Opportunity Insights:

- Opportunity Insights is a nonpartisan research and policy institute focused on improving economic opportunity.

- *Opportunity Insights* was founded by Raj Chetty, John Friedman, and Nathaniel Hendren and represents a partnership between leading economists from Harvard University and Brown University.

- The institute's research on economic mobility harnesses the power of big data to document both the decline of the American Dream and potential solutions to revive it. Its central mission is to develop scalable policy solutions that empower families throughout the United States to rise out of poverty and achieve better life outcomes.

    o The new institute builds upon the success of the Equality of Opportunity Project, a research partnership focused on understanding the hidden forces influencing the achievement of upward mobility.

- Opportunity Insights' founding is made possible with generous gifts from the Bill and Melinda Gates Foundation and the Chan Zuckerberg Initiative, with additional support from the Overdeck Family Foundation and the Bloomberg Philanthropies.

- The institute's commitment to understanding and increasing upward mobility goes beyond research. A new policy team, led by David A. Williams, former Senior Advisor to City of Detroit Mayor, will work directly with policy makers and practitioners to increase equality of opportunity in their own cities and towns.

- Opportunity Insights researchers will build on their established research agenda and new policy offerings by bringing together scholars from multiple disciplines and universities to collaborate on future studies. This collaborative model will illuminate new perspectives in the social sciences and create pathways for the next generation of academics interested in furthering the field.

Opportunity Atlas:

- The *Opportunity Atlas* is a new free online resource constructed by Opportunity Insights economists in collaboration with the U.S. Census Bureau and funded with support from the Robert Wood Johnson Foundation.

- The *Opportunity Atlas* provides data on children's outcomes in adulthood for every Census tract in the United States through an interactive map providing detailed research on the roots of these

outcomes, such as poverty and incarceration rate, back to the neighborhoods in which children grew up. This tool will enable policy makers, practitioners, and the public the unprecedented ability to look within their city to understand better where opportunity exists and how each neighborhood shapes a child's future economic and educational success.

- The Opportunity Atlas can be accessed for free at www.opportunityatlas.org

- The Opportunity Atlas is built using anonymized data on 20 million Americans who are in their mid-thirties today. We map these individuals back to the Census tract (geographic units consisting of about 4,200 people) in which they grew up. Then, for each of the 70,000 tracts in America, we estimate children's average earnings, incarceration rates, and other outcomes by their parental income level, race, and gender.

- All the underlying data from the Opportunity Atlas is available for download directly from the tool.

- Researchers can use the Opportunity Atlas to reveal new insights into the mechanisms that drive upward mobility by comparing areas that have similar characteristics but produce different outcomes for children.

- Policymakers and practitioners can use the Atlas to better target programs that aim to improve economic opportunities for disadvantaged children.

  - For example, the placement of pre-school programs or eligibility for local programs or tax credits could be informed by these data.