

635523 : MAJOR HOUSING DEVELOPMENT

KEY WORD: HOUSING DEMAND / WHITE COLLAR WORKERS IN SATHORN / HOUSING DEVELOPMENT

SUKIT TRIWANAPONG : HOUSING DEMAND OF WHITE COLLAR WORKERS IN SATHORN.

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THE OBJECTIVE OF THIS RESEARCH IS TO STUDY THE HOUSING DEMAND OF OFFICE WORKERS IN SATHORN AREA, THEIR SOCIAL AND ECONOMIC STATUS, THEIR LIVING AND TRAVELLING TO WORKS PATTERNS.

320 SAMPLES WERE RANDOMLY SELECTED FROM OFFICE WORKERS IN OFFICE BUILDINGS ON SATHORN ROAD FOR THE SURVEY. THE QUESTIONARES WERE USED FOR THE DATA COLLECTION.

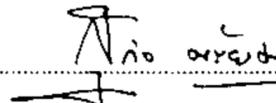
THE OUTCOME OF THE RESEARCH REVEALS THAT MOST OF THE OFFICE WORKERS IN SATHORN AREA ARE BETWEEN 26 TO 30 YEARS OLD, SINGLE AND WELL EDUCATED. THEIR AVERAGE MONTHLY INCOME IS BETWEEN 20,000 TO 40,000 BAHIT. MOST OF THEM POSSES CREDIT CARDS, MOBILE PHONES AND CARS. STAYING HOME AND WATCHING TELEVISION IS THE MOST FAVOURITE THING TO DO FOR THEIR FREE TIME AND THE MOST POPULAR EXERCISE IS RUNNING. MOST OF THE SUBJECT DRIVE TO WORK AND SPEND AT LEAST 30 TO 60 MINUTES EVERY MORNING AND ALL OF THEM COMPLAIN ABOUT THE RUSH HOUR TRAFFIC.

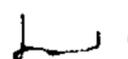
FOR THE NEEDS OF THE HOUSING, OFFICE WORKERS IN SATHORN AREA PREFER SINGLE DETACH HOUSE RATHER THAN CONDOMINIUM. THEY LIKE TO OWN MORE SPACES AND LAND TITLE DEEDS. THE PRICE RANGE BETWEEN 750,000 TO 1,500,000 BAHIT IS THEIR REFERED TARGET. THEY DO NOT CONCERN MUCH ABOUT THE DISTANCE BETWEEN WORK PLACE AND HOME, MOST FAVOURITE LOCATION IS THE NORTH SIDE OF BANGKOK. MODERN STYLING, SECURITY AND EASY ACCESS TO HEALTH CARE INSTITUTION ARE THE TOP PRIORITY OF THEIR HOUSING DEMANDS.

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