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Research Institute for High-Life
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Study report "The New Trends in Asian Urban Lifestyle"

"The New Trends in Urban Lifestyle in Taiwan" (serial in 3 parts)

Part 2 The Active Lifestyle Consumption of the Taiwanese

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Introduction

This part firstly reports the historical changes of Taipei city promoting solid urban planning to deal with the over-urbanization and improving the life and business environments. Secondly the report consider the automobile ownership of the wealthy and middle classes living in Taipei and New Taipei cities, the current situation and trend of housings, as well as the retail distribution, diet, leisure and other lifestyle consumptions that feature the Taipei lifestyle.

1. Urban planning of the Great Taipei city against over-urbanization.

1-1. History of Taipei city and rise of urban problems

To begin with, let's briefly review the historical changes of Taipei city. Although Taipei was developing as a walled town under the administration of Chinese Qing Dynasty, an extensive development started when Qing ceded Taiwan to Japan in 1895, which formulated urban planning of Taipei in 1900 as a base for its colony management. Construction of such main streets as Southern Zhongshan Road and Western Zhongxiao

Road (in 1911) and development of infrastructures including public facilities have spurred many companies to move into the city; as a result people have flowed into Taipei to increase the population to as much as 150 thousands. Taiwan has also achieved great economic growth thanks to the fertile land and such product resources as camphor and sugar cane, as well as the hard working of diligent citizens. Consequently, Taipei has developed into one of the most attractive cities in East Asia when many public facilities including city halls and schools and commercial facilities such as department stores were constructed. However Japan lost the Pacific War and withdrew from Taiwan and Taipei city. (in 1945)

When Japan retreated in 1945, Taiwan went under the administration of Republic of China/ Nationalist Chinese government; owing to hyper inflation caused by political turbulence, the civil life suffered extreme poverty. In 1949, the Nationalist party lost the civil war against the Communist party in the mainland and moved to Taiwan. At that time, as much as 1.5million officers of the Nationalist government with their families and the soldiers entered Taiwan to cause sharp population growth of Taipei city, and various economic and urban problems occurred such as social disturbance, food shortage, and slums.

Under such circumstances, the Nationalist government put first priority on economic development and vigorously pushed forward high value-added industrialization by converting Taipei farm lands to industrial sites. In 1967 Taipei went under the direct control of the nation with the population growing to 1.22millions. Housing shortage in the city has become notable, and slum streets were replaced by high rise housings such as 4-story apartments.

Before 1970s Taipei developed mainly by industry and commerce, but in the 70s, the heavy chemical industry was promoted and the "Ten Major Construction Projects" started as political measures for development of national infrastructures such as new Taipei international airport, electric railroad, south-north trans-highway and nuclear power plants. Consequently Taiwan went into a period of high economic growth. An accumulation of commerce and services substituted the industry-related facilities in Taipei that had moved out to the outskirts of the city, and a great number of laborers flooded into the city, where the population amounted to 2.19 millions in 1979. Owing to the limited area of Taipei, the city was forced to conduct redevelopment to deal with inflationary prices of housings and get the maximum use of land; 12-15 story housings and commerce complex buildings were constructed and it has become common to live near one's workplace. In the 80s, high-tech industry was emphasized and Hsinchu Science Park started operation; the industrial structure was converted and the economy

has grown favorably, although the growth was largely influenced by the business climate of the US, Japan and other trade partners.

However, the rapid development of economy and the over-population flood into Taipei city have caused housing shortage, traffic jams, environment pollution, and deterioration of life environment including poverty and slum; improvement of urban environment has become a pressing challenge. To deal with such situation, rules for land use in Taipei city was enforced in 1983 for the urban redevelopment under the regulations for purpose of use, floor area ratio, building coverage ratio and so on.



*Old apartment building constructed during the high economic growth period.



*High-rise condominiums in the exclusive residential area Xinyi district, which is under redevelopment.

1-2. Aim for a competitive international city by improving public transportation and IT networks

Among the various problems of over-urbanization, traffic jams and housing shortage are the most challenging issues. By the mid-90s, Taipei had only bus for public transportation; solution of traffic jams in the city was required both economically and environmentally, and development of mass public transportation was a pressing matter. On that account, the plan of MRT (Mass Rapid Transit: metro) was formulated and decided in 1986. In 1996, the long-awaited Muzha line was opened in Taipei city, followed by the Tamsui line next year. As of 2012, the MRT has 10 lines and are used by 1.6 million transporters a day on average. In the future, the existent MRT will be extended and newly 6 lines are planned to be opened by 2017. At the same time, highways and main roads will be developed to vastly improve the urban transportation. The measures will reduce not only traffic jams but time distance for in-city movement; the urban life will be remarkably more convenient. In 2007, Taiwan High Speed Rail

opened for service running from Taipei to Kaohsiung (total length 345km, top speed 300km/h, journey time 1.5 hours). The completed main artery of Taiwan adopted Japan's shinkansen vehicles because of their better resistance to earthquake. Now that day trips are possible between Taipei and Kaohsiung, the economic exchanges have become active.

The current structure of Taipei metropolitan area comprises administrative divisions of the central Taipei city surrounded by New Taipei city (former Taipei prefecture was renamed in 2010). The population is approximately 6.5millions (2.66millions in Taipei and 4.05millions in New Taipei, in 2011), which accounts for about 30% of the total Taiwan population. The trend for the future shows more people are expected to flow into the New Taipei city because MRT enables the residents to commute to the Taipei central area in about 30 minutes and the new city provides them with better life environment: eventually the Taipei metropolitan area will further expand as a whole.

For the future, Taipei city is actively tackling new urban redevelopment to make great strides as an international city. The redevelopment plans include traditional downtowns (Dihua Street, Huaxi Street, Shilin Night Market), community downtowns (Qianyongkang Community, Tianmu Commercial District), modern downtowns (Ximending, North Zhongshan Road, East District Dinghao, Xinyi Planning) etc. Particularly the Xinyi Planning District has a landmark "Taipei 101" constructed in 2004. Along with international trade show sites, office buildings, exclusive hotels, commercial facilities of luxury brands, and exclusive residential quarters, the district provides the hottest area in Taiwan and enhances the attraction of Taipei as an international city.

Furthermore, the government-led infrastructure plan "Taiwan 12 construction plans (2009)" includes industry fostering measures such as "Intelligent Taiwan", and private-funded developments of transportation infrastructures of airports, ports, and public transportation systems. The urban function of Taipei is expected to further improve. What is more, inner city of Taipei has free wireless LAN network to enhance Taiwan's presence as a major IT nation.

The movement of people and things will be further activated in future owing to the relaxed regulations for the Chinese visitors to Taiwan and the expansion of investment and trading with the mainland China. By using the close economic ties with the mainland China and geopolitical advantages in Asia, Taipei city is expected to become a more attractive international city as a core of the Great Chinese area like Shanghai, Hong Kong, and Singapore.

*MRT lines in Taipei area (as of Dec. 2012)



Source: *Taipei Rapid Transit Corporation*



*Improved highways and MRT lines



*MRT station in Taipei has a raised entrance against flood.

2. Current situation of automobiles and motorcycles in Taipei city

In the daily life of the Taiwanese, automobiles and motorcycles are common transportation means used for various purposes such as leisure activities and shopping. Although the subway network in Taipei city has well developed these days, cars and motorcycles are still indispensable for the citizens.

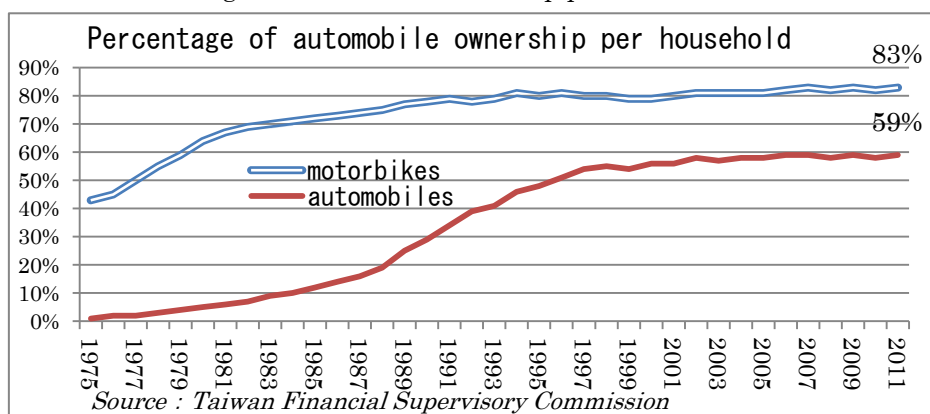
2-1. Automobiles are used for commute and leisure activities; the market has matured.

The number of registered automobiles in Taiwan is approximately 5.8 millions. In the last decade, the percentage of Taiwanese households with automobiles has steadily been around 58%, indicating that the market has matured (source: Statistics in 2011 by Ministry of Transportation and Communications, Executive Yuan). One of the reasons for the maturity is that the citizens have strong needs for automobiles in Taipei city, but the shortage of parking lots prevents wider use of the vehicles. In other words, the shortage of parking is a serious problem in the central area of Taipei city; a parking costs approximately NT\$6000 per month (1 Taiwan dollar = 3.1 yen, as of Jan 2013), and more than NT\$2 million is required for the parking when a parking lot is purchased with a condominium. For most middle class customers, the purchase cost for automobile itself doesn't matter, but the cost for parking makes a great burden.

Taipei city has the convenient MRT and reasonably-priced taxis, but automobiles are important transportation means for the citizens, who use them for leisure activities, traveling, pickup for children to and from school, and dating, if not for commuting. On weekends, the Taipei citizens commonly enjoy driving in the suburbs or go to shopping malls with their parents and children or friends, which is a part of their lifestyle. The percentage of automobile owners is high; 0.57 million automobiles are owned among the approximately 1 million Taipei households (in Japan 85.5% of households own cars on national average and 60.7% in Tokyo, with a lower rate in the urban area).

When a customer purchases an automobile, the brand image is a significant factor in general, but the price factor is more important in Taiwan. Also the decision is, in many cases, up to female in purchasing a car. Since the household finance is controlled by woman, the taste of female comes first. Also in Taiwan, where the emission control is based on the strict European standards, the people are highly environment conscious and put much emphasis on the eco-friendliness of the product.

Table 1. Percentage of automobile ownership per household



2-2. "Benz and BMW" for the wealthy, "Japanese car" for the middle

The German automobiles "Mercedes Benz" and "BMW" boast great popularity among the rich people in Taiwan, while many of the middle class people choose practical Japanese cars. The market share of Japanese cars is 71% and that of German cars is 8%. The Taiwanese are not very fond of American automobiles, and have a bad image for the Korean cars. The annual production in Taiwan is approximately 0.34 million; because of the moderate market size, although there are numerous Taiwanese car part manufacturers, Taiwanese brands don't have a unique model of their own specification.

Toyota "Lexus" is considered to be ranked below Benz or BMW, but is popular among doctors and lawyers owing to its image of elegance. Also not a small number of the wealthy people choose Lexus to avoid being prominent as a rich. Many of the middle class think Japanese cars have such advantages as high-quality, low fuel cost and reasonable maintenance charge, and use them for daily purposes.

However in Taiwan, the cars used on important occasions such as wedding are basically "Mercedes Benz" and "BMW". The Benz and BMW are dream cars for the Taiwanese who call them "Double Bs" for their initials. The Taiwanese wish to own the cars when they become rich. The classy cars "Benz" and "BMW" are regarded as a status symbol of success and wealth.

Table 2. Market shares of passenger cars by individual country brands (as of Dec. 2011)

| | Total | Japan | the US | Germany | Korea | Others |
|--|-----------|------------------|---------|---------|--------|---------|
| passenger cars (including commercial vehicles) | 5,960,088 | 4,227,192 | 688,770 | 470,692 | 51,559 | 521,875 |
| % | 100% | 71% | 12% | 8% | 1% | 9% |

Source: Based on Taiwan Ministry of Transportation and Communication

Note: Brands of Japanese cars include Toyota, Honda, Mazda, Mitsubishi, Nissan, Daihatsu, Isuzu, Subaru and Suzuki.



* "Double Bs" of Benz and BMW, the status symbol of the rich people

2-3. Motorcycles are indispensable tool in daily life

In the daily life of the Taiwanese, motorcycles are indispensable transportation means. Currently approximately 15 million motorcycles are registered (source: Statistics in 2011 by Ministry of Transportation and Communications, Executive Yuan), about 80% of the households own motorcycles. Although Taipei city has a developed subway, there are still traffic jams in the morning and evening; it is hard to operate buses on schedule and some of the routes have limited number of services. As such, many use a motorcycle for their travel to work. At the same time, a motorcycle is more convenient transportation for a short distance travel in the central area considering the scarcity and remoteness of parking. Many Taipei citizens commonly ride a motorcycle no matter how near their destination may be, so when they reach the age of 18, their graduation age from high school, they take a license and start using a motorcycle.

However, riding a motorcycle is considered to be dangerous by many people, and not a small number of Taiwanese females who are banned by their parents from driving a motorcycle ride it in secret. Whatever the case may be, prevention of motorcycle accidents is a significant social challenge.



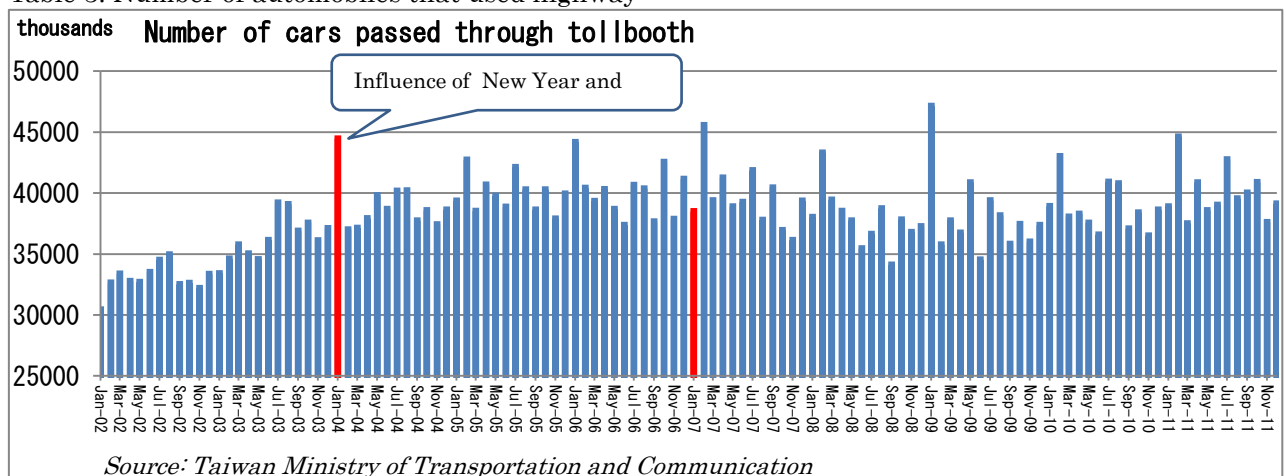
*There are many parking lots for motorbikes on the road.



*Female rider wears long gloves for prevention against sun tanning.



Table 3. Number of automobiles that used highway



Source: Taiwan Ministry of Transportation and Communication

Note: The number of cars increased in January 2004 when the second highway fully opened, and the number decreased in January 2007 when the Taiwan shinkansen opened.

3. Reality and trend of housings in Taipei

In Taipei city, one's housing is supposed to be near one's work according to the citizens' general lifestyle, but owing to the soaring prices of real estates in the city, it has become more and more difficult to purchase housing within the city limits. As a result, the middle class people who wish to acquire a residence purchase a house in suburban New Taipei city with MRT in service; population flows from Taipei city out to New Taipei city to accelerate urban sprawl in the metropolitan Taipei area.

3-1. Soaring housing prices and government measures

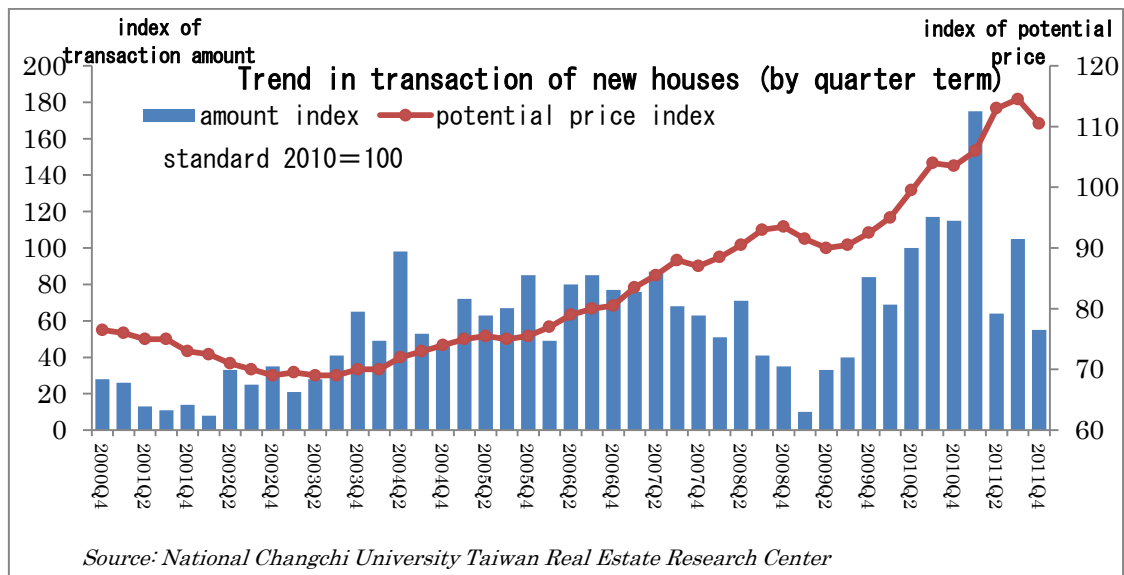
In recent years, the boom in real estates of lands and housings has become a significant social issue in the metropolitan Taipei area. In Taipei city, the real estate values were up approximately 12% from the previous year in 2011; it has become extremely difficult for the general citizens to purchase a house within Taipei city limits. Thanks to the developed MRT, Taipei city is much easier to access from New Taipei city, where housings are developed mainly along the railway line and the land prices rose as rapidly as by 15% in 2011. Consequently, common office workers who seek a property for residence would find it hard to purchase a house even in the New Taipei city area.

As a matter of fact, the declared values of land and housing prices in Taiwan have elevated for the first time since the collapse of IT bubble economy in 2001 and the decline of real estate prices caused by disturbance over SARS (Severe Acute Respiratory Syndrome) in 2003. Because people were afraid of group infection of SARS in condominiums, prices of condominiums have slumped for a period of time. However since 2005, the declared values and housing prices have been rising for more than a decade. Especially in the whole area along the MRT railway line of Taipei city and the suburban New Taipei city, housing prices have kept growing year by year. The possible reasons are: larger demands for housing from the growing number of nuclear families, reduction of inheritance tax (from maximum 50% to 10%), investment from mainland China, returning investment to Taiwan, redevelopment of inner city, improvement of public transportation, etc. In the future the appreciation is likely to continue, although the population is unlikely to grow and the housing prices in the metropolitan area are obviously too high considering such indicators as vacancy factor, ratio of annual wage to housing price, return on investment (ROI) according to rent, etc.

In order to control the booming housing values, the government has introduced "luxury tax" that imposes 15% of the sales amount when the real estate was resold within a year from purchase and 10% after a year but within two years. Also the

government has made it mandatory to register the transaction values. After these measures were taken, the number of housing transactions has largely declined, but the values stay at inflated level.

Table 4. Changes in Taiwan housing price index



Note: The potential transaction prices are calculated values based on the scope of asking price and negotiable price

Source: Arranged based on the data from Taiwan Real Estate Research Center



*Street of newly-built condominiums in the Taipei suburbs



*Entrance to an in-city exclusive condominium

3-2 Higher hurdle to purchase a housing

The skyrocketing housing prices are often reported in media and become a subject of discussion, while there is no sign of easing inflation. For example, the price of a condominium located in Xinyi District, one of the highest-class residential areas in Taiwan, is NT\$1.5-2.0million/tsubo (1NTS=3.1yen as of Jan 2013. 1tsubo =3.30578m², Japan and Taiwan share the same traditional unit of width. In Taiwan the shared

spaces are included in the area of possession). Other prices of example are: about NT\$1.0 million/tsubo in other parts of the city, NT\$0.7-0.9 million/tsubo in the exclusive residential area Banqiao in New Taipei city, and approximately NT\$0.5 million/tsubo in the housing development area along the MRT line 5-10km off the city center. An average plan required by a Taipei citizen is three bedrooms with a separate living room and a combined dining room and kitchen with a width from 25 to 40tsubo (1tsubo =3.30578m²). These days, however, under the influence of soaring house values, the number of smaller estates of 25-35tsubo has been increasing.

The average house price in Taipei metropolitan area is approximately NT\$23million (Survey on trend in demand for housing in 2011 Q4 by Taiwan Ministry of Interior, Executive Yuan). In Taiwan, the general purchase price of housing is approximately ten times annual salary of a household. Currently the citizens may manage, but if the housing prices go higher, it will be hard to repay the loan even if they take out a 20-year mortgage. When an average office worker takes out a 20-year mortgage and purchases a house with 3 bedrooms, they will be forced to save their living expenses because they can't expect wage hike although the consumer prices are inflating. A growing number of people have started to hate the idea of such frugal life, working hard for housing mortgage and cutting back on recreational expenses. As such, more people give up purchasing a house and become satisfied with rented houses.

Especially for younger people, it is extremely difficult to have their own house. Because of the low wages, they can save just an insignificant amount of money after living cost is deducted. However, in Taiwan, because of such idea that "parents are responsible for marriage and housing of children", parents prepare some housing or marriage fund. For example, when a child household purchases a house of NT\$20 million, the parents pay NT\$10 million and the child pays the loan for the rest. Low-income class people donate a proportion of housing expenses to their children in the same manner, though the amount may be smaller. When a child gets married and purchases a house, it is Taipei style that the child and the parents make their homes "close enough to share meals regularly". In reality, however, the inflating housing values make such Taipei style harder.

Table 5 Vacancy in Taipei City

| | Number of vacant houses | Number of properties | Percentage of vacancy |
|----------|-------------------------|----------------------|-----------------------|
| 2000 end | 101102 | 827538 | 12.2% |
| 2010 end | 122905 | 917406 | 13.4% |

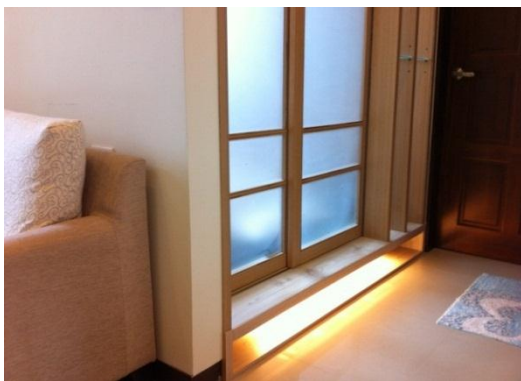
Source : Based on Taiwan Financial Supervisory Commission

3-3. Housing trend and the Taiwanese viewpoint when they choose real estates

When a Taiwanese chooses a house, they put an emphasis on price, plan, width, Feng Shui, good elementary and junior high schools in the vicinity, and potential price rise in future; these factors are more important for them than comfortableness of a house. Under the influence of education-conscious society, the Da'an District in Taipei city, where prestigious elementary and junior high schools are located, the houses are extremely popular and cost as much as about NT\$1.5 million/subo. At the same time, Feng Shui is an important standard for judgment. A house with good Feng Shui would call in good luck, but an owner of a house with bad Feng Shui would have troubles even to sell it.

Designs of houses are influenced by both Japan and Western countries, and Japan's traditional simple style is popular. In general, the wealthy class is fond of the Italian and other European styles while the young and newly-weds love the Scandinavian style like IKEA. A general planning is three bedrooms with a living room and combined dining room-kitchen. Those who choose a plan of four bedrooms often need an extra room for a live-in foreign helper.

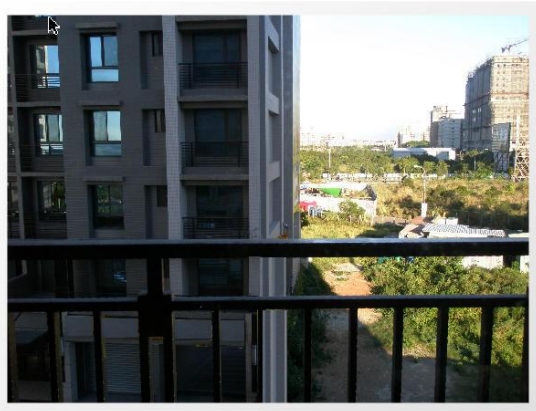
Since Taipei has a lot of nuclear families, the Taiwanese often make a guest bedroom, which is not uncommonly a Japanese-style room, for their parents. A room prepared for the owner's parents in a bigger house is called a "room of filial piety", reflecting the idea of loyalty to one's parents.



*Japanese style room in a Taiwanese house



*Detached house located in the exclusive residential area Xinyi district.



- * Examples of Feng Shui the Taipei citizens set great store by are:
- Avoid a house facing other building; "Sword of Wall".
 - Avoid a house on street that goes dead end; "Crushing Road".
 - Avoid a house in which the door of bathroom can be seen from entrance, and/or the doors of rooms are facing each other.

4. Trend in retail distribution, which supports the citizens' life

In the 80s, with the great growth of the Taiwan economy, the Taipei citizens started to ask for a richer lifestyle. Anticipating the customers' needs, new styles of retail distribution were introduced to Taiwan from Japan and Western countries in the 90s. In Taiwan most of the retailers used to be small-sized and run by family, but POS system was introduced for control of stock and sales, and has promoted modernization of the distribution system.

Although Taiwan has only 23million population which is too small a market for volume retailers, the market is clouded with all kinds of retailers in the current status of store saturation. The Taiwanese customers, however, expect a lot from retail distributors as a place not only for shopping but for eating out and leisure activities; as such, new types of retailing trade such as large-scale shopping malls are being developed.

4-1. Convenience stores in Taiwan have the highest density in the world

Convenience stores in Taiwan first started when the large food supplier "Uni-President" introduced "7-Eleven" in Taiwan under a franchise agreement in 1978. During the first 7 years, the store suffered deficit partly because such negative images prevailed as "the merchandises in convenience stores are not fresh". However, through business efforts including development of products favored by the Taiwanese and branch shops in attractive locations, the store have obtained support by the Taiwanese. Today, for the Taiwanese people, convenience store is an indispensable life

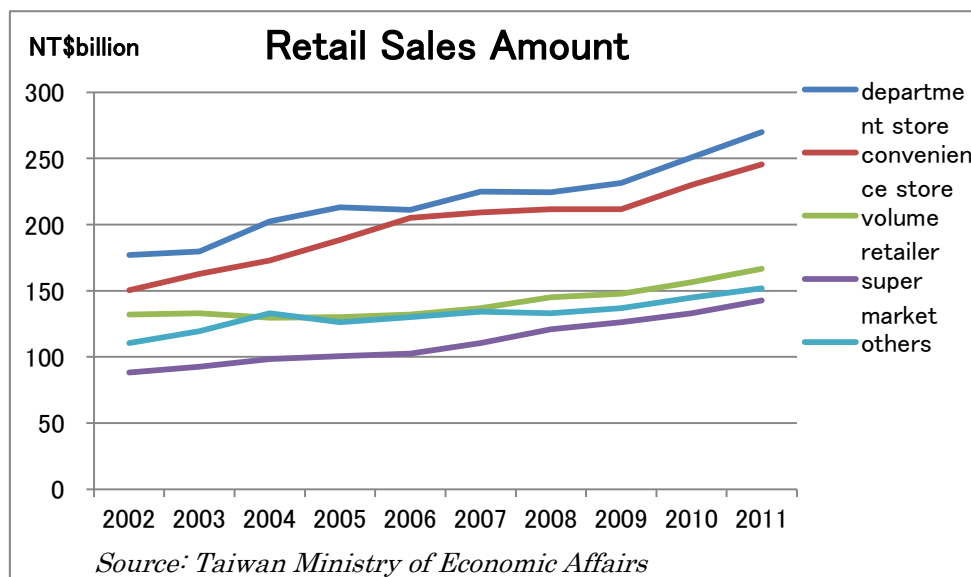
infrastructure in their daily life where they can do various things from shopping to payment of bills.

As of 2011, 7-Eleven has 4803 stores, Family Mart has 2823 stores and Hi-Life has 1286 stores; when other convenience stores are added, the total number amounts to approximately 10 thousands (Source: web pages of each company). The stores are so deeply rooted in the daily life that the density of convenience store in Taiwan is said to be highest in the world.

Compared with the convenience stores in Japan, the area of a store is about half, though the selection of products is as varied as that in Japan. The stores maintain freshness of food by twice-a-day delivery in the morning and evening (in Japan three times a day), and increase the sales of lunch box and other "Naka-shoku" (a ready-made dish bought at convenience or other stores and enjoyed at home) foods. Other popular products are Taiwan's unique "tea egg", an egg boiled in tea, and Japanese Oden (a kind of Japanese stew). Items that have become popular in Japan's convenience stores soon get popularity at Taiwan too, so the business keeps close watch on the Japan's market.

As a unique project deployed in Taiwan, eat-in corners set up in convenience stores are quite popular these days; the corner is equipped with chairs and tables where coffee and light meals are served. Many enjoy meals with their friends at the corner like at cafe. Taiwan's convenience stores are eager to develop new styles of business, and in the future they intend to enhance the product lines of lunch box and microwave food for office workers in an attempt to capture the market of cafeterias and food stalls in the city.

Table 6. Retail Sales amount in Taiwan (1Taiwan dollar=3.1yen as of Jan.2013)





*The eat-in corners of convenience stores have many users.



*Oden is very popular in Taiwan too

4-2. Department stores and shopping malls are leisure attraction

Although the business of department store is declining in Japan, the traditional Japanese-style department stores including Shin Kong Mitsukoshi and Pacific SOGO are popular in Taiwan. The department stores in Japan have omitted low-profit products such as books, home appliances and toys, and concentrated their selections to women's garment, men's clothes, and food; as a result, their sales and profit amounts have declined. However, Taipei has many middle class people with purchasing power as its residents in the city. They, especially the women, are the main customers of department stores in Taipei, which have full selections of such life products as home appliances, toys, medicines and books. Recently the number of customers who visit the stores by MRT has been increasing, but basically the department stores are designed for the citizens who visit on foot, by bicycle, or by motorcycle. Therefore the departments offer a full line of needed articles for life.

In Taiwan, Japan brand enjoys high reliability and popularity either in fashion or in home appliance. The wealthy and middle classes in Taiwan search on the Internet what is popular in Japan, and popular goods in Japan will certainly sell in Taiwan; the person in charge of Taiwan department store regularly visit the department stores or 109 in Japan to consult the product line-up. However, because of strong yen, the sales of fashion goods and other products of Japan Brand have been plummeting. When the prices increase by 1.2 times, 1.5 times and 2 times, even the pro-Japanese Taiwanese people avoid Japanese products as is to be expected.

A noteworthy retail business of these days is large-scale shopping mall, which attracts a lot of Taiwanese citizens. While the customers buy things at convenience stores and super markets on weekdays, they relax and enjoy themselves with their friends or family and children at a shopping mall as a leisure activity on weekends. Their purpose is not necessarily shopping, but they enjoy searching new products at a variety of sales floors, chatting and having leisurely meals, and watching movies.

Especially the newly developed shopping malls in Xinyi, Neihu, and Da Zhi of Taipei have department stores as a core tenant, as well as specialty stores, restaurants, cinema and outlets, providing a leisure attraction for weekends. They are creating new lifestyle for the Taipei citizens with "Living concept" proposing a leisurely day at malls.

At the same time, the brand shops of "Taipei 101" and "Breeze center" attract a much greater number of customers thanks to the tourists from the mainland China. However, as the department stores and shopping malls are rushing to branch out, there is a fear of excessive competition caused by overstore.



*Shopping mall of hot topic in Xinyi district



*Sales of Shin Kong Mitsukoshi attract a lot of customers.



*The representative department store in Taipei downtown "Pacific SOGO" supports the comfortable life of Taipei citizens.



*Exhibition of Japanese products at department stores is always popular

5. Lifestyle of diet in "Food Kingdom Taiwan"

The gastronomic culture of Taiwan are greatly influenced by Fuchien food on the opposite shore, Chao Chow cuisine, Hakka dish and Canton cuisine, as well as Japanese food during the Japanese government age through history. After 1945, the migrant officers and warriors of Nationalist government contributed to adoption of various local foods of the mainland China. In recent years, the Taiwanese food has absorbed the Western dish and has fused new cuisine into existent one to provide a more diversified, prominent gastronomic culture of the world.

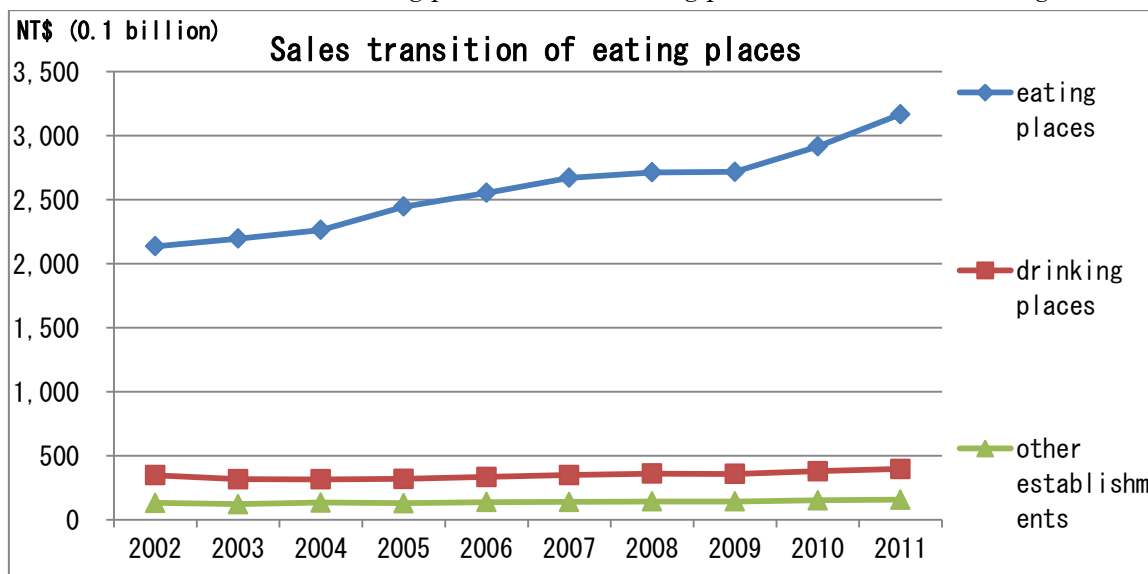
5-1. Movement from traditional home cuisine to television cooking and fast dishes

When one would like to buy food materials in Taiwan for delicious home cuisine, he or she goes to traditional markets of vegetable, fruit, fish, etc, because the frozen fish, meat or vegetables at supermarkets are considered to be expensive and not very fresh. However, the single person or dual working couples who live in urban area and come home late from work are forced to purchase frozen food and other processed materials at convenience stores or super markets and cook them.

In those days when they lived in large families, mother used to prepare various traditional dishes and all the family members dined together. The diet has greatly varied owing to the growing number of single households, change of family structure including nuclear families, increasing social participation by women, and change of lifestyle such as coming home late. Particularly in order to lighten the burden of house chores and childcare of women, cooking at home has become easier; easy-made meals, microwave food and instant food are often used. Also the popular menus are health-conscious or stylish dishes of recipes introduced on TV programs or by famous cooks.

The recent trend shows that fewer women in 20's and 30's can cook traditional dishes owing to the difficulty to pass down the time-honored cuisine from mothers to daughters. Accordingly home-cooked meal is likely to become more and more simple in the future.

Table 7. Sales transition of eating places (sales of eating places have been increasing)



Source: Taiwan Ministry of Economic Affairs

5-2. Breakfast outside is a common practice

Since Taipei has various kinds of restaurants from cheap and convenient stall to lunch box of convenience store, cafeteria, take-out food shop, exclusive Chinese restaurant and Japanese restaurant, both men and women often eat out for they are convenient and moderately priced in most cases. Cooking for a small group is high in cost and low in efficiency; in this sense, eating out is reasonable. Particularly, quite a lot of single office workers of both sexes have all of their three meals outside.

The male and female office workers start eating out from morning. In Taiwan, some chain breakfast stores and stalls such as "Mei er Mei" and "Yung HoSoy Drink" are located in the vicinity of homes and offices; in Taipei-style breakfast, the workers enjoy a meal at such shops or take out some food and eat at desk. Also for lunch and dinner, restaurants of various dishes and prices can be chosen, so the citizens enjoy eating out on daily basis. For better health and nutritional balance, cafeteria-style stores readily provide nourishing dishes; eating out is an indispensable part of Taipei life.

However, frequent eating out may cause some problems. Excessive intake of oily Taiwanese food causes metabolic troubles both in men and women. Maintenance of slender figure is a greatest matter of concern for the Taiwanese citizens. In order to serve such needs, the market is growing of healthy cuisine and food of low sugar, low fat, low calorie and low salt designed for the condition of each person's body. An example is a pot dish for a person who wants to eat a lot of vegetable. Or there are not a small number of juice shops where a customer can adjust the sweetness or amount of ice cubes of his or her drink and restaurants where the calories of dishes are displayed. Also safety-first vegetables without any use of pesticides are popular; "organic vegetables" are available in supermarkets or on the network.



*Cafeteria serves various kinds of dishes, which is most suitable for those who care nutritional balance.



*Popular Taiwan cuisine restaurant offers take-out service.

5-3. Various cultures of food services from mainland Chinese to Japanese cuisines

In Taipei, Peking Duck of Peking cuisine or Yumcha of Canton cuisine can be enjoyed,

as well as flavorful oolong tea produced in Taiwan. There are also various seasonal dishes. For example, in winter, Sichuan-style extremely hot pot is very popular. The Taipei citizens enjoy talking and having such delicious meals with family and friends as a kind of leisure activity, and value the opportunities very much. The members of a nuclear family often eat out alone on weekdays, while on weekends they commonly have meals with their parents and family talking about various things. Such gatherings are staged at various restaurants and cultures of food services.

Another example of food service culture is "Night Market". The Night Markets have originally developed for visitors to temples and stations around the country; today unique snacks and fruit juices are served there for amusement of the neighbors. Especially on summer weekends, popular Night Markets get alive with visitors of families and friends as well as tourists, providing a place for fun time of chatting and eating.

Japanese cuisine is popular too. Japanese food in Taiwan has its root in the colonial days, and the restaurants are generally considered to be exclusive and often used for business entertainments and celebratory occasions. In these days, Japanese chain restaurants such as Japanese-style pub Watami, Ramen Santoka, CoCo Ichibanya etc. have opened in Taiwan and have become popular. However, unpopular restaurants in Japan lack support in Taiwan either.

Japanese cuisine "Oden" has become a popular stall dish called "black ring (Oden)" which is a homophone of the original name. Today Oden is commercialized and sold at convenience stores as a brisk seller. At the same time, Japanese Sake has gained popularity among female office workers in Taipei. Japanese sake used to remind people of old uncles who enjoy sake with snack listening to Enka, traditional Japanese ballads. Additionally, women who love alcohol do not give a good impression in Taiwan. However, since Japanese TV drama featured Japanese Sake as good for beauty, sake has become a popular drink among female office workers. The influence of TV culture is so strong.



*"Night Market" has stalls serving tasty food



*Local Taiwanese restaurants are always filled with customers with reservation.

6. Trend in leisure activities

Along with the improvement of economic affluence and life environment in Taipei city, the citizens become more health conscious. In addition, to enjoy delightful lifestyle with family and friends, they pay more attention to their diet and exercise, as well as leisure activities such as commune with nature.

6-1. Popular leisure activities on weekdays are indoor works such as sports, karaoke, and movie viewing.

Many male and female office workers in Taipei enjoy sports after work. Aerobics and yoga are particularly popular among women. As it is considered to be fashionable to enjoy sports at gym for health, there seems to be no end to new members to sports gyms and yoga classes. New-built condominiums often have such shared facilities as gym, pool, movie theater room etc. to meet a demand from purchasers and contribute to the better health of residents. Not only private but public sports center have opened to accommodate the citizens' lifestyle and facilitate their healthy life.

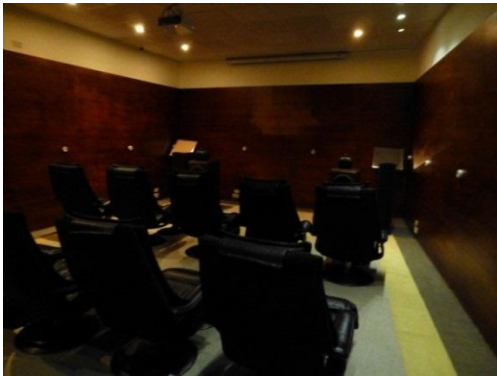
In addition to sports, popular activities on weekdays include karaoke, movie viewing, nightclub etc. Karaoke in Taiwan are very fashionable. In such opportunities as business entertainment, joint party, divisional dinner party, and gathering of friends, it is an amusing activity to enjoy meal, singing and chatting at karaoke box.

On the other hand, street dance is popular among undergraduates and high school students. In the Taipei station yard or a square of memorial park, a lot of students get together after school and on weekends to practice street dance.

Table 8. Major activities in traveling (checked all that apply)

| Major activities | 2011 |
|--------------------------------|--------------|
| Nature-based experience | 59.8% |
| Gourmet activity | 43.5% |
| Cultural experience | 29.7% |
| Visiting friends | 11.6% |
| Theme parks | 9.0% |
| Sports | 5.8% |
| Others | 41.8% |

Source: Taiwan Tourism Bureau "Survey on national traveling"



*Shared facilities of exclusive condominiums. A large room for movie viewing and/or a 25m indoor pool are available.

6-2. Popular pastimes on weekends are outdoor activities: jogging, hiking, and playing golf.

President Ma Ying-jeou makes a point of jogging for about 30 minutes in a nearby elementary school field early in the morning before work. Probably influenced by President Ma, jogging has become popular among all generations in Taipei. In such circumstances, companies of sports shoes, isotonic drink and insurance support marathon rallies, and jogging enjoys great popularity.

Also from around 2009, boom of bike cycling started. A growing number of people enjoy riding bicycle in the city on weekends partly for prevention of global warming, partly for health. Bicycles can be carried onto subways in Taipei, and some stations offer services of rented cycles.

Another indispensable, delightful leisure activity for the Taipei citizens is a one-day hiking in the suburbs. Taipei is located in a basin and surrounded by mountains blessed with nature's bounty. On weekends, many people enjoy hiking in the mountains. Those who can afford time stay overnight at a hot-spring in the mountains near Taipei with their family, and enjoy hiking, hot spring and seasonal food. Since most Taipei citizens have their weekday life in a condominium, they look forward to enjoying themselves in nature on weekends.

The wealthy class people enjoy playing golf on weekends. Although Taiwan is a small country, it has 65 golf courses in business now. For the rich class of busy managers and politicians, playing golf is a dual-purpose leisure activity that they can enjoy themselves in nature while having conversation with friends or business partners. Ordinary office workers and civil servants can hardly afford to pay for playing golf. However, since Yani Tseng in Taiwan won the Ladies Professional Golf Association Championship for the first time, a greater number of people are interested in

golf-related programs on TV; now golf has potential to become established as a leisure activity among the middle class people in future.



*Triathlon race held in Taiwan



*Parks in the city are popular spots for families