




Community Hospitality Perception Index (CHPI) Southeastern North Carolina Communities

Problem Category	<i>Wilmington, NC (UNCW community)</i>	<i>Wrightsville Beach, NC</i>	<i>Carolina Beach, NC</i>	<i>Kure Beach, NC</i>	<i>Jacksonville, NC</i>	<i>Southport, NC</i>
Commercial signage/clutter (25 pts max)	-17	-6	-20	-10	-18	-9
Perceptions of safety and cleanliness (30 pts max)	-8	-2	-7	-3	-19	-4
Community personality (20 pt max)	-2	-1	-5	-1	-6	-1
Other community planning (20 pt max)	-6	-3	-5	-5	-11	-4
Quick Rating of overall ambiance (5 pt max)	-3	-0	-2	-1	-4	-1
Bonus Points Added (10 pts max)	0	+5	+4	+1	+1	+2
TOTAL DEDUCTIONS	-36	-7	-35	-19	-59	-17
FINAL CHPI (100 max)	<i>64</i>	<i>93</i>	<i>65</i>	<i>81</i>	<i>41</i>	<i>83</i>
Community Hospitality						
Date CHPI taken	4/04	4/04	4/04	4/04	1/04	NA
Trend from last CHPI	Upward (2001)	Upward (2001)	Downward (2001)	Same (2001)	Same (1999)	NA

Examples of Negatively Rated Components and Positively Rated Components (CHPI) in Southeastern North Carolina Communities



Computerized menu sign. Rated as “trashy” “gaudy” and “dangerous” in focus groups. Sometimes multiple and/or blinking messages in red or yellow and/or changing messages. Sole purpose is to distract and hold attention of driver. These signs are banned from many communities. Negative Rating



Example of misspelling on menu boards. Hurts perceived pride of community in focus groups. Negative Rating



Bike path around lake in Carolina Beach, NC. Positive Rating



Overhead utility clutter. Negative Rating



Temporary and non-approved signs. Negative Rating

Comparison CHPI with Other Communities (Southern California Comparison)

Coronado, CA	99
Ocean Beach, CA	80
Pacific Beach, CA	92
Mission Beach, CA	87
Mission Viejo, CA	102
Newport Beach, CA	92
Laguna Beach, CA	95