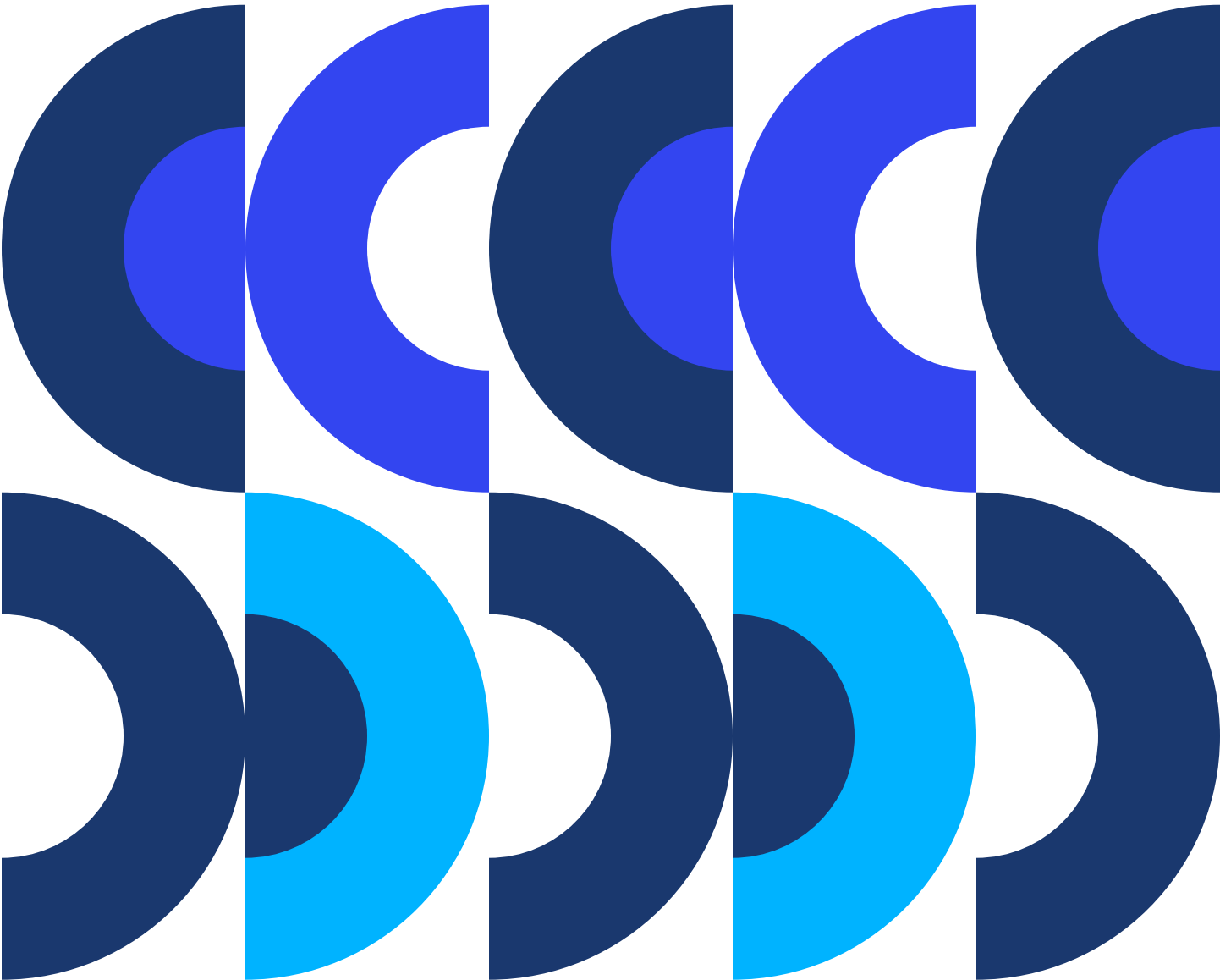# Why Aren't Workers Accepting My Jobs?

Using Data to Create Better Job Postings

Why Aren't Workers Accepting My Jobs?

In today's economy, hourly workers have a lot of job options to choose from. Workers can decide to accept or reject a job based on a variety of factors, but here at Bluecrew, we've found that there's one factor that carries the most weight with hourly workers. The most likely reason workers reject jobs is simple: **location, location, location.** By far, job location is the single most common reason why workers turn down a job.

"A shorter commute makes workers happier and more productive, and more likely to stay with one company for the long term"

A Closer Look at the Data

Bluecrew's technology-driven hiring platform gives us a lot of data that shows what workers really care about. We can then use this data to make simple changes to a job posting to attract more – and better – workers for a job.

In studies of hourly workers, the closer a given job is to an applicant's home, the more likely it is that they will accept the position [1]. A shorter commute also makes workers happier and more productive, and more likely to stay with one company for the long term [2,3].

Our Bluecrew data shows precisely this. Although location, pay, hours, and type of assignment all factor into a worker's decision to accept a job, we found that that the location was the reason that workers rejected jobs approximately half of the time.

Another key factor is flexibility. Our real worker data shows that roughly one in five jobs is turned down because of timing, whether it's the length of the shift or the start and end times. This is the second most important factor after location. It's no surprise to us that the time of a job can be a make-or-break issue, and this is part of why our Bluecrew platform allows workers the flexibility to build their own schedules.

What's interesting is that polled workers give a variety of reasons for rejecting a job, yet the data shows that the majority of jobs are turned down due to location or hours [4]. While other factors like job type and pay may have some impact, workers are focused first on finding work that fits their life. Regardless of how desirable a job is or the pay rate, when workers have a conflict – like their childcare schedule or their ability to get to the location – other factors simply don't matter.
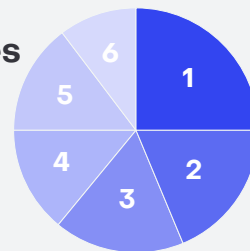
Bluecrew Platform Data

From App Job Rejection
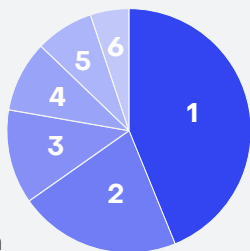
1: Location
2: Time
3: Pay
4: Job Type
5: Job Summary
6: Other

Survey Responses

Poll of the Workforce

1: Pay
2: Location
3: Career Growth
4: Job Type
5: Full-Time Hours
6: Team

So what can you do?

It's clear that location is key, but you can't just move your company closer to your workers. So what can you do? Again, the data gives us insight. Bluecrew's exclusive data tells us how both pay rate and commuting method affect workers, and we can use this information to improve job postings.

Use Commuting Data to Your Advantage

It's clear that workers prefer jobs that are close to home, but our data also shows that workers like jobs that are easy to get to. Here, employers have the opportunity to make a big difference by clearly telling workers how to get to a job location.

To see how commuting affected workers, we looked at four different groups: 1) workers who drove to work, 2) workers who took public transit, 3) workers who walked or biked to work, and 4) workers who carpooled with others. We found that most people drive to work (approximately 73%), and that these workers are the least likely to be more than five minutes late.

Employers have the opportunity to make a big difference **by clearly telling workers how to get to a job location.**

To attract these reliable workers, let them know how easy it is to get to your location. If the job location has an easy commute, or offers free on-site parking, say so! Your drivers will appreciate not having to worry about the stress of a difficult commute or looking for parking when they get to work.

Clock-In Time and Transportation

Transportation Type	% More than Five Minutes Early	% Within Five Minutes Early	% On Time	% More than Five Minutes Late
Bus/Public Transit	2%	7%	74%	⊘ 16%
Car	⊘ 3%	11%	77%	9%
Walk/Bike	⊘ 3%	⊘ 12%	74%	11%
Carpool	2%	9%	⊘ 78%	11%

"Telling workers how to access your location from public transit can help you attract more employees"

Our data also shows that workers who rely on public transportation have the most trouble getting to a job on time. These workers are the least likely to arrive early and the most likely to clock in more than five minutes late – our data shows that approximately 16% of shifts taken from public transit are more than five minutes late.

Helping these workers get to you is key: if a job location is accessible by public transit, list the bus and/or train route(s) and the closest stops. Workers who rely on public transit want to know they have options so they can better plan their commute and think about alternate routes if needed.

Telling workers how to access your location from public transit can help you attract more employees and make those without their own reliable transportation feel comfortable taking your job. This opens your job up to a whole new group of people who wouldn't otherwise consider coming to your location. However, you may have to be more flexible with these workers because public transit is less reliable, and these commuters are less likely to be on time.

Another great takeaway from our data is that those workers who can walk or bike to work are the most likely to get to work early. Studies also show that walkers and bikers are happier! [5] To attract these earlybird workers, highlight any neighborhoods that are within easy walking or biking distance. Are there bike paths or nearby parks? If so, be sure to mention those in your job description.

One final thing to note from our findings: workers find short shifts particularly undesirable. Especially when factoring in commute time, it's difficult to convince workers that short shifts are worthwhile unless the pay offered is significantly higher than the market average. [4] So if possible, and especially if your job is hard to get to, you may want to consider offering longer shifts to attract more workers or higher wages to fill those shorter shifts.

> Getting to and from a job is a significant part of a worker's day, and **a big contributor to their overall happiness.**

This is why our algorithm takes into account a worker's location when showing your jobs. Only crew members within a set radius will see your job on the Bluecrew app, ensuring that the worker who takes the job will have a manageable commute. This uses location data to make workers' lives easier and keep them happier, helping employers like you boost retention and hold onto your best workers long-term.
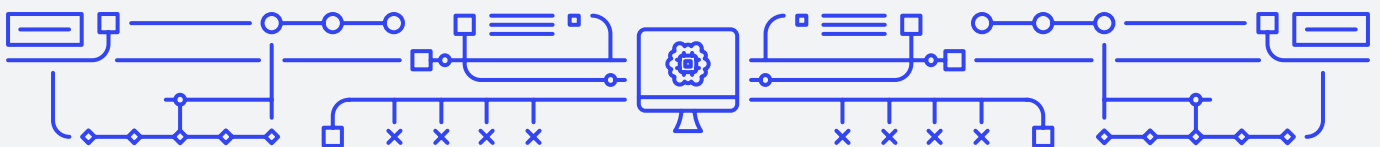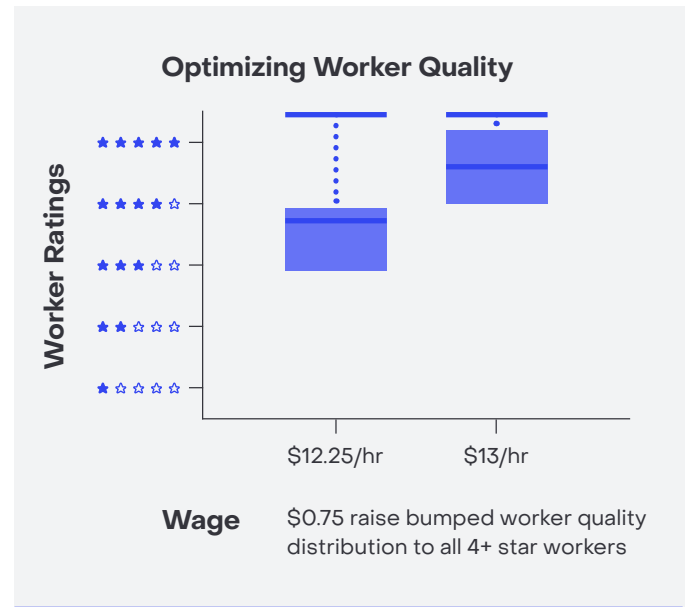
Take a Close Look at Pay

In the long run, pay is neither the only nor the most important factor for workers. Location and time account for two-thirds of job rejections in our worker data, so making your jobs more attractive by helping workers plan their commutes and offering longer or more desirable shifts can have a far greater impact.

However, pay remains a draw for many workers, and a small boost in pay can help with both attracting high-quality workers and retaining your best people, who won't be tempted to take other jobs for a slightly higher wage. Just a small increase in pay can make a bigger difference than you might expect.

We can see this by looking at recent data from one of our clients, a warehouse in Oakland, California. At the time of this experiment, workers could scroll through pages and pages of jobs offering $12.25/hour. This warehouse was getting good applicants, but not great ones, so they made a slight change to the wage offered, now posting warehouse jobs at $13/hour. The increase in applicants—and the quality of those applicants—was clear.

Optimizing Worker Quality

Worker Ratings / Wage ($12.25/hr, $13/hr)

Wage — $0.75 raise bumped worker quality distribution to all 4+ star workers

This data speaks for itself! Once the warehouse raised the hourly wage offered, they got more applicants and more four-star worker reviews from managers. Although it may not seem like much, that 75-cent increase from $12.25/hour to $13/hour made workers feel valued and made that job posting stand out in a sea of minimum-wage options. Sometimes, all it takes is 75 cents!

Putting it all together: Creating an attractive job description

Our data shows how a few simple tweaks can help your job stand out. Let workers know where you are and how they can get to you. Consider lengthening shifts that are three hours or shorter to entice workers with more hours. Think about offering just a little more per hour to get your job posting to rise above the rest. All of these changes may not seem like much, but our data backs us up: these small factors can have a big impact on getting great workers to your jobs.

At Bluecrew, our goal is to match qualified workers with jobs that fit their experience, schedule, and career goals. The analysis of our data shows us why workers choose the jobs they do, and our in-house data gurus analyze that information to develop strategies that help employers find a quality workforce. We are constantly looking for ways to make finding quality workers faster and more efficient so that employers can get to the important work of growing their business.

References

[1] Arindrajit Dube, T. William Lester, and Michael Reich, "Minimum Wage Effects Across State Borders: Estimates Using Contiguous Counties" (November 2010). IRLE Working Paper No. 157-07. http://irle.berkeley.edu/workingpapers/157-07.pdf

[2] Chatterjee, K., Clark, B., Martin, A. & Davis, A. (2017). The Commuting and Wellbeing Study: Understanding the Impact of Commuting on People's Lives. UWE Bristol, UK. https://travelbehaviour.files.wordpress.com/2017/10/caw-summaryreport-onlineedition.pdf

[3] Ernesto Dal Bó, Frederico Finan, Martín A. Rossi, "Strengthening State Capabilities: The Role of Financial Incentives in the Call to Public Service*, The Quarterly Journal of Economics, Volume 128, Issue 3 (August 2013), Pages 1169–1218, https://doi.org/10.1093/qje/qjt008

[4] Bluecrew data (October 2019)

[5] Evelyne St-Louis, Kevin Manaugh, Dea van Lierop, Ahmed El-Geneidy, "The happy commuter: A comparison of commuter satisfaction across modes," Transportation Research Part F: Traffic Psychology and Behaviour, (September 2014): Pages 160-170, https://doi.org/10.1016/j.trf.2014.07.004.

On-Demand Staffing Made Simple

Bluecrew is a technology-based staffing platform that solves antiquated hiring challenges by quickly connecting pre-screened, W-2 workers with employers offering jobs that fit their schedules.

Learn more at:
bluecrewjobs.com/employers

bluecrew