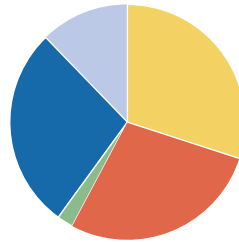


Charting forms: 100% x 7

Often, when data adds to 100%, like population, the first impulse is to make a pie. But the form you choose can help tell your story – depending on the story you are trying to tell.

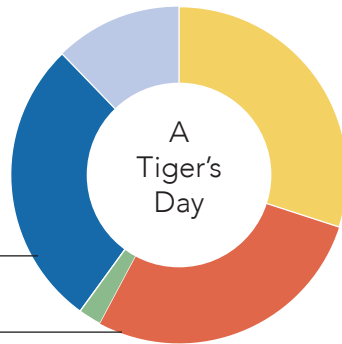


PIE

The pie does convey to readers that your data is part of a whole. But often, beyond three or four pieces, they get unwieldy to label and read.

DONUT

Allows a label in center and can imply time passage, or reading circle in order.



Tigerians spend as much of their day eating as sleeping

DOTS

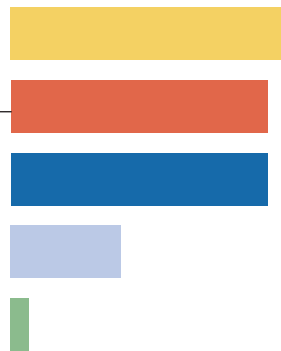
Works well for when each person is important: individualizes the data.



The Tigerian parliament is made up of 5 parties; the lemonheads have a plurality.

BAR

Great when ranking is important to your story, or to clearly see a winner/loser.



Tigeria ranks second in the world for the number of hamburgers produced.

STACKED BARS

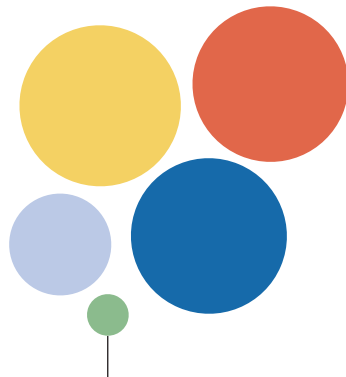
Nice for budgets, like a thermometer reaching a total. Also works well for comparing two different budgets.



A third of the Tigerians' budget is spent on building striped buildings, compared to the Zebrarians

SCALED CIRCLES

Best when there is a vast difference between amounts (\$100 vs. \$10,000), or when mapping



Of the top 5 Tigerian party candidates, Kitty Growler spent the least on her campaign.

PEOPLE

Using a lineup of people helps readers put it in the context of their own lives. 1 in 10 people, 1 in 5, 1 in 3. They think about that handful of friends or family, and how it could apply to them.



10% of Tigerians live to be 200 years old