

# Using Time of Interview to Inform Recruiting Strategies

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# A Specific Challenge

- Large Survey with a focused sample in Las Vegas, Nevada
- Goal is to recruit 800-900 in Clark County, NV to fill 90 field representative positions
- Duration of employment is 4 to 5 months.
- Pay rate is \$12.75/hour
- Must fulfill requirements for Federal employment



# Traditional Recruiting Approach

- “To meet deadlines, our Field Reps must be available to work when respondents are at home -- usually during evening hours and on weekends -- but sometimes daytime hours as well.”
- Attractive to those seeking a second job.



# But this is Vegas...



# What do we know about the work?

- We do lots of work in Las Vegas
- Recently developed paradata tool from something called the “Universal Tracking System” or UTS
- Source is interviews from the American Community Survey in Las Vegas (January 2013 CAPI)

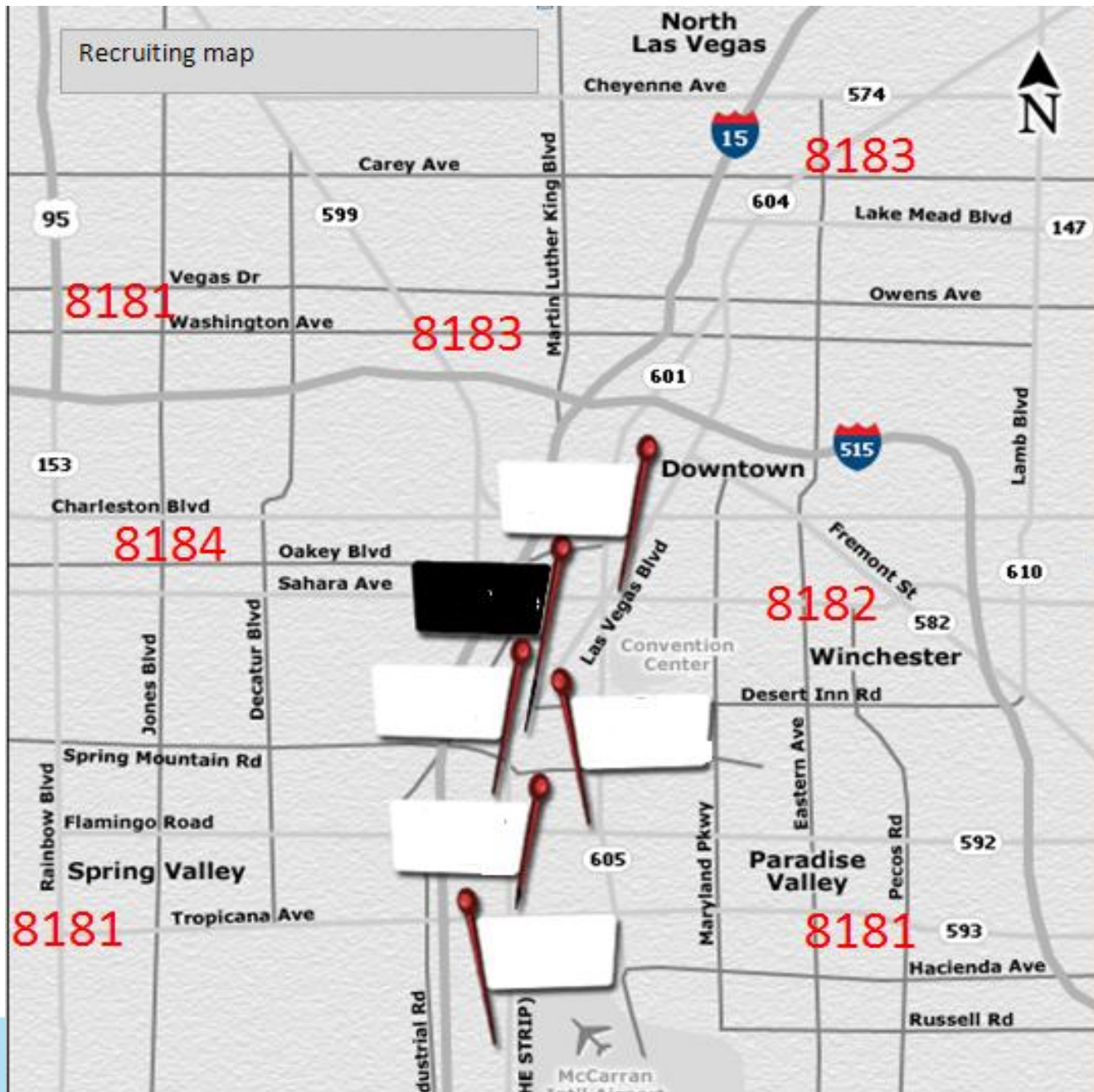


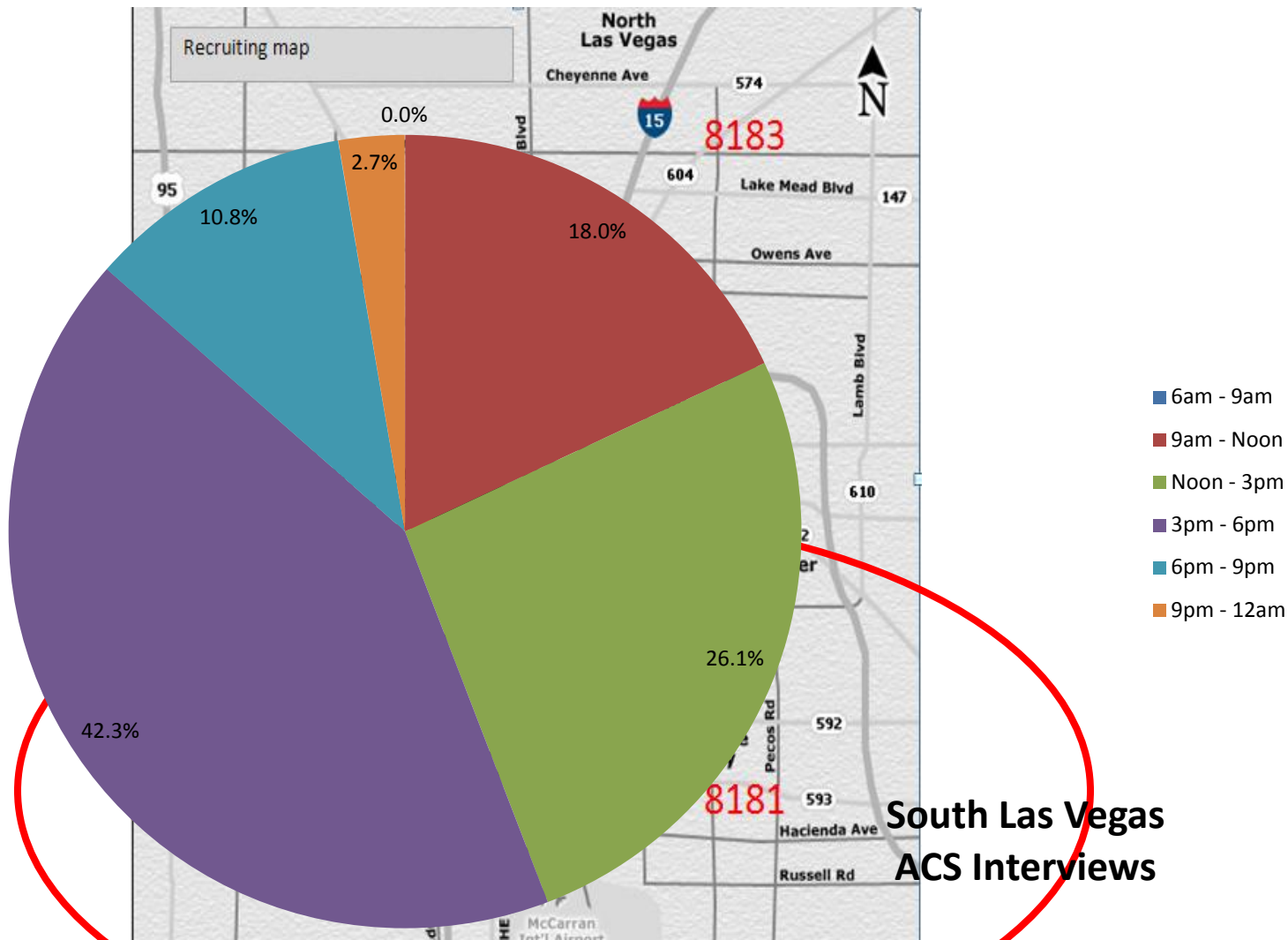
# UTS Report on Completed ACS Interviews

Time of Day Completed Survey Period			All Completed Interviews																	
			No CHI Record 201301 ACS HU CAPI	12am - 6am 201301 ACS HU CAPI	6am - 9am 201301 ACS HU CAPI	9am - Noon 201301 ACS HU CAPI	Noon - 3pm 201301 ACS HU CAPI	3pm - 6pm 201301 ACS HU CAPI	6pm - 9pm 201301 ACS HU CAPI	9pm - 12am 201301 ACS HU CAPI										
Region	SSF	Field Supervisor	All Days																	
Atlanta			All Days	360	8	98	1,226	2,730	3,342	1,417	207									
Chicago			All Days	256	12	138	1,453	2,893	3,063	1,411	185									
Denver			All Days	255	15	157	1,782	3,416	3,830	1,663	155									
	.		All Days	15		2	4	3	2	6										
	71		All Days	20	1	17	152	224	250	139	17									
	72		All Days	54	1	16	138	236	295	199	22									
	73		All Days	29	2	7	117	226	308	172	16									
	74		All Days	34	1	18	209	346	357	158	22									
		7581	All Days	1			20	29	47	12	3									
		7582	All Days			3	14	28	31	9	3									
		7583	All Days	1	1		20	39	39	12										
		7584	All Days	1		2	11	33	25	8	2									
		7585	All Days	1		1	20	22	39	17	2									
		7586	All Days	1		1	14	27	44	18	2									
		7587	All Days	2		1	13	21	40	18	1									
		7588	All Days	1		1	15	26	20	2										
		7589	All Days	1		1	12	30	33	16	1									
		7590	All Days	1		1	34	47	35	16										
		7591	All Days	1		2	35	39	32	11	3									
	76		All Days	22	2	13	170	370	430	143	10									
	77		All Days	61		14	153	261	304	139	9									
		7881	All Days		1		1	9	11	5										
		7882	All Days	5		2	16	30	23	9										
		7883	All Days			2	24	25	30	14										
		7884	All Days	2		2	18	34	24	16	2									
		7885	All Days				1	6	16	12	3									
		7886	All Days	2		2	9	29	32	12	2									
		7887	All Days	7			33	64	68	28	3									
		7888	All Days			2	9	33	28	15	3									
		7889	All Days			2	9	10	5	6										
		7890	All Days				5	4	5	4										
		7892	All Days	1		2	15	24	42	20	2									
		7893	All Days				4	17	28	16										
New York			All Days	215	20	112	1,363	2,281	2,379	1,655	229									
Philadelphia			All Days	260	21	92	1,034	2,336	2,725	1,278	164									



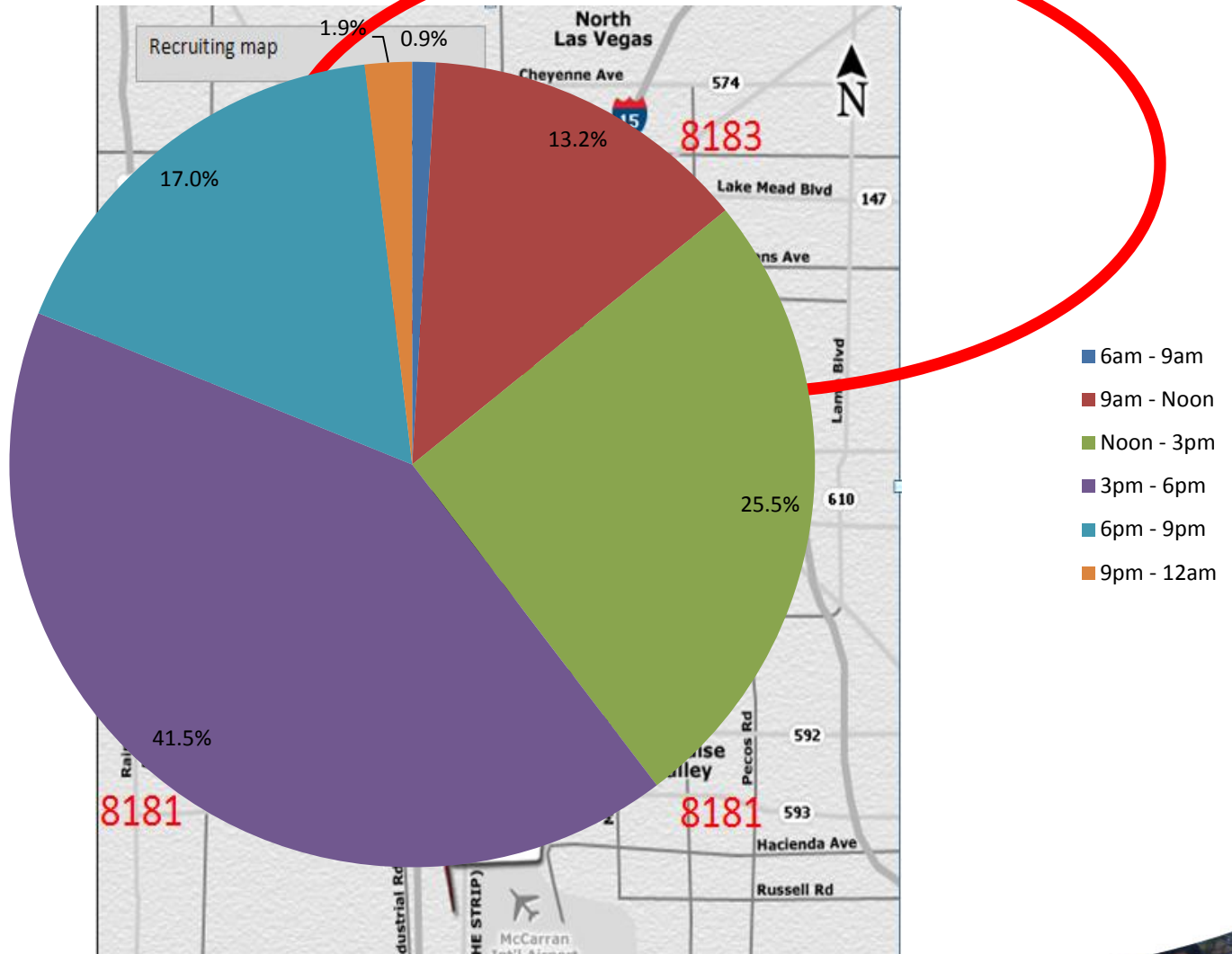








# North Las Vegas ACS Interviews



# Hmmmm....

- At least 40% of interviews are done between 9am and 3pm
- If we push to hire second job holders, who will do those?
- How will we even know?
- A dramatic change to our strategy?





**21. Hiring may be based in part on the hours you are available to work. Indicate your availability by placing "X" in the appropriate box(es) for each day.**

	Sun	Mon	Tues	Wed	Thurs	Fri	Sat
<b>a. Any hours</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>b. Morning (8 a.m. – 12 noon)</b>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>c. Afternoon (12 noon – 4 p.m.)</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>d. Evening (4 p.m. – 9 p.m.)</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**22. Total hours per week you are willing to work up to and including 40 hours.**

38	
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# As a result...

- Modified Recruiting Sources
  - Advertising in “Style” sections
  - Outreach via Civic Clubs
  - Employment Centers
- Revisions to “messaging”
- More consideration of items 21 b & c
- Bottom line – we can use anybody!
- No dramatic change necessary!





# Future Actions

- Plan to evaluate effectiveness of using “availability” as a predictor of productivity
- Evaluate whether this is useful at the sub-“neighborhood” level
- Use it to customize job announcements and offers
- Assess variability by survey
- Useful as a predictor for the 2020 Census?



# Day of Interview 2013 ACS

