



Packapalooza™ 2022

Intercept Survey & Impact Analysis – Longform

About the Survey

- 14 questions on attendee demographics and event impact
- Surveys administered from 1PM to 5PM during Packapalooza
- 430 completed surveys
- 95% binomial confidence intervals used
- 47 volunteers administered the surveys

2019 PACKAPALOOZA ATTENDEE SURVEY

Q1. What is the 5-digit ZIP code of your primary residence? (College students: please use your **LOCAL** residence's ZIP code) # # # # #

Q2. What is your gender? (Check **ONE** only)
☐ Female ☐ Male ☐ Non-binary

Q3. What is your age? (Check **ONE** only)
☐ 17 or younger ☐ 18 to 24 ☐ 25 to 34 ☐ 35 to 44
☐ 45 to 54 ☐ 55 to 64 ☐ 65 to 74 ☐ 75 or older

Q4. What is your affiliation with Hillsborough Street? (Check **ALL** that apply)
☐ Live within 5-min. drive ☐ NC State Student ☐ NC State Faculty/Staff ☐ NC State Alumni
☐ Business Owner / Employee ☐ Meredith Student ☐ Visitor ☐ Other: _____

Q5. How many people of each age group are attending Packapalooza with you? (NOT including yourself)
Adults (18 years+): # 13-17 years old: # 0-12 years old: #

Q6a. Do you currently live in Raleigh or Wake County? (Check **ONE** only)
☐ Yes, Raleigh ☐ Yes, Wake County but not Raleigh ☐ No

Q6b. In total, how long do you plan to be in the area? (Check **ONE** only)
☐ Just for the day ☐ One (1) night ☐ Two (2) nights ☐ More: # nights

Q6c. Where are you staying? (Check **ONE** only)
☐ Hotel ☐ Airbnb ☐ Friends / Family ☐ Other: _____

Q7. Is this the first Packapalooza that you have attended? (Check **ONE** only)
☐ Yes ☐ No

Q8. What are your primary reasons for attending Packapalooza? (Check **ALL** that apply)
☐ Arts & crafts ☐ Food & drink ☐ Live music ☐ Kids activities
☐ Fireworks show ☐ Parent of NCSU student ☐ With a student org. ☐ Vendor / Merchant
☐ Volunteer ☐ Was just in the area ☐ Other: _____

Q9. Did you drive to the event today? (Check **ONE** only)
☐ Yes ☐ No (walked, biked, scootered, took the bus, or Uber/Lift, etc.)

Q10. How many hours do you plan to spend at the event today? (Check **ONE** only)
☐ 0-2 hours ☐ 2-4 hours ☐ 4-6 hours ☐ 6-8 hours ☐ 8+ hours

Q11. How much do you plan to spend at the event today? (Check **ONE** only)
☐ \$0 ☐ \$0-10 ☐ \$10-20 ☐ \$20-30 ☐ \$30-40 ☐ \$40-50 ☐ \$50+

Q12. About how often do you visit Hillsborough Street? (Check **ONE** only)
☐ Daily ☐ Weekly ☐ Monthly ☐ Rarely ☐ Never

Q13. Do you plan to or have you already visited a Hillsborough Street business today? (Check **ONE** only)
☐ Yes ☐ No ☐ Uncertain

Q14. Do you have any additional comments or concerns about Packapalooza or Hillsborough Street?

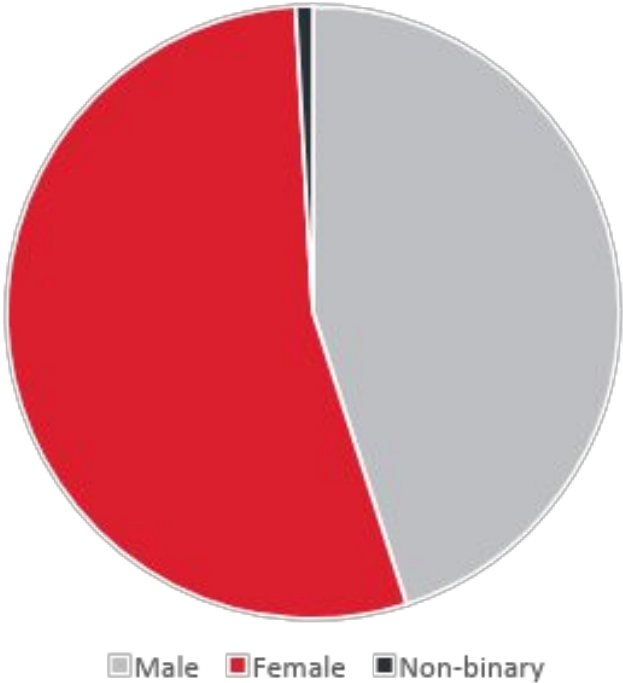
Event & Intercept Survey Metrics

- Daytime **attendance** is estimated at **85,000**
- Valid surveys collected: **430**
- **68%** indicated that they were **18-24**
- **66%** indicated that they were **NCSU students**
- **83%** indicated that they live in **Raleigh or Wake County**
- Average **time spent** at the event = **3h 45m (±6m)**
- Average **spending per adult** was **\$11.29 (±.00)**

Most Frequently Recorded Wake County Zip Codes

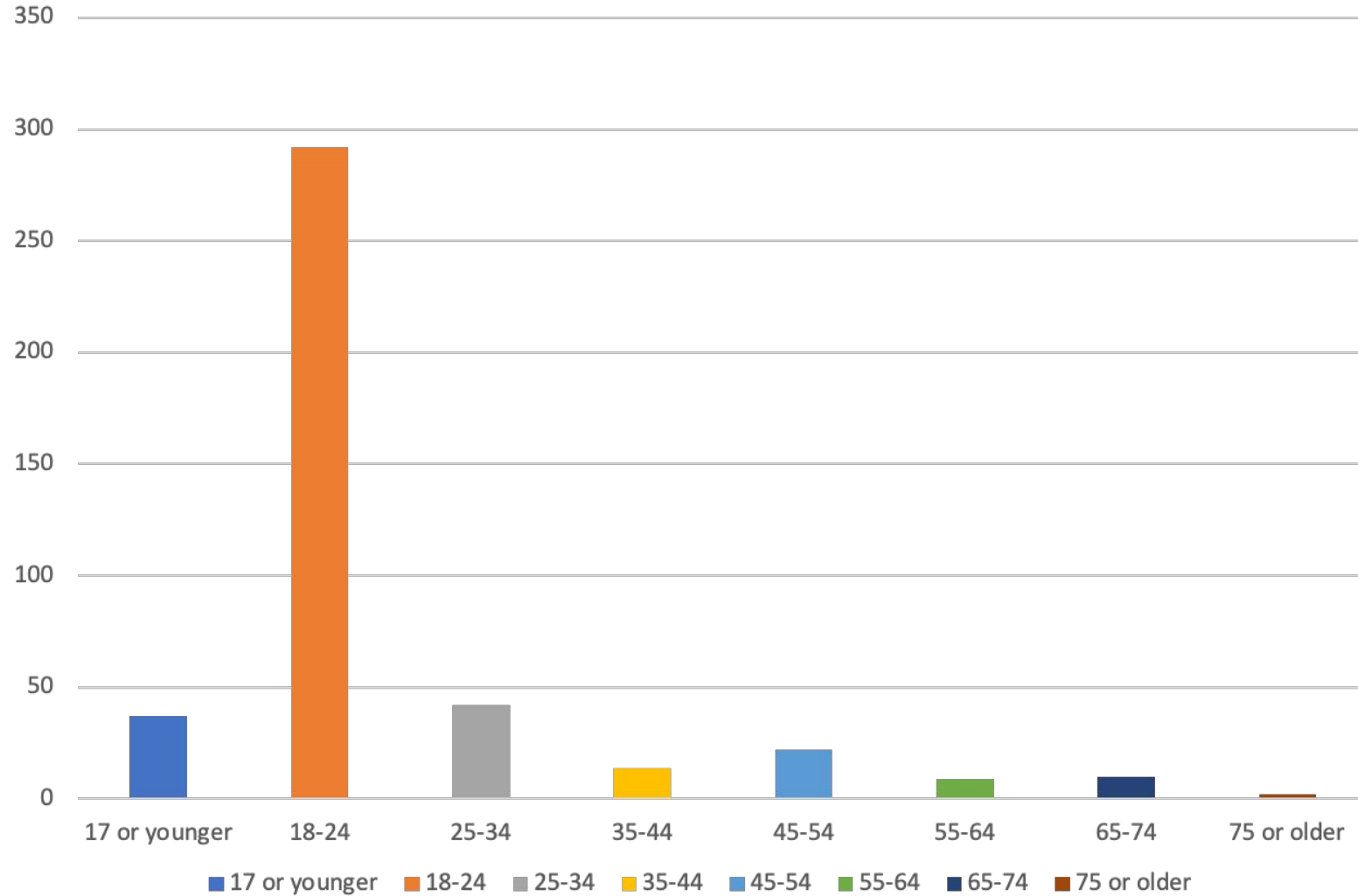
<i>ZIP Code</i>	<i>Count</i>	<i>Percent</i>	<i>SE</i>	<i>Lower CI</i>	<i>Upper CI</i>
27606	53	16.11%	2.03%	12.86%	16.84%
27607	46	13.98%	1.91%	19.60%	24.21%
27603	14	4.26%	1.11%	4.03%	6.55%
27513	10	3.04%	0.95%	0.60%	1.84%
27519	9	2.74%	0.90%	1.73%	3.53%
27612	8	2.43%	0.85%	0.66%	1.94%

Gender Distribution

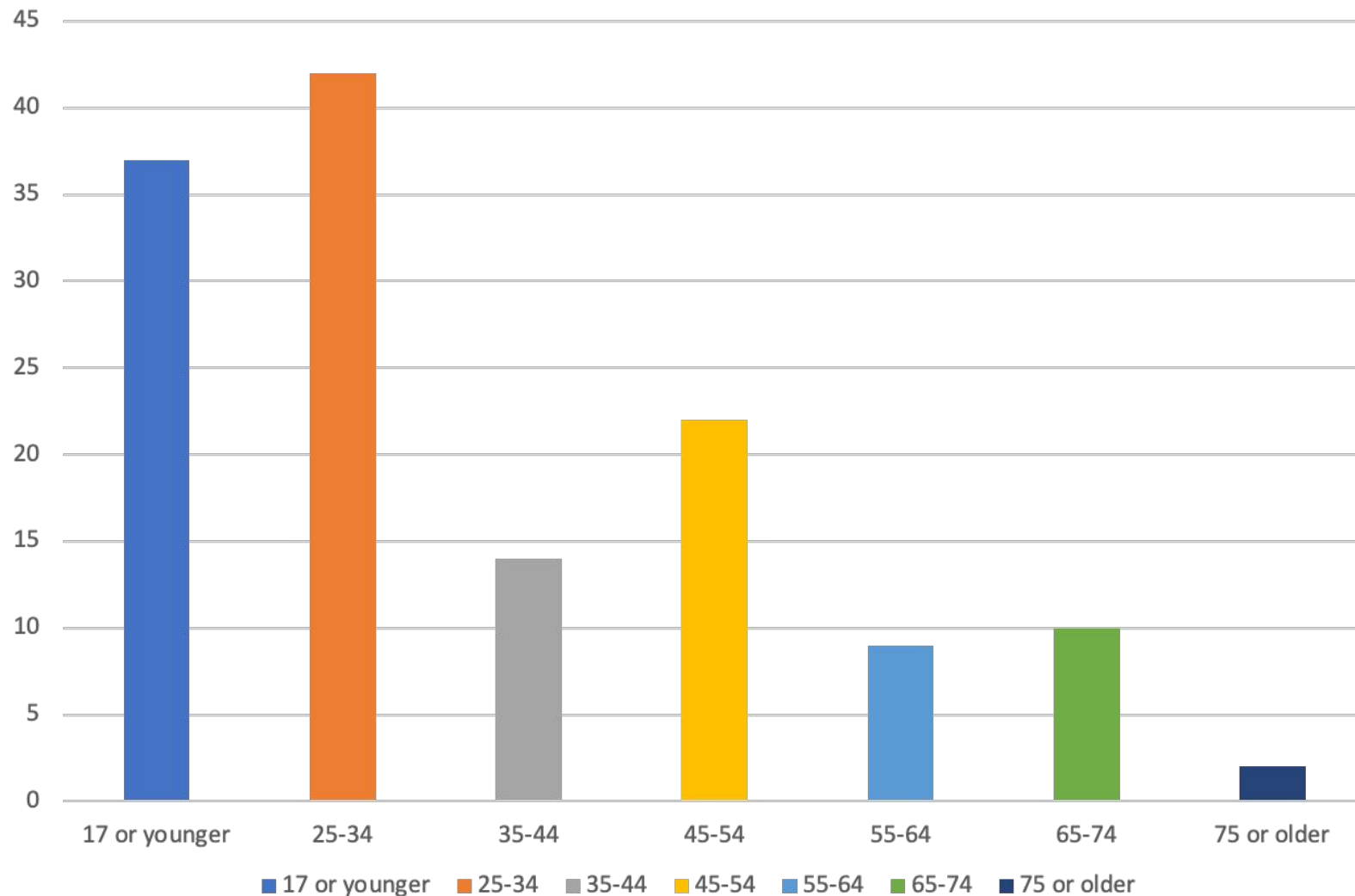


Gender n = 427	Count	Percent	SE	Lower CI	Upper CI
Female	195	45.67%	2.41%	51.31%	56.76%
Male	227	53.12%	2.41%	42.34%	47.78%
Non-binary	5	1.17%	0.52%	0.47%	1.58%

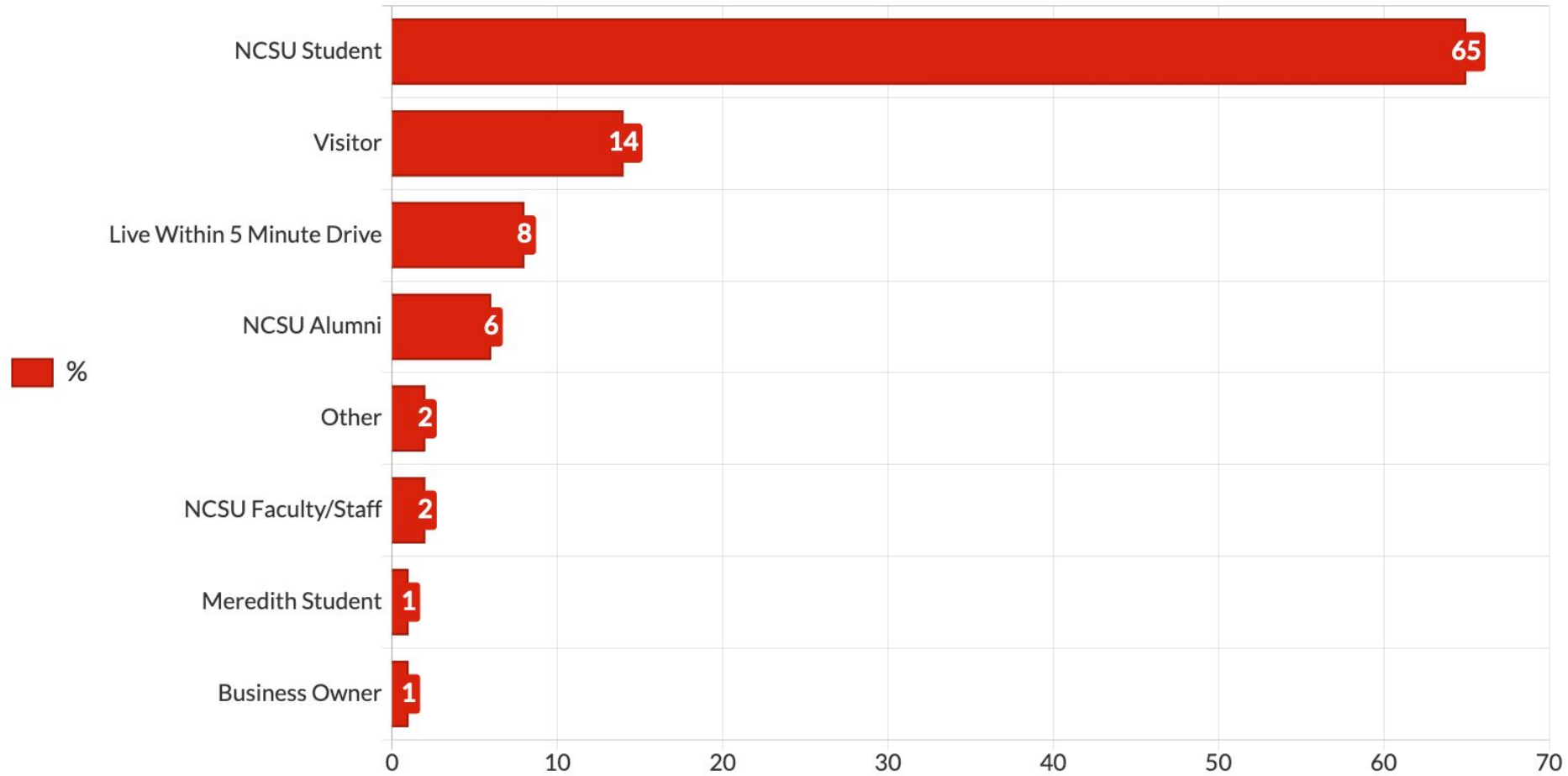
Age of Visitors



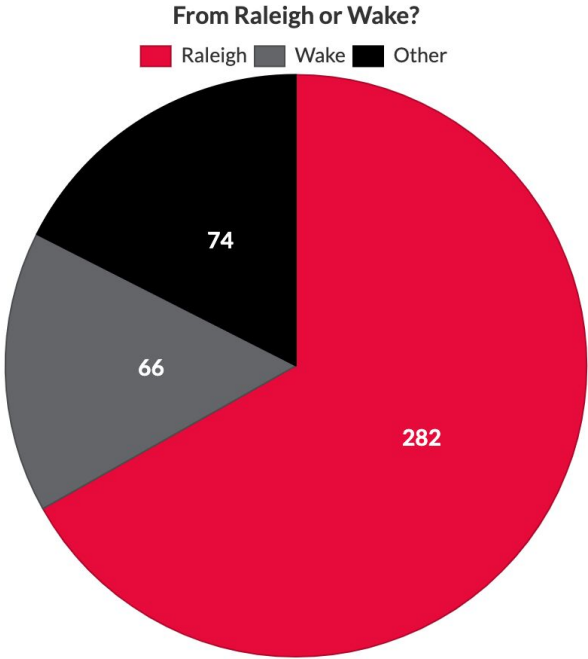
Age of Visitors excluding 18 to 24



Visitor Affiliation

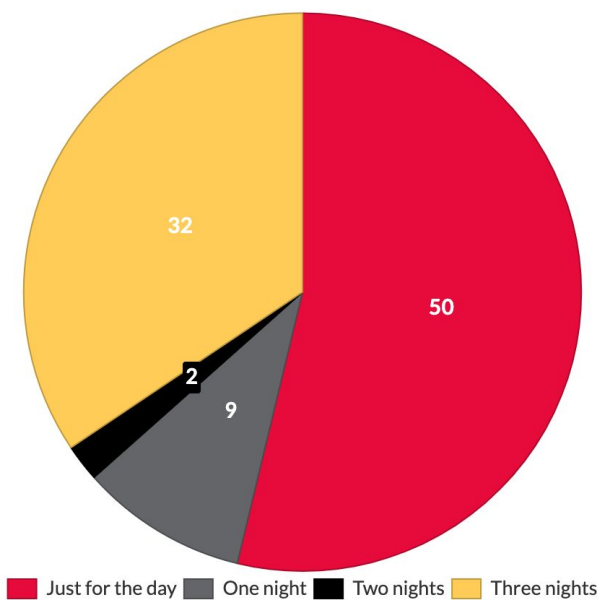


From Raleigh or Wake?



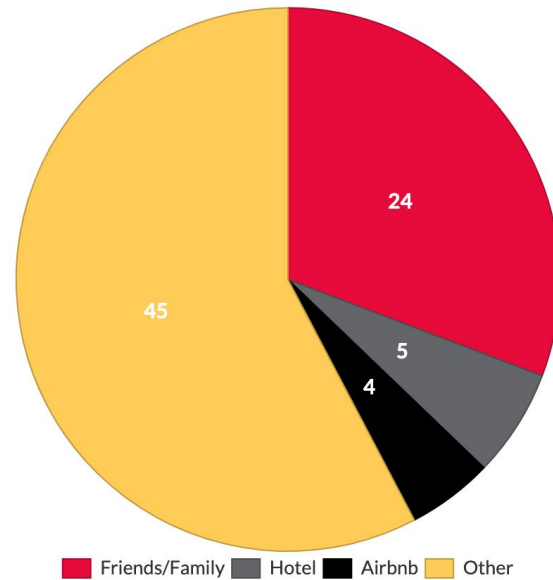
Response n = 422	Count	Percent	S.E.	Lower C.I.	Upper C.I.
Yes - Raleigh	282	66.82%	2.29%	75.96%	80.50%
Yes - Wake	66	15.64%	1.77%	8.27%	11.56%
No	74	17.54%	1.85%	10.18%	13.76%

Length of Stay



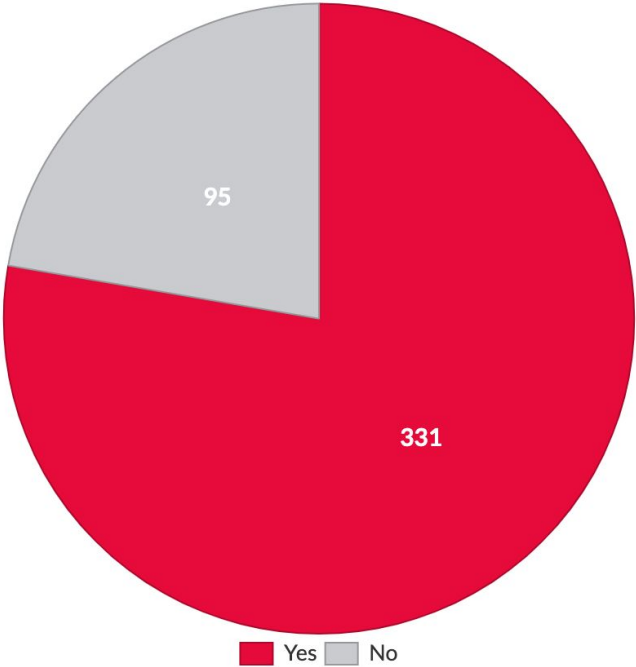
Responses n = 168	Count	Percent	S.E.	Lower C.I.	Upper C.I.
Just for the day	50	53.76%	5.17%	42.79%	58.38%
One (1) night	9	9.68%	3.07%	8.88%	19.83%
Two (2) nights	2	2.15%	1.50%	5.08%	14.30%
More than 2	32	34.41%	4.93%	20.26%	34.15%

Stay location



Responses n = 78	Count	Percent	S.E.	Lower C.I.	Upper C.I.
Friends / Family	24	30.77%	5.23%	40.22%	59.78%
Hotel	5	6.41%	2.77%	2.07%	11.70%
Airbnb	4	5.13%	2.50%	0.58%	7.90%
Other	45	57.69%	5.59%	32.25%	51.55%

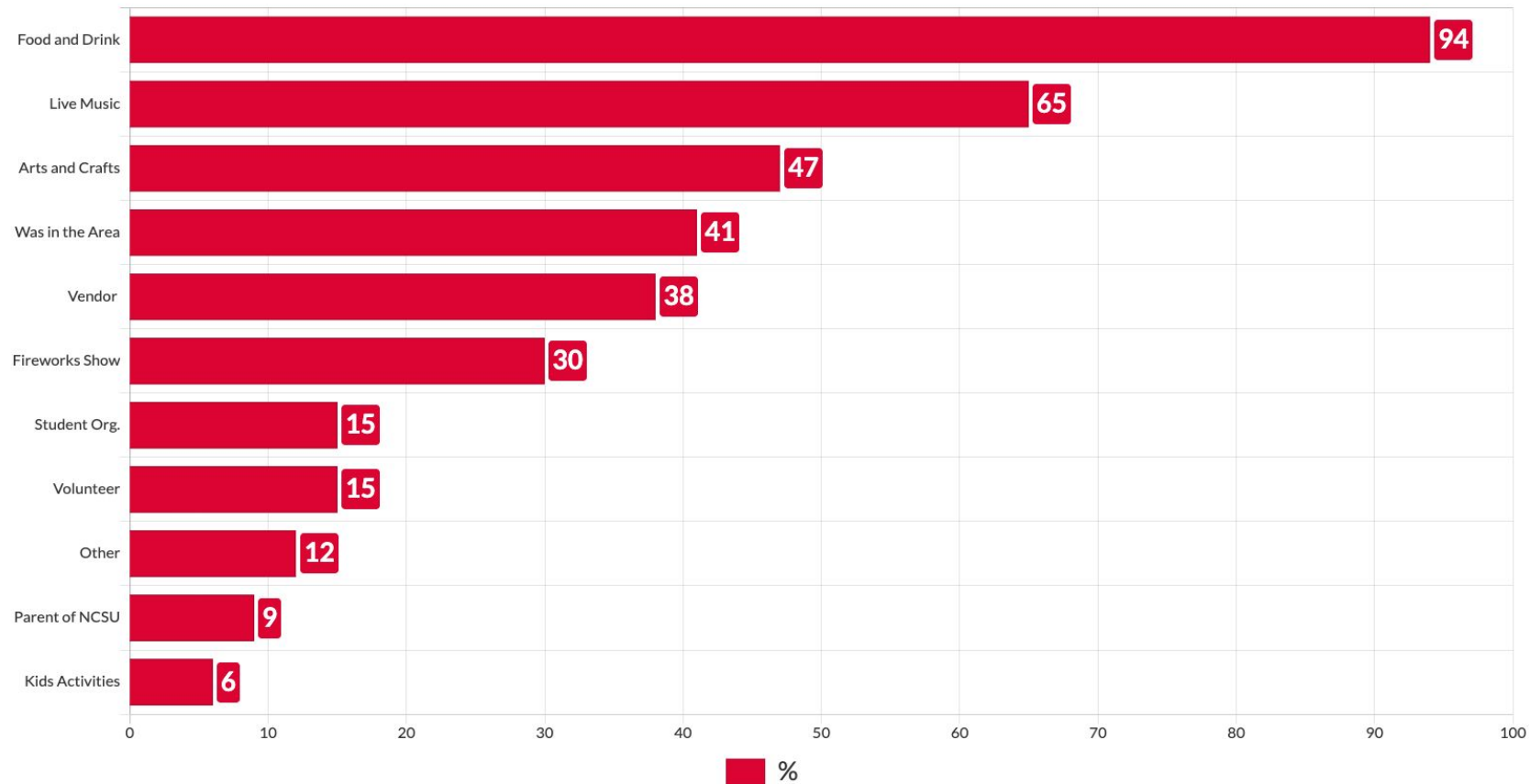
First Time Visitors



Response n = 426	Count	Percent	SE	Lower CI	Upper CI
Yes	331	77.70%	2.02%	41.06%	46.48%
No	95	22.30%	2.02%	53.52%	58.94%

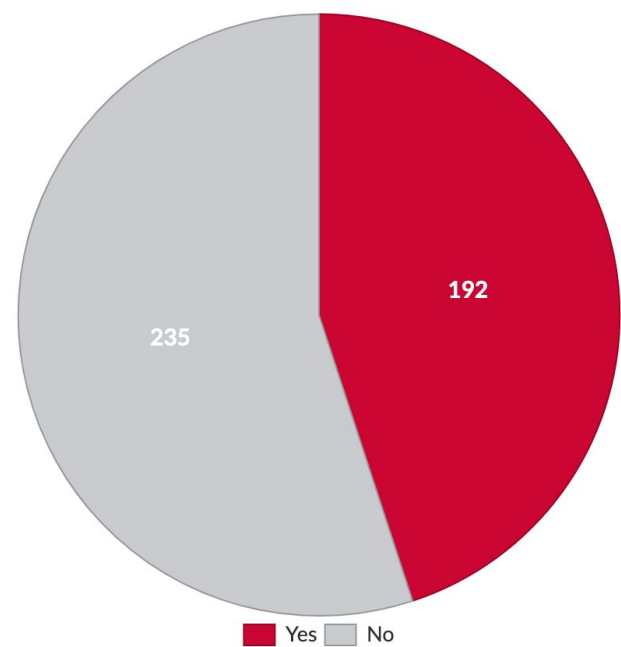
Reason for Attendance

“What are your primary reasons for attending Packapalooza? (Check **ALL** that apply)”



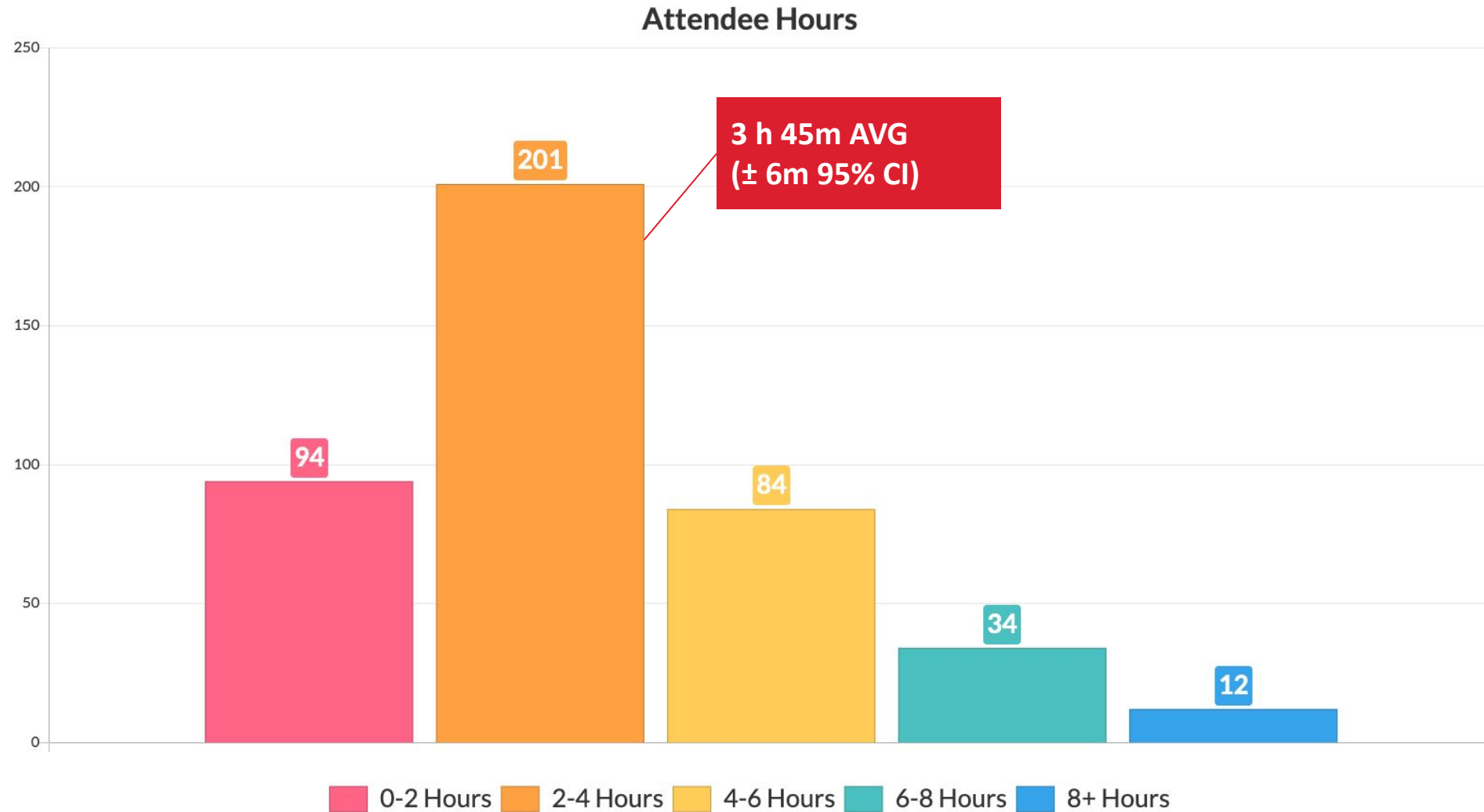
Driving Attendees

“Did you drive to the event today?”

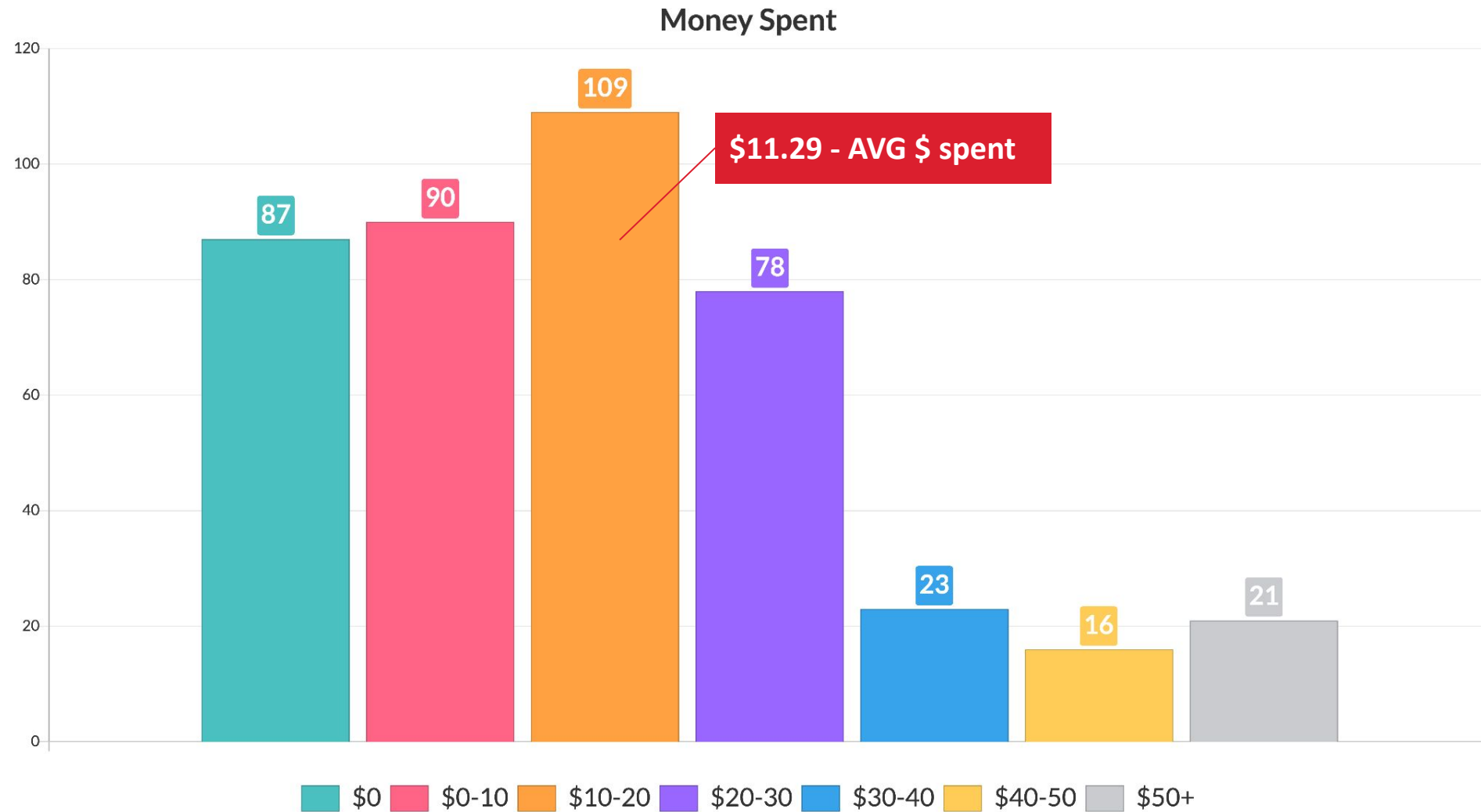


Responses n = 427	Count	Percent	SE	Lower CI	Upper CI
Yes	192	44.96%	2.41%	37.87%	43.23%
No	235	55.04%	2.41%	56.77%	62.13%

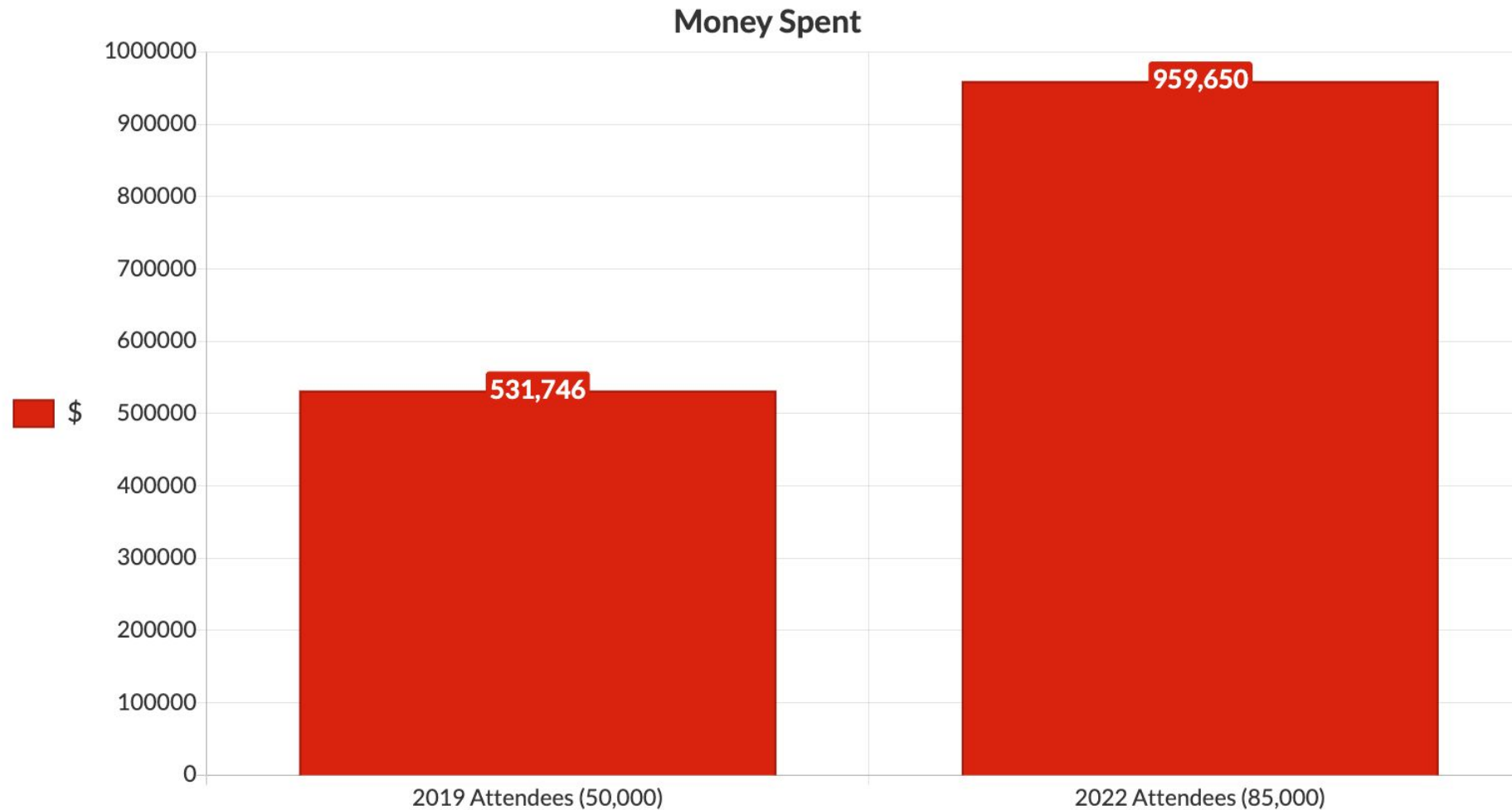
Hours at Event



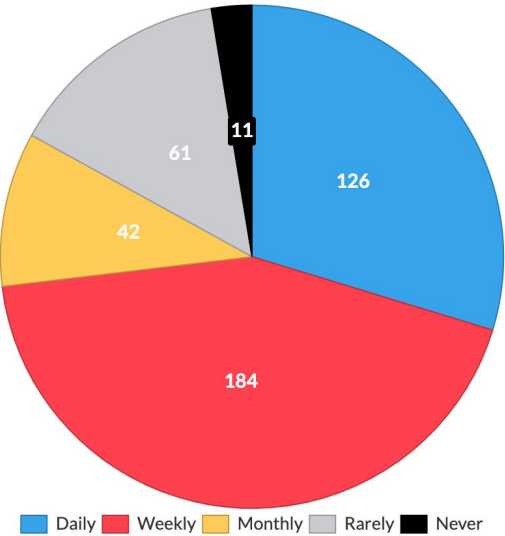
Money Spent at the Event



Direct Economic Impact

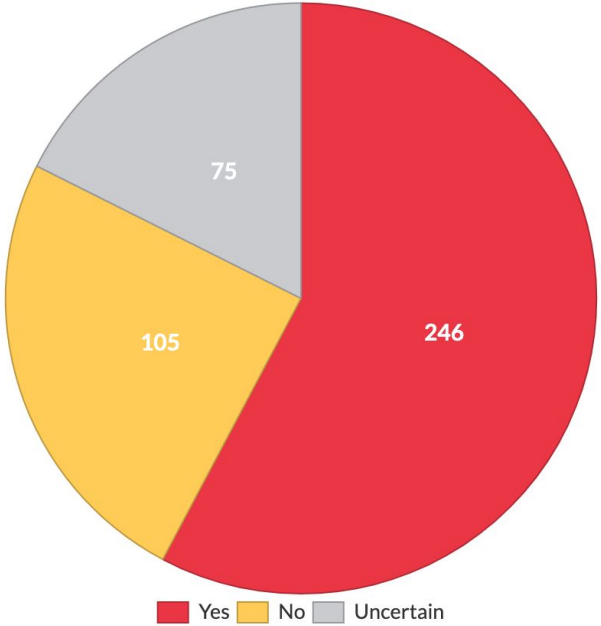


How frequently do you visit Hillsborough Street?



Responses n = 424	Count	Percent	SE	Lower CI	Upper CI
Daily	126	29.72%	2.22%	29.52%	34.61%
Weekly	184	43.40%	2.41%	43.14%	48.57%
Monthly	42	9.91%	1.45%	10.45%	14.04%
Rarely	61	14.39%	14.39%	7.29%	10.41%
Never	11	2.59%	0.77%	0.69%	1.96%

Hillsborough St. Business Visit



Responses n = 426	Count	Percent	SE	Lower CI	Upper CI
Yes	246	57.75%	2.39%	52.10%	57.53%
No	105	24.65%	2.09%	22.65%	27.38%
Uncertain	75	17.61%	1.85%	18.08%	22.48%

Additional Comments

- Great event! :)
- Keep it Up!
- Need maps or event list
- It's awesome
- Welcoming to everyone.
- So fun!

Why Should Merchants Participate?

1

- ◆ **65%** of attendees indicated that they were **NCSU students**
 - ◆ **2% NCSU faculty/staff** and **1% Meredith students**
- ◆ **8%** of attendees indicated that they **live within a 5-min. drive** of the event
 - ◆ **67%** of attendees indicated that they **live in Raleigh or Wake County**
- ◆ **30%** of attendees indicated that they **visit Hillsborough Street “Daily”**
 - ◆ **73%** of attendees indicated that they visit Hillsborough Street **“Daily” or “Weekly”**

**POTENTIAL
REGULAR
CUSTOMERS**

2

- ◆ **78%** of attendees indicated that this was the **first Packapalooza that they have attended**
- ◆ **38%** of attendees indicated a **reason for attending as “Merchants/Vendors”**
 - ◆ **9%** of attendees indicated a reason for attending as **“Parent of NCSU student”**

IMPRESSIONABLE

3

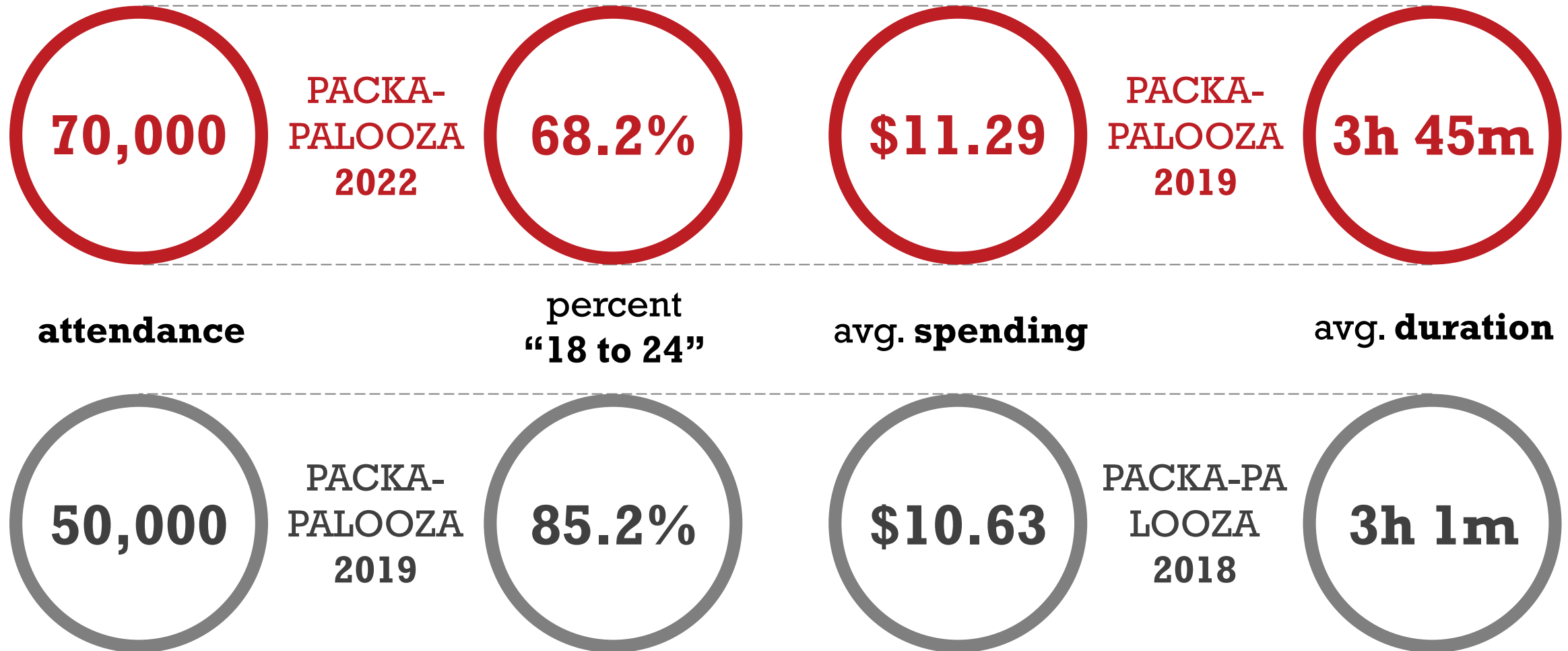
- ◆ **54%** of attendees planned to or had already **visited a Hillsborough St. business** on the day of the event
 - ◆ **42%** were **“Uncertain”** or did **not plan to visit** a Hillsborough St. business

CONVERTABLE

4

BUSINESS EXPOSURE / DIRECT MARKETING / CUSTOMER EXPERIENCE

How does it compare?



Conclusion and Recommendations

- Wake County visitors increased from 9.8% - 15.6% and first time visitors increased from 43.8% - 77.7%. These are sizeable results and can be used for future targeted marketing.
- #1 reason for attending was for the *Food and Drink* and the #2 reason for attending was for the *Live Music* and that is in line with other post Covid comeback events.
- Visitors that stayed more than 2 nights increased from 26.8% to 34.4%. This can be indicative of a desire to experience more than the Packapalooza event during their stay.



QUESTIONS?

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