



Topline Report
Jun 22, 2026

q2. Thinking ahead, in November 2026, there will be a General Election for U.S. Senate, Governor, Congress, and other state and local offices. How likely would you say you are to vote in this General Election - are you almost certain to vote, will you probably vote, would you say the chances are 50-50 that you will vote, or will you probably not vote in the November 2026 General Election?

Almost certain to vote	51 %
Probably will vote	32 %
50-50	17 %
Will not vote [TERMINATE]	0 %
Don't know/unsure/refused [VOL FOR PHONE, SHOW ONLINE - TERMINATE]	0 %

q3. **[SPLIT A]** Generally speaking, do you think things in the City of Wilsonville are headed in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?

Right direction	49 %
Wrong track	38 %
Don't know/refused [VOL - PHONE ONLY]	14 %

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? [IF YES/NO; ASK:] Do you feel that way strongly or not so strongly?

Yes, strongly	18 %
Yes, not strongly	27 %
No, not strongly	18 %
No, strongly	18 %
DK/NA	20 %
TOTAL YES	45 %
TOTAL NO	36 %

q5. Do you have a very favorable, somewhat favorable, neutral, somewhat unfavorable, or very unfavorable opinion of the Wilsonville Town Center Plan? If you have no opinion or never heard of it, you can indicate that, too.

Very favorable	14 %
Somewhat favorable	25 %
Neutral	17 %
Somewhat unfavorable	19 %
Very unfavorable	13 %
No Opinion	6 %
Never Heard	6 %
TOTAL FAVORABLE	39 %
TOTAL UNFAVORABLE	32 %

q6. **[SPLIT B]** Generally speaking, do you think things in the City of Wilsonville are headed in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?

Right direction	40 %
Wrong track	48 %
Don't know/refused [VOL - PHONE ONLY]	11 %

q7. **[ASKED ONLY AMONG VOTERS FAMILIAR WITH TOWN CENTER PLAN]** How much do you know about the Wilsonville Town Center Plan - do you know a lot, some, not too much, or nothing at all?

A lot	16 %
Some	41 %
Not too much	34 %
Nothing at all	7 %
Don't know/unsure/refused	2 %

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? [IF SUPPORT/OPPOSE, ASK:] Do you feel that way strongly or not so strongly?

Support, strongly	22 %
Support, not strongly	30 %
Oppose, not strongly	21 %
Oppose, strongly	14 %
DK/NA	13 %
TOTAL SUPPORT	52 %
TOTAL OPPOSE	35 %

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? [MULTI ANSWER; RANDOMIZE]

	1st	2nd	Combined
Town Center Development District	18 %	18 %	36 %
Urban Renewal District	12 %	15 %	27 %
Wilsonville Economic Improvement District	12 %	15 %	27 %
Wilsonville Community Investment District	9 %	11 %	20 %
Wilsonville Gateway District	6 %	12 %	18 %
Community Investment Area	3 %	11 %	14 %
NONE OF THE ABOVE [VOL]	18 %	0 %	18 %
Don't know/refused [VOL]	21 %	18 %	

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. [IF FAVOR/OPPOSE, ASK:] Do you feel that way strongly or not so strongly?

	Favor, strongly	Favor, not strongly	Oppose, not strongly	Oppose, strongly	DK/NA	TOTAL FAVOR	TOTAL OPPOSE
q10. Construct a parking garage that will help alleviate street parking across the city's Town Center and let shoppers out right next to restaurants and other amenities	33%	36%	16%	10%	6%	69%	26%
q11. Construct a downtown plaza and community gathering space where residents can go to enjoy farmer's markets, street fairs, music and other city sponsored events	40%	32%	12%	12%	5%	72%	17%
q12. Construct the roads, sewer, sidewalks, and water lines necessary for the planned development of the Wilsonville Town Center	26%	36%	18%	12%	7%	62%	30%
q13. Construct a transit hub in the Wilsonville Town Center that allows commuters looking to save money easy access to the rest of the Portland Metro Area	25%	39%	20%	12%	4%	64%	32%

	Favor, strongly	Favor, not strongly	Oppose, not strongly	Oppose, strongly	DK/NA	TOTAL FAVOR	TOTAL OPPOSE
q14. Construct mixed use buildings with apartments and condominiums on the upper levels for individuals, families and seniors looking to downsize but stay in Wilsonville and restaurants, stores, and services located on the street level	27%	24%	20%	22%	7%	51%	42%
q15. Create a food cart and small business incentive program designed to draw these businesses into Wilsonville Town Center	29%	37%	17%	12%	5%	66%	29%
q16. Set a height limit for buildings in Wilsonville Town Center, preventing any construction beyond 5 stories	39%	27%	18%	12%	4%	66%	30%
q17. Address blight in Wilsonville Town Center	28%	38%	17%	12%	5%	66%	29%

[ROTATE SECTIONS I AND II] __I. Next are several statements people have made as a reason to consider opposing the ballot measure creating a district to improve Wilsonville's Town Center. After each, please indicate whether you find that statement a very convincing reason to oppose the urban renewal ballot measure in Wilsonville, somewhat convincing, not too convincing or not convincing at all. [PHONE, READ ITEM, THEN PROMPT] Is that a very convincing reason to oppose the ballot measure creating a district to improve Wilsonville's Town Center, somewhat convincing, not too convincing or not convincing at all?

	Very convincing	Somewhat convincing	Not too convincing	Not convincing at all	Don't know/refused [VOL]
q18. [TRAFFIC] Traffic and congestion in Wilsonville is already out of control and parking is a nightmare. This measure will just make things worse - packing more commuters and residents into downtown is not the right solution.	27%	26%	30%	8%	9%
q19. [DEVELOPERS] This measure is a windfall for rich developers - handing them millions of our tax dollars despite the fact that they're located outside our city.	25%	28%	25%	12%	9%

	Very convincing	Somewhat convincing	Not too convincing	Not convincing at all	Don't know/refused [VOL]
q20. [HOUSING] If there's one thing Wilsonville residents have made clear over the years it's that we don't want large apartment buildings in our city. But this measure allows that to happen.	25%	32%	22%	16%	6%
q21. [RISKY] The City of Wilsonville is trying to dictate to residents how they should get around, building a multi-million dollar taxpayer funded pedestrian and bike bridge over I-5 that does nothing to alleviate car traffic.	25%	29%	26%	13%	7%
q22. [SCHOOLS] With the politicians in Salem slashing funding for education, we need to be doing all we can to support high quality schools in the West Linn Wilsonville School District. But this measure will end up reducing the amount of money going to our schools for years to come.	36%	25%	19%	13%	8%
q23. [CHARACTER] This measure will ruin the small town feel of Wilsonville—buildings will be too tall, parking will be a mess and traffic out of control. We need smart growth that maintains the authentic appeal of Wilsonville—this isn't it.	20%	31%	23%	13%	13%

II. Next are several statements people have made as a reason to consider supporting the ballot measure creating a district to improve Wilsonville's Town Center. After each, please indicate whether you find that statement a very convincing reason to support the urban renewal ballot measure in Wilsonville, somewhat convincing, not too convincing or not convincing at all. [PHONE, READ ITEM, THEN PROMPT] Is that a very convincing reason to support the ballot measure creating a district to improve Wilsonville's Town Center, somewhat convincing, not too convincing or not convincing at all?

	Very convincing	Somewhat convincing	Not too convincing	Not convincing at all	Don't know/refused [VOL]
q24. [SPENDING/NO NEW TAXES] This measure is designed to give Wilsonville residents a more family-friendly, accessible and vibrant downtown without raising taxes.	19%	47%	16%	14%	4%
q25. [VACANT LOTS] This measure will lead to the redevelopment of large vacant lots like Fry's Electronics, which have left Wilsonville's Town Center riddled with empty buildings and parking lots.	20%	26%	19%	20%	14%
q26. [TOWN CENTER] Wilsonville's long range vision was put on hold because of Covid. This measure dusts that plan off creating a vibrant Town Center filled with a mix of shops, restaurants, services and neighborhood housing appropriate for all stages of life.	22%	33%	21%	16%	9%
q27. [ECONOMY] This measure will create jobs, grow small local businesses and improve our economy for years to come. Districts like this one in neighboring communities, like Lake Oswego, have generated up to seven dollars in new property value for every dollar invested.	21%	45%	18%	12%	4%
q28. [INCENTIVES] We need to do more to draw small businesses like food carts and mom-and-pop storefronts to Wilsonville—this measure does that, providing incentives that help these businesses relocate or establish themselves in Wilsonville's Town Center.	22%	46%	18%	12%	3%

q29. [TRANSIT] With gas prices painfully high, many of us are looking for less costly travel options, including things like SMART transit, with its regional connections, carpools, and bicycling. This measure will make that switch easier, building a multimodal transit hub downtown that allows residents to save money in tough times like these.	21%	36%	16%	16%	10%
q30. [KEEP LOCAL] Currently, if you want a night out you're driving to places like Lake Oswego or somewhere even farther away. This measure fixes that problem, offering Wilsonville residents access to dining and entertainment right here, reducing how much you spend on gas, and keeping our money local.	20%	35%	18%	13%	14%

q31. 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? [IF YES/NO; ASK:] Do you feel that way strongly or not so strongly?

	1 st Ask (Q4)	2 nd Ask (Q31)	Change
Yes, strongly	18 %	21 %	+3
Yes, not strongly	27 %	29 %	+2
No, not strongly	18 %	20 %	+2
No, strongly	18 %	17 %	-1
DK/NA	20 %	13 %	-7
TOTAL YES	45 %	50 %	+5
TOTAL NO	36 %	37 %	+1

q32. Next is the same 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? [MULTI ANSWER; RANDOMIZE]

	1 st	2 nd	Combined	Combined (Q9)
Town Center Development District	16 %	19 %	35 %	36 %
Urban Renewal District	13 %	16 %	29 %	27 %
Wilsonville Economic Improvement District	12 %	15 %	27 %	27 %
Wilsonville Community Investment District	9 %	10 %	19 %	20 %
Wilsonville Gateway District	7 %	10 %	17 %	18 %
Community Investment Area	3 %	13 %	16 %	14 %
NONE OF THE ABOVE [VOL]	17 %	0 %	17 %	18 %
Don't know/refused [VOL]	22 %	16 %		

q33. What was the last level of education that you completed?

High school graduate or less	15 %
Some college education (including vocational, technical, trade school, community college, 2-year degree, or some college	29 %
College graduate (4-year college degree)	33 %
Postgraduate (including medical school, law school, masters' degree, or PHD/doctorate)	14 %
Other	2 %
Don't know/refused [VOL]	6 %

q34. What is your age? [RECORD AGE; CODE BELOW]

18-29	7 %
30-39	14 %
40-49	17 %
50-59	14 %
60-64	9 %
65+	36 %
Prefer not to say	2 %

q35. What is your gender?

Male	46 %
Female	54 %
Non-binary/third gender	0 %
Prefer not to say	0 %
Prefer to self-describe [SPECIFY]	0 %

q36. Do you own or rent your home?

Own	59 %
Rent	38 %
DK	4 %