



# The Bar Code Chart

Making sense of government data  
without looking at the numbers...

# The story behind the numbers

Each year Scottish Government gathers information on the level of deprivation in each of the country's 6,505 datazones.

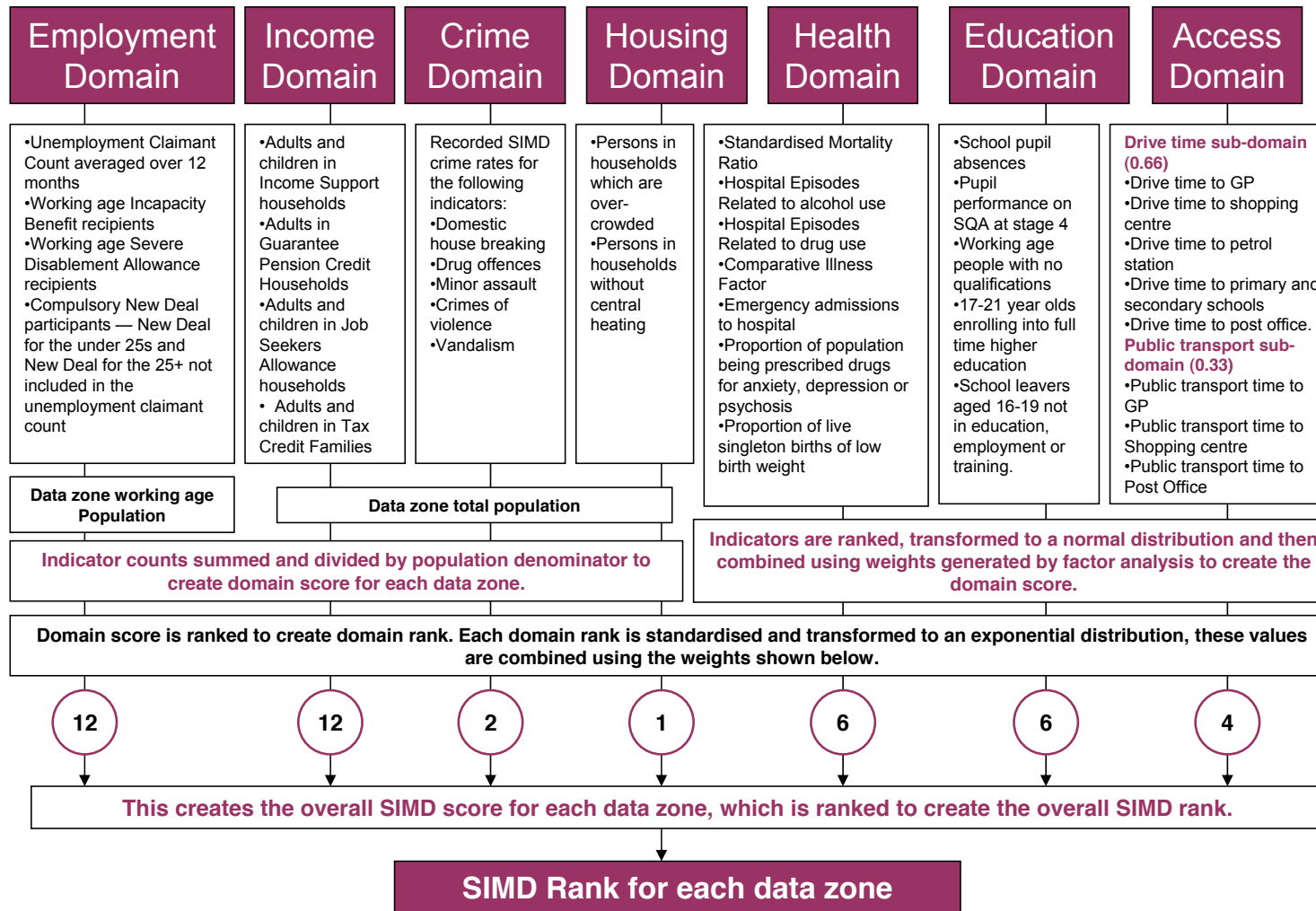
“The Scottish Index of Multiple Deprivation identifies small area concentrations of multiple deprivation across all of Scotland in a consistent way. It allows effective targeting of policies and funding where the aim is to wholly or partly tackle or take account of area concentrations of multiple deprivation.”

(Source: <http://www.scotland.gov.uk/Topics/Statistics/SIMD>)

In collaboration with Fife Council, IRISS developed a bar code chart in order to investigate whether it was possible to convey deprivation data without presenting the numbers.

# What is measured?

## SIMD 2009 Methodology



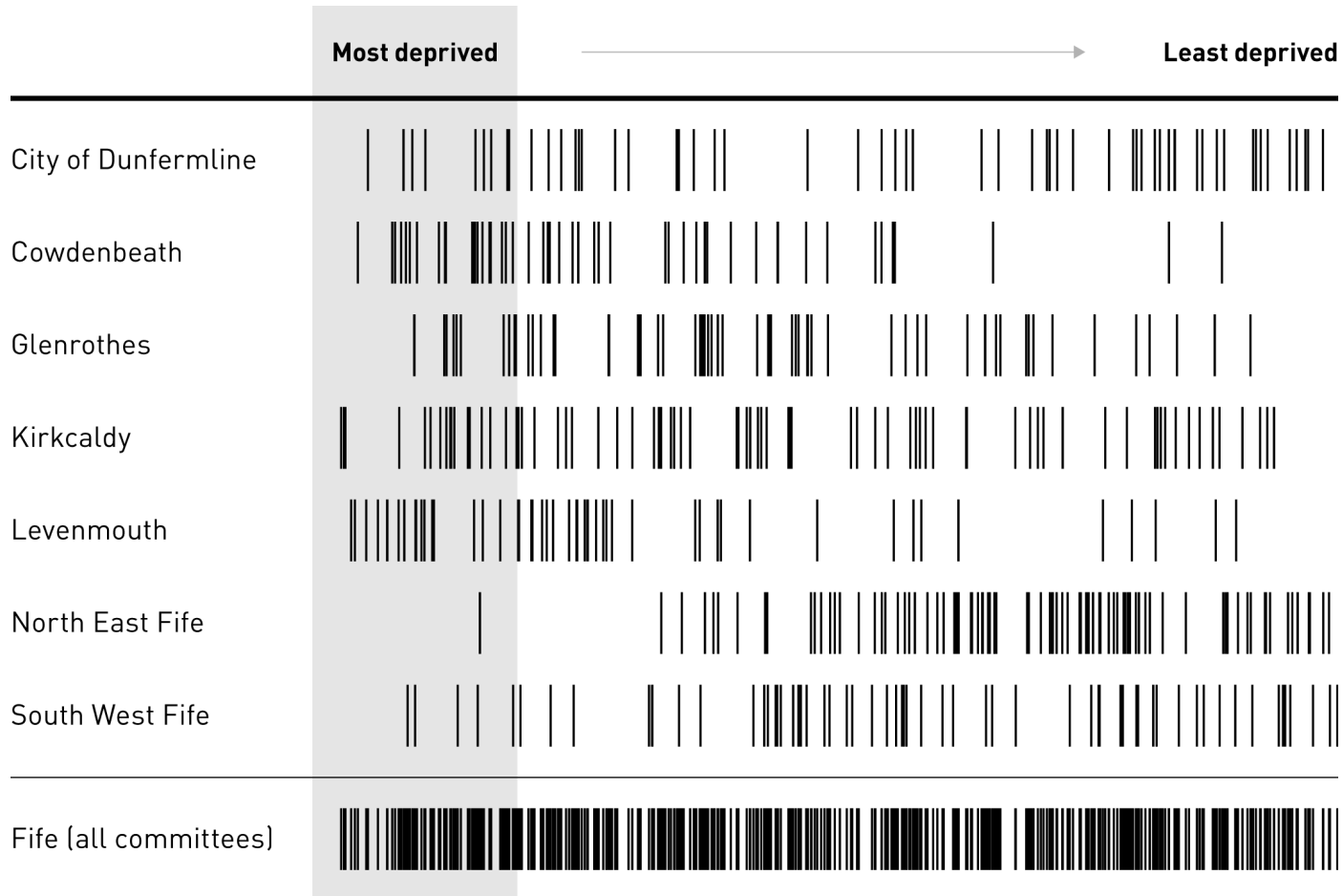
# Government data



	Sheets																			Charts	SmartArt Graphics	WordArt	M	N	O	P	Q	R	S	T	Geo
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	Geo										
1	Data Zone	Local Authority Code	Local Authority Name	Nearest settlement*	Total Population (SAPE 2007)	Working Age Population (men 16-64, women 16-59 SAPE 2007)	SIMD 2009 V2 Score (Revised 19/07/10)	SIMD 2009 V2 Rank (Revised 19/07/10)	Income domain 2009 V2 rate (Revised 19/07/10)	Number of Income Deprived People 2009 V2 (Revised 19/07/10)	Income domain 2009 V2 rate (Revised 19/07/10)	Employment domain 2009 rate	Number of Employment Deprived 2009 (CORRECTED 26/03/10 - does not impact on rates or ranks)	Employment domain 2009 rank	Health domain 2009 score	Health domain 2009 rank	Education, Skills and Training domain 2009 score	Education, Skills and Training domain 2009 rank	Housing domain score 2004, 2006 & 2009	Housing domain rank 2004, 2006 & 2009	Geo										
2	SO1000001	100	Aberdeen City	Peterculter	836	554	7.92	5175	7.0	60	4707	7.0	40	4303	-0.52	4602	-1.07	5625	13.48	3929											
3	SO1000002	100	Aberdeen City	Aberdeen	834	445	4.28	6071	1.0	10	6481	1.0	10	6277	-1.44	6252	-1.01	5506	5.09	5880											
4	SO1000003	100	Aberdeen City	Aberdeen	828	607	4.65	5984	1.0	10	6476	3.0	15	6152	-1.17	5942	-0.70	4874	10.38	4784											
5	SO1000004	100	Aberdeen City	Aberdeen	840	468	4.77	5957	2.0	10	6394	2.0	5	6442	-1.86	6376	-0.90	5316	5.77	5755											
6	SO1000005	100	Aberdeen City	Peterculter	807	440	5.06	5886	4.0	25	5595	4.0	15	5532	-0.52	4612	-1.31	5942	8.90	5149											
7	SO1000006	100	Aberdeen City	Peterculter	812	315	13.05	4064	15.0	90	2835	9.0	25	3549	-0.34	4111	-0.42	4206	13.49	3924											
8	SO1000007	100	Aberdeen City	Peterculter	788	414	3.34	6273	5.0	40	5390	4.0	20	5523	-0.95	5566	-1.48	6110	3.01	6265.5											
9	SO1000008	100	Aberdeen City	Peterculter	559	351	8.31	5080	7.0	40	4632	5.0	20	4901	-0.53	4639	-0.22	3722	15.75	3280											
10	SO1000009	100	Aberdeen City	Aberdeen	657	411	9.64	4778	8.0	50	4544	5.0	20	5050	-0.39	4256	0.27	2635	13.17	4013											
11	SO1000010	100	Aberdeen City	Aberdeen	534	384	7.20	5332	4.0	25	5521	4.0	10	5751	-0.82	5313	-0.33	3981	9.86	4916											
12	SO1000011	100	Aberdeen City	Milltimber	1057	652	3.32	6276	1.0	10	6479	1.0	5	6493	-1.01	5695	-1.61	6206	3.76	6142											
13	SO1000012	100	Aberdeen City	Aberdeen	1294	848	7.63	5237	4.0	50	5736	3.0	25	6166	-0.71	5095	-0.53	4463	5.50	5802											
14	SO1000013	100	Aberdeen City	Peterculter	804	479	13.12	4044	10.0	80	3852	8.0	40	3825	-0.25	3845	-0.34	4015	14.14	3715											
15	SO1000014	100	Aberdeen City	Aberdeen	923	611	8.07	5136	3.0	35	5895	5.0	30	5223	-0.36	4166	-0.05	3337	12.40	4224											
16	SO1000015	100	Aberdeen City	Aberdeen	676	503	6.21	5586	2.0	15	6247	3.0	15	5944	-0.73	5120	-0.54	4481	15.57	3330											
17	SO1000016	100	Aberdeen City	Milltimber	614	418	3.65	6209	1.0	5	6474	1.0	5	6473	-1.52	6297	-1.23	5838	8.39	5267											
18	SO1000017	100	Aberdeen City	Aberdeen	871	594	10.91	4524	7.0	60	4754	6.0	35	4760	-0.01	3249	-0.02	3261	10.89	4641											
19	SO1000018	100	Aberdeen City	Aberdeen	498	349	11.14	4471	6.0	30	5130	6.0	20	4757	-0.19	3715	0.25	2675	14.04	3744											
20	SO1000019	100	Aberdeen City	Milltimber	608	341	4.75	5962	3.0	20	6027	2.0	5	6448	-0.94	5541	-1.82	6332	1.87	6401											
21	SO1000020	100	Aberdeen City	Aberdeen	966	575	14.03	3835	12.0	120	3320	11.0	65	2823	-0.26	3906	-1.28	5897	9.32	5052											
22	SO1000021	100	Aberdeen City	Aberdeen	859	535	12.09	4248	7.0	60	4736	7.0	35	4353	-0.22	3792	0.40	2310	13.92	3788											
23	SO1000022	100	Aberdeen City	Aberdeen	757	448	3.75	6187	1.0	10	6451	2.0	10	6427	-2.08	6489	-2.02	6428	0.96	6475											
24	SO1000023	100	Aberdeen City	Milltimber	827	496	4.51	6024	1.0	5	6499	2.0	10	6420	-1.84	6361	-2.18	6461	2.24	6367											
25	SO1000024	100	Aberdeen City	Peterculter	493	292	6.47	5516	3.0	15	6006	2.0	5	6327	-0.96	5578	-1.49	6121	9.43	5031											
26	SO1000025	100	Aberdeen City	Aberdeen	940	630	4.23	6087	2.0	20	6268	2.0	15	6238	-1.64	6362	-1.81	6327	0.94	6476											
27	SO1000026	100	Aberdeen City	Aberdeen	831	497	31.48	1466	20.0	165	1913	18.0	90	1337	0.91	995	0.70	1670	21.18	2081											
28	SO1000027	100	Aberdeen City	Aberdeen	756	446	4.25	6084	2.0	15	6339	4.0	15	5669	-1.31	6116	-1.84	6347	4.29	6029											
29	SO1000028	100	Aberdeen City	Aberdeen	863	486	22.82	2366	14.0	125	2878	12.0	60	2545	0.48	1941	0.88	1278	21.05	2105											
30	SO1000029	100	Aberdeen City	Aberdeen	963	603	4.34	6052	0.0	0	6504	0.0	0	6501	-2.39	6503	-2.41	6490	3.77	6138											
31	SO1000030	100	Aberdeen City	Aberdeen	494	279	24.42	2148	17.0	80	2443	12.0	35	2771	0.18	2736	1.30	614	28.00	1267.5											
32	SO1000031	100	Aberdeen City	Aberdeen	923	511	2.78	6365	3.0	25	6085	3.0	15	6107	-1.19	5970	-1.98	6409	4.04	6086											
33	SO1000032	100	Aberdeen City	Aberdeen	968	538	19.07	2905	13.0	120	3261	11.0	55	3031	0.45	2005	0.17	2839	18.73	2552											
34	SO1000033	100	Aberdeen City	Aberdeen	682	354	32.96	1369	26.0	175	1174	14.0	50	2161	0.99	864	0.90	1253	24.50	1643											
35	SO1000034	100	Aberdeen City	Aberdeen	1039	675	2.64	6389	1.0	10	6487	1.0	5	6489	-1.75	6415	-1.62	6212	2.38	6343											
36	SO1000035	100	Aberdeen City	Aberdeen	993	629	19.63	2831	14.0	140	2902	10.0	65	3100	0.08	3000	0.73	1603	16.95	2972											
37	SO1000036	100	Aberdeen City	Aberdeen	678	446	27.23	1839	19.0	130	1941	14.0	60	2141	0.59	1677	0.78	1490	18.23	2670											
38	SO1000037	100	Aberdeen City	Aberdeen	697	430	27.29	1829	15.0	105	2787	13.0	55	2297	0.73	1320	1.07	959	21.33	2047											
39	SO1000038	100	Aberdeen City	Aberdeen	800	487	16.47	3331	13.0	100	3306	10.0	45	3245	0.10	2965	0.30	2544	19.67	2361											
40	SO1000039	100	Aberdeen City	Aberdeen	927	604	20.57	2672	14.0	130	2997	9.0	55	3381	0.33	2315	0.56	1959	23.78	1708											
41	SO1000040	100	Aberdeen City	Aberdeen	896	520	20.40	2700	12.0	105	3446	12.0	60	2589	0.32	2317	0.91	1223	21.34	2045											
42	SO1000041	100	Aberdeen City	Aberdeen	753	444	14.17	3810	9.0	65	4288	11.0	50	2856	0.04	3114	0.10	3002	6.53	5624											
43	SO1000042	100	Aberdeen City	Aberdeen	750	499	22.89	2355	17.0	130	2358	13.0	65	2263	0.49	1903	0.53	2034	16.20	3161											
44	SO1000043	100	Aberdeen City	Aberdeen	731	479	13.67	3926	14.0	105	2956	5.0	25	5094	0.14	2846	-0.20	3656	18.28	2651											
45	SO1000044	100	Aberdeen City	Aberdeen	855	511	33.18	1347	21.0	175	1692	18.0	95	1361	1.06	736	0.87	1299	25.05	1582											
46	SO1000045	100	Aberdeen City	Aberdeen	550	309	3.12	6311	2.0	10	6204	2.0	5	6419	-1.31	6117	-1.54	6161	4.82	5936											
47	SO1000046	100	Aberdeen City	Aberdeen	736	401	2.95	6339	1.0	5	6491	1.0	5	6485	-0.89	5464	-2.13	6454	1.70	6414											
48	SO1000047	100	Aberdeen City	Aberdeen	728	473	15.25	3571	11.0	80	3644	11.0	50	2909	0.21	2667	-0.32	3971	29.56	1152											
49	SO1000048	100	Aberdeen City	Aberdeen	904	593	2.98	6335	1.0	10	6472	2.0	15	6292	-1.13	5903	-1.94	6390	6.59	5608											
50	SO1000049	100	Aberdeen City	Aberdeen	784	423	3.14	6308	4.0	25	5840	1.0	5	6454	-0.76	5211	-2.28	6481	3.93	6105											
51	SO1000050	100	Aberdeen City	Aberdeen	685	390	5.21	5841	5.0	35	5245	4.0	20	5526	-0.38	4221	-1.69	6258	5.95	5723											
52	SO1000051	100	Aberdeen City	Aberdeen	794	413	4.47	6032	3.0	25	5973	2.0	10	6224	-1.22	6031	-1.55	6169	3.30	6210											
53	SO1000052	100	Aberdeen City	Aberdeen	603	364	41.92	813	27.0	160	1066	21.0	80	970	1.36	402	1.30	612	26.14	1457											
54	SO1000053	100	Aberdeen City	Aberdeen	993	627	6.84	5408	7.0	70	4712	3.0	20	6057	-0.08	3410	-0.97	5442	12.33	4248											
55	SO1000054	100	Aberdeen City	Aberdeen	749	361	4.51	6020	4.0	30	5734	2.0	5	6352	-0.44	4378	-1.45	6089	3.86	6122											
56	SO1000055	100	Aberdeen City	Aberdeen	743	428	42.48	790	33.0	240	582	20.0	80	1111	1.27	486	0.90	1251	23.07	1794											
57	SO1000056	100	Aberdeen City	Aberdeen	1033	622	5.44	5789	2.0	20	6212	3.0	20	5857	-1.21	5998	-1.77	6302	4.67	5969											
58	SO1000057	100	Aberdeen City	Aberdeen	674	421	45.19	675	32.0	220	612	20.0	85	6139	1.31	445	1.22	712	30.43	1079											
59	SO1000058	100	Aberdeen City	Aberdeen	713	448	2.40	6416	3.0	20	6162	2.0	10	6393	-1.02	5711	-2.09	6446	2.99	6266											
60	SO1000059	100	Aberdeen City	Aberdeen	794	550	3.03	6324	3.0	25	6106	3.0	20	5982	-0.88	5452	-1.44	6071	4.71	5960											
61	SO1000060	100	Aberdeen City	Aberdeen	537	326	60.20	249	38.0	205	305	30.0	95	250	1.83	113	1.07	958	24.09	1676											



# Fife districts – providing detail



The grey zone indicates the 20% most deprived datazones.

## **Get in touch:**

### **Rikke Iversholt**

Project Officer (Innovation & Improvement)

Institute for Research & Innovation in Social Services

151 West George Street

GLASGOW

G2 2JJ

T: 0141 228 6359

M: 0787 250 2623

W: [www.iriss.org.uk](http://www.iriss.org.uk)

Data Visualisation Blog: <http://blogs.iriss.org.uk/datavis/>