Imagine that you are preparing a project with your friend. You have found some interesting material for the presentation and you want to read this text to your friend. You have 1.5 minutes to read the text silently, then be ready to read it out aloud. You will not have more than 1.5 minutes to read it.

Demographics are characteristics of human populations. The word *demographics* contains the word roots *demo*, meaning “people”, and *graph*, meaning “to write”. Demographic data include people’s ages, occupations, educational levels and incomes. Government officials can use this information to determine the makeup of a city’s population and whether there is a need for various services. For example, if city officials learn that many families with young children are moving into an area, they may recommend building more schools. One way that countries collect demographic data is by taking a national census. The census helps governments plan for future needs, such as housing, transportation, healthcare and education. Businesses also use demographic information to decide where to open stores and what products or services people may need.