Demographic rates is...
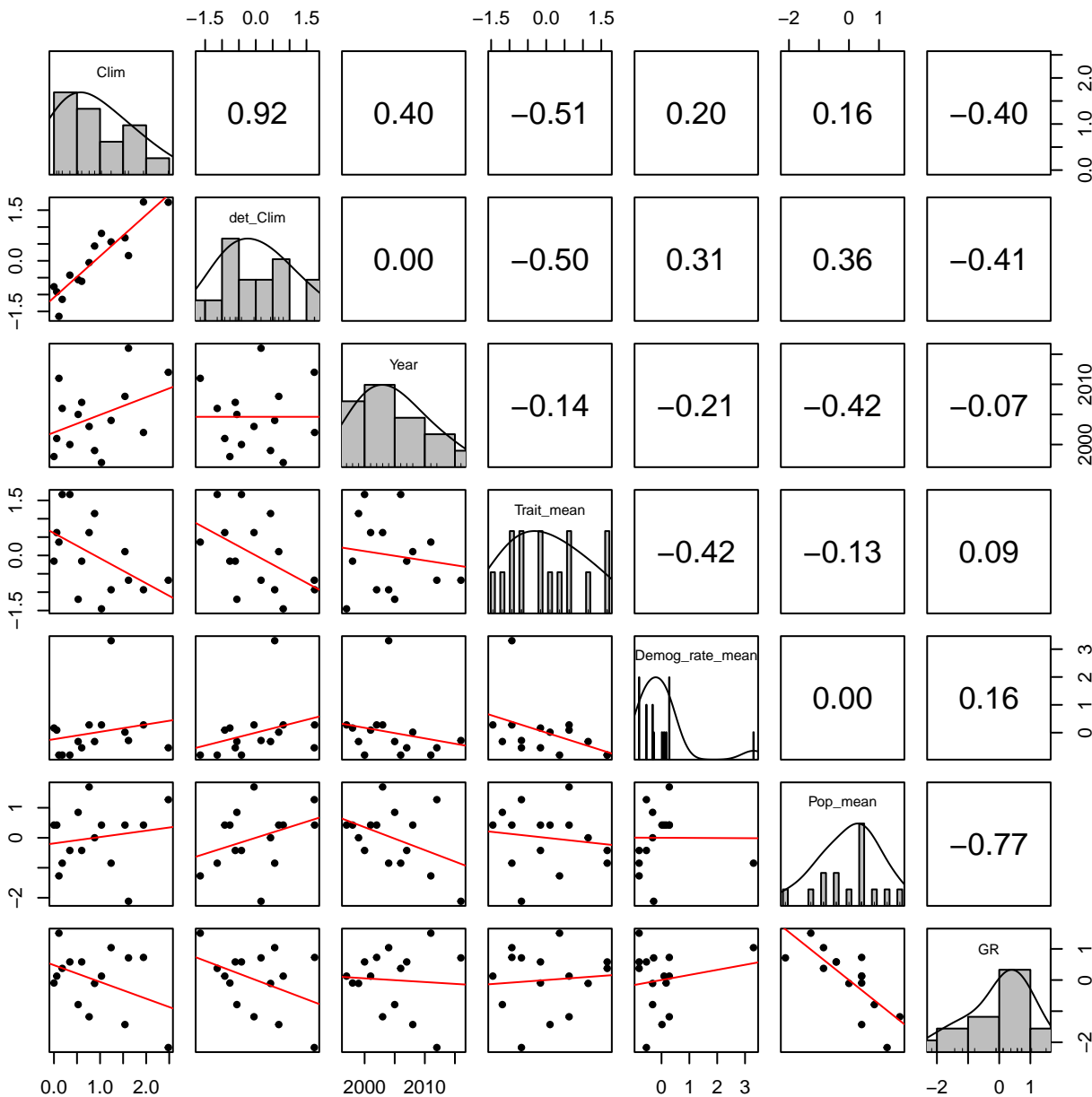
Trait is