

City of Wilsonville Ballot Measure Survey Analysis

June 2026



**PATINKIN
RESEARCH
STRATEGIES**

Methodology:



- A survey of n=400 likely voters in the City of Wilsonville was conducted via telephone using professional interviewers. Interviews were conducted via both landline and cell phone.
- A voter file sample was used and quotas and weights were implemented to reflect a November 2026 likely electorate.
- Interviews were conducted June 16-18, 2026.
- The margin of error for the sample as a whole is plus or minus 4.9 percentage points at the 95% level of confidence. The margin of error for subgroups varies and is higher.
- Throughout this report we refer to “younger” and “older” voters. Younger voters are under age 50 and older voters are age 50 and up.
- Numbers might not sum to 100% due to rounding.

District voter demographics:



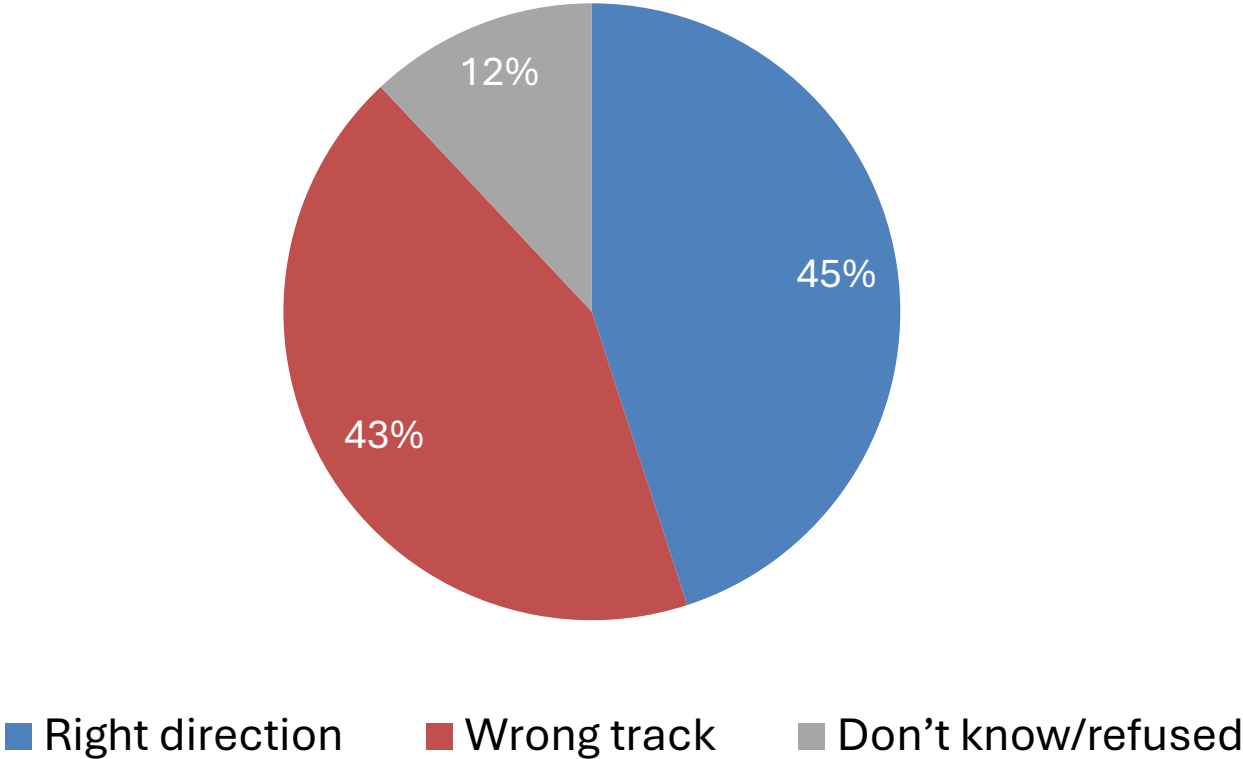
	All Registered Voters	Likely Nov 2026 Voters
Men	45%	45%
Women	51%	54%
Unknown gender	4%	1%
Under age 50	50%	38%
Over age 50	49%	62%
Over age 70	22%	30%
Precinct 201	30%	30%
Precinct 202	36%	33%
Precinct 203	14%	18%
Precinct 204	18%	17%
Precinct 432	2%	2%
Democrats (reg.)	32%	39%
NAV/independents (reg.)	44%	31%
Republicans (reg.)	24%	30%



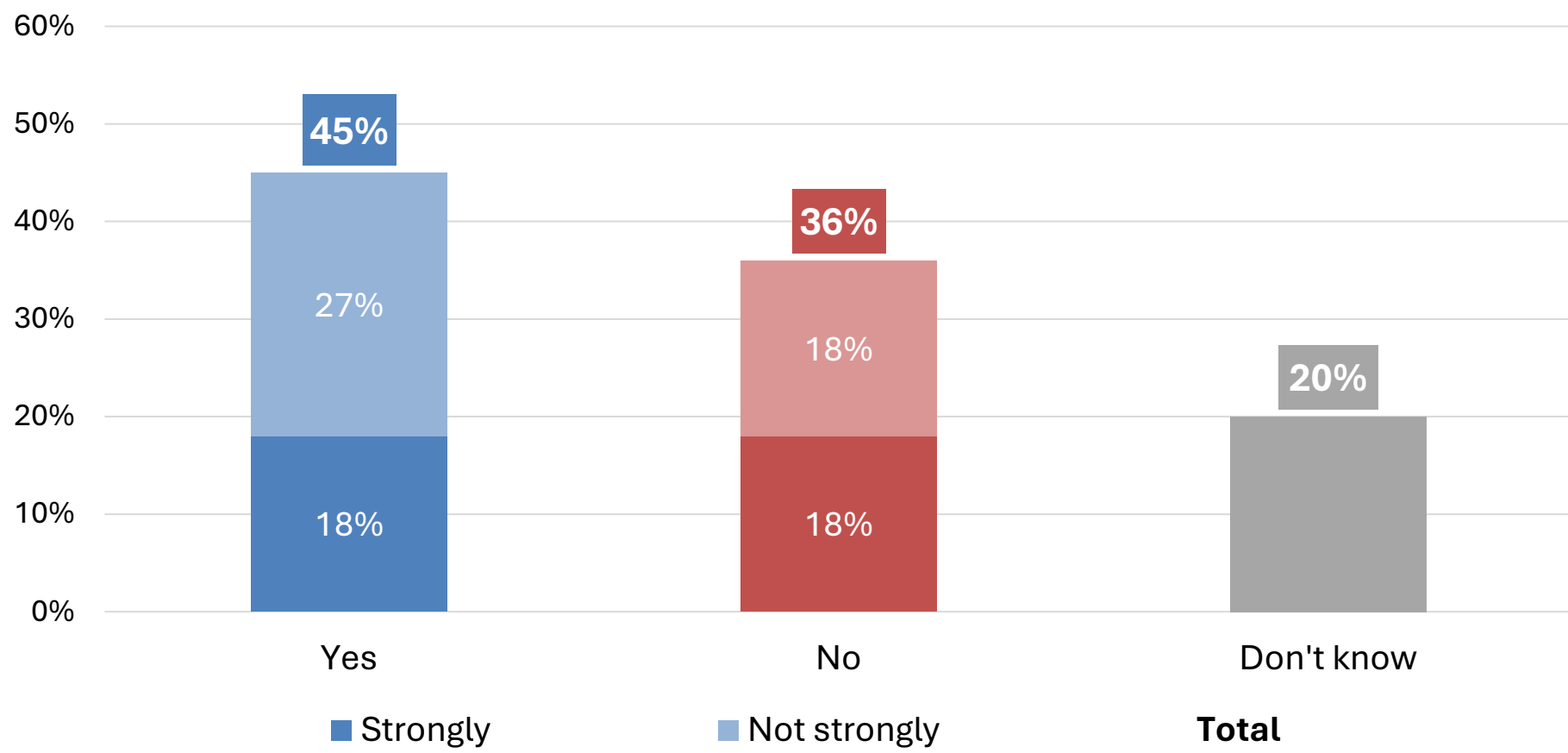
Where the Measure Starts



Direction of Wilsonville

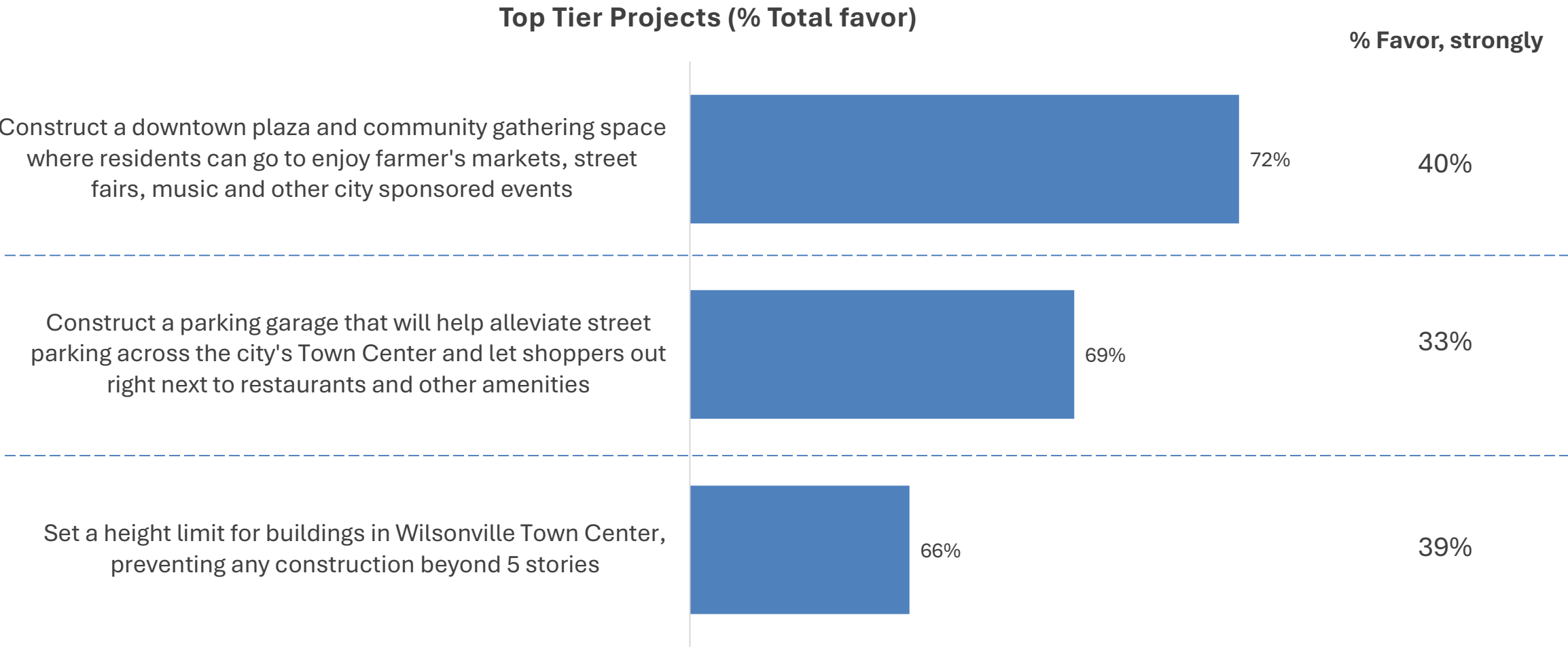


Ballot language for the Wilsonville Town Center Development Districts starts with a plurality in support



q4. This November, a measure may appear on your ballot for the City of Wilsonville. The measure reads: 'Vote to create an urban renewal district in Town Center. Should the city adopt proposed Ordinance Number 905 establishing an urban renewal district to address blight in Town Center.' Now, if the election were held today, would you vote 'yes' or 'no' on this ballot measure?

Constructing a gathering space and parking garage and limiting building height to five stories or less round out top tier projects identified by voters as outcomes they'd like from a development district



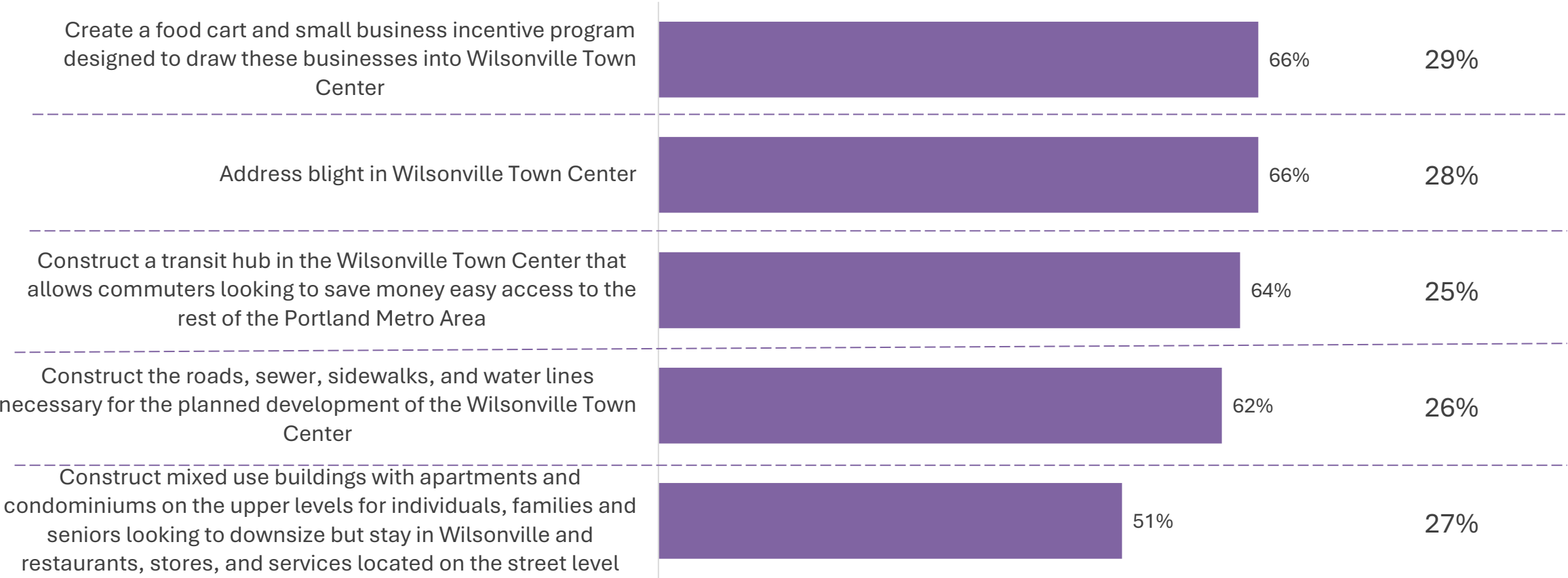
q10-17. Next is a list of potential projects that could be funded if this measure were to pass. After each, please indicate whether you favor or oppose that particular project. If you aren't sure, you can tell me that, too and we will move on.

Mid-tier projects are also highly sought after—including mixed use development



Middle Tier Projects (% Total favor)

% Favor, strongly



q10-17. Next is a list of potential projects that could be funded if this measure were to pass. After each, please indicate whether you favor or oppose that particular project. If you aren't sure, you can tell me that, too and we will move on.

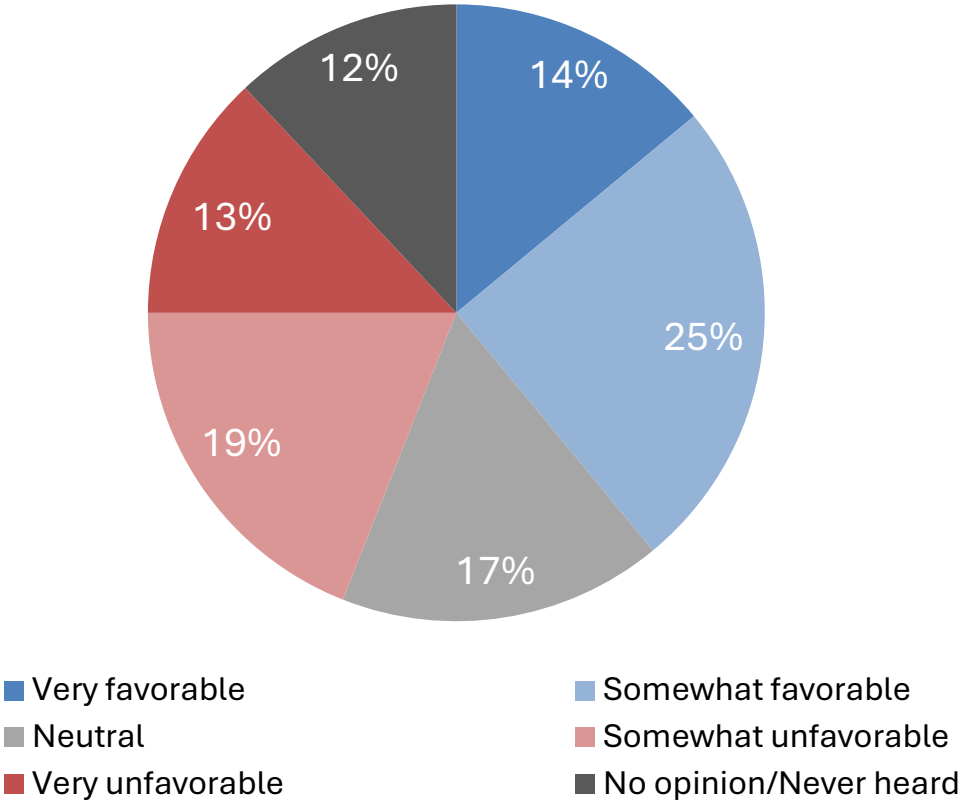


Perceptions of Town Center Development

A plurality have a favorable impression of the Town Center Plan; after a brief explanation of how the Wilsonville Town Center Development District would work, a majority indicate they support the concept

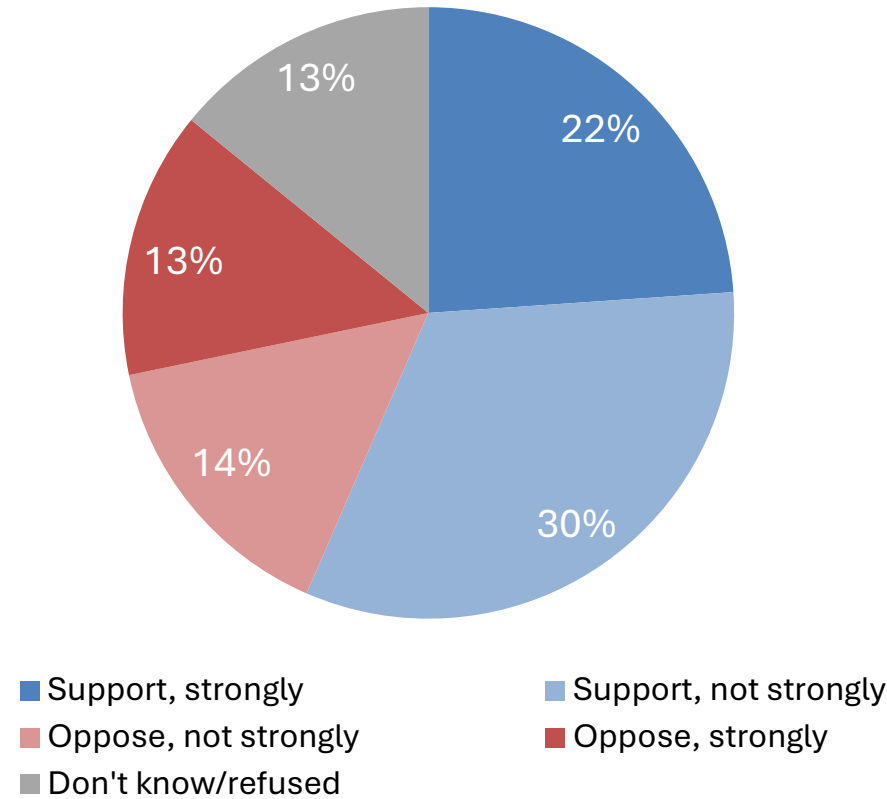


Wilsonville Town Center Plan Favorability Rating



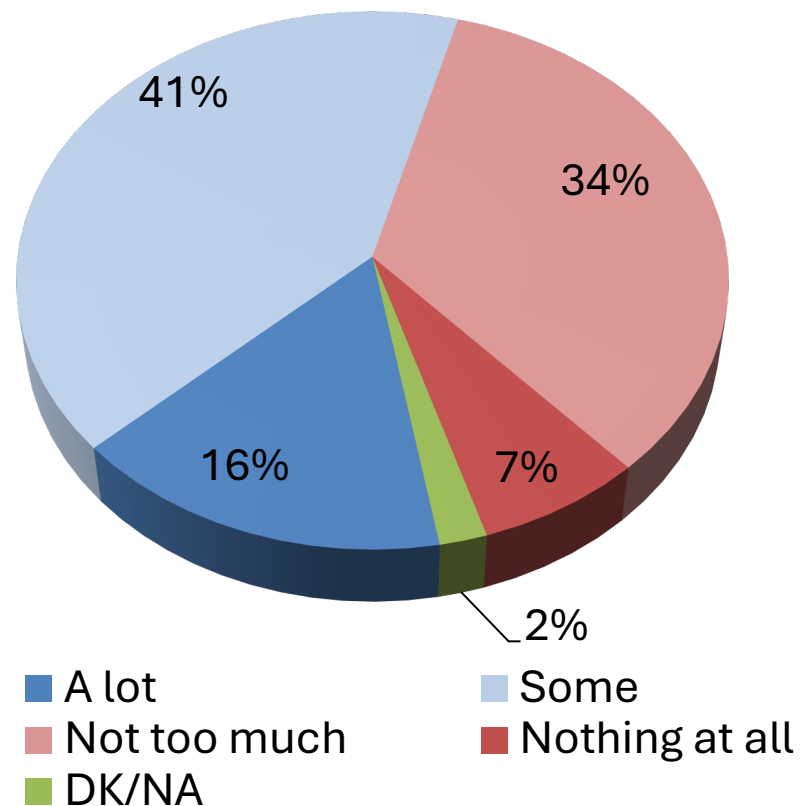
q5. Please indicate if you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable feeling about each of the following people and groups. If you have no opinion or have never heard of that person or group, please indicate that.

Urban Renewal Districts

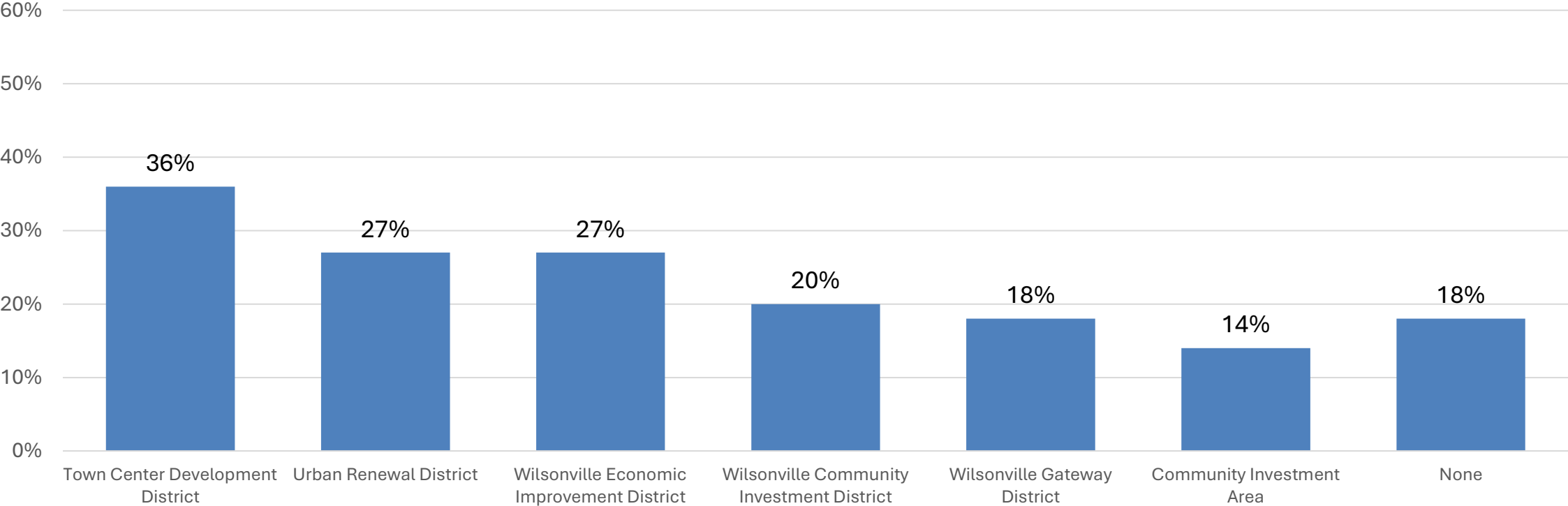


q8. Some cities in Oregon create districts to help pay for infrastructure and public improvements in areas planned for future development, without increasing local property tax rates. In Wilsonville, this type of tool could be used to help fund roads, sidewalks, utilities, public gathering spaces, and other improvements needed to support the city's Wilsonville Town Center Plan. Knowing this, do you support or oppose using this type of district to pay for improvements in the City of Wilsonville without raising taxes?

Awareness of the Wilsonville Town Center Plan is relatively high with a majority indicating they know at least “some” about it



After learning more about the Town Center Plan, respondents believe the best way to describe it is...



q9. Next is a list of names people give districts like the one that could fund improvements in and around the Wilsonville Town Center. Please indicate which TWO you think are the best way to describe that district?



What Wilsonville residents want from a Town Center Development District *(note: rank ordered based on priorities)*

- A downtown plaza and/or gathering space
- A food court or small business incentive program
- Create more jobs and increase property values
- A parking garage to alleviate street parking
- Address blight
- Create a transit hub that gives commuters multiple options

What Wilsonville residents do not want

- A town center that exceeds five stories in height
- A plan that increases taxes
- A plan that impacts schools



Questions? Please reach out!

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