Community Branding Survey Responses

City of Isle of Palms

Total Resident Responses:
332

What Makes The Isle of Palms Special Compared With Other Coastal Communities	
Natural beauty	133
Beaches & ocean	238
Sense of community	114
Relaxed pace	145
Family-friendly atmosphere	141
History & character	54
Local businesses & restaurants	87
Recreation & outdoor lifestyle	98
Proximity to Charleston	226
Privacy	19

Which Feelings Best Describe Being On The Isle of Palms	
Happy	165
Peaceful	180
Free	27
Relaxed	209
Energized	14
Connected	40
Nostalgic	39
Welcoming	68
Proud	38
Inspired	14
Playful	40
Grounded	40
Refreshed	54
Safe	160

Which Sounds Immediately Make You Think of The Isle of Palms?	
Waves	242
Seabirds	159
Wind through the palms	152
Boats	31
Bikes & golf carts	57
Music	54
People gathering	66
Quiet	100

Which aspects of living on the Isle of Palms contribute most to your happiness here?	
Natural surroundings	134
Access to the beach and water	208
Peace and quiet	112
Neighbors and sense of community	111
Outdoor lifestyle	81
Local traditions and character	29
Feeling safe and comfortable	163
Family and personal memories	116
Local businesses and gathering places	61
The slower pace of island life	116

When you see something representing the Isle of Palms, what should it feel like?	
Joyful	39
Peaceful	135
Natural	141
Welcoming	114
Timeless	59
Refined	24
Relaxed	141
Authentic	77
Playful	27
Local	75
Vibrant	10
Understated	43
Nostalgic	33

Which Sights Feel Most Distinctly "Isle of Palms" To You?	
Ocean & horizon	234
Dunes & sea oats	141
Palm trees	203
Marshes & waterways	165
Wildlife	51
Beach homes & architecture	63
Boats & water activity	60
Bikes & golf carts	73
Sunrise & sunset	133
Neighborhood streets	67

If the Isle of Palms were a person, which qualities would best describe them?	
Welcoming	131
Refined	13
Relaxed	190
Adventurous	9
Sophisticated	11
Unpretentious	141
Traditional	32
Playful	33
Independent	29
Neighborly	95
Outdoorsy	74
Quietly confid	52
Energetic	11
Timeless	53

As the Isle of Palms Evolves, What Feels Most Important To Preserve?	
Natural environment	220
Residential character	179
Sense of community	148
Local traditions	65
Relaxed pace	163
Public beach access	66
Local businesses	96
Architecture & visual characte	37
Recreation & outdoor lifestyle	83
History	36

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)	0
Visitor	0
Frequent Visitor	0
Have not visited yet	0

Which visual qualities feel most true to the Isle of Palms?	
Natural	247
Polished	10
Quiet	137
Vibrant	16
Classic	106
Contemporary	17
Understated	116
Bold	5
Relaxed	217
Refined	20
Playful	96
Serious	12