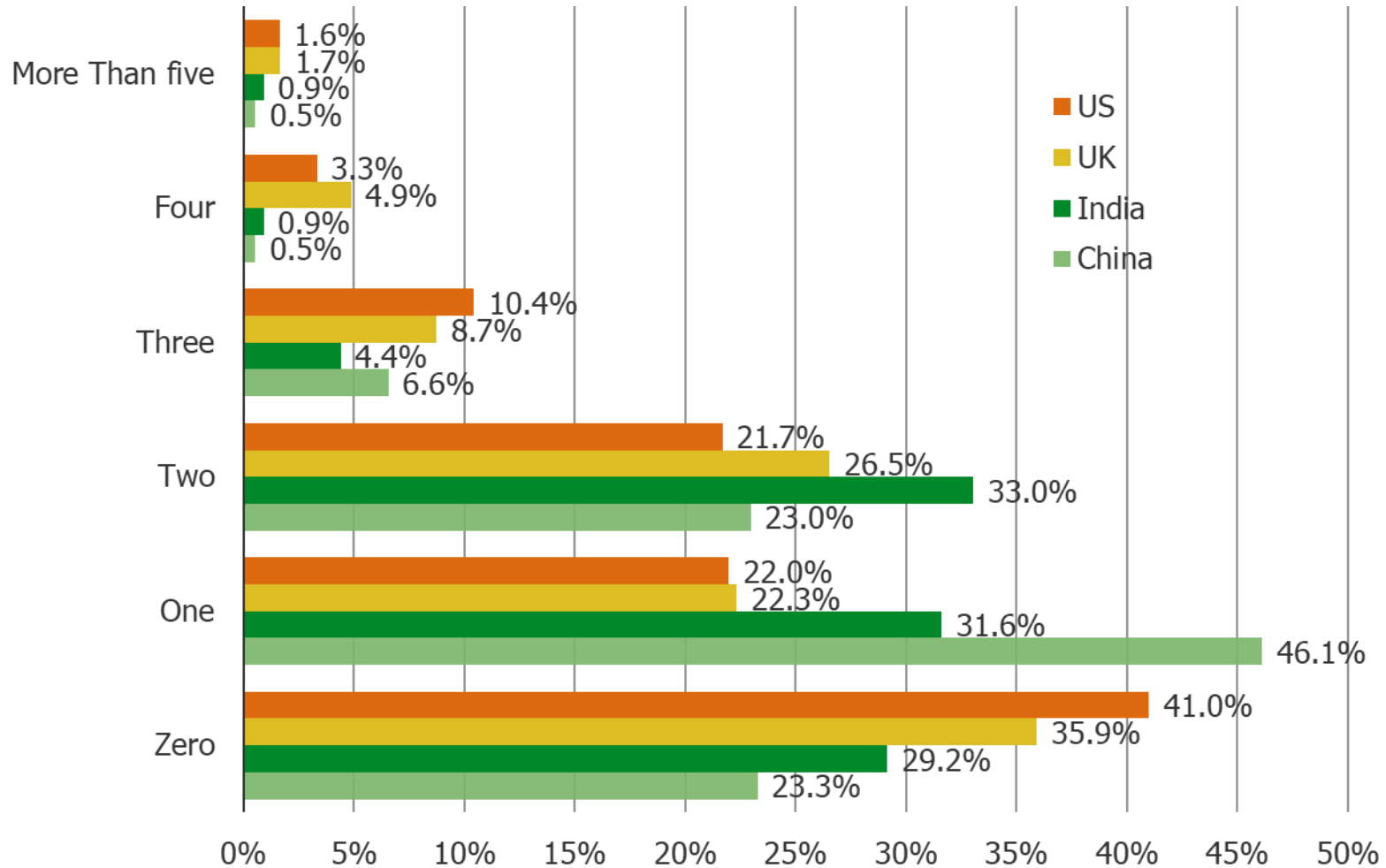


BESPOKE INTEL

Birth Rate Feedback, By Country

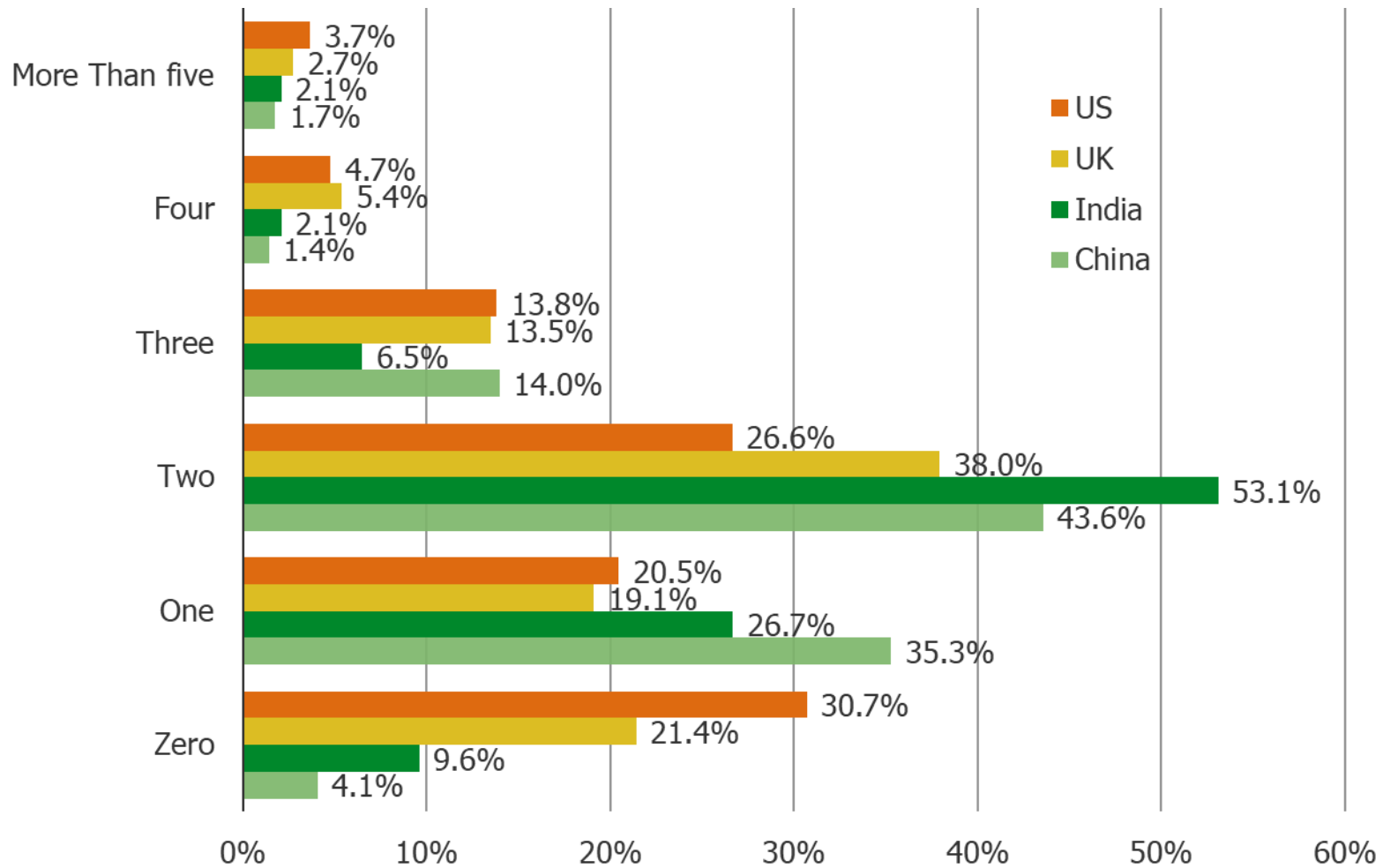
JANUARY 2022

How many children do you have?



***Important Note:** Surveys in China and India skew more urban. Surveys in US and UK are more representative of the broader population.

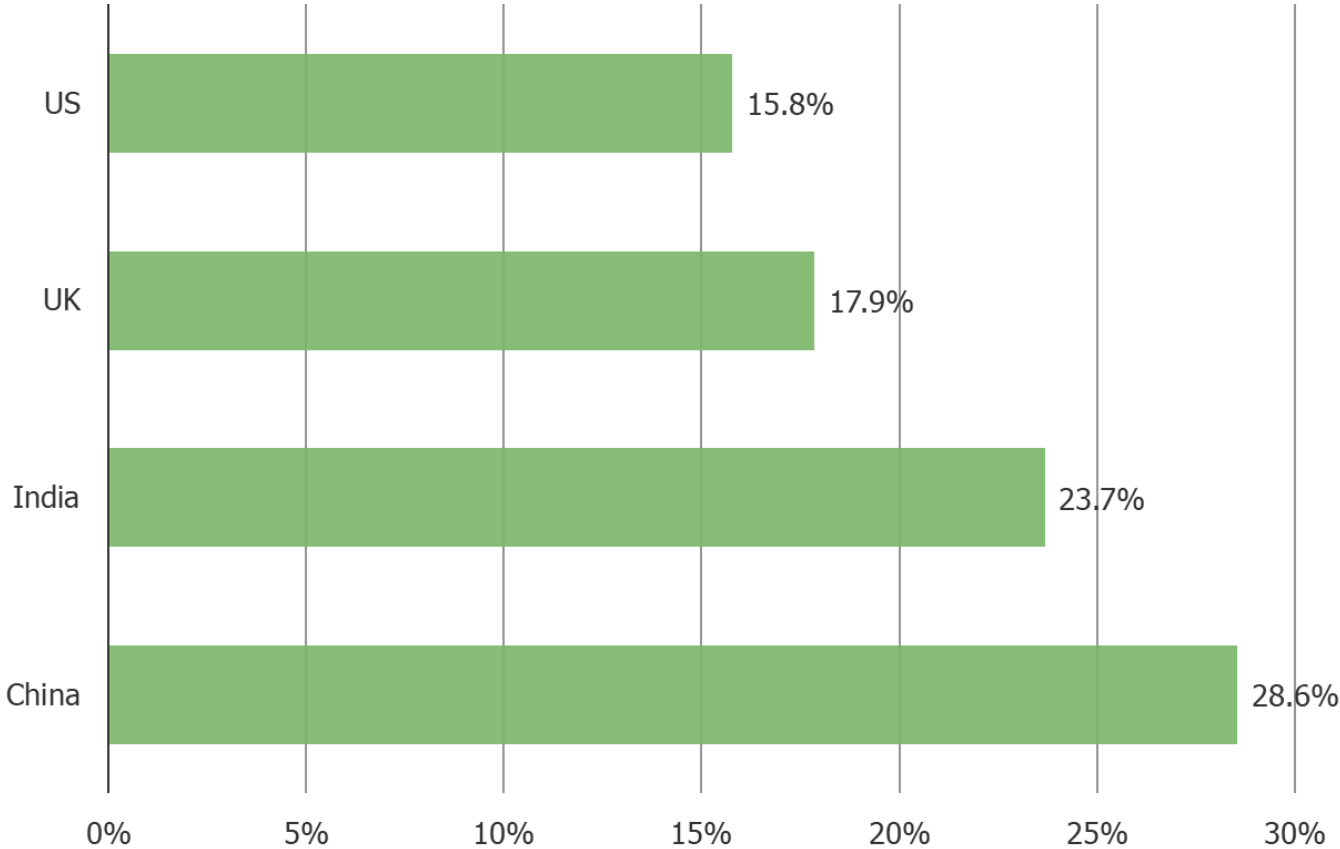
How many children do you think you will have in your life?



***Important Note:** Surveys in China and India skew more urban. Surveys in US and UK are more representative of the broader population.

Bespoke | Birth Rate Feedback By Country

% Change | Weighted Average Of Number of Children Currently Have (Slide 2) -> Weighted Average of Number of Children Respondents Expect to Have in their Life (Slide 3).



***Important Note:** Surveys in China and India skew more urban. Surveys in US and UK are more representative of the broader population.