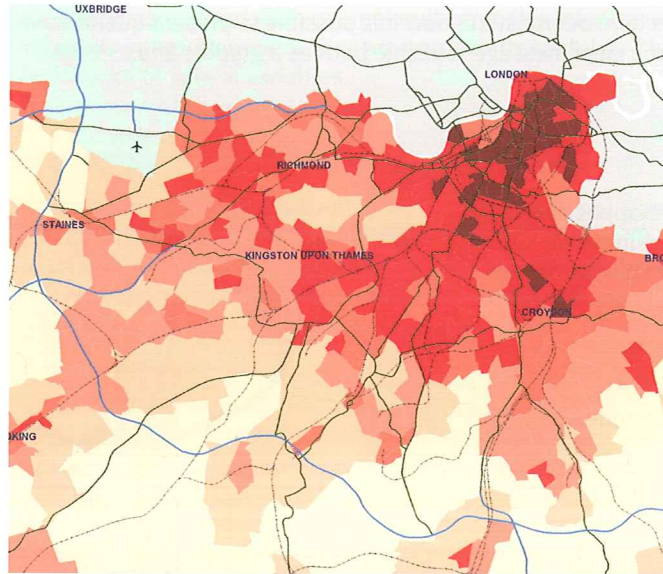
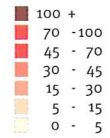


### Population density

This map shows population density by census ward across south-west London. The data is presented in tones that portray relative population density. High density is the darkest tone and low density the lightest. The wider base-map is in a neutral shade, helping with orientation without distracting from the data presented. Using tones within a limited colour range helps to emphasise the distribution of different densities of a single variable. The title explains the basis on which density has been calculated.



People per hectare 2001



Source: census of population, 2001

### Pedestrian count

This map presents pedestrian flows surveyed within a city centre. By expressing the volume of flow along routes in the width of the lines, the overall pattern and intensity of movement is expressed graphically. The overlaid figures provide the actual numbers of pedestrians without diluting the message and the neutral base-map allows the important information to stand out.



Pedestrian flow

