

MAIN STREET HEALTH REPORT

December 2024

Labor Stats



A photograph of a smiling couple standing in front of a building. The woman is on the left, wearing a dark sweater with colorful stripes on the sleeves. The man is on the right, wearing a white t-shirt and a grey apron. A large, stylized 'COFFEE' sign is visible in the background.

MAIN STREET AT A GLANCE



Consistency in employee activity in line with seasonal patterns. Slight dip in Employees Working as holiday season approaches.



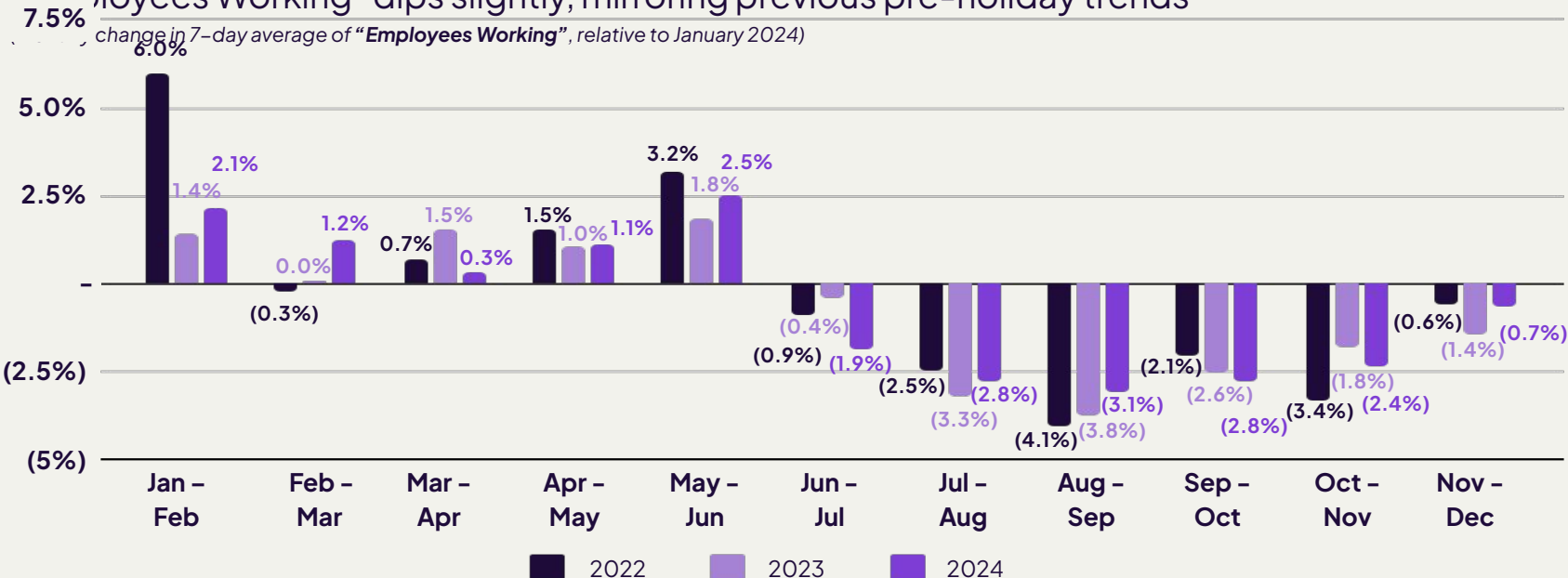
Business activity was generally steady across all regions. Southeast shows greater steadiness in Business Activity.



Retail and caregiving saw increase working activity. Overall, industry-level trend reflect expected seasonal changes due to holiday season.

Staffing activity consistent heading into holiday season

“Employees Working” dips slightly, mirroring previous pre-holiday trends



Notes

1. Data compares rolling 7-day averages for weeks encompassing the 12th of each month.

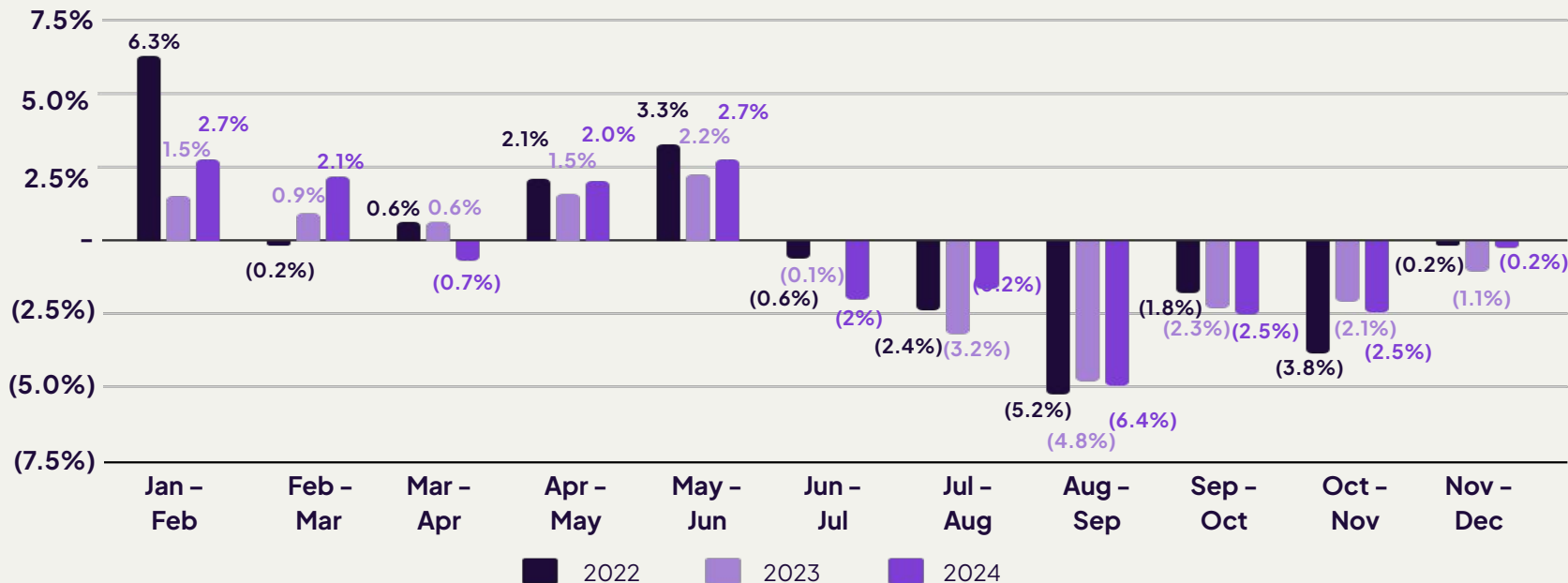
Source

[Homebase data](#)

SMBs were stable in activity through December

“Hours Worked” aligns with seasonal trends from prior years

(Monthly change in 7-day average of “**Hours Worked**”, relative to January 2024)



Notes

1. Data compares rolling 7-day averages for weeks encompassing the 12th of each month.

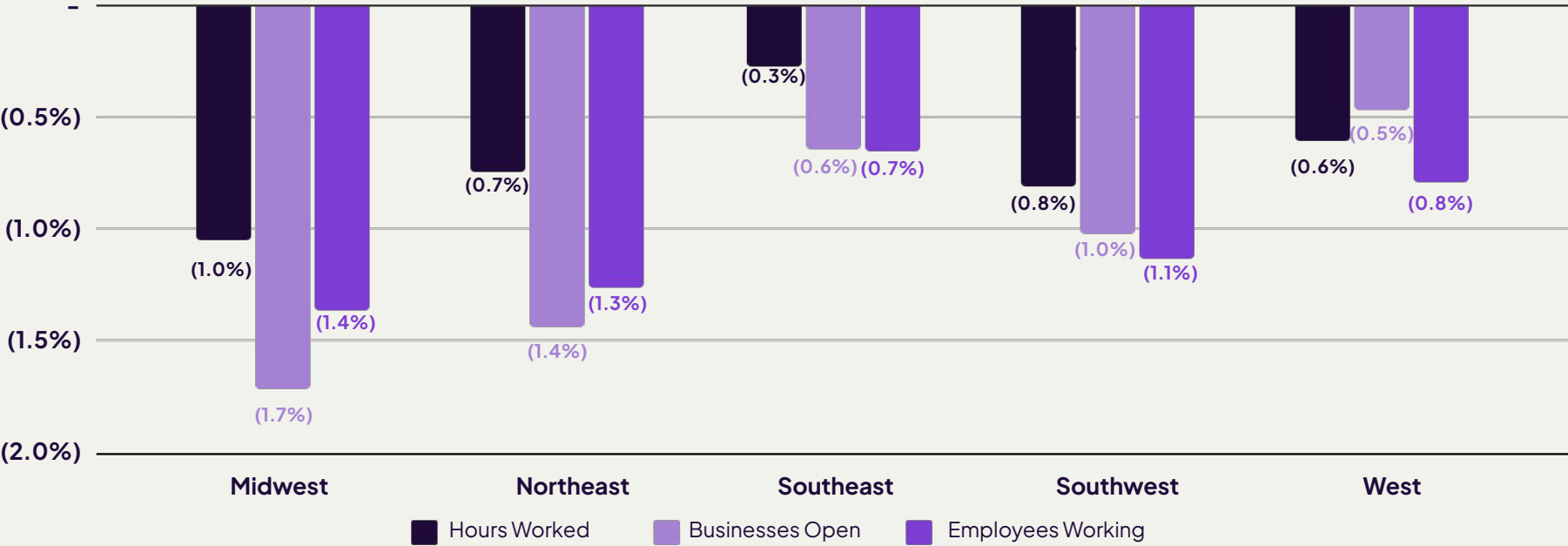
Source

[Homebase data](#)

Activity steadiness even across regions

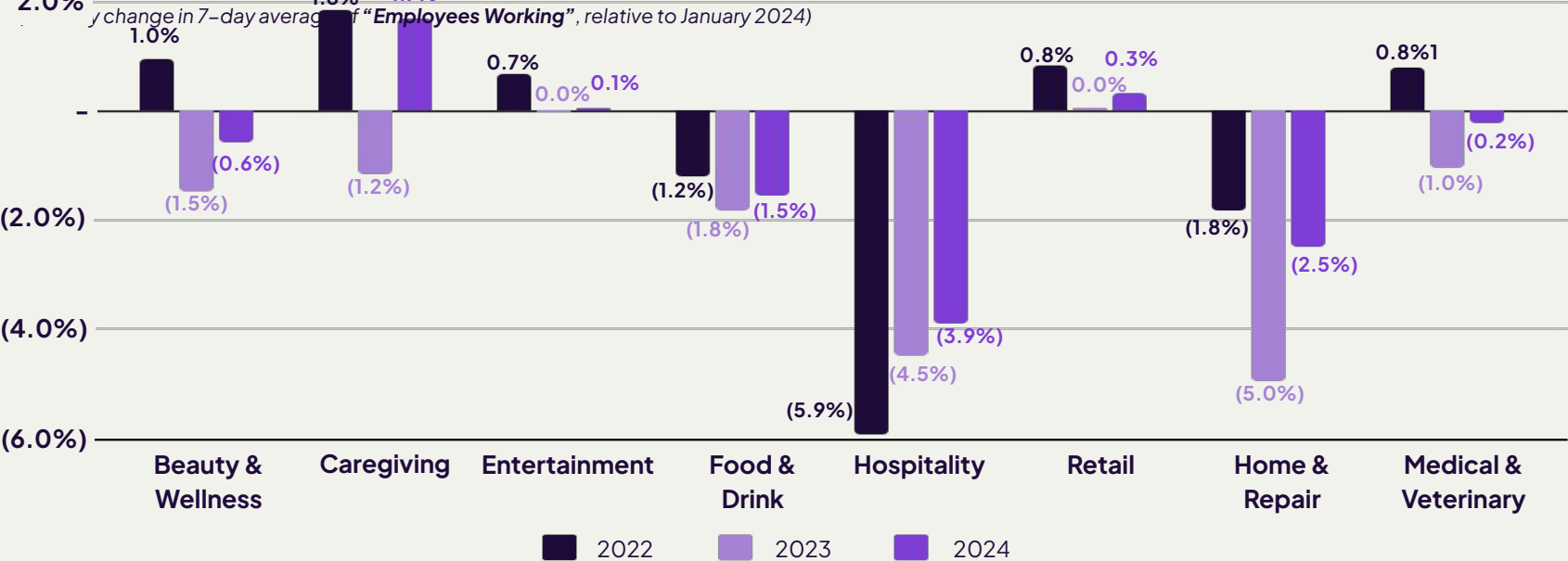
Business and worker activity saw the smallest relative drop-off in the Southeast

(Month-over-month change in core economic indicators, by Census region)



Retail and caregiving see upticks in worker engagement

Hospitality businesses saw the biggest drop-off from November levels



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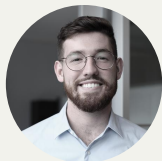
If you have questions or are interested in real-time access to Homebase data feeds, please reach out to data@joinhomebase.com



Ray Sandza

VP, Data & Analytics

rays@joinhomebase.com



Joey Nedland

Strategy & Operations

jnedland@joinhomebase.com

Upcoming report schedule

**Dec 18,
2024**

Main Street Health Report – Labor Stats

**Jan 2,
2025**

Main Street Health Report – Wage Stats

METHODOLOGY

The dataset is based on Homebase data gathered from **more than 100,000 businesses and 2 million hourly employees** active in the US on our platform in December 2024. We are one of the largest and most trusted sources of real-time, quality data on employment growth across the small business landscape.

Data from prior years (e.g., 2022, 2023) use a similar cohort-based logic. Unless indicated otherwise, daily figures are calculated relative to the median value for that specific day for the baseline month (e.g., January) net of the first 4 days of the month.

Definitions



Hours worked is calculated from hours recorded in Homebase timecards.



Businesses open is based on whether a business had at least one employee clock-in.



Employees working is based on the distinct number of hourly workers with at least one clock-in.



Wage inflation data measures the monthly change in average hourly wages at businesses who ran Payroll with Homebase in December 2023 and December 2024

If you use any content contained in this report,
please include a link to: joinhomebase.com

homebase

Homebase is the everything app for hourly teams,
with employee scheduling, time clocks, payroll, team
communication, and HR. 100,000+ small (but mighty)
businesses rely on Homebase to make work radically
easy and superpower their teams.

MAIN STREET HEALTH REPORT

December 2024

Wage Stats



A photograph of a smiling couple standing in front of a building. The woman is on the left, wearing a dark sweater and a long skirt. The man is on the right, wearing a white t-shirt and a striped apron. A large, stylized 'COFFEE' sign is visible in the background. The image is overlaid with a dark purple semi-transparent layer.

MAIN STREET AT A GLANCE



Wages grow modestly, resulting in steady labor costs during the holiday season. Select industries saw small gains, similar to past years.

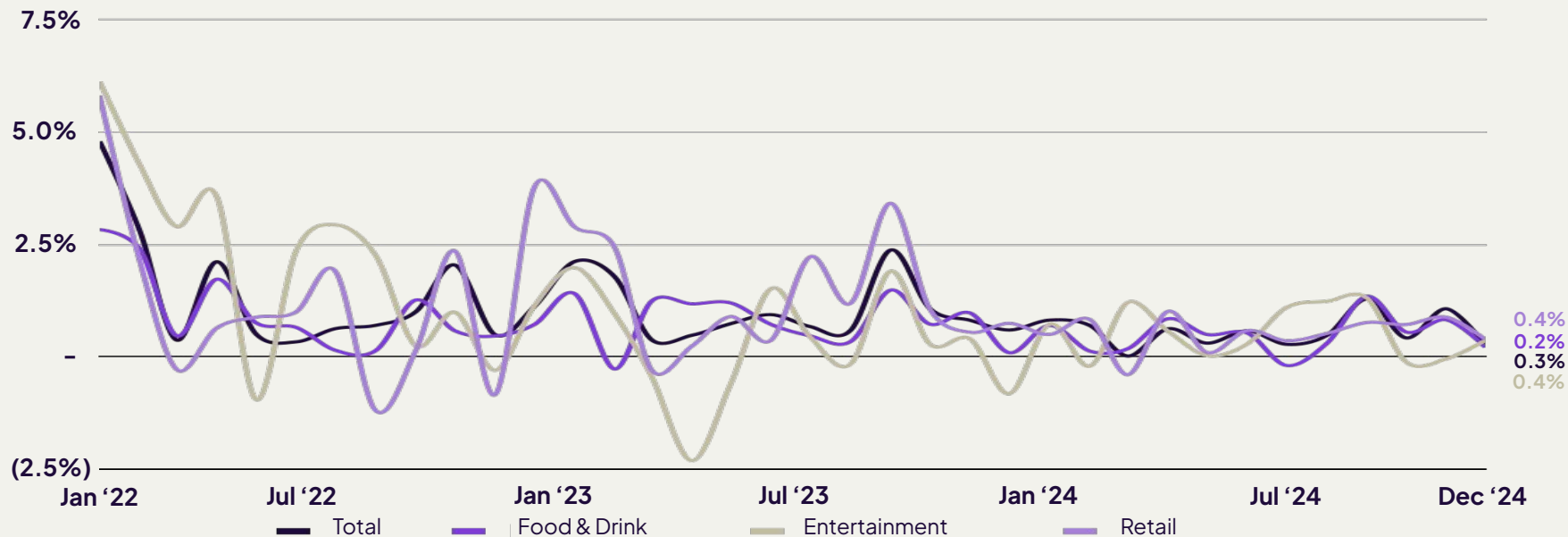


December hiring and turnover dipped sharply, as holiday staffing reflected seasonal steadiness. Busy holiday season kept rosters intact at small businesses.

Modest wage growth seen in December

Seasonal trends reflect similar, slightly weaker patterns compared to last 2 years

(Monthly change in average “**Hourly Wages**” across all jobs)



Notes

1. Data measures average hourly wages for locations that utilized Homebase to pay employees in both December 2024 and December 2023. Total includes industries not depicted here.
2. A month is defined as the period from 28th of last calendar month to 27th of the current calendar month

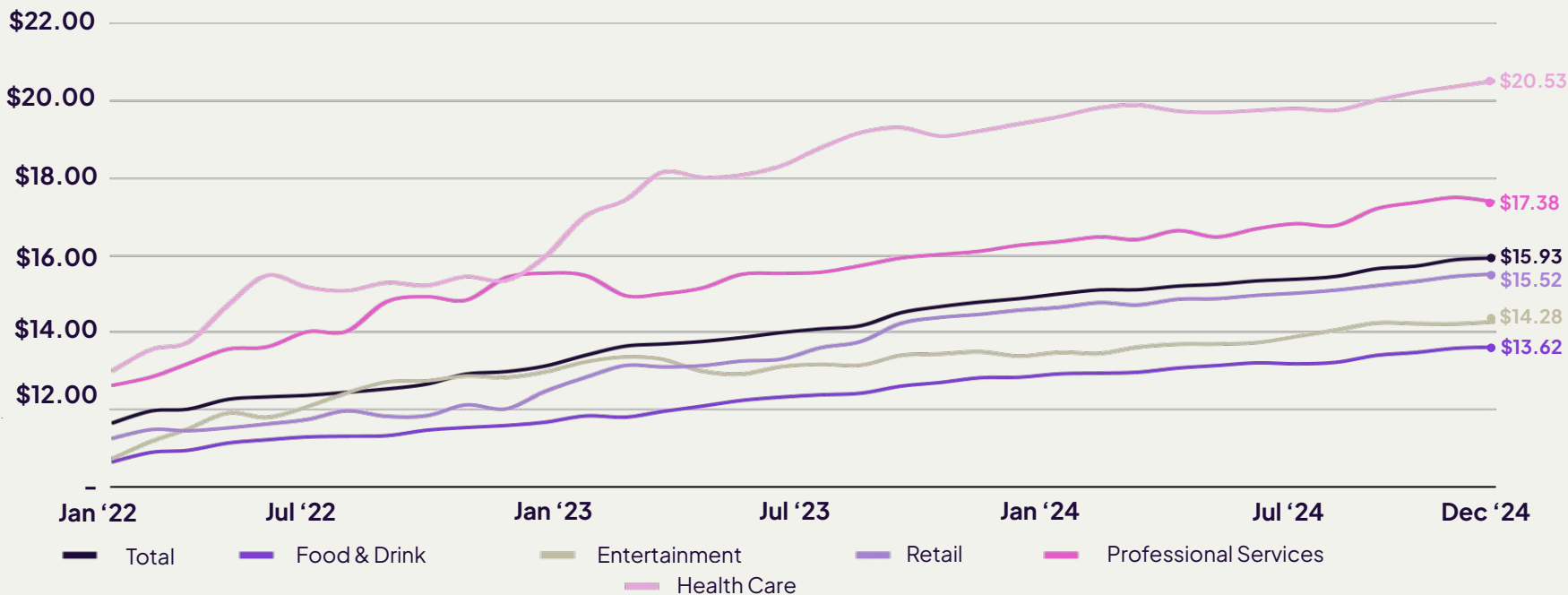
Source

[Homebase Payroll data](#)

December wages reflect stability

With turnover low, a busy holiday season supports consistent wage increases in key sectors

(Average “Hourly Wages” across all jobs)



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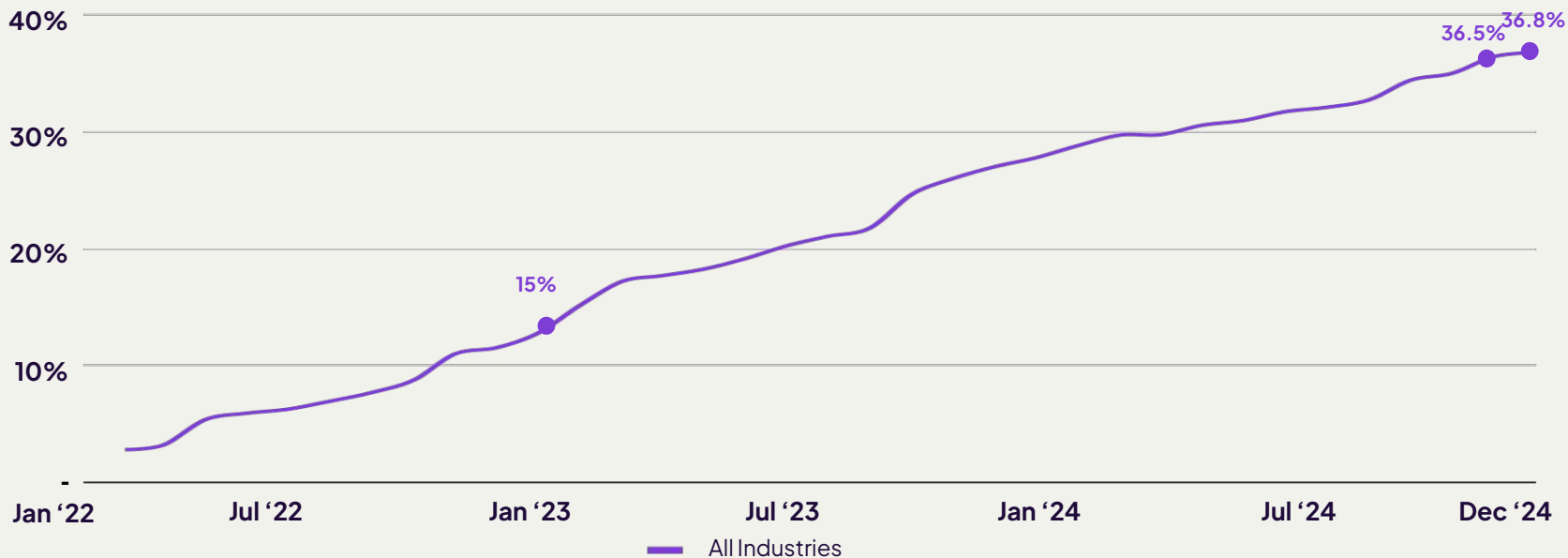
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Labor costs hold steady during the holidays

Rise in spending and holiday spirit drives a slight uptick in labor costs

(Percent change in average “**Hourly Wages**” across all jobs, relative to January 2022)



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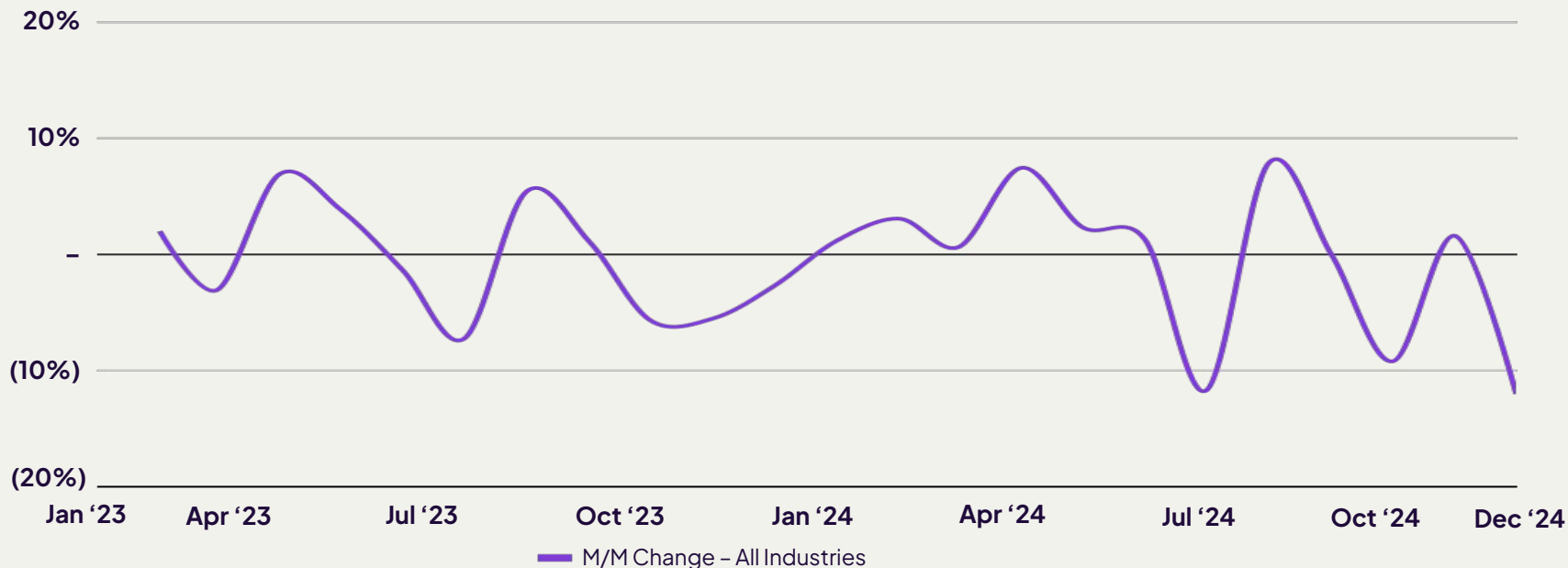
Source

[Homebase data](#)

Hiring eases in December after strong November

Owners made staff changes prior to, not during, holiday rush

(Monthly change in average “**Number of Jobs Added**” across all jobs)



Notes

1. Data measures average monthly change in total number of jobs created in official employee rosters for companies active in any given month.
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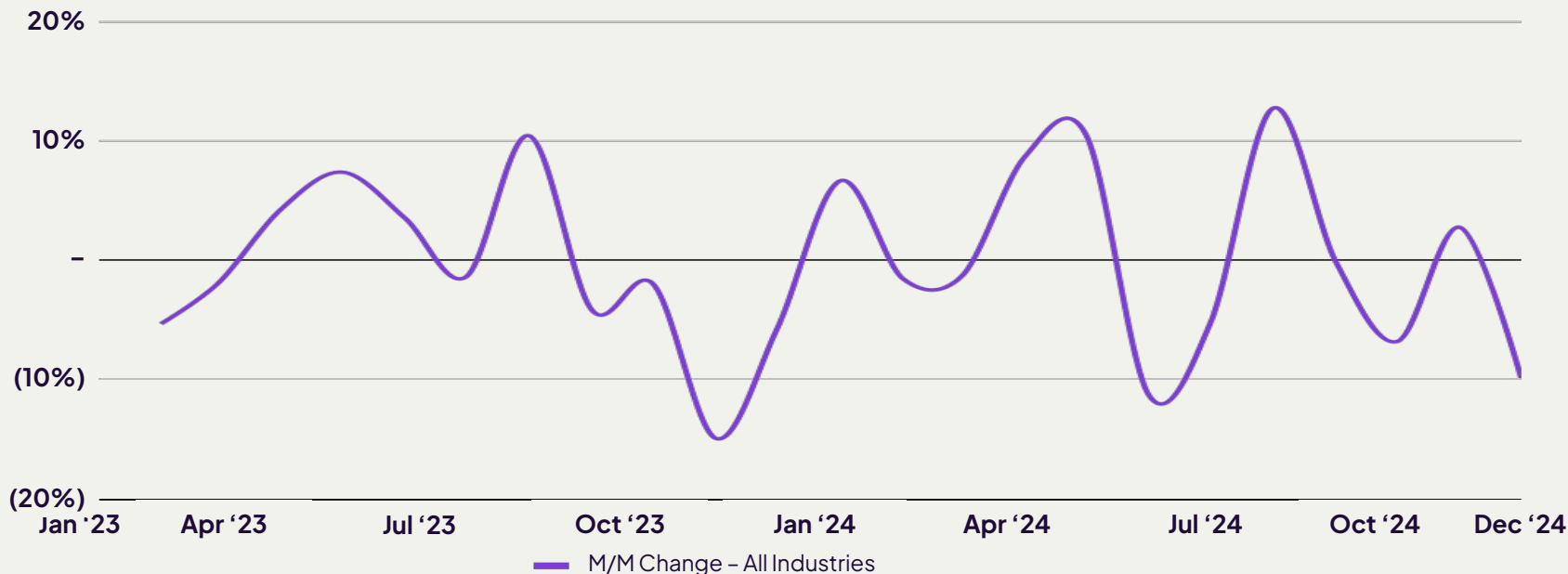
Source

[Homebase data](#)

Turnover Declines During Holiday Season

New staff onboarded prior to Black Friday stayed on through December demand highs

(Monthly change in average “**Number of Jobs Archived**” across all jobs)



Notes

1. Data measures average monthly change in total number of jobs removed, whether by voluntary or involuntary exit, from official employee rosters for companies active in any given month.
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Source

[Homebase data](#)

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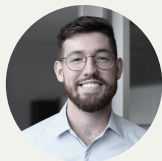
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**JAN 03,
2025**

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