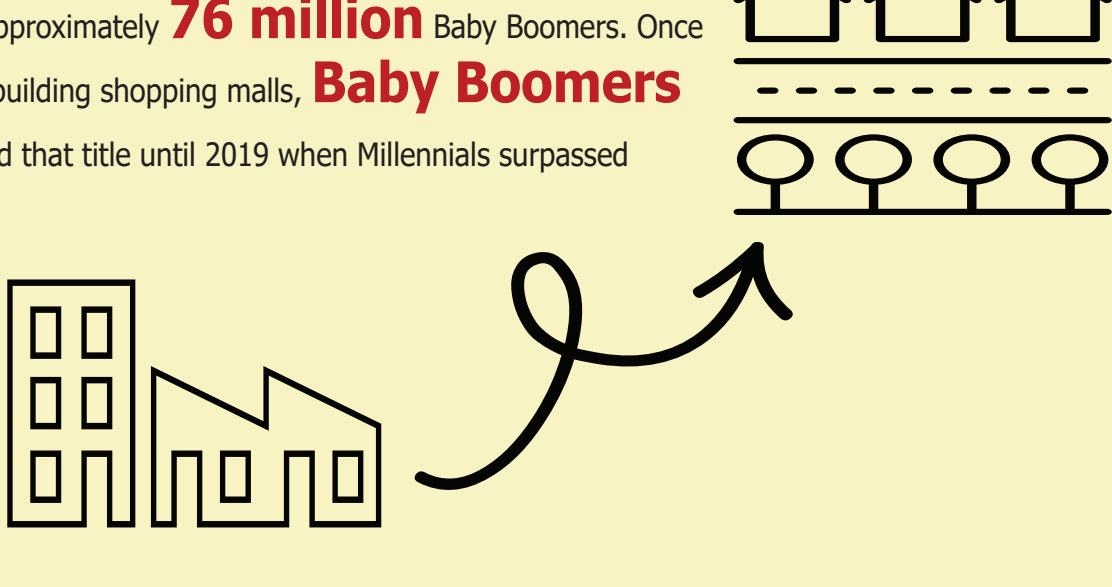


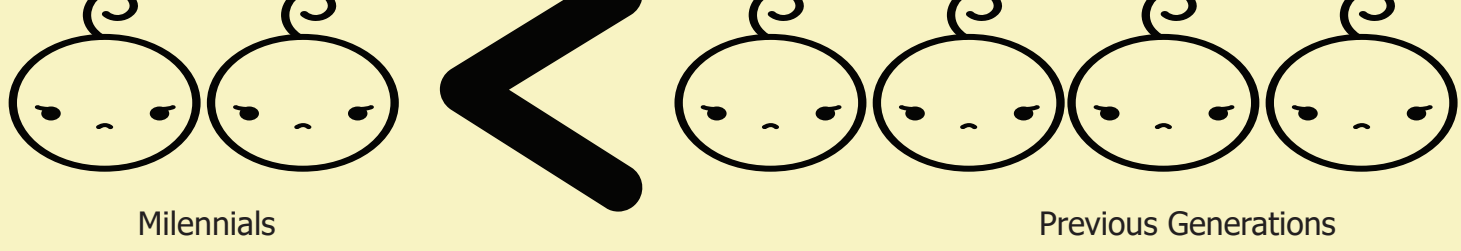


Baby Boom- Baby Bust

Between 1946 and 1964, the American population saw unprecedented growth when the Silent Generation, those born between 1928 and 1945, gave birth to approximately **76 million** Baby Boomers. Once they grew up, amongst moving to the suburbs and building shopping malls, **Baby Boomers** became the “largest living adult generation” and held that title until 2019 when Millennials surpassed them.



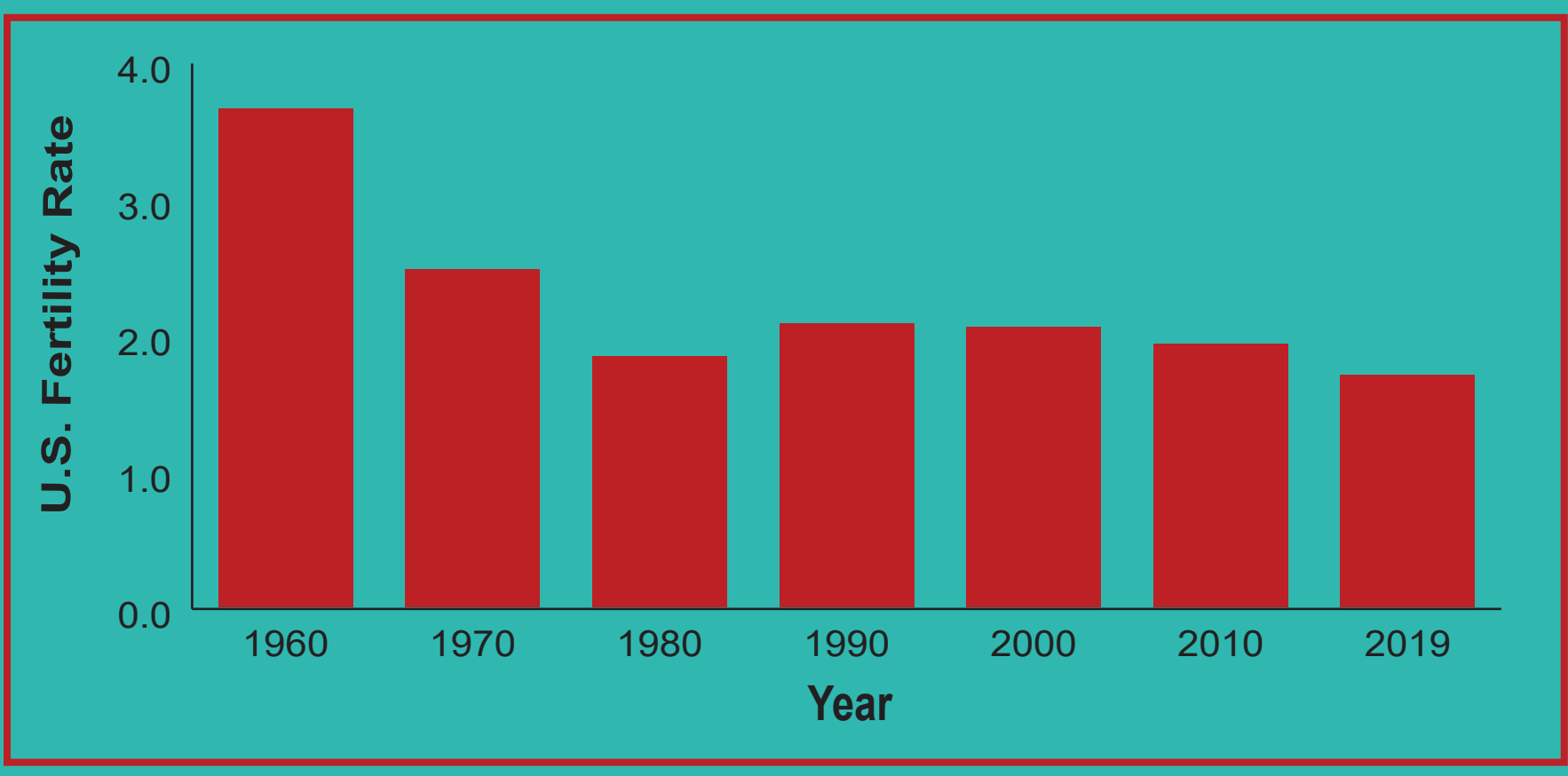
Millennials, born roughly between 1981 and 1995, are often seen as being drastically different than the previous generations. They are the first generation to grow up with internet access, personal cell phones and social media. Many of them are rapidly moving back to or near the cities their grandparents moved away from, and most notably, they are **having less children**.



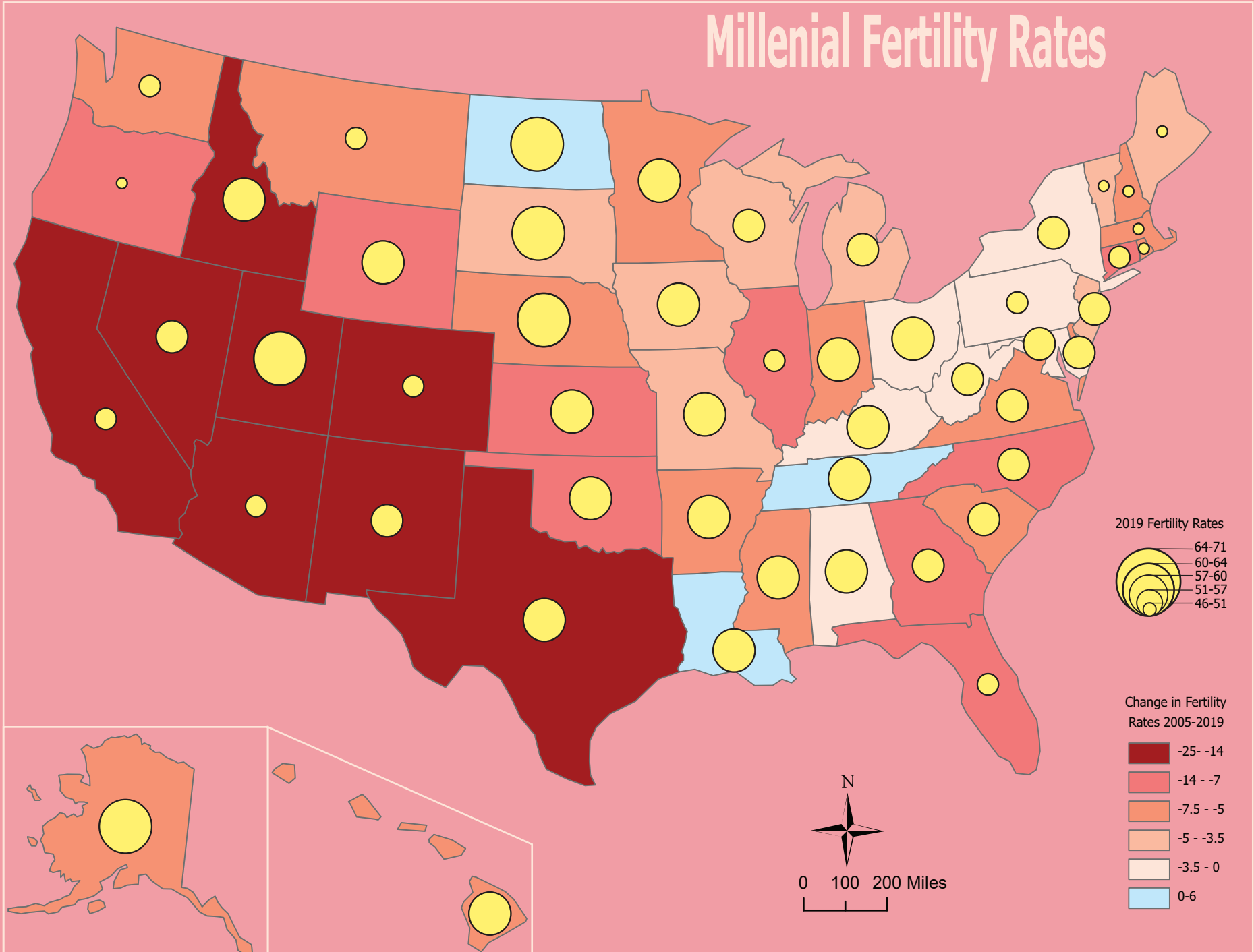
“MILLENNIALS ARE KILLING THE BABY INDUSTRY BY HAVING PETS.”

~The Tuscon Weekly

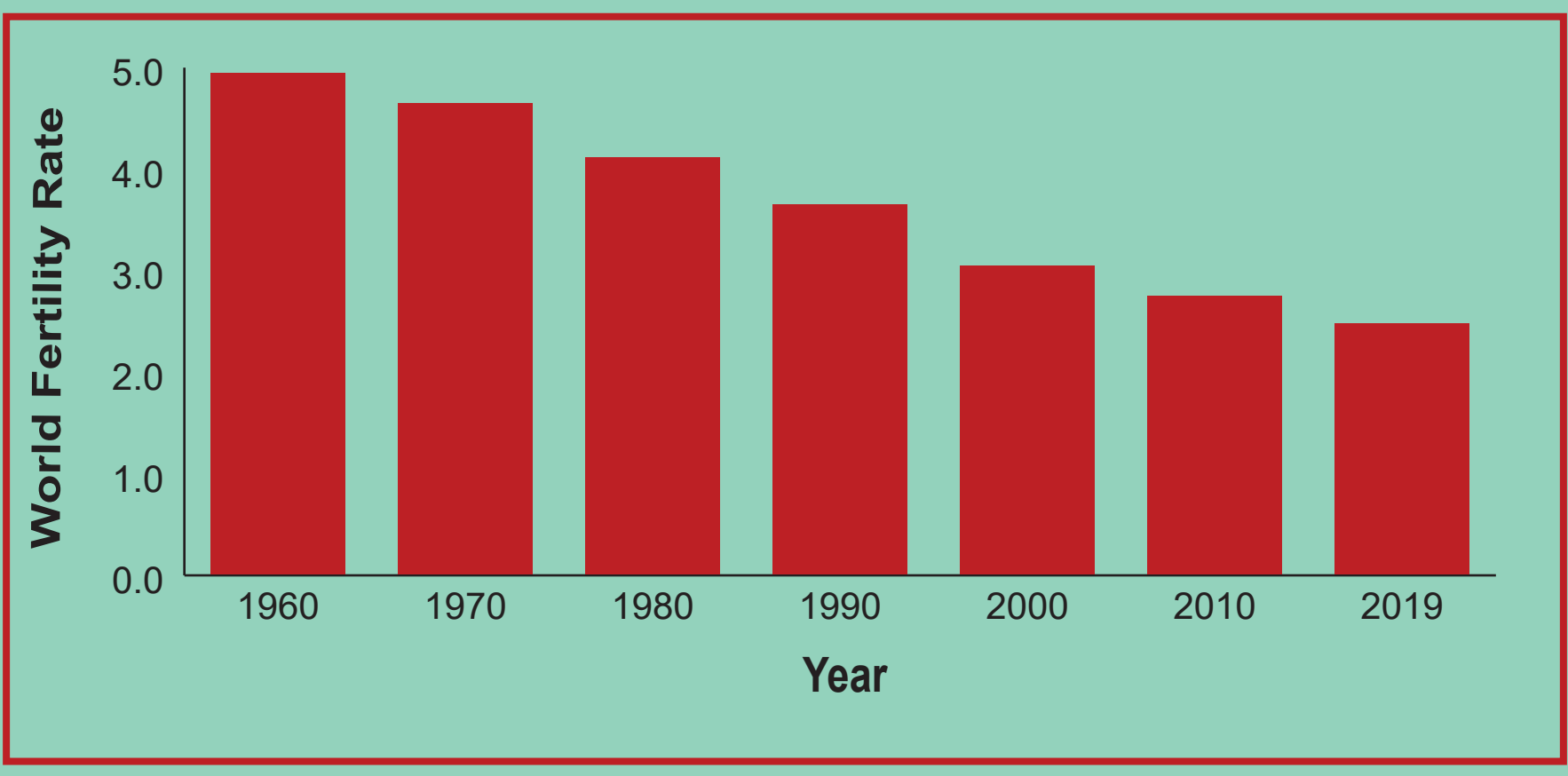
Recently, many articles and reports have been released stating the United States’ **fertility rate** has decreased. While sources like the Tuscon Weekly are willing to blame this decline on Millenials and claim they are “killing the baby industry”, evidence shows that ferility rates dropped significantly after the 1960’s, and have been **steadily declining since the early 1990’s** when the oldest Millenials were still children.



This is not to say that Millennials haven’t had a significant impact on the country’s and each states’ fertility rate. While in isolation the 2019 rates look sporadic, when the years 2005 through 2019, Millenial’s peak reproductive years, are evaluated collectively it becomes evident that almost every state experienced a decrease in its fertility rate and **most states experienced a decrease of at least 7%.**



However, this is more than a United States trend, **decreaseing fertility rates is a world-wide phenomem**. Some countries have attempted to slow this decrease by accepting more immigrants, while others have attempted to enhance maternity and paternity benefits. While it will take time to see how beneficial these policies are, the question that remains is **how long can we afford to continue this trend?**



Data on fertility rate per state:
Center fo Disease Control and Prevention
National Center for Health Statistics

Facts on fertility rate solutions:
BBC NEWS

Quote on the baby industry:
Tuscon Weekly

Shapefile for United States:
Natural Earth

Data on world fertility rates:
The World Bank Organization

Graphics:
The Noun Project

Facts on various generations:
Pew Research Center

