

MAIN STREET HEALTH REPORT

September 2024

Labor Stats



A smiling couple, a woman with long blonde hair and a man with a beard, are standing in front of a building. The woman is wearing a dark sweater and the man is wearing a white t-shirt and a striped apron. The background is a blurred image of a building with a large 'X' logo.

MAIN STREET AT A GLANCE



Summer showed softer landing compared to prior years. September saw stability in employee activity as “Employees Working” improved while “Hours Worked” dipped slightly



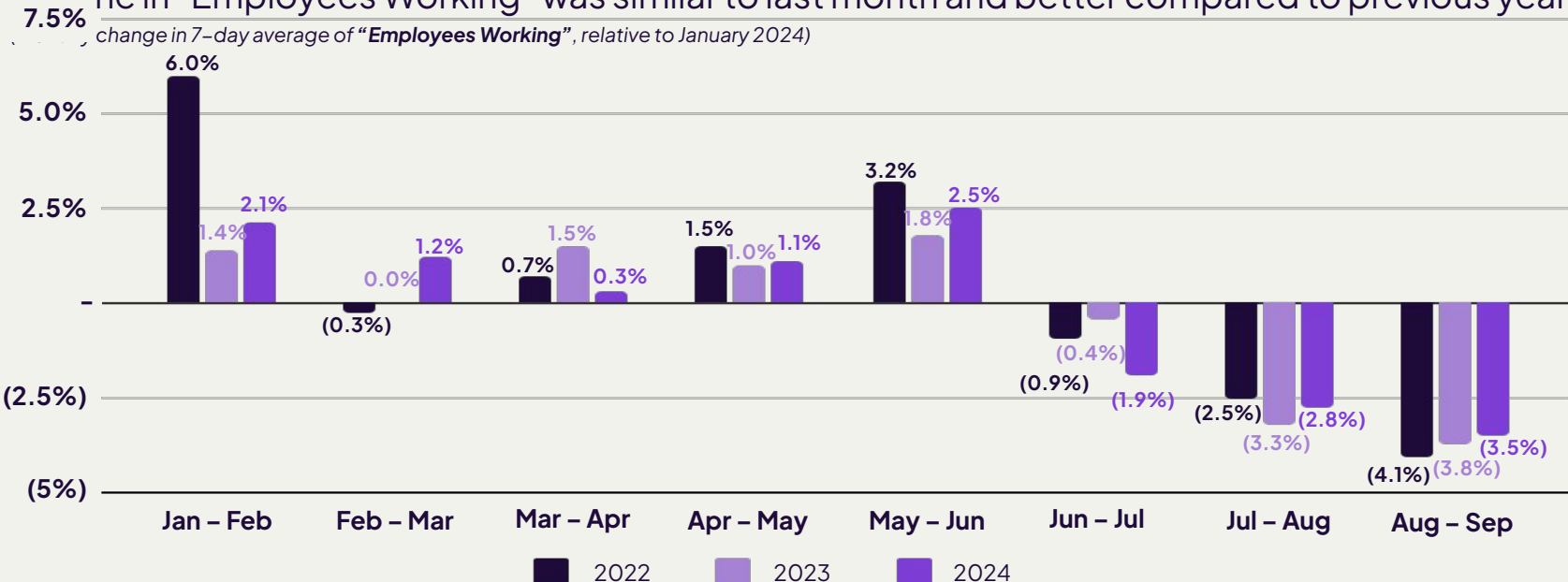
Employee activity dips across Midwest and Northeast. Severe weather likely the cause for lower “Employees Working” and “Hours Worked” in these regions



All industries followed the same trend as last year. Entertainment and Hospitality slowdown was lower than last year but still more than others due to seasonal employment

Seasonal slowdown continues but better than last years

Decline in “Employees Working” was similar to last month and better compared to previous years



Notes

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

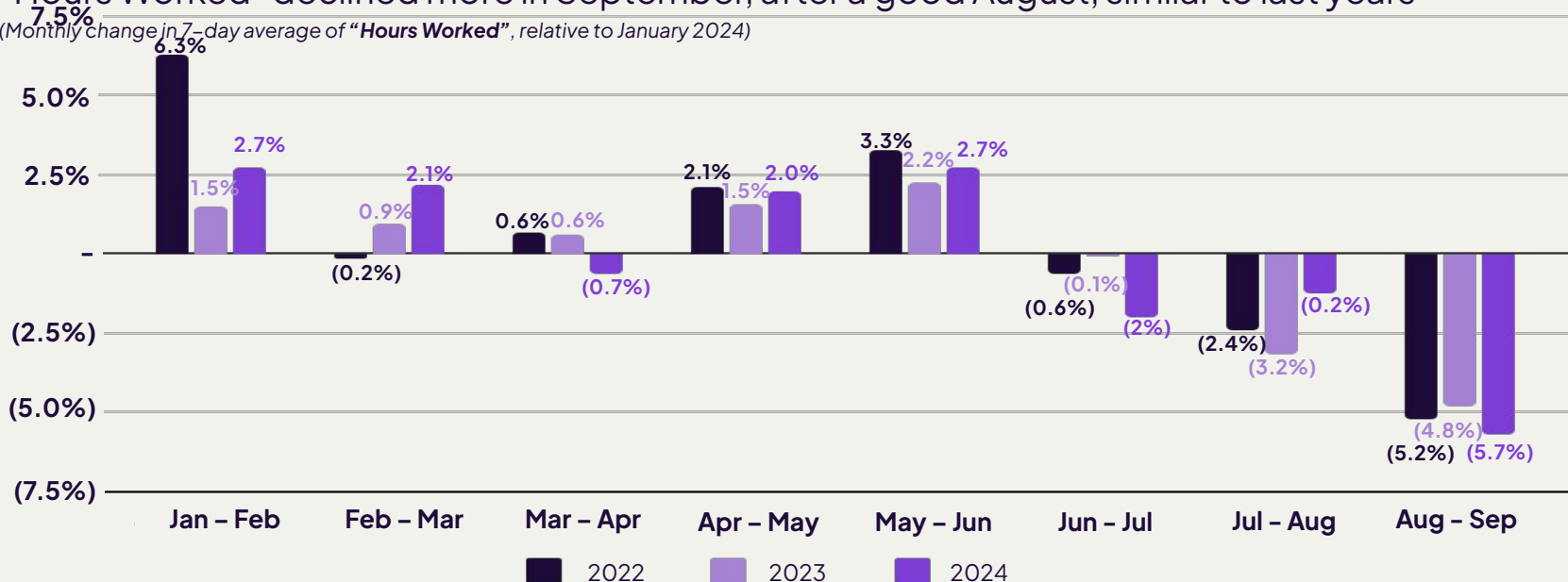
Source

Homebase data

September continued to be low, in line with prior years

“Hours Worked” declined more in September, after a good August, similar to last years

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



Notes

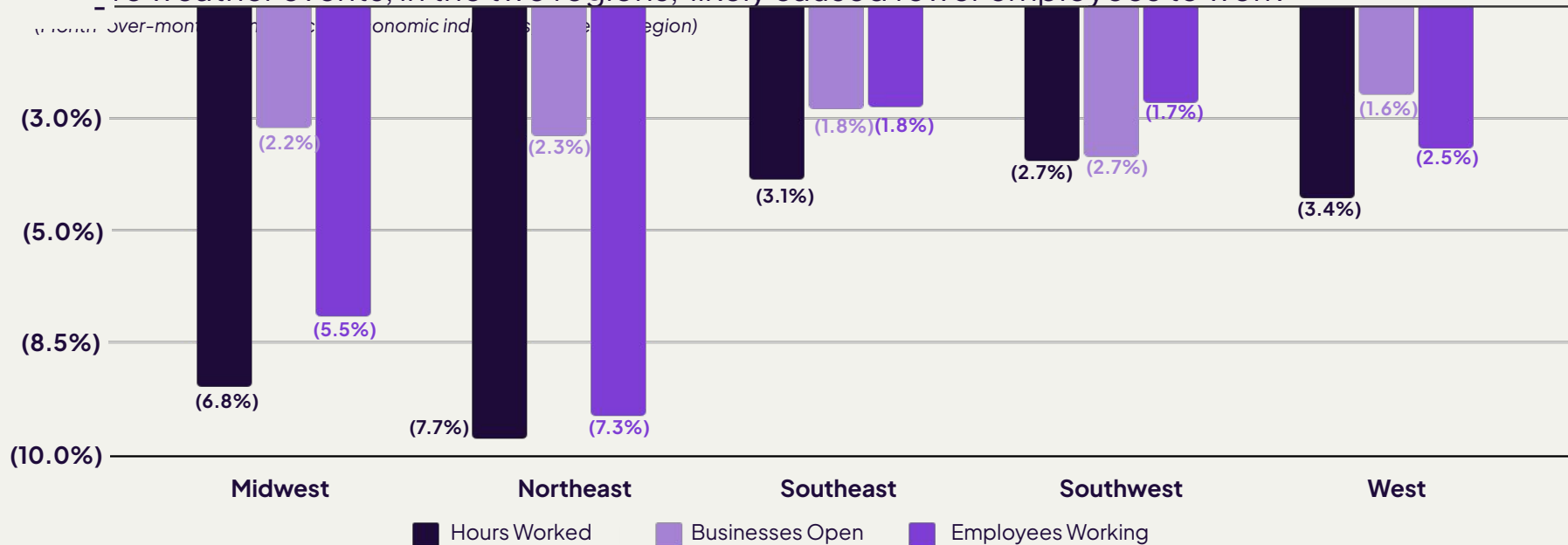
1. Data compares rolling 7-day averages for weeks encompassing the 12th of each month.

Source

[Homebase data](#)

Employee activity declined across Midwest & Northeast

Severe weather events, in the two regions, likely caused fewer employees to work



Notes

1. Aug 10 - 17 vs. Sep 08 - 14
2. Region classification - Midwest: ND, SD, NE, KS, MN, IA, MO, WI, IL, IN, OH, MI; West: NV, UT, AZ, NM, CO, WY, MT, ID, OR, WA, CA, HI, AK; Northeast: NY, PA, NJ, CT, RI, MA, NH, VT, ME; Southeast: MS, AL, TN, KY, NC, SC, GA, FL; Southwest: TX, OK, AR, LA.

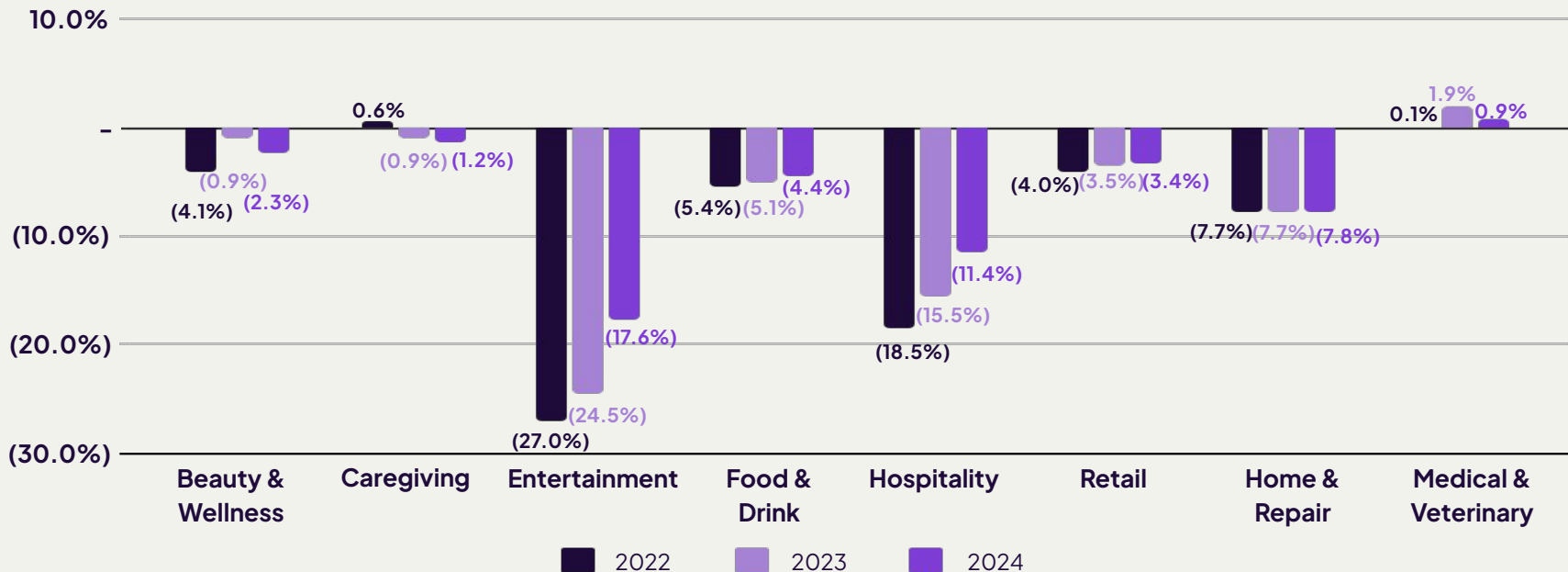
Source

[Homebase data](#)

All industries followed the same trend as last year

Industries with seasonal employment fared better than last years but still lag behind others

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



Notes

1. Aug 7–13 vs. Sep 11–17 (2022); Aug 4–12 vs. Sep 10–16 (2023); Aug 10–17 vs. Sep 08–14 (2024)
2. Data compares rolling 7-day averages for weeks encompassing the 12th of each month.
3. Entertainment includes events/festivals, sports/recreation, parks, movie theaters, and other categories.

Source

[Homebase data](#)

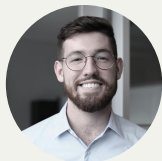
WE LOVE TALKING DATA

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



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Upcoming report schedule

Sep 18, 2024	Main Street Health Report – Labor Stats
Sep 30, 2024	Main Street Health Report – Wage Stats
Oct 15, 2024	Main Street Health Report – Labor Stats
Oct 29, 2024	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 September 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 September 2023 and September 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

September 2024

Wage Stats





MAIN STREET AT A GLANCE



Hourly Wages sees consistent growth in September, across all industries. The growth in wages continues to add to the high labor cost of businesses

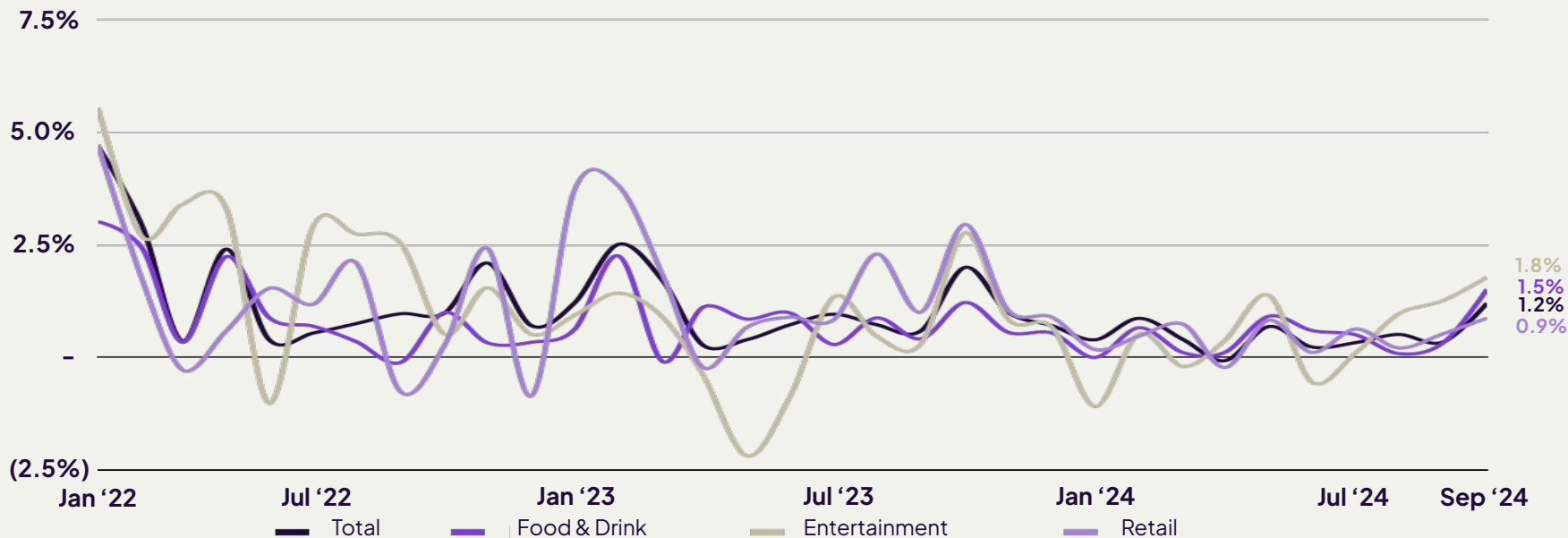


Hiring and Turnover came out flat for September, after an uptick in August. Following elevated staff changes in August, businesses saw flattened hiring and separations, as seasonal employee departure stabilized

Wages continue to grow, similar to last 2 years

“Hourly Wages” continued to pick up following a growth in July and August

(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 September 2024 and September 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

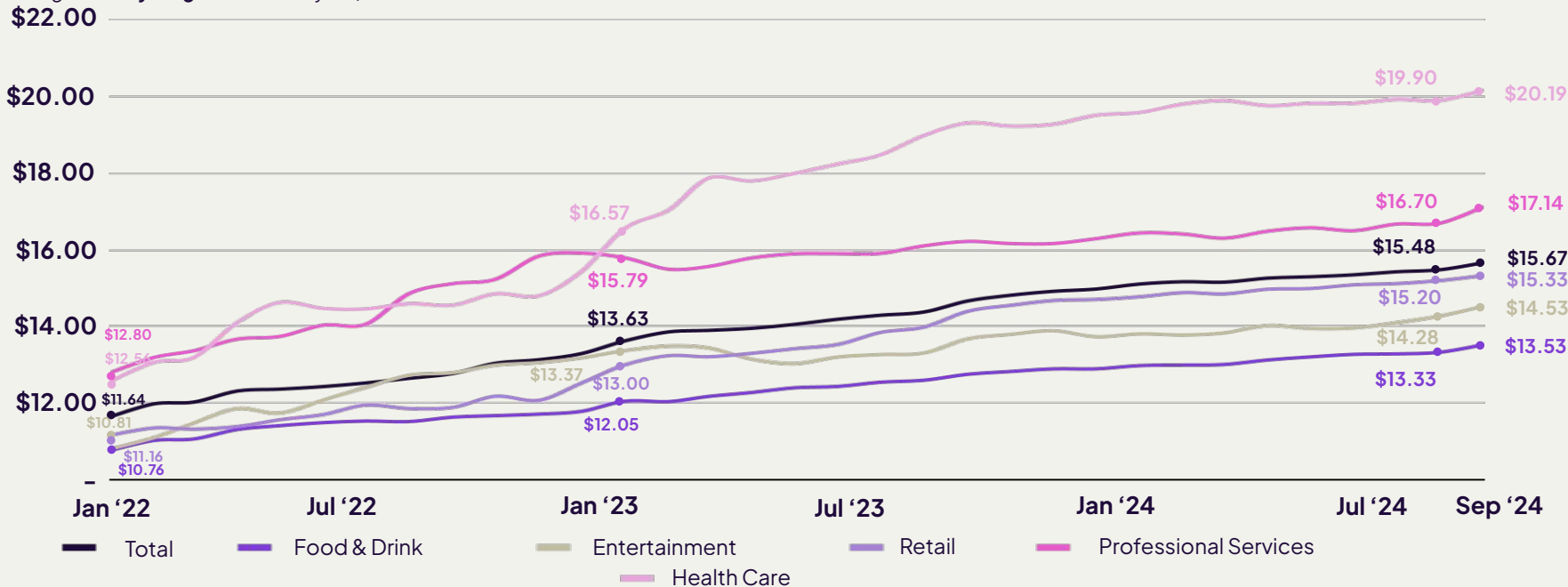
Source

[Homebase Payroll data](#)

Hourly wages continue to pick up across industries

Month over month growth in “Hourly Wages” was even across industries

(Average “Hourly Wages” across all jobs)



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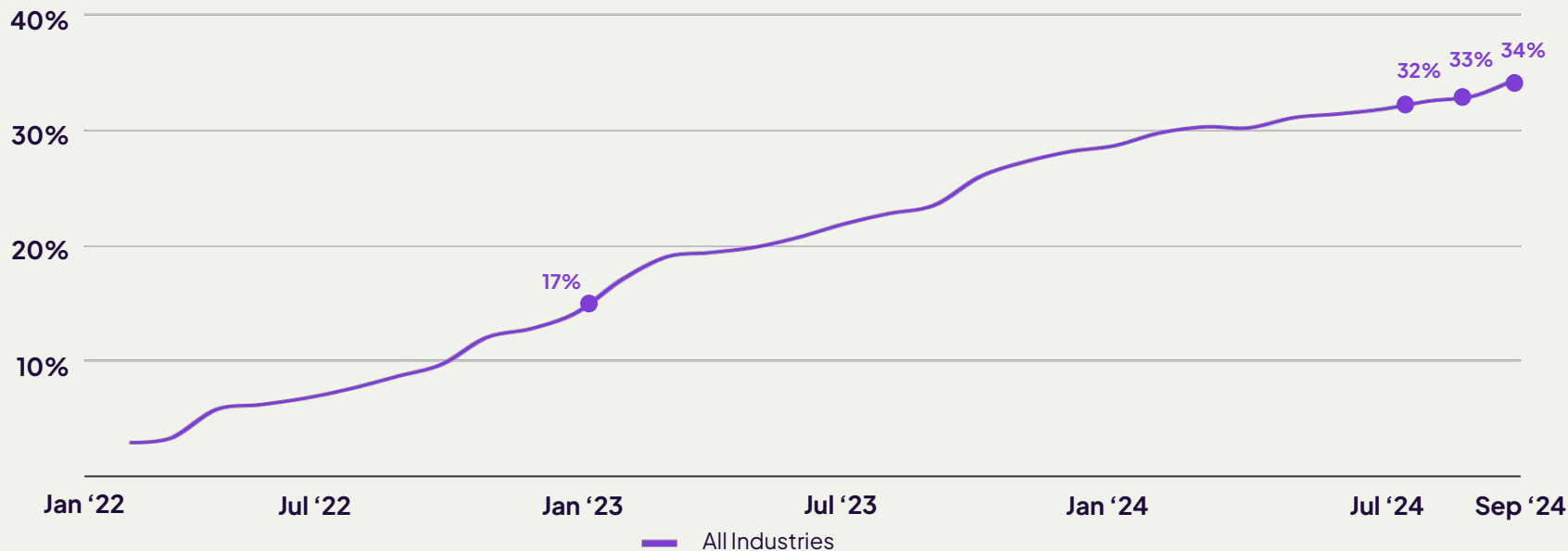
Source

[Homebase Payroll data](#)

Rising labor costs persist for small businesses

Businesses continue to experience upward cost pressure, driven by wages

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



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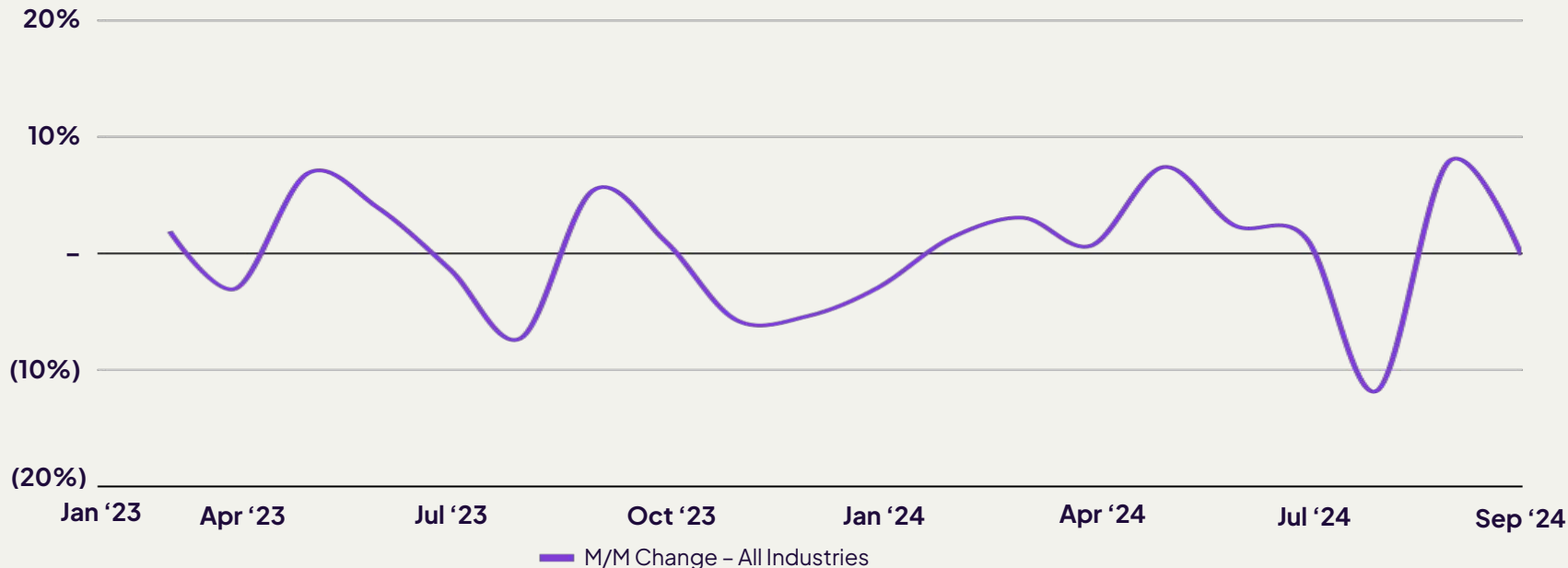
Source

[Homebase data](#)

Hiring demand was flat in September

Post-summer boom in seasonal staff turnover shifted earlier to August this year

(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.
2. A month is defined as the period from 28th of last calendar month to 27th of the current calendar month

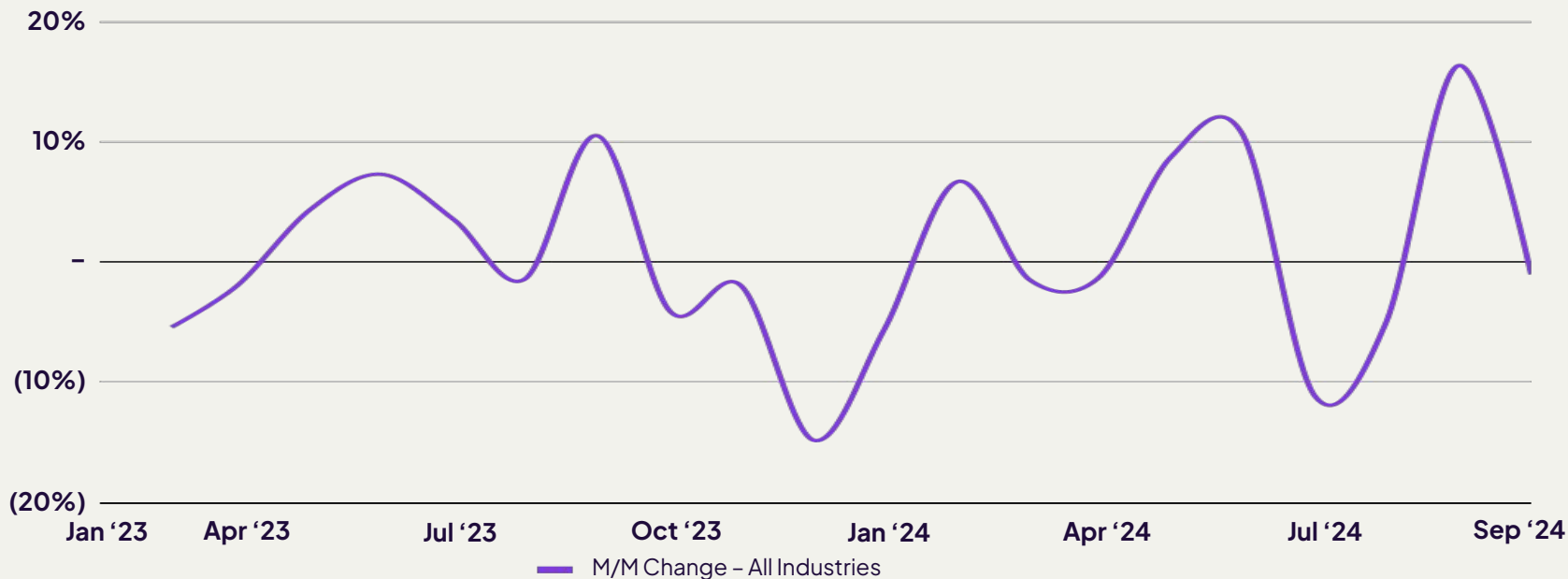
Source

[Homebase data](#)

Employee turnover came out flat compared to August

After peak summer demand, season staff has turnover mostly took place prior to September

(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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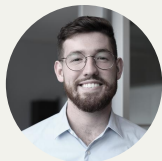
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2024**

Main Street Health Report – Labor Stats

**OCT 29,
2024**

Main Street Health Report – Wage Stats

**NOV 19,
2024**

Main Street Health Report – Labor Stats

**NOV 29,
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Main Street Health Report – Wage Stats

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