

PACKAPALOOZA 2023

Intercept Survey & Impact Analysis

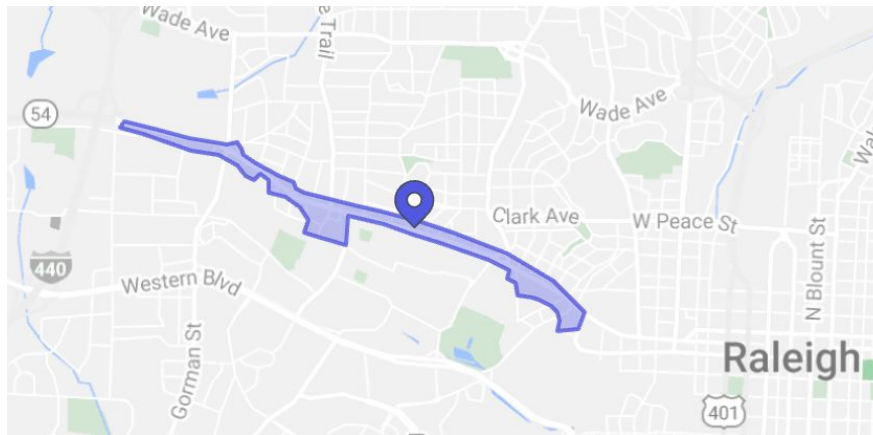
Part 1 | Visitor Analysis via Location-Based Service (LBS) Data

Placer.ai Visitor Metrics - Saturday, Aug. 26, 2023

Metrics

● **Hillsborough Street CSC (5M SF ...**
2416 Hillsborough Street, Raleigh, NC 27607

Visits	69.7K *
Avg. Dwell Time	306 min
Panel Visits	2.9K
Visitors	69.7K



Aug 26th, 2023

Data provided by Placer Labs Inc. (www.placer.ai)

* Placer.ai estimates foot traffic analytics based on location-based service data from a panel of devices. This estimate does not reflect the official attendance to Packapalooza 2023. For more information about Placer.ai's methodology, see the Appendix.

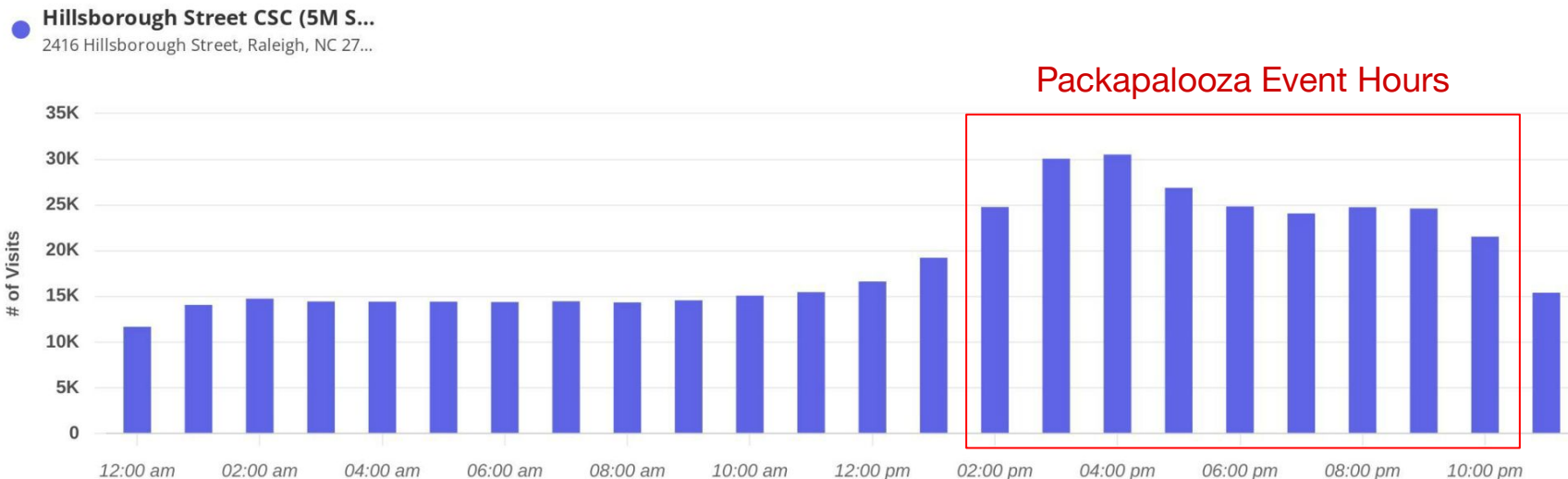
Visitor Trends, Aug. 2022 to Aug. 2023



Daily | Visits | Aug 15th, 2022 - Sep 1st, 2023
Data provided by Placer Labs Inc. (www.placer.ai)



Visits by Hour - Saturday, Aug. 26, 2023



Visits | Aug 26th, 2023

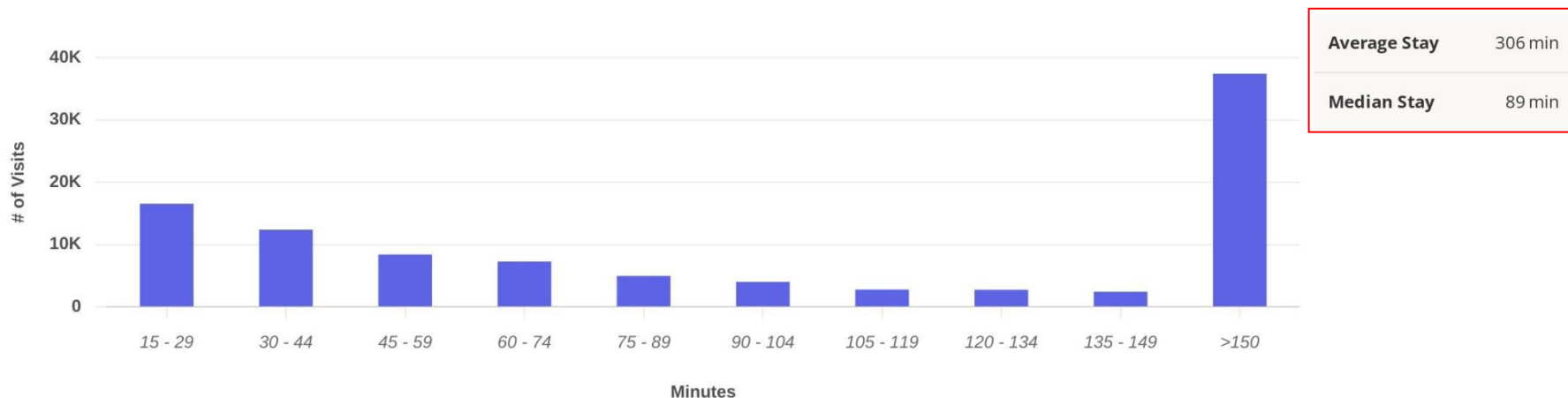
Data provided by Placer Labs Inc. (www.placer.ai)



Length of Stay - Saturday, Aug. 26, 2023

Length of Stay

● **Hillsborough Street CSC (5M SF ...**
2416 Hillsborough Street, Raleigh, NC 27607



Visits | Aug 26th, 2023

Data provided by Placer Labs Inc. (www.placer.ai)



Top 10 Brick and Mortar Retail Visits - Saturday, Aug. 26, 2023

Hillsborough Street CSC (5M SF MAX) / Hillsborough Street, Raleigh, NC		
Rank	Name	Visitors
1	Insomnia Cookies / Nationwide	4.6K (6.6%)
2	Chipotle Mexican Grill / Nationwide	4.4K (6.3%)
3	Poke Bar / Nationwide	1.9K (2.8%)
4	Cook Out / Nationwide	1.9K (2.7%)
5	Starbucks / Nationwide	1.7K (2.5%)
6	Zaxby's Chicken Fingers & Buffalo Wings / Nationwide	1.6K (2.3%)
7	Jersey Mike's Subs / Nationwide	1.6K (2.3%)
8	Target / Nationwide	1.6K (2.2%)
9	Jasmin Mediterranean Bistro / Nationwide	1.4K (2%)
10	Harris Teeter / Nationwide	1.4K (2%)

Category: All Categories | Min. Visits: 1 | Aug 26th, 2023
Data provided by Placer Labs Inc. (www.placer.ai)



Part 2 | Intercept Survey Analysis

About the Survey

- 14 questions on demographics and event impact
- Surveys administered from 1 PM to 5 PM on the day of Packapalooza
- 460 surveys completed
- Survey respondents were offered a chance to win NCSU Football & Basketball tickets for completing the survey
- 50 volunteers from Wake STEM EC High School administered the surveys

2023 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 ☐ Prefer not to answer

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+

Q4. What is your affiliation with Hillsborough Street? (Check ALL that apply)
☐ Live within 5-min. drive ☐ NC State Student ☐ NC State Faculty/Staff ☐ 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

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 than 2 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?

THANK YOU FOR TAKING THE PACKAPALOOZA INTERCEPT SURVEY!



Scan and enter your email address by 8/31 for a chance to win 3 tickets + a parking pass to one of the following games:

Football Games at Carter-Finley Stadium

- Louisville - Sep 29 (Fri)
- Marshall - Oct 7 (Sat)

Basketball Games at PNC Arena

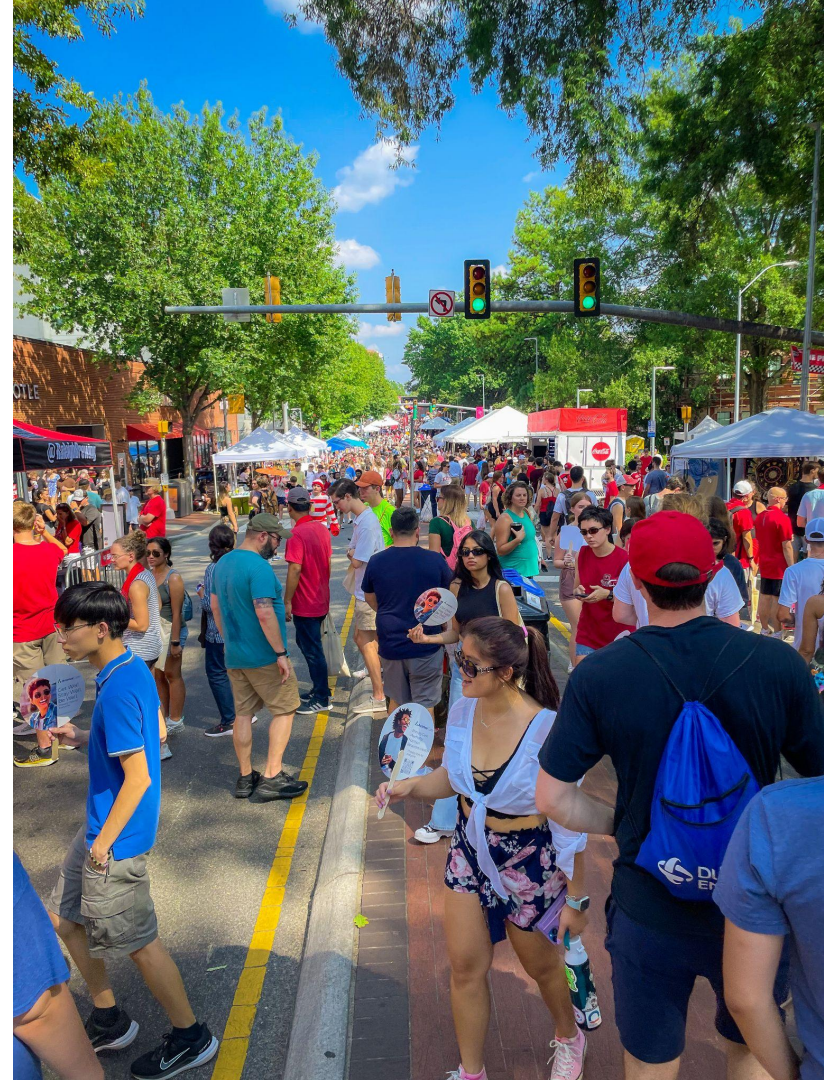
- Abilene Christian - Nov 10 (Fri)
- Charleston Southern - Nov 17 (Fri)

PACKAPALOOZA
Presented by Live It Up! Hillsborough Street on August 26

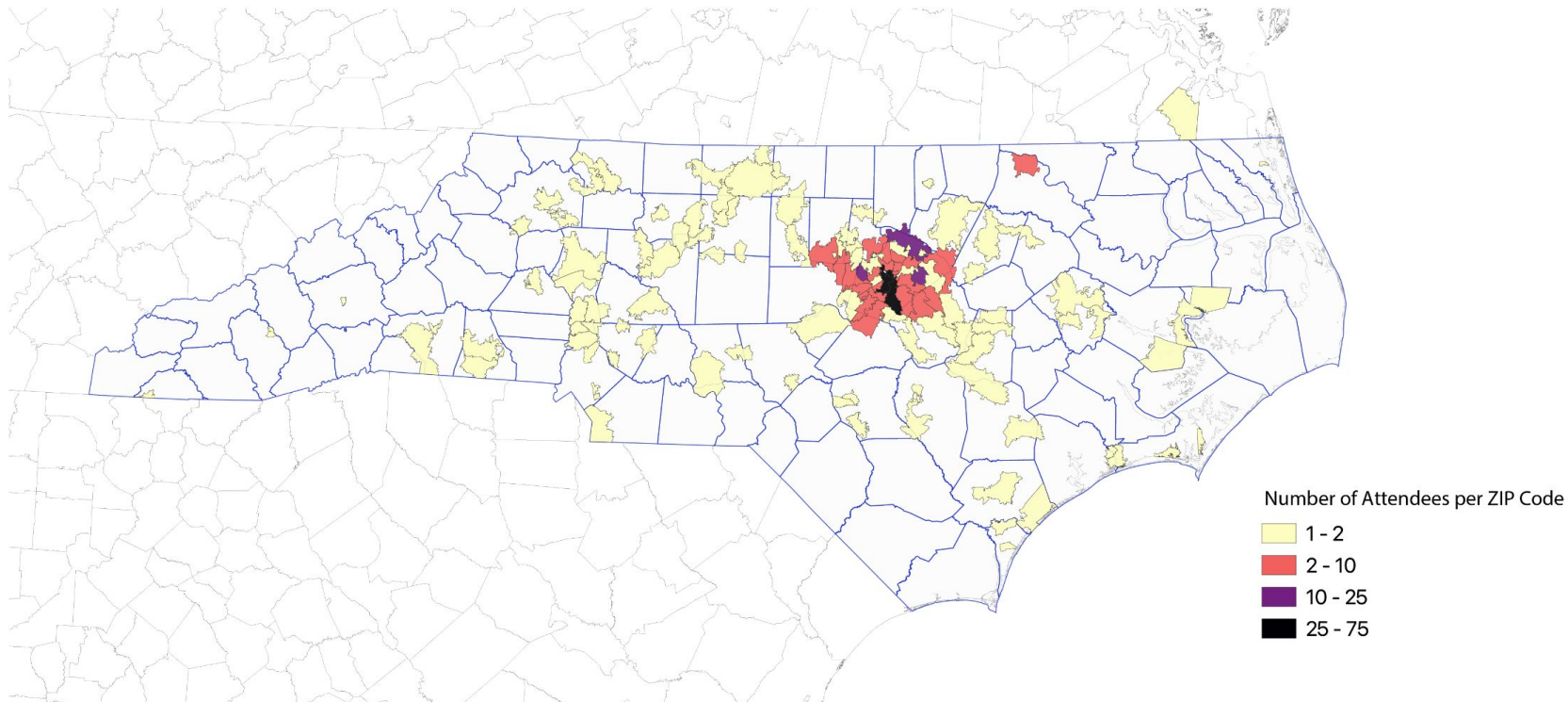
liveitup!
hillsboroughstreet.org

Event & Intercept Survey Metrics

- Daytime attendance estimated at **90,000**
- Valid surveys collected: 460
- 58% indicated that they were 18-24
- 53% indicated that they were NC State Students
- 82% indicated that they live in Raleigh or Wake County
- Estimated average time spent is at the event = **3h 42m**
- Estimated average spending per attendee was **\$18.28**



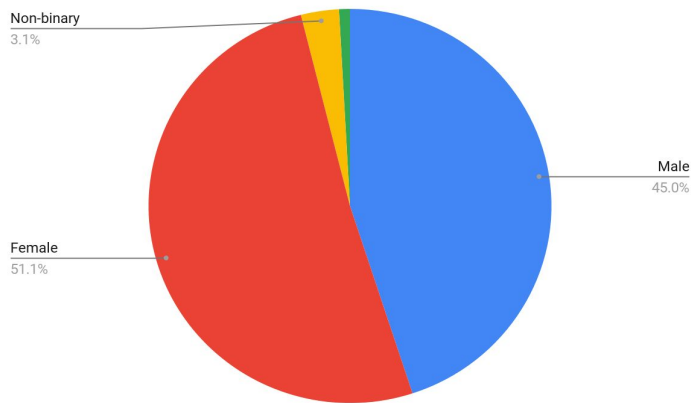
Home ZIP Codes of Survey Respondents (NC)



Top Ten Most Frequently Recorded ZIP Codes, 2023

ZIP Code	Neighborhood/Area	Count	Percent
27606	NC State Campus/Southwest Raleigh	75	16.30%
27607	University Park/West Raleigh	44	9.57%
27603	Downtown/South Raleigh	28	6.09%
27587	Greater Wake Forest Area	13	2.83%
27545	Greater Knightdale Area	12	2.61%
27519	Western Wake County	11	2.39%
27529	Greater Garner Area	9	1.96%
27513	Northern Cary Area	9	1.96%
27613	Northwest Raleigh	9	1.96%
27615	North Raleigh/Six Forks Area	9	1.96%

Gender Distribution, 2023

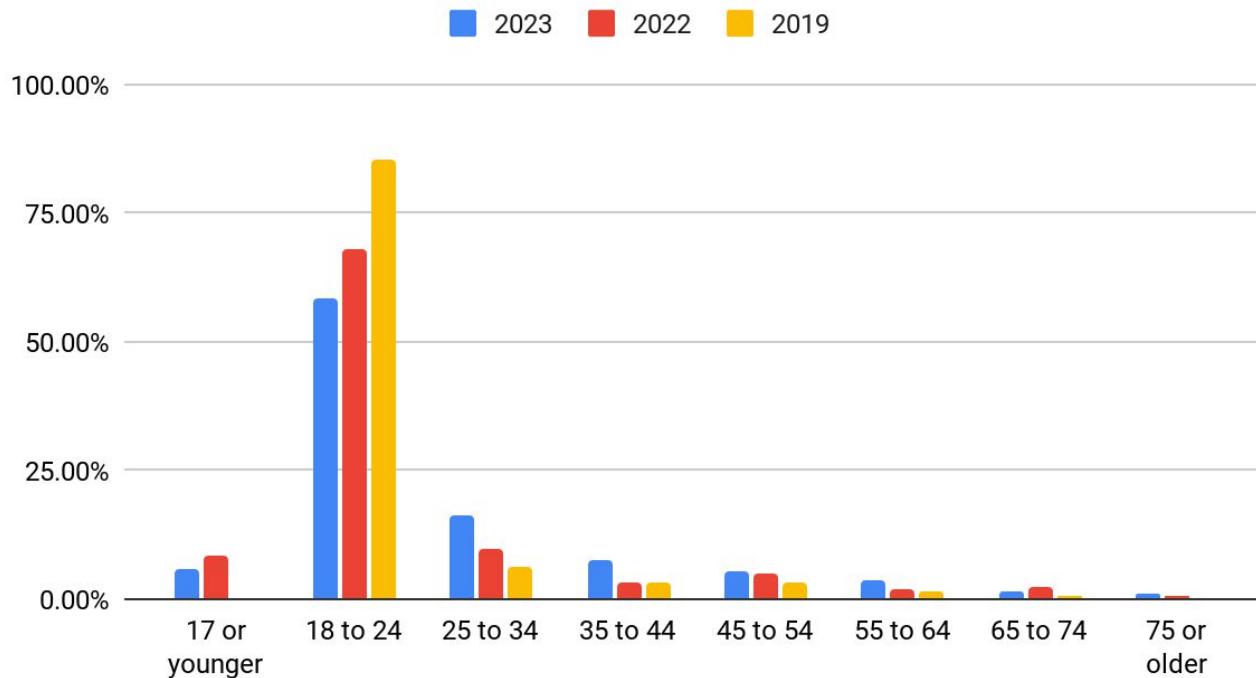


Gender	Count	Percentage
Female	234	50.87%
Male	206	44.78%
Non-binary	14	3.04%
Prefer not to answer	4	0.87%

Age of Visitors, 2023

Age	Count	Percent
17 or younger	26	5.65%
18 to 24	269	58.48%
25 to 34	75	16.30%
35 to 44	35	7.61%
45 to 54	24	5.22%
55 to 64	16	3.48%
65 to 74	7	1.52%
75+	4	0.87%

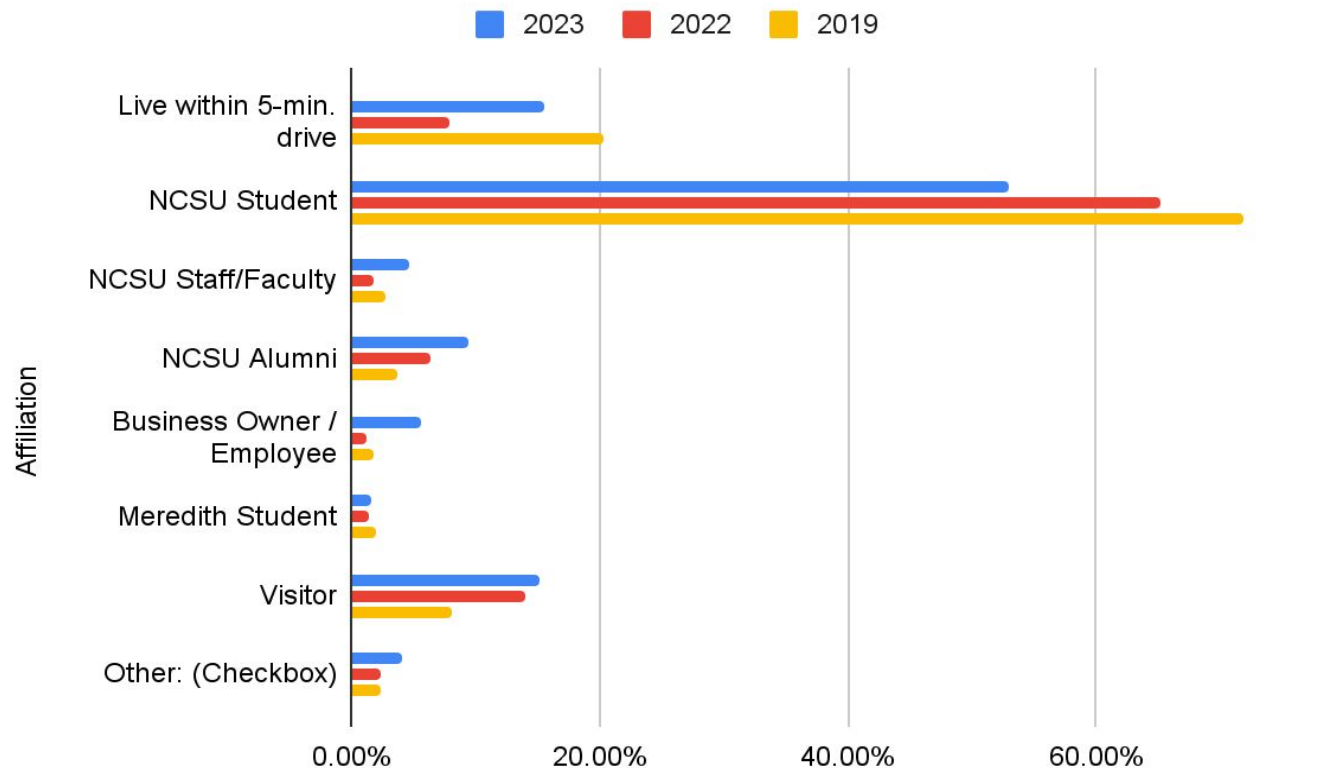
Age of Visitors, 2019-2023



Visitor Affiliation, 2023

Affiliation	Count	Percent
Live with 5-minute drive	71	15.43%
NCSU Student	244	53.04%
NCSU Staff/Faculty	21	4.57%
NCSU Alumni	43	9.35%
Business Owner/Employee	26	5.65%
Meredith Student	7	1.52%
Visitor	70	15.22%
Other: (Checkbox)	19	4.13%

Visitor Affiliation, 2019-2023

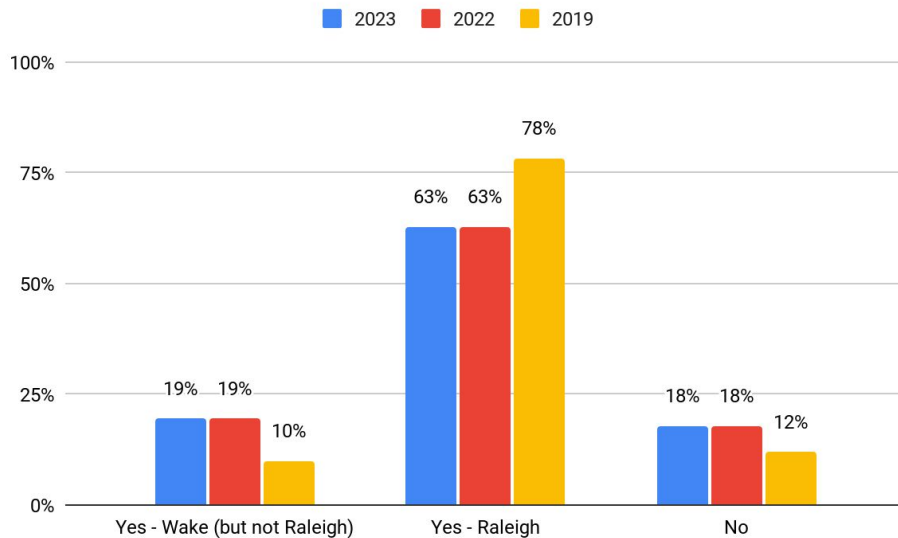


Neighborhood Resident Visitors

- To estimate 2023 attendance among neighborhood residents who are not undergraduate students, we can cross-tabulate the following attributes:
 - Live within a 5-minute drive of Hillsborough Street
 - ≥ 25 years old
- Results
 - Only **21** survey respondents were 25 or older AND live within a 5-minute drive, representing **4.56%** of all attendees.
 - **Key takeaway:** There is significant room to grow attendance among neighborhood residents.

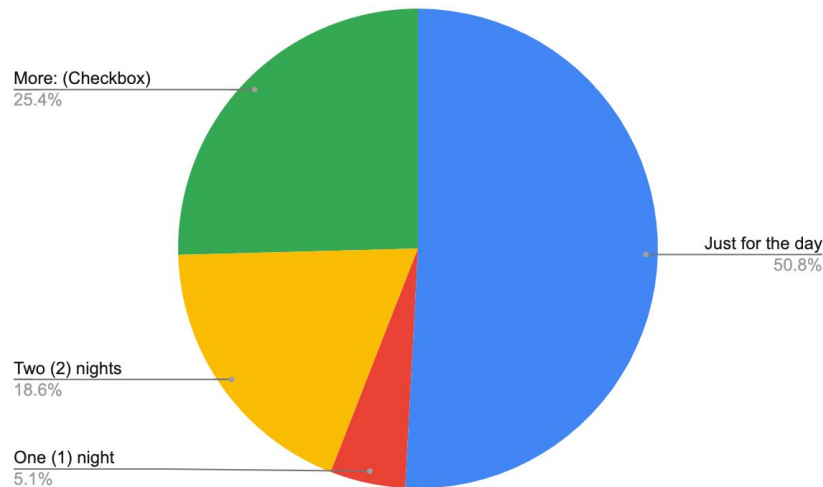
Live within 5-min. drive	Age									Grand Total
	≤17	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75 or older	VOID	
NO	22	225	69	29	23	12	4	3	2	389
YES	4	44	6	6	1	4	3	1	2	71
Grand Total	26	269	75	35	24	16	7	4	3	460

Live in Raleigh or Wake County, 2019-2023



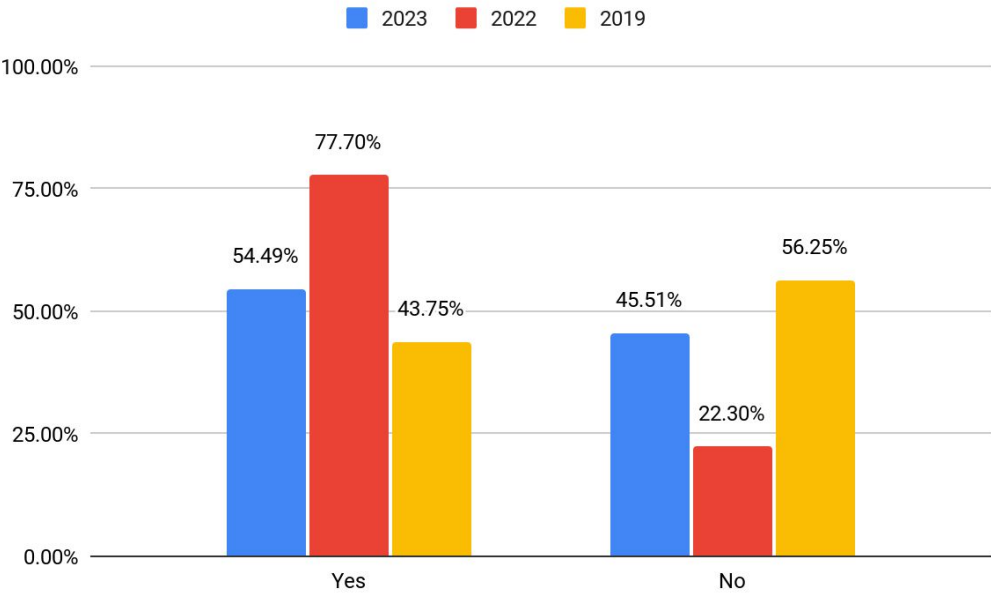
Response (2023)	Count	Percent
Yes - Raleigh	284	62.83%
Yes - Wake	88	19.47%
No	80	17.70%

Length of Stay (Among Visitors Only), 2023



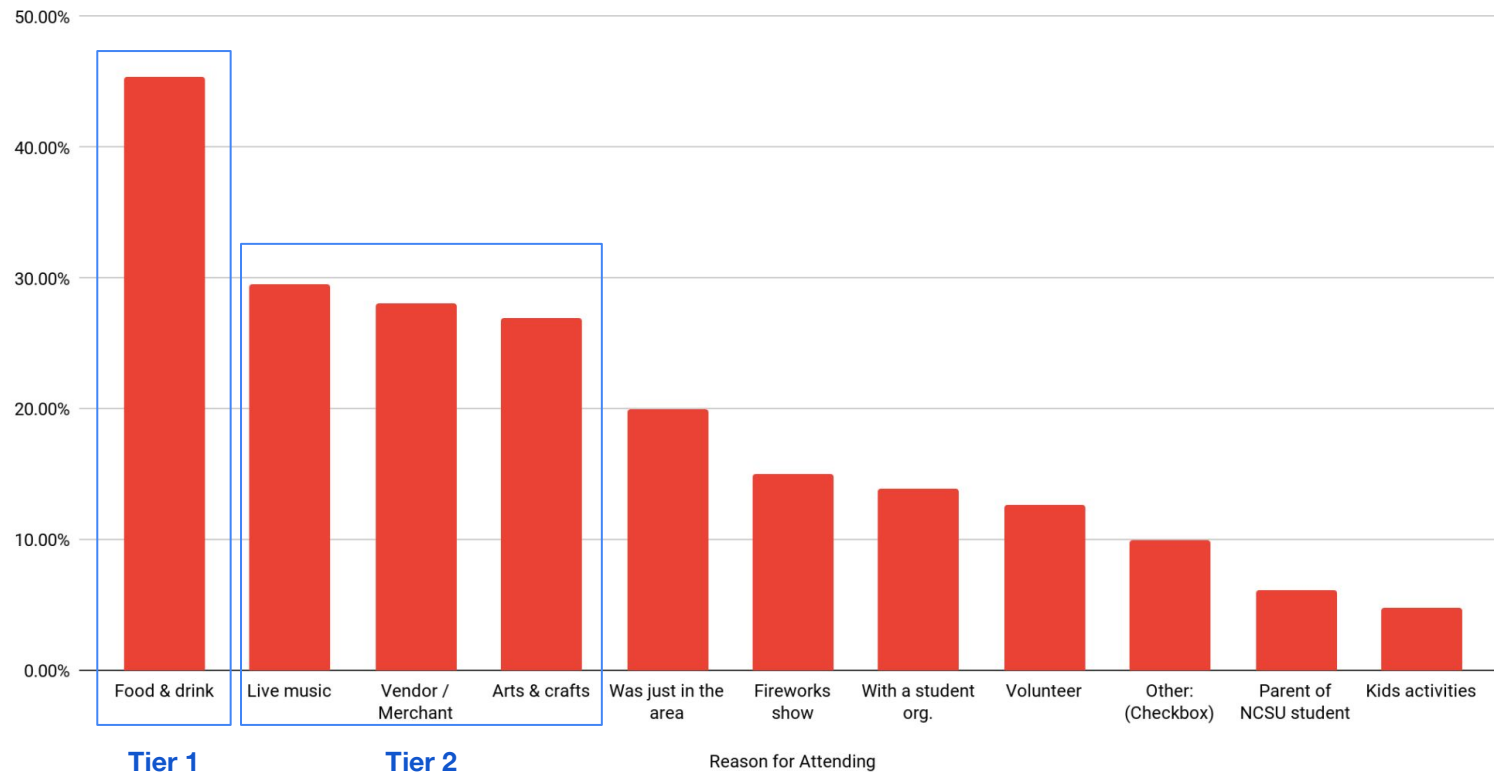
Response	Count	Percent
Just for the day	30	50.8%
One (1) night	3	5.1%
Two (2) nights	11	18.6%
More than 2	15	25.4%

First Time Visitors, 2019-2023



Response (2023)	Count	Percent
Yes	259	54.49%
No	208	45.51%

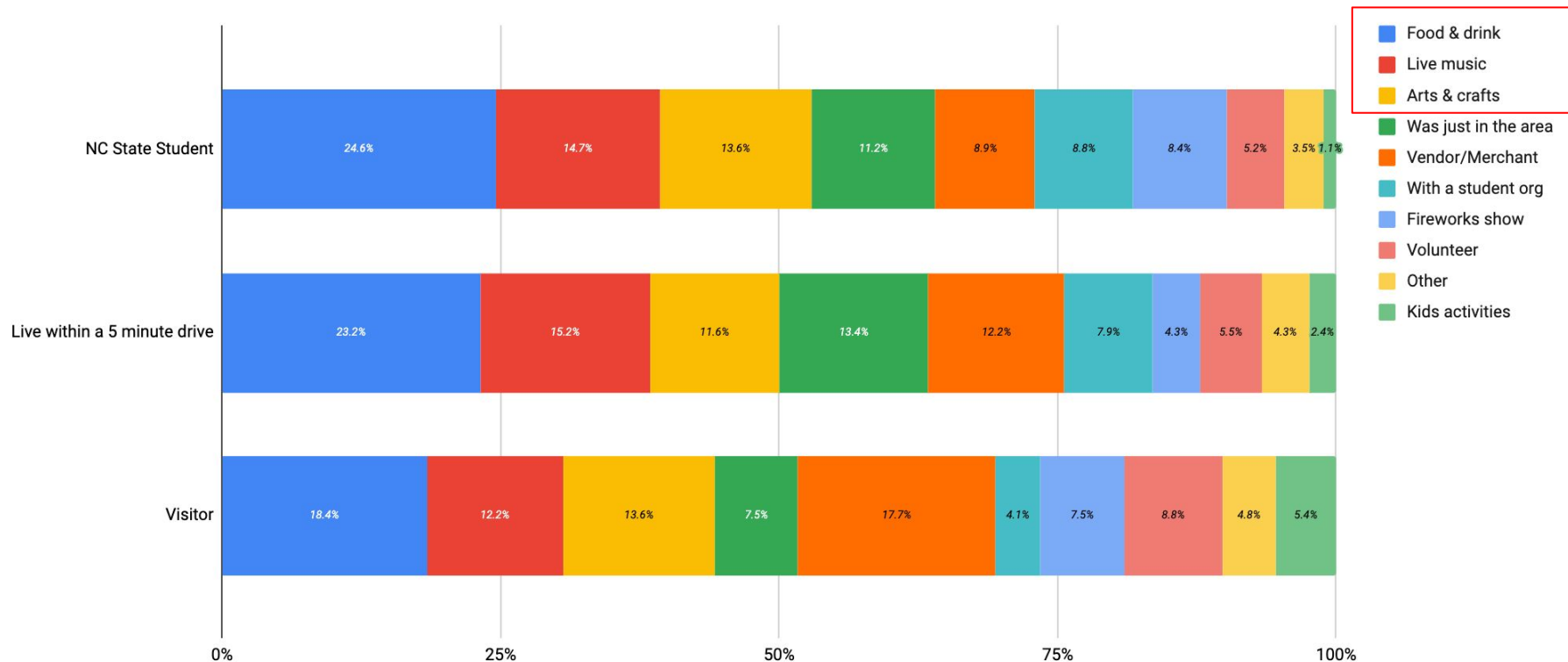
Reason for Attending, 2023



Reason for Attending, 2023

Reason	Count	Percent
Arts & Crafts	124	26.96%
Food & Drink	209	45.43%
Live Music	136	29.57%
Kids Activities	22	4.78%
Fireworks Show	69	15.00%
Parent of NCSU Student	28	6.09%
Student Org.	64	13.91%
Vendor	129	28.04%
Volunteer	58	12.61%
Was in the Area	92	20.00%
Other	46	10.00%

Reasons for Attendance by Top 3 Affiliations, 2023



Explanation: Reasons for Attendance by Top 3 Affiliations, 2023

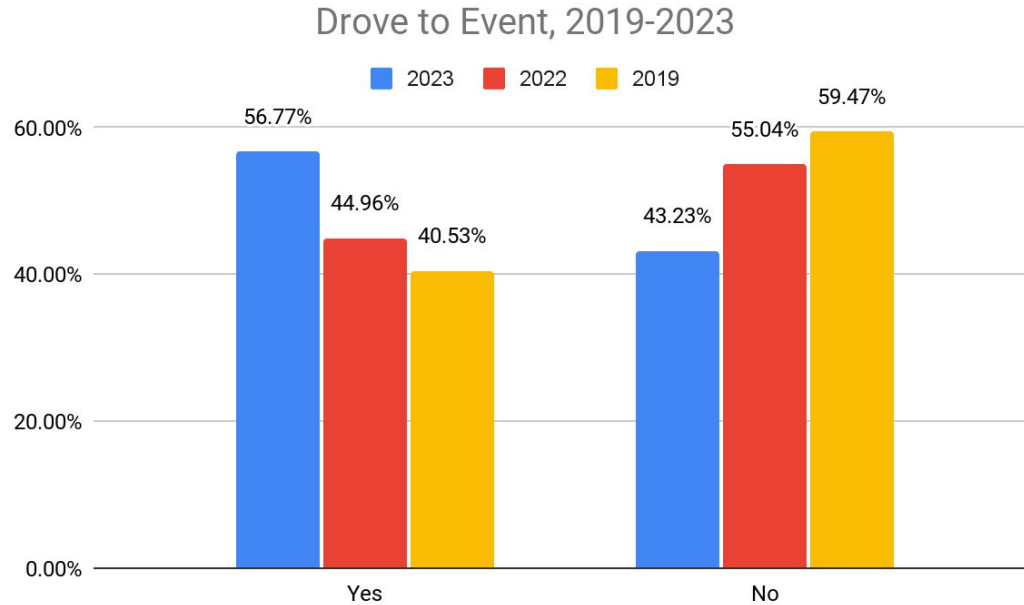
The data show the percentage of respondents selecting each reason by their affiliation as an NC State Student, Local Resident (within 5 mins), and/or Visitor.

Some key takeaways include:

- **Food & drink** was the top reason overall, selected by 24.6% of Students, 23.2% of Locals, and 18.4% of Visitors. This reinforces that F&B is a major attraction for the event.
- **Live Music and Arts & Crafts** were the 2nd and 3rd most popular reasons. Music appeals slightly more to Students and Locals, while Visitors prefer arts/crafts.
- Being a **Vendor/Merchant** was important for Visitors (17.7%) more than Locals and Students. Being able to sell/table at the event is a motivator to attend for Visitors.
- Locals were motivated by convenience ("just in the area") more than other groups.



Driving Attendees, 2019-2023

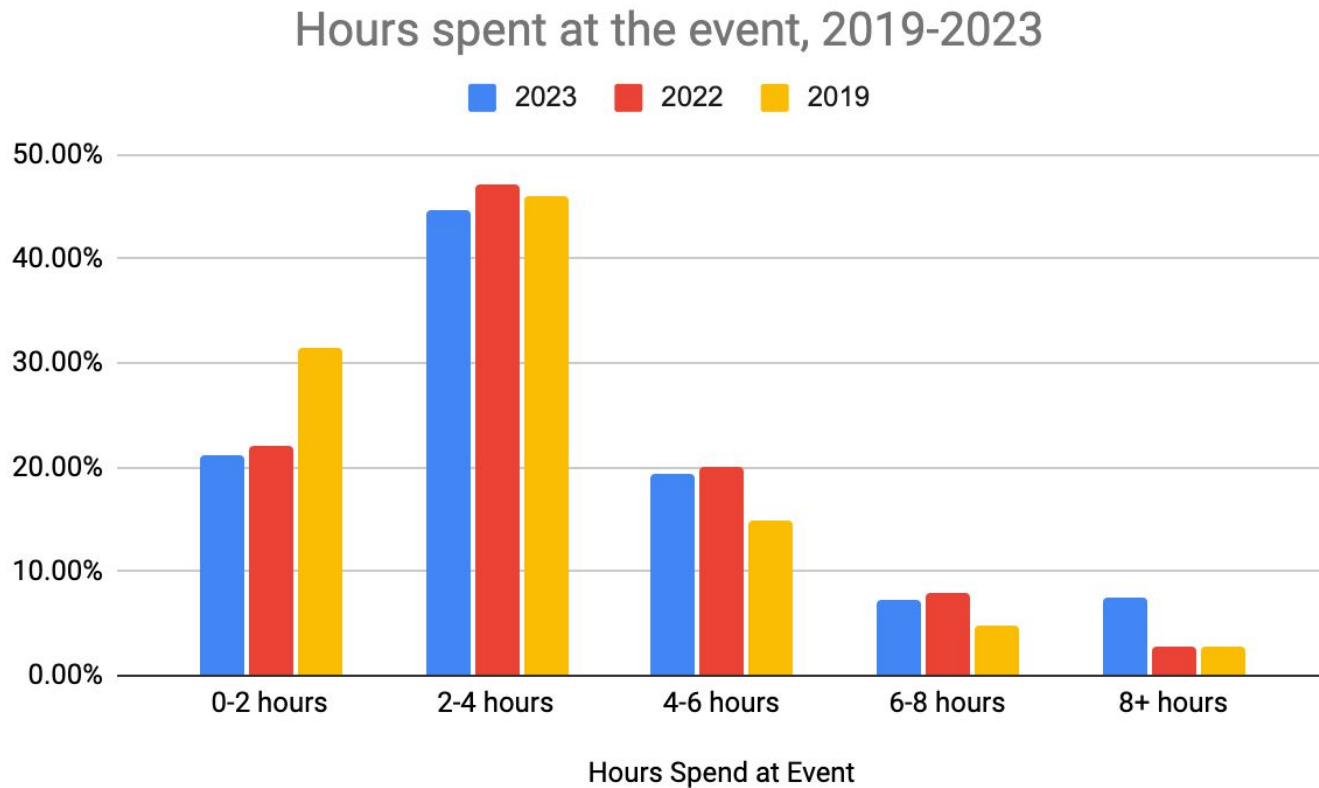


Response (2023)	Count	Percent
Yes	260	56.77%
No	198	43.23%

Hours at Event, 2023

Response	Count	Percent
0-2 Hours	97	21.18%
2-4 Hours	205	44.76%
4-6 Hours	89	19.43%
6-8 Hours	33	7.21%
8+ Hours	34	7.42%

Hours at Event, 2019-2023



Planned to Spend at the Event, 2023

Response	Count	Percent
\$0-10	171	37.17%
\$10-20	115	25.00%
\$20-30	94	20.43%
\$30-40	36	7.83%
\$40-50	20	4.35%
\$50+	24	5.22%

Planned to Spend at the Event, 2019-2023

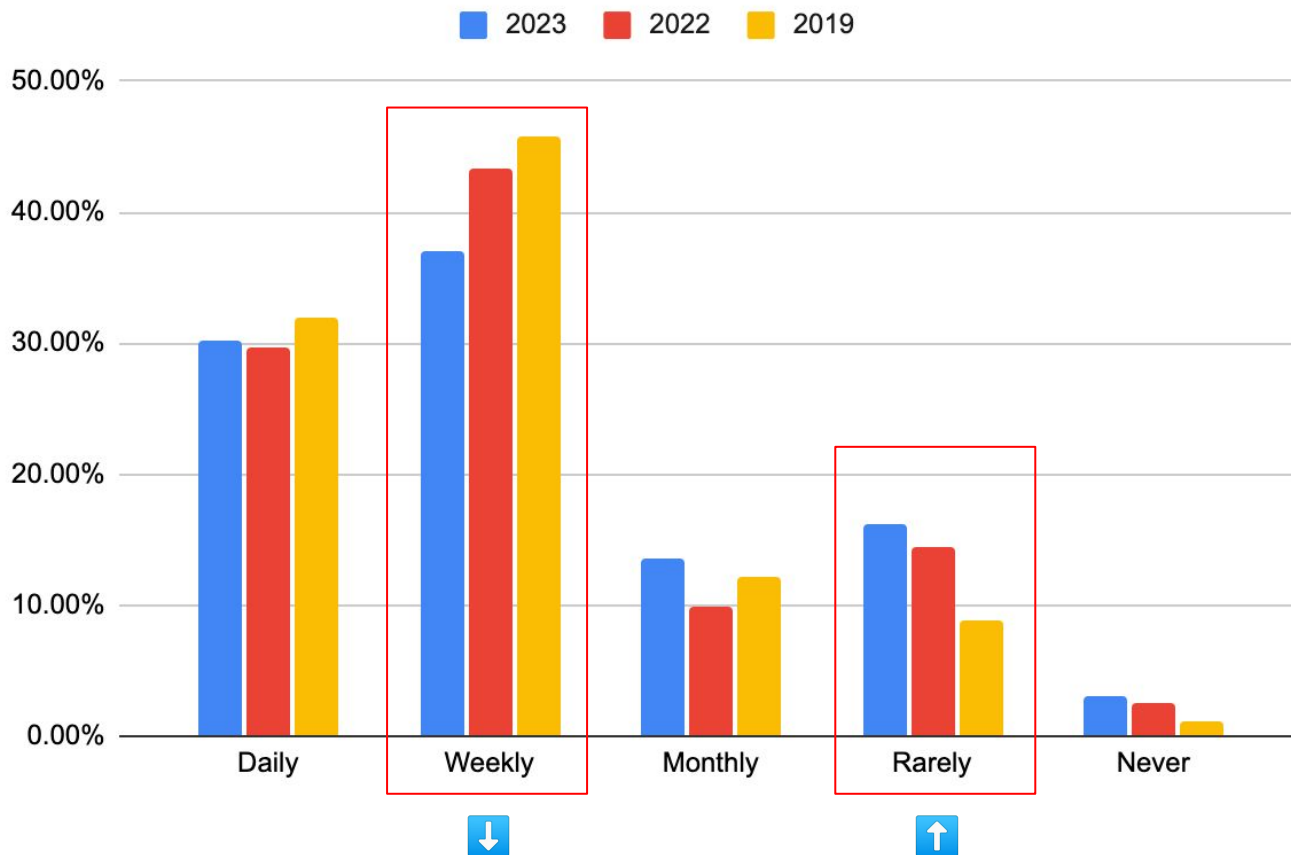


Estimated Avg. Spent	
2023	\$18.28 ↑
2022	\$16.86 ↑
2019	\$11.80

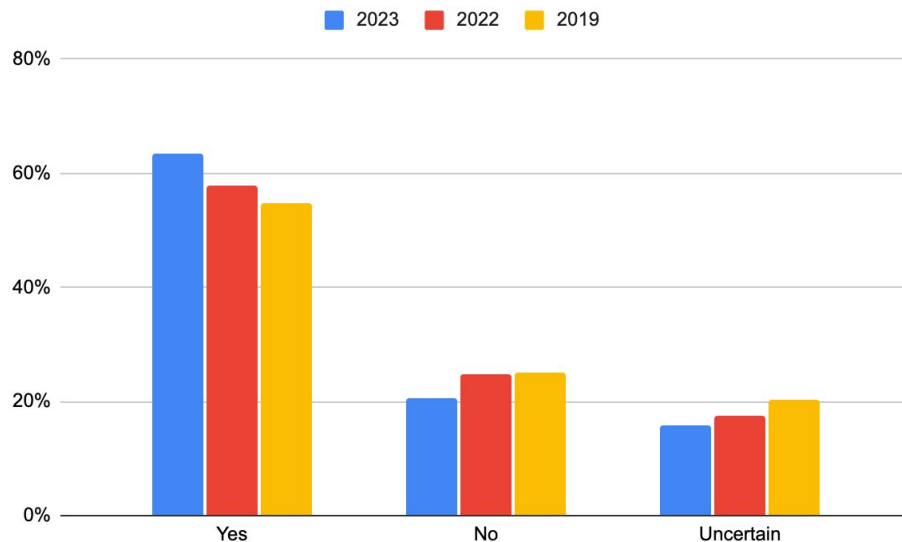
How Frequently do you visit Hillsborough Street? (2023)

Responses	Count	Percent
Daily	139	30.28%
Weekly	170	37.28%
Monthly	62	13.51%
Rarely	74	16.12%
Never	14	3.05%

How Frequently do you visit Hillsborough Street?

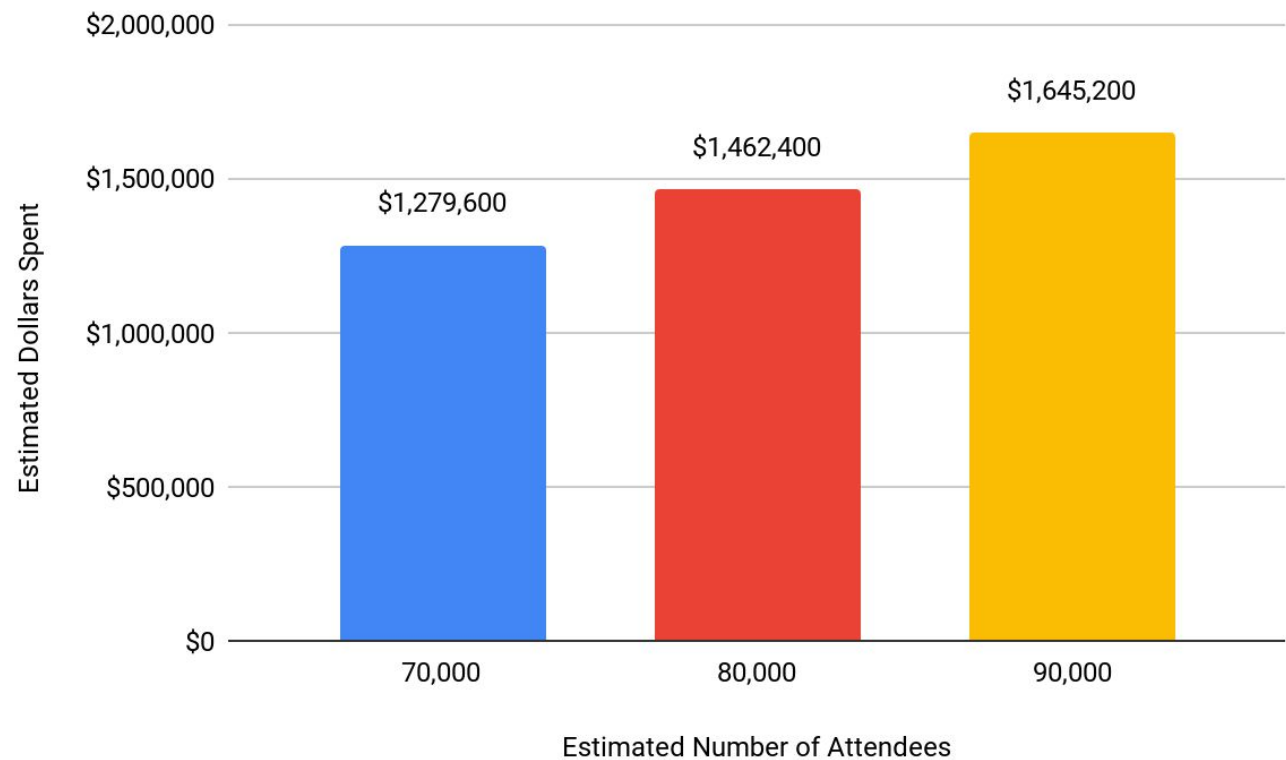


Visited HS Business Today, 2019-2023



Response (2023)	Count	Percent
Yes	291	63.40%
No	95	20.70%
Uncertain	73	15.90%

Direct Economic Impact, 2023



Questions?

Andrew Sticklin

Director of Economic Development & Planning

andrews@hillsboroughstreet.org

Hayes Boone

Economic Development & Engagement Specialist

hayes@hillsboroughstreet.org

Appendix

Placer.ai Methodology

Placer.ai estimates foot traffic analytics based on location-based service data from a panel of devices. To ensure privacy, Placer.ai only uses aggregated data that has been stripped of all personal identifiers.

For more information, visit <https://www.placer.ai/guides/location-intelligence>

