Demographic rate is...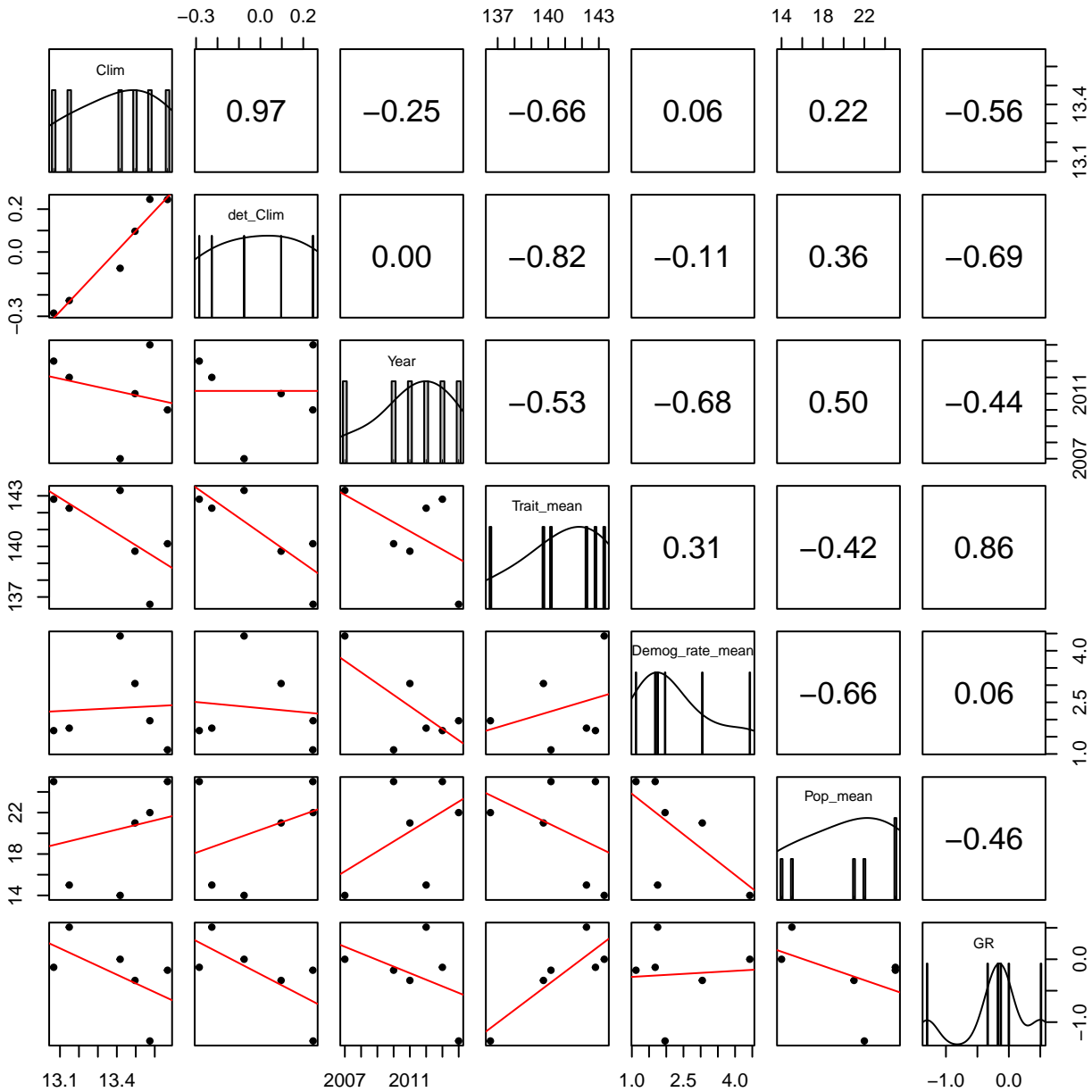 Trait is