

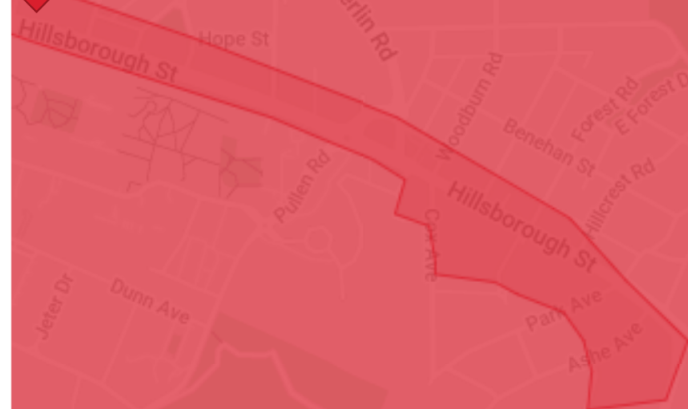


Hillsborough Street Corridor - Final 4

Apr 6 - Apr 6, 2024

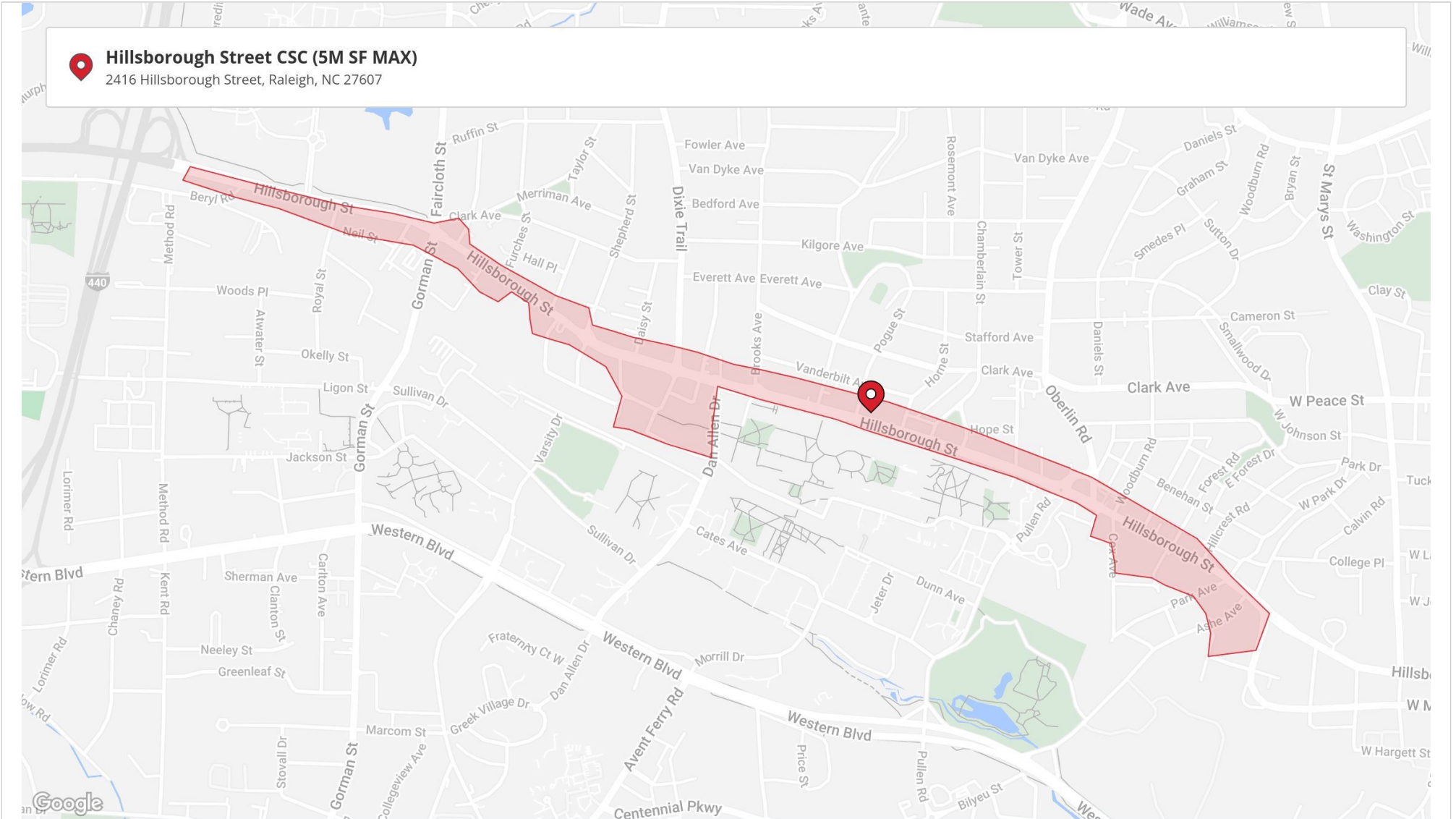
Property:

HS Hillsborough Street CSC (5M SF MAX)
2416 Hillsborough Street, Raleigh, NC 27607



Hillsborough Street Corridor - Final 4

Apr 6 - Apr 6, 2024



Metrics

Hillsborough Street CSC (5M SF M...

2416 Hillsborough Street, Raleigh, NC 27607

Visits	46.5K	Panel Visits	2.3K
Visitors	46.5K	Visits YoY	+50.4%
Visit Frequency	1	Visits Yo2Y	+91.3%
Avg. Dwell Time	172 min	Visits Yo3Y	+176.4%

Apr 6th, 2024

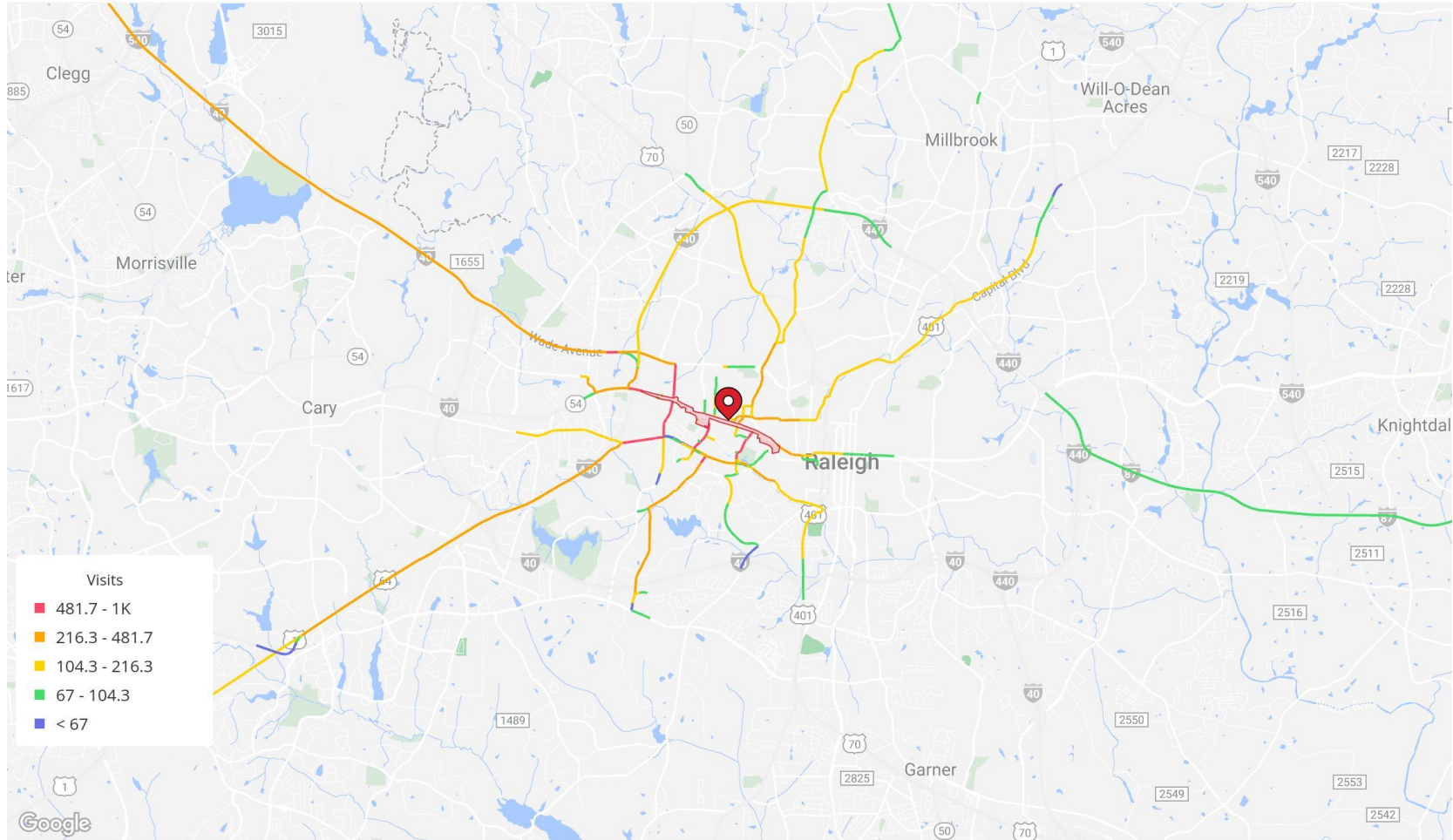
Data provided by Placer Labs Inc. (www.placer.ai)



Hillsborough Street Corridor - Final 4

Apr 6 - Apr 6, 2024

Visitor Journey - Routes



To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations.

Journey Direction: To Property | Apr 6th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Hillsborough Street Corridor - Final 4

Apr 6 - Apr 6, 2024



Prior / Post Compare

Hillsborough Street CSC (5M SF MAX) / Hillsborough Street, Raleigh, NC

Prior			Post		
Rank	Name	Foot-Traffic	Rank	Name	Foot-Traffic
1	North Carolina State University / Western Blvd, Ral...	2.3%	1	Stafford Commons / Raleigh, NC	2.8%
2	Reynolds Coliseum / Cates Avenue, Raleigh, NC	2.1%	2	Cornerstone Tavern / Glenwood Ave, Raleigh, NC	2.2%
3	Dorothea Dix Park / Richardson Dr, Raleigh, NC	1.9%	3	Reynolds Coliseum / Cates Avenue, Raleigh, NC	2.1%
4	Stafford Commons / Raleigh, NC	1.6%	4	North Carolina State University / Western Blvd, Ral...	1.9%
5	Cornerstone Tavern / Glenwood Ave, Raleigh, NC	0.9%	5	Dorothea Dix Park / Richardson Dr, Raleigh, NC	1.3%
6	Carter Finley Stadium / Trinity Rd, Cary, NC	0.8%	6	Cook Out / Western Blvd, Raleigh, NC	1%
7	Compeigne Park / Chamberlain St, Raleigh, NC	0.7%	7	Uncommon Raleigh / Hillsborough St, Raleigh, NC	1%
8	Uncommon Raleigh / Hillsborough St, Raleigh, NC	0.7%	8	Stanhope Student Apartments / Hillsborough St, Ra...	1%
9	Meredith College / Hillsborough St, Raleigh, NC	0.7%	9	Compeigne Park / Chamberlain St, Raleigh, NC	0.7%
10	Stanhope Student Apartments / Hillsborough St, Ra...	0.5%	10	Chamberlain / Chamberlain St, Raleigh, NC	0.7%

Apr 6th, 2024

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

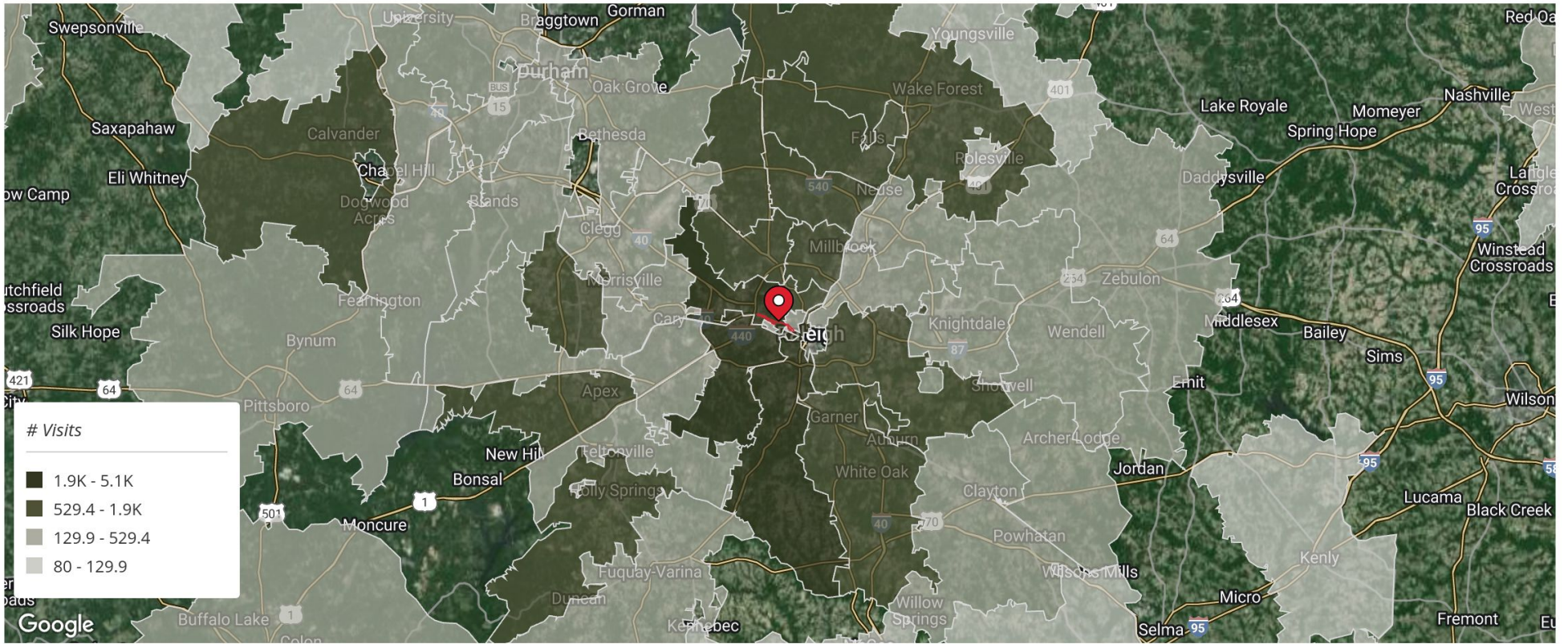


Hillsborough Street Corridor - Final 4

Apr 6 - Apr 6, 2024

Visitors By Origin

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



Hillsborough Street Corridor - Final 4

Apr 6 - Apr 6, 2024



Hillsborough Street CSC (5M SF M...

2416 Hillsborough Street, Raleigh, NC 27607

Zipcode / City	Visits (% of Total)
27606 Raleigh, NC	5.1K (10.9%)
27607 Raleigh, NC	3.1K (6.6%)
27603 Raleigh, NC	2.2K (4.7%)
27609 Raleigh, NC	1.2K (2.5%)
27612 Raleigh, NC	1.1K (2.4%)
27615 Raleigh, NC	1K (2.2%)
27613 Raleigh, NC	837 (1.8%)
27516 Chapel Hill, NC	754 (1.6%)
27614 Raleigh, NC	729 (1.6%)
27587 Wake Forest, NC	712 (1.5%)

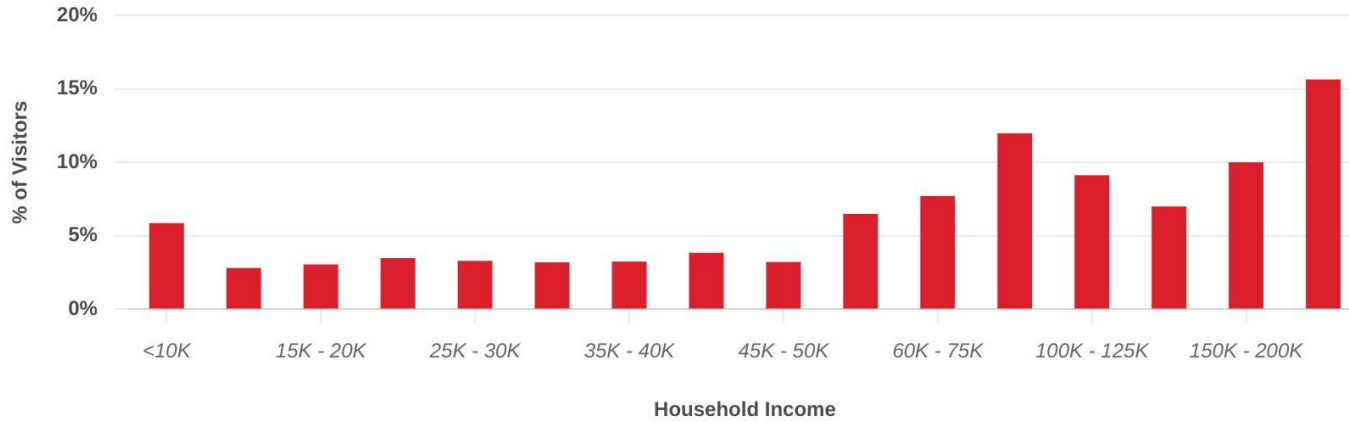
Apr 6th, 2024

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



Household Income

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



Average Income	122K
Median Income	83K

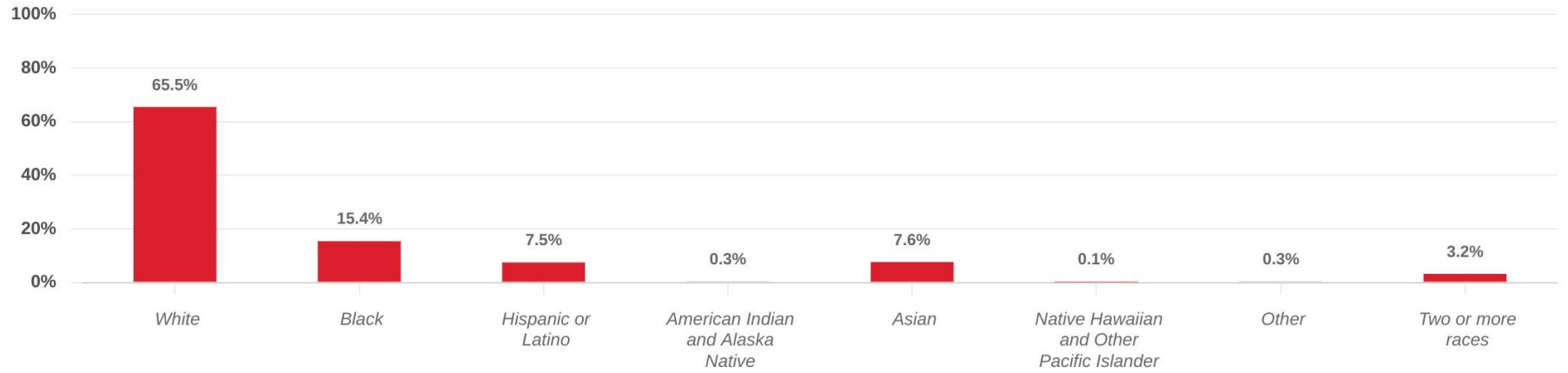
*Demographics are based on a True Trade Area capturing 70% of visits | Data source: Census 2022

Apr 6th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Ethnicity

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



*Demographics are based on a True Trade Area capturing 70% of visits | Data source: Census 2022

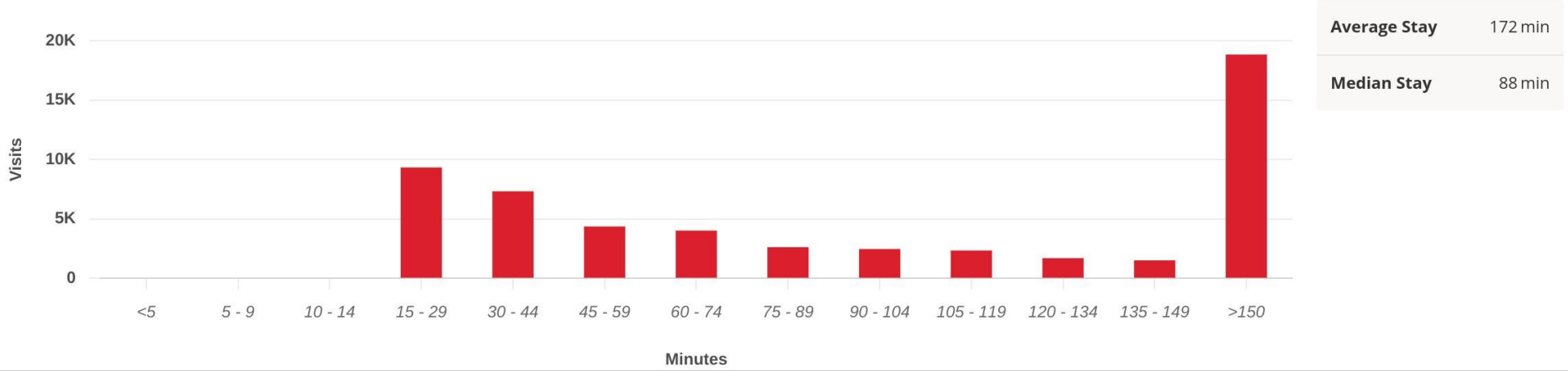
Apr 6th, 2024

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



Visit Duration

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



Visits | Apr 6th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



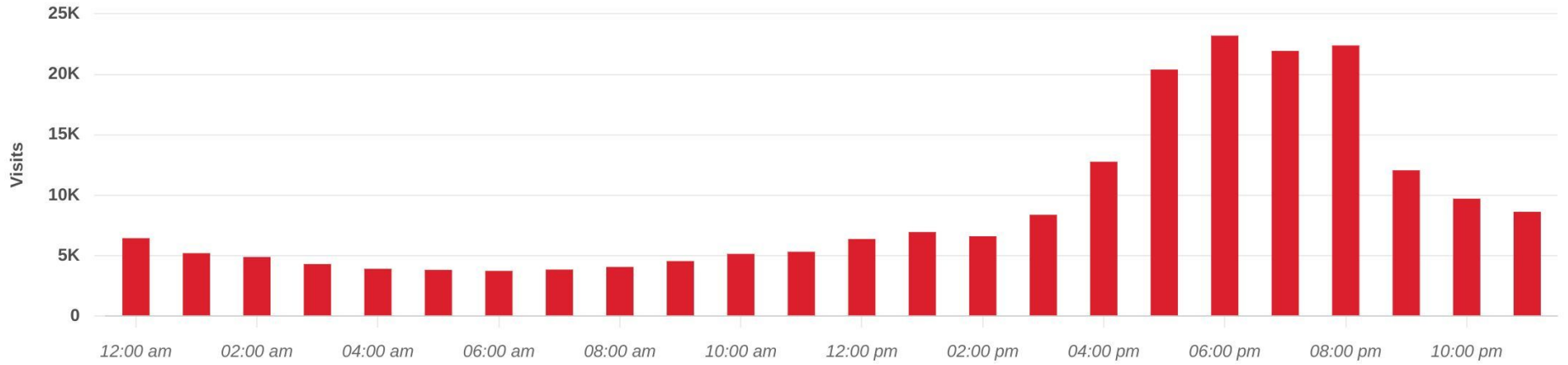
Hillsborough Street Corridor - Final 4

Apr 6 - Apr 6, 2024



Hourly Visits

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



Visits | Apr 6th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Hillsborough Street Corridor - Final 4

Apr 6 - Apr 6, 2024



Favorite Places

Hillsborough Street CSC (5M SF MAX) / Hillsborough Street, Raleigh, NC

Rank	Name	Distance	Visitors
1	Building at 2426 Hillsborough St / 2426 Hillsborough St, Raleigh, NC 27607	0.1 mi	5.4K (11.7%)
2	Stanhope Student Apartments / 3001 Hillsborough St, Raleigh, NC 27605	0.4 mi	4.4K (9.5%)
3	Building at 2414 Hillsborough St / 2414 Hillsborough St, Raleigh, NC 27607	0.1 mi	3.9K (8.3%)
4	North Carolina State University / 2717 Western Blvd, Raleigh, NC 27606	0.1 mi	3.4K (7.3%)
5	University Towers / 111 Friendly Dr, Raleigh, NC 27607	0.4 mi	3K (6.4%)
6	Chipotle Mexican Grill / 2316 Hillsborough St Ste 100, Raleigh, NC 27607	0.1 mi	2.8K (6.1%)
7	Stafford Commons / Raleigh, NC, United States	0.3 mi	2.8K (6.1%)
8	Target / 2512 Hillsborough St, Raleigh, NC 27607	0 mi	2.7K (5.8%)
9	Shops at Village District / 2034 Cameron St, Raleigh, NC 27605	0.6 mi	2.7K (5.8%)
10	Jasmin Mediterranean Bistro / 2430 Hillsborough St, Raleigh, NC 27607	0.1 mi	2.4K (5.1%)

Category: All Categories | Min. Visits: 1 | Apr 6th, 2024

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

