Community Branding Survey Responses

City of Isle of Palms

Total Responses:
649

What Makes The Isle of Palms Special Compared With Other Coastal Communities	
Natural beauty	261
Beaches & ocean	471
Sense of community	179
Relaxed pace	272
Family-friendly atmosphere	291
History & character	96
Local businesses & restaurants	232
Recreation & outdoor lifestyle	164
Proximity to Charleston	382
Privacy	41

Which Feelings Best Describe Being On The Isle of Palms	
Happy	333
Peaceful	314
Free	67
Relaxed	382
Energized	53
Connected	76
Nostalgic	99
Welcoming	129
Proud	59
Inspired	32
Playful	85
Grounded	71
Refreshed	120
Safe	255

Which Sounds Immediately Make You Think of The Isle of Palms?	
Waves	480
Seabirds	309
Wind through the palms	278
Boats	54
Bikes & golf carts	99
Music	132
People gathering	137
Quiet	169

Which aspects of living on the Isle of Palms contribute most to your happiness here?	
Natural surroundings	253
Access to the beach and water	398
Peace and quiet	205
Neighbors and sense of community	156
Outdoor lifestyle	135
Local traditions and character	56
Feeling safe and comfortable	287
Family and personal memories	215
Local businesses and gathering places	121
The slower pace of island life	204

When you see something representing the Isle of Palms, what should it feel like?	
Joyful	97
Peaceful	248
Natural	238
Welcoming	260
Timeless	113
Refined	49
Relaxed	253
Authentic	145
Playful	61
Local	155
Vibrant	33
Understated	74
Nostalgic	86

Which Sights Feel Most Distinctly "Isle of Palms" To You?	
Ocean & horizon	448
Dunes & sea oats	272
Palm trees	348
Marshes & waterways	280
Wildlife	89
Beach homes & architecture	156
Boats & water activity	101
Bikes & golf carts	131
Sunrise & sunset	256
Neighborhood streets	120

If the Isle of Palms were a person, which qualities would best describe them?	
Welcoming	257
Refined	43
Relaxed	337
Adventurous	24
Sophisticated	32
Unpretentious	211
Traditional	81
Playful	59
Independent	53
Neighborly	145
Outdoorsy	136
Quietly confid	108
Energetic	33
Timeless	122

As the Isle of Palms Evolves, What Feels Most Important To Preserve?	
Natural environment	424
Residential character	282
Sense of community	225
Local traditions	116
Relaxed pace	307
Public beach access	247
Local businesses	207
Architecture & visual characte	76
Recreation & outdoor lifestyle	139
History	66

What best describes your relation to the Isle of Palms	
Full-time Resident	231
Part-time Resident	93
Business Owner (Resident)	8
Business Owner (Non-resident)	12
Visitor	177
Frequent Visitor	141
Have not visited yet	0

Which visual qualities feel most true to the Isle of Palms?	
Natural	436
Polished	39
Quiet	236
Vibrant	49
Classic	212
Contemporary	37
Understated	199
Bold	18
Relaxed	383
Refined	45
Playful	181
Serious	32