

## **Downtown Bellevue Residents Survey**

### **Summary**

**Bellevue Downtown Association  
Northwest Research Group, Inc.**

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## Table of Contents

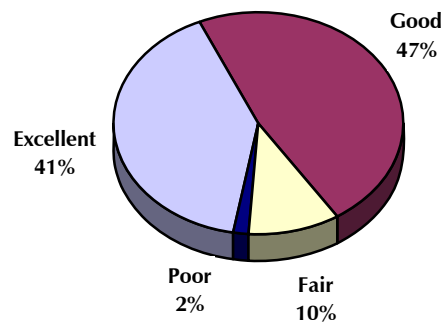
Background	3
Overall Livability of Downtown Bellevue	3
Likelihood to Recommend Downtown Bellevue	3
Livability Measures	4
Reasons for Living In Downtown Bellevue	5
Areas for Improvement	5
Work and Commuting	6
Sources of Information about Downtown Bellevue	6
Participation in Downtown Events and Entertainment	7
Respondent Profile	8
Residence Profile	9

## Background

To benchmark perceptions of Downtown Bellevue and measure overall satisfaction with the area as a place to live, the Bellevue Downtown Association, in collaboration with Northwest Research Group, Inc., compiled the first-ever survey of Downtown Bellevue residents. The survey, offered online using Sensus Web technology to every Downtown resident and in printed form by request, was conducted from January 30 to February 17, 2006. The final completed sample size was 118 residents, which yielded an overall margin of sampling error of plus or minus %9.09 at the 95% confidence level.

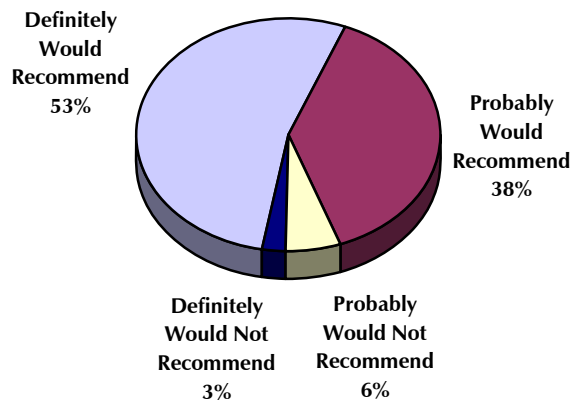
## Overall Livability of Downtown Bellevue

Downtown residents were asked to describe the livability of Downtown Bellevue using the terms excellent, good, fair or poor. A strong majority (88%) rate the livability of the area positively.



A strong majority (91%) would recommend Downtown Bellevue as a place to live, with slightly more than half (53%) indicating they would definitely recommend Downtown Bellevue to a friend or relative as a place to live.

## Likelihood to Recommend Downtown Bellevue



## Livability Measures

Respondents were asked to rate livability measures in terms of excellent, good, fair or poor.

### How would you rate the livability of Downtown Bellevue in terms of...

Livability measure	Excellent or Good
Availability and quality of retail services	95%
Overall image of Downtown Bellevue	95%
Overall cleanliness of Downtown streets and public areas	92%
Amount/extent of crime in the area	91%
Quality of new commercial developments	91%
Physical condition of buildings	87%
Quality of new residential developments	86%
Ability to get around by foot	81%
Community has a strategic vision	81%
Ability to get around by public transportation	76%
Availability of recreation opportunities	76%
Availability of entertainment opportunities	72%
Ability to get around by car	66%
Availability of cultural opportunities	57%
Amount of noise pollution	56%
A place to raise children	48%
Having a reasonable cost of living	39%
Ability to get around by bicycle	37%
Amount/extent of traffic congestion	30%

## **Reasons for Living in Downtown Bellevue: Convenience ranked #1**

When asked why they chose Downtown Bellevue as a place to live, survey respondents primarily cite reasons related to convenience, mentioning the numerous convenient amenities in the area such as shopping, retail and restaurants (23%).

Nearly as important is proximity of the area to work location. Almost a quarter (22%) of respondents mention work proximity as a reason they chose to live in Downtown Bellevue. Notably, proximity to work is the primary reason cited by those residents who also work in Downtown Bellevue. Residents also mention convenience of Downtown Bellevue to “everything” (18%) and say they like the “feel” of Downtown Bellevue, citing the area’s upscale atmosphere of urban living (10%), and like the feeling of safety implied in a low crime area (9%).

Further underscoring the convenience theme, Downtown residents say the best thing about living in here is the general convenience of the location (40%), as well as the availability of stores, services and entertainment, specifically citing the availability of “places to go and things to do” (20%).

## **Areas for Improvement: Traffic Congestion ranked #1**

When asked what the worst thing is about living in Downtown Bellevue, the largest share (40%) of residents mention traffic and parking issues, specifically citing congestion. Some (14%) mention the area feels like a small town without access to culture, entertainment, stores or shopping. Thirteen percent (13%) feel the worst thing about living in Downtown Bellevue is the high cost of living, and twelve percent (12%) mention pollution from noise and light.

Residents were asked to indicate the things that would enhance their opinion of living in Downtown Bellevue. Fourteen percent (14%) mention having more activities, such as entertainment and nightlife, 13% mention becoming more pedestrian and bike friendly, 11% require more amenities - specifically mentioning shopping, retail and restaurants, while one in ten (10%) mention less traffic and more parking.

## Work and Commuting

Two-thirds (64%) of survey participants do not work in Downtown Bellevue while one-third (36%) do. Of those who do work in Downtown Bellevue, 21% work from home. Slightly more than half (54%) of survey participants commute to work in a single-occupancy vehicle, 19% percent walk, 9% percent commute via transit, and 5% carpool. Thirty-nine percent (39%) indicate the distance of their one-way commute to work is less than one mile, with the median commute distance being just less than 5 miles (4.75).

### Work & Commuting

Work in Downtown Bellevue	Yes	36%
	No	64%
Work from Home	Yes	21%
<i>[Base = Work in DT Bellevue]</i>	No	79%
Primary means of commuting <i>[Base = Does not work at home]</i>	Solo Car	54%
	Walk	19%
	Transit	9%
	Carpool	5%
	Bicycle	1%
	Other	3%
	N/A - Retired	10%
One way commute distance to work	Less than 1 mile	39%
	1 to 2 miles	11%
	3 to 5 miles	17%
	6 to 10 miles	22%
	More than 10 miles	11%
	Mean	4.75 miles

## Sources of Information about Downtown Bellevue

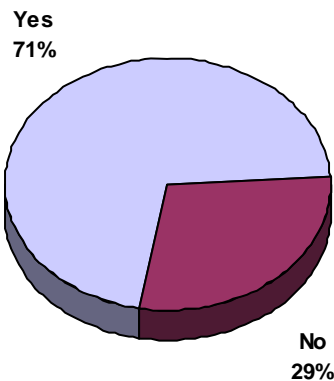
Major information sources regarding events in Downtown Bellevue cited by Downtown residents include the mail (15%), signage (14%), general newspapers / magazines (12%), through word of mouth including friends and co-workers (11%), online (10%), in the *Seattle Times* (9%), at their place of residence (8%), in the *Bellevue Downtown Magazine* (6%), and in *the King County Journal* (5%).

When asked if they read *Bellevue Downtown*, slightly more than half (53%) of respondents indicated they do read the magazine.

## Participation in Downtown Events and Entertainment

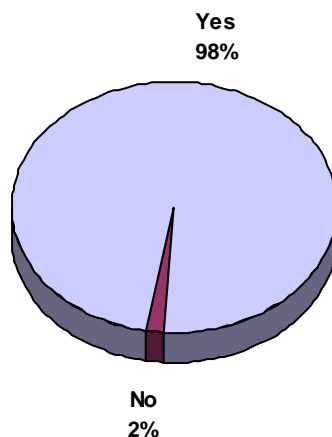
Residents surveyed actively participate in events in Downtown Bellevue and dine out frequently. The majority (71%) have attended a major event in Downtown Bellevue in the past 12 months, specifically citing attendance at the Arts and Crafts Fair (23%), Snowflake Lane (20%), the Bellevue Live Jazz Concert Series (10%), Symetra Family 4th (10%), and Live at Lunch (10%).

### Attended a major event Downtown in the past year:



Almost all (98%) survey respondents have dined out in Downtown Bellevue within the past 12 months. Of those, close to half (49%) dine out in the Downtown area twice a week or more often, one quarter (26%) dine out once a week, and the remainder (25%) dine out at least once a month.

### Dined out in Downtown Bellevue in the past year:



## Respondent Profile

### Demographic Characteristics

Gender	Male	52%
	Female	48%
Voted in Last Election	Yes	81%
	No	19%
Number in Household	One	46%
	Two	45%
	Three or more	9%
	Mean	1.7
Current Employment Status	Employed full-time	70%
	Retired	15%
	Self-employed	8%
	Employed part-time	4%
	Unemployed outside the home / Homemaker	2%
	Unemployed - Looking for work	1%
Access to the Internet	Both home and work	73%
	Home only	16%
	Work only	6%
	No, neither	5%
Internet Connection <i>[Base = Has Internet in Home]</i>	High-speed	94%
	Dial-up modem	6%
Household Income	Below \$50,000 per year	23%
	\$50,000 to \$99,999	42%
	\$100,000 to \$149,999	18%
	\$150,000 to \$199,999	7%
	\$200,000 to \$249,999	5%
	Above \$250,000 per year	6%
	Median	\$82,222

*\*Multiple responses allowed.*

## Residence Profile

The average length of residency in Downtown Bellevue among survey participants is about 3 ½ years. Nearly all residents occupy apartments (48%) or condominiums/townhouse/duplex units (48%). Slightly more than half (55%) rent, paying an average monthly rent of \$1,229. Those who own (45%) paid an average of \$363,947 for their unit.

### Residence

Length of Residency in Downtown Bellevue	Less than 6 months	14%
	6 months to 1 year	25%
	2 to 3 years	30%
	4 to 5 years	13%
	6 to 10 years	11%
	More than 10 years	8%
	Mean	3.56 years
Type of Residence	Apartment	48%
	Condominium / Townhouse / Duplex	48%
	Detached Single-Family House	2%
	Other	2%
Rent or Own	Rent	55%
	Own	45%
Monthly Rent	Less than \$500	3%
	\$500 to \$999	34%
	\$1,000 to \$1,499	41%
	\$1,500 to \$1,999	17%
	\$2,000 and higher	5%
	Mean	\$1,229 / month
Purchase Price	Less than \$200,000	16%
	\$200,000 to \$299,999	31%
	\$300,000 to \$399,999	20%
	\$400,000 to \$499,999	12%
	\$500,000 to \$599,999	8%
	\$600,000 and higher	12%
	Mean	\$363,947