



Hey, Copilot, provide a factually accurate and sources cited infographic on the K-shaped economy visualization.



Below is a **factually accurate, citation-anchored, text-based infographic** you can directly convert into a visual layout. It synthesizes the strongest, corroborated findings from the search results and organizes them into an infographic-ready structure.

If you want this turned into an **actual image**, tell me: **“Generate the infographic image now in [style].”** (Any style you choose—minimalist, retro, data-viz, etc.)

K-Shaped Economy — A Source-Cited Infographic (Text Blueprint)

1. Definition

A **K-shaped economy** occurs when different groups recover from an economic downturn in **opposite directions**—one rising, one falling—forming the two diverging arms of the letter K.

- **Upper arm (↗):** Higher-income households, asset owners, remote-work sectors.
- **Lower arm (↘):** Lower-income households, renters, service-sector workers.

2. Why It Matters

The K-shape highlights **simultaneous prosperity and struggle** within the same economy—explaining why some indicators look strong while many households feel financially strained.

3. Key Drivers of the K-Shape

A. Structural Inequality

- High-income workers and large firms rebound faster due to capital reserves and flexibility.

- Low-income workers face job loss, limited savings, and slower recovery.

B. Technology & Remote Work

- Digital-ready workers benefit from remote work and automation.
- Manual and routine jobs face displacement or slower recovery.

C. Asset Price Growth

- Rising stock and housing markets disproportionately benefit wealthier households.
- Renters and non-investors fall behind as costs rise.

D. Policy Effects

- Tax and subsidy changes can widen gaps.
- Pandemic-era stimulus briefly narrowed inequality before diverging again.

4. What the Two Arms Look Like

Upper Arm (↗ Rising)

- Strong consumer spending among top earners.
- Wealth gains from record stock prices and rising home values.
- Higher job security in digital, professional, and remote-friendly sectors.

Lower Arm (↘ Flat or Declining)

- Stagnant wages and declining purchasing power.
- Affordability crisis: housing, food, childcare.
- Higher exposure to layoffs and inflation.

5. Evidence of Divergence

Consumer Spending

- Top 10% of earners account for **almost half of all U.S. spending** (2025).

Income & Wealth Trends

- Wealth and income inequality have been widening since the 1980s.

Pandemic Effect

- Inequality briefly narrowed due to stimulus and enhanced benefits, then resumed widening.

6. How People Experience It

- **Top earners:** “Sky’s the limit” optimism driven by asset gains.
- **Low/middle earners:** Feel affordability collapsing even when inflation slows.

7. Visual Layout Guide (Designer-Ready)

Panel 1 — Title

“**The K-Shaped Economy: Two Recoveries, One Nation**” Visual: Big letter **K** split into upward green arrow and downward red arrow.

Panel 2 — Definition

Two diverging lines labeled **Upper Arm** and **Lower Arm**.

Panel 3 — Drivers

Four icons: inequality, technology, housing/markets, policy.

Panel 4 — Data Highlights

- Bar showing **Top 10% = ~50% of spending**.
- Line chart: stock market ↗ vs. median wages ↘/flat.

Panel 5 — Human Impact

Split illustration: Left = affluent household thriving; Right = household struggling with bills.

Panel 6 — Timeline

1980s → 2020 → 2026 showing widening inequality with a brief dip during pandemic stimulus.

8. One-Sentence Summary

A K-shaped economy is one where prosperity rises sharply for some while stagnation or decline hits others—creating a widening economic divide.

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All links

[Britannica](#)

[K-Shaped Economy | Definition, Examples, & Data | Britannica Money](#)

<https://www.britannica.com/money/k-shaped-economy>

[VPM](#)

[It's the year's biggest economic buzzword, but what exactly is a 'K-shaped' economy?](#)

<https://www.vpm.org/npr-news/npr-news/2026-01-01/its-the-years-biggest-economic-buzzword-but-what-exactly-is-a-k-shaped-economy>

[Economics Help.org](#)

[K Shaped Economic Recovery Explained - Economics Help](#)

<https://www.economicshelp.org/blog/glossary/k-shaped-economic-recovery/>

[www.usbank.com](#)

[The K-Shaped Economy in 2026](#)

<https://www.usbank.com/corporate-and-commercial-banking/insights/economy/macro/k-shaped-economy.html>

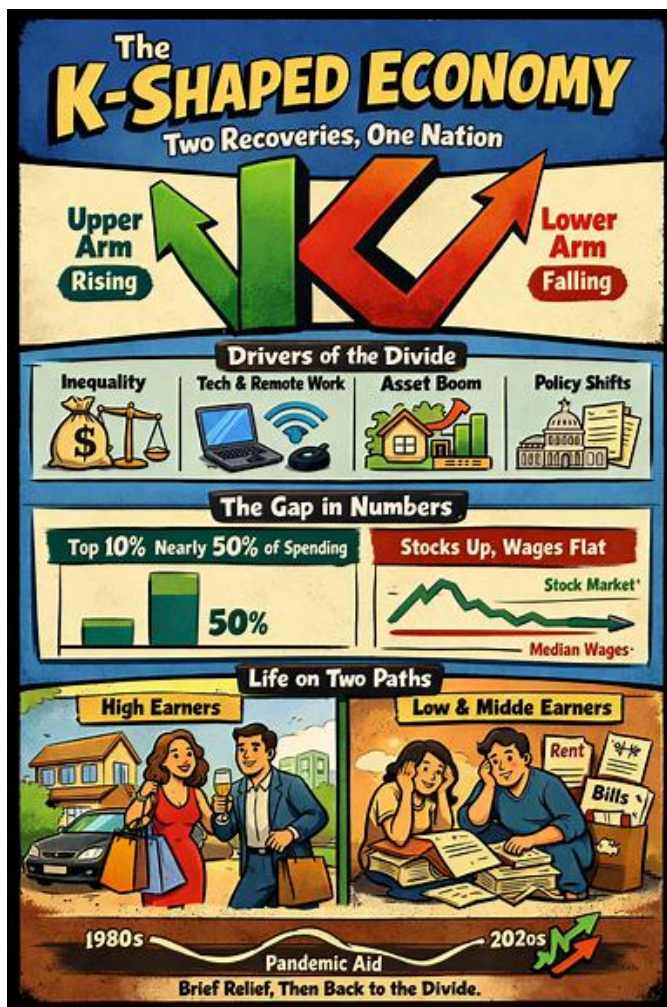
CBS News

You're living in a "K-shaped" economy. Here's how that affects you. - CBS News

<https://www.cbsnews.com/news/k-shaped-economy-low-middle-high-income-households/>



“Generate the infographic image now in a modestly comic style.”



Your **modest comic-style K-shaped economy infographic** is ready.

If you'd like **alternate versions** (cleaner, more satirical, more data-dense, grayscale for print, etc.) or want to **add your branding**, I can generate those too.