

ZIP CODE LOOKUP WORKSHEET

MARKET ANALYSIS:

DEMOGRAPHICS:

PSYCHOGRAPHICS:

GEOGRAPHICS:

USE MOST RECENT CENSUS DATA ([HTTPS://WWW.CENSUS.GOV/QUICKFACTS/FACT/TABLE/US/PST045216](https://www.census.gov/quickfacts/fact/table/us/pst045216)) OR OTHER AVAILABLE SOURCES TO COMPLETE THE FOLLOWING TABLE

Zip Code				
Population				
PERCENTAGE Male/Female				
PERCENTAGE under 18				
over 65				
PERCENTAGE Hispanic/Latino				
Black/African American				
Native American				
Asian				
White				
Other				
PERCENTAGE OF HS graduates				
college graduates				
MEDIAN value of home				
Rent				
Household Income				
PERCENTAGE Persons in Poverty				

**USE ZIP LOOKUP ([HTTP://WWW.ESRI.COM/DATA/ESRI_DATA/ZIPTAPESTRY](http://www.esri.com/data/esri_data/ziptapestry))
TO COMPLETE THE TABLE BELOW**

Zip Code				
Describe Top 3 Tapestry Segments (include %)				
Median Household Income				
Median Age				
Population per Square Mile				
Is this area predominantly desert, rural, suburban, town/city, urban, metropolis?				