



Packapalooza™ 2019

Intercept Survey & Impact Analysis – Longform

About the Survey

- 14 questions on attendee demographics and event impact
- Surveys administered from 1PM to 5PM during Packapalooza
- 1,338 completed surveys
- 95% binomial confidence intervals used
- People were offered a coupon for a free Insomnia Cookie for completing the survey
- 86 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

Packapalooza 2019 ----->

◆ Daytime **attendance** was estimated at **50,000** people ----->

◆ Valid **intercept surveys** collected: **1,326** ----->

◆ **85.2%** of attendees indicated that they were **“18 to 24”** ----->

◆ **71.9%** of attendees indicated that they were **“NCSU students”** ----->

◆ **88.1%** of attendees indicated that they **live in Raleigh or Wake County**

◆ Avg. **time spent** at the event **3h 1m** (±6m) ----->

◆ Avg. **spending per adult** was **\$10.63** (±\$0.61) ----->

2018

↓ 90,000

↑ 643

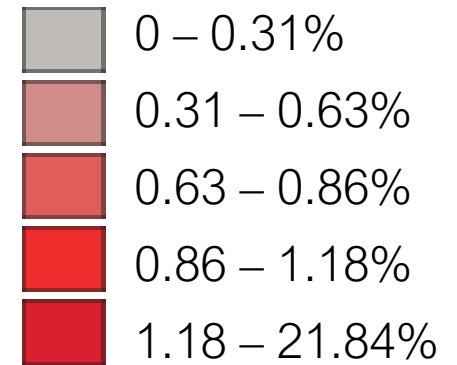
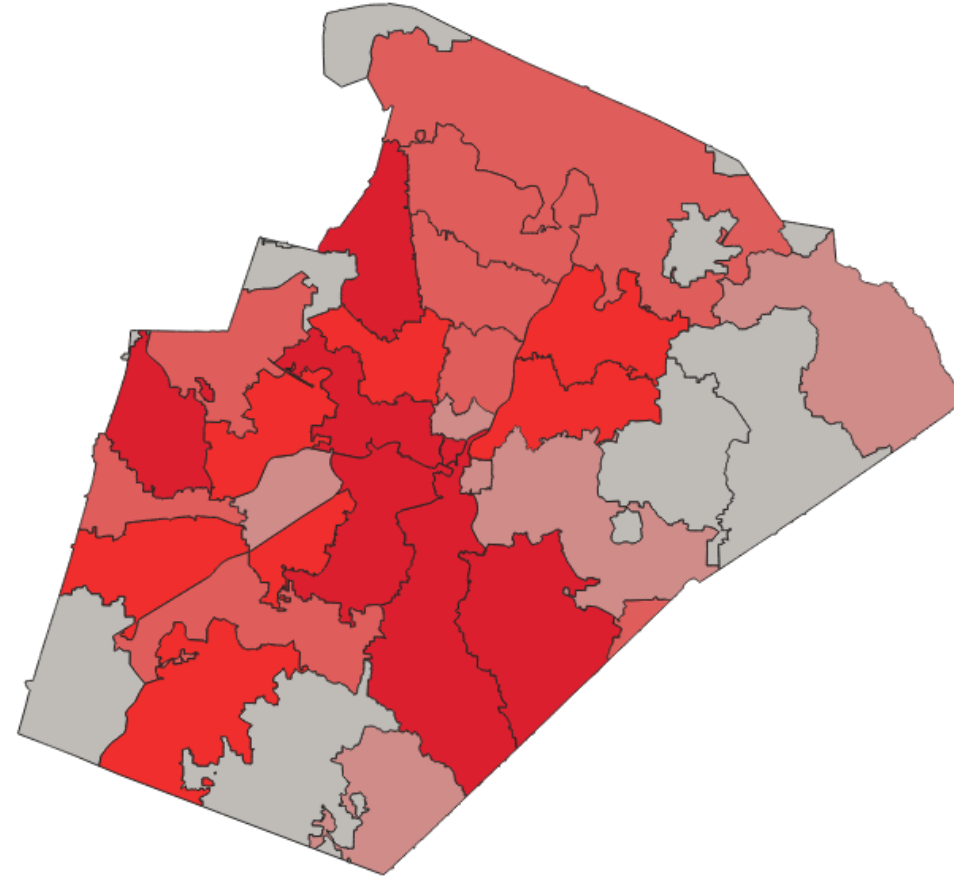
↑ 80.6%

↓ 74.3%

↓ 3h 39m

↓ \$11.38

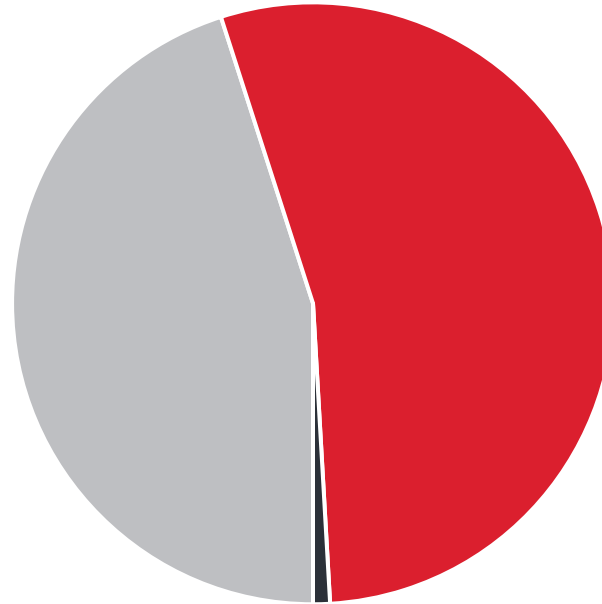
Wake County Visitor Zip Codes



Top Ten Most Frequently Recorded Zip Codes

Zip Code	Count	Percent	SE	Lower CI	Upper CI
27607	278	21.84%	1.16%	19.6%	24.21%
27606	188	14.77%	0.99%	12.86%	16.84%
27603	66	5.18%	0.62%	4.03%	6.55%
27519	32	2.51%	0.44%	1.73%	3.53%
27613	22	1.73%	0.37%	1.09%	2.61%
27605	19	1.49%	0.34%	0.90%	2.32%
27529	16	1.26%	0.31%	0.72%	2.03%
27612	15	1.18%	0.30%	0.66%	1.94%
27513	14	1.10%	0.29%	0.60%	1.84%
27604	14	1.10%	0.29%	0.60%	1.84%

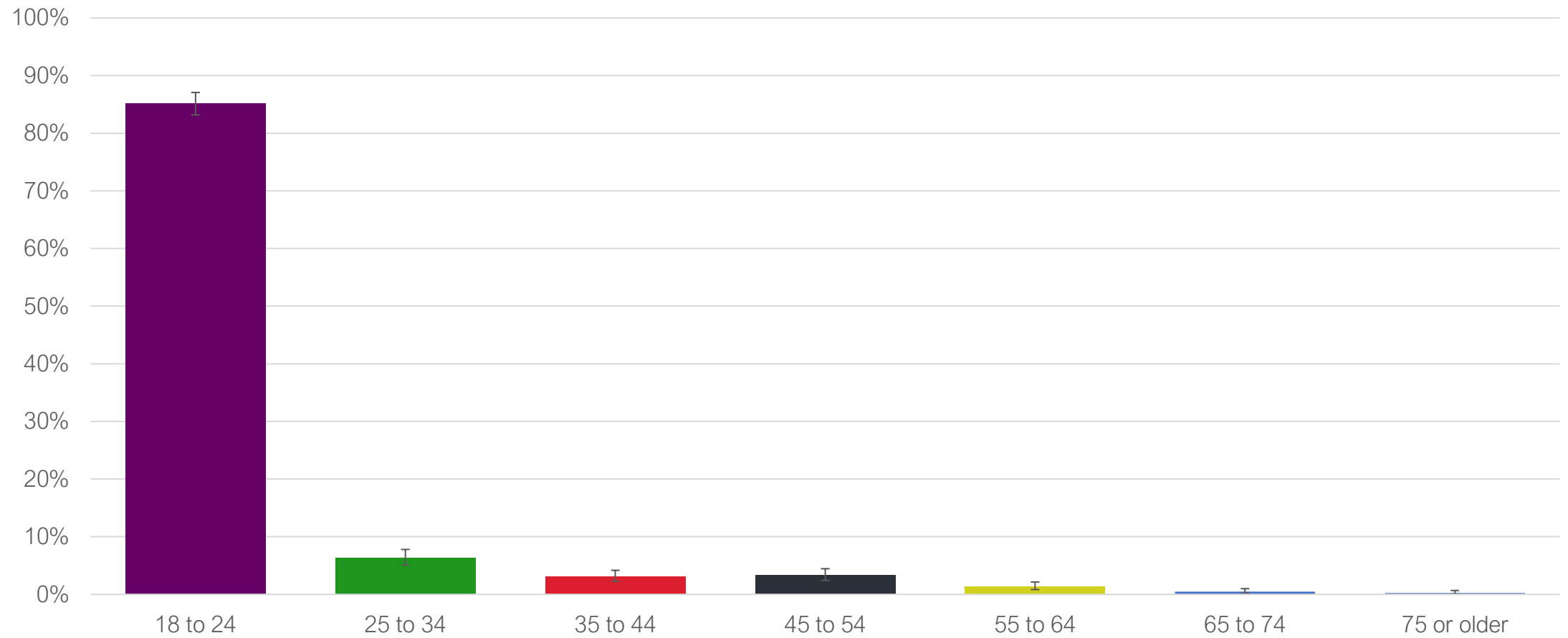
Gender Distribution



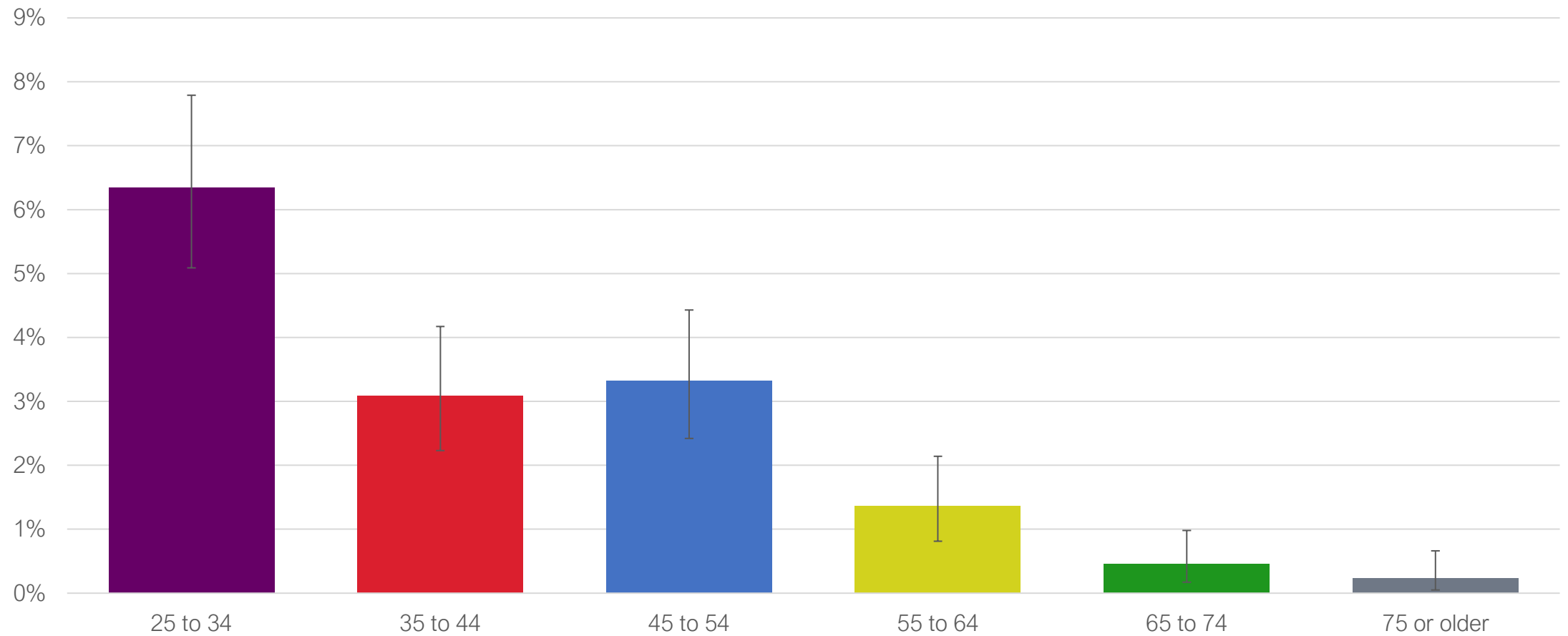
■ Male ■ Female ■ Non-binary

Gender n = 1323	Count	Percent	SE	Lower CI	Upper CI
Female	715	54.04%	1.37%	51.31%	56.76%
Male	596	45.05%	1.37%	42.34%	47.78%
Non-binary	12	0.91%	0.26%	0.47%	1.58%

Age of Visitors



Age of Visitors excluding 18 to 24

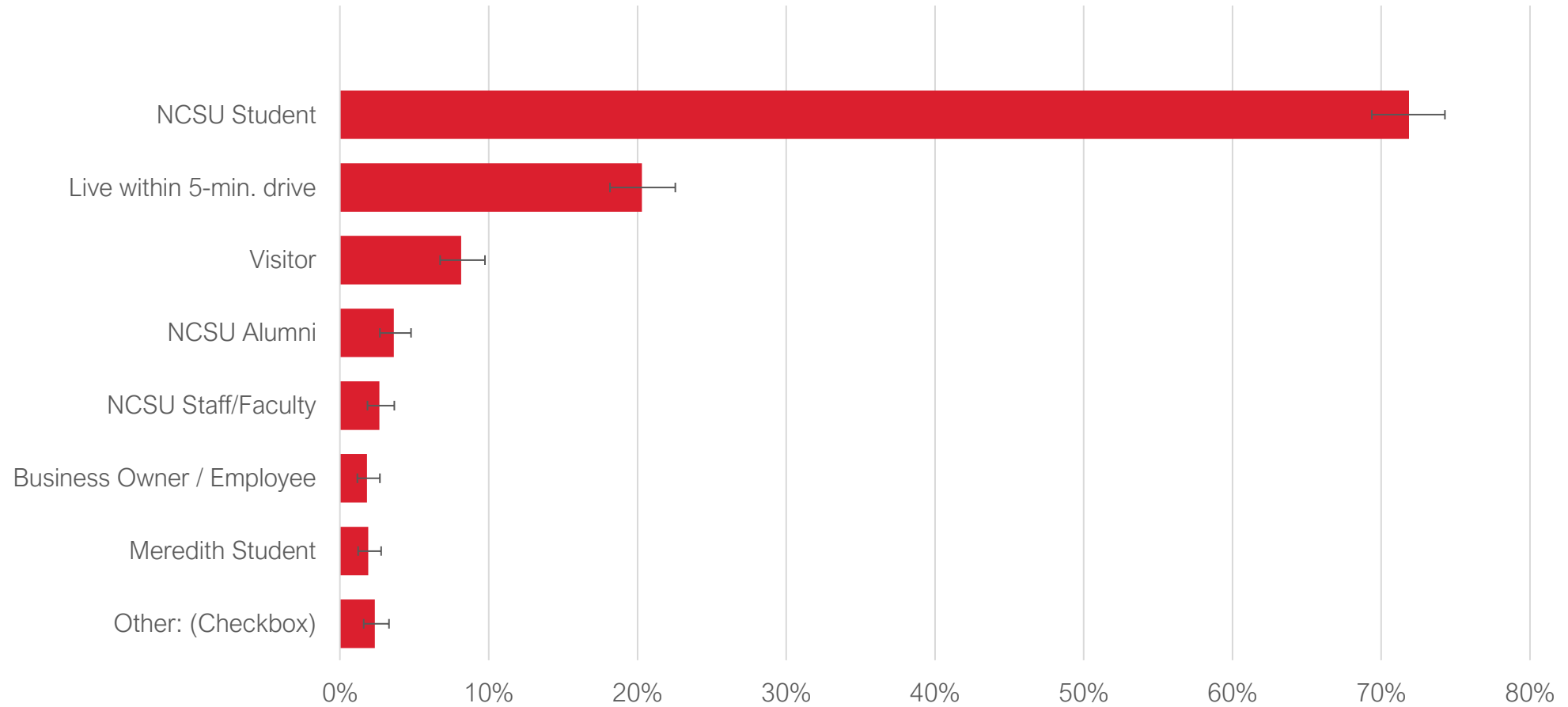


Age of Visitors

Age n = 1325	Count	Percent	SE	Lower CI	Upper CI
18 to 24	1129	85.21%	0.98%	83.18%	87.08%
25 to 34	84	6.34%	0.67%	5.09%	7.79%
35 to 44	41	3.09%	0.48%	2.23%	4.17%
45 to 54	44	3.32%	0.49%	2.42%	4.43%
55 to 64	18	1.36%	0.32%	0.81%	2.14%
65 to 74	6	0.45%	0.18%	0.17%	0.98%
75 or older	3	0.23%	0.13%	0.05%	0.66%

Visitor Affiliation

“What is your affiliation with Hillsborough Street? (Check **ALL** that apply)”



Visitor Affiliation

“What is your affiliation with Hillsborough Street? (Check **ALL** that apply)”

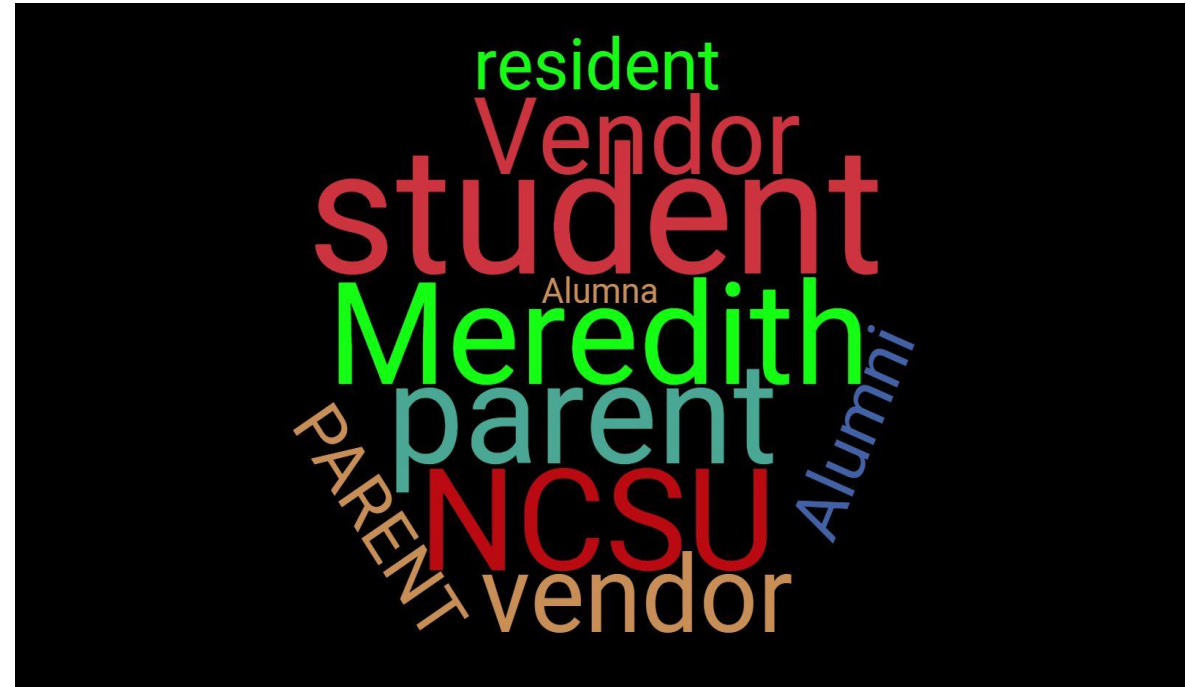
Affiliation n = 1326	Count	Percent	SE	Lower CI	Upper CI
NCSU Student	953	71.87%	1.23%	69.37%	74.28%
Live within 5-min	269	20.29%	1.10%	18.15%	22.55%
Visitor	108	8.14%	0.75%	6.73%	9.75%
NCSU Alumni	48	3.62%	0.51%	2.68%	4.77%
NCSU Faculty/Staff	35	2.64%	0.44%	1.85%	3.65%
Meredith Student	25	1.89%	0.37%	1.22%	2.77%
Business Owner	24	1.81%	0.37%	1.22%	2.77%
Other	31	2.34%	0.41%	1.59%	3.30%

Visitor Affiliation

“What is your affiliation with Hillsborough Street? (Check **ALL** that apply)”

Other Responses:

- Parent of Student
- Vendor
- Meredith Alumni
- Student from other local schools



From Raleigh or Wake?

“Do you currently live in Raleigh or Wake County? (Check **ONE** only)”

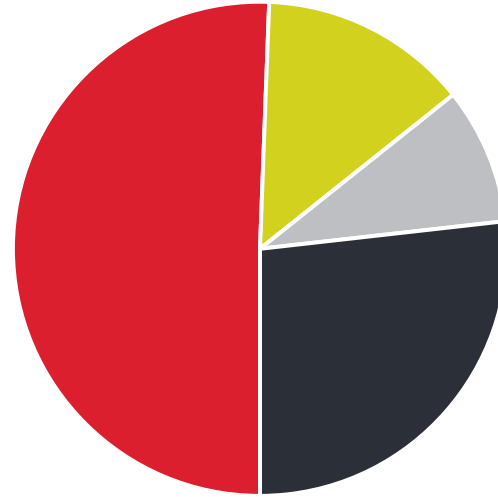


■ Yes - Raleigh ■ Yes - Wake ■ No

Response n = 1313	Count	Percent	S.E.	Lower C.I.	Upper C.I.
Yes - Raleigh	1028	78.29%	1.14%	75.96%	80.50%
Yes - Wake	129	9.82%	0.82%	8.27%	11.56%
No	156	11.88%	0.89%	10.18%	13.76%

Length of Stay

“In total, how long do you plan to be in the area? (Check ONE only)”

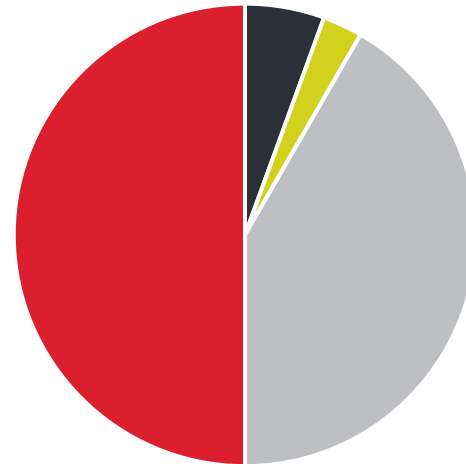


■ Just for the day ■ One night ■ Two nights ■ More than 2

Responses n = 168	Count	Percent	S.E.	Lower C.I.	Upper C.I.
Just for the day	85	50.60%	3.86%	42.79%	58.38%
One (1) night	23	13.69%	2.65%	8.88%	19.83%
Two (2) nights	15	8.93%	2.20%	5.08%	14.30%
More than 2	45	26.79%	3.42%	20.26%	34.15%

Stay location

“Where are you staying? (Check **ONE** only)”

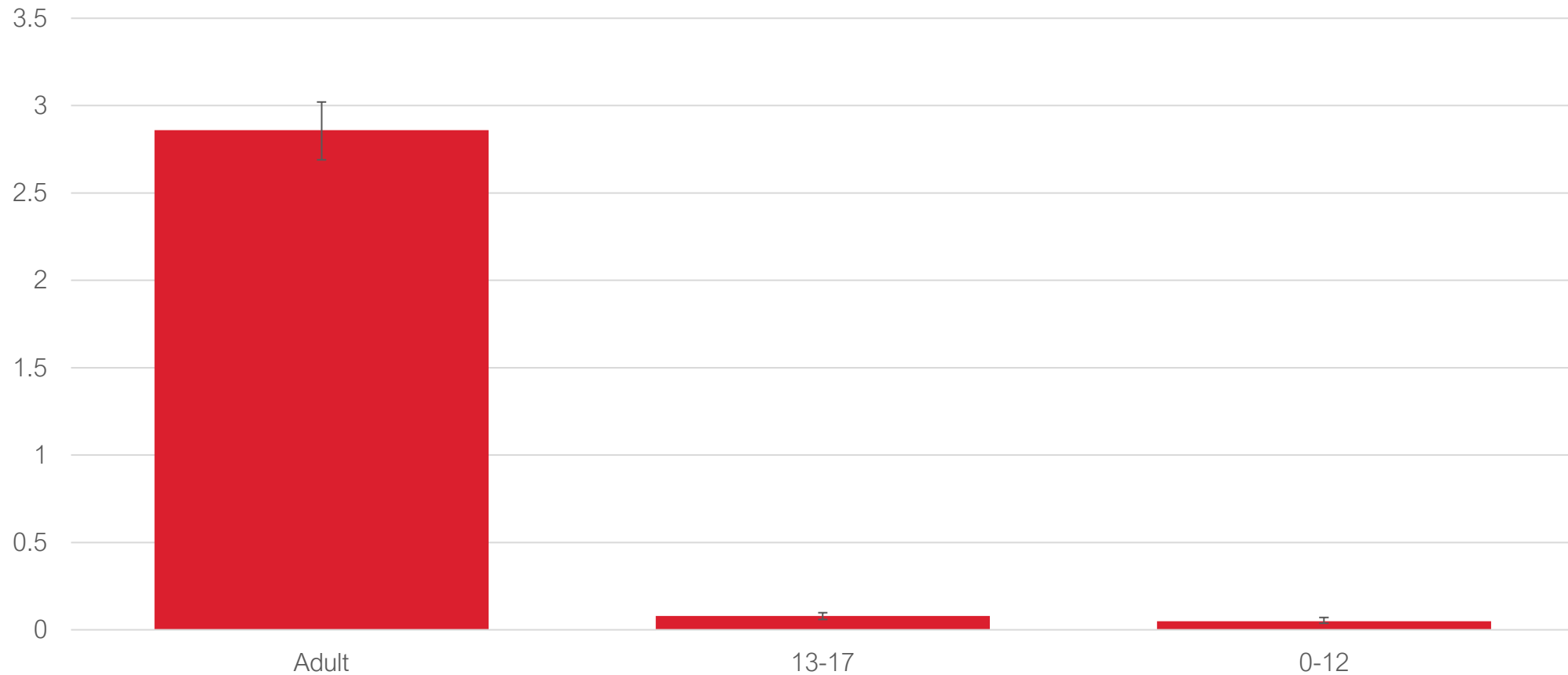


■ Friends / Family ■ Hotel ■ Airbnb ■ Other

Responses n = 108	Count	Percent	S.E.	Lower C.I.	Upper C.I.
Friends / Family	54	50.00%	4.81%	40.22%	59.78%
Hotel	6	5.56%	2.20%	2.07%	11.70%
Airbnb	3	2.78%	1.58%	0.58%	7.90%
Other	45	41.67%	4.74%	32.25%	51.55%

Average Group Size by Age

“How many people of each age group are attending Packapalooza with you? (**NOT** including yourself)”



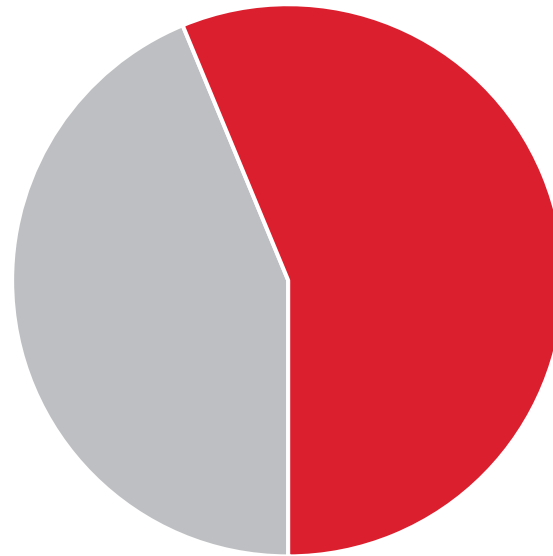
Average Group Size by Age

“How many people of each age group are attending Packapalooza with you? (NOT including yourself)”

# of Adults	Value	# of 13-17	Value	# of 0-12	Value
Mean	2.86	Mean	0.081	Mean	0.045
Std. Dev.	3.033	Std. Dev.	0.373	Std. Dev.	0.311
Minimum	0	Minimum	0	Minimum	0
Q1	1	Q1	0	Q1	0
Median	2	Median	0	Median	0
Q3	4	Q3	0	Q3	0
Maximum	48	Maximum	5	Maximum	6
Respondents	1307	Respondents	1307	Respondents	1307

First Time Visitors

“Is this the first Packapalooza that you have attended? (Check **ONE** only)”

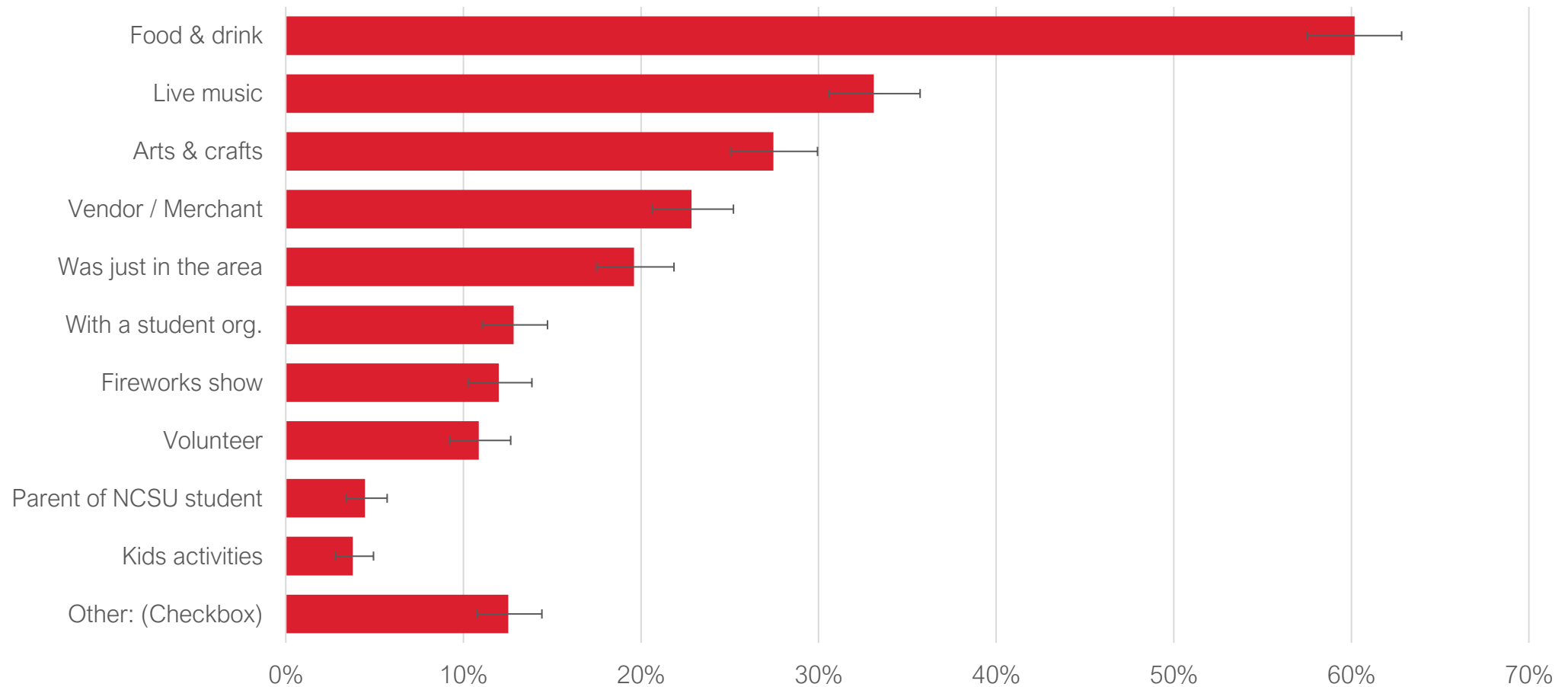


■ Yes ■ No

Response n = 1321	Count	Percent	SE	Lower CI	Upper CI
Yes	578	43.75%	1.36%	41.06%	46.48%
No	743	56.25%	1.36%	53.52%	58.94%

Reason for Attendance

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



Reason for Attendance

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

Reasons n = 1326	Count	Percent	SE	Lower CI	Upper CI
Arts & Crafts	364	27.45%	1.23%	25.06%	29.94%
Food & Drink	798	60.18%	1.34%	57.49%	62.83%
Live Music	439	33.11%	1.29%	30.58%	35.71%
Kids Activities	50	3.77%	0.52%	2.81%	4.94%
Fireworks Show	159	11.99%	0.89%	10.29%	13.86%
Parent of NCSU	59	4.45%	0.57%	3.40%	5.70%
Student Org.	170	12.82%	0.92%	11.07%	14.74%
Vendor	303	22.85%	1.15%	20.62%	25.21%
Volunteer	144	10.86%	0.85%	9.24%	12.66%
Was in the Area	260	19.61%	1.09%	17.50%	21.85%
Other	166	12.52%	0.91%	10.78%	14.42%

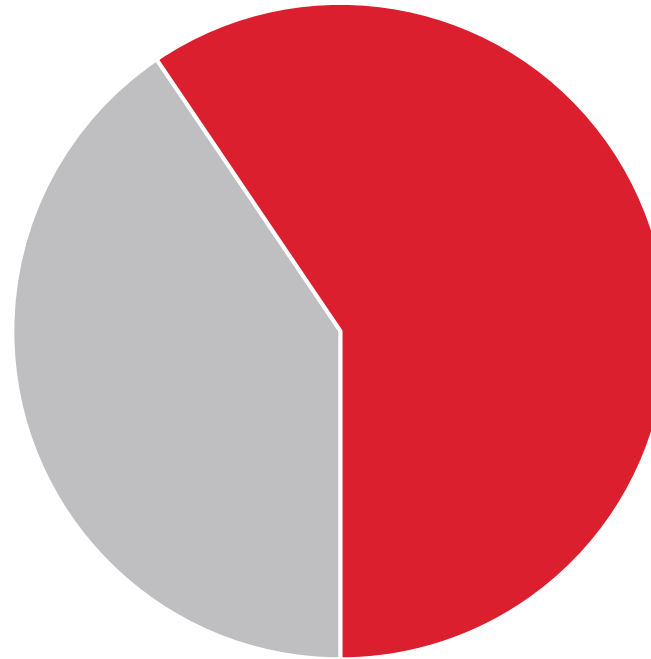
Reason for Attendance: Other Responses

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

- T-shirts
- Prizes
- Clubs
- Band
- Free Stuff
- Friends

Driving Attendees

“Did you drive to the event today? (Check **ONE** only)”

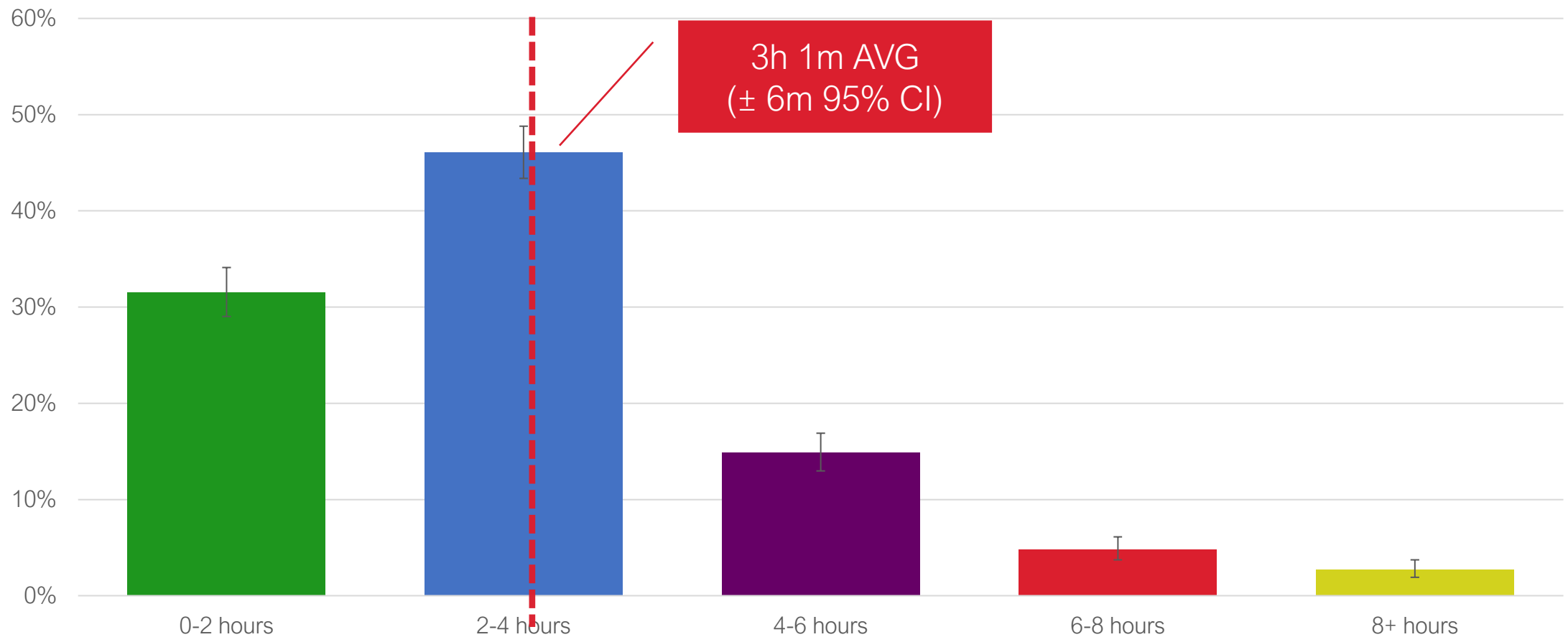


■ Yes ■ No

Responses n = 1325	Count	Percent	SE	Lower CI	Upper CI
Yes	537	40.53%	1.35%	37.87%	43.23%
No	788	59.47%	1.35%	56.77%	62.13%

Hours at Event

“How many hours do you plan to spend at the event today? (Check **ONE** only)”



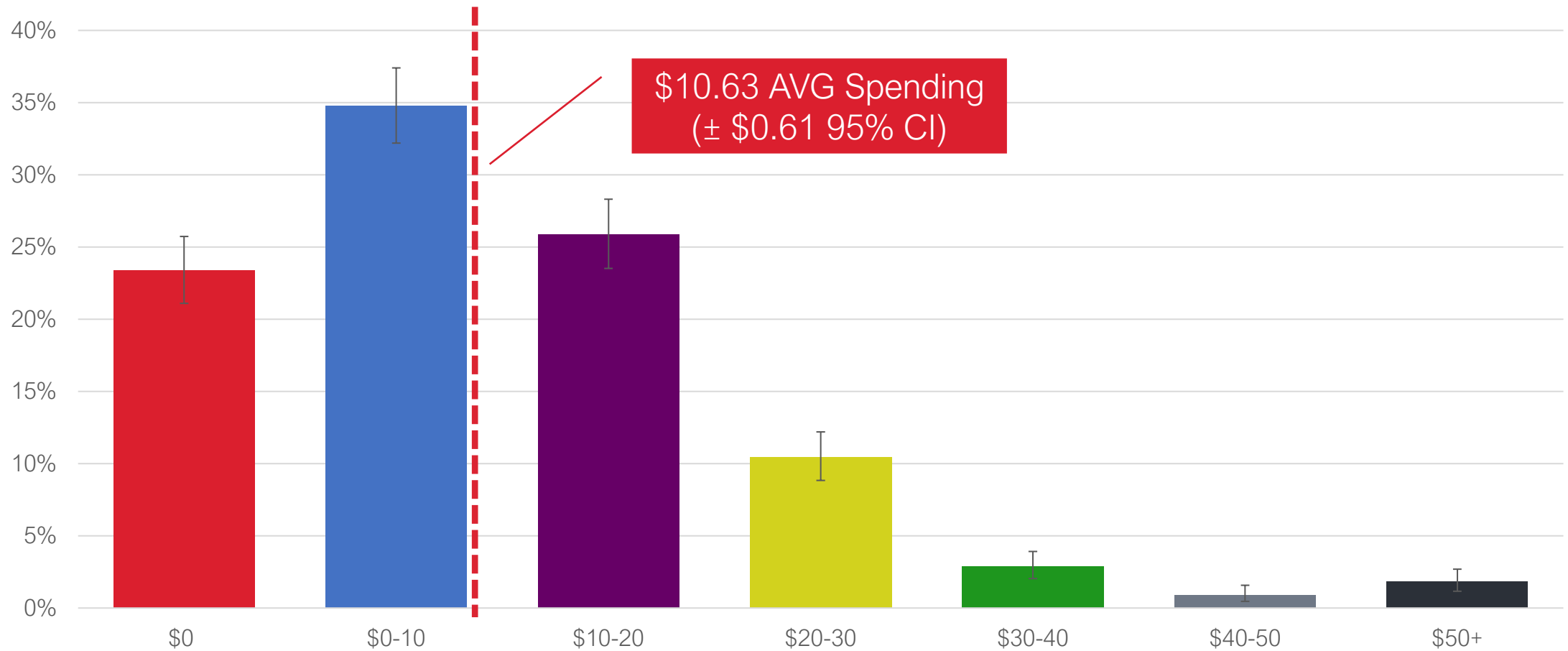
Hours at Event

“How many hours do you plan to spend at the event today? (Check **ONE** only)”

Reponses n = 1326	Count	Percent	S.E.	Lower CI	Upper CI
0-2 hours	418	31.52%	1.28%	29.03%	34.10%
2-4 hours	611	46.08%	1.37%	43.37%	48.81%
4-6 hours	197	14.86%	0.98%	12.98%	16.89%
6-8 hours	64	4.83%	0.59%	3.74%	6.12%
8+ hours	36	2.71%	0.45%	1.91%	3.74%

Money Spent at the Event

“How much do you plan to spend at the event today? (Check **ONE** only)”

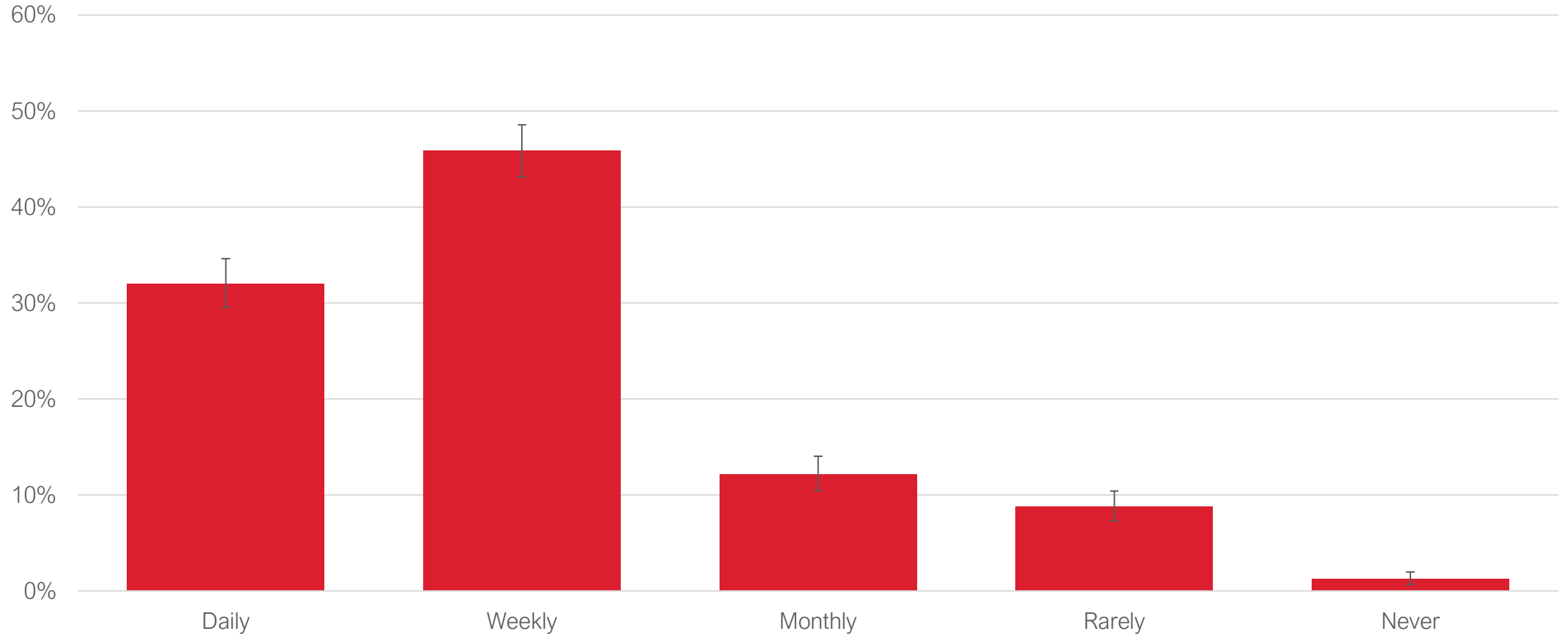


Money Spent at the Event

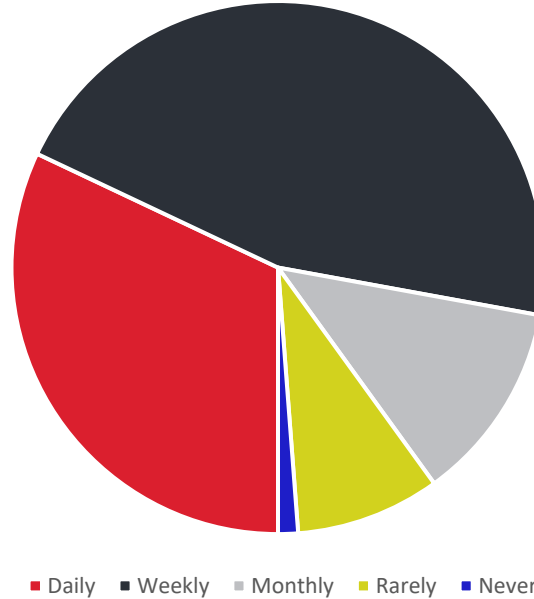
“How much do you plan to spend at the event today? (Check **ONE** only)”

Responses n = 1323	Count	Percent	SE	Lower CI	Upper CI
\$0	309	23.36%	1.16%	21.10%	25.73%
\$0-10	460	34.77%	1.31%	32.20%	37.40%
\$10-20	342	25.85%	1.20%	23.51%	28.30%
\$20-30	138	10.43%	0.84%	8.84%	12.20%
\$30-40	38	2.87%	0.46%	2.04%	3.92%
\$40-50	12	0.91%	0.26%	0.47%	1.58%
\$50+	24	1.815	0.37%	1.17%	2.69%

How frequently do you visit Hillsborough Street?



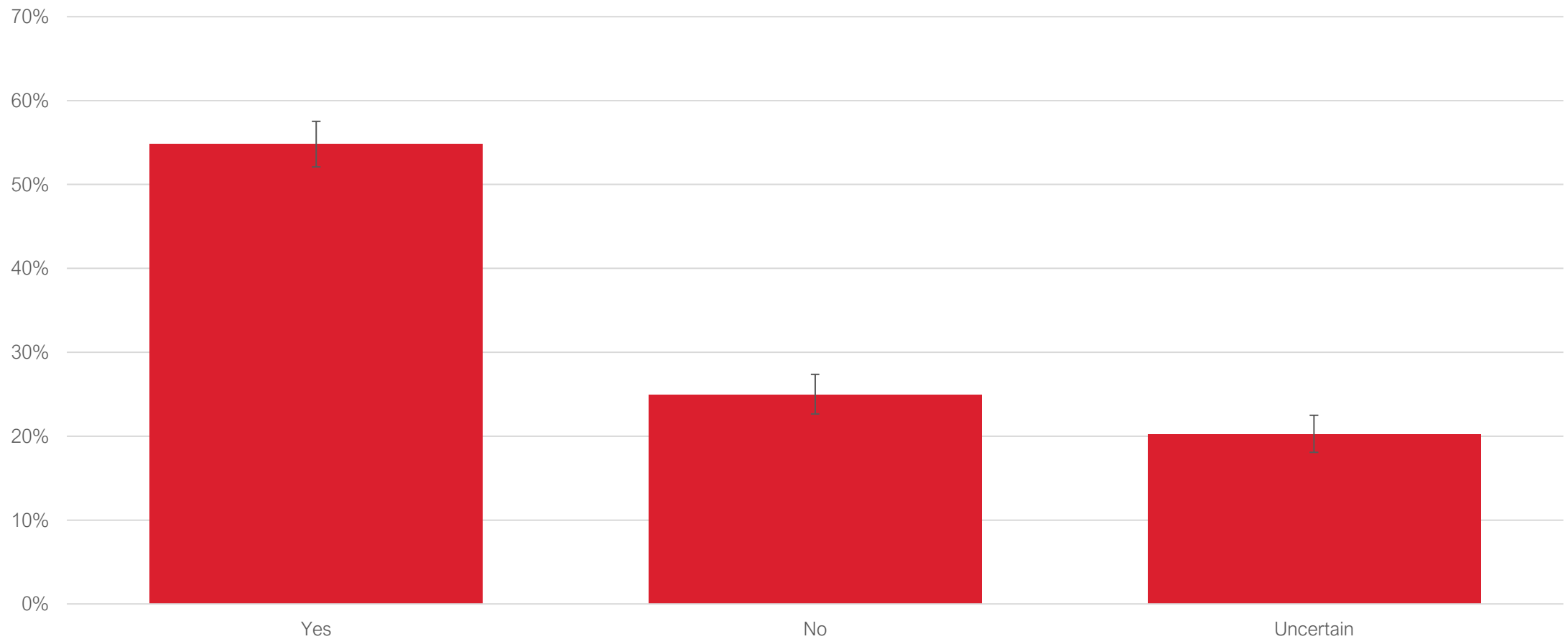
How frequently do you visit Hillsborough Street?



Responses n = 1324	Count	Percent	SE	Lower CI	Upper CI
Daily	424	32.02%	1.28%	29.52%	34.61%
Weekly	607	45.85%	1.37%	43.14%	48.57%
Monthly	161	12.16%	0.90%	10.45%	14.04%
Rarely	116	8.76%	0.78%	7.29%	10.41%
Never	16	1.21%	0.30%	0.69%	1.96%

Business Impact

“Do you plan to or have you already visited a Hillsborough Street business today? (Check **ONE** only)”



Business Impact

“Do you plan to or have you already visited a Hillsborough Street business today? (Check **ONE** only)”

Responses n = 1326	Count	Percent	SE	Lower CI	Upper CI
Yes	727	54.83%	1.37%	52.10%	57.53%
No	331	24.96%	1.19%	22.65%	27.38%
Uncertain	268	20.21%	1.10%	18.08%	22.48%

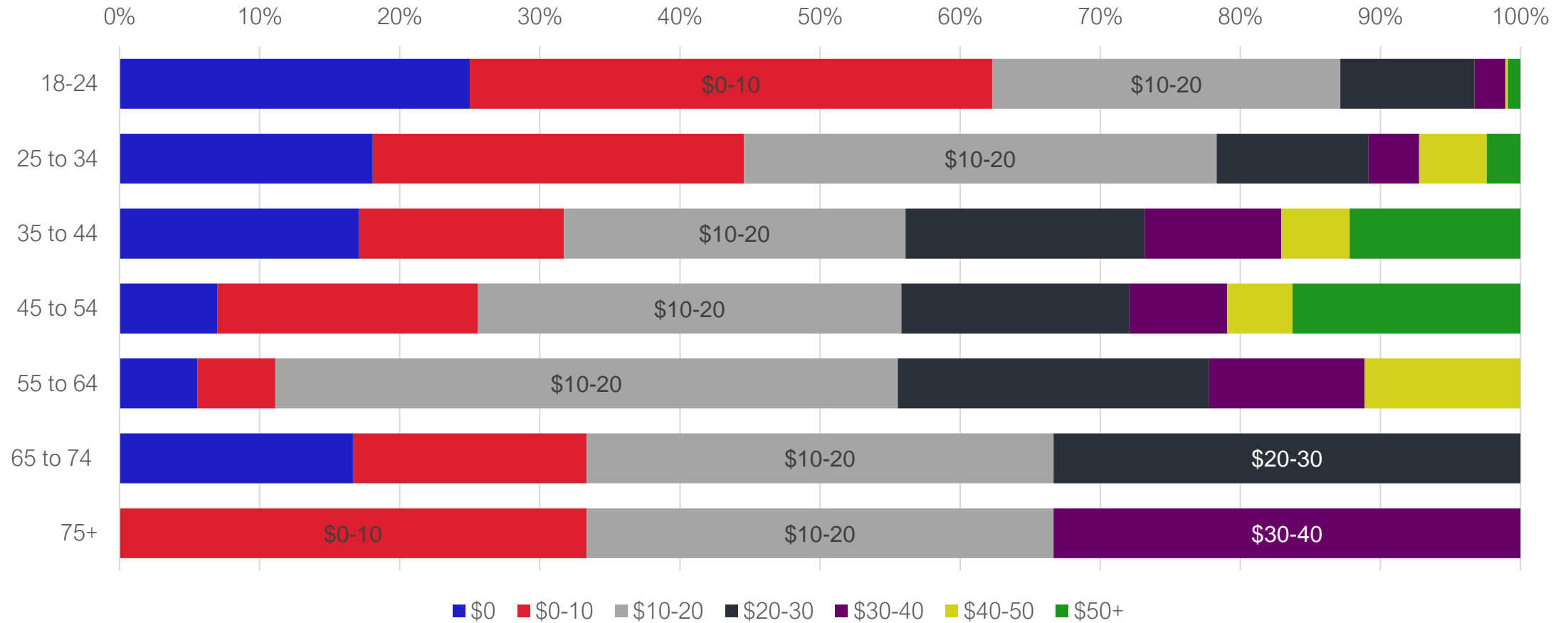
Additional Comments

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

- Love it!
- Epic :) very clean and safe!
- Brings the college + local community together
- Parking attendants very friendly, could be more knowledgeable
- Give away ponchos
- Some booths are in poor spots without any signs directing people to them.
- It is fun!

Secondary Analysis

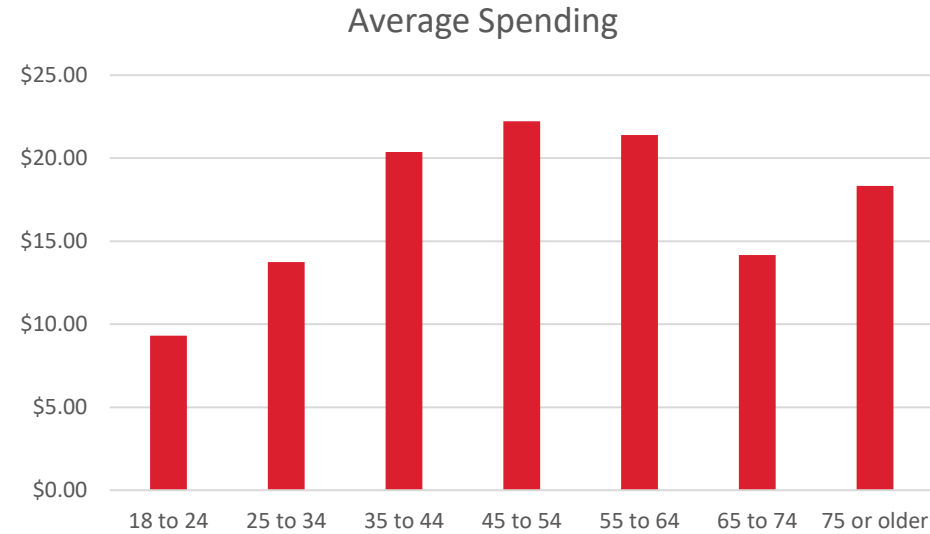
Spending By Age



Spending By Age

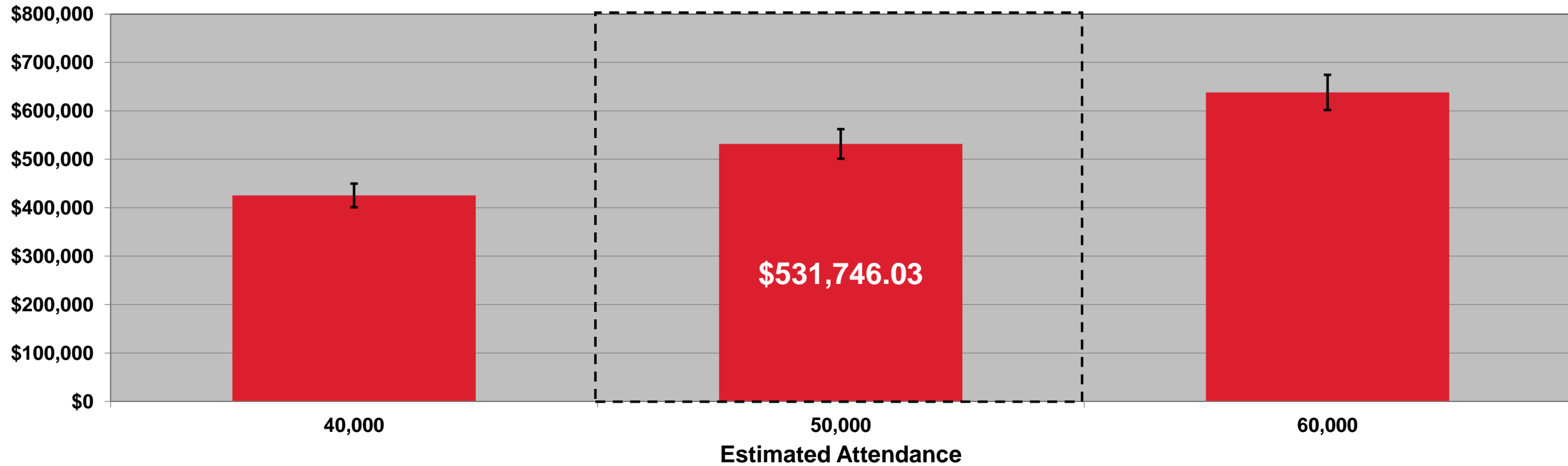
	\$0	\$0-10	\$10-20	\$20-30	\$30-40	\$40-50	\$50+
18 to 24	25%	37%	25%	10%	2%	0%	1%
25 to 34	18%	26%	33%	11%	4%	5%	2%
35 to 44	17%	15%	24%	17%	10%	5%	12%
45 to 54	7%	18%	30%	16%	7%	5%	16%
55 to 64	6%	6%	44%	22%	11%	11%	0%
65 to 74	17%	17%	33%	33%	0%	0%	0%
75+	0%	33%	33%	0%	33%	0%	0%

Average Spending By Age



Age n = 1328	Avg Spending	Count	SD	CI
18 to 24	\$9.29	1128	11.34	0.66
25 to 34	\$13.73	83	41.27	8.88
35 to 44	\$20.37	41	57.62	17.64
45 to 54	\$22.20	43	57.26	17.11
55 to 64	\$21.39	18	86.10	39.77
65 to 74	\$14.17	6	109.36	87.50
75 or older	\$18.33	3	166.64	188.57

Direct Impact



Attendance	Estimated Spending	Lower CI	Upper CI
40,000	\$425,396.83	\$401,061.68	\$449,731.97
50,000	\$531,746.03	\$501,327.10	\$562,164.96
60,000	\$638,095.24	\$601,592.52	\$674,597.95

Arrivalist Data



Attendees observed (“visitors”):

1. *Spent at least 30 minutes in the Packapalooza geofence*
2. *Have traveled at least 50 miles from their home into Wake County where they spent at least 2 hours, returned to their home*
3. *Do not repeat this behavior more than a few times a month*

- On average Packapalooza **visitors stayed** in Wake County for **1 day 12 hrs**
 - **Those who stayed within Wake County** spent an average of **2 days** in the county.
 - **Those who stayed outside the county** but attended the event spent **8 hours** in Wake on average.
- **70.4%** of event visitors spent the **majority of their trip in Wake County**
- **50.2%** of the devices attending Packapalooza **left the county that Saturday**
 - **18.7%** of the visitors **arrived the Friday before** the event
- Other device-visited geo-fenced locations during the weekend of the event: **Dorothea Dix Park (6.7%), Cameron Village (6.3%), Crabtree Valley Mall (2.9%)**
- **41%** of visitor arrivals came from **Greensboro/Winston-Salem/High Point DMA**, 23.7% from Charlotte, 11.9% from Greenville/New-Bern

Why Should Merchants Participate?

◆ **71.9%** of attendees indicated that they were **NCSU students**

◆ **2.6% NCSU faculty/staff** and **1.9% Meredith students**

◆ **20.3%** of attendees indicated that they **live within a 5-min. drive** of the event

◆ **88.1%** of attendees indicated that they **live in Raleigh or Wake County**

◆ **32.0%** of attendees indicated that they **visit Hillsborough Street “Daily”**

◆ **77.9%** of attendees indicated that they visit Hillsborough Street **“Daily” or “Weekly”**

**POTENTIAL
REGULAR
CUSTOMERS**

◆ **43.8%** of attendees indicated that this was the **first Packapalooza that they had attended**

◆ **22.9%** of attendees indicated a **reason for attending as “Merchants/Vendors”**

◆ **4.5%** of attendees indicated a reason for attending as **“Parent of NCSU student”**

**IMPRESSION-
ABLE**

◆ **54.8%** of attendees planned to or had already **visited a Hillsborough St. business** on the day of the event

◆ **20.2%** were **“Uncertain”** and **25.0%** did **not plan to visit** a Hillsborough St. business

CONVERTABLE

4

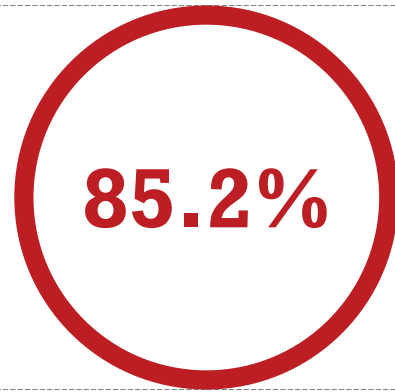
BUSINESS EXPOSURE / DIRECT MARKETING / CUSTOMER EXPERIENCE

How does it compare?



PACKA-
PALOOZA
2019

attendance



percent
"18 to 24"



avg. spending

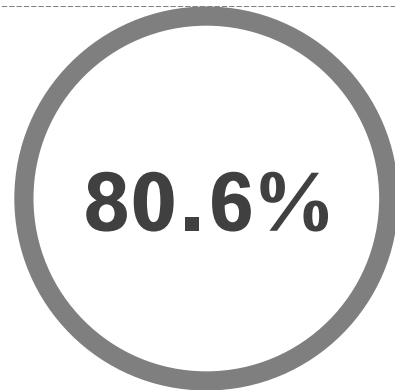


avg. duration

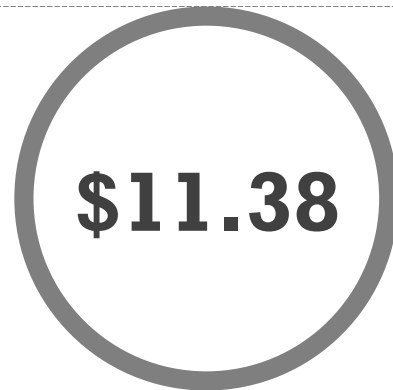


PACKA-
PALOOZA
2018

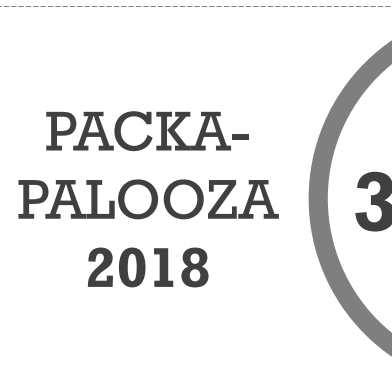
90,000



80.6%



\$11.38



3h 39m

PACKA-
PALOOZA
2018

Conclusion and Recommendations

- 2019 Packapalooza attendance was hurt by the rain that lasted the duration of the event.
- Due to weather it is difficult to compare to past years. However, percent of guests aged 18 to 24 increased. Attracting a larger crowd of older visitors (especially parents of students) could increase direct impact.
- Arrivalist data shows people staying for multiple nights. Perhaps NCSU could have events for alumni and parents surrounding Packapalooza to increase the impact from longer staying guests



QUESTIONS?

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