

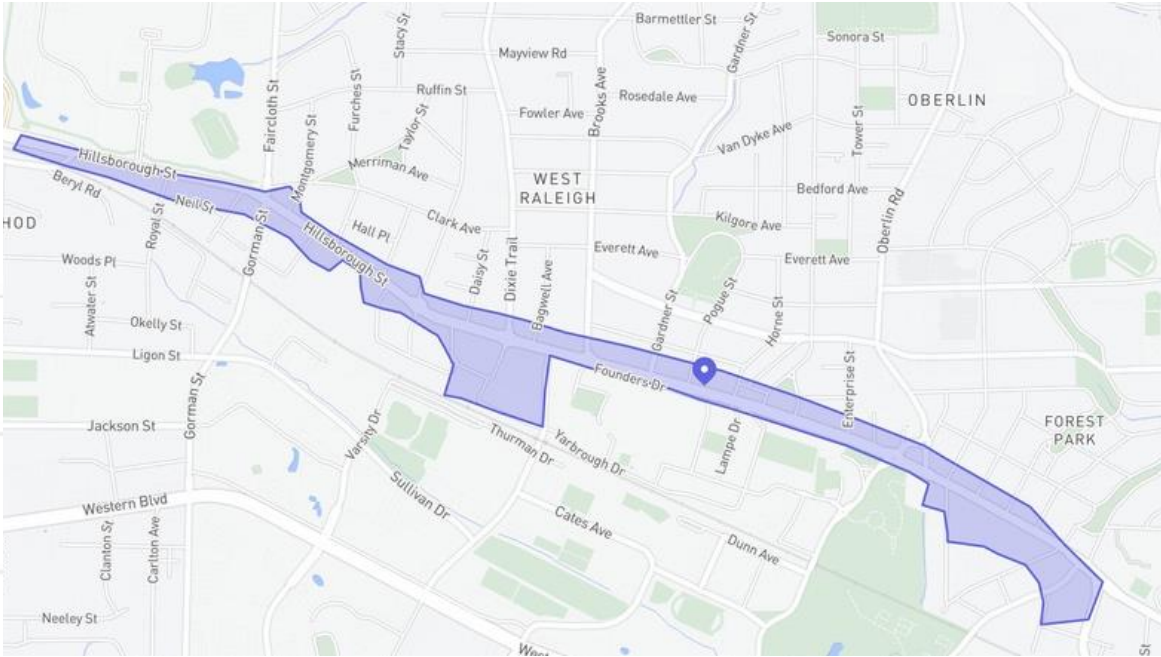
PACKAPALOOZA 2026

Intercept Survey & Impact Analysis

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

Placer.ai Visitor Metrics - Saturday, Aug. 22, 2026

Hillsborough Street CSC (...) Hillsborough Street, Raleigh, NC	
Visits	85.5K
Visitors	85.5K
Visit Frequency	1
Avg. Dwell Time	184 Min

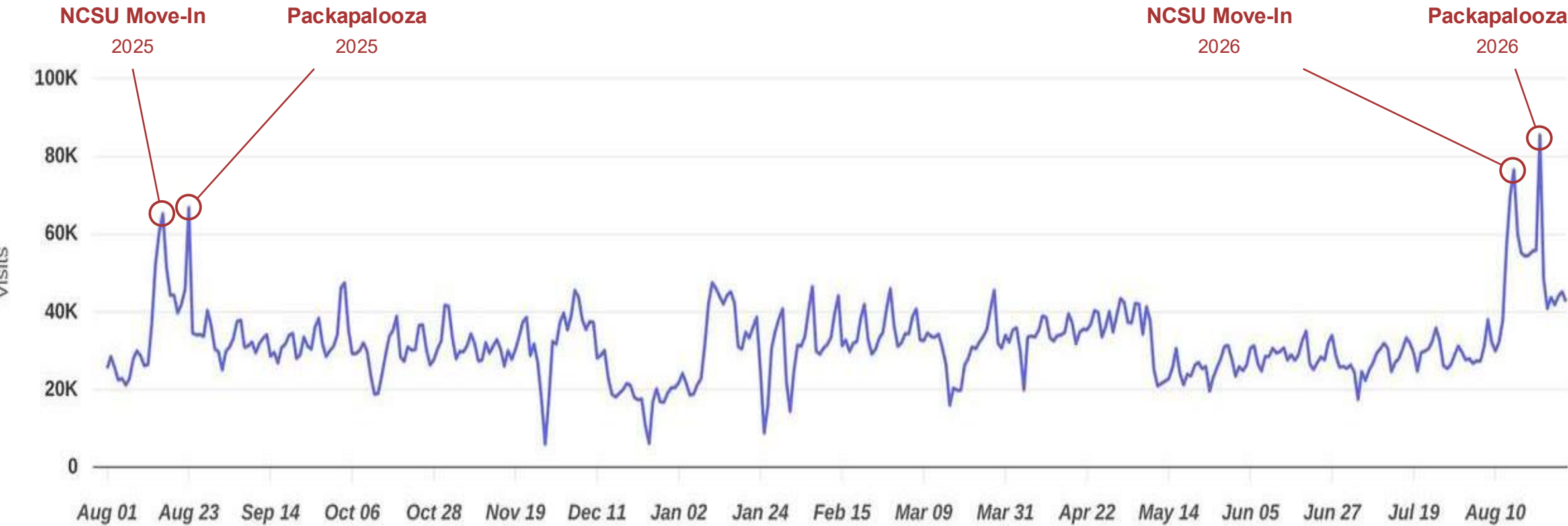


* Placer.ai estimates foot traffic analytics based on location-based service data from a panel of devices. This estimate does not reflect the total or official attendance to Packapalooza 2026. For more information about Placer.ai's methodology, see the Appendix.

Visitor Trends, Aug. 2025 to Aug. 2026

Hillsborough Street CSC (5M SF ...

Hillsborough Street, Raleigh, NC



Daily | Visits | Aug 1st, 2025 - Aug 29th, 2026

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



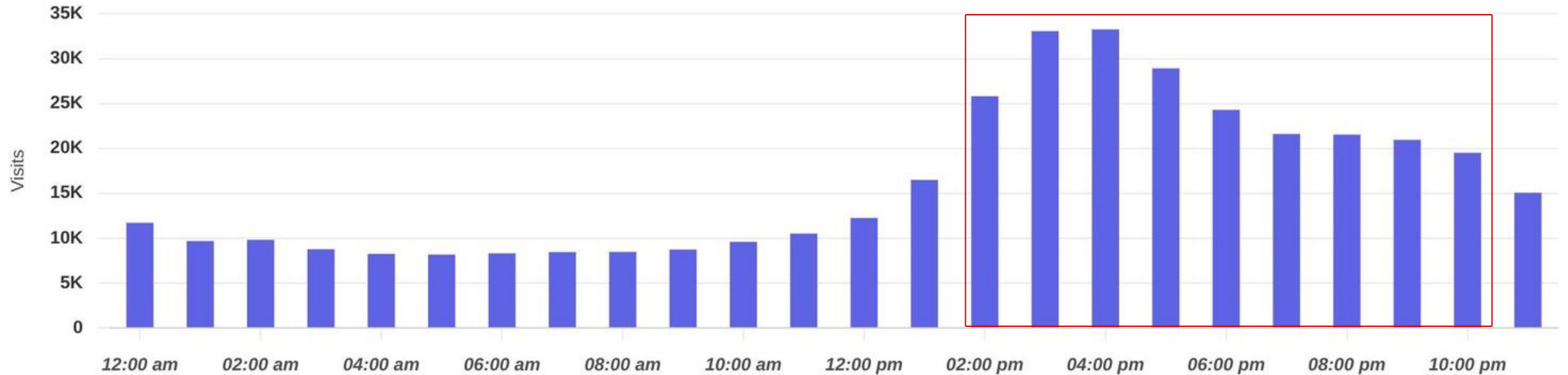
NOTE: For more information about Placer.ai’s methodology, see the Appendix.



Visits by Hour - Saturday, Aug. 23, 2026

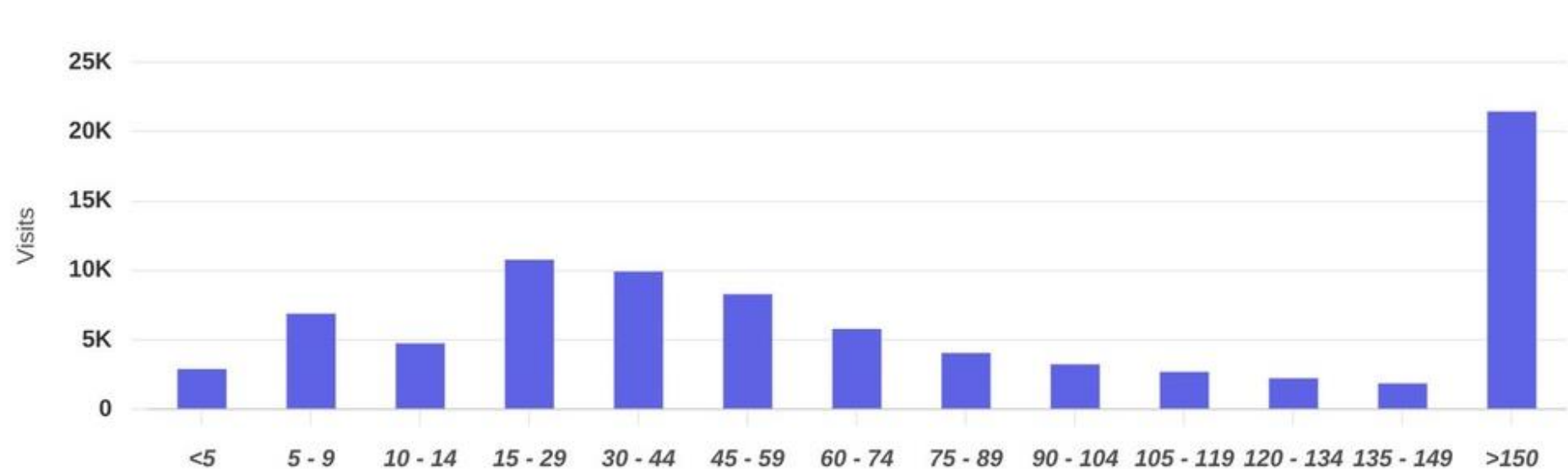
Hillsborough Street CSC (5M SF ...
Hillsborough Street, Raleigh, NC

Packapalooza Event
Hours



Length of Stay - Saturday, Aug. 23, 2025

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



Average Stay	184 min
Median Stay	57 min

Part 2 | Intercept Survey Analysis

About the Survey

- 13 questions on demographics and event impact
- Surveys administered from 2 PM to 6 PM on the day of Packapalooza
- 1,819 surveys completed
- Survey respondents were offered a chance to win NCSU Football & Basketball prize packs, including a tailgate pack and NCSU gift basket, for completing the survey
- 64 volunteers from Wake STEM EC High School and Rotary Club of West Raleigh administered the surveys

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

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
(IF YES - PLEASE MOVE ON TO QUESTION 7) (IF NO - PLEASE ANSWER QUESTION 6B)

Q6B. In total, how long do you plan to be in the area? (Check ONE only)
☐ Just for the day (PLEASE MOVE ON TO QUESTION 7)
☐ One (1) night ☐ Two (2) nights ☐ More: # nights
(PLEASE MOVE ON TO QUESTION 6C)

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.

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)
☐ \$0-10 ☐ \$10-20 ☐ \$20-30 ☐ \$30-40 ☐ \$40-50 ☐ \$50+

Q12. About how often do you visit Hillsborough Street? (Check ONE only)
☐ Daily ☐ Weekly ☐ Monthly ☐ Multiple times per year ☐ Once a year or less

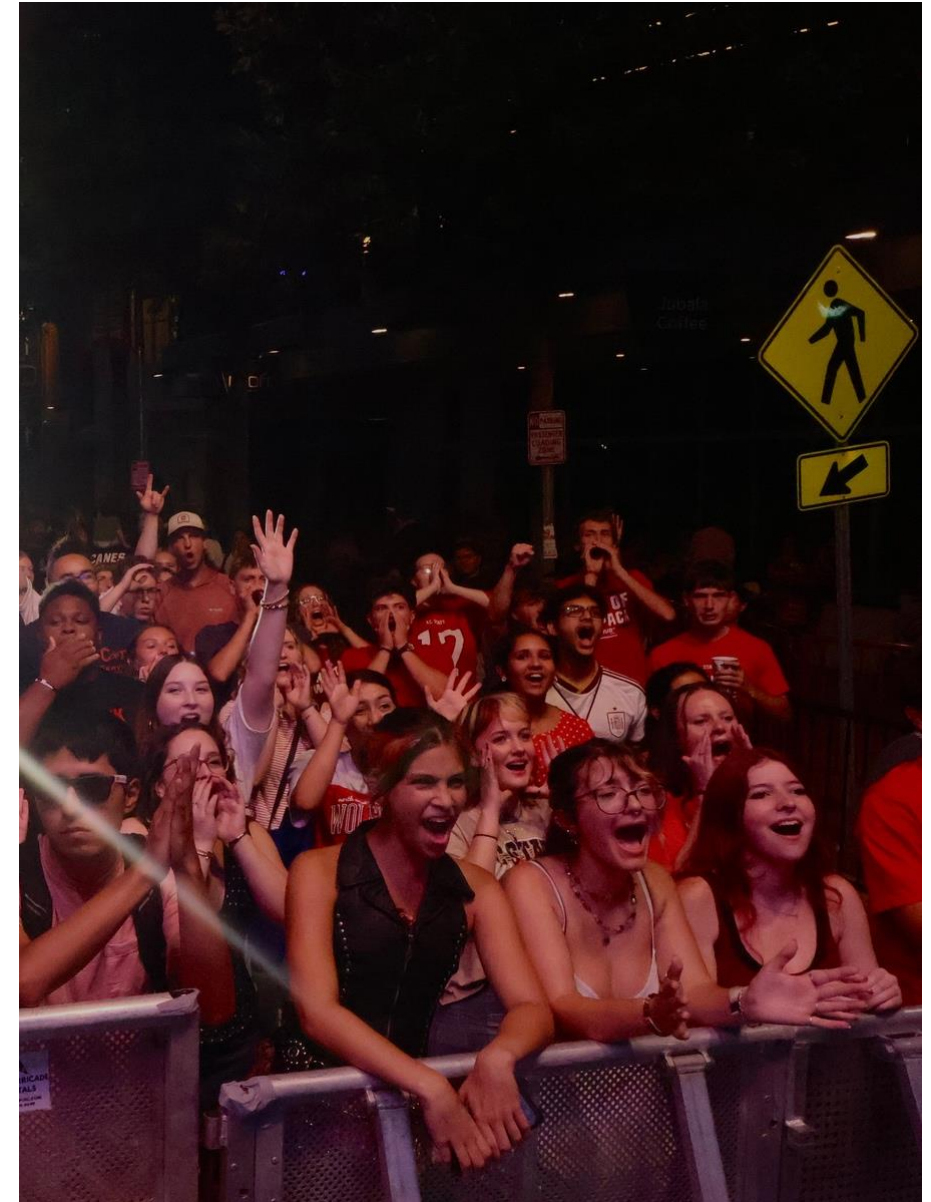
Q13. Do you plan to or have you already visited a Hillsborough Street business today? (Check ONE only)
☐ Yes ☐ No ☐ Uncertain

**Intercept
Survey
Volunteer**

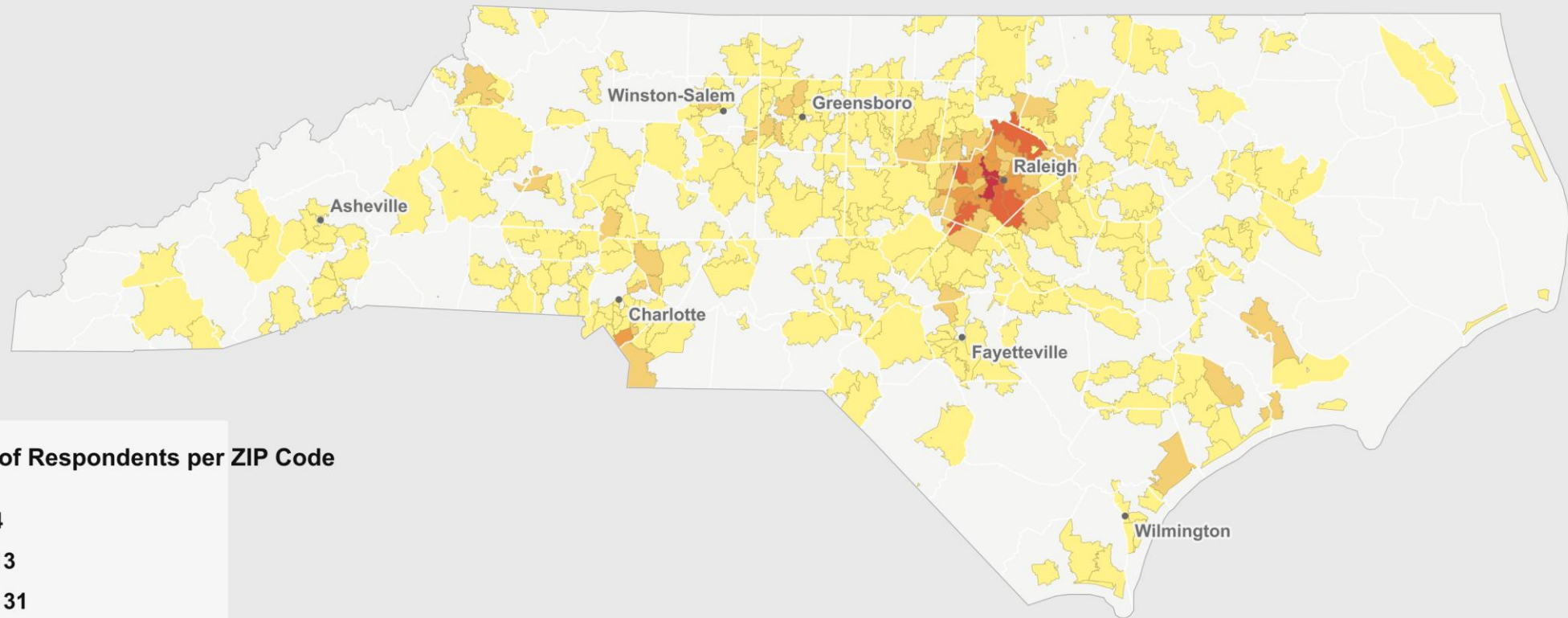


Event & Intercept Survey Metrics

- Daytime attendance estimate date **85,500**
- Valid surveys collected: **1,784**
- **70.28%** indicated that they were 18 - 24
- **58.73%** indicated that they were NC State Students
- **80.46%** indicated that they live in Raleigh or Wake County
- Estimated average time spent at the event = **3h 4m**
- Estimated average spending per attendee was **\$19.60**



Home ZIP Codes of Survey Respondents (NC)

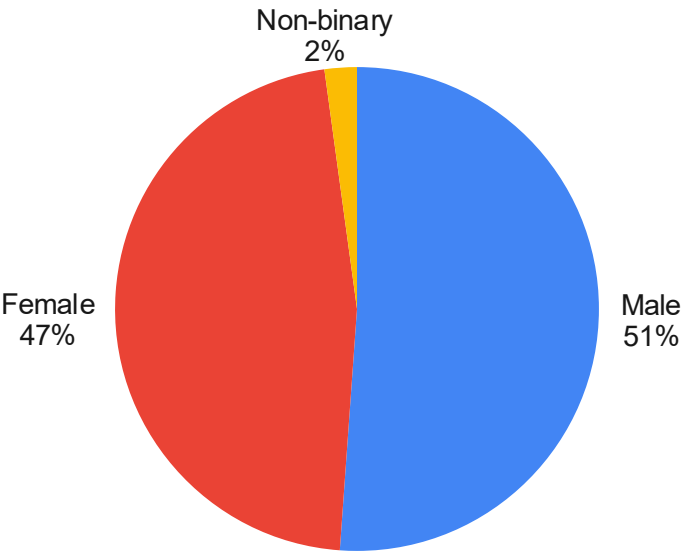


Top Ten Most Frequently Recorded ZIP Codes, 2026

ZIP Code	Neighborhood/Area	Count	Percent
27606	NC State Campus/Southwest Raleigh	191	11.22%
27607	University Park/West Raleigh	173	10.16%
27603	Downtown/South Raleigh	61	3.58%
27519	West Cary	51	3.00%
27587	Greater Wake Forest Area	42	2.47%
27540	Holly Springs	41	2.41%
27529	Greater Garner Area*	35	2.06%
27605	Village District	35	2.06%
27518	South Cary*	25	1.47%
27610	Wake County	23	1.35%

*New districts that were not in last year's Top Ten

Gender Distribution, 2026

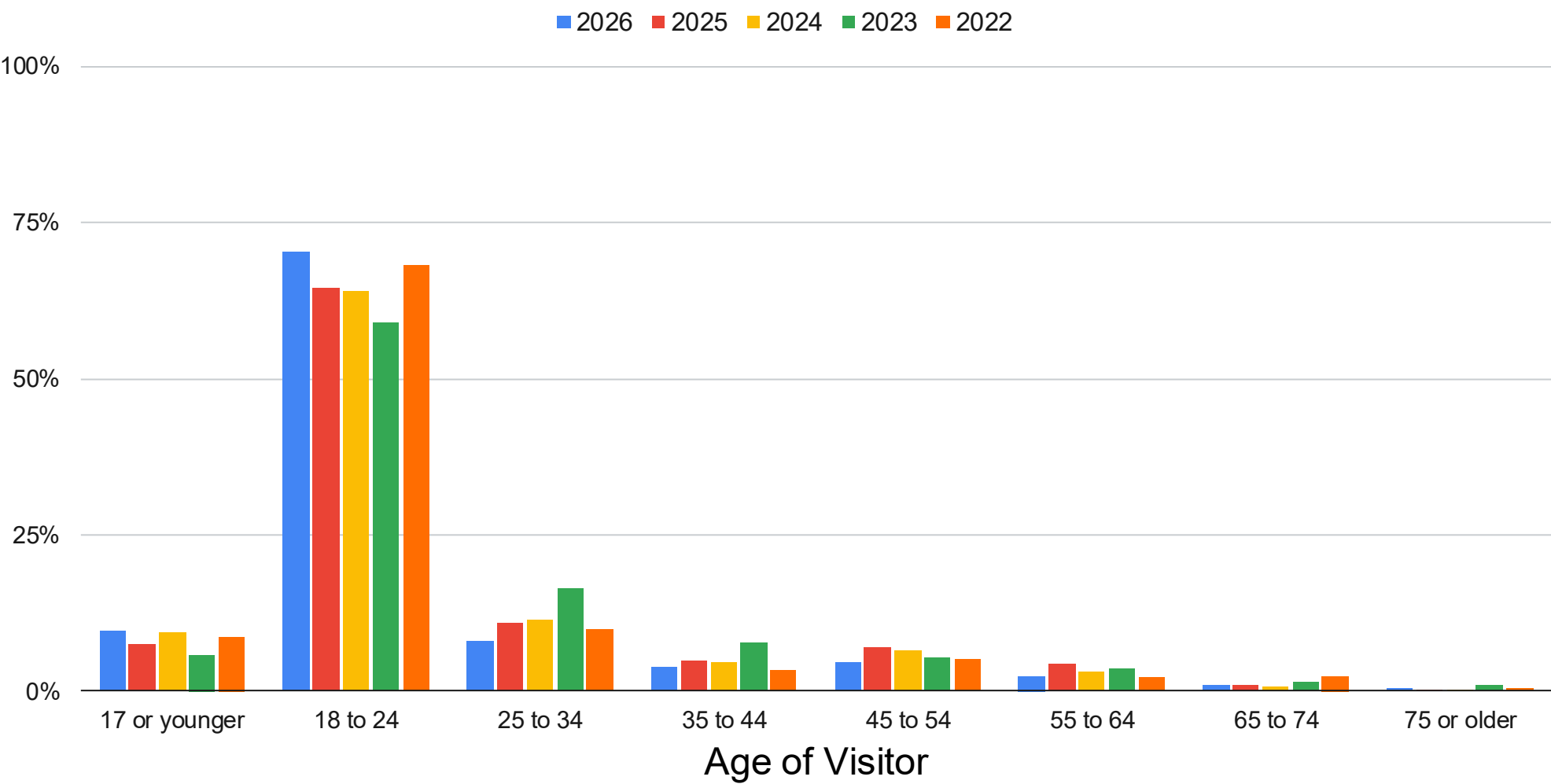


Gender	Count	Percentage
Female	845	46.71%
Male	925	51.13%
Non-binary	39	2.16%
Prefer not to answer	0	0.00%

Age of Visitors, 2026

Age	Count	Percent
17 or younger	173	9.56%
18 to 24	1,272	70.28%
25 to 34	144	7.96%
35 to 44	70	3.87%
45 to 54	82	4.53%
55 to 64	45	2.49%
65 to 74	17	0.94%
75+	7	0.39%

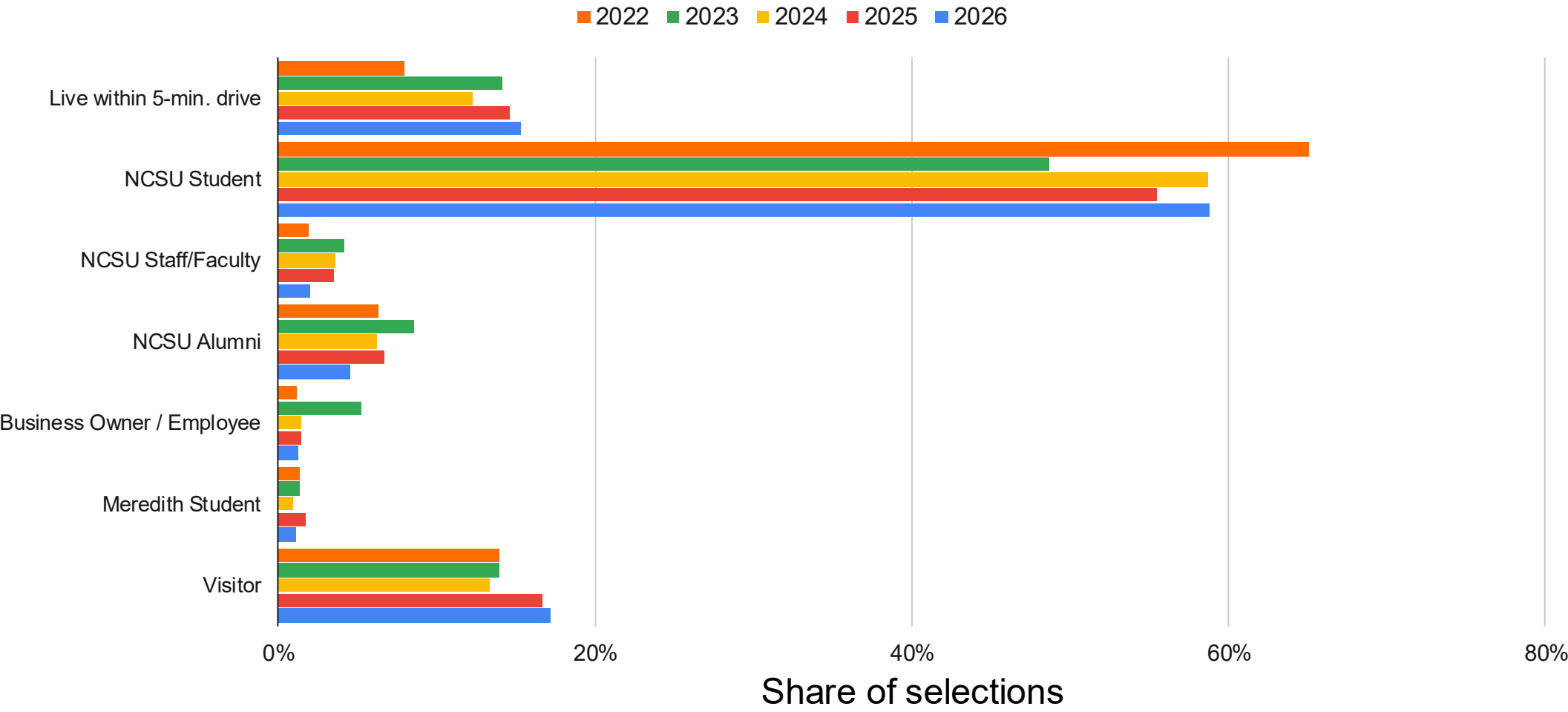
Age of Visitors, 2022-2026



Visitor Affiliation, 2026

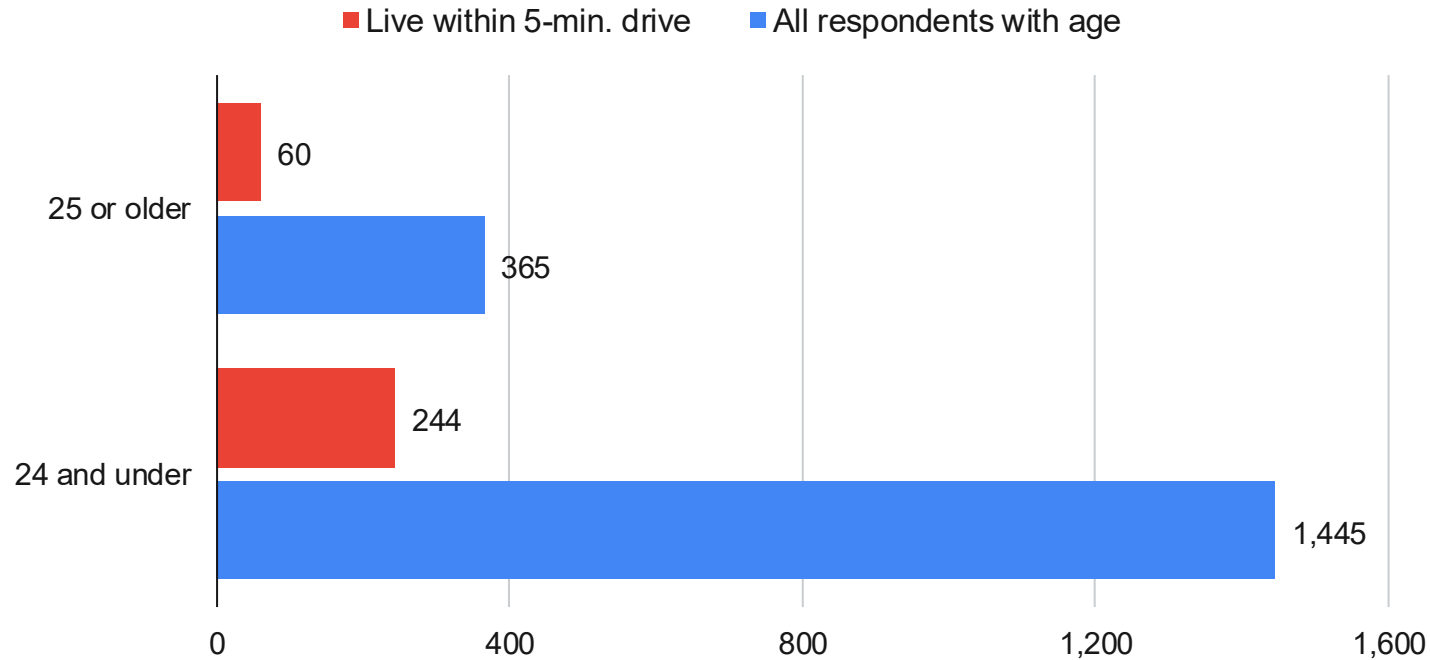
Affiliation	Selections	Share of selections
Live within 5-min. drive	304	15.34%
NCSU Student	1,164	58.73%
NCSU Staff/Faculty	39	1.97%
NCSU Alumni	89	4.49%
Business Owner / Employee	25	1.26%
Meredith Student	21	1.06%
Visitor	340	17.15%

Visitor Affiliation, 2022-2026

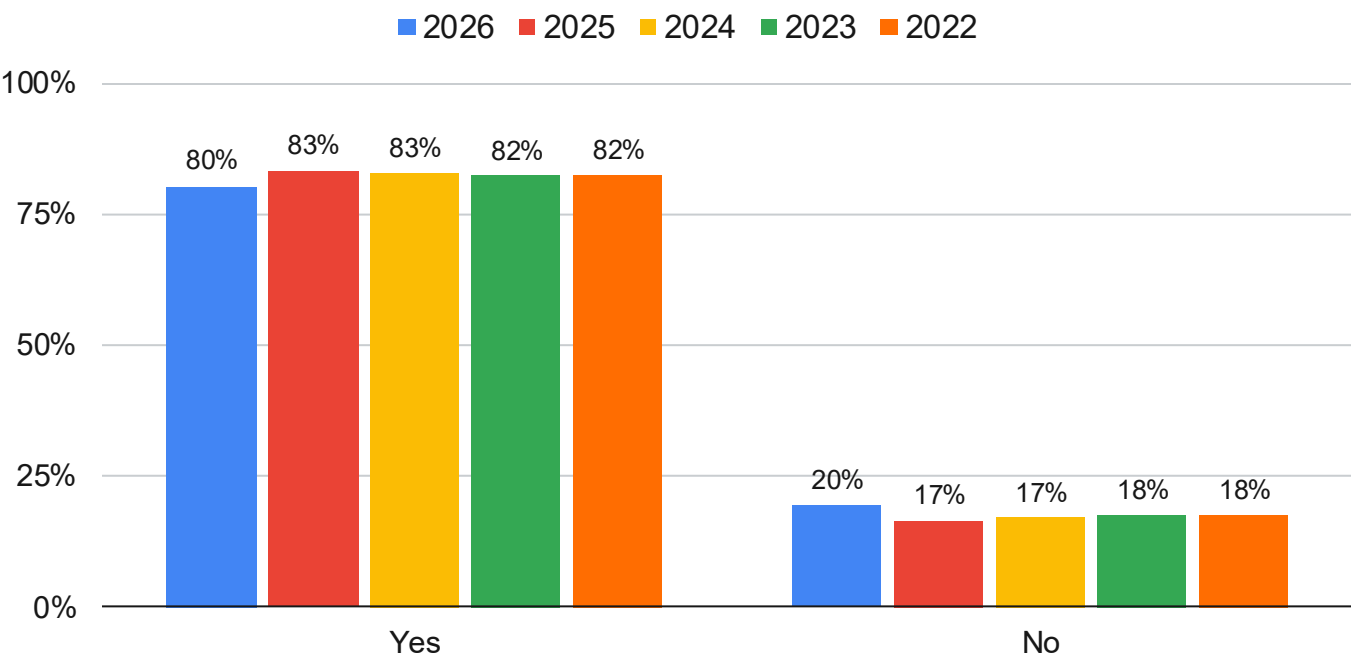


Neighborhood Resident Visitors

- To estimate 2026 attendance among neighborhood residents who are not undergraduate students, we filter the following attributes:
 - Live within a 5-minute drive of Hillsborough Street
 - ≥ 25 years old
- Results
 - Only **60** survey respondents were 25 or older AND live within a 5-minute drive, representing **3.3%** of all attendees.
 - **Key takeaway:** Packapalooza engaged nearby residents across age groups, reflecting its connection to the surrounding community.

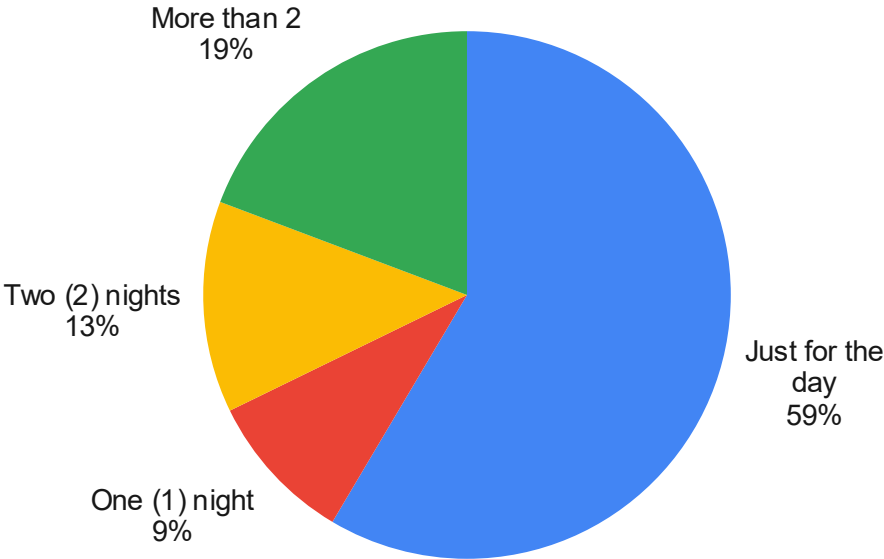


Live in Raleigh/Wake County, 2022-2026



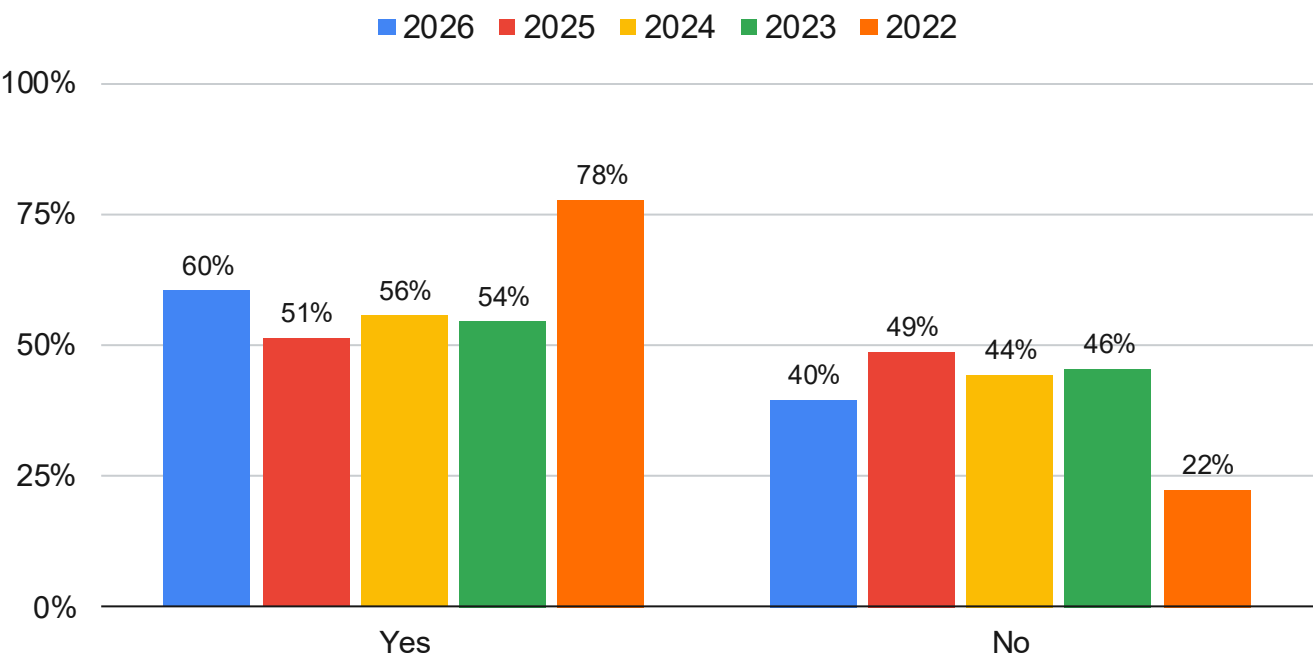
Response (2026)	Count	Percent
Yes	1,449	80.46%
No	352	19.54%

Length of Stay for Nonresident Visitors, 2026



Response	Count	Percent
Just for the day	158	58.52%
One (1) night	25	9.26%
Two (2) nights	35	12.96%
More than 2	52	19.26%

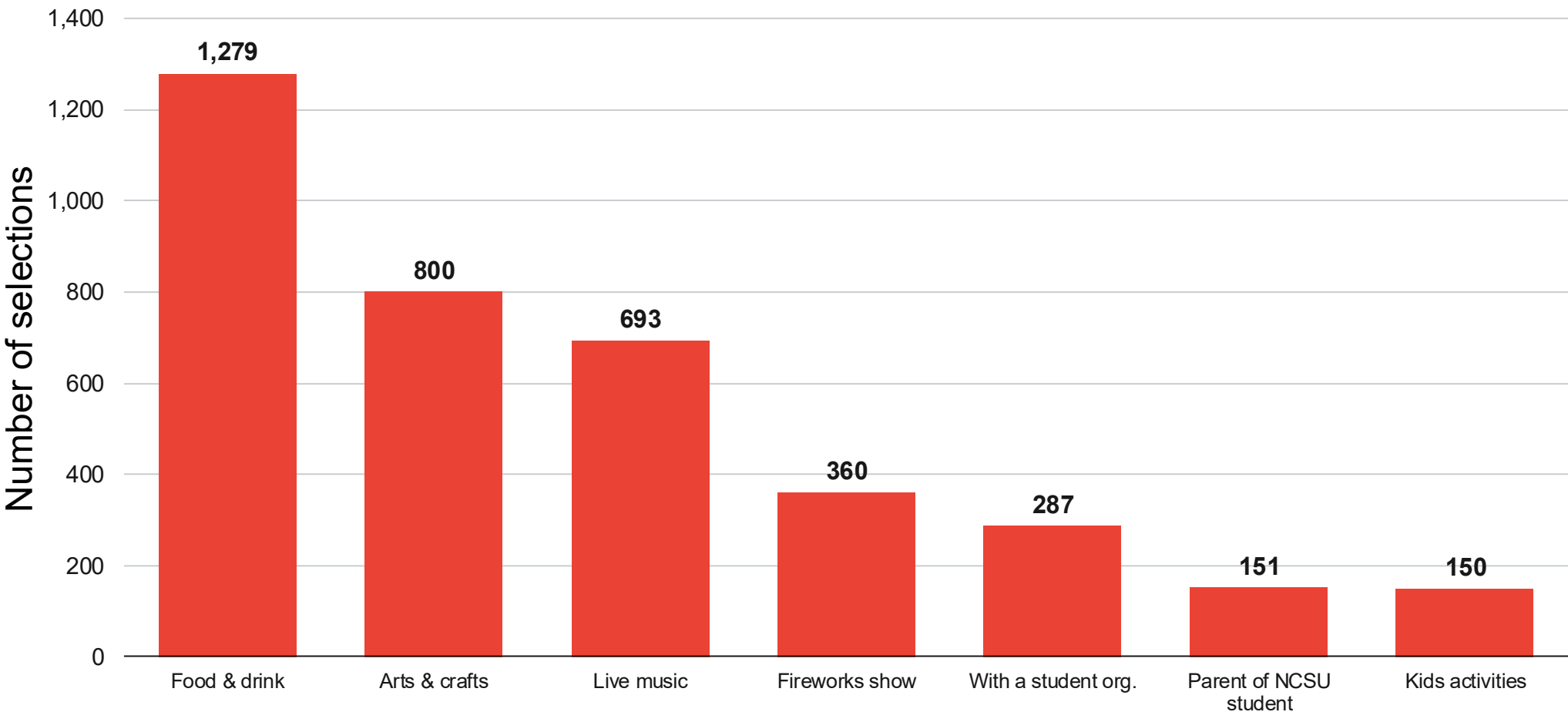
First Time Visitors, 2022-2026



Response (2026)	Count	Percent
Yes	1,081	60.36%
No	710	39.64%

Reason for Attending, 2026

Selections among 1,779 respondents who answered. Multiple selections allowed.

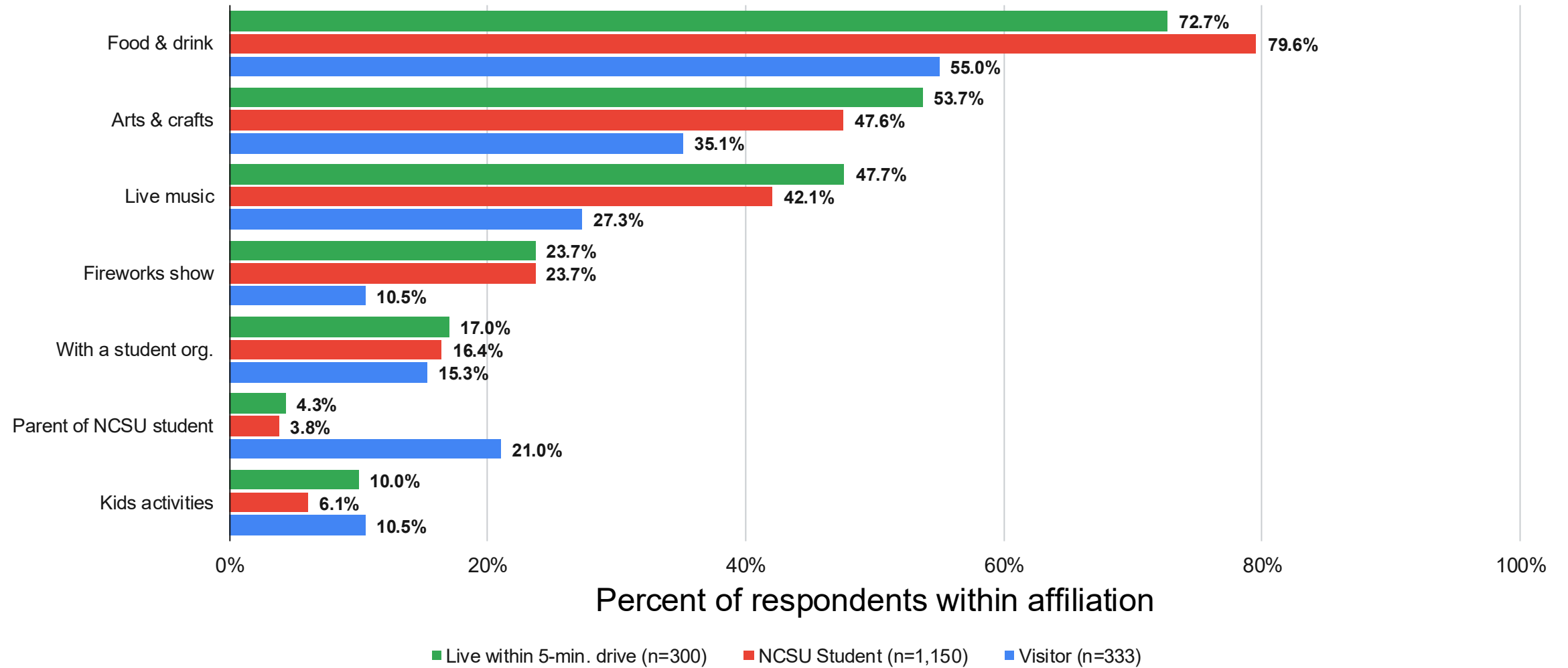


Reason for Attending, 2026

Reason	Selections	Percent of respondents
Food & drink	1,279	71.89%
Arts & crafts	800	44.97%
Live music	693	38.95%
Fireworks show	360	20.24%
With a student org.	287	16.13%
Parent of NCSU student	151	8.49%
Kids activities	150	8.43%

Reasons for Attendance by Top 3 Affiliations, 2026

Percent within each affiliation who answered the reasons question; multiple selections allowed.



Explanation: Reasons for Attendance by Top 3 Affiliations, 2026

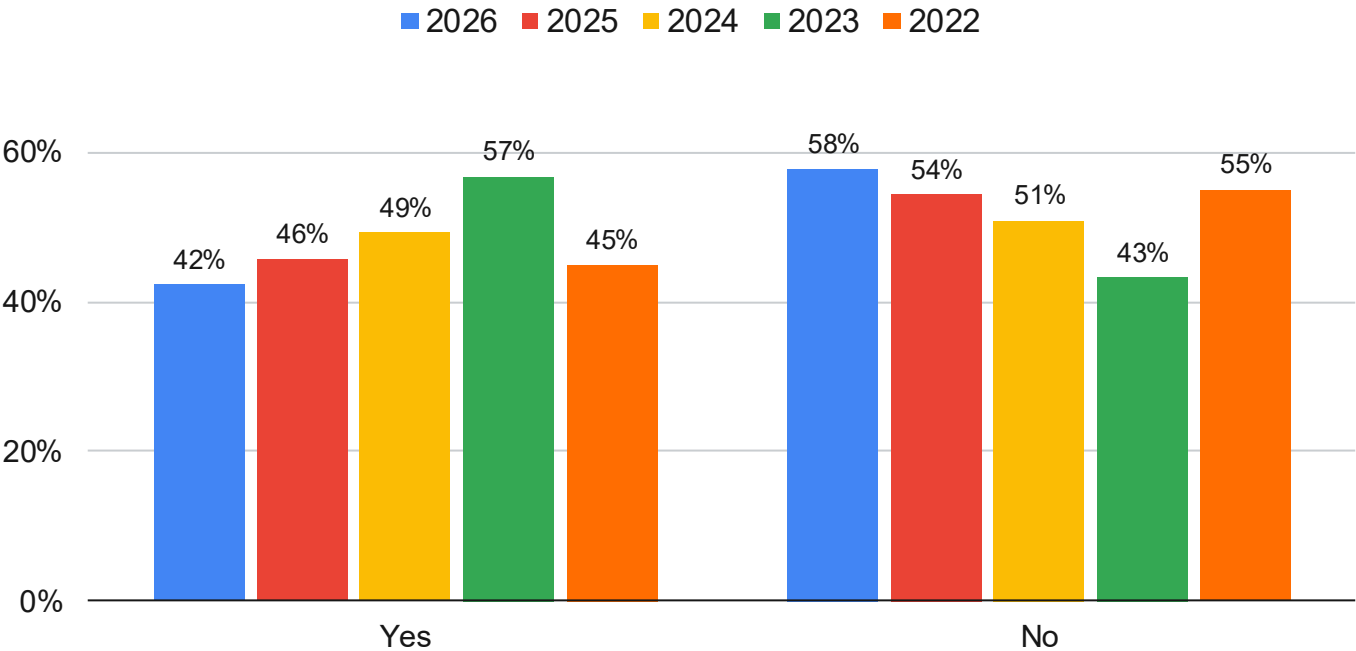
The data show the percentage of respondents selecting each reason by their affiliation as an NC State Student, Local Resident (within 5 mins), and/or Visitor.

Some key takeaways include:

- **Food & drink** was the top reason overall, selected by 80% of Students, 73% of Locals, and 55% of Visitors. This reinforces that F&B is a major attraction for the event.
- **Arts & Crafts and Live Music** were the 2nd and 3rd most popular option between Residents and NC State Students.
- **Kids Activities** appealed the most to visitors, highlighting the event as a good spot for family outings.



Driving Attendees, 2022-2026

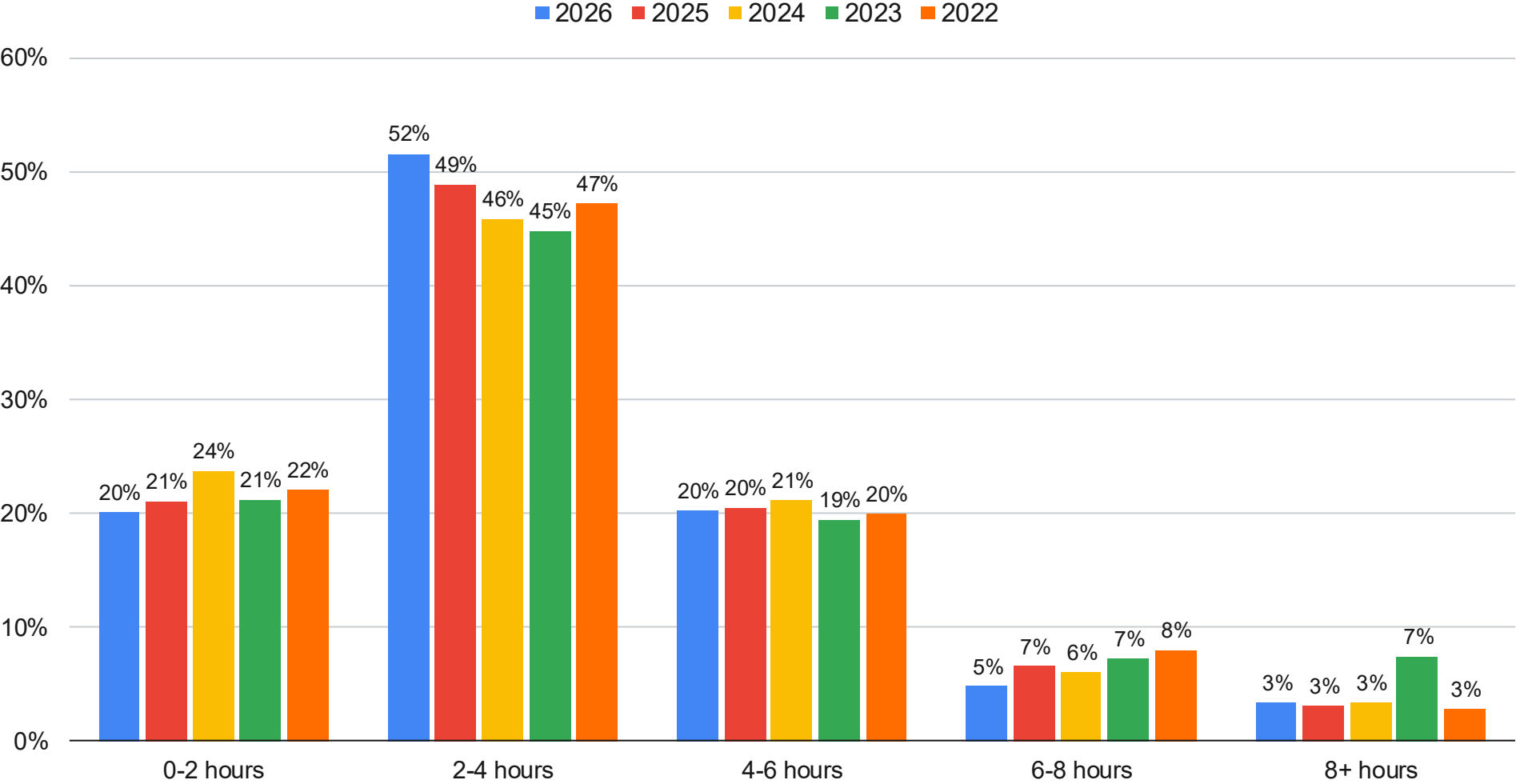


Response (2026)	Count	Percent
Yes	758	42.25%
No	1,036	57.75%

Hours Spent at the Event, 2026

Response	Count	Percent
0-2 hours	363	20.10%
2-4 hours	931	51.55%
4-6 hours	365	20.21%
6-8 hours	86	4.76%
8+ hours	61	3.38%

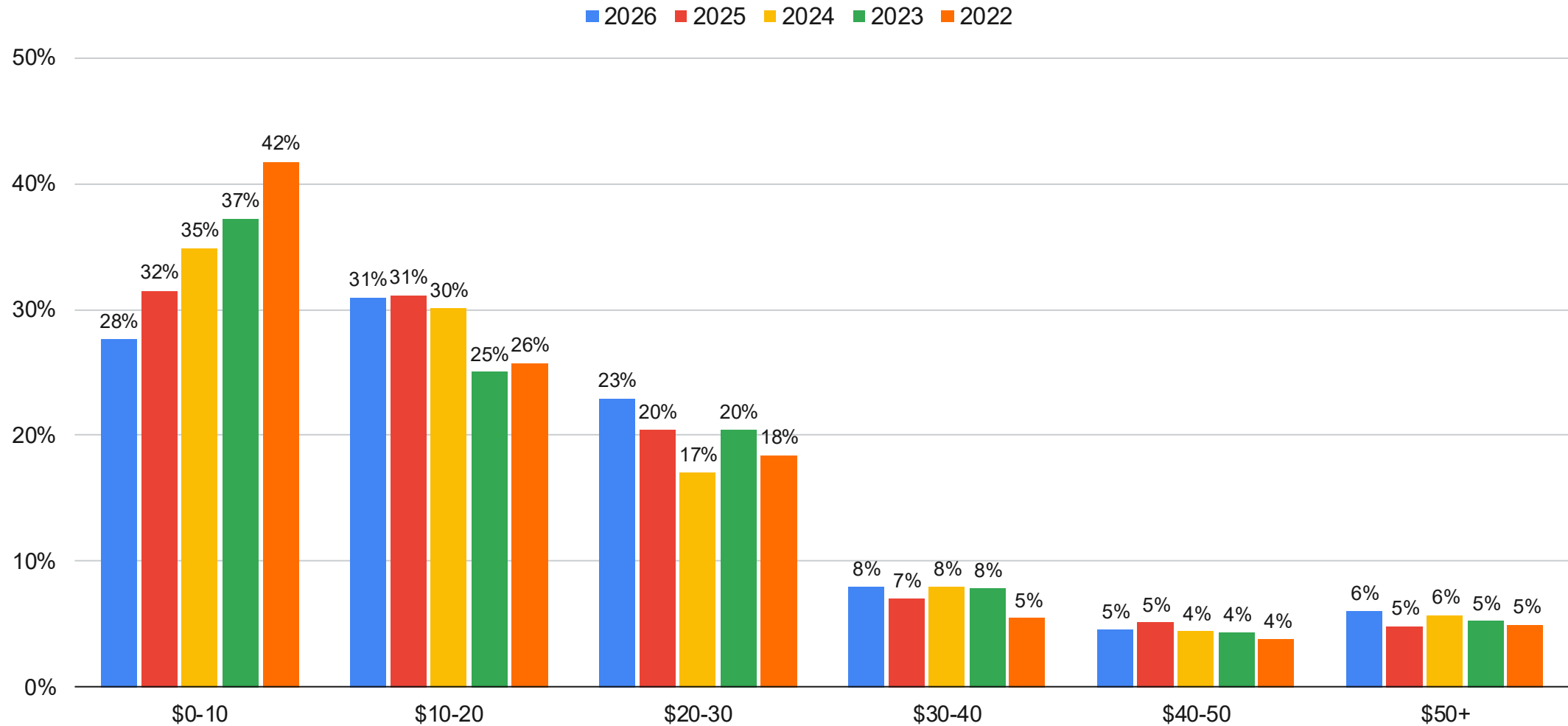
Hours Spent at the Event, 2022-2026



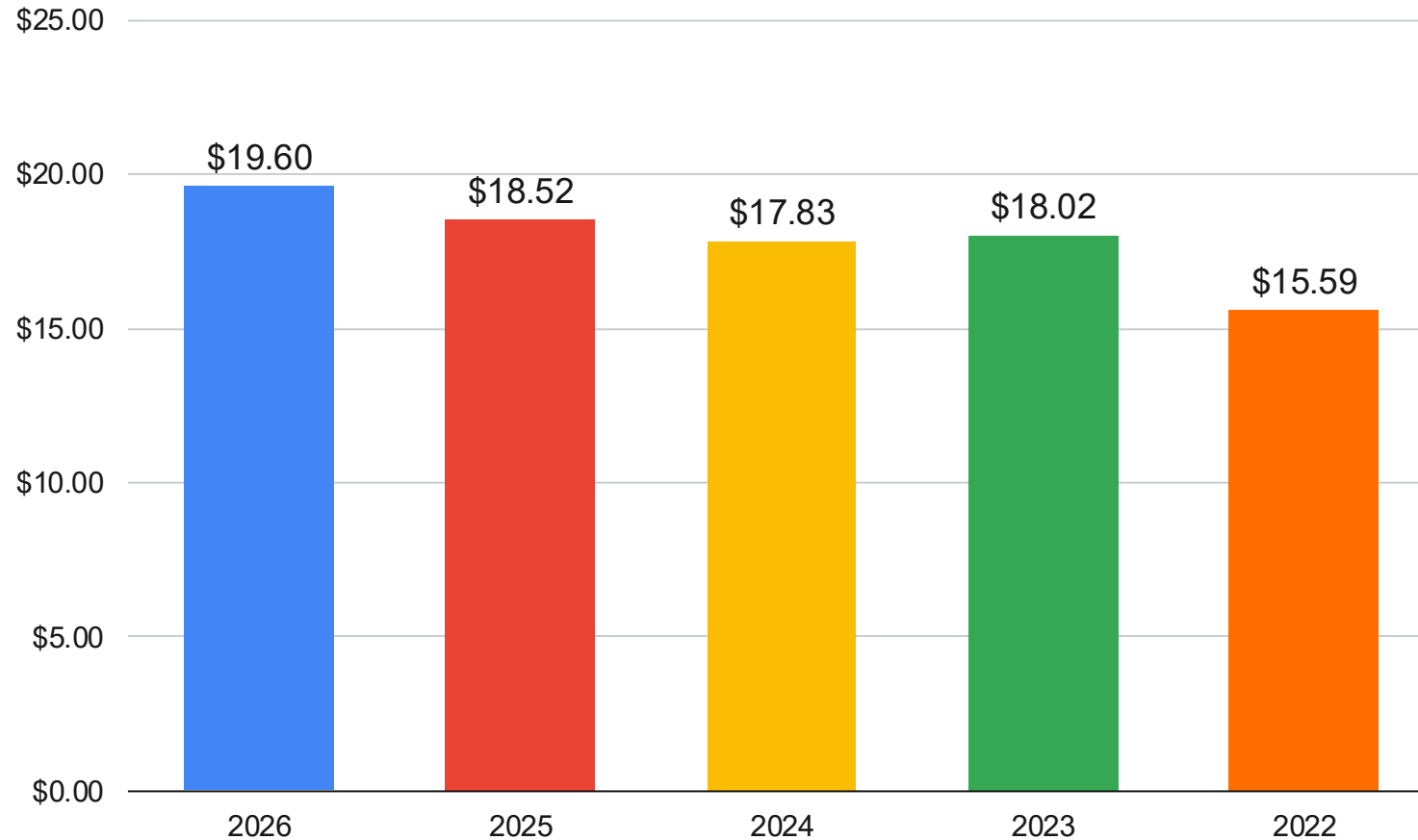
Anticipated Spending at the Event, 2026

Response	Count	Percent
\$0-10	498	27.61%
\$10-20	558	30.93%
\$20-30	414	22.95%
\$30-40	143	7.93%
\$40-50	82	4.55%
\$50+	109	6.04%

Anticipated Spending at the Event, 2022-2026



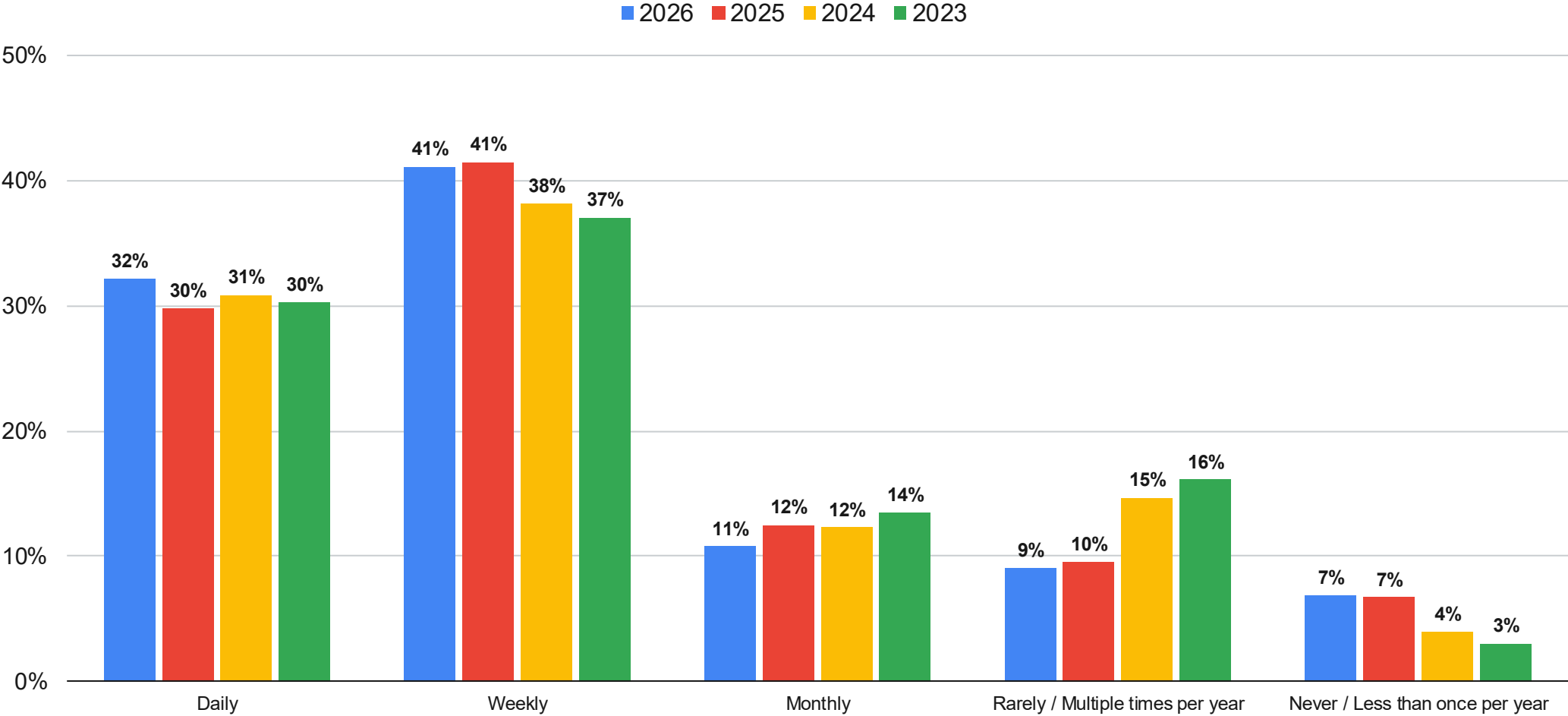
Average Anticipated Spending, 2022-2026



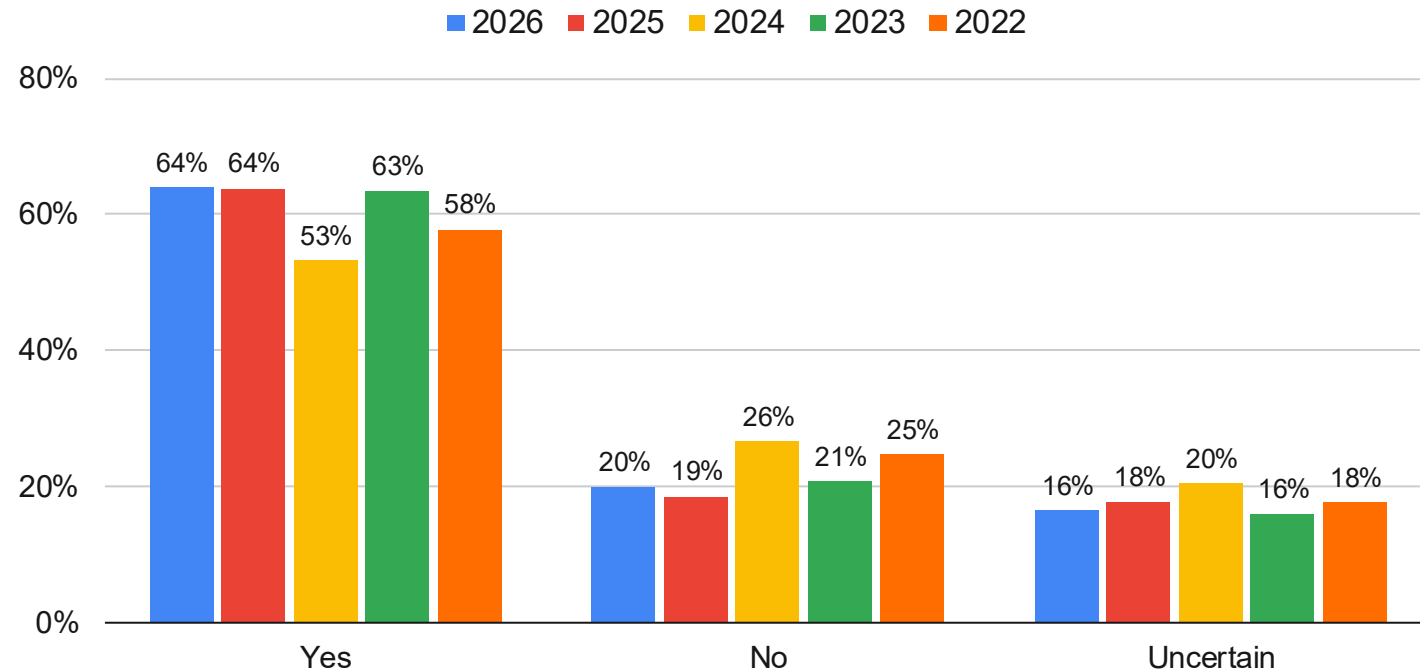
How Frequently do you visit Hillsborough Street? (2026)

Responses	Count	Percent
Daily	582	32.17%
Weekly	744	41.13%
Monthly	195	10.78%
Multiple times per year	164	9.07%
Less than once per year	124	6.85%

How Frequently Do You Visit Hillsborough Street?

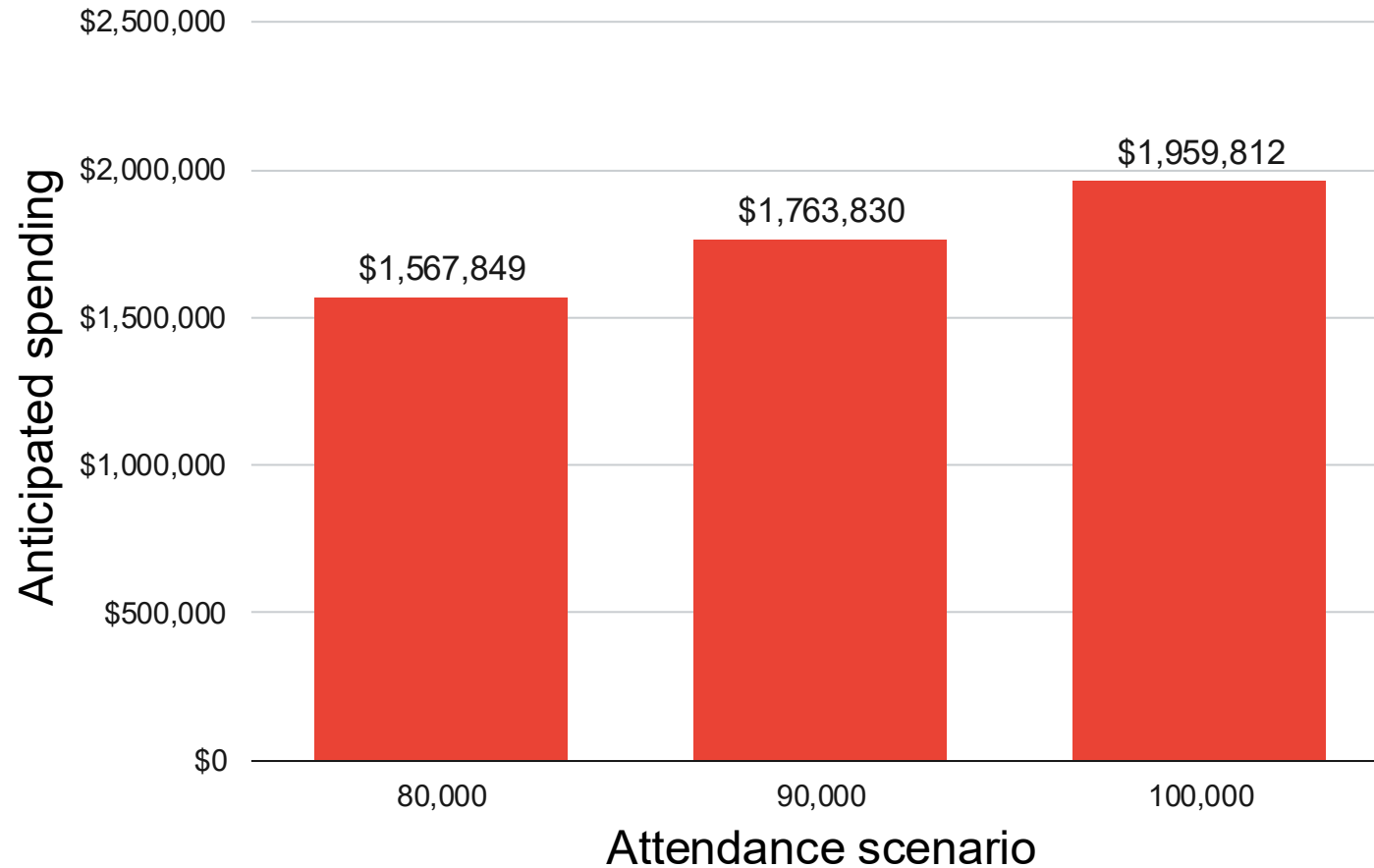


Visited HS Business Today, 2022-2026



Response (2026)	Count	Percent
Yes	1,154	63.79%
No	359	19.85%
Uncertain	296	16.36%

Anticipated Spending by Attendance Scenario, 2026



Questions?

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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>

