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

Conducted by:

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June 1999
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 you 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. ___________________
       _______________________________________________________________________

A2
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?

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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?

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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?

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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 your 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 what comes to mind when looking at the Rizal Monument? (show photograph #5).
__________________________________________________________________________

Insert photograph here- BASKETBALL COURT (#4)
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?

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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).

G. Street Retail (Vendors)

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

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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 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.

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

_____________________________________________________________________________

PERSONAL INFORMATION

A. Are you ……………


B. What is your age?
_____________________________________________________________________________

C. How long have you resided in Binan?
_____________________________________________________________________________

D. Occupation
_____________________________________________________________________________

E. Income/ month (Phil. Pesos)


E. Educational attainment
_____________________________________________________________________________

21. What is your street address?
_____________________________________________________________________________

F. Name
_____________________________________________________________________________

THANK YOU FOR YOUR OPINION