

APPENDIX E

**Purpose of visit and Amount of Time spent on Activity
(Primary Activity)**

Location	Purpose	Frequency	Percent	Time spent on activity		
				Amount of Time	Frequency	Percent
Parish Church	Pray,visit,ask assistance, give thanks	44	81%	30 min. or less	31	57%
	Go to other church	9	17%	30 min - 1 hr.	21	39%
	Other church activities weekend-mass)	1	2%	1 hr, or more	1	2%
	Total	54	100%	Time varies	1	2%
					54	100%
Municipal Hall	Government related obligations	33	89%	30 min. or less	31	84%
	Assistance- personal need	2	5%	30 min - 1 hr.	4	11%
	Acquire information	1	3%	1 hr, or more	1	3%
	Report/complain	1	3%	Time varies	1	3%
	Total	37	100%		37	100%
Basketball Court and Post Office	Do not visit this place	27	79%	30 min. or less	6	46%
	Watch basketball	7	21%	30 min - 1 hr.	5	38%
	Post letter	6	18%	1 hr, or more	2	15%
	Total	34	100%		13	100%
Public Market	Buy fresh food other necessities	50	96%	30 min. or less	0	0
	Source of income	1	2%	30 min - 1 hr.	19	37%
	Asking someone to buy	1	2%	1 hr, or more	33	63%
	Total	52	100%		52	100%
Retail shops	Buy food in general (goods)	29	71%	30 min. or less	28	68%
	Buy medicine	10	24%	30 min - 1 hr.	11	27%
	Leisure/entertainment/personal	1	2%	1 hr, or more	2	5%
	Do not visit this place	1	2%			
	Total	41	100%		41	100%
Street Retail	Buy necessities (food/goods)	20	74%	30 min. or less	17	85%
	Do not buy from street retail	7	26%	30 min - 1 hr.	0	0%
		0		1 hr, or more	3	15%
	Total	27	100%		20	100%

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Time of Visit to the Town Center (n=56)

Location	Time of day			
	am	pm	am/pm	anytime available
Parish Church	54%	32%	8%	6%
Municipal Hall	75%	10%	8%	7%
Basketball Court and Post Office	58%	34%	0%	8%
	15%	0%	24%	43%
Public Market	73%	8%	17%	2%
Retail shops	38%	35%	14%	13%
Street Retail	50%	27%	0%	23%

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Associated activities

Location		Frequency	Percent
Church	Religious related activity	31	72%
	None	6	14%
	Social interaction	5	12%
	Consumption	1	2%
	Total	43	28%
Municipal Hall	none	25	76%
	social interaction	6	18%
	consumption	1	3%
	community service	1	3%
	Total	33	100%
Market	browsing (consumption)	11	65%
	social activities	6	35%
	Total	17	100%
Basketball Court	None	15	100%
	Eat	2	13%
	Total	15	100%
Retail Shops	None	19	68%
	Observing other people	5	18%
	Browse	4	14%
	Total	28	100%
Street Retail	None	20	80%
	browsing	5	20%
	Total	25	100%

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Events held at the Town Center

Like Events	Frequency	Percent	Dislike Events	Frequency
Religious related events Fiesta, fair, parades, processions; christmas or	16	39%	None	20
			Parades during politician's Bday Independence day celebration	4
Historical /Political events Election, pol. Rallies, Heroes Day, Centennial celebrations	5	12%	Entertainment events	3
Sports events	2	5%	Useless programs	1
Entertainment shows Singing contest, disco,	8	20%	Sports - Basketaball/boxing	3
			School related events	1
None	9	22%	School events	1
Total	41	100%	Total	32

Other Desired Events at the Town Center

Like	Frequency	Percent
None	10	21%
Worthy contest (in general)	3	6%
Entertainment shows Fireworks, beauty contest, toro disabled performers, fairs	21	44%
Religious related activities parade of saints, palaspas, crusade	7	15%
Sports Basketball, go-kart, marathon	5	10%
School programs/activities	2	4%
Total	48	100%

Town Center Problems

	Frequency	Percent
Crowded, small space, muddy, dirty, disorder	20	38%
Rubbish	13	25%
Vendors should have proper places	7	13%
Vehicles, traffic, parking area, air pollution	6	12%
Renovate market	2	4%
Corruption, drugs, crime, street children	3	6%
None	1	2%
Total	52	100%

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Places to Retain

Location		Frequency	Percent	
Church	Interior parts Icons, statues, religious accessories, church furnitures	31	60%	
	Structure Church, bell tower, grotto, meditation garden, adoration chapel	11	21%	
	Retain all	10	19%	
	Total	52	100%	
Municipal Hall	Offices Mayor's, Treasurer's, air-conditioned offices, BIR	25	46%	
	Retain all	10	19%	
	Other parts: Staircase, façade of MH, terrace	11	20%	
	Negative: Transfer MH to another place, place stinks, dirty, not in order, not visually presentable	8	15%	
	Total	54	100%	
Market	Positive Cost of goods (cheap), variety of good sold Retain structure and shops Accessibility, location	17 9 1	40% 21% 2%	
	Negative None Demolish market, ugly, dirty, stinks, disorderly,	4 6	9% 14%	
	Desires to change market condition	6	14%	
	Total	43	100%	
	Basketball Court	Retain all	6	27%
		Space –basketball court	4	18%
Furniture-benches		2	9%	
Desires-Wants plaza open		10	45%	
Total		22	100%	
Post Office	Build new one or transfer to another place	6	100%	
	Total	6	100%	
Rizal Monument	Retain all	28	58%	
	Monument and parts	13	27%	
	Safety/environmental quality Cleanliness, beautiful, bright at night	4	8%	
	Street furniture/plants Iron gate, lights, landscaping,	2	4%	
	Symbol of monument-memory	1	2%	
	Total	48	100%	
Retail Shops	Drugstore and supermarkets	9	32%	
	All shops	4	14%	
	Positive Price of goods-compared to malls	3	11%	
	Historic residences	3	11%	
	Aesthetic quality/evt.quality cleanliness, courteousness, nice bldgs.	2	7%	
	Negative Do not visit shops- go to malls Retain nothing; crowded w/ vendors	3 4	11% 14%	
	Total	28	100%	
	Street Retail	Negative Retain nothing Vendors due to crowding, rubbish, occupying sidewalks, ugly-no order and structure	4 11	20% 55%
Positive cheap prices, variety of goods, courteousness		5	25%	
Total		20	100%	

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Place Preference

Location		Frequency	Percent
Chrch	Acessibility, location	23	51%
	Attachment to place	21	47%
	Along the way	1	2%
	Total	45	100%
Market	accessibility,location,convenience	23	46%
	Variety of goods, fresh	11	22%
	cost	10	20%
	social relationship(suki)	3	6%
	Custom/habit	2	4%
	Patronize market	1	2%
	Total	50	100%
Retail Shops	Acessibility;convenience	20	63%
	Do not visit shops	5	16%
	cost	3	9%
	Goods different from market	2	6%
	Shops cleaner/aircon	2	6%
	Total	32	100%
Street Retail	Cheap; bargaining/discounts, variety of goods	7	39%
	Accessibility; convenience	7	39%
	Do not buy from vendors	4	22%
	Total	18	100%

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Words that come to mind (Photograph)

Location		Frequency	Percent
Church	Positive aspects/attributes attend mass; pray; faith; memory of childhood; beautiful;	39	72%
	pleasing; holy; religious obligation; peace of mind; peace Location of church; façade; church height;church structure landmark; place for everyone; old altar location	6	11%
	Negative aspects/attributes Ugly, dirty, noisy, no impact; should have been located somewhere else; prostitution; place to sleep;	6	11%
	Others Lord, Christianity, priest	3	6%
	Total	54	100%
Municipal Hall	Positive aspects Important for the town; beautiful, orderly, center of governance;evidence of administrative change;	19	53%
	Negative aspects Corruption; nepotism; source of assistance dismiss unproductive employees;syndicate; can purposes be done on time;	12	33%
	Desires for MH nicer MH; do not locate beside market;nicer w/o vendors	5	14%
	Total	36	100%
Public Market	Positive Variety of goods, orderly, activity of people and vendors food, cost,news source,business	15	29%
	Negative Vendors no discipline;corrupt; illegal; dirty, Difficult; ugly; no structure and order	37	71%
	Total	52	100%
Basketball court	Positive aspects looks better than before; happy/fun place; entertaining	9	39%
	Negative aspects Confinement; heavy, dark, waste of space, dislike/bad impression, dirty,poor ventilation, congested tight, crowded w/ vendors; better before conversion (plaza) inappropriate location; none	14	61%
	Total	23	100%
Rizal Monument	Positive attributes Rizal's Heroism, history, model	23	50%
	Beautiful, very refreshing/airiness;	13	28%
	Memory of childhood	5	11%
	Landmark-town or regional	2	4%
	Negative attributes/dislikes Retain nothing; none	3	7%
Total	46	100%	

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Retail shops	Positive Nice, orderly, pleasing. Cleanliness, commercial place, hometown, accessible, cheaper goods	12	46%
	Negative Consumerism, expensive	14	54%
	Total	26	100%
Street Retail	Positive Looks pleasing; urge to buy; livelihood; sympathy	7	35%
	Negative Too many vendors; very crowded, dirty; rubbish	13	65%
	Total	20	100%
Town Center	Positive maganda;maayos;malaki ang improvement;kalinisan; etc. magaan ang pakiramdam; natutuwa	11	26%
	Negative crowded;disorganized;dirty;chaotic;congested;etc	23	53%
	corrupt officials	2	5%
	Neutral responses/concerns desires to improve place; cleanliness,self-discipline,vendor location; Center of trade	5	12%
	Total	43	100%