A dance nonprofit holds performances in these 15 zip codes

ZIP Code	# of County Investments	OGP Grant Funds	Median HH Income	% No Internet
90001	121	$216,677	$43,360	19%
90004	27	$184,685	$49,675	9%
90007	40	$206,746	$27,406	19%
90008	32	$116,752	$43,364	20%
90012	117	$821,459	$47,027	20%
90015	45	$187,739	$43,890	19%
90021	21	$115,775	$21,635	33%
90024	19	$156,058	$65,855	6%
90028	34	$240,170	$45,499	13%
90031	43	$143,984	$48,479	17%
90039	34	$124,052	$90,538	8%
90042	45	$134,438	$64,267	11%
90802	38	$161,616	$54,616	12%
91101	25	$137,411	$70,075	14%
91106	20	$115,112	$82,211	9%
AVERAGE	44	$204,178	$53,193	15%
LA County Average	28	$28,660	$76,367	11%

Based on the zip codes <u>where they provided services</u>, they could report

- **Our performances reached five percent of all residential zip codes in LA County**

- **Median household income across the zip codes we served averaged $53,193, which is 30% lower than median household income for all of LA County ($76,367)**

- **In two-thirds of the zip codes we served, a larger share of households lack internet access than the countywide average of 11 percent**

- **The zip codes we served received an average of $204,178 in funding from LA County's Organizational Grant Program (OGP)**

What they don't know

- Income of the individuals who attended

- How many people who came to their performances do not have internet access

- How many people who attended have ever been to programming funded by OGP

- Whether the people who attended their programs lived in the zip codes where their performances took place

They could also use this information as a starting point to identify potential partners or collaborators for future programming. On average there were 44 County government investments in the arts in the zip codes they served, which is more than the overall average.

What if they collected zip codes from <u>individual audience members</u>?

They could calculate

- How many people came from each zip code

- Median household income among those residential zip codes

- How many audience members lived in zip codes where the majority of residents are people of color

- How many audience members lived in zip codes where the median household income is less than the countywide average

They could map audience member's home zip codes
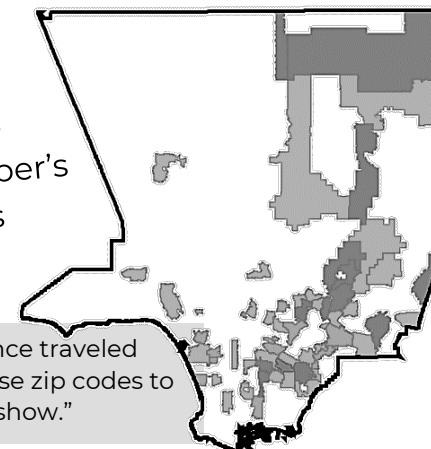
"Our audience traveled from all these zip codes to attend our show."

FROM ARTS TO ZIP CODES

How GEOGRAPHIC DATA CAN HELP YOU SERVE THE COMMUNITIES YOU WANT TO SERVE

A guide for

- Public arts agencies
- Arts nonprofits
- Arts educators
- Arts advocates
- Artists

or anyone else who wants to learn about the communities they serve

Zip codes are easy

Most people know the zip code where they live

Many stores, ticket sellers, and museums ask customers for their zip code at the checkout
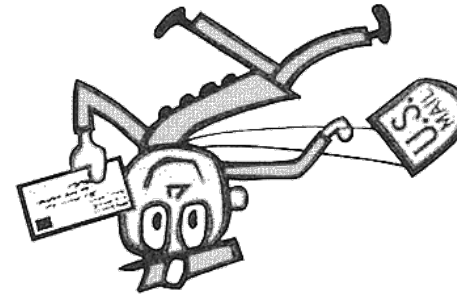
Telling your zip code doesn't feel quite so personal or invasive as answering questions about race or income or exact home address

GET YOUR DATA FROM RELIABLE SOURCES

census.gov
data.census.gov
census.gov/quickfacts
census.gov/programs-surveys/acs

Census isn't the only legit source of zip code-related data, but there are a lot of sites out there reporting all sorts of numbers. Always check your sources very carefully!
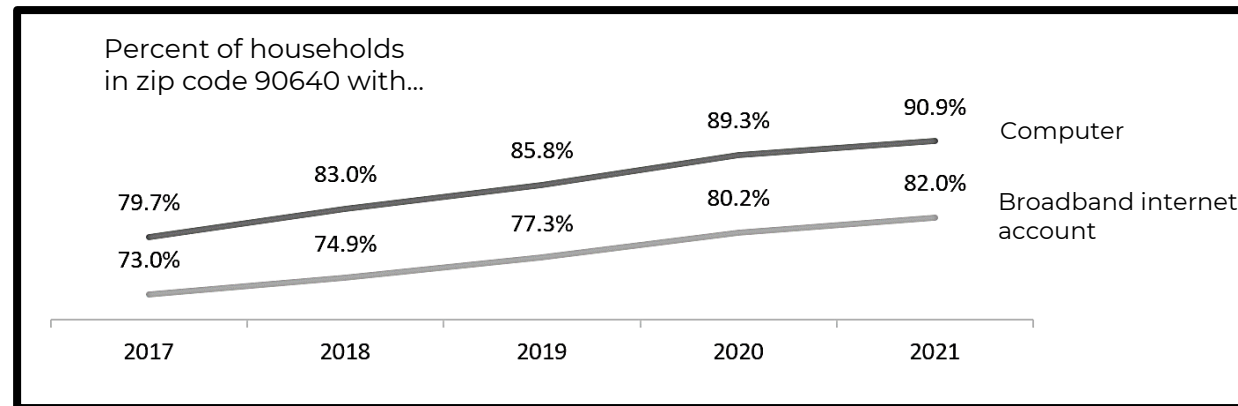
Zip codes can connect you to a world of related community-level data

The US Census reports lots of helpful data at the zip code level. For example, if you look up the zip code 90640 you'll learn that:

- 62,941 people live there in 19,191 households (an average of 3.2 people per household)
- Nearly 80% of residents identify as Latino/a/x
- Median household income is $66,460
- 37% of residents were born outside the US
- 72% of residents older than five speak a language other than English at home
- Of residents 25 and older
  - 20% have a bachelor's degree or higher
  - 13% left school at ninth grade or earlier
- 64% of residents 18 and older work full time, year round

You can look up historical data to create a chart like this:

Percent of households in zip code 90640 with…

	2017	2018	2019	2020	2021
Computer	79.7%	83.0%	85.8%	89.3%	90.9%
Broadband internet account	73.0%	74.9%	77.3%	80.2%	82.0%

Wait, how can the Census report figures for every year when it's only held every ten years?

The **American Community Survey (ACS)** is a monthly survey sent by the US Census to a sample of households, with questions about many more topics. Just like the Census, ACS data are used to determine how federal and state funds are distributed. It's also a great source of information at the zip code level!

However!

zip codes can't tell you everything you want to know

- Zip codes are measures of geography or a community, not individual people
- Data associated with zip codes aggregates many people living within that geographic area

the population of each zip code varies widely

- On average, 34,949 people live in each residential zip code in LA County
- 111,165 people live in 90011 which is just south of downtown LA
- 126 people live in 90071 in the heart of downtown LA