

## 摘要

第二次世界大戰後 1945 至 1964 出生的「嬰兒潮世代」，現已成為掌控全球經濟的主要舵手。現在是二次世界大戰以來，最進步也最繁榮的時代，而這群嬰兒潮世代在為家庭與國家打拼數十年之後，陸續進入「熟年世代」的族群中，現正準備好好享受他們自己的人生。面對其龐大的特殊需求及消費能力，政府是否已有針對他們而準備適當的軟硬體規劃？熟年世代人口之爆增，對社會結構有何影響？相關產業是否已準備就定位？甚至是否有新的需求而產生新興產業？

在台灣，根據內政部 2008 年的人口統計，人口結構中的熟年世代，現階段年齡 50-64 歲人口，約為 3,820,705 人，未來 10 年內，將增至約 5,448,889 人，增幅達 42.61%。總計之潛在熟年世代人口更將超越 600 萬人。

本研究針對「熟年世代」的休閒生活層面，探討熟年世代休閒之偏好與選擇，期能提供適當的策略與建議，以供政府施政及企業投資參考之用。

「滿足人類需求」是永續發展中的指標之一，而滿足這群勞苦功高的熟年世代，不僅是各國政府的一種責任，亦是對其卓越之貢獻表達感謝之意。

關鍵字：熟年、熟齡、活力熟年、活力銀髮、世代、休閒、生活、偏好、選擇。

# Abstract

Born after the Second World War, around 1945 to 1964, the ‘Baby Boom Generations’ are now become the men at the wheel of the world economy. It is the most progressive and prosperous period since the Second World War, and after decades of hard working for their own families and countries, the Baby Boom Generations are gradually become the ‘Mature Age Generations’, and ready to enjoy their own lives.

Facing the generations’ massive, and specific demands, and astonished consumer capacity as well, does the government have focused on them organizing appropriate planning for facilities and software? What kind of affect will the massive increase of population of Mature Age give to the society structure? Is the relevant business ready to launch? Is there any new business created by the new demands?

This research is focusing on Mature Age Generations’ leisure lives and conferring the generation’s preference and choices in order to offer appropriate strategies and suggestions for the reference to the government administration and business investment.

Keywords: Mature Age, Active Senior, Silver-hair, Generation, Leisure, Recreation, Life, Preference, Choices.