Bellevue Branding Survey Report



Responses

151 Responses

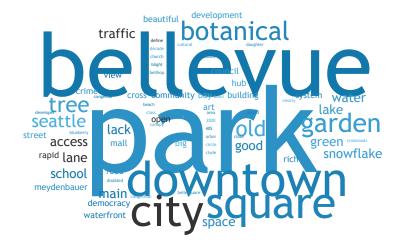
Field	Min	Max	Mean	Standard Deviation	Variance	Responses	Sum
Response Type	0.00	1.00	0.04	0.20	0.04	151	6.00

Brand/City Identity:

What are the first words or phrases that come to mind when you think about Bellevue?



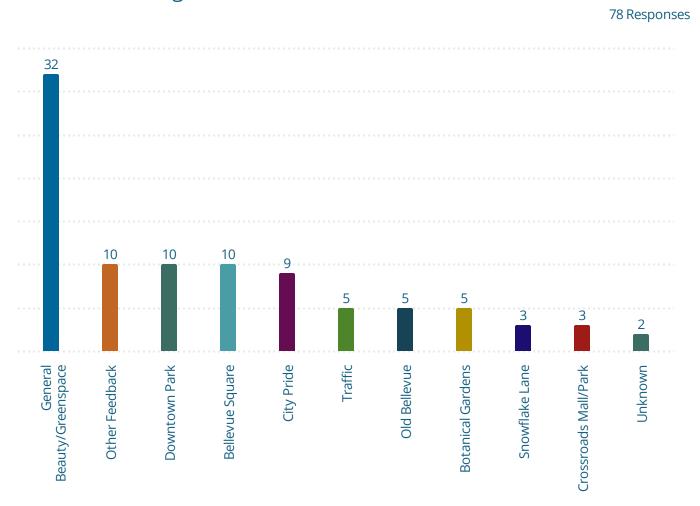
What is something iconic or memorable about Bellevue?



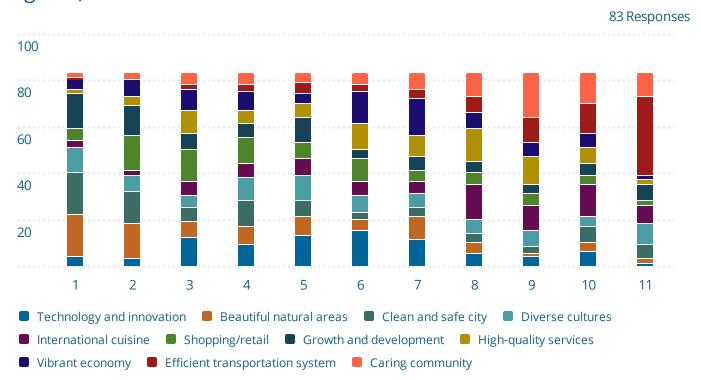
What are the first words or phrases that come to mind when you think about Bellevue?



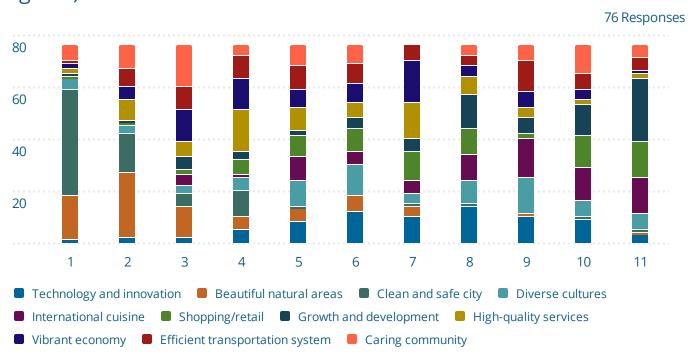
What is something iconic or memorable about Bellevue?



Rank How Aligned These Concepts are With Bellevue (1 Being the Highest)



Rank How Aligned These Concepts are With Your Values (1 Being the Highest)



Which of These Phrases Have You Heard Related to Bellevue?

68 Responses



Other Phrases You Have Heard Related to Bellevue?

11 Responses

Bellevue Botanical Garden

Great education system

Unexpect it

Hard to get around in Bellevue.

Where do you want to play today?

Bellevue Schools (people talking about why they moved HERE)

Best place in the PNW to live

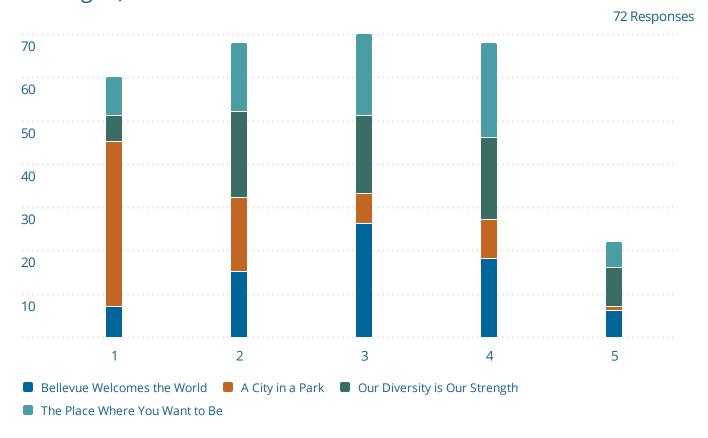
No homeless allowed

PSE's Home Town

Community and family-centered

More social programs for those in poverty please

Which of These Phrases Resonates With You (1 Being the Most Meaningful)



Other Phrases That Resonate With You

24 Responses

Growth at any cost

Bellevue, A Community.

BEL: Bellevue Enriched Living

Don't really like any of these

Frankly, none resonate with me anymore. They feel like lip service, or ridiculous (The Place Where You Want to Be) anything other than The Place You want to be

Hard to get around in Bellevue.

Safe community

We stronger together

Safety first

BEL: Bellevue Enhanced Living

??

none of these. If I were to write one it would be: Bellevue used to be a great place to live

Sorry, I can't come up with something quickly, but none of these describes Bellevue to me

Bellevue - Net Zero City

Single family neighborhoods that provide sense of community

Better than Seattle

We do growth fairly

We need a new one

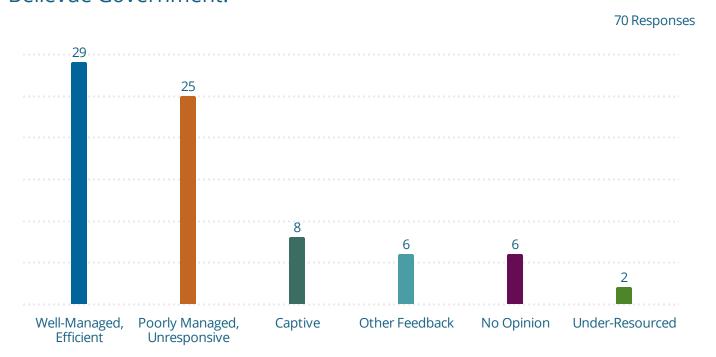
Cares about the environment

First Words That Come to Mind When You Think About the City of Bellevue Government?

70 Responses



First Words That Come to Mind When You Think About the City of Bellevue Government?

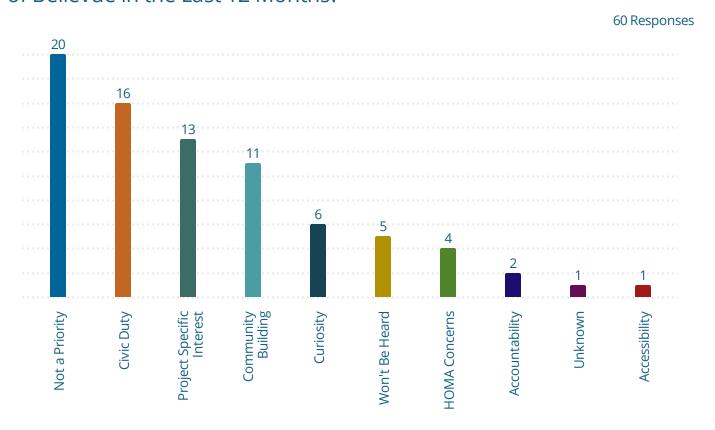


Information & Services:

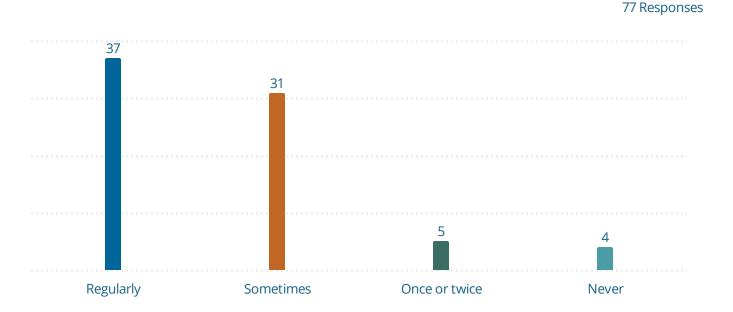
Have Attended a Meeting/Event Hosted by the City of Bellevue in Last 12 months?



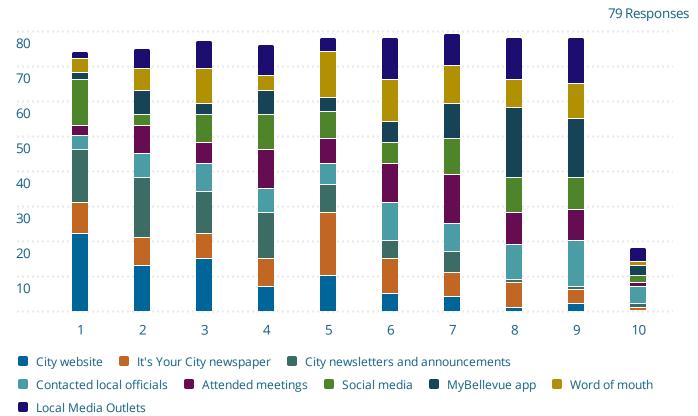
Why (or Why Not) Did You Attend a Meeting/Event Hosted by the City of Bellevue in the Last 12 Months?



How Frequently Have you Tried to Get Information About Bellevue Government Activities in the Last 12 Months?



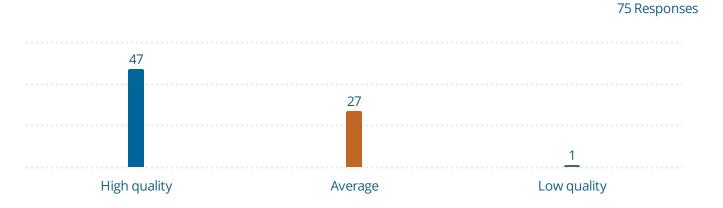
Rank the Following Sources Based on How Often You Use Them to Get Information About Bellevue (1 Being the Most Often)



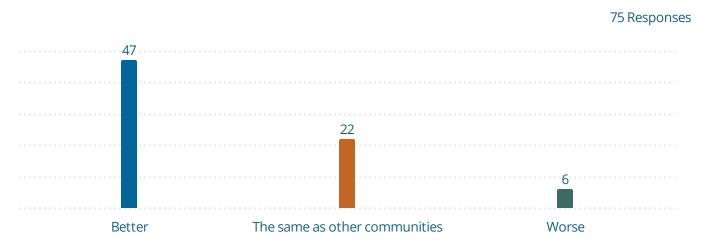
Other Sources You Use to Get Information About Bellevue?



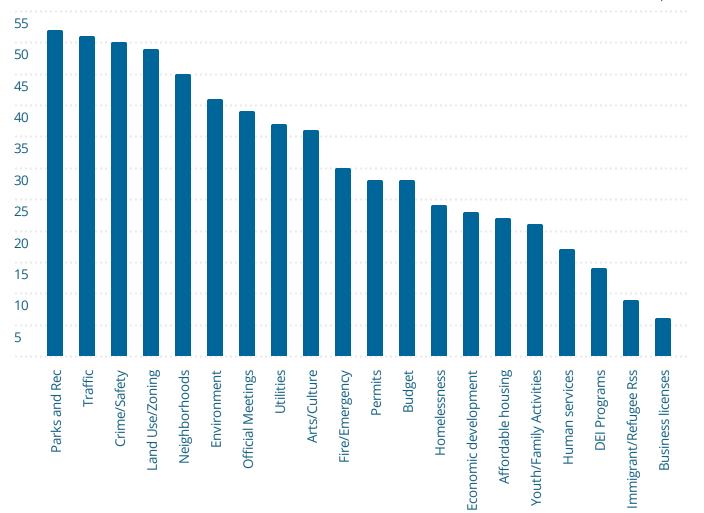
How Would You Describe the Quality of City Services Delivered in Bellevue?



Do You Feel the Service Level in Bellevue is Better or Worse Than Other Communities?

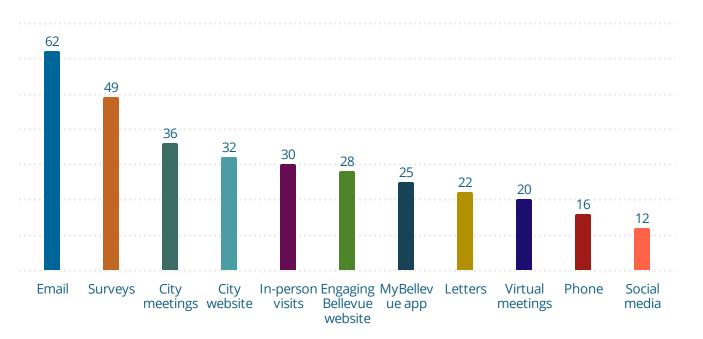


What Information From the City of Bellevue are You Likely to Look For?



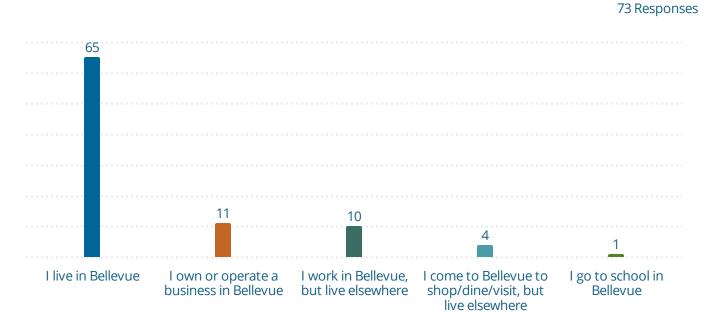
Which of These Methods Would You be Most Likely to Use to Make Your Views Known to the City of Bellevue?





Demographic Report:

What is Your Relationship to Bellevue?

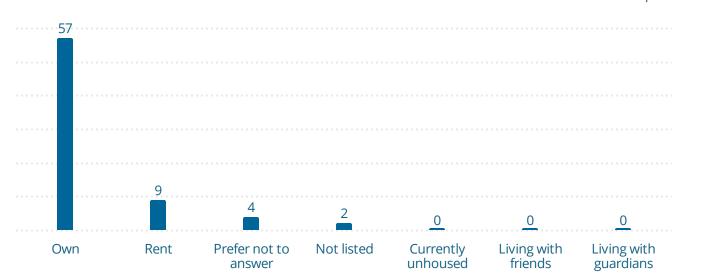


Which Bellevue Neighborhood Do You Live In?

	64 Responses
Field	Choice Count
Lake Hills	8
Downtown	7
Crossroads	7
West Bellevue	6
Cougar Mountain/Lakemont	6
Eastgate	5
Wilburton	4
Somerset	4
Woodridge	3
NW Bellevue	3
Newport	3
Prefer not to answer	2
NE Bellevue	2
Factoria	2
West Lake Sammamish	1
BelRed	1
I do not live in Bellevue	0
BridleTrails	0

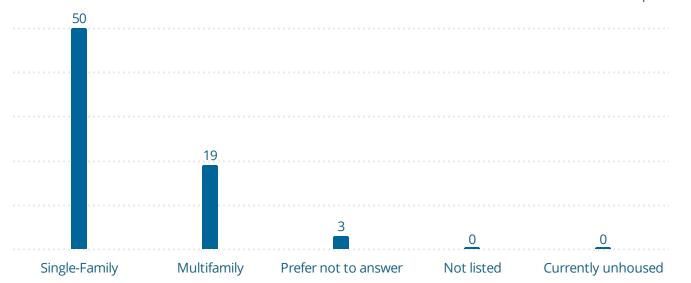
Tenure

72 Responses



Home Type

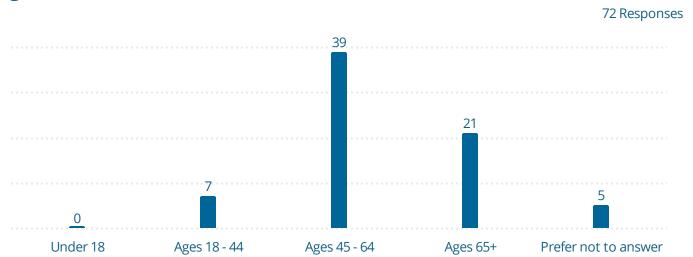
72 Responses



Tenure by Home Type

Field	Single-Family	Multifamily
Own	46	11
Rent	2	7

Age



Disability Status

72 Responses

55

70

7

Yes

No

Prefer not to answer

Gender Identity

71 Responses

20

7

1

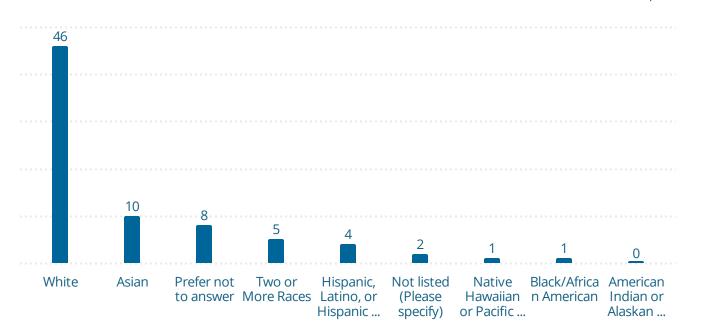
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0

Non-binary answer

Race/Ethnicity

71 Responses



Primary Language at Home

