

# WASHINGTON'S MOST-RESPECTED BRANDS

Seattle's GreenRubino conducted an online survey in May in conjunction with the Business Journal to identify the most-respected company brands in various industries. More than 1,000 PSBJ readers responded. Here are the Top 10 vote getters in each category.

## ACCOUNTING FIRMS

RANK	BRAND	VOTES
1	Moss Adams	26.3%
2	Deloitte	15.7%
3	Clark Nuber	10.0%
(tie)	Ernst & Young	10.0%
5	KPMG	8.1%
6	PricewaterhouseCoopers	6.9%
7	Grant Thornton	2.4%
8	Clothier & Head	2.3%
9	Dwyer Pemberton & Coulson	1.6%
(tie)	Peterson Sullivan	1.6%

## COFFEE COMPANIES

RANK	BRAND	VOTES
1	Starbucks Corp.	53.2%
2	Tully's Coffee Corp.	7.3%
3	Stumptown Coffee Roasters	5.4%
4	Caffe Vita Coffee Roasting Company	5.3%
5	Seattle's Best Coffee	4.7%
6	Caffe Ladro	4.5%
7	Forza Coffee Company	3.8%
8	Torrefazione Italia	3.7%
9	Zoka	2.2%
10	Caffe Appassionato	1.5%

## CONSTRUCTION COMPANIES

RANK	BRAND	VOTES
1	Sellen Construction	18.4%
2	Howard S. Wright Companies	13.2%
3	GLY Construction	9.2%
(tie)	Turner Construction	9.2%
5	Lease Crutcher Lewis	5.8%
6	Skanska USA Building	5.2%
7	Absher Construction	3.9%
8	W.G. Clark Construction	3.4%
9	J.R. Abbott Construction	3.1%
10	Walsh Construction	2.6%

## HOSPITALS

RANK	BRAND	VOTES
1	Swedish	31.0%
2	Seattle Children's University of Washington Medical Center/UW Medicine	15.0%
3	Washington Medical Center/UW Medicine	12.3%
4	Harborview Medical Center/UW Medicine	11.5%
5	Virginia Mason Medical Center	8.3%
6	Overlake Hospital Medical Center	4.3%
7	Seattle Cancer Care Alliance	3.2%
8	Mary Bridge Children's Hospital	2.6%
9	Evergreen Hospital Medical Center	2.2%
10	St. Joseph Medical Center	1.4%

## BANKS AND CREDIT UNIONS

RANK	BRAND	VOTES
1	Columbia State Bank	24.1%
2	Washington Federal	15.1%
3	Banner Bank	12.7%
4	Sterling Savings Bank	11.9%
5	HomeStreet Bank	7.3%
6	Washington Trust Bank	3.2%
7	The Commerce Bank of Washington, National Association	2.6%
8	BECU	2.5%
9	Whidbey Island Bank	2.2%
10	Cascade Bank	2.0%

## COLLEGES AND UNIVERSITIES

RANK	BRAND	VOTES
1	University of Washington	57.0%
2	Seattle University	7.0%
3	Washington State University	7.0%
4	Gonzaga University	6.0%
5	Whitman College	4.0%
6	Pacific Lutheran University	3.0%
7	Seattle Pacific University	2.0%
8	Western Washington University	2.0%
9	University of Puget Sound	1.0%
10	Central Washington University	1.0%

## HOME BUILDERS

RANK	BRAND	VOTES
1	Habitat for Humanity Seattle/South King County	22.1%
2	Quadrant Homes	17.8%
3	John F. Buchan Homes	13.0%
4	William Buchan Homes	8.5%
5	The Burnsteads	7.0%
6	Tacoma/Pierce County Habitat for Humanity	5.6%
7	Timberland Homes	3.9%
8	Bennett Homes	2.9%
9	Don't know	2.4%
10	MacPherson Construction & Design	2.0%

## HOTELS AND RESORTS

RANK	BRAND	VOTES
1	The Fairmont Olympic Hotel	42.6%
2	Westin	12.0%
3	Marriott	5.8%
4	W Seattle	5.4%
5	Hyatt	4.7%
6	Hilton	4.3%
7	Sheraton	3.8%
8	Hotel Murano	3.0%
9	Four Seasons	2.3%
10	The Westin Bellevue	2.3%

Source: GreenRubino's Washington's Most Respected Brands Survey