

## Population And Migration Statistics (PAMS) Committee (Scotland)

### Data visualisations and infographics

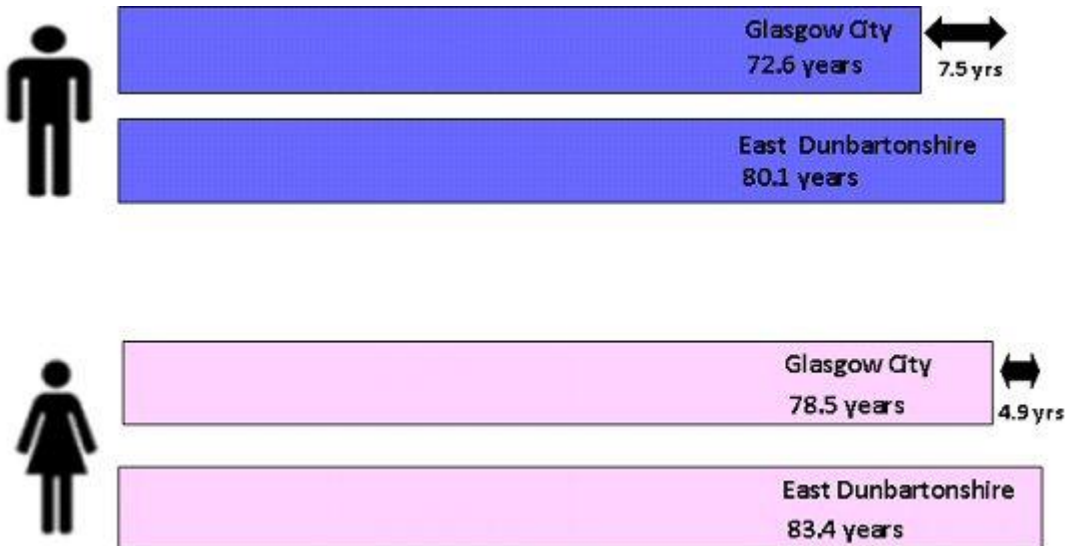
National Records of Scotland (NRS) is working on ways to make our information more visually appealing and memorable, through infographics and interactive data visualisations.

The aim of this is to:

- Maximise impact;
- Highlight the key messages; and
- Reach a wider audience.

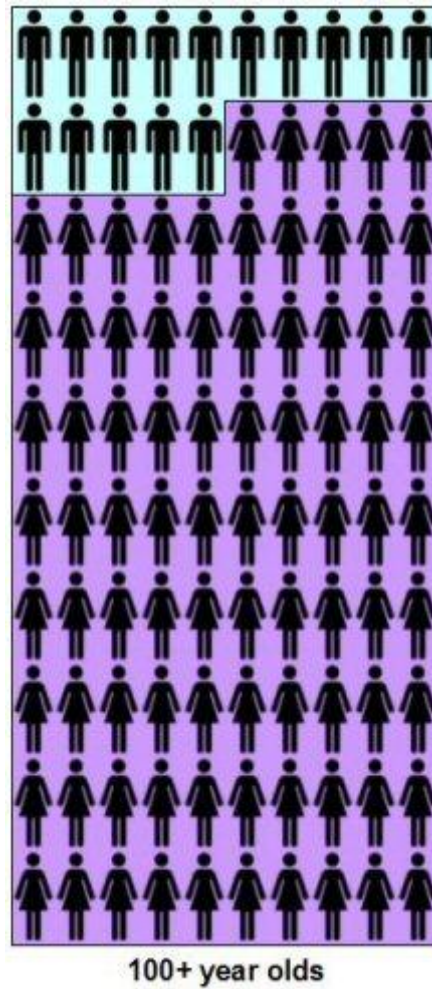
Three examples of infographics we have produced recently are shown below:

#### 1. Life expectancy at birth, Scotland 2010-2012



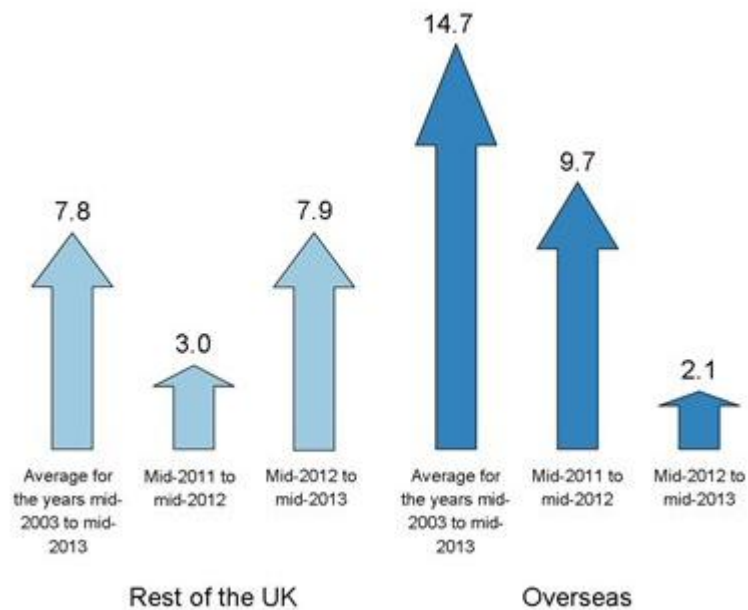
**Source:** National Records of Scotland Website - News Release Wednesday 16 April 2014  
['Wide variation in life expectancy between areas in Scotland'](#).

## 2. Number of males and females per 100 centenarians, Scotland 2012



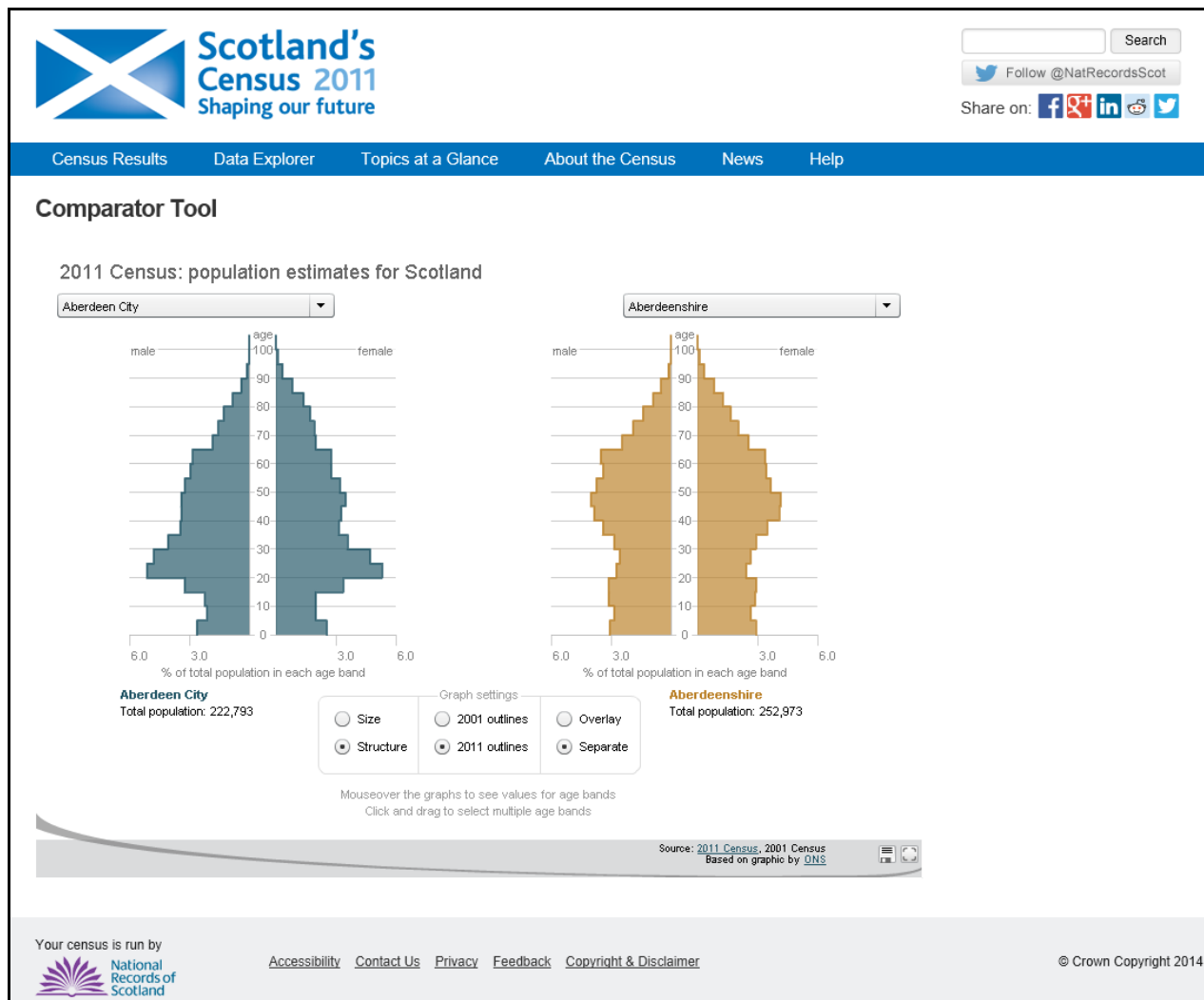
Source: National Records of Scotland Website - News Release Friday 21 March 2014  
[‘Scottish life expectancy at its highest ever level’](#)

## 3. Net migration (inflow minus outflow) to Scotland in thousands



Source: National Records of Scotland Website - News Release Wednesday 30 April 2014  
[‘Scotland's Population at its Highest Ever’](#)

An example of an interactive data visualisation we have produced is the population pyramids comparator tool on the [Scotland's Census](#) website:



If you want to see more examples of the kind of things we may be able to do, the Office for National Statistics produces a lot of [infographics](#) and [interactive data visualisations](#), which are available from their website.

We would welcome PAMS members' views on infographics and data visualisations, including how much demand you think there is for them, and anything in particular that you do or don't like about them, or that you think we should focus on.

National Records of Scotland