

HILLSBOROUGH STREET STUDENT SURVEY RESULTS

April 2015 - Will Gaskins, Economic Development Asst.

Introduction

Hillsborough Street Student Survey

By completing this student survey you will be entered in for a chance to win three (3) Lower-Level tickets to the NC State Men's Basketball game on Monday, November 17th versus Hofstra. Students may double their chance of being selected by completing all questions on this survey, including the four (4) optional questions. The winner will be randomly selected and notified via email with instructions for pickup on Monday, November 10th.

Your username (wbgaskin@ncsu.edu) will be recorded when you submit this form. Not [wbgaskin?](#) [Sign out](#)

* Required

I identify my gender as ____? *

Female

Male

Trans

Prefer not to disclose

Other:

My age is _____. (years) *

How far away from Hillsborough Street do you live? *

(if more than one option applies, choose the location)

On Hillsborough Street (ie: Valentine Commons, University Towers, 2406 Hillsborough, etc.)

On Main Campus

Between Hillsborough Street and Wade

Less than 5 Minute Walking Distance

Within 5 Minute Driving Distance

Further than 5 Minute Driving Distance

Do you own or have access to a car in Raleigh? *

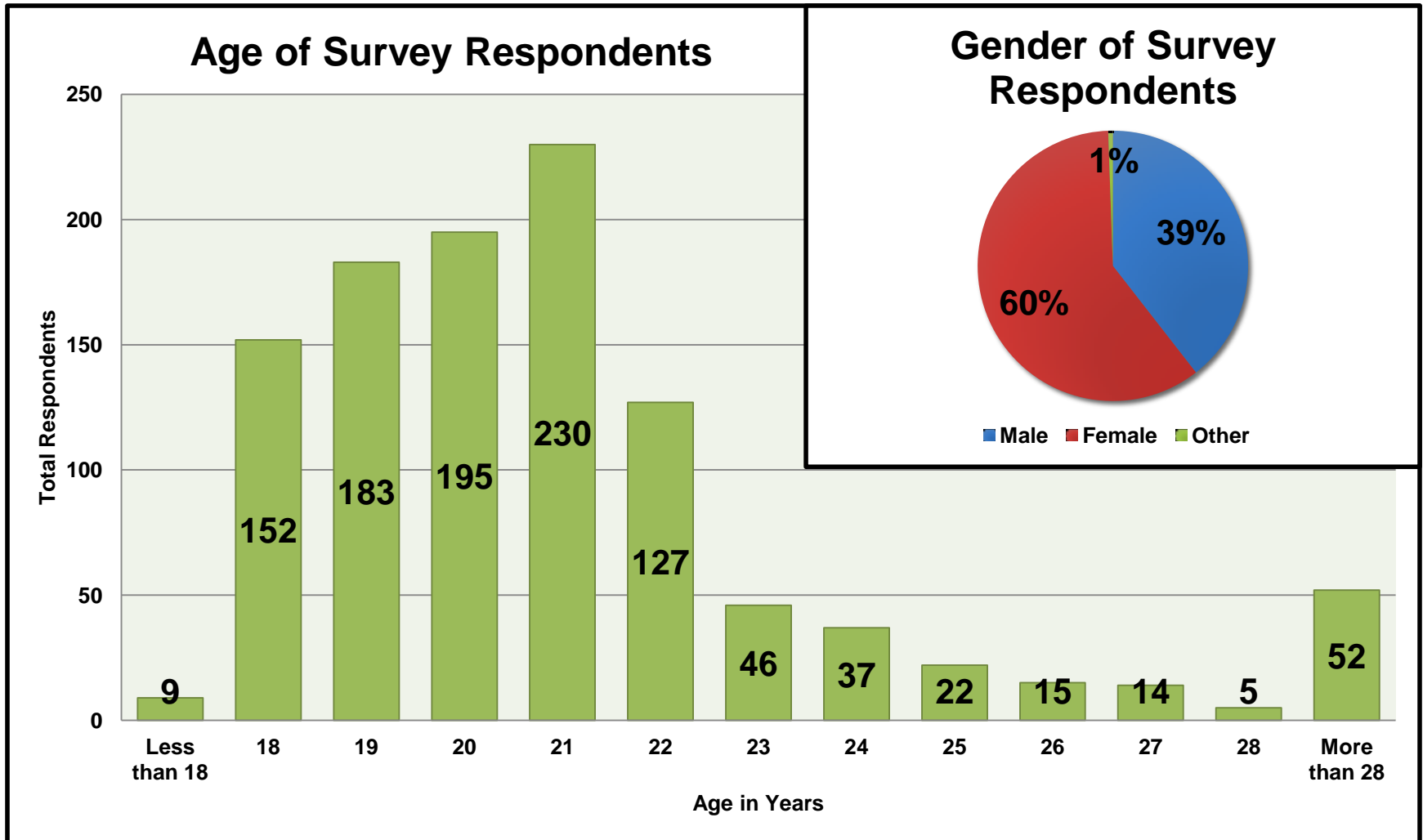
Yes

No

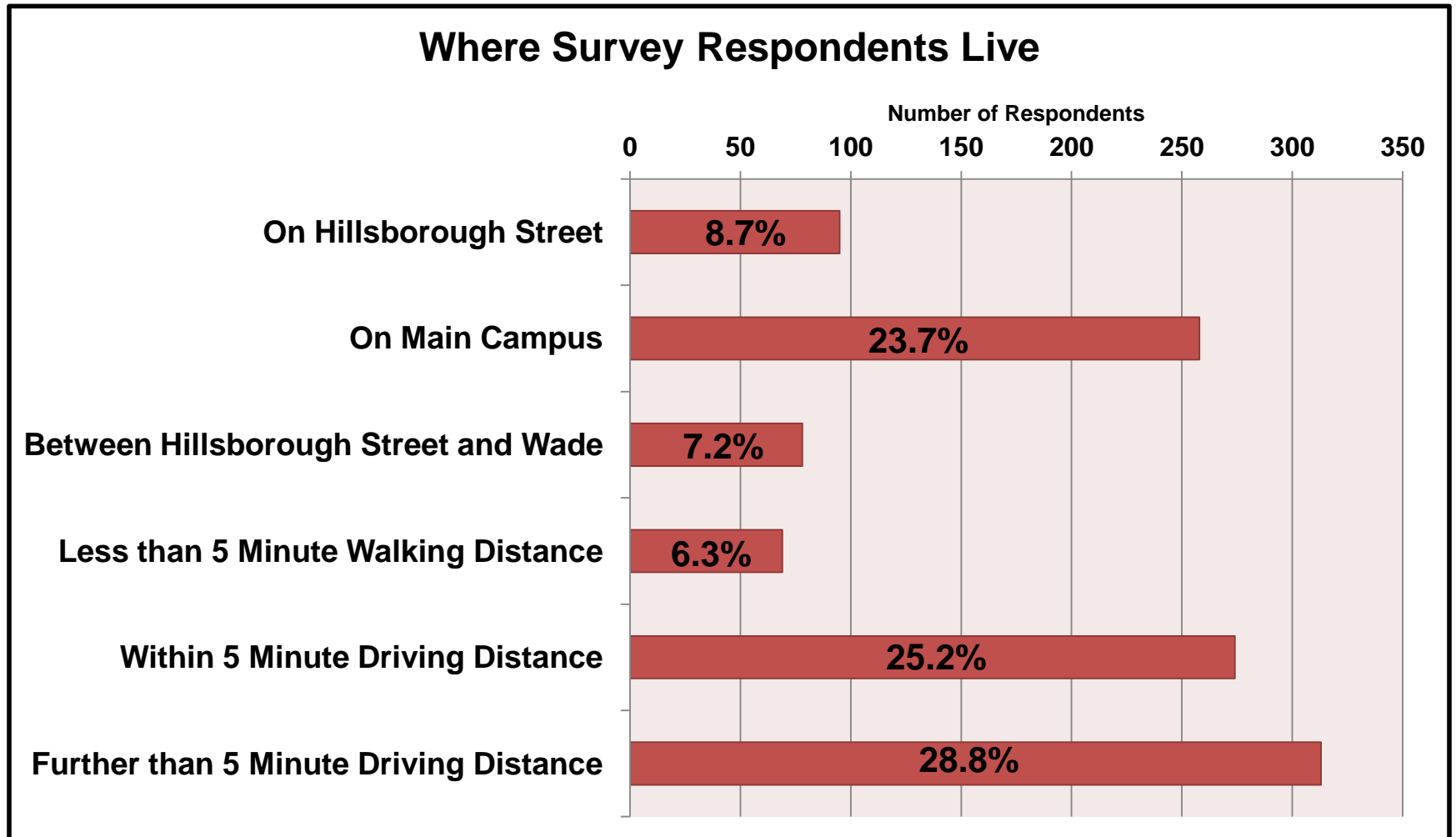
If you lived on Hillsborough Street would you need to have a car? *

- 53-Question Google Form
- Created October 2014
- Only Open to NC State Students
- The Intent being to Gauge Student Opinion about Hillsborough Street
- Distributed to Students between October 22nd and November 22nd
- Incentivized Students to enter with NC State Men's Basketball Tickets
- Received 1,087 Unique Responses

Background Information



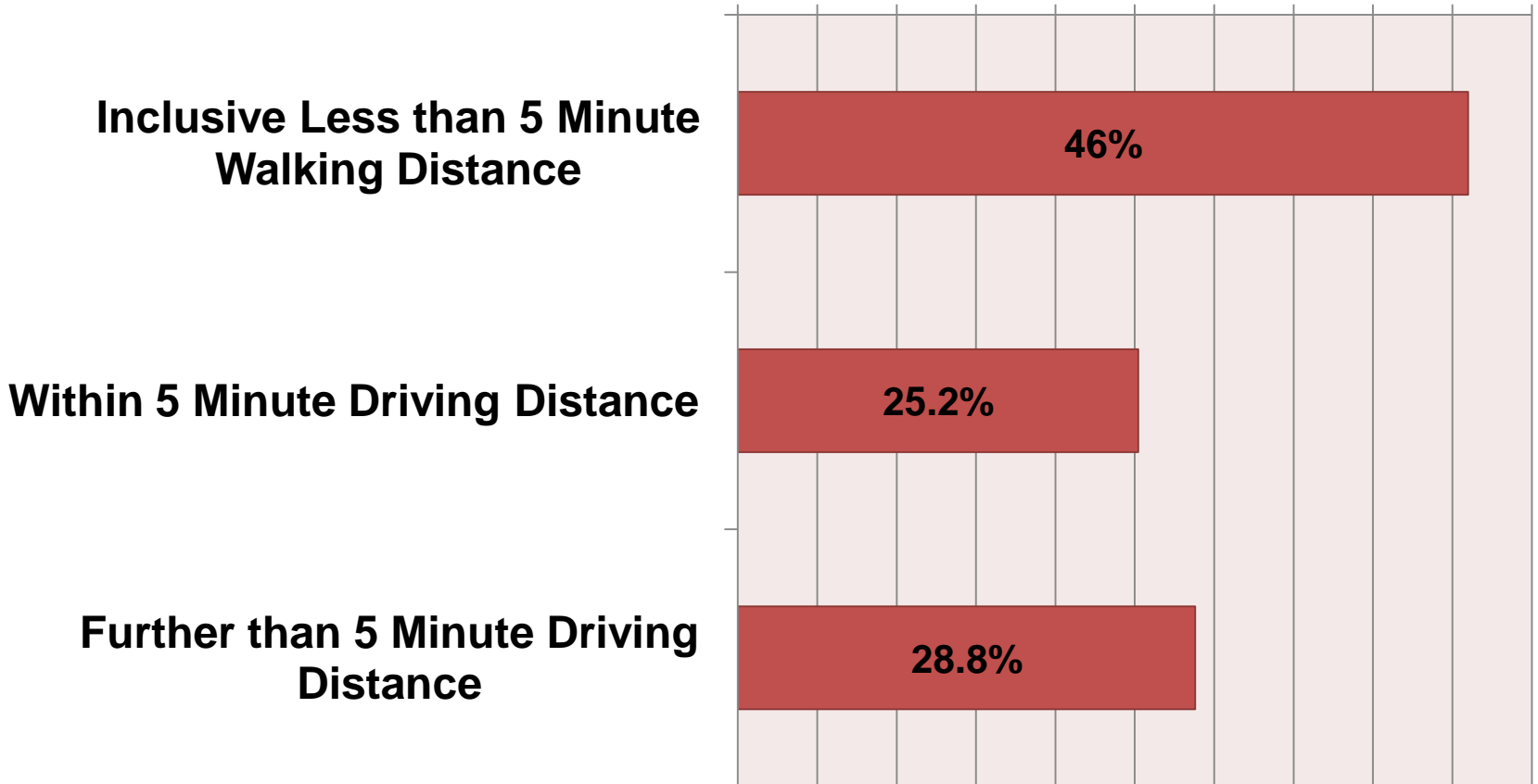
Where Do Students Live in Relation to Hillsborough Street



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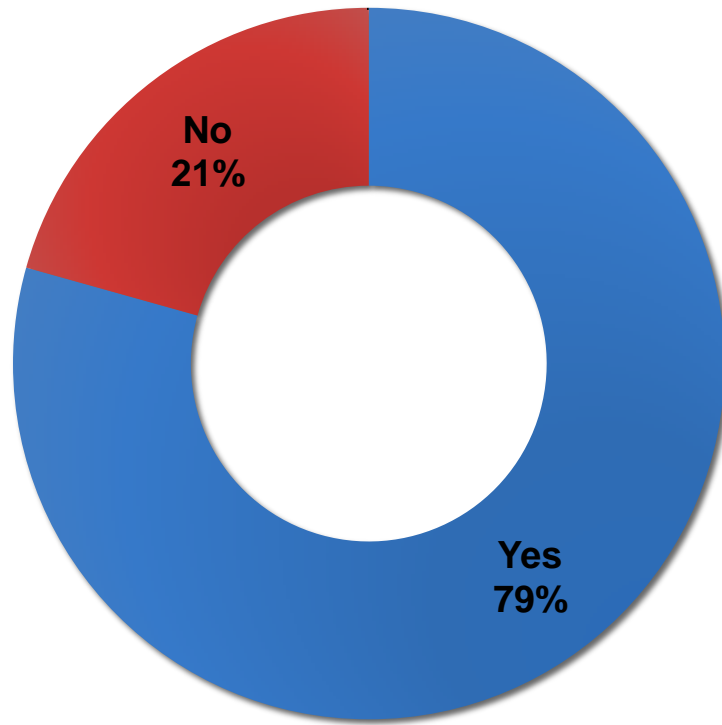
Where Survey Respondents Live

0% 5% 10% 15% 20% 25% 30% 35% 40% 45% 50%

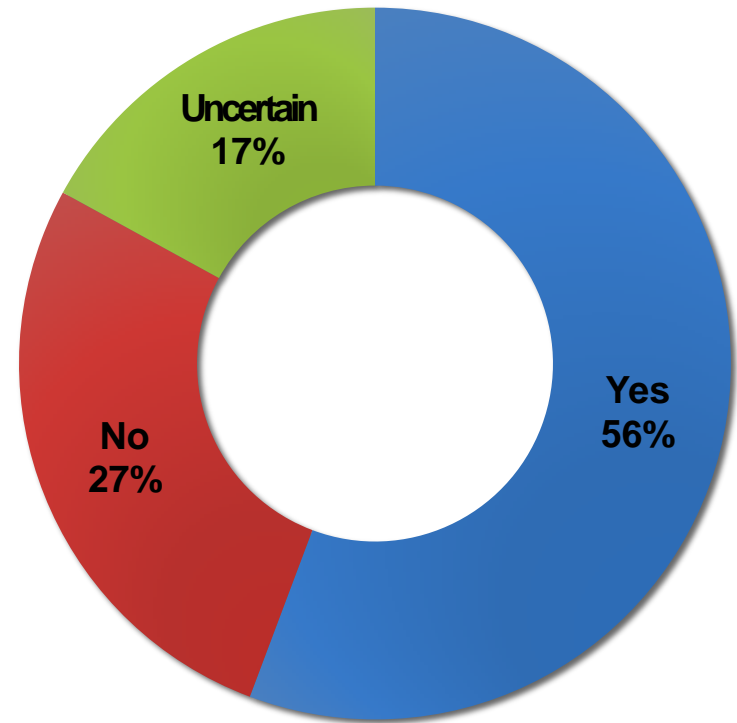


Car Usage

Do You Own or Have Access to a Car in Raleigh?



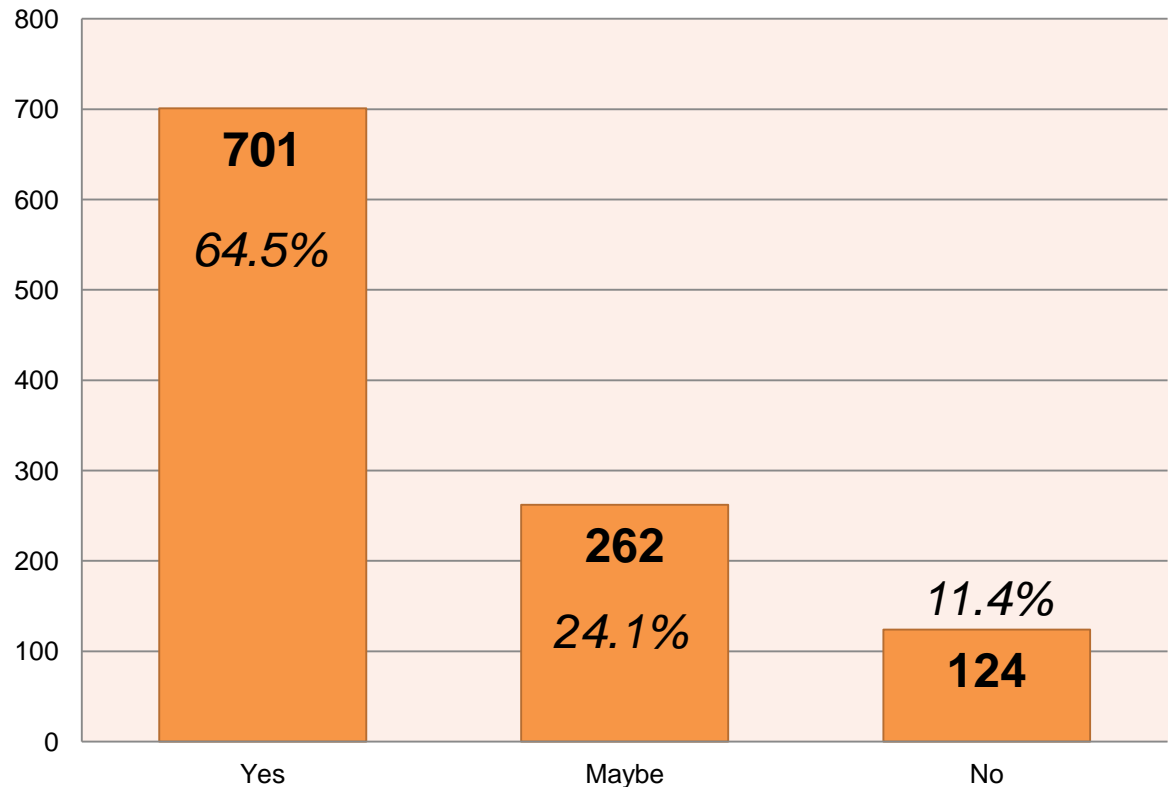
Would You Need to Own a Car if You Lived on Hillsborough St.?



Mass Transit System Preferences

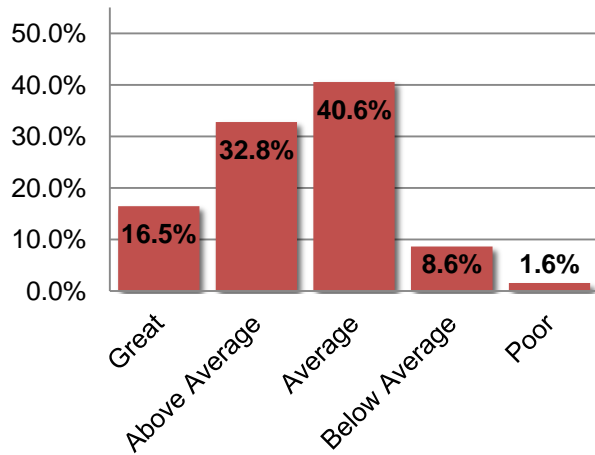


Would you use a Mass Transit System (ie: Light-Rail, Commuter Line, etc.) on a pay-per-ride basis if it were built connecting NCSU Campus with downtown Raleigh, Raleigh-Durham airport, the fairgrounds/stadiums, and other locations?

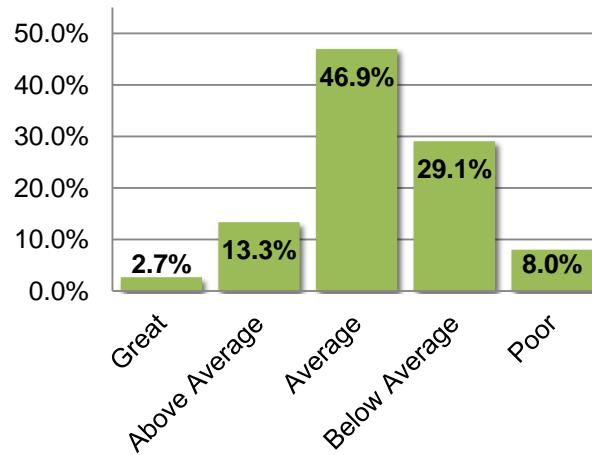


How Would You Rate Hillsborough St.?

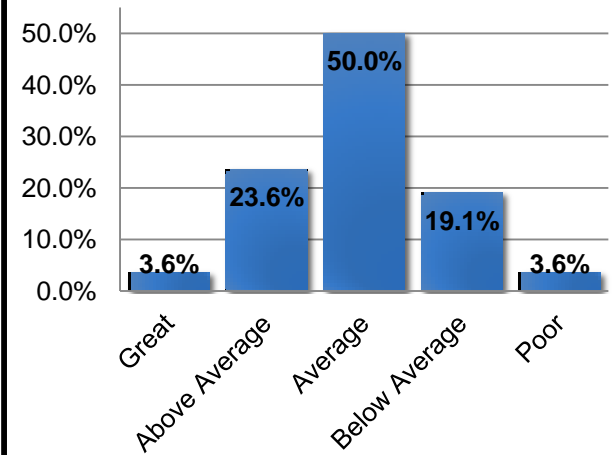
Accessibility



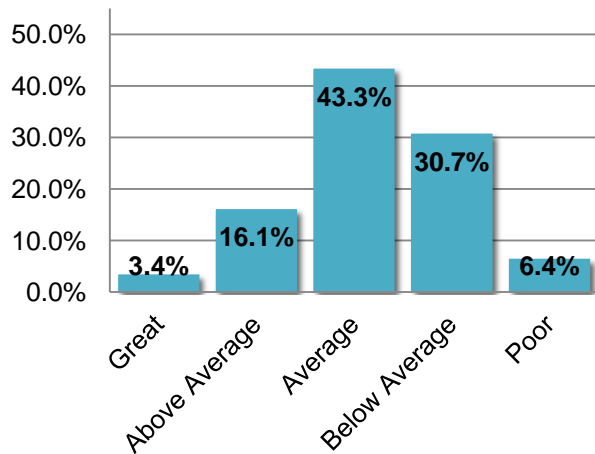
Attractiveness



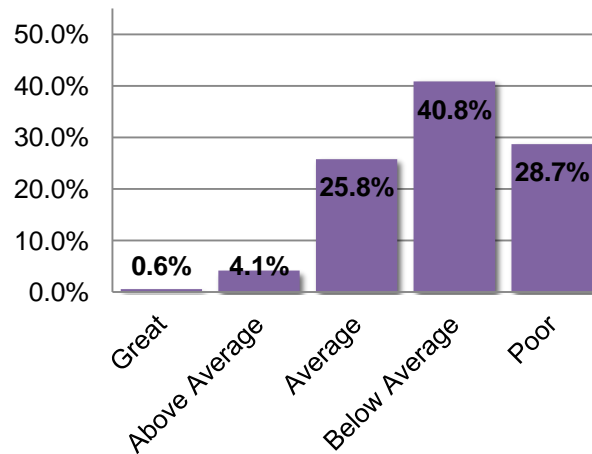
Cleanliness



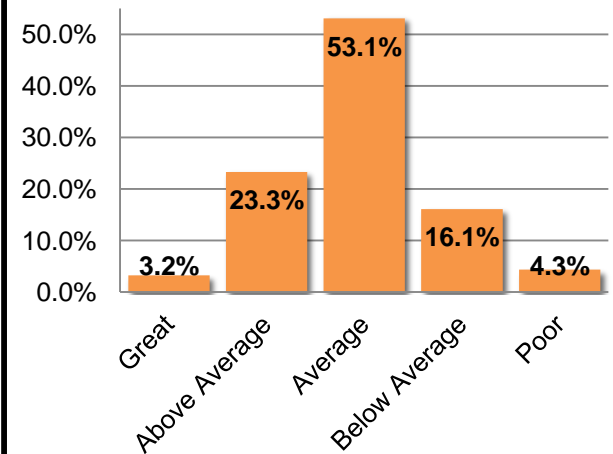
Meets Consumer Needs



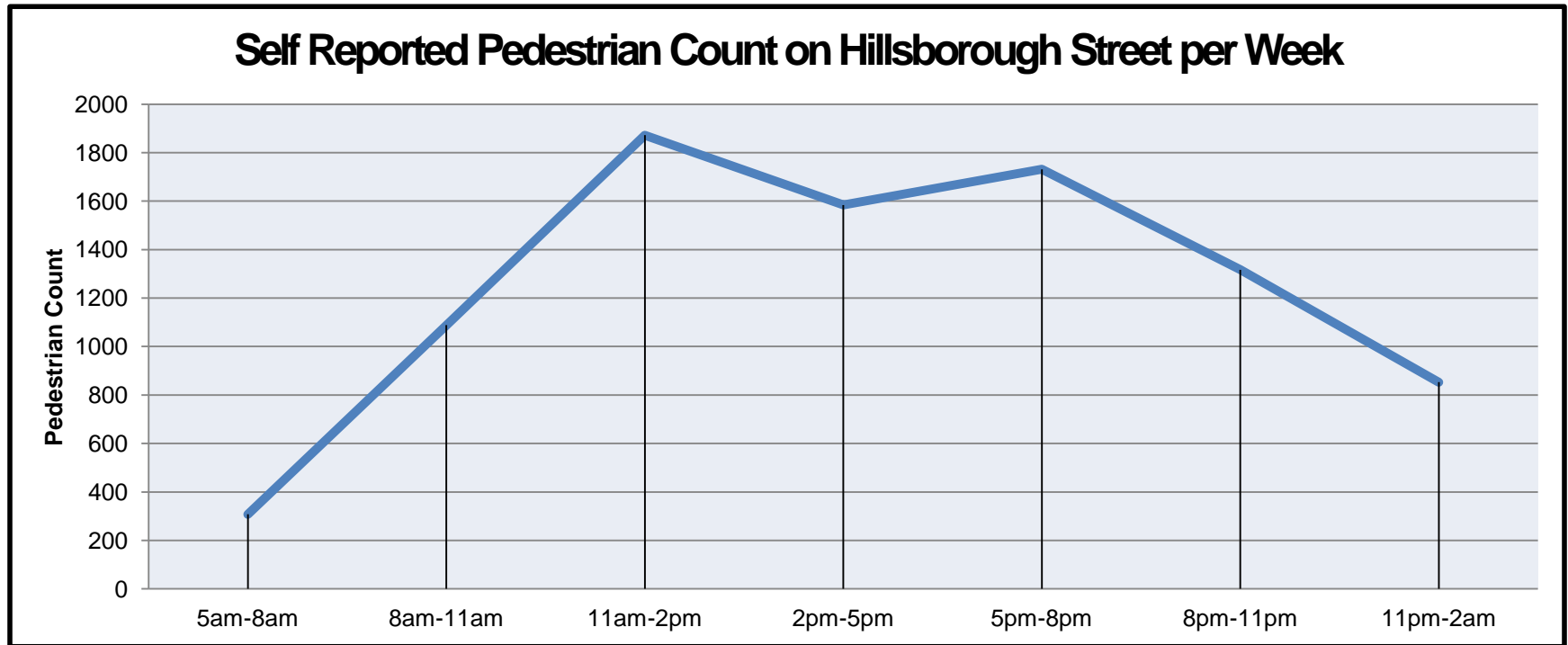
Parking Availability



Safety



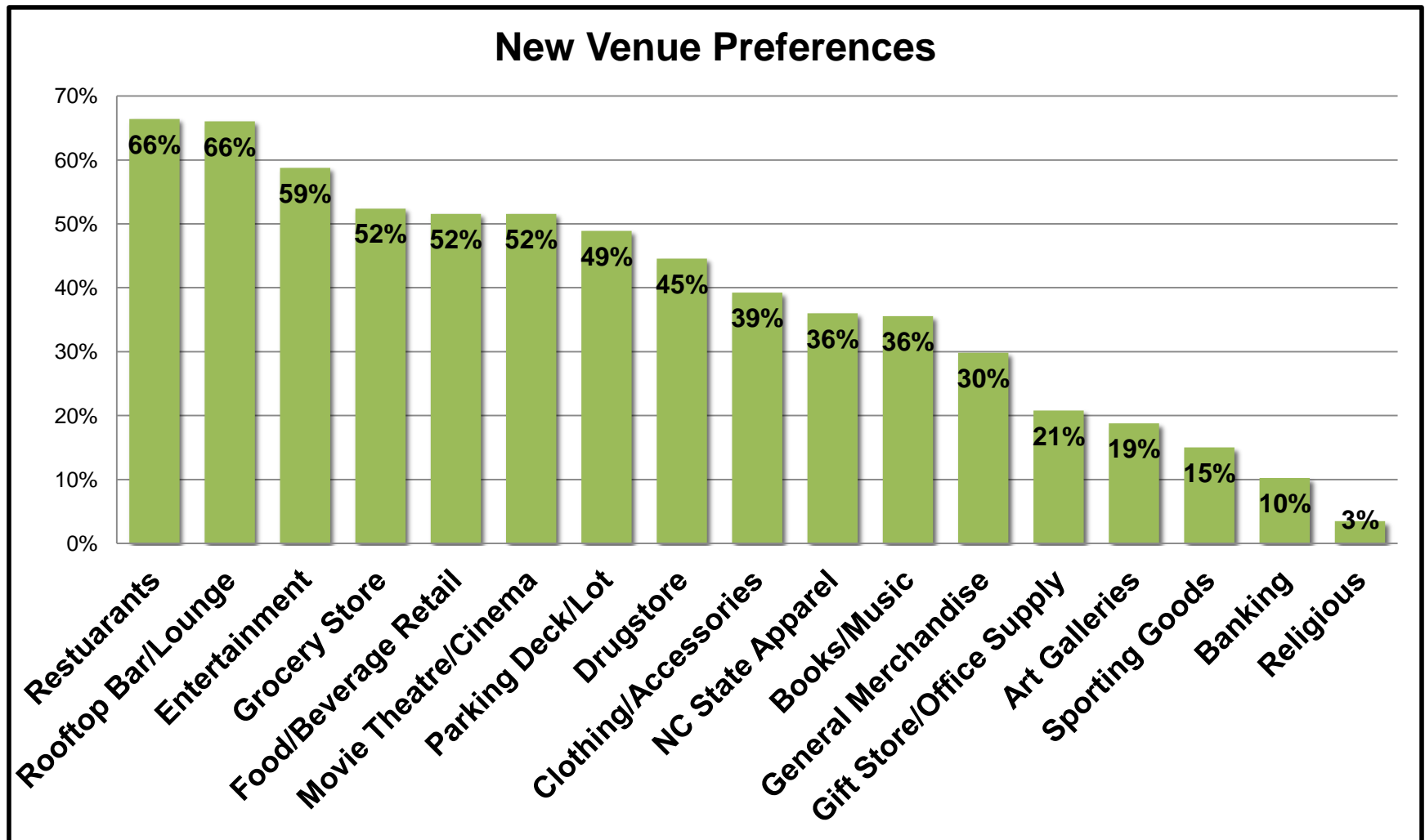
Students on the Street



Total	5am-8am	8am-11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm-2am
<u>8,753</u>	308	1,088	1,872	1,584	1,731	1,317	853
<u>247,814</u>	8,720	30,803	53,000	44,846	49,008	37,287	24,150

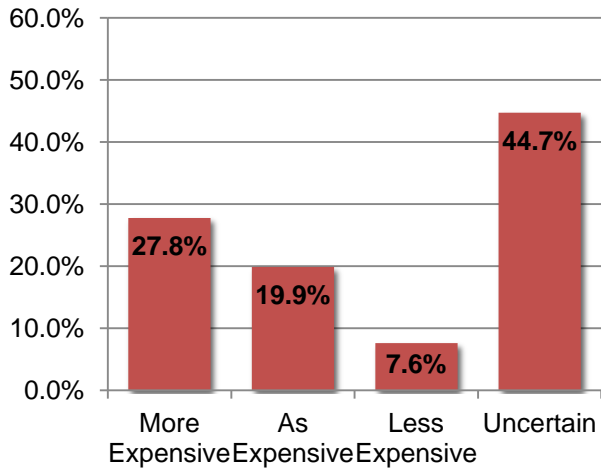
Extrapolated to Fall 2014 Full Time Enrollment

New Venue Preferences

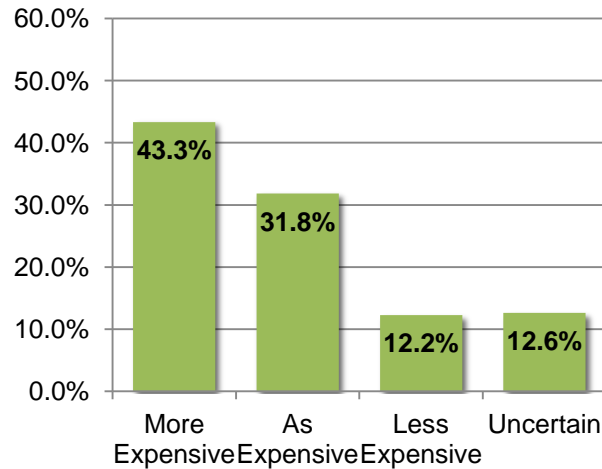


Compared to Hillsborough St.

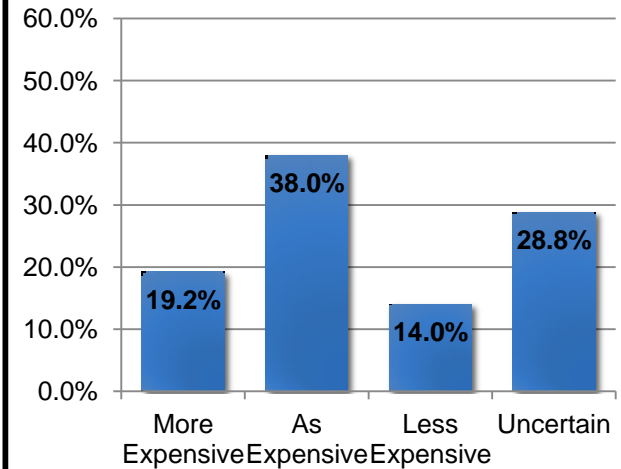
Fayetteville is



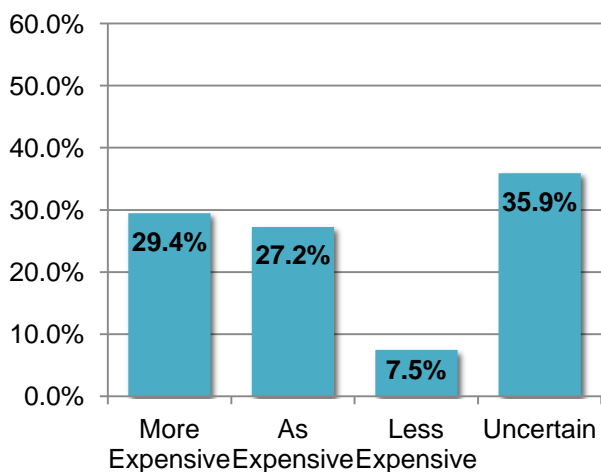
Crabtree is



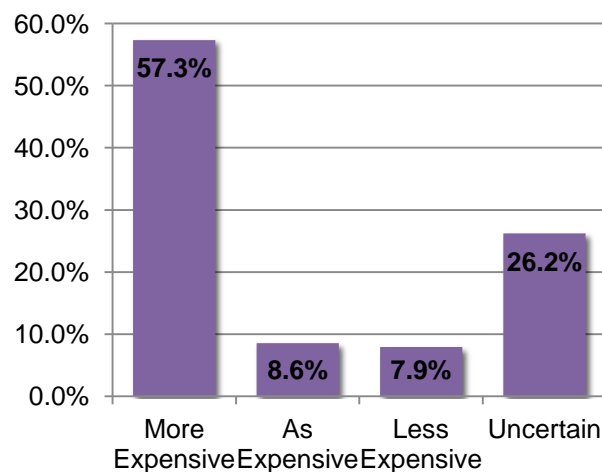
Crossroads is



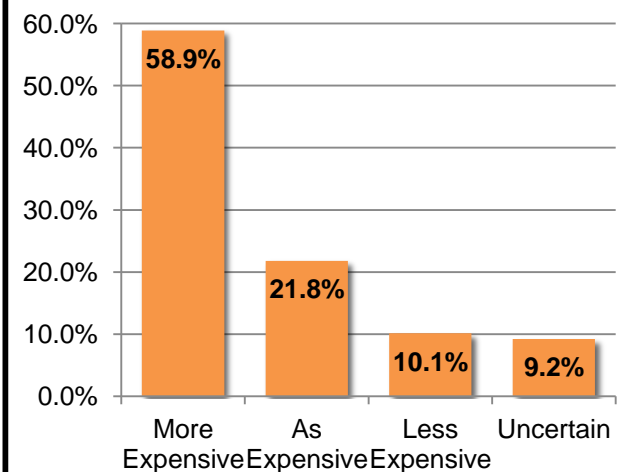
Glenwood is



North Hills is

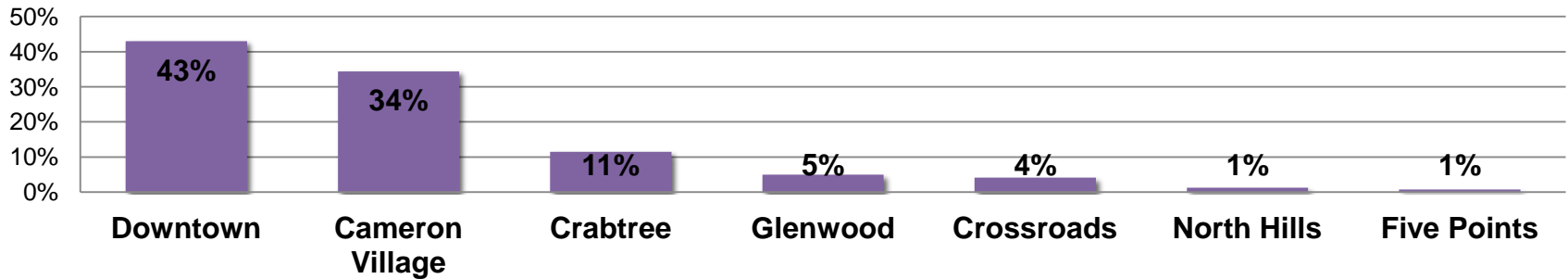


Cameron Village is

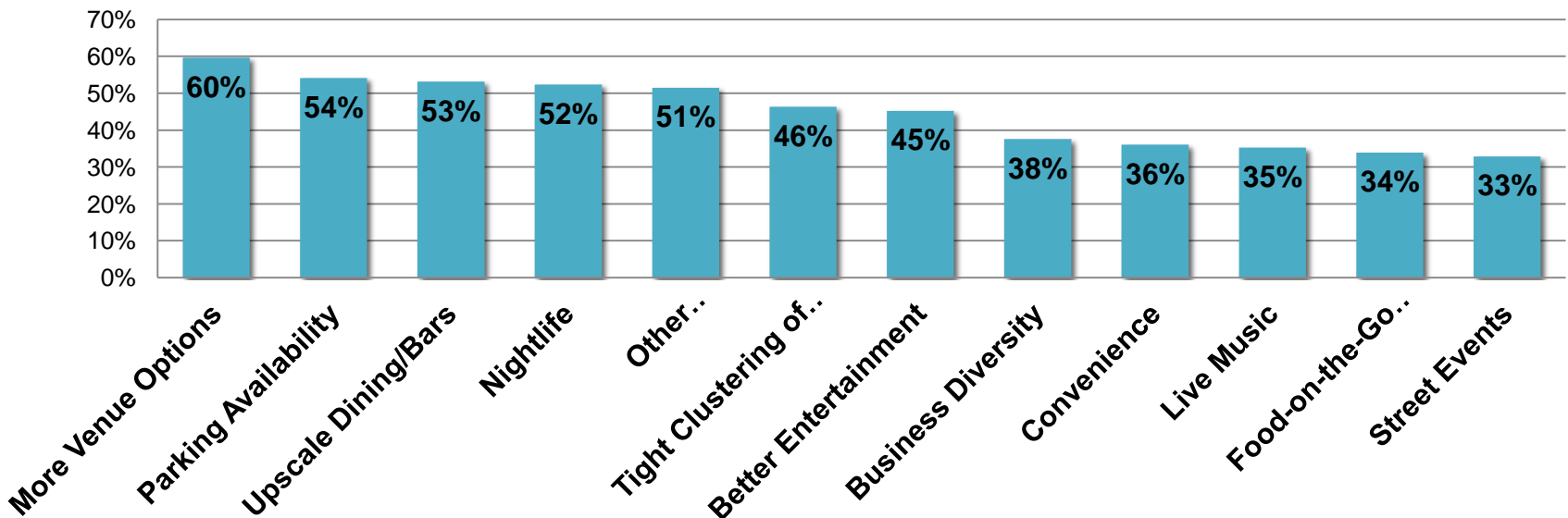


Popular Student Destinations

Most Popular Student Destination



Why a Destination is Popular



Major Takeaways

1. Students overwhelmingly support public transportation in the form of a light or commuter rail through campus.
2. Unsurprisingly, nearly 50% of the student population reported living within a 5-minute-walking distance to the street.
3. A significant proportion of students indicate that they would not need a car or that they would be willing to give up access to a car if they lived on Hillsborough Street.
4. The Clean & Safe program appears to have a measurable positive effect to student perception, although, parking availability continues to be the largest concern of students.
5. Unsurprisingly, students overwhelmingly supported the addition of new Restaurants, Bars, and Entertainment venues to the street.
6. Hillsborough Street is not the most popular student destination, even though it is the most easily accessible, reasonably priced, and is the area with the most other students.

Questions

Please email me with questions or comments:

will@hillsboroughstreet.org