

## **APPENDIX A**

Thank you for participating in our survey of Binan Town Center. This survey about your opinion regarding the function/use of the town center and the values and symbolic meaning you attach to the Town Center.

This survey is completely **voluntary**, but please take time to fill it out so your opinions will be heard. There are no "right" or "wrong" answers.

Your answers will be kept completely **confidential**.

## **BINAN TOWN CENTER**

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1. Have you ever visited the town center ? If yes, proceed to #3.  Yes  No

2. If no, why not? \_\_\_\_\_

3. How did you go to the town center?

- drive  ride  
 walk other, pls. specify \_\_\_\_\_

4. Where did you come from when you visited the town center last month?

5. When did you visit the town center last month?

- 
- everyday  weekday  weekend

6. In the past month which of the following places have you visited? How many times?  
no. of times/month

- Parish Church \_\_\_\_\_  
 Municipal Hall \_\_\_\_\_  
 Public Market \_\_\_\_\_  
 Basketball court \_\_\_\_\_  
 Rizal Monument \_\_\_\_\_  
 Street retail (vendors) \_\_\_\_\_  
 Retail shops \_\_\_\_\_  
Others, Please specify \_\_\_\_\_
- 

7. The following are questions and photographs of places in the town center. Please answer the following questions.

A. Parish Church

A1. What is the (a) purpose, (b) time, and (c) time spent on the activity?

Purpose	Time visited	Time spent on activity
_____	_____	_____
_____	_____	_____
_____	_____	_____

A2. Why did you need to \_\_\_\_\_ (state purpose above)? Did you benefit from this \_\_\_\_\_ (state need for the activity) ? \_\_\_\_\_

A3. Why did you go there at the specific time of day? \_\_\_\_\_

A4. Why did you go to this church for your intended purpose instead of another? \_\_\_\_\_

A5. What activities did you pursue while in the church?  
\_\_\_\_\_

A6. What are the 3 most important physical features/places of the parish church do you want to retain (show photograph #1)? Why?

a. \_\_\_\_\_ b. \_\_\_\_\_ c. \_\_\_\_\_

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A7. Describe in words what comes to mind when looking at the parish church?  
(show photograph #1). \_\_\_\_\_

Insert photograph here- PARISH CHURCH (#1)

B. Municipal Hall

B1. What is the (a) purpose, (b) time, and the time spent on the activity?

Purpose	Time visited	Time spent on activity
_____	_____	_____
_____	_____	_____
_____	_____	_____

B2. What comes to mind when you are on your way to pursue your stated purpose at the Municipal Hall? \_\_\_\_\_

B3. Why do you need to \_\_\_\_\_(state purpose above)? Did you benefit from \_\_\_\_\_ (state the need for the activity)? \_\_\_\_\_

B4. What other activities did you pursue did while in the Municipal Hall? \_\_\_\_\_

B5. Why did you go there at the specific time of day? \_\_\_\_\_

B6. What are the 3 most important physical features/places of the Municipal Hall you want to retain? Why?

a. \_\_\_\_\_ b. \_\_\_\_\_ c. \_\_\_\_\_

B7. Describe in words what comes to mind when looking at the municipal hall?  
(show photograph #2). \_\_\_\_\_

Insert photograph here- MUNICIPAL HALL (#2)

C. Public market

C1. What is the (a) purpose, (b) time, and time spent on the activity?

Purpose	Time visited	Time spent on activity
_____	_____	_____
_____	_____	_____
_____	_____	_____

C2. Why do you need to \_\_\_\_\_(state purpose above)? Did you benefit from \_\_\_\_\_ (state the need for the activity)? \_\_\_\_\_

C3. Why did you go to this market for your intended purpose instead of another? \_\_\_\_\_

C4. Why did you go there at the specific time of day? \_\_\_\_\_

C5. What other activities did you pursue while in the Public Market?  
\_\_\_\_\_

C6. What are the 3 most important features/places of the public market you want to retain (show photograph #3)? Why?

a. \_\_\_\_\_ b. \_\_\_\_\_ c. \_\_\_\_\_

C7. Describe in words what comes to mind when looking at the Public Market? (show photograph 3). \_\_\_\_\_

Insert photograph here- PUBLIC MARKET (#3)

D. Basketball court/Post Office

D1. What is the (a) purpose, (b) time, and time spent on the activity?

Purpose	Time visited	Time spent on activity
_____	_____	_____
_____	_____	_____
_____	_____	_____

D2. . Why do you need to \_\_\_\_\_ (state purpose above)? Did you benefit from \_\_\_\_\_ (state the need for the activity)? \_\_\_\_\_

D3. Why did you go to this market for your intended purpose instead of another? \_\_\_\_\_

D4. Why did you go there at the specific time of day? \_\_\_\_\_

D5. What other activities did you pursue while in the basketball court/post office?  
\_\_\_\_\_

D6. What are the 3 most important physical features/places of the basketball court/post office you want to retain? Why?

a. \_\_\_\_\_ b. \_\_\_\_\_ c. \_\_\_\_\_

D7. Describe in words what comes to mind when looking at the basketball court/post office? (show photograph #4). \_\_\_\_\_

Insert photograph here- BASKETBALL COURT (#4)

E. Rizal monument

E1. Have you noticed the monument during the past month? Yes No

E2. In you opinion, what is the purpose of the monument at the town center?  
\_\_\_\_\_

E3. What are the 3 most important physical features/places of the Rizal monument you want to retain? Why?

a. \_\_\_\_\_ b. \_\_\_\_\_ c. \_\_\_\_\_

E4. Describe in words come to mind when looking at the Rizal Monument? (Show photograph #5) \_\_\_\_\_

Insert photograph here RIZAL MONUMENT (#5)

F. Retail shops

F1. Which retail shop/s in the past month have you visited? \_\_\_\_\_  
\_\_\_\_\_

F2. What is the (a) purpose, (b) time of day, and time spent on the activity?

Purpose	Time visited	Time spent on activity
_____	_____	_____
_____	_____	_____
_____	_____	_____

F3. Why do you need to \_\_\_\_\_(state purpose above)? Did you benefit from \_\_\_\_\_ (state the need for the activity)? \_\_\_\_\_

F4. Why do you shop here not in another place? \_\_\_\_\_

F5. Did you pursue other activities while at the retail shops?  
\_\_\_\_\_

F6. Why did you go there at the specific time of day? \_\_\_\_\_

F7. What are the 3 most important physical features/places of the retail shops you want to retain (show photograph 3)? Why?

a. \_\_\_\_\_ b. \_\_\_\_\_ c. \_\_\_\_\_

F8. Describe in words what comes to mind when looking at the retail shops? (show photograph #6 ,#7 & #8). \_\_\_\_\_

Insert photographs here- RETAILS SHOPS AT THE SOUTH SIDE OF THE BASKETBALL COURT (#6)

RETAIL SHOPS FACING WEST SIDE OF RIZAL MONUMENT (#7)

RETAIL SHOPS FACING THE PUBLIC MARKET AND NORTH SIDE OF RIZAL MONUMENT (#8)

G. Street Retail (Vendors)

G1. What is the (a) purpose, (b) time of day, and time spent on the activity?

Purpose	Time visited	Time spent on activity
_____	_____	_____
_____	_____	_____
_____	_____	_____

G2. . Why do you need to \_\_\_\_\_(state purpose above)? Did you benefit from \_\_\_\_\_ (state the need for the activity)? \_\_\_\_\_

G3. Why did you shop here not in other places? \_\_\_\_\_

G4. Why did you do you go there at the specific time of day? \_\_\_\_\_

G5. What other activities did you pursue other activities while at the retail shop/s?  
\_\_\_\_\_

G6. What are the 3 most important physical features/places of the retail shop/s you want to retain (show photograph #8)? Why?

a. \_\_\_\_\_ b. \_\_\_\_\_ c. \_\_\_\_\_  
\_\_\_\_\_

G7. Describe in words what comes to mind when looking at the public market? (show photograph #9). \_\_\_\_\_

### STREET RETAIL (VENDORS) (#9)

II. This section contains questions regarding your opinion of what the town enter means to you.

8. List 5 events or performance at the town center that you like. Please list them according to their importance. (a) Most important (e) Least important

a. \_\_\_\_\_ c. \_\_\_\_\_ e. \_\_\_\_\_  
b. \_\_\_\_\_ d. \_\_\_\_\_

9. Aside from the events and performances listed above are there other events that you would like the town to hold at the town center?  
\_\_\_\_\_

10. Are there any events or performances held at the town center that you dislike?  
\_\_\_\_\_

11. Do you have children ages between?  Yes  No

12. Did you bring them to the town center last month?  Yes  No

13. If yes, Where in the town center do you bring them & how often did you bring them last month? \_\_\_\_\_

14. If no, why not? \_\_\_\_\_  
Where do you bring them instead? \_\_\_\_\_

15 List 3 major problems at the town center that need to be addressed?

a. \_\_\_\_\_ b. \_\_\_\_\_ c. \_\_\_\_\_

16, Describe in 3 words that comes to mind when looking at the Town Center? (Show photograph #9) \_\_\_\_\_

### Insert photograph here-THE TOWN CENTER (#9)

17. Rank the following building/s & place/s that are important to retain in the redevelopment of the town center.

(Least Unimportant) 1 2 3 4 5 (Most Important)

Parish church	1	2	3	4	5
Municipal hall	1	2	3	4	5
Public market	1	2	3	4	5
Basketball court/Post office	1	2	3	4	5
Rizal monument	1	2	3	4	5
Retail shops	1	2	3	4	5
Street retail	1	2	3	4	5
Parking space	1	2	3	4	5
Others, Please specify					
_____	1	2	3	4	5

18. Scale the following characteristics of the town center.

Ugly	1	2	3	4	5	Beautiful
Friendly	1	2	3	4	5	Unfriendly
Dangerous	1	2	3	4	5	Safe
Dirty	1	2	3	4	5	Clean
Tense	1	2	3	4	5	Relax
Inert	1	2	3	4	5	Energetic
Slow	1	2	3	4	5	Fast
Calm	1	2	3	4	5	Excitable
Heavy	1	2	3	4	5	Light
Mysterious	1	2	3	4	5	Obvious

19. What are the good qualities of the town center if it has minor problems?

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**PERSONAL INFORMATION**

- |   |                           |
|---|---------------------------|
| A. Are you .....  | B. What is your age?      |
| <input type="checkbox"/> Male <input type="checkbox"/> Female | _____                     |
| C. How long have you resided in Binan?                        | D. Occupation             |
| _____   | _____                     |
| E. Income/ month (Phil. Pesos)                                | E. Educational attainment |
| <input type="checkbox"/> Less 10,000                          | _____                     |
| <input type="checkbox"/> 10,001 - 20,000                      |                           |
| <input type="checkbox"/> 20,001- 30,000                       |                           |
| <input type="checkbox"/> 30,001 - 40,000                      |                           |
| <input type="checkbox"/> 40,001 - 50,000                      |                           |
| <input type="checkbox"/> Greater than 50,000                  |                           |
| 21. What is your street address?                              | F. Name                   |
| _____   | _____                     |

**THANK YOU FOR YOUR OPINION**