

## รายงานวิจัยฉบับสมบูรณ์ การศึกษาทัศนคติและความต้องการของประชาชน

### ที่มีต่อโครงการบ้านเอื้ออาทร

Project of Ban Aeur Arthorn was implemented by National Housing Authority to construct houses for lower income families. Design of houses and community is surveyed to find out what to serve for the customers' demand. Factors being considered to be relatively significant to their demand are occupation, marriage status and installment payable per month. The finding reveals that most of the respondents prefer to buy a house if there is convenient transportation. In case of buying condominium, location not far from the workplace is the most important factor to be considered. Facilities which are highly demanded consisting of security system, sanitary system, park and playground, shuttle bus, market and nursery.