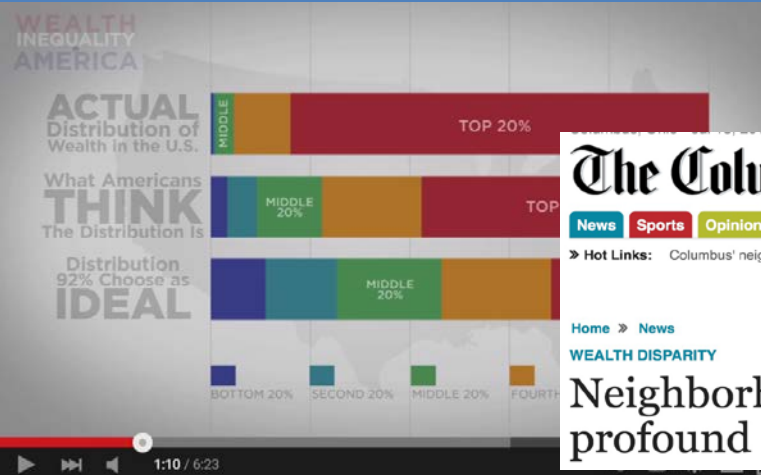




# Commerce's Income Project

# The Growing Dialog on Income Inequality



## The Columbus Dispatch

News Sports Opinion Life & Entertainment Services Contact Subscribe

Hot Links: Columbus' neighborhood inequality • Second Glouster drug ring • Kasich fundraising • Flooded roads

Home » News  
WEALTH DISPARITY

### Neighborhood inequality particularly profound in Columbus area

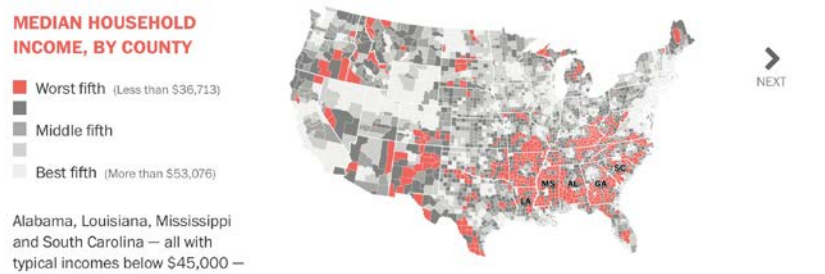
## THE NEW YORKER

### IDEA OF THE WEEK INEQUALITY AND NEW YORK'S SUBWAY

## Bay Area Income Gap Now More Than \$250,000 Between Top and Bottom

### What went wrong with the Deep South?

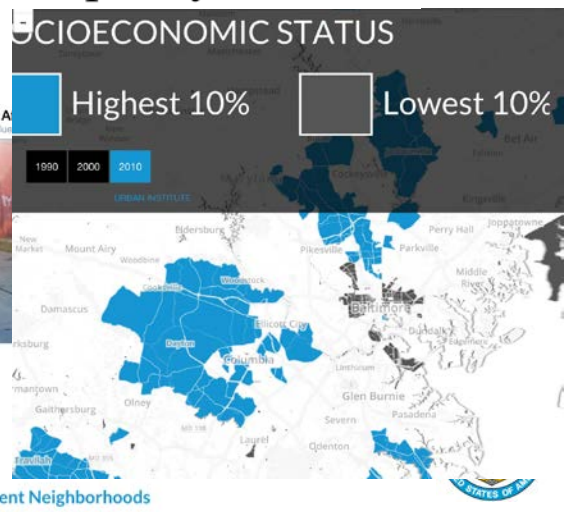
states in the South are much worse off on economic and social measures than the majority of the country. Here's how the region compares, broken down by county.



### Worlds Apart: Inequality between America's Most and Least Affluent Neighborhoods



RESEARCH REPORT  
Worlds Apart  
Inequality between America's Most and Least Affluent Neighborhoods



*What can we do better to inform this dialog – to provide better access to statistical information people need to understand and address the issue ?*



# The Project Goals

- Address insufficient national understanding of economic inequality
- Provide an easy to find – and use – central source for relevant, unbiased data & analyses on these issues
- Provide continuous improvement of data usability by incorporating user feedback mechanisms into the site
- Provide data in both human and machine friendly formats

*Build a community of people who want to discuss statistics surrounding income inequality*



# The Audience



## Power User

- API-savvy developers
- Economic/Finance Journalists

## Research & Policy

- Academic researchers
- Policy analysts
- Journalists

## Everyday Concerned

- Stay-at-home parent who hears something on news and wants to learn more
- Students

# Our Approach

1. Cross-agency, thematic approach to the topic of inequality and its dimensions
2. Implementation through Commerce Digital Services

Cross-agency team:  
economists  
demographers  
technologists  
communicators

Develop new  
partnerships with  
universities and  
others to drive  
implementation

Apply an agile  
development  
process with  
iterative releases

Engage with  
users, obtain  
feedback, and  
prioritize data  
and features



# High-level User Flow



## Home Page

Narrative – Intro to Site  
Intent-Based Navigation

Learn Innovate Connect



## Learn Page

Narrative – Motivation  
Narrative – Intro to concepts  
Concept Selection

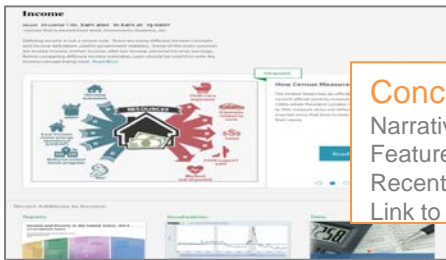
Income Wealth TBD

## Innovate Page

TBD

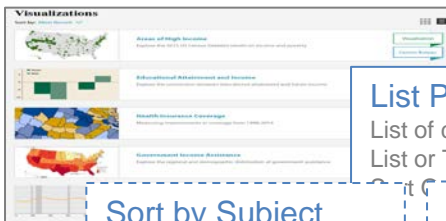
## Connect Page

TBD



## Concept Page

Narrative – Definition of Concept  
Featured Content – **Curated**  
Recent Updates – **by Content Type**  
Link to list Pages – **View All**



## List Page

List of content – (by date Default)  
List or Tile View Options

### Sort by Subject

Personal Income  
Family Income  
Education  
Geographic Mobility

### Sort by Type

Visualization  
Dataset  
Official Report  
Academic Article

### Sort by Source

Census  
IRS  
BEA  
FED

Select



## Resource Page

Content  
Source  
Reference Pages  
Commenting

### Content Purpose

- Intro
- Landing
- List
- Detail



Welcome to our new website...context to be included

## Learn

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc consectetur ultricies nibh at

Explore Data

## Innovate

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc consectetur ultricies nibh at

Use the Data

## Connect

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc consectetur ultricies nibh at

Join Community





SITENAME.GOV

LEARN | INNOVATE | CONNECT

Twitter Facebook LinkedIn Pinterest

Learn

## Learn about the Situation

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In quis eros eu nibh tincidunt venenatis vel eu elit. Aliquam molestie erat enim. Aliquam condimentum nunc eu dictum iaculis. Suspendisse facilisis molestie velit, et vulputate massa vehicula et. Fusce libero felis, volutpat nec metus a, sagittis pharetra nisl. Sed placerat felis facilisis felis sollicitudin accumsan. [Read More](#)

### Income

Explore the differences in income through official data sources from government agencies.

[Learn More](#)

### Wealth

Explore the differences in wealth through official data sources from government agencies.

[Learn More](#)

### Future Option

Explore the differences in future option through official data sources from government agencies.

[Learn More](#)

## Catalogue [View All](#)

Lorem ipsum dolor sit amet Consectetur adipiscing elit In quis eros eu nibh Aliquam molestie	Suspendisse facilisis molestie Lorem ipsum dolor sit amet Consectetur adipiscing elit In quis eros eu nibh	Consectetur adipiscing elit In quis eros eu nibh Aliquam molestie
---	---	---



## Income

**noun** in-come \ 'in- kəm also 'in-kəm or 'in-kəm \  
: money that is earned from work, investments, business, etc.

Defining income is not a simple task. There are many different income concepts and income definitions used in government statistics. Some of the most common are money income, market income, after-tax income, personal income, earnings. Before comparing different income estimates, users should be careful to note the income concept being used. [Read More](#)

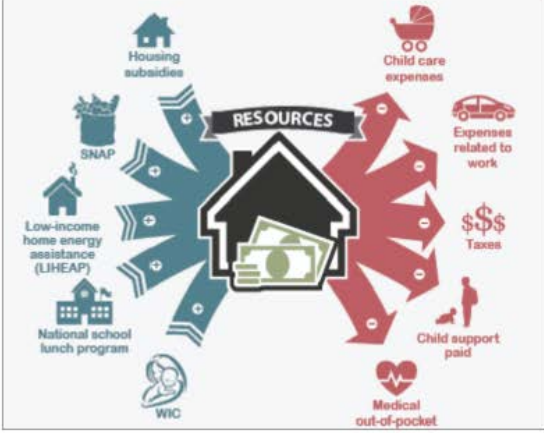
Infographic

Census Bureau

### How Census Measures Poverty

The United States has an official measure of poverty. The current official poverty measure was developed in the early 1960s when President Lyndon Johnson declared war on poverty. This measure does not reflect the key government policies enacted since that time to help low-income individuals to meet their needs.


[Read More](#)



### Recent Additions to Income:

#### Reports:

Income and Poverty in the United States: 2013  
Current Population Reports



### Income and Poverty in the United States

Explore the 2013 US Census Detailed results on income and poverty

[View All](#)

#### Visualizations:

FRED



### The mean vs. the median of family income

The graph above shows real family income in the United States in constant (2013) dollars

[View All](#)

#### Data:



### SOI Tax Stats - Individual Income Tax Returns

Contains data and analysis on sources of income, adjusted gross income

[View All](#)



# Income Resource List Page

SITENAME.GOV

LEARN

INNOVATE

CONNECT



Learn > Income > Visualizations

## Visualizations

Sort by: **Most Recent** ▾



### Areas of High Income

Explore the 2013 US Census Detailed results on income and poverty

Visualization

Census Bureau

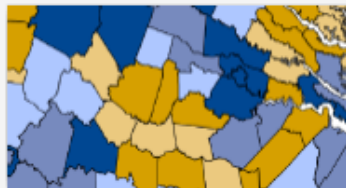


### Educational Attainment and Income

Explore the connection between educational attainment and future income

Visualization

BLS



### Health Insurance Coverage

Measuring improvements in coverage from 1998-2014

Visualization

NCHS



### Government Income Assistance

Explore the regional and demographic distribution of government assistance

Visualization

HHS



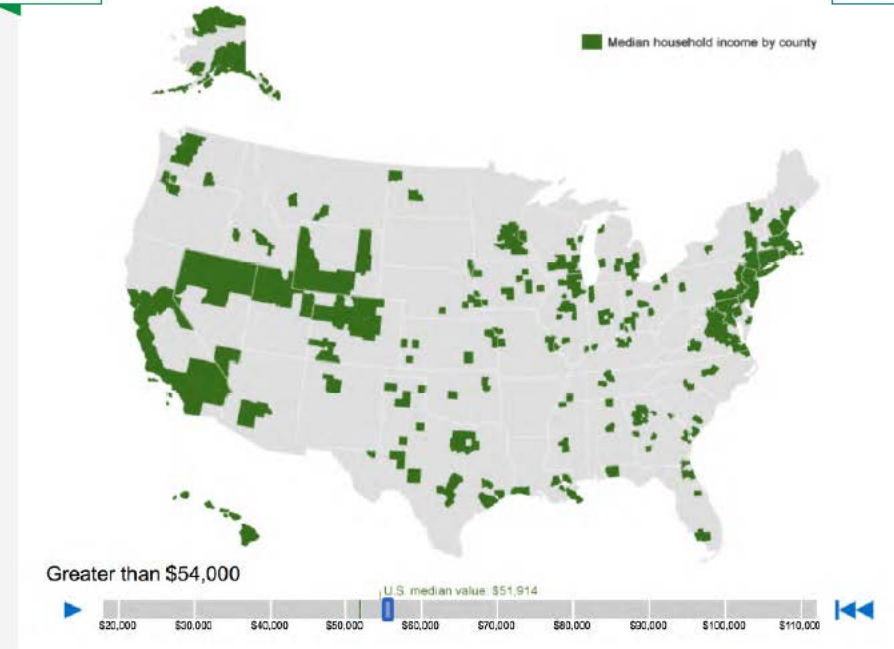
## Income

57 Ratings ★★★★★

### Areas of High Income

Visualization

Census Bureau



Median household income varies by county across the United States. Predominantly rural counties across parts of the South, Southwest, Midwest, and Appalachia have some of the lower median incomes in the country. Counties with higher median household incomes are generally located in the Boston-to-Washington corridor, in larger metropolitan statistical areas, and along the coasts.

**SOURCE:**

Data are from the 2006-2010 ACS 5-year estimates for median household income in the last 12 months (in 2010 inflation-adjusted dollars). The five year data uniquely give us insights into all parts of the nation, including the more rural and thinly-populated counties.

NOTE: As is the case with all surveys, statistics from sample surveys are subject to sampling and nonsampling error. The data table includes specific margins of error. The scale for Alaska is at 33% of the scale for the coterminous United States. The scale for Hawaii is equal to the scale for the coterminous United States.

**View Data:** [Islands of High Income Table](#)

**Visit Source:** [U.S. Census Bureau, American Community Survey](#)

**Comments**

**You might also be interested in**



# Questions

- We recognize there are valuable sources of information from outside the government and seek recommendations on ways to include those in a consistent way.
- Are there recommendations for useful display and sorting of concept resources? For example, featured or popular resources. The default display could be sorted by most recent, popularity, vintage. Others?



*Thank you!*

*Questions/Comments*

Lisa Wolfisch

[lisa.wolfisch@census.gov](mailto:lisa.wolfisch@census.gov)

