



# 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

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## 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** ( $\pm 6m$ ) ----->

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

## 2018

↓ **90,000**

↑ **643**

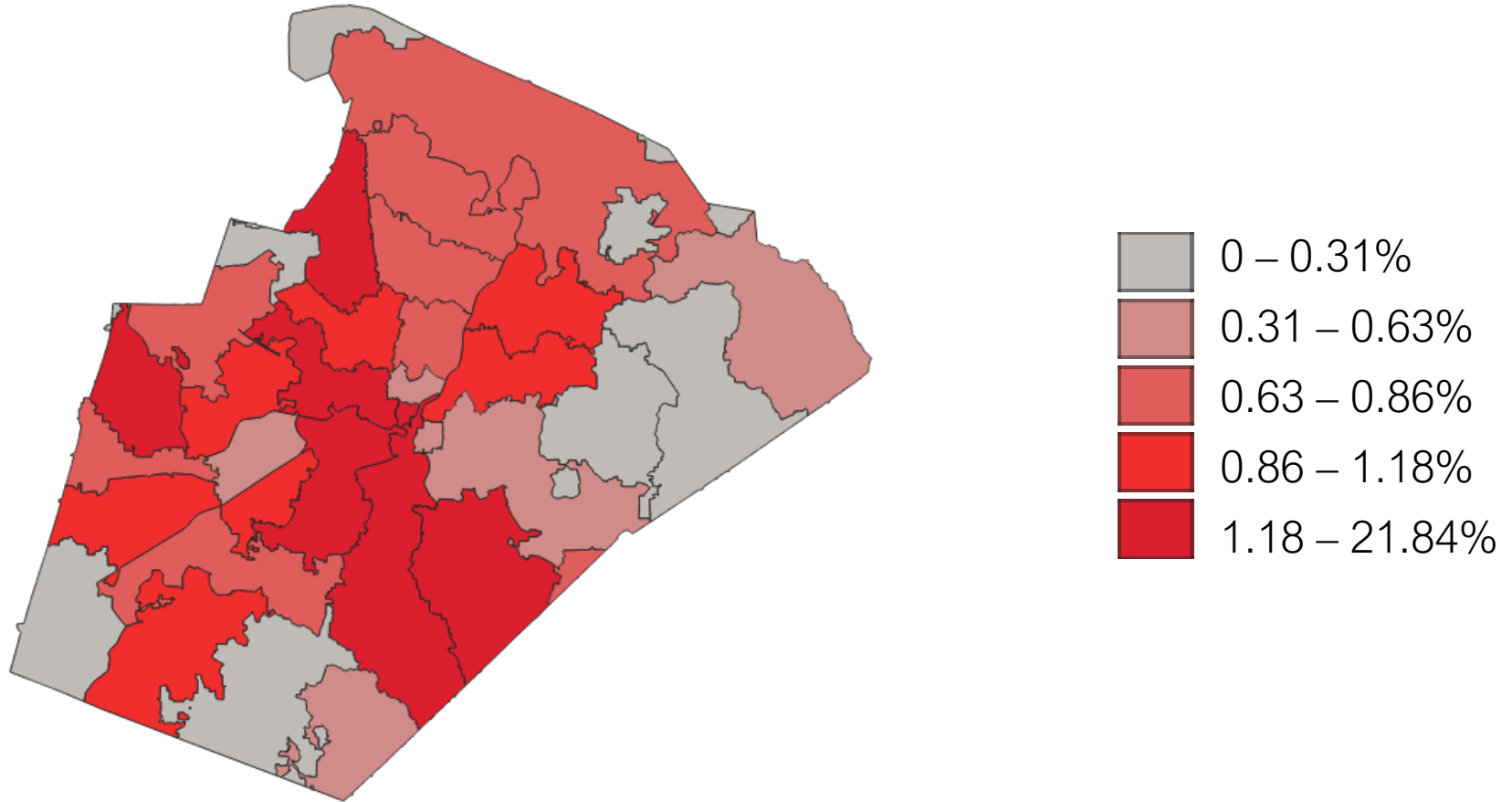
↑ **80.6%**

↓ **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%

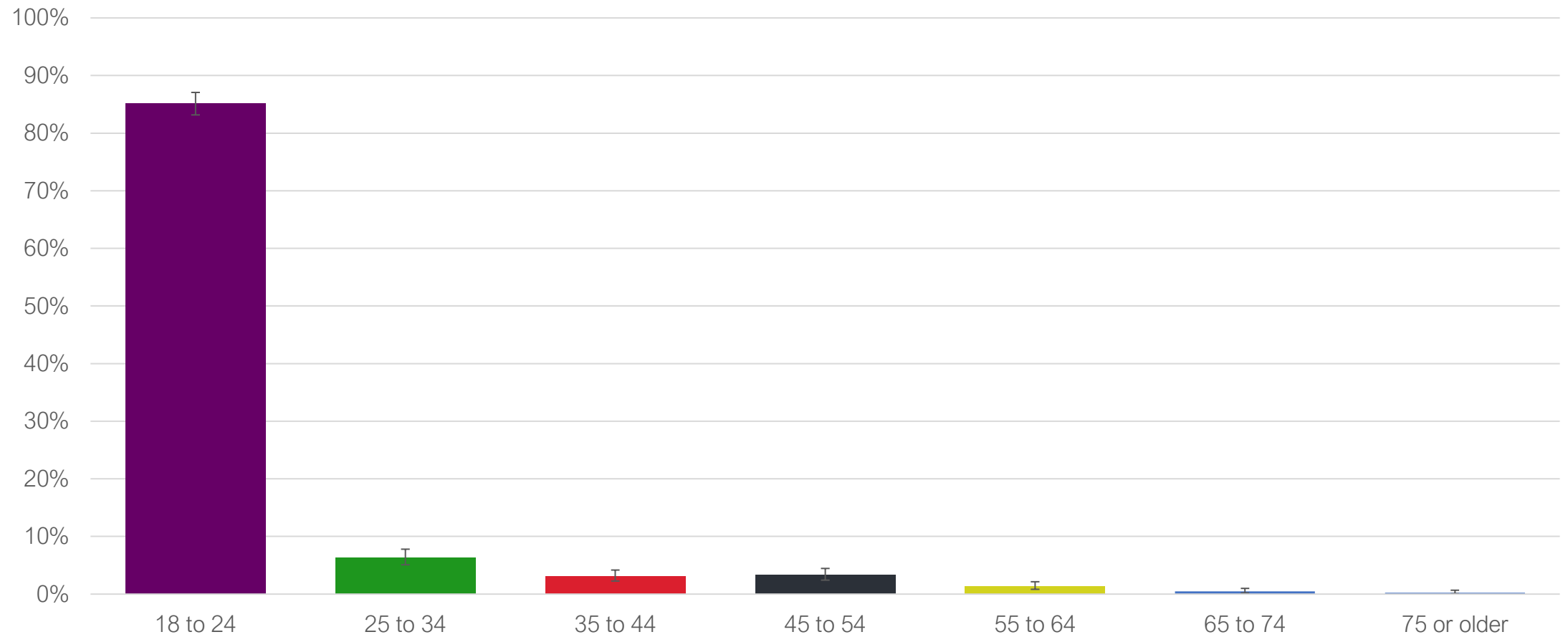
# Gender Distribution



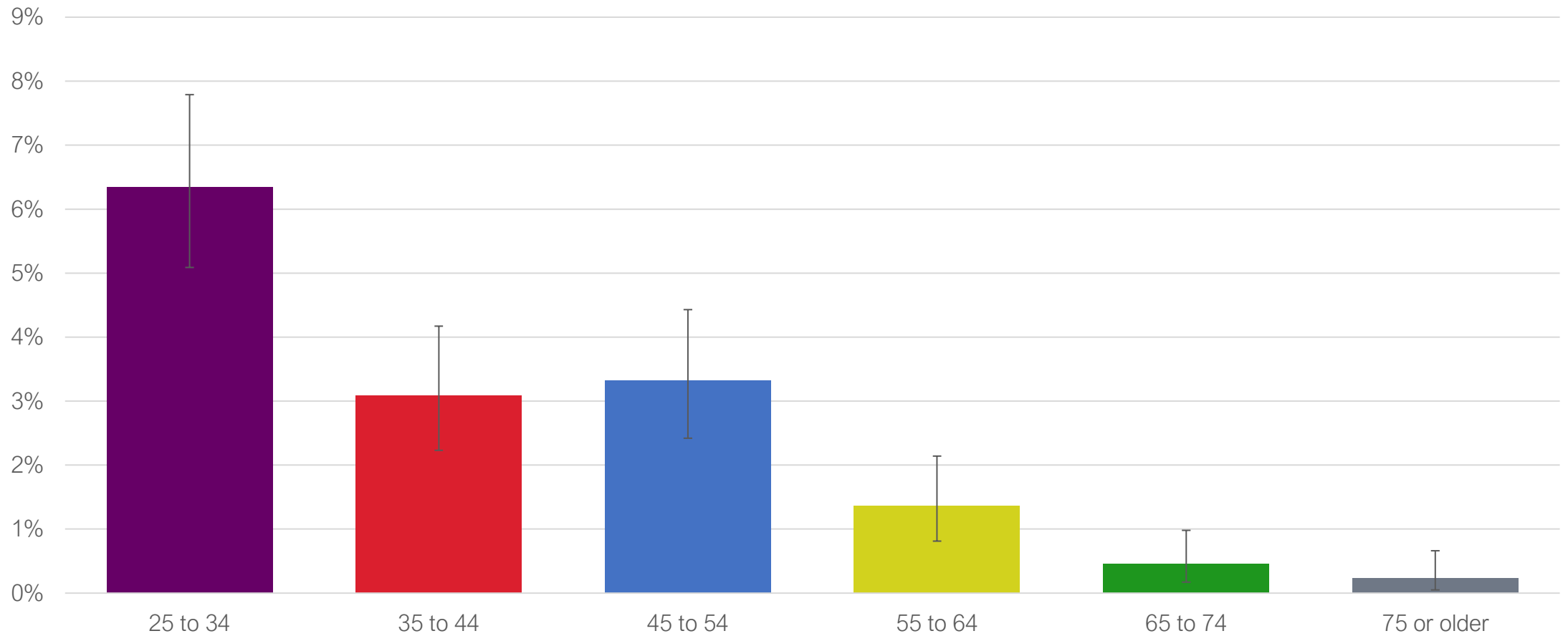
Male Female Non-binary

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



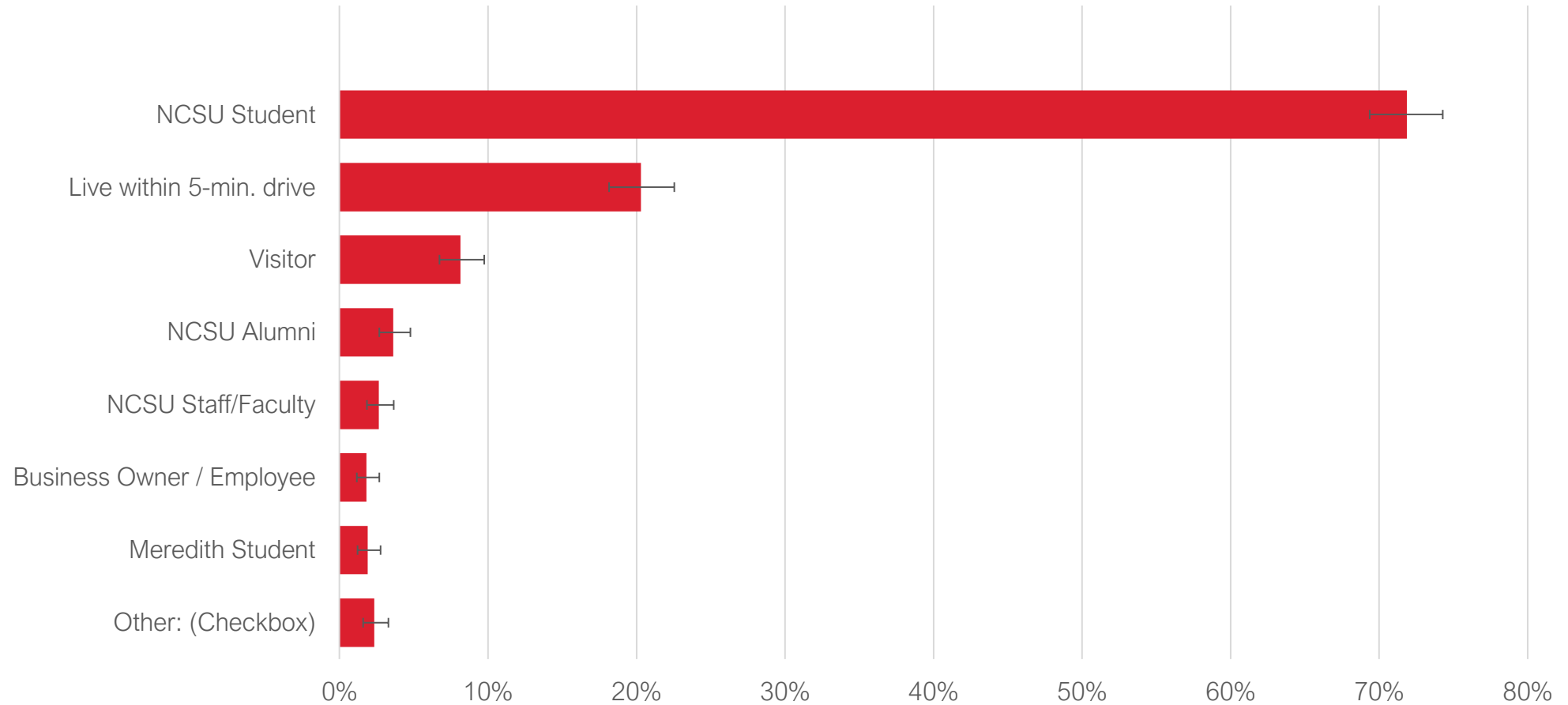


# Age of Visitors

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)”

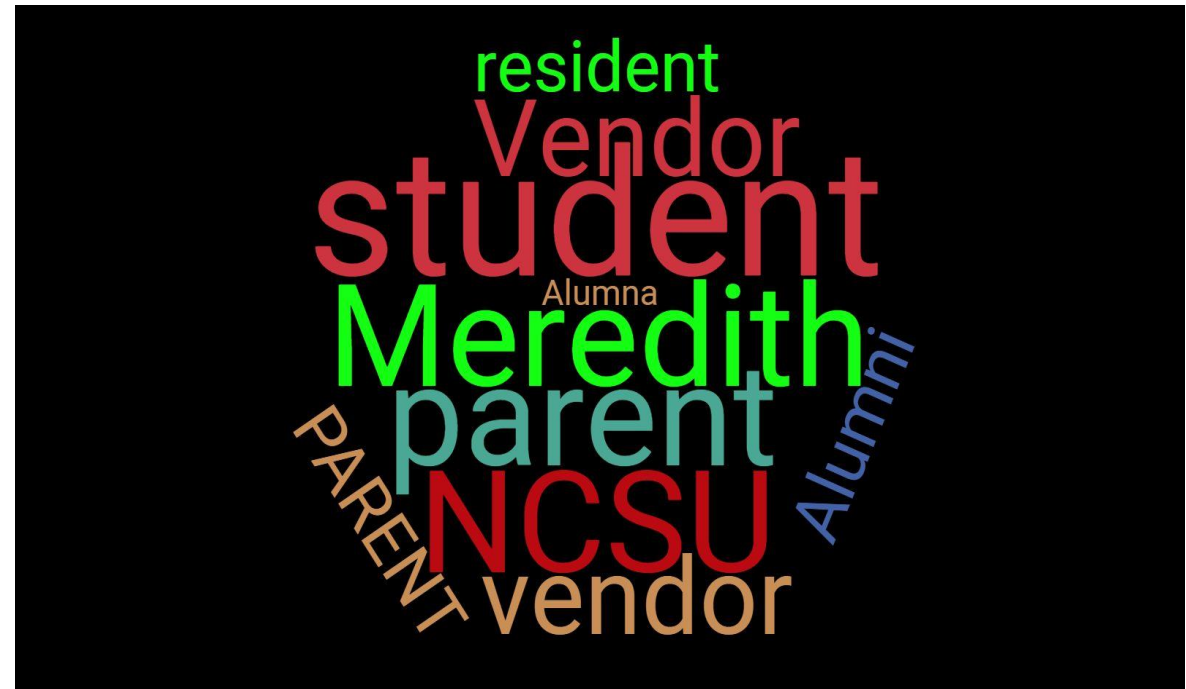
Affiliation n = 1326	Count	Percent	SE	Lower CI	Upper CI
NCSU Student	953	71.87%	1.23%	69.37%	74.28%
Live within 5-min	269	20.29%	1.10%	18.15%	22.55%
Visitor	108	8.14%	0.75%	6.73%	9.75%
NCSU Alumni	48	3.62%	0.51%	2.68%	4.77%
NCSU Faculty/Staff	35	2.64%	0.44%	1.85%	3.65%
Meredith Student	25	1.89%	0.37%	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)”

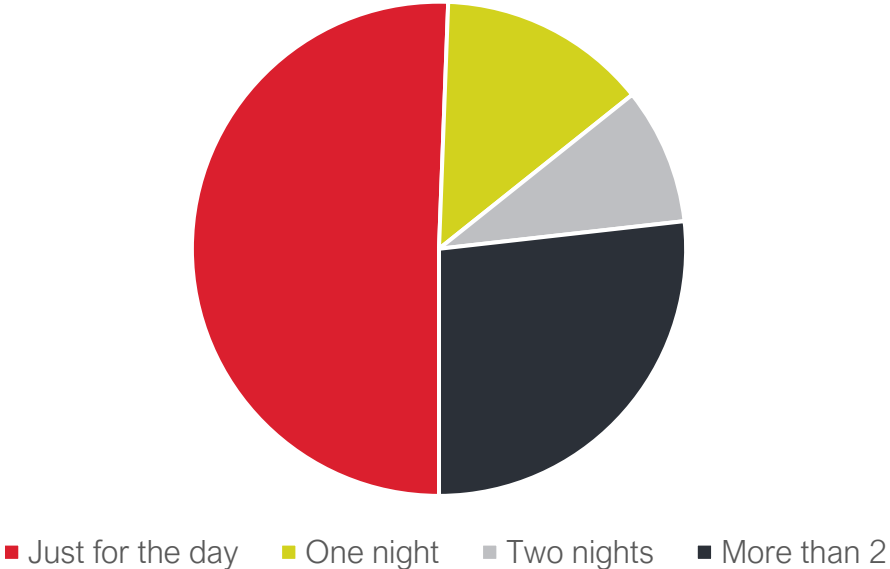


■ Yes - Raleigh ■ Yes - Wake ■ No

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

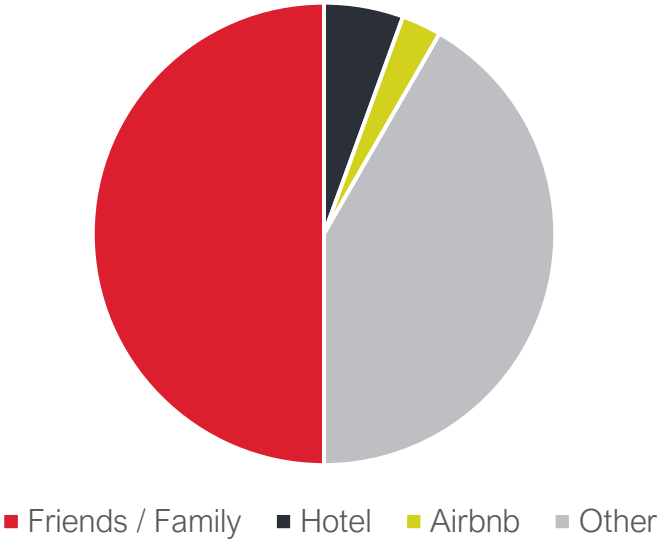
“In total, how long do you plan to be in the area? (Check ONE only)”



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

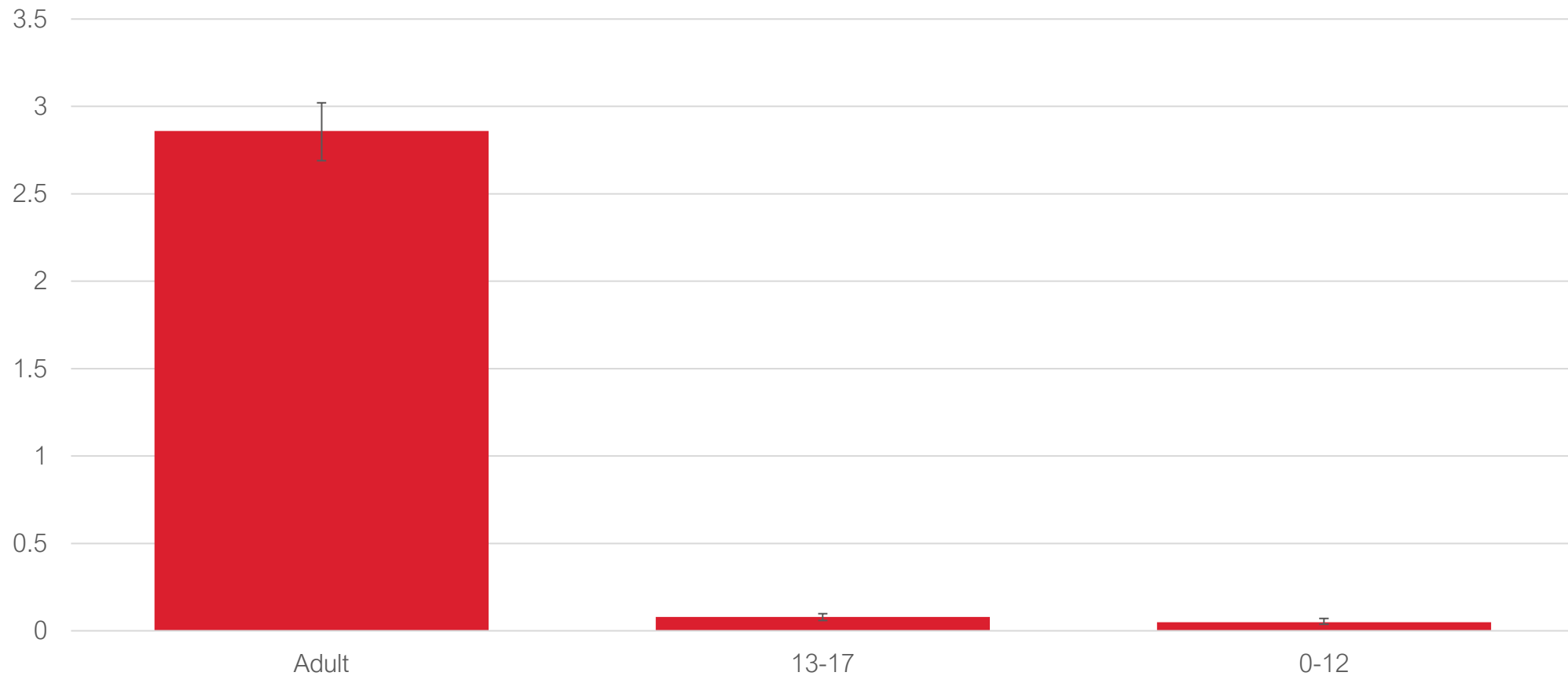
“Where are you staying? (Check **ONE** only)”



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)”

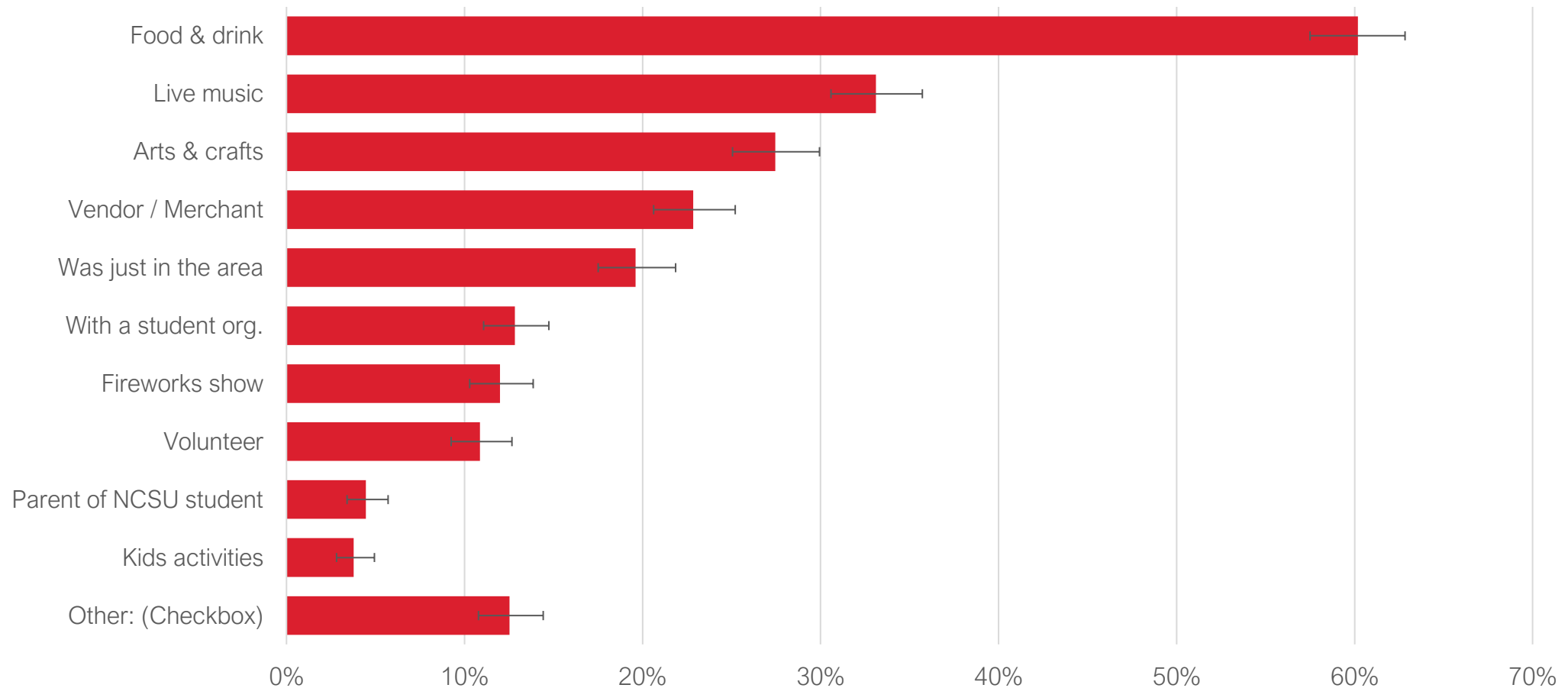


■ Yes ■ No

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)”

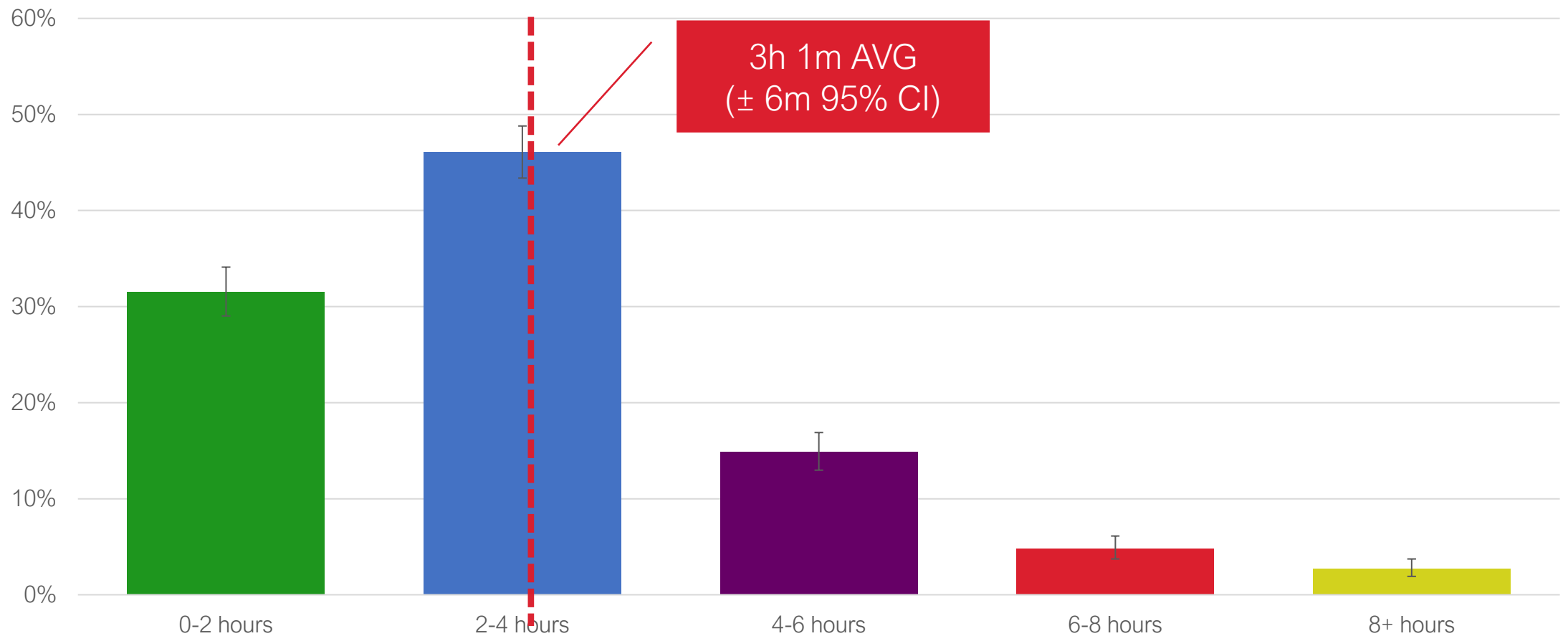


■ Yes ■ No

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

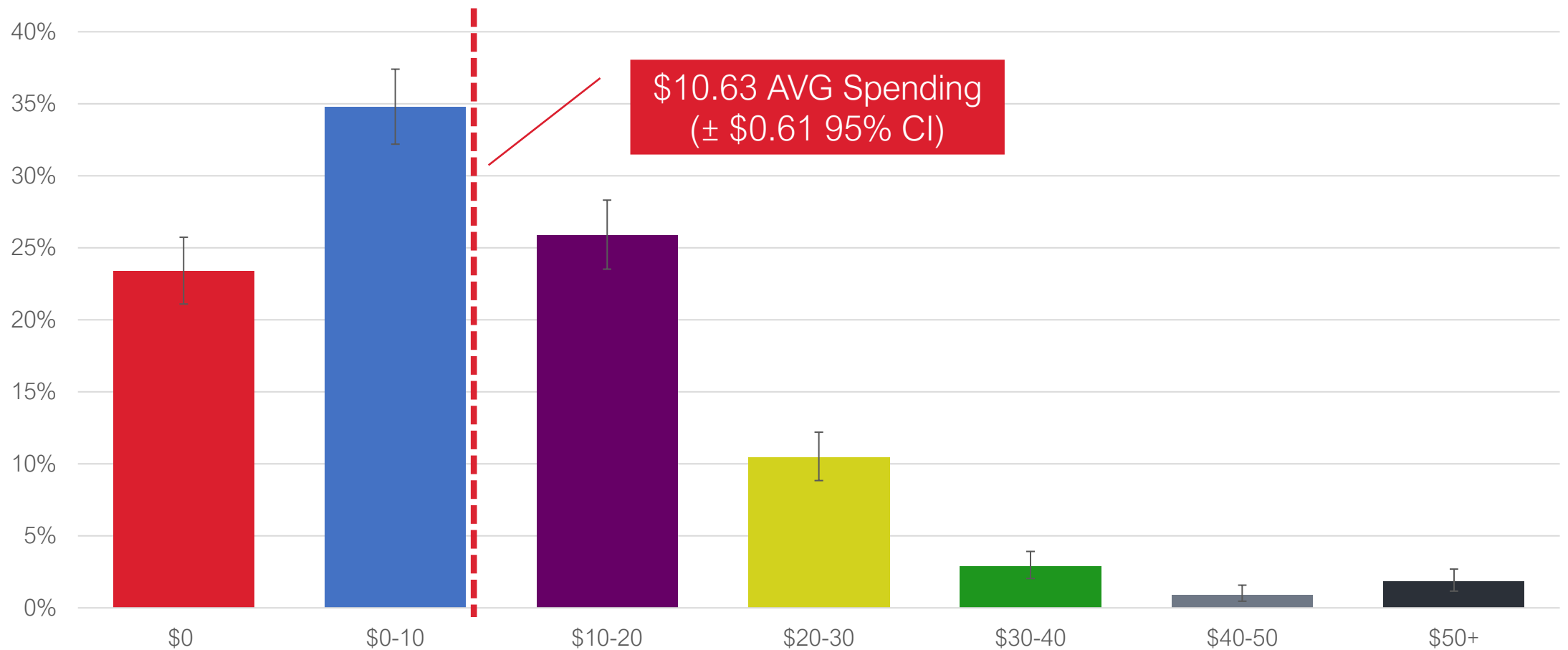
“How many hours do you plan to spend at the event today? (Check **ONE** only)”

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)”

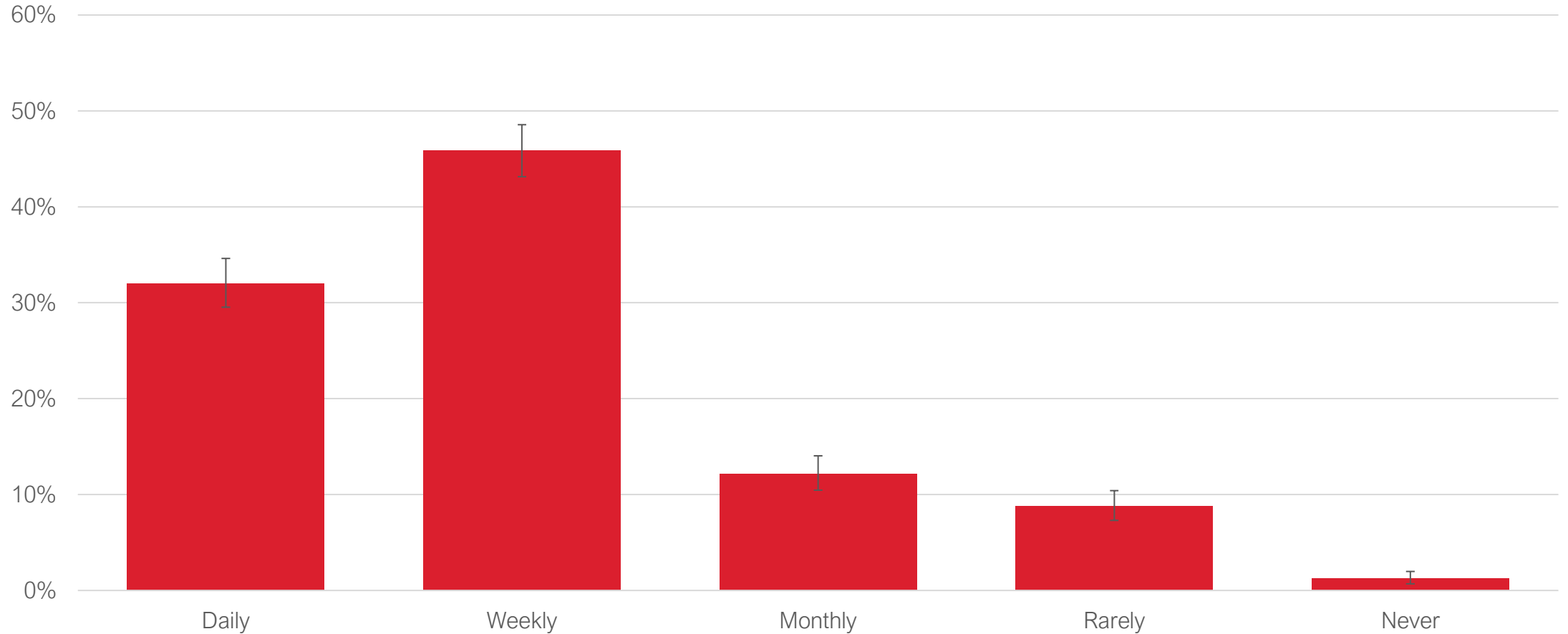


# Money Spent at the Event

“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?

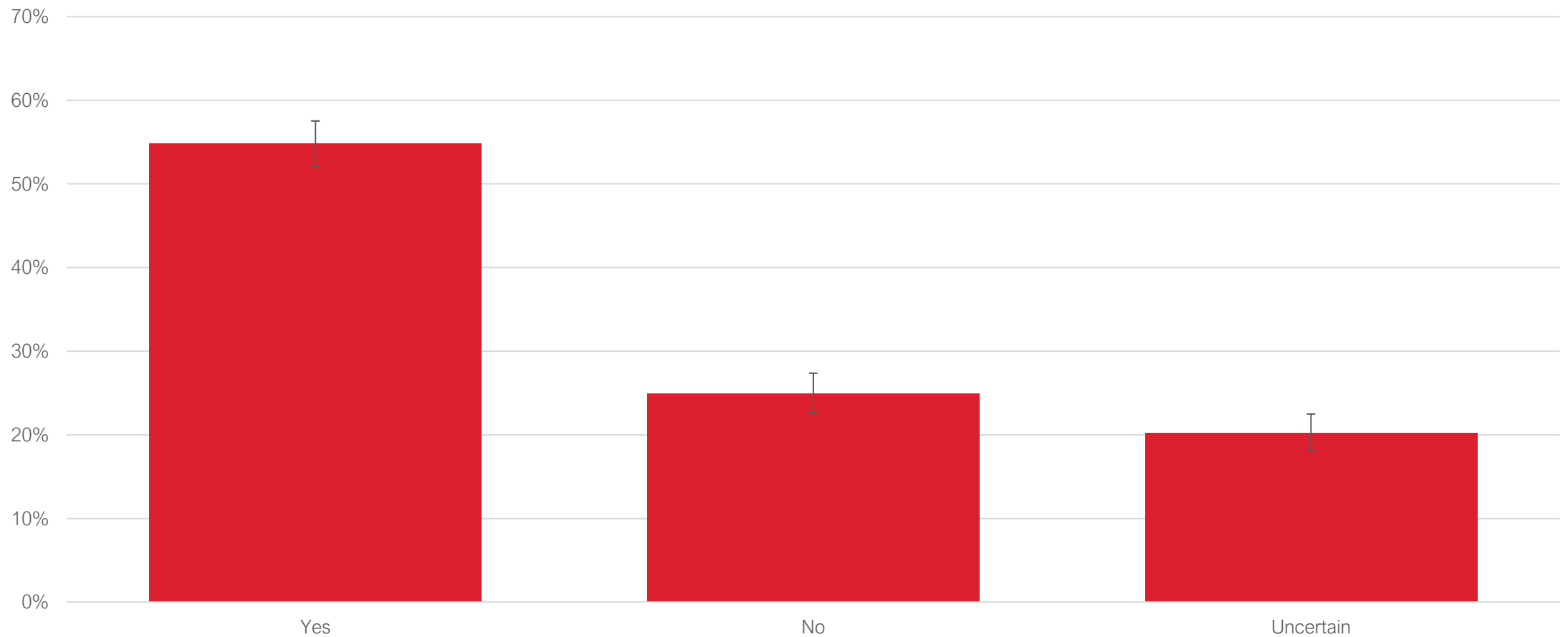


■ Daily ■ Weekly ■ Monthly ■ Rarely ■ Never

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!

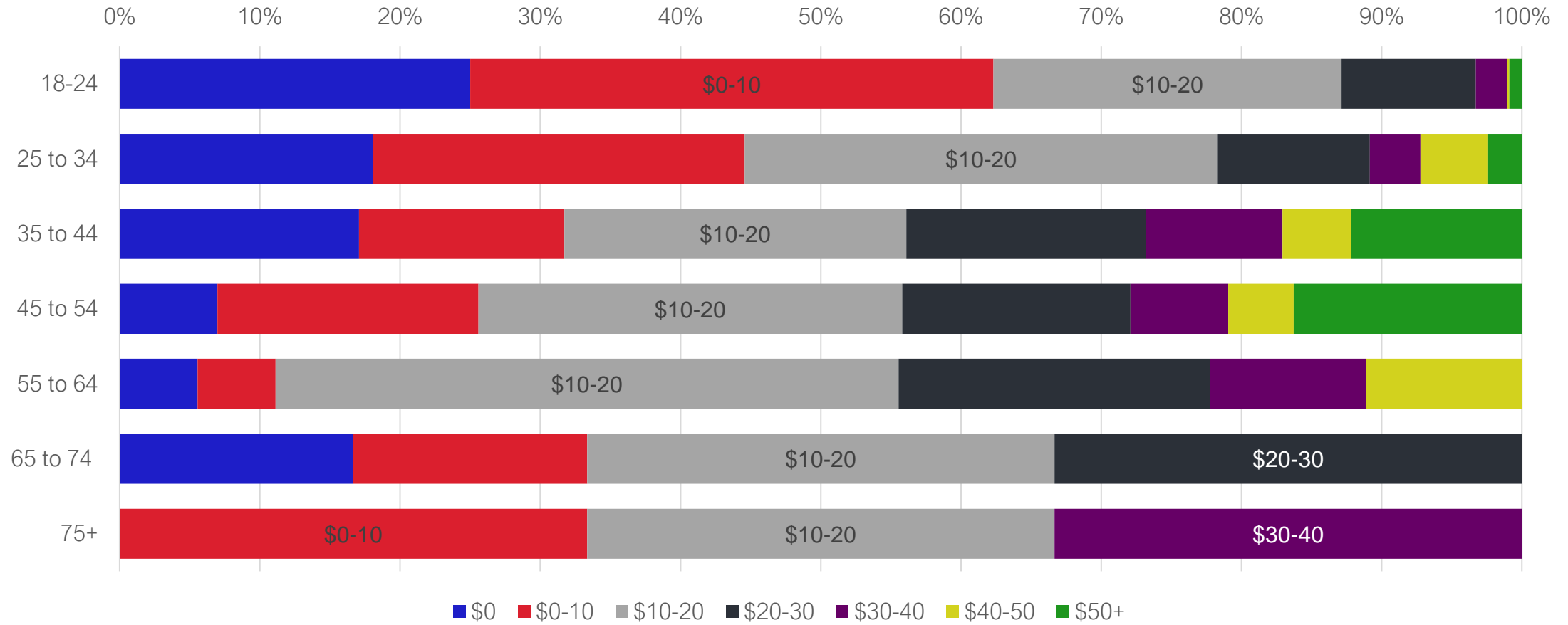
## Additional Comments





# Secondary Analysis

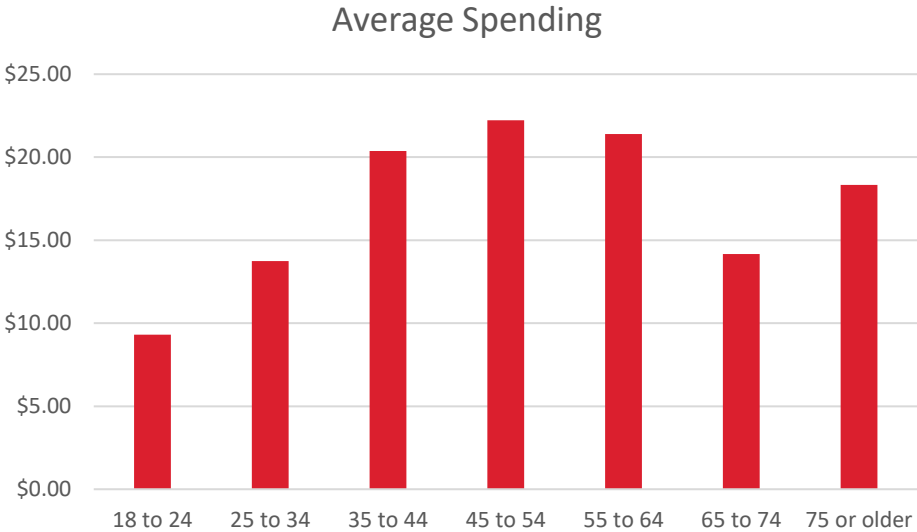
# Spending By Age



# Spending By Age

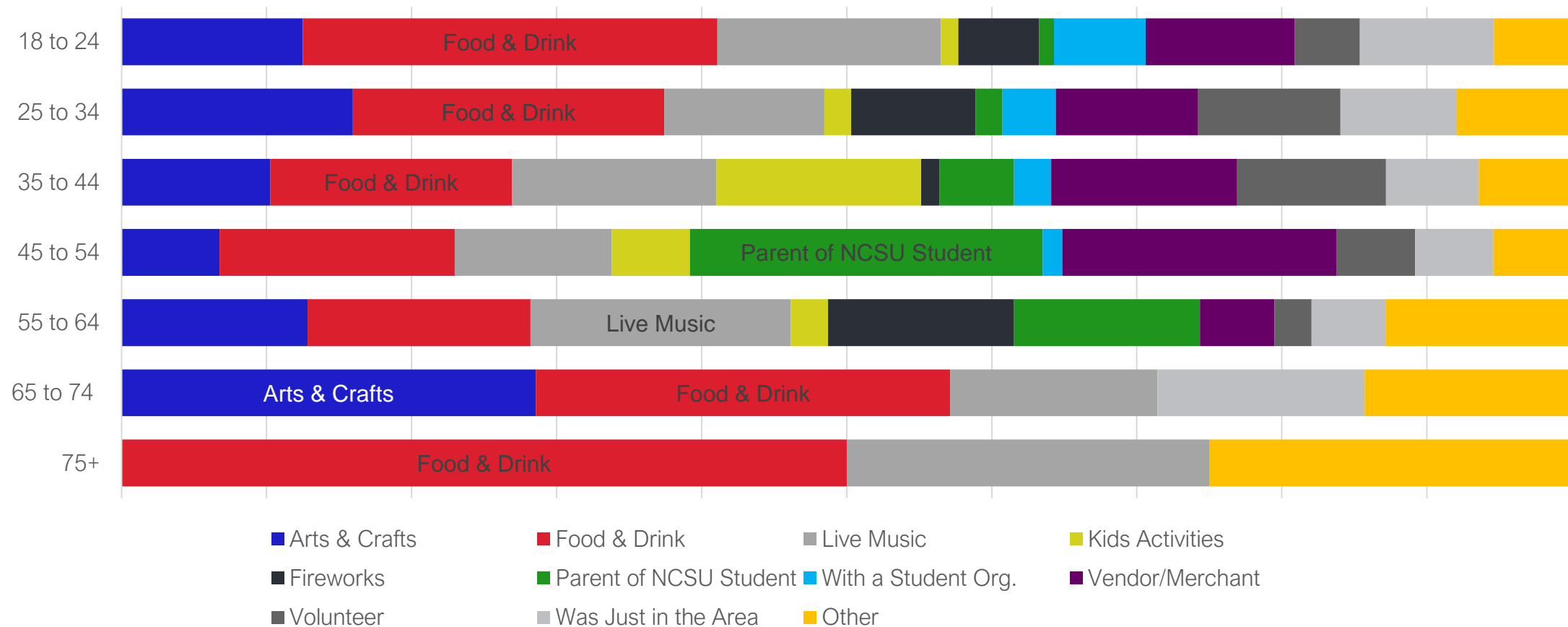
	\$0	\$0-10	\$10-20	\$20-30	\$30-40	\$40-50	\$50+
18 to 24	25%	37%	25%	10%	2%	0%	1%
25 to 34	18%	26%	33%	11%	4%	5%	2%
35 to 44	17%	15%	24%	17%	10%	5%	12%
45 to 54	7%	18%	30%	16%	7%	5%	16%
55 to 64	6%	6%	44%	22%	11%	11%	0%
65 to 74	17%	17%	33%	33%	0%	0%	0%
75+	0%	33%	33%	0%	33%	0%	0%

# 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

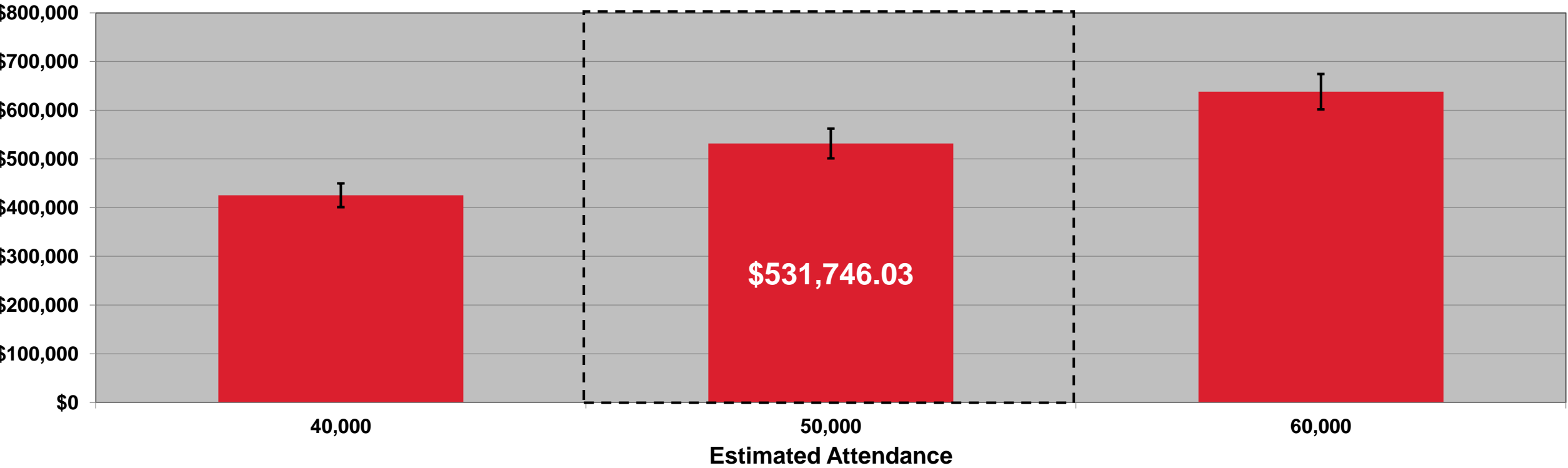
## Reason for Attendance by Age



# Reason for Attendance by Age

	Arts/Crafts	Food/Drink	Live Music	Kids Act.	Fireworks	Parent Std.	Student Org.	Vendor	Volunteer	Just in Area	Other
18 to 24	28%	64%	35%	3%	13%	2%	14%	23%	10%	21%	12%
25 to 34	31%	42%	21%	4%	17%	4%	7%	19%	19%	15%	15%
35 to 44	20%	32%	27%	27%	2%	10%	5%	24%	20%	12%	12%
45 to 54	11%	27%	18%	9%	0%	41%	2%	32%	9%	9%	9%
55 to 64	28%	33%	39%	6%	28%	28%	0%	11%	6%	11%	28%
65 to 74	33%	33%	17%	0%	0%	0%	0%	0%	0%	17%	17%
75+	0%	67%	33%	0%	0%	0%	0%	0%	0%	0%	33%

# 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?

1

- ◆ **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**

2

- ◆ **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**

3

- ◆ **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

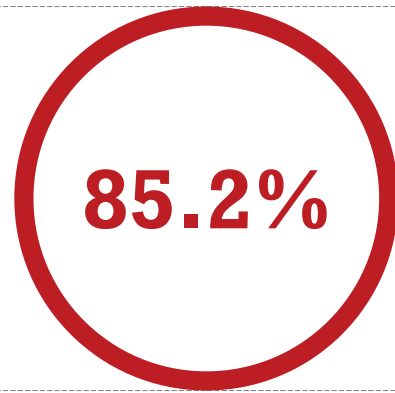
**BUSINESS EXPOSURE / DIRECT MARKETING / CUSTOMER EXPERIENCE**

# How does it compare?



PACKA-  
PALOOZA  
2019

**attendance**



percent  
"18 to 24"



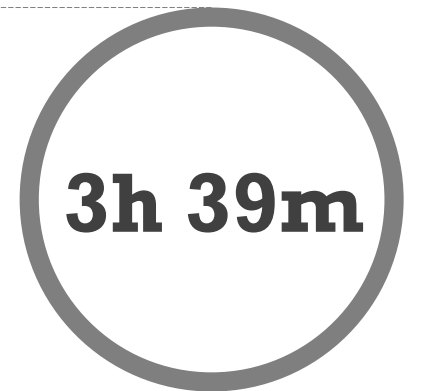
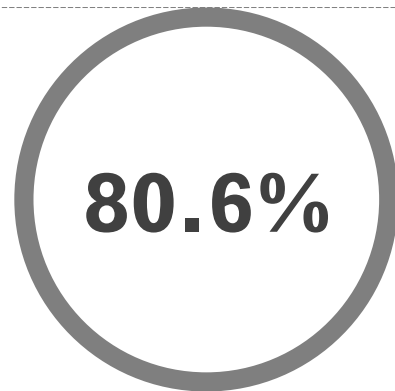
**avg. spending**



**avg. duration**



PACKA-  
PALOOZA  
2018



# 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?

## **Dakota Griffith**

Economic Development Research Assistant  
Hillsborough Street Community Service  
Corporation (HSCSC)

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## **Will Gaskins**

Director of Economic Development  
Hillsborough Street Community Service  
Corporation (HSCSC)

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