data format, making extensive data cleaning unnecessary.

A series of quality control checks were also performed in order to ensure the integrity of the web data. Steps may include and not be limited to reviewing the data for clusters of repeat IP addresses and time stamps (indicating duplicate responses) and removing empty submissions (questionnaires submitted with no questions answered).

Survey Data Weighting

Upon completion of data collection for both the scientific (probability) and nonscientific open participation online opt-in (non-probability) surveys, data were compared in order to determine whether it was appropriate to combine, or blend, both datasets together. In the case of Wilsonville, characteristics of respondents to the non-probability survey were similar to the probability survey, in both respondent trait and opinion, indicating that the two datasets could be blended. This decision reflects a growing trend in survey research toward integration of traditional scientific probability survey respondents and non-probability survey respondents (opt-in).

The demographic characteristics of the survey respondents were compared to those found in the 2010 Census and American Community Survey estimates for adults in the City of Wilsonville. The primary objective of weighting survey data is to make the survey respondents reflective of the larger population of the community. Both survey datasets were weighted independently and then combined into one final dataset. The characteristics used for weighting were housing tenure, housing unit type, race and ethnicity and sex and age. No adjustments were made for design effects.

The results of the weighting scheme are presented in the following table.

The National Citizen Survey™

Table 74: Wilsonville, OR 2018 Weighting Table

Characteristic	2010 Census	Unweighted Data	Weighted Data
Housing			
Rent home	54%	23%	50%
Own home	46%	77%	50%
Detached unit*	41%	65%	42%
Attached unit*	59%	35%	58%
Race and Ethnicity			
White	87%	91%	88%
Not white	13%	9%	12%
Not Hispanic	90%	97%	95%
Hispanic	10%	3%	5%
Sex and Age			
Female	53%	64%	57%
Male	47%	36%	43%
18-34 years of age	32%	11%	27%
35-54 years of age	35%	25%	36%
55+ years of age	33%	64%	37%
Females 18-34	16%	9%	17%
Females 35-54	18%	15%	19%
Females 55+	18%	40%	21%
Males 18-34	16%	2%	10%
Males 35-54	17%	10%	18%
Males 55+	14%	24%	15%

* U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates

Survey Data Analysis and Reporting

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). For the most part, the percentages presented in the reports represent the “percent positive.” The percent positive is the combination of the top two most positive response options (i.e., “excellent” and “good,” “very safe” and “somewhat safe,” “essential” and “very important,” etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating “yes” or participating in an activity at least once a month.

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the reports. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the common practice of percentages being rounded to the nearest whole number.

Appendix D: Survey Materials

Dear Wilsonville Resident,

It won't take much of your time to make a big difference!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

Thank you for helping create a better city!

Sincerely,



Tim Knapp
Mayor

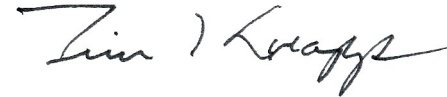
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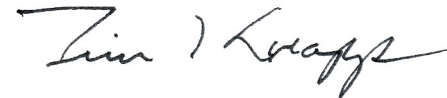
Dear Wilsonville Resident,

It won't take much of your time to make a big difference!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

Thank you for helping create a better city!

Sincerely,



Tim Knapp
Mayor



Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94

CITY OF WILSONVILLE
29799 SW Town Center Loop East
Wilsonville, OR 97070



Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94

CITY OF WILSONVILLE
29799 SW Town Center Loop East
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Wilsonville, OR 97070



Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94

CITY OF WILSONVILLE
29799 SW Town Center Loop East
Wilsonville, OR 97070



May 2018

Dear City of Wilsonville Resident:

Please help us shape the future of Wilsonville! You have been selected at random to participate in the 2018 Wilsonville Citizen Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. Your feedback will help Wilsonville make decisions that affect our city.

A few things to remember:

- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

<http://bit.ly/wilsonville2018>

If you have any questions about the survey please call 503-570-1503.

Thank you for your time and participation!

Sincerely,

A handwritten signature in black ink that reads "Tim Knapp". The signature is fluid and cursive.

Tim Knapp
Mayor



May 2018

Dear City of Wilsonville Resident:

Here's a second chance if you haven't already responded to the 2018 Wilsonville Citizen Survey! **(If you completed it and sent it back, we thank you for your time and ask you to recycle this survey. Please do not respond twice.)**

Please help us shape the future of Wilsonville! You have been selected at random to participate in the 2018 Wilsonville Citizen Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. Your feedback will help Wilsonville make decisions that affect our city.

A few things to remember:

- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

<http://bit.ly/wilsonville2018>

If you have any questions about the survey please call 503-570-1503.

Thank you for your time and participation!

Sincerely,

Tim Knapp
Mayor

The City of Wilsonville 2018 Citizen Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

1. Please rate each of the following aspects of quality of life in Wilsonville:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Wilsonville as a place to live.....	1	2	3	4	5
Your neighborhood as a place to live.....	1	2	3	4	5
Wilsonville as a place to raise children.....	1	2	3	4	5
Wilsonville as a place to work.....	1	2	3	4	5
Wilsonville as a place to visit.....	1	2	3	4	5
Wilsonville as a place to retire.....	1	2	3	4	5
The overall quality of life in Wilsonville.....	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to Wilsonville as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Overall feeling of safety in Wilsonville.....	1	2	3	4	5
Overall ease of getting to the places you usually have to visit.....	1	2	3	4	5
Quality of overall natural environment in Wilsonville.....	1	2	3	4	5
Overall "built environment" of Wilsonville (including overall design, buildings, parks and transportation systems).....	1	2	3	4	5
Health and wellness opportunities in Wilsonville.....	1	2	3	4	5
Overall opportunities for education and enrichment.....	1	2	3	4	5
Overall economic health of Wilsonville.....	1	2	3	4	5
Sense of community.....	1	2	3	4	5
Overall image or reputation of Wilsonville.....	1	2	3	4	5

3. Please indicate how likely or unlikely you are to do each of the following:

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Don't know</i>
Recommend living in Wilsonville to someone who asks.....	1	2	3	4	5
Remain in Wilsonville for the next five years.....	1	2	3	4	5

4. Please rate how safe or unsafe you feel:

	<i>Very safe</i>	<i>Somewhat safe</i>	<i>Neither safe nor unsafe</i>	<i>Somewhat unsafe</i>	<i>Very unsafe</i>	<i>Don't know</i>
In your neighborhood during the day.....	1	2	3	4	5	6
In Wilsonville's commercial areas during the day.....	1	2	3	4	5	6

5. Please rate each of the following characteristics as they relate to Wilsonville as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Traffic flow on major streets.....	1	2	3	4	5
Ease of travel by car in Wilsonville.....	1	2	3	4	5
Ease of travel by public transportation in Wilsonville.....	1	2	3	4	5
Ease of travel by bicycle in Wilsonville.....	1	2	3	4	5
Ease of walking in Wilsonville.....	1	2	3	4	5
Availability of paths and walking trails.....	1	2	3	4	5
Cleanliness of Wilsonville.....	1	2	3	4	5
Overall appearance of Wilsonville.....	1	2	3	4	5
Public places where people want to spend time.....	1	2	3	4	5
Variety of housing options.....	1	2	3	4	5
Availability of affordable quality housing.....	1	2	3	4	5
Fitness opportunities (including exercise classes and paths or trails, etc.).....	1	2	3	4	5
Recreational opportunities.....	1	2	3	4	5
Availability of affordable quality food.....	1	2	3	4	5
Access to bus stops (sidewalks available/ADA accessible).....	1	2	3	4	5

6. Please rate each of the following characteristics as they relate to Wilsonville as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Availability of affordable quality child care/preschool	1	2	3	4	5
K-12 education	1	2	3	4	5
Adult educational opportunities.....	1	2	3	4	5
Opportunities to attend cultural/arts/music activities	1	2	3	4	5
Opportunities to participate in religious or spiritual events and activities	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Shopping opportunities.....	1	2	3	4	5
Cost of living in Wilsonville	1	2	3	4	5
Overall quality of business and service establishments in Wilsonville.....	1	2	3	4	5
Vibrant commercial areas.....	1	2	3	4	5
Overall quality of new development in Wilsonville	1	2	3	4	5
Opportunities to participate in social events and activities	1	2	3	4	5
Opportunities to volunteer.....	1	2	3	4	5
Opportunities to participate in community matters	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds	1	2	3	4	5
Neighborliness of residents in Wilsonville.....	1	2	3	4	5

7. Please indicate whether or not you have done each of the following in the last 12 months.

	<i>No</i>	<i>Yes</i>
Made efforts to conserve water	1	2
Made efforts to make your home more energy efficient	1	2
Observed a code violation or other hazard in Wilsonville (weeds, abandoned buildings, etc.).....	1	2
Household member was a victim of a crime in Wilsonville	1	2
Reported a crime to the police in Wilsonville.....	1	2
Stocked supplies in preparation for an emergency	1	2
Campaigned or advocated for an issue, cause or candidate	1	2
Contacted the City of Wilsonville (in-person, phone, email or web) for help or information.....	1	2
Contacted Wilsonville elected officials (in-person, phone, email or web) to express your opinion	1	2
Learned to ride the bus with the help of a Travel Trainer	1	2

8. In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Wilsonville?

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
Used Wilsonville recreation centers or their services	1	2	3	4
Visited a neighborhood park or City park	1	2	3	4
Used Wilsonville public libraries or their services.....	1	2	3	4
Participated in religious or spiritual activities in Wilsonville.....	1	2	3	4
Attended a City-sponsored event.....	1	2	3	4
Used bus, rail, subway or other public transportation instead of driving.....	1	2	3	4
Carpooled with other adults or children instead of driving alone.....	1	2	3	4
Walked or biked instead of driving	1	2	3	4
Volunteered your time to some group/activity in Wilsonville.....	1	2	3	4
Participated in a club	1	2	3	4
Talked to or visited with your immediate neighbors	1	2	3	4
Done a favor for a neighbor.....	1	2	3	4
Traveled using the local SMART bus	1	2	3	4
Traveled using SMART Dial-A-Ride.....	1	2	3	4

9. Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
<u>Attended</u> a local public meeting	1	2	3	4
<u>Watched</u> (online or on television) a local public meeting.....	1	2	3	4

The City of Wilsonville 2018 Citizen Survey

10. Please rate the quality of each of the following services in Wilsonville:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Police/Sheriff services.....	1	2	3	4	5
Fire services.....	1	2	3	4	5
Ambulance or emergency medical services	1	2	3	4	5
Crime prevention.....	1	2	3	4	5
Fire prevention and education.....	1	2	3	4	5
Traffic enforcement	1	2	3	4	5
Street repair	1	2	3	4	5
Street cleaning	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Sidewalk maintenance	1	2	3	4	5
Traffic signal timing.....	1	2	3	4	5
Bus or transit services.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Recycling	1	2	3	4	5
Yard waste pick-up	1	2	3	4	5
Storm drainage	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services	1	2	3	4	5
Power (electric and/or gas) utility	1	2	3	4	5
City of Wilsonville utility billing.....	1	2	3	4	5
City parks.....	1	2	3	4	5
Recreation programs or classes.....	1	2	3	4	5
Recreation centers or facilities	1	2	3	4	5
Land use, planning and zoning.....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.)	1	2	3	4	5
Animal control.....	1	2	3	4	5
Economic development	1	2	3	4	5
Public library services	1	2	3	4	5
Public information services	1	2	3	4	5
Cable television.....	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations).....	1	2	3	4	5
Preservation of natural areas such as open space, farmlands and greenbelts.....	1	2	3	4	5
Wilsonville open space	1	2	3	4	5
City-sponsored special events	1	2	3	4	5
Overall customer service by Wilsonville employees (police, receptionists, planners, etc.).....	1	2	3	4	5

11. Overall, how would you rate the quality of the services provided by each of the following?

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The City of Wilsonville	1	2	3	4	5
The Federal Government	1	2	3	4	5

12. Please rate the following categories of Wilsonville government performance:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The value of services for the taxes paid to Wilsonville.....	1	2	3	4	5
The overall direction that Wilsonville is taking.....	1	2	3	4	5
The job Wilsonville government does at welcoming citizen involvement	1	2	3	4	5
Overall confidence in Wilsonville government	1	2	3	4	5
Generally acting in the best interest of the community	1	2	3	4	5
Being honest.....	1	2	3	4	5
Treating all residents fairly	1	2	3	4	5

13. Please rate how important, if at all, you think it is for the Wilsonville community to focus on each of the following in the coming two years:

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>
Overall feeling of safety in Wilsonville	1	2	3	4
Overall ease of getting to the places you usually have to visit	1	2	3	4
Quality of overall natural environment in Wilsonville.....	1	2	3	4
Overall “built environment” of Wilsonville (including overall design, buildings, parks and transportation systems)	1	2	3	4
Health and wellness opportunities in Wilsonville.....	1	2	3	4
Overall opportunities for education and enrichment.....	1	2	3	4
Overall economic health of Wilsonville	1	2	3	4
Sense of community.....	1	2	3	4

14. Please indicate whether each of the following is a major source, minor source, or not a source of information regarding Wilsonville City Government:

	<i>Major source</i>	<i>Minor source</i>	<i>Not a source</i>
Boones Ferry Messenger (City newsletter)	1	2	3
<i>Wilsonville Spokesman</i>	1	2	3
<i>Oregonian</i>	1	2	3
Local public access television	1	2	3
City of Wilsonville website (www.ci.wilsonville.or.us).....	1	2	3
City’s Facebook page	1	2	3
City’s Twitter account	1	2	3
Oregon Live website’s Wilsonville blog page.....	1	2	3
Neighborhood newsletter.....	1	2	3

15. How likely would you be, if at all, to use each of the following methods when communicating directly with the City of Wilsonville to ask a question or share information?

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>
Phone call with a City official	1	2	3	4
Email City official	1	2	3	4
Use “Ask the City” system on City’s website	1	2	3	4
Participate in an online survey or forum	1	2	3	4
Comment on City’s social media site (Facebook, Twitter, Nextdoor, Instagram, other).....	1	2	3	4
Speak to official at City Hall.....	1	2	3	4
Attend a meeting at City Hall.....	1	2	3	4

16. How important to you, if at all, is it that the City focus efforts on each of the following to promote healthy living choices?

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>
Improve sidewalks and bike lanes in town for safer travel by walking or biking	1	2	3	4
Increase recreational opportunities and programs.....	1	2	3	4
Increase accessibility of parks and outdoor recreation spaces.....	1	2	3	4
Increase opportunities to learn about health and wellness opportunities	1	2	3	4

17. What do you think is the biggest priority facing the City of Wilsonville over the next five years?

The City of Wilsonville 2018 Citizen Survey

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

D1. How often, if at all, do you do each of the following, considering all of the times you could?

	<i>Never</i>	<i>Rarely</i>	<i>Sometimes</i>	<i>Usually</i>	<i>Always</i>
Recycle at home	1	2	3	4	5
Purchase goods or services from a business located in Wilsonville.....	1	2	3	4	5
Eat at least 5 portions of fruits and vegetables a day	1	2	3	4	5
Participate in moderate or vigorous physical activity	1	2	3	4	5
Read or watch local news (via television, paper, computer, etc.)	1	2	3	4	5
Vote in local elections.....	1	2	3	4	5

D2. Would you say that in general your health is:

- Excellent
 Very good
 Good
 Fair
 Poor

D3. What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:

- Very positive
 Somewhat positive
 Neutral
 Somewhat negative
 Very negative

D4. What is your employment status?

- Working full time for pay
 Working part time for pay
 Unemployed, looking for paid work
 Unemployed, not looking for paid work
 Fully retired

D5. Do you work inside the boundaries of Wilsonville?

- Yes, outside the home
 Yes, from home
 No

D6. How many years have you lived in Wilsonville?

- Less than 2 years 11-20 years
 2-5 years More than 20 years
 6-10 years

D7. Which best describes the building you live in?

- One family house detached from any other houses
 Building with two or more homes (duplex, townhome, apartment or condominium)
 Mobile home
 Other

D8. Is this house, apartment or mobile home...

- Rented
 Owned

D9. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?

- Less than \$300 per month
 \$300 to \$599 per month
 \$600 to \$999 per month
 \$1,000 to \$1,499 per month
 \$1,500 to \$2,499 per month
 \$2,500 or more per month

D10. Do any children 17 or under live in your household?

- No Yes

D11. Are you or any other members of your household aged 65 or older?

- No Yes

D12. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

- Less than \$25,000
 \$25,000 to \$49,999
 \$50,000 to \$99,999
 \$100,000 to \$149,999
 \$150,000 or more

Please respond to both questions D13 and D14:

D13. Are you Spanish, Hispanic or Latino?

- No, not Spanish, Hispanic or Latino
 Yes, I consider myself to be Spanish, Hispanic or Latino

D14. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

- American Indian or Alaskan Native
 Asian, Asian Indian or Pacific Islander
 Black or African American
 White
 Other

D15. In which category is your age?

- 18-24 years 55-64 years
 25-34 years 65-74 years
 35-44 years 75 years or older
 45-54 years

D16. What is your sex?

- Female Male

D17. Do you consider a cell phone or land line your primary telephone number?

- Cell Land line Both

Thank you for completing this survey. Please return the completed survey in the postage-paid envelope to: National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502



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