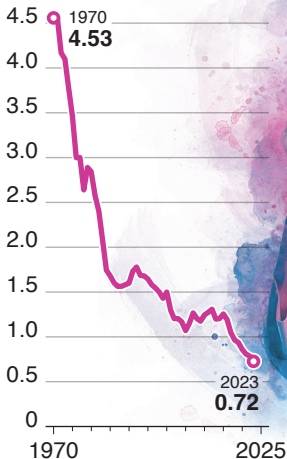


South Korea birth rate decline

South Korea is struggling with a record low birth rate, with officials having trouble convincing the “YOLO” generation that parenthood is a better investment than a hedonistic lifestyle

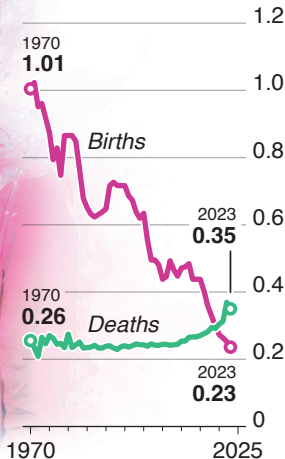
TOTAL FERTILITY RATE

(babies per woman during her reproductive lifespan)



LIVE BIRTHS AND DEATHS COMPARED

(millions)



YOLO (You Only Live Once) – Term applied to people aged **20-30** who live for self-satisfaction, spending their money on fashionable clothes, eating out and travel. They spend more and save less on average than wider South Korean population or their peers in other countries – overlooking notions of marriage or starting family