



**Perspectives on  
Fulton Mall:  
A Preliminary Report of Survey Findings**

**Jennifer Jones**  
**The Institute of Public Anthropology**  
**California State University, Fresno**  
**August 9, 2007**

# The Purpose

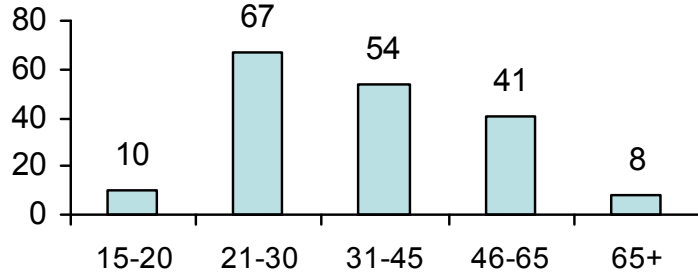
- Urban Anthropology study
- The survey is a tool to identify:
  - Points of interest
  - Public interest in revitalization
  - Perceived problems/solutions
  - More questions
  - Potential areas of focus for future studies and future surveys

# The Respondents

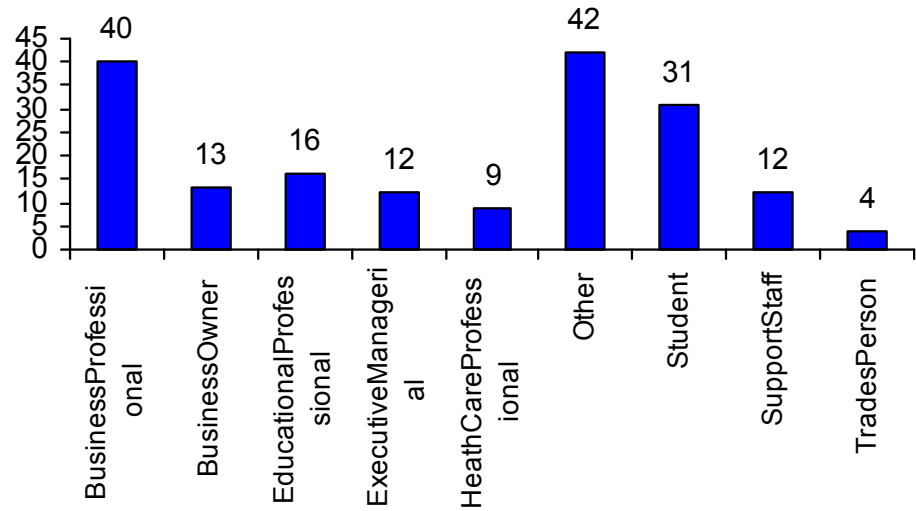
- 188 Total Respondents
- Web based survey
- Available for four weeks (May-June 2007)
- Distributed via Email to:
  - Mindhub
  - Fresno State Anthropology Majors List
  - Forwarded via email contacts

# Respondents

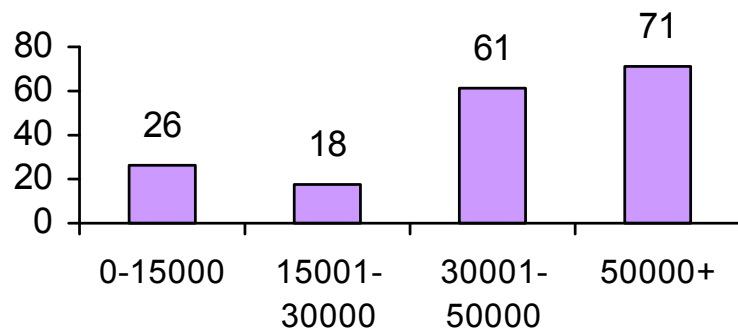
## Age



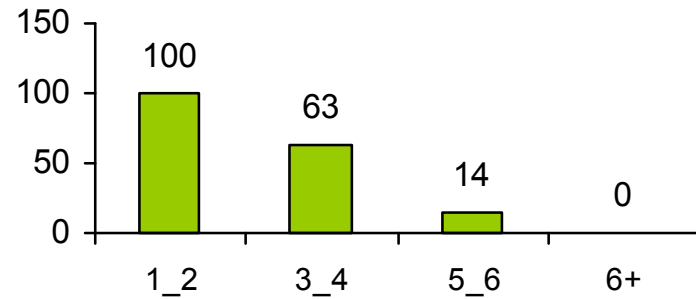
## Occupation



## Income



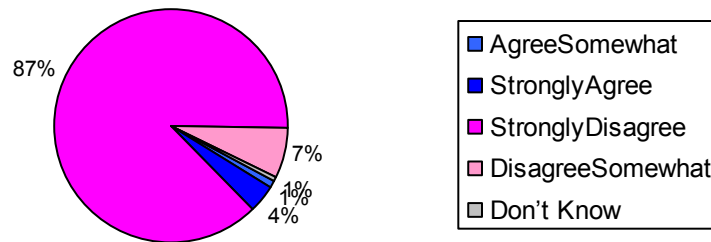
## Household



# Unified Opinions

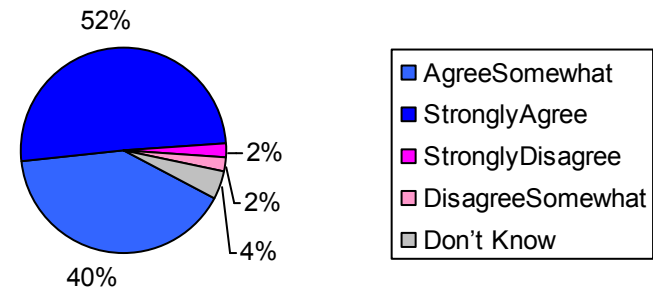
**Question 11**

I have no idea where the Fulton Mall is located



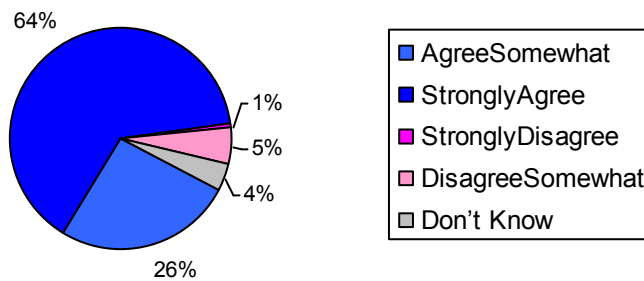
**Question 9**

Preservation of historic buildings should be a priority in our community



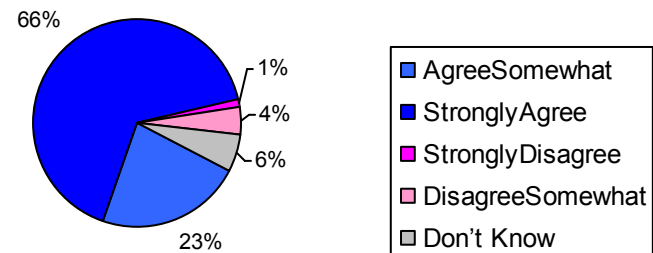
**Question 13**

Reduction of pollution from cars is very important to me



**Question 14**

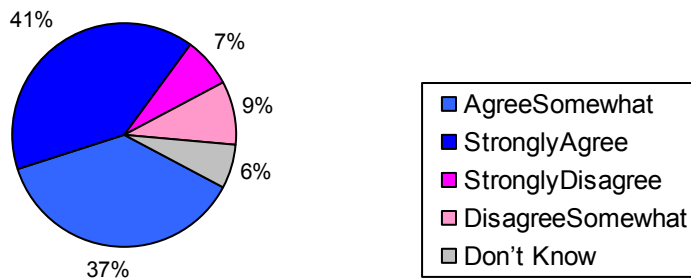
Fresno should strive to incorporate more pedestrian and bicycle-friendly shopping areas



# Unified Opinions - Of Interest

## Question 6

Tax dollars should be provided to improve and renovate the Fulton Mall

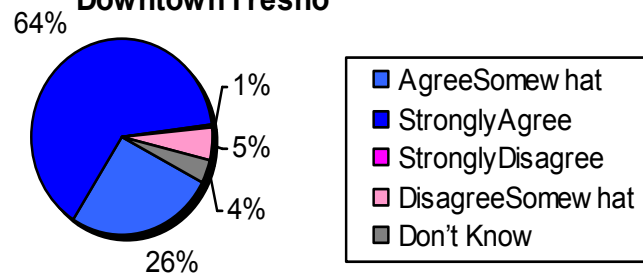


## Revenue Streams

78% of respondents agreed that tax dollars should be applied to improve the Fulton Mall.

## Question 18

I would be willing to pursue a business venture in Downtown Fresno

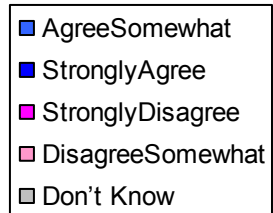
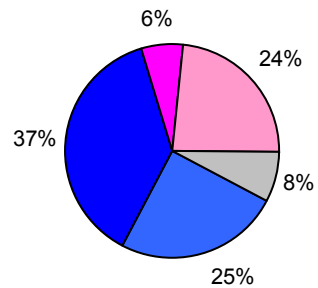


90% of respondents said they would be willing to pursue a business venture in downtown Fresno.

# Diversified Opinions

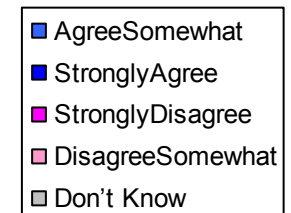
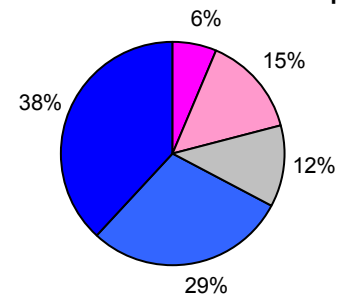
**Question 7**

**All downtown parking should be free to the public**



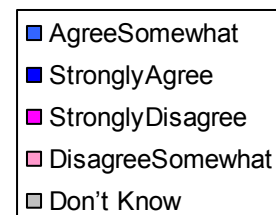
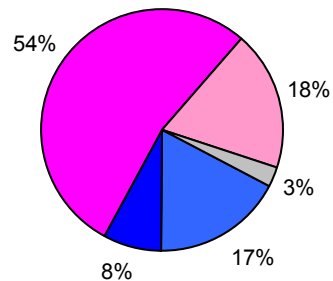
**Question 8**

**Parking in the Downtown Fulton Mall area is currently a problem**



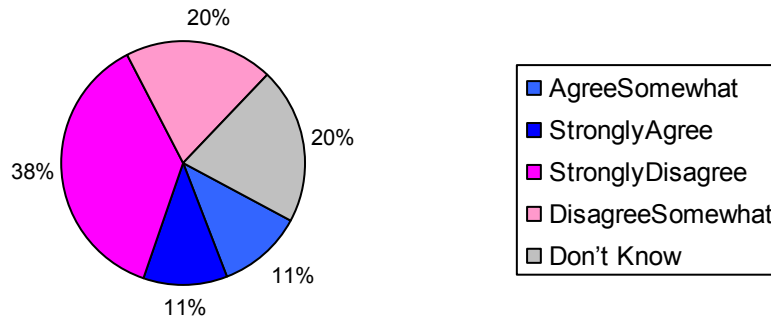
**Question 15**

**I do not visit Downtown Fresno very often because it is not safe**

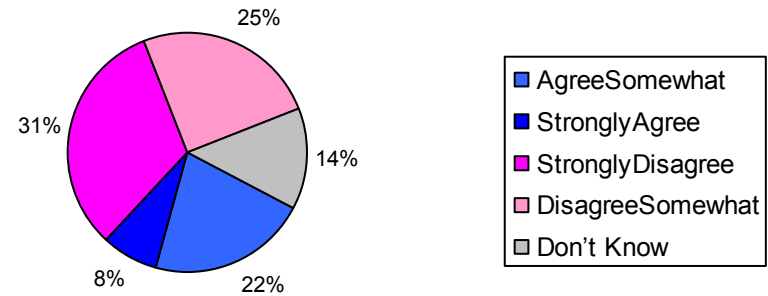


# Strongly Diversified Opinions

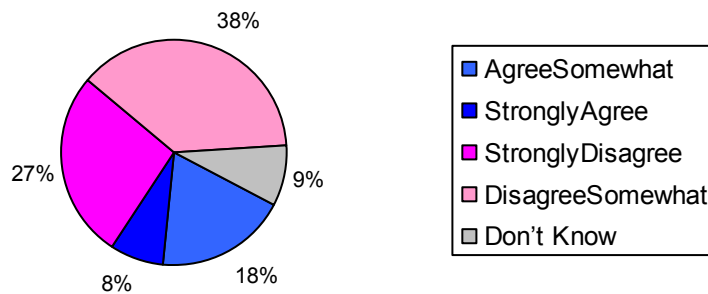
**Question 10**  
Opening car traffic on the Fulton Mall would be advantageous



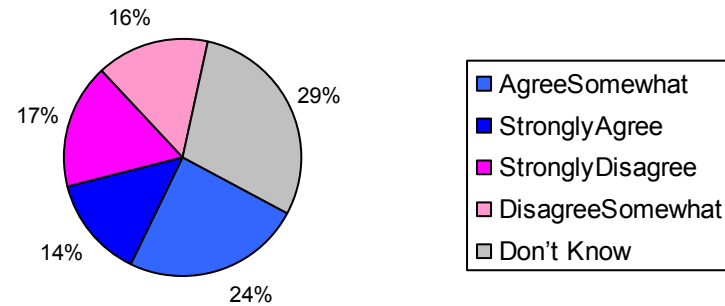
**Question 16**  
Installation of surveillance cameras in the Downtown Fulton Mall would make me more likely to visit there



**Question 12**  
Storefront parking is very important to me



**Question 17**  
I would be willing to donate personal funds for the preservation of historic buildings in Downtown Fresno







**The majority of respondents said they had been to downtown Fresno this week.**

**When asked what currently brings them to downtown Fresno most often, the most common answers included:**

- City/County services and court/jury
- Library
- Events

**When asked what would most likely influence them to visit downtown Fresno more frequently, the most common answers included:**

- New or Different restaurants
- Educational Institutions
- New shopping boutiques (shops not malls)

## Limitations

- Web-based only
- Posted for one month only
- Notice of the survey was advertised to limited number of sources
- English only
- Questions/Answers

## Next Steps

- More subject focused/in-depth surveys
- Make future surveys accessible for more people
- Translated & paper surveys
- Discussion groups/Interviews with survey participants



# Implications of the survey to Downtown Revitalization

- Strong opinions on most issues
- Strong public interest in revitalization
- Business interest
- Signage implications
  - Most claim to know where Fulton Mall is located.

**Jennifer Jones**

**(jennjennz@gmail.com)**

**The Institute of Public Anthropology**

**[www.csufresno.edu/anthropology/ipa/index.shtml](http://www.csufresno.edu/anthropology/ipa/index.shtml)**

**California State University, Fresno**

**August 9, 2007**

*Technical Assistance by*

**bm** NETWORK  
CONSULTING

<http://www.bmnetworking.com>

Images by

Great Valley Center Image Bank: [www.greatvalley.org/resources/Fresno%20County/slides/fresnoarch\\_vannessave.jpg](http://www.greatvalley.org/resources/Fresno%20County/slides/fresnoarch_vannessave.jpg)

Creative Commons: [www.creativecommons.org](http://www.creativecommons.org)