

# Hilton Head Island Second Home Survey

1. What is the zip code for your primary residence? Please enter the zip code in the space provided. (If not a US resident skip to Question 2)

	Response Percent	Response Count
ZIP: <input type="text"/>	100.0%	855
answered question		855
skipped question		23





2. If not a US resident, please indicate the region in which your primary residence is located by checking the appropriate box. If a US resident, do not answer this item.

	Response Percent	Response Count
Canada	0.0%	0
<b>South America</b> <input checked="" type="checkbox"/>	<b>50.0%</b>	<b>1</b>
Central America	0.0%	0
<b>Asia</b> <input checked="" type="checkbox"/>	<b>50.0%</b>	<b>1</b>
Africa	0.0%	0
Europe	0.0%	0
Australia	0.0%	0
Middle East	0.0%	0
Caribbean	0.0%	0
Other	0.0%	0
answered question		2
skipped question		876




**3. In what year did you purchase your second home on Hilton Head Island? (Please indicate the year in the space provided)**

	Response Count
	812
answered question	812
skipped question	66

**4. Which classification best describes your second home on Hilton Head Island? (Check one circle that best represents your answer)**

		Response Percent	Response Count
Villa/Condominium		58.5%	510
Townhome		5.4%	47
Single Family Home		35.9%	313
Homesite		0.2%	2
	answered question		872
	skipped question		6







**5. What is the ownership arrangement for your second home on Hilton Head Island? (Check one circle that best represents your answer)**

		Response Percent	Response Count
Sole Owner		90.1%	784
Multiple Owners		9.3%	81
Other		0.6%	5
	answered question		870
	skipped question		8

**6. Within which community do you own your second home? (Check the circle that best represents your answer)**

		Response Percent	Response Count
Forest Beach		14.4%	123
Hilton Head Plantation		7.3%	62
Indigo Run		2.0%	17
Long Cove		0.6%	5
Palmetto Bay		1.1%	9
Palmetto Dunes		17.5%	149
Palmetto Hall		0.9%	8
Port Royal		4.0%	34
<b>Sea Pines</b>		<b>25.4%</b>	<b>216</b>
Shipyard		8.6%	73
Spanish Wells		0.1%	1
Wexford		0.7%	6
Other South Island		1.2%	10
Other Mid Island		10.9%	93
Other North Island		5.4%	46
<b>answered question</b>			<b>852</b>
<b>skipped question</b>			<b>26</b>

**7. How are you currently using your second home on Hilton Head Island? (Check all that apply)**

		Response Percent	Response Count
Second Home / Not Publicly Rented and For Owner Use Only		32.8%	287
Second Home / Not Publicly Rented and For Owner and Non Paying Guest Use Only		22.5%	197
Second Home / Publicly Rented by a Property/Rental Management Company		28.9%	253
Second Home / Publicly Rented by Owners of the Home		12.2%	107
Long Term Rental Only		7.7%	67
Other		2.1%	18
<b>answered question</b>			<b>874</b>
<b>skipped question</b>			<b>4</b>

**8. On average, how many days per year is your second home on Hilton Head Island occupied by you and your family? (Please enter your answer in the space provided. If you can't answer the question, please indicate N/A in the space.)**

	Response Count
	791
<b>answered question</b>	<b>791</b>
<b>skipped question</b>	<b>87</b>

**9. On average, how many days per year is your second home on Hilton Head Island occupied by renters? (Please enter your answer in the space provided. If you can't answer the question, please indicate N/A in the space.)**

	<b>Response Count</b>
	653
<b>answered question</b>	<b>653</b>
<b>skipped question</b>	<b>225</b>

**10. On average, how many days per year do you share your second home with business associates, friends, relatives, and/or others without charging them rent? (Please enter your answer in the space provided. If you can't answer the question, please indicate N/A in the space.)**

	<b>Response Count</b>
	654
<b>answered question</b>	<b>654</b>
<b>skipped question</b>	<b>224</b>

**11. On average, how many trips per year do you take to Hilton Head Island? (Please enter your answer in the space provided. If you can't answer the question, please indicate N/A in the space.)**

	<b>Response Count</b>
	843
<b>answered question</b>	<b>843</b>
<b>skipped question</b>	<b>35</b>















**12. On average, how many days per trip do you spend on Hilton Head Island? (Please enter your answer in the space provided. If you can't answer the question, please indicate N/A in the space.)**










	<b>Response Count</b>
	835
<b>answered question</b>	<b>835</b>
<b>skipped question</b>	<b>43</b>

**13. On average, how many people are you financially responsible for when you take a trip to Hilton Head Island? (Please enter your answer in the space provided. If you can't answer the question, please indicate N/A in the space.)**

	<b>Response Count</b>
	803
<b>answered question</b>	<b>803</b>
<b>skipped question</b>	<b>75</b>















**14. Please estimate your travel party's TOTAL expenditures in EACH of the following areas during your last trip. Round UP to the nearest amount. (Fill in the blank to the right of each item, if the expenditure doesn't apply, please indicate N/A in the the blank space.)**










		Response Percent	Response Count
Transportation (around the area)		72.9%	562
Lodging		16.6%	128
<b>Food-dining out</b>		<b>98.4%</b>	<b>759</b>
Food-groceries		97.5%	752
Beaches		13.7%	106
Shopping		85.1%	656
Spas		15.2%	117
Golf		49.4%	381
Biking		21.0%	162
Parks		7.8%	60
Performance/visual arts		22.3%	172
Festivals		14.8%	114
Museum/historical tours		15.4%	119
Boating/sailing		15.7%	121

Nature based activities		11.3%	87
Dolphin tours		10.6%	82
Tennis		14.7%	113
Fishing		12.3%	95
Sporting events		8.4%	65
Other cultural activities		13.0%	100
Other sport activities		9.6%	74
Other outdoor activities		11.9%	92
Other expenses		27.0%	208
<b>answered question</b>			<b>771</b>
<b>skipped question</b>			<b>107</b>








15. If you checked that you have non-paying guests staying in your home, please estimate their TOTAL expenditures in EACH of the following areas during their last trip. Round UP to the nearest amount. (Fill in the blank to the right of each item, if the expenditure doesn't apply, please indicate N/A in the the blank space.)



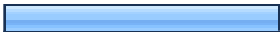


		Response Percent	Response Count
Transportation (around the area)		71.8%	209
Lodging		11.7%	34
<b>Food-dining out</b>		<b>96.2%</b>	<b>280</b>
Food-groceries		88.0%	256
Beaches		17.2%	50
Shopping		73.5%	214
Spas		14.4%	42
Golf		50.9%	148
Biking		31.6%	92
Parks		8.9%	26
Performance/visual arts		15.1%	44
Festivals		12.7%	37
Museum/historical tours		18.2%	53
Boating/sailing		21.0%	61

Nature based activities		14.1%	41
Dolphin tours		14.1%	41
Tennis		16.8%	49
Fishing		17.5%	51
Sporting events		9.6%	28
Other cultural activities		11.7%	34
Other sport activities		11.0%	32
Other outdoor activities		10.7%	31
Other expenses		23.0%	67
<b>answered question</b>			<b>291</b>
<b>skipped question</b>			<b>587</b>









**16. What type of transportation did you use to make your last trip to Hilton Head Island?  
(Check all that apply)**

		Response Percent	Response Count
Motor Coach/Tour Bus		0.1%	1
Plane		18.2%	154
Car-Rental		8.0%	68
<b>Car-Personal/Family</b>		<b>83.2%</b>	<b>704</b>
Other		0.5%	4
<b>answered question</b>			<b>846</b>
<b>skipped question</b>			<b>32</b>

**17. Throughout the year, how often do you use the following modes of transport when you travel? (Please indicate the number of times you use the mode of transport in the blank space to the right of the type of transportation.)**

		Response Percent	Response Count
Motor Coach/Tour Bus		7.8%	50
Plane		73.8%	473
Car-Rental		41.2%	264
<b>Car-Personal/Family</b>		<b>78.8%</b>	<b>505</b>
Other		5.5%	35
<b>answered question</b>			<b>641</b>
<b>skipped question</b>			<b>237</b>

**18. If you traveled by plane, which airport did you embark to the Hilton Head Island area?  
(Check all that apply. If you did not travel by plane, SKIP THIS QUESTION.)**

		Response Percent	Response Count
Savannah/Hilton Head Island International		65.1%	276
Hilton Head Island		46.7%	198
Charleston		4.2%	18
Atlanta		5.2%	22
Jacksonville		5.2%	22
Charlotte		5.4%	23
Not Sure		0.7%	3
Other		2.8%	12
<b>answered question</b>			<b>424</b>
<b>skipped question</b>			<b>454</b>

**19. Please rate how important the following attributes are when choosing to vacation on Hilton Head Island. (Check the appropriate box to the right of the island characteristic)**

	Extremely important	Important	Neutral	Unimportant	Not important at all	Rating Average	Response Count
Dining/seafood	<b>50.4%</b> <b>(419)</b>	42.2% (351)	6.4% (53)	0.4% (3)	0.7% (6)	4.41	833
Ease of access	37.4% (309)	<b>49.2%</b> <b>(406)</b>	11.1% (92)	1.1% (9)	1.2% (10)	4.20	821
Environmental/ecological sensitivity	29.4% (243)	<b>43.2%</b> <b>(357)</b>	21.5% (178)	2.8% (23)	3.1% (26)	3.93	827
Natural beauty of the destination	<b>66.0%</b> <b>(551)</b>	31.1% (260)	2.6% (22)	0.0% (0)	0.2% (2)	4.63	833
Arts/culture	5.9% (49)	38.9% (322)	<b>40.6%</b> <b>(336)</b>	10.9% (90)	3.6% (30)	3.33	827
Spa	1.6% (13)	7.6% (63)	<b>34.7%</b> <b>(286)</b>	30.2% (249)	25.8% (213)	2.29	827
Volunteer opportunities	0.7% (6)	6.7% (55)	<b>38.2%</b> <b>(314)</b>	28.1% (231)	26.2% (215)	2.28	827
Hilton Head VIP card perks	4.9% (40)	16.0% (131)	<b>34.8%</b> <b>(285)</b>	21.0% (172)	23.3% (191)	2.58	813
Affordability	17.2% (143)	<b>52.5%</b> <b>(436)</b>	23.6% (196)	3.7% (31)	2.9% (24)	3.77	833
History/heritage	7.3% (60)	33.7% (277)	<b>42.5%</b> <b>(349)</b>	10.7% (88)	5.8% (48)	3.26	827
Diversity of activities & places	22.8% (188)	<b>54.8%</b> <b>(452)</b>	16.4% (135)	3.9% (32)	2.2% (18)	3.92	827
Tennis	10.0% (83)	19.4% (161)	<b>25.3%</b> <b>(210)</b>	21.0% (174)	24.2% (201)	2.70	827
Golf	29.6% (246)	<b>31.1%</b> <b>(259)</b>	17.2% (143)	10.6% (88)	11.5% (96)	3.57	833
Water sports	10.2% (84)	32.9% (270)	<b>33.9%</b> <b>(278)</b>	11.2% (92)	11.8% (97)	3.19	827

Beaches	<b>71.9%</b> <b>(600)</b>	23.7% (198)	3.5% (29)	0.2% (2)	0.7% (6)	4.66	83%
Travel distance	23.6% (195)	<b>49.1%</b> <b>(405)</b>	20.0% (165)	4.8% (40)	2.4% (20)	3.87	82%
Cell Phone Signal Strength	36.5% (304)	<b>39.9%</b> <b>(332)</b>	16.7% (139)	3.2% (27)	3.6% (30)	4.03	83%
Wireless (Wi-Fi) Access	35.8% (298)	<b>38.4%</b> <b>(320)</b>	17.3% (144)	4.2% (35)	4.3% (36)	3.97	83%
<b>answered question</b>							<b>83%</b>
<b>skipped question</b>							<b>3%</b>

**20. How many times did you visit Hilton Head Island before purchasing your second home?  
(Please indicate the number of times in the blank space below.)**

<b>Response Count</b>
802
<b>answered question</b>
<b>802</b>
<b>skipped question</b>
<b>76</b>

**21. What other place did you consider before deciding to purchase on Hilton Head Island?  
(Please indicate the place in the blank space to the below.)**

<b>Response Count</b>
588
<b>answered question</b>
<b>588</b>
<b>skipped question</b>
<b>290</b>

**22. What was the primary reason for your second home purchase? (Check only one)**

		Response Percent	Response Count
Purchased to return to Hilton Head Island for most of my vacations		57.8%	468
Purchased for investment purposes		22.9%	185
Purchased to entertain business clients		0.0%	0
Other (please specify)		19.3%	156
		<b>answered question</b>	<b>809</b>
		<b>skipped question</b>	<b>69</b>

**23. What percentage of your time at your second home is spent working remotely for professional purposes? (Check one circle that best represents your answer)**

		Response Percent	Response Count
0%		42.2%	352
1%-20%		34.7%	290
21%-40%		16.2%	135
41%-60%		4.3%	36
61%-80%		1.4%	12
81%-100%		1.2%	10
		<b>answered question</b>	<b>835</b>
		<b>skipped question</b>	<b>43</b>

**24. In what ways do you see your use of your second home changing in the next ten years?  
(Check one circle that best represents your answer)**

		<b>Response Percent</b>	<b>Response Count</b>
Plan to retire there	<input type="checkbox"/>	22.7%	190
Plan to rent short term	<input type="checkbox"/>	1.8%	15
Plan to rent long term	<input type="checkbox"/>	1.2%	10
Plan to stop renting short term	<input type="checkbox"/>	2.4%	20
Plan to stop renting long term	<input type="checkbox"/>	1.9%	16
Plan to sell	<input type="checkbox"/>	17.5%	147
No change	<input type="checkbox"/>	21.7%	182
<b>Plan to stay on the island more frequently (if so, how many more days per year?)</b>	<input type="checkbox"/>	<b>30.8%</b>	<b>258</b>
		<b>answered question</b>	<b>838</b>
		<b>skipped question</b>	<b>40</b>



**25. Which of the following adjectives best describe the Hilton Head Island area as a leisure travel destination? (Select up to three answers)**

		Response Percent	Response Count
Cultured		9.8%	79
Expensive		11.9%	96
Old Fashioned		2.3%	19
Eco-Sensitive		23.1%	187
Upscale		43.5%	352
Classic		10.0%	81
Rejuvenating		22.6%	183
Romantic		5.7%	46
Exotic		1.5%	12
Pristine		16.4%	133
Unexploited		7.3%	59
Traditional		8.9%	72
Snobby		1.2%	10
Entertaining		14.6%	118
Commercialized		5.3%	43
Fun		29.5%	239
Boring		0.9%	7
Friendly		33.5%	271
<b>Relaxing</b>		<b>76.6%</b>	<b>620</b>
Exhilarating		4.0%	32
Other (please specify)		5.3%	43
<b>answered question</b>			<b>809</b>

skipped question

69

**26. Based on your experience, which of the following most accurately describes Hilton Head Island as a vacation destination? (Select only one answer)**

		Response Percent	Response Count
A cure for "theme park-itis"	<input type="checkbox"/>	2.1%	16
A natural island paradise	<input type="checkbox"/>	35.4%	276
The Hamptons of the South	<input type="checkbox"/>	4.0%	31
A golf lover's dream	<input type="checkbox"/>	8.6%	67
A romantic island retreat	<input type="checkbox"/>	1.2%	9
<b>A classic family vacation spot</b>	<input type="checkbox"/>	<b>46.2%</b>	<b>360</b>
Other (please specify)	<input type="checkbox"/>	2.7%	21
		<b>answered question</b>	<b>780</b>
		<b>skipped question</b>	<b>98</b>



## 27. How does a vacation on Hilton Head Island make you FEEL? (Check all that apply)

		Response Percent	Response Count
Old		1.3%	11
Excited		19.0%	161
Pampered		9.1%	77
Spoiled		11.1%	94
Invigorated		35.1%	298
Satisfied		62.3%	529
<b>Relaxed</b>		<b>93.1%</b>	<b>790</b>
Frustrated		1.2%	10
Indifferent		0.2%	2
Romantic		10.5%	89
Rejuvenated		50.2%	426
Drained		0.1%	1
Fulfilled		30.9%	262
Youthful		11.5%	98
Bored		0.6%	5
Sentimental		16.1%	137
Other (please specify)		4.4%	37
<b>answered question</b>			<b>849</b>
<b>skipped question</b>			<b>29</b>





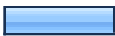

**28. The following statements refer to your behaviors while vacationing on Hilton Head Island. If the environmentally friendly programs were available to you, please indicate how willing you are to practice the following behaviors while on vacation. (Check the appropriate circle to the right)**

	Very willing	Willing	Not very willing	Not willing at all	Rating Average	Response Count
Recycle glass and plastic bottles.	<b>71.7% (604)</b>	20.9% (176)	5.6% (47)	1.8% (15)	3.63	842
Recycle aluminum, tin, and metal cans.	<b>70.9% (596)</b>	22.0% (185)	5.5% (46)	1.7% (14)	3.62	841
Recycle newspaper, magazines, and books.	<b>70.2% (590)</b>	21.5% (181)	6.3% (53)	2.0% (17)	3.60	841
Recycle cardboard, boxes, and other paper related packaging.	<b>66.9% (563)</b>	22.0% (185)	8.7% (73)	2.4% (20)	3.54	841
Pay a nominal fee to make recycling more available.	23.8% (199)	<b>30.7% (257)</b>	27.7% (232)	17.8% (149)	2.60	837
<b>answered question</b>						<b>842</b>
<b>skipped question</b>						<b>36</b>






**29. Please indicate your gender.**

		Response Percent	Response Count
Male		<b>56.5%</b>	<b>476</b>
Female		43.5%	366
<b>answered question</b>			<b>842</b>
<b>skipped question</b>			<b>36</b>








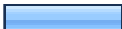
### 30. Please indicate your age below.

		Response Percent	Response Count
21-30		0.0%	0
31-40		1.9%	16
41-50		11.0%	94
51-60		33.5%	286
<b>61-70</b>		<b>36.7%</b>	<b>314</b>
71 plus		16.3%	139
No Answer		0.7%	6
<b>answered question</b>			<b>855</b>
<b>skipped question</b>			<b>23</b>


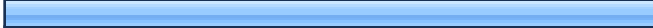

### 31. Please indicate your marital and family status.

		Response Percent	Response Count
Single without children under 18 living at home		7.1%	60
Single with children under 18 living at home		0.6%	5
<b>Married without children under 18 living at home</b>		<b>75.7%</b>	<b>640</b>
Married with children under 18 living at home		12.3%	104
No Answer		4.4%	37
<b>answered question</b>			<b>846</b>
<b>skipped question</b>			<b>32</b>

### 32. Which of the following ranges includes your annual household income?

		Response Percent	Response Count
Under \$24,999		0.0%	0
\$25,000-\$49,999		1.9%	16
\$50,000-\$74,999		5.4%	46
\$75,000-\$99,999		8.9%	76
\$100,000-\$149,999		14.9%	128
\$150,000-\$199,999		12.9%	111
\$200,000-\$249,999		11.0%	94
<b>\$250,000 or More</b>		<b>27.6%</b>	<b>237</b>
No Answer		17.5%	150
<b>answered question</b>			<b>858</b>
<b>skipped question</b>			<b>20</b>

### 33. Should you be interested in being eligible to win one of four \$100 Hilton Head Island Restaurant Certificates, indicate your name, email address, and/or phone number below. The raffle entry is purely voluntary.

		Response Percent	Response Count
Name		30.8%	86
<b>Email Address</b>		<b>97.8%</b>	<b>273</b>
Phone Number		26.9%	75
<b>answered question</b>			<b>279</b>
<b>skipped question</b>			<b>599</b>