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.
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:

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