Finding the Population of a Town or Place Name Using the Census FactFinder

The following instructions are based on the Department of the Census FactFinder website.

1. Go to the FactFinder2 main page, http://factfinder.census.gov .
2. Select Advanced Search from the top menu. In the main part of the screen, you will see a peach- colored window with 2 blank text boxes.
3. In the field **"topic or table name",** type P1
4. In the **"state, county or place",** field type your town name followed by a comma, and the state abbreviation. Click <GO>
5. Select TOTAL POPULATION for the total population of the *place* that you have selected.

Example:

We have entered our example, Tishomingo, Oklahoma. FactFinder will respond with a pop-up window listing places that correspond to your typed place/name, (often adding the word "city" or "town" after the name you typed-in).

From those options, choose the one that is *most* correct.

In our example, Census has added the word "city" to our request for the town Tishomingo. This may not be the way the town is usually referred to, but it is how Census categorizes the town. So, we select "Tishomingo city, Oklahoma" from this pop-up window

In the "Geographies" table, next to the town we have selected, you will see that Tishomingo comes under a Geographic Type Census calls *place within a state*. Click on the name of the town.

Select TOTAL POPULATION for the total population of the *place* that you have selected.

We see that the population for Tishomingo in the 2010 Census is 3,034.

Comparing this population of 3034 against the *Rurality* Population-to-Score table, we determine that the Tishomingo site is rated *exceptionally rural*, with a score of 45.

If any end user site is not within the boundaries of a town or a *place* that can be identified by 2010 Census or found in the listing of cities, towns, and places in the recent Rand McNally, then mark that site as "Census Rural" and assign 45 points to it. If a site is identified as Census Rural, please attach an 8.5x11 standard sheet of paper showing the site location to the Rurality Worksheet. The map may be created from FactFinder (Geographies option, Map), Google Maps, Bing Maps or other mapping software as long as the site location can be determined in comparison to other cities, towns, roads and other features. We must be able to verify the sites location in order to confirm the sites associated population and rurality score.