

THE NCS™

The National Community Survey™

Wilsonville, OR

Trends Over Time

2020



POWERED BY POLCO

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About Trends Over Time

The National Community Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. The NCS captures residents' opinions considering ten central facets of a community:

- Economy
- Mobility
- Community Design
- Utilities
- Safety
- Natural Environment
- Parks and Recreation
- Health and Wellness
- Education, Arts and Culture
- Inclusivity & Engagement

This report discusses trends over time, comparing the 2020 ratings for the City of Wilsonville to its previous survey results in 2012, 2014, 2016, and 2018. Additional reports and technical appendices are available under separate cover.



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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.

Understanding the Tables

Trend data for Wilsonville represent important comparison data and should be examined for improvements or declines¹. Deviations from stable trends over time, especially, represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

Meaningful differences between survey years have been noted within the following tables as being "higher" or "lower" if the differences are greater than six percentage points between the 2018 and 2020 surveys, otherwise the comparisons between 2018 and 2020 are noted as being "similar." Additionally, the benchmark comparisons for the current survey results are presented for reference.

Overall, ratings in Wilsonville for 2020 generally remained stable. Of the 112 items for which comparisons were available, 86 items were rated similarly in 2018 and 2020, eight items showed a decrease in ratings and 18 showed an increase in ratings. Notable trends over time included the following:

- Within the facet of Mobility, ratings for traffic enforcement, traffic flow on major streets, ease of travel by car and by bicycle, and the overall quality of the transportation system in Wilsonville improved from 2018 to 2020; however, evaluations of sidewalk maintenance declined over this time.
- From 2018 to 2020, survey respondents gave less positive assessments to the overall appearance of Wilsonville, public places where people want to spend time, and code enforcement.
- Since 2018, more Wilsonville residents reported that they had contacted Wilsonville for help or information, attended or watched a local public meeting, volunteered in Wilsonville, and contacted elected officials to express their opinion.
- Within the facet of Economy, from 2018 to 2020, fewer community members believed the economy would have a positive impact on their income in the six months after the survey. Additionally, more residents experienced housing cost stress in 2020. However, more respondents assigned favorable reviews to the overall quality of business and services establishments in Wilsonville.
- In 2020, more residents gave high marks to the openness and acceptance of the community toward people of diverse backgrounds and the neighborliness of Wilsonville.

¹ In 2020, The NCS survey was updated to include new and refreshed items. Consequently, some of the trends may be impacted due to wording modifications that could have potentially altered the meaning of the item for the respondent.

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Table 1: Quality of Life

| Quality of Life Items Percent rating positively (e.g., excellent/good, very/somewhat likely) | 2012 | 2014 | 2016 | 2018 | 2020 | 2020 rating compared to 2018 | Comparison to benchmark |
|-------------------------------------------------------------------------------------------------|------|------|------|------|------|------------------------------|-------------------------|
| Overall image or reputation of Wilsonville | 87% | 87% | 84% | 88% | 83% | Similar | Similar |
| The overall quality of life in Wilsonville | 92% | 91% | 89% | 94% | 91% | Similar | Similar |
| Wilsonville as a place to live | 94% | 94% | 93% | 95% | 95% | Similar | Similar |
| Recommend living in Wilsonville to someone who asks | 93% | 93% | 89% | 92% | 93% | Similar | Similar |
| Remain in Wilsonville for the next five years | 85% | 88% | 80% | 85% | 90% | Similar | Similar |

Table 2: Governance

| Governance Items Percent rating positively (e.g., excellent/good) | 2012 | 2014 | 2016 | 2018 | 2020 | 2020 rating compared to 2018 | Comparison to benchmark |
|-----------------------------------------------------------------------|------|------|------|------|------|------------------------------|-------------------------|
| Overall confidence in Wilsonville government | NA | 70% | 61% | 64% | 61% | Similar | Similar |
| The overall direction that Wilsonville is taking | 65% | 68% | 60% | 68% | 65% | Similar | Similar |
| The value of services for the taxes paid to Wilsonville | 60% | 69% | 57% | 67% | 65% | Similar | Similar |
| Generally acting in the best interest of the community | NA | 69% | 63% | 65% | 66% | Similar | Similar |
| Being honest | NA | 73% | 63% | 72% | 69% | Similar | Similar |
| Being open and transparent to the public | NA | NA | NA | NA | 66% | NA | Similar |
| Informing residents about issues facing the community | NA | NA | NA | NA | 65% | NA | Similar |
| The job Wilsonville government does at welcoming resident involvement | 62% | 68% | 66% | 68% | 66% | Similar | Similar |
| Treating all residents fairly | NA | 71% | 64% | 70% | 73% | Similar | Higher |
| Treating residents with respect | NA | NA | NA | NA | 76% | NA | Similar |
| Overall customer service by Wilsonville employees | 84% | 82% | 81% | 82% | 88% | Similar | Higher |
| Public information services | 83% | 80% | 79% | 83% | 78% | Similar | Similar |
| Quality of services provided by the City of Wilsonville | 85% | 86% | 81% | 85% | 80% | Similar | Similar |
| Quality of services provided by the Federal Government | 38% | 43% | 37% | 35% | 35% | Similar | Similar |

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Table 3: Economy

| Economy Items Percent rating positively (e.g., excellent/good, very/somewhat positive) | 2012 | 2014 | 2016 | 2018 | 2020 | 2020 rating compared to 2018 | Comparison to benchmark |
|-------------------------------------------------------------------------------------------|------|------|------|------|------|------------------------------|-------------------------|
| Overall economic health of Wilsonville | NA | 75% | 76% | 81% | 85% | Similar | Higher |
| Economic development | NA | 66% | 62% | 66% | 65% | Similar | Similar |
| Overall quality of business and service establishments in Wilsonville | 77% | 74% | 64% | 70% | 81% | Higher | Higher |
| Variety of business and service establishments in Wilsonville | NA | NA | NA | NA | 58% | NA | Similar |
| Vibrancy of downtown/commercial area | NA | 62% | 55% | 47% | 45% | Similar | Similar |
| Shopping opportunities | 63% | 54% | 53% | 50% | 50% | Similar | Similar |
| Wilsonville as a place to visit | NA | 63% | 60% | 55% | 59% | Similar | Similar |
| Wilsonville as a place to work | 75% | 79% | 78% | 76% | 81% | Similar | Higher |
| Employment opportunities | 43% | 51% | 44% | 53% | 54% | Similar | Similar |
| Cost of living in Wilsonville | NA | 43% | 32% | 35% | 38% | Similar | Similar |
| Economy will have positive impact on income | 24% | 29% | 29% | 35% | 13% | Lower | Lower |
| NOT experiencing housing costs stress | 65% | 66% | 56% | 59% | 50% | Lower | Lower |

Table 4: Mobility

| Mobility Items Percent rating positively (e.g., excellent/good, yes in the last 12 months) | 2012 | 2014 | 2016 | 2018 | 2020 | 2020 rating compared to 2018 | Comparison to benchmark |
|-----------------------------------------------------------------------------------------------|------|------|------|------|------|------------------------------|-------------------------|
| Overall quality of the transportation system in Wilsonville | NA | 86% | 71% | 68% | 77% | Higher | Similar |
| Traffic flow on major streets | 48% | 66% | 43% | 38% | 49% | Higher | Similar |
| Ease of travel by car in Wilsonville | 65% | 74% | 56% | 57% | 70% | Higher | Similar |
| Ease of travel by public transportation in Wilsonville | NA | 75% | 63% | 67% | 73% | Similar | Much higher |
| Ease of travel by bicycle in Wilsonville | 69% | 75% | 73% | 67% | 77% | Higher | Higher |
| Ease of walking in Wilsonville | 80% | 81% | 83% | 82% | 81% | Similar | Higher |
| Ease of public parking | NA | NA | NA | NA | 77% | NA | Higher |
| Bus or transit services | 85% | 83% | 79% | 83% | 82% | Similar | Much higher |

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| Mobility Items Percent rating positively (e.g., excellent/good, yes in the last 12 months) | 2012 | 2014 | 2016 | 2018 | 2020 | 2020 rating compared to 2018 | Comparison to benchmark |
|-----------------------------------------------------------------------------------------------|------|------|------|------|------|------------------------------|-------------------------|
| Traffic enforcement | 66% | 71% | 62% | 58% | 65% | Higher | Similar |
| Traffic signal timing | 51% | 64% | 61% | 60% | 58% | Similar | Similar |
| Street repair | 60% | 75% | 71% | 63% | 67% | Similar | Higher |
| Street cleaning | 78% | 87% | 85% | 83% | 85% | Similar | Higher |
| Street lighting | 83% | 87% | 82% | 86% | 86% | Similar | Higher |
| Snow removal | NA | NA | NA | NA | 69% | NA | Similar |
| Sidewalk maintenance | 74% | 83% | 77% | 79% | 65% | Lower | Similar |
| Used bus, rail, subway, or other public transportation instead of driving | NA | 35% | 28% | 27% | 27% | Similar | Similar |
| Carpooled with other adults or children instead of driving alone | NA | 42% | 37% | 41% | 41% | Similar | Similar |
| Walked or biked instead of driving | NA | 77% | 70% | 65% | 67% | Similar | Higher |

Prior to 2020, 'Overall quality of the transportation system' was 'Overall ease of getting to the places you usually have to visit'. Differences in ratings may be at least partially attributable to changes in question wording and should be interpreted cautiously.

Table 5: Community Design

| Community Design Items Percent rating positively (e.g., excellent/good) | 2012 | 2014 | 2016 | 2018 | 2020 | 2020 rating compared to 2018 | Comparison to benchmark |
|----------------------------------------------------------------------------|------|------|------|------|------|------------------------------|-------------------------|
| Overall design or layout of Wilsonville's residential and commercial areas | NA | 81% | 76% | 77% | 72% | Similar | Similar |
| Overall appearance of Wilsonville | 91% | 92% | 93% | 92% | 85% | Lower | Similar |
| Your neighborhood as a place to live | 89% | 91% | 89% | 93% | 93% | Similar | Higher |
| Overall quality of new development in Wilsonville | 78% | 69% | 57% | 65% | 63% | Similar | Similar |
| Well-planned residential growth | NA | NA | NA | NA | 60% | NA | Similar |
| Well-planned commercial growth | NA | NA | NA | NA | 55% | NA | Similar |
| Well-designed neighborhoods | NA | NA | NA | NA | 68% | NA | Similar |
| Preservation of the historical or cultural character of the community | NA | NA | NA | NA | 63% | NA | Similar |

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| Community Design Items Percent rating positively (e.g., excellent/good) | 2012 | 2014 | 2016 | 2018 | 2020 | 2020 rating compared to 2018 | Comparison to benchmark |
|----------------------------------------------------------------------------|------|------|------|------|------|------------------------------|-------------------------|
| Public places where people want to spend time | NA | 84% | 82% | 80% | 72% | Lower | Similar |
| Variety of housing options | 66% | 64% | 51% | 62% | 61% | Similar | Similar |
| Availability of affordable quality housing | 46% | 47% | 22% | 38% | 37% | Similar | Similar |
| Land use, planning, and zoning | 57% | 54% | 55% | 57% | 58% | Similar | Similar |
| Code enforcement | 71% | 73% | 66% | 71% | 62% | Lower | Similar |

Table 6: Utilities

| Utilities Items Percent rating positively (e.g., excellent/good) | 2012 | 2014 | 2016 | 2018 | 2020 | 2020 rating compared to 2018 | Comparison to benchmark |
|---------------------------------------------------------------------|------|------|------|------|------|------------------------------|-------------------------|
| Overall quality of the utility infrastructure in Wilsonville | NA | NA | NA | NA | 89% | NA | Similar |
| Affordable high-speed internet access | NA | NA | NA | NA | 65% | NA | Similar |
| Power (electric and/or gas) utility | 84% | 88% | 86% | 88% | 93% | Similar | Higher |
| Garbage collection | 89% | 88% | 86% | 91% | 88% | Similar | Similar |
| Drinking water | 74% | 82% | 81% | 80% | 89% | Higher | Higher |
| Sewer services | 77% | 89% | 87% | 89% | 91% | Similar | Higher |
| Storm water management | 77% | 82% | 76% | 83% | 88% | Similar | Higher |
| Utility billing | NA | 76% | 77% | 74% | 83% | Higher | Similar |

Table 7: Safety

| Safety Items Percent rating positively (e.g., excellent/good, very/somewhat safe) | 2012 | 2014 | 2016 | 2018 | 2020 | 2020 rating compared to 2018 | Comparison to benchmark |
|--------------------------------------------------------------------------------------|------|------|------|------|------|------------------------------|-------------------------|
| Overall feeling of safety in Wilsonville | NA | 93% | 93% | 91% | 89% | Similar | Similar |
| Police/Sheriff services | 83% | 82% | 81% | 81% | 83% | Similar | Similar |
| Crime prevention | 77% | 78% | 79% | 78% | 78% | Similar | Similar |
| Animal control | NA | 75% | 76% | 76% | 78% | Similar | Higher |
| Ambulance or emergency medical services | 88% | 93% | 92% | 91% | 91% | Similar | Similar |
| Fire services | 94% | 94% | 94% | 94% | 96% | Similar | Similar |

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| Safety Items Percent rating positively (e.g., excellent/good, very/somewhat safe) | 2012 | 2014 | 2016 | 2018 | 2020 | 2020 rating compared to 2018 | Comparison to benchmark |
|--------------------------------------------------------------------------------------|------|------|------|------|------|------------------------------|-------------------------|
| Fire prevention and education | 81% | 86% | 84% | 83% | 84% | Similar | Similar |
| Emergency preparedness | 59% | 52% | 55% | 56% | 72% | Higher | Similar |
| In your neighborhood during the day | 98% | 98% | 97% | 97% | 98% | Similar | Similar |
| In Wilsonville's downtown/commercial area during the day | 96% | 96% | 93% | 96% | 97% | Similar | Similar |
| From property crime | 80% | NA | NA | NA | 82% | NA | Similar |
| From violent crime | 92% | NA | NA | NA | 91% | NA | Higher |
| From fire, flood, or other natural disaster | NA | NA | NA | NA | 87% | NA | Similar |

Table 8: Natural Environment

| Natural Environment Items Percent rating positively (e.g., excellent/good) | 2012 | 2014 | 2016 | 2018 | 2020 | 2020 rating compared to 2018 | Comparison to benchmark |
|-------------------------------------------------------------------------------|------|------|------|------|------|------------------------------|-------------------------|
| Overall quality of natural environment in Wilsonville | 85% | 93% | 91% | 93% | 91% | Similar | Higher |
| Cleanliness of Wilsonville | 94% | 95% | 93% | 92% | 92% | Similar | Higher |
| Water resources | NA | NA | NA | NA | 61% | NA | Similar |
| Air quality | NA | NA | NA | NA | 87% | NA | Similar |
| Preservation of natural areas | 80% | 80% | 71% | 78% | 78% | Similar | Higher |
| Wilsonville open space | NA | 79% | 74% | 80% | 78% | Similar | Higher |
| Recycling | 86% | 86% | 83% | 83% | 83% | Similar | Similar |
| Yard waste pick-up | 85% | 86% | 88% | 87% | 86% | Similar | Similar |

Table 9: Parks and Recreation

| Parks and Recreation Items Percent rating positively (e.g., excellent/good) | 2012 | 2014 | 2016 | 2018 | 2020 | 2020 rating compared to 2018 | Comparison to benchmark |
|--------------------------------------------------------------------------------|------|------|------|------|------|------------------------------|-------------------------|
| Overall quality of parks and recreation opportunities | NA | NA | NA | NA | 90% | NA | Similar |
| Availability of paths and walking trails | 78% | 83% | 85% | 83% | 87% | Similar | Higher |
| City parks | 95% | 94% | 92% | 94% | 94% | Similar | Higher |
| Recreational opportunities | 63% | 73% | 65% | 72% | 71% | Similar | Similar |

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| Parks and Recreation Items Percent rating positively (e.g., excellent/good) | 2012 | 2014 | 2016 | 2018 | 2020 | 2020 rating compared to 2018 | Comparison to benchmark |
|--------------------------------------------------------------------------------|------|------|------|------|------|------------------------------|-------------------------|
| Recreation programs or classes | 79% | 80% | 71% | 81% | 80% | Similar | Similar |
| Recreation centers or facilities | 73% | 75% | 64% | 75% | 69% | Similar | Similar |
| Fitness opportunities | NA | 81% | 66% | 75% | 80% | Similar | Similar |

Table 10: Health and Wellness

| Health and Wellness Items Percent rating positively (e.g., excellent/good, excellent/very good) | 2012 | 2014 | 2016 | 2018 | 2020 | 2020 rating compared to 2018 | Comparison to benchmark |
|----------------------------------------------------------------------------------------------------|------|------|------|------|------|------------------------------|-------------------------|
| Overall health and wellness opportunities in Wilsonville | NA | 76% | 64% | 72% | 78% | Similar | Similar |
| Health services | NA | NA | NA | NA | 69% | NA | Similar |
| Availability of affordable quality health care | NA | NA | NA | NA | 61% | NA | Similar |
| Availability of preventive health services | NA | NA | NA | NA | 61% | NA | Similar |
| Availability of affordable quality mental health care | NA | NA | NA | NA | 41% | NA | Similar |
| Availability of affordable quality food | 67% | 67% | 64% | 67% | 70% | Similar | Similar |
| In very good to excellent health | NA | 69% | 67% | 68% | 71% | Similar | Similar |

Table 11: Education, Arts, and Culture

| Education, Arts, and Culture Items Percent rating positively (e.g., excellent/good) | 2012 | 2014 | 2016 | 2018 | 2020 | 2020 rating compared to 2018 | Comparison to benchmark |
|----------------------------------------------------------------------------------------|------|------|------|------|------|------------------------------|-------------------------|
| Overall opportunities for education, culture, and the arts | NA | 72% | 75% | 71% | 67% | Similar | Similar |
| Opportunities to attend cultural/arts/music activities | 50% | 60% | 57% | 56% | 52% | Similar | Similar |
| Opportunities to attend special events and festivals | NA | 81% | 73% | 73% | 69% | Similar | Similar |
| Community support for the arts | NA | NA | NA | NA | 64% | NA | Similar |
| Public library services | 95% | 94% | 95% | 96% | 94% | Similar | Higher |
| Availability of affordable quality child care/preschool | 47% | 59% | 49% | 57% | 52% | Similar | Similar |
| K-12 education | 89% | 87% | 86% | 93% | 90% | Similar | Higher |
| Adult educational opportunities | NA | 66% | 51% | 59% | 64% | Similar | Similar |

Table 12: Inclusivity and Engagement

| Inclusivity and Engagement Items Percent rating positively (e.g., excellent/good) | 2012 | 2014 | 2016 | 2018 | 2020 | 2020 rating compared to 2018 | Comparison to benchmark |
|--------------------------------------------------------------------------------------|------|------|------|------|------|---------------------------------|----------------------------|
| Residents' connection and engagement with their community | NA | NA | NA | NA | 69% | NA | Higher |
| Sense of community | 77% | 72% | 72% | 74% | 78% | Similar | Higher |
| Sense of civic/community pride | NA | NA | NA | NA | 75% | NA | Similar |
| Neighborliness of Wilsonville | NA | 76% | 68% | 71% | 78% | Higher | Higher |
| Wilsonville as a place to raise children | 93% | 93% | 92% | 97% | 94% | Similar | Higher |
| Wilsonville as a place to retire | 77% | 76% | 76% | 73% | 75% | Similar | Higher |
| Openness and acceptance of the community toward people of diverse backgrounds | 72% | 68% | 63% | 59% | 67% | Higher | Similar |
| Making all residents feel welcome | NA | NA | NA | NA | 79% | NA | Similar |
| Attracting people from diverse backgrounds | NA | NA | NA | NA | 57% | NA | Similar |
| Valuing/respecting residents from diverse backgrounds | NA | NA | NA | NA | 70% | NA | Similar |
| Taking care of vulnerable residents | NA | NA | NA | NA | 74% | NA | Similar |
| Opportunities to participate in social events and activities | 63% | 71% | 65% | 65% | 68% | Similar | Similar |
| Opportunities to volunteer | 75% | 76% | 74% | 73% | 77% | Similar | Similar |
| Opportunities to participate in community matters | 69% | 77% | 67% | 75% | 71% | Similar | Similar |

Table 13: Participation

| Participation Items Percent having done each in last 12 months, or having done each a few times a week or more | 2012 | 2014 | 2016 | 2018 | 2020 | 2020 rating compared to 2018 | Comparison to benchmark |
|-------------------------------------------------------------------------------------------------------------------|------|------|------|------|------|---------------------------------|----------------------------|
| Contacted Wilsonville for help or information | 38% | 35% | 39% | 36% | 46% | Higher | Similar |
| Contacted Wilsonville elected officials to express your opinion | NA | 9% | 15% | 11% | 17% | Higher | Similar |
| Attended a local public meeting | 22% | 20% | 24% | 23% | 33% | Higher | Higher |
| Watched (online or on television) a local public meeting | 25% | 22% | 15% | 12% | 22% | Higher | Similar |
| Volunteered your time to some group/activity in Wilsonville | 38% | 34% | 40% | 29% | 36% | Higher | Similar |
| Campaigned or advocated for an issue, cause or candidate | NA | 16% | 18% | 20% | 22% | Similar | Similar |

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| Participation Items Percent having done each in last 12 months, or having done each a few times a week or more | 2012 | 2014 | 2016 | 2018 | 2020 | 2020 rating compared to 2018 | Comparison to benchmark |
|-------------------------------------------------------------------------------------------------------------------|------|------|------|------|------|------------------------------|-------------------------|
| Voted in your most recent local election | NA | NA | NA | NA | 85% | NA | Higher |
| Access the internet from your home using a computer, laptop or tablet computer | NA | NA | NA | NA | 96% | NA | Similar |
| Access the internet from your cell phone | NA | NA | NA | NA | 92% | NA | Similar |
| Visit social media sites such as Facebook, Twitter, WhatsApp, etc. | NA | NA | NA | NA | 76% | NA | Similar |
| Use or check email | NA | NA | NA | NA | 98% | NA | Similar |
| Share your opinions online | NA | NA | NA | NA | 31% | NA | Similar |
| Shop online | NA | NA | NA | NA | 50% | NA | Similar |

Table 14: Focus Areas

| Focus Areas Percent rating each as "essential" or "very important" | 2012 | 2014 | 2016 | 2018 | 2020 | 2020 rating compared to 2018 | Comparison to benchmark |
|----------------------------------------------------------------------------|------|------|------|------|------|------------------------------|-------------------------|
| Overall economic health of Wilsonville | NA | 91% | NA | 84% | 91% | Higher | Similar |
| Overall quality of the transportation system in Wilsonville | NA | 82% | NA | 85% | 77% | Lower | Similar |
| Overall design or layout of Wilsonville's residential and commercial areas | NA | 80% | NA | 79% | 82% | Similar | Similar |
| Overall quality of the utility infrastructure in Wilsonville | NA | NA | NA | NA | 84% | NA | Similar |
| Overall feeling of safety in Wilsonville | NA | 93% | NA | 87% | 89% | Similar | Similar |
| Overall quality of natural environment in Wilsonville | NA | 87% | NA | 80% | 80% | Similar | Similar |
| Overall quality of parks and recreation opportunities | NA | NA | NA | NA | 80% | NA | Similar |
| Overall health and wellness opportunities in Wilsonville | NA | 73% | NA | 64% | 71% | Higher | Similar |
| Overall opportunities for education, culture, and the arts | NA | 73% | NA | 63% | 65% | Similar | Lower |
| Residents' connection and engagement with their community | NA | 79% | NA | 79% | 70% | Lower | Lower |

Prior to 2020, 'Overall quality of the transportation system' was 'Overall ease of getting to the places you usually have to visit'. Differences in ratings may be at least partially attributable to changes in question wording and should be interpreted cautiously.