



# INCOME INEQUALITY PRODUCTS

Alison Rowland/Development Lead



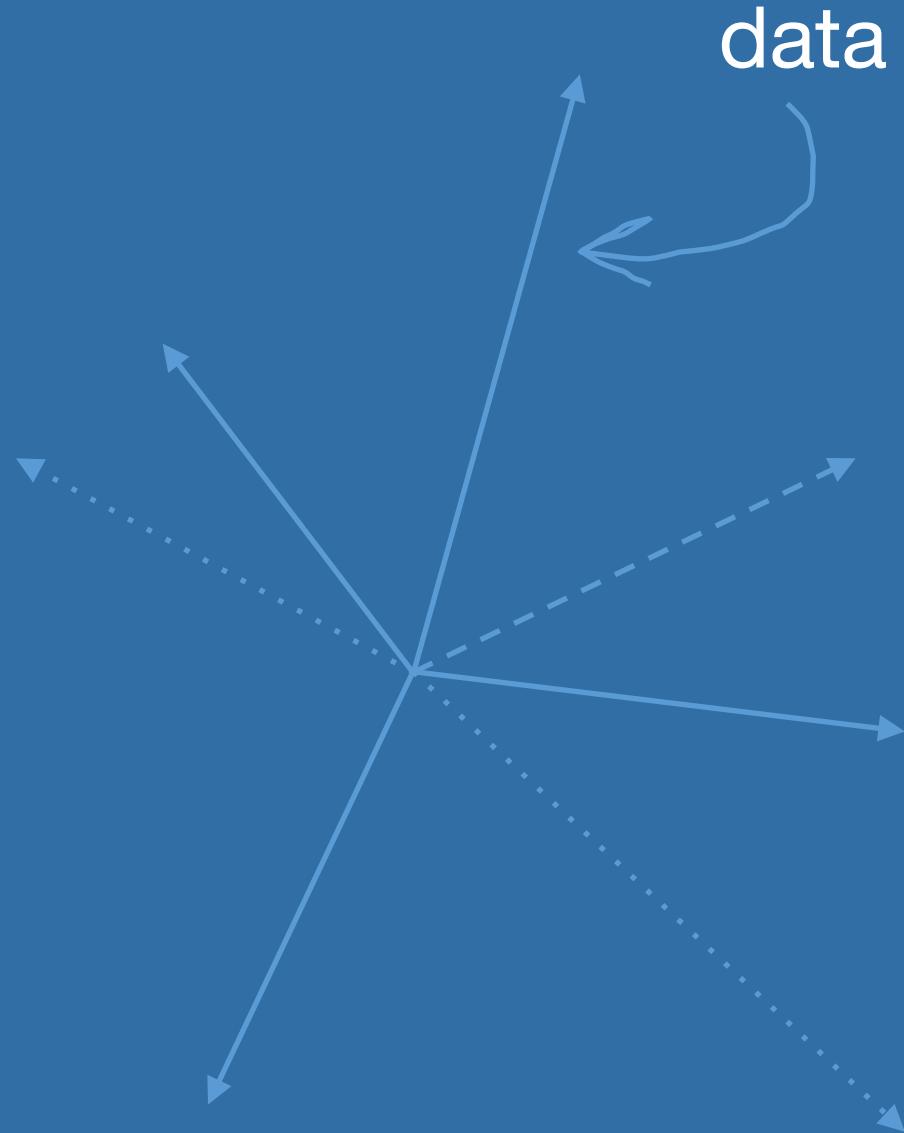
# ROADMAP

- OVERVIEW

- OPPORTUNITY PROJECT

- MIDAAS

Inequality is a multi-dimensional issue that goes beyond just a few parameters.



# 1

Build and promote a more robust vocabulary for income inequality. Move beyond the notion.

2

Encourage ways to experiment with how data can be used to create new opportunity.



**69,583 datasets ~ 35.9%**

US Census Bureau  
Bureau of Economic Analysis  
Bureau of Labor Statistics  
Federal Reserve

# A Collaboration



United States<sup>TM</sup>  
**Census**  
Bureau



# Making Income Data As A Service



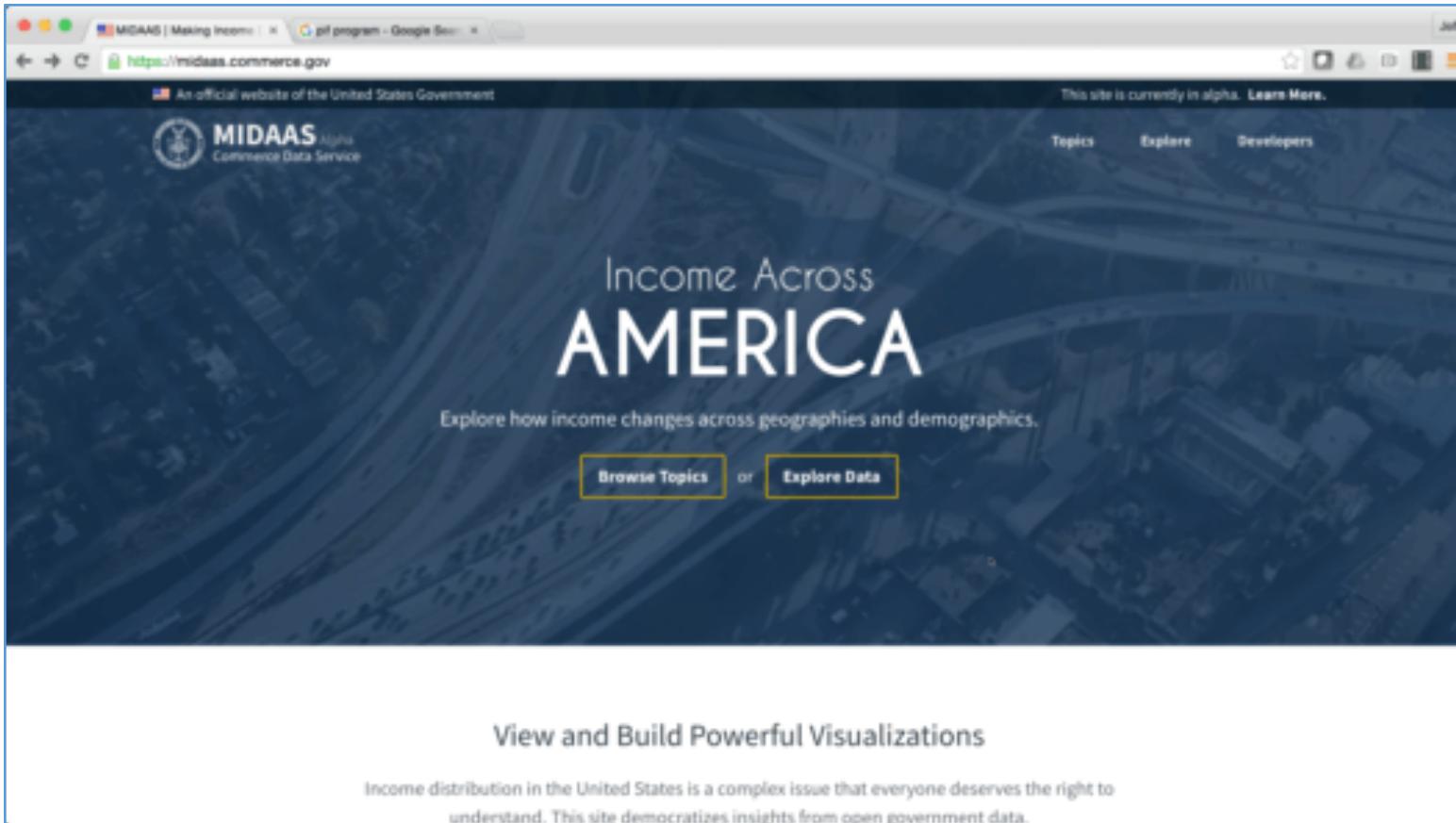
# Before MIDAAS

- Navigate to the right data
- Download
- Process
- Analyze
- Visualize and compare

# With MIDAAS

- Pre-processed
- API enabled
- Designed for visualizations

MIDAAS site is a prototype that facilitates discovery of income patterns and answers pertinent questions.



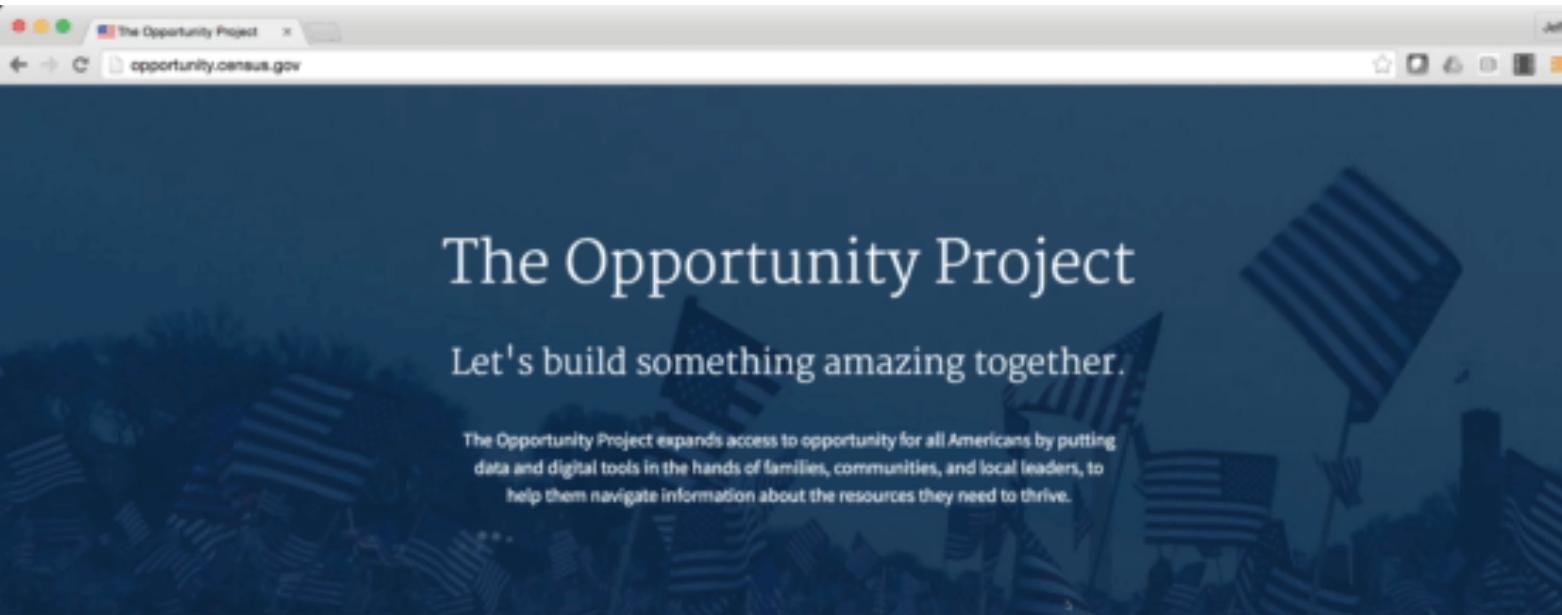
# The Opportunity Project



# Three Contributions

- Creation of user personas that help seed for new data products
- Engagement in a broad community of civic and social developers
- Development of prototypes illustrating what's possible

# Opportunity Project follows the open data paradigm to ask the developer community to dream what's next.



[opportunity.census.gov](http://opportunity.census.gov)

# Demos?



A black rectangular overlay containing white text is positioned in the lower-left quadrant of the image. The text reads "ALISON ROWLAND/" on the first line and "DEVELOPMENT LEAD" on the second line, both in a large, sans-serif font.

ALISON ROWLAND/  
DEVELOPMENT LEAD

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