

**Know Your Rank:
Tracking 2020 Census Response Rates in Your County**

The 2020 Census campaign officially launched on April 1, 2020. According to the modified schedule posted by the U. S. Census Bureau, respondents will have until October 31, 2020 to submit their surveys. Currently at 56.6%, Georgia is lagging behind the national average of 60.5% and is almost 7% below its 62.5% self-response rate from 2010. Georgia is not only ranking below the national average but is ranking below almost every neighboring state, except for South Carolina. Unless serious attention is given to census campaigns across the state now, Georgia may be heading for an undercount in 2020. As such, it is very important to know and track the response rates for your county.

The Census Bureau has created a way to track census response rates by state, county, city, and census tract through the [2020 Census Self Response Rankings Dashboard](#). The dashboard also includes 2010 response rates and a breakdown of internet versus mail or phone submissions. National, state, county, and census tract mapping information by response rates is available through the [U.S. Census Bureau website](#).

As of June 1, 2020, just over half of Georgia’s counties (81) had crossed the 50% response rank threshold. The two counties with the highest response rates as of this writing are Fayette (72.6%) and Forsyth (70.5%). Six counties (Barrow, Heard, Jones, Pike, Pulaski, and Rabun) have surpassed their 2010 response rates. The following chart depicts how many counties are in each response ranking bracket for which county responses are included.

Response Rank	Number of Counties
70%+	2
60-69%	23
50-59%	56
40-49%	48
30-39%	20
20-29%	10

In order to increase self-response rates, many counties have changed their outreach strategy to focus on social media. The State Complete Count Committee has created a new social media toolkit which is available [here](#). Additional social media ideas, videos, and campaign ideas are available through [census.ga.gov](#), [2020census.gov](#), and [www.everyonecountsga.org](#). For information on specific county and city campaign outreach ideas from Georgia, please review the ACCG-GMA 2020 Census Newsletters which are distributed monthly and archived on the ACCG 2020 Census webpage at http://www.accg.org/2020_census.php.