

homebase

Main Street Health

July 2021



How did Main Street fare in July?



Compared to June, the **number of employees working decreased in July by 0.4%**, indicating that summer growth may be coming to an end



Employment growth was region-dependent, with **nearly half of states flat or declining in the last month**, indicating an approaching end to the rapid bounce-back



While **states that ended additional federal unemployment benefits early saw employment decline ~0.9%**, states that kept additional benefits saw employment increase by ~2.3%



While businesses in **Republican states maintained a higher % of employees working throughout the pandemic**, businesses in **Democratic states returned to on-par levels** in the last month

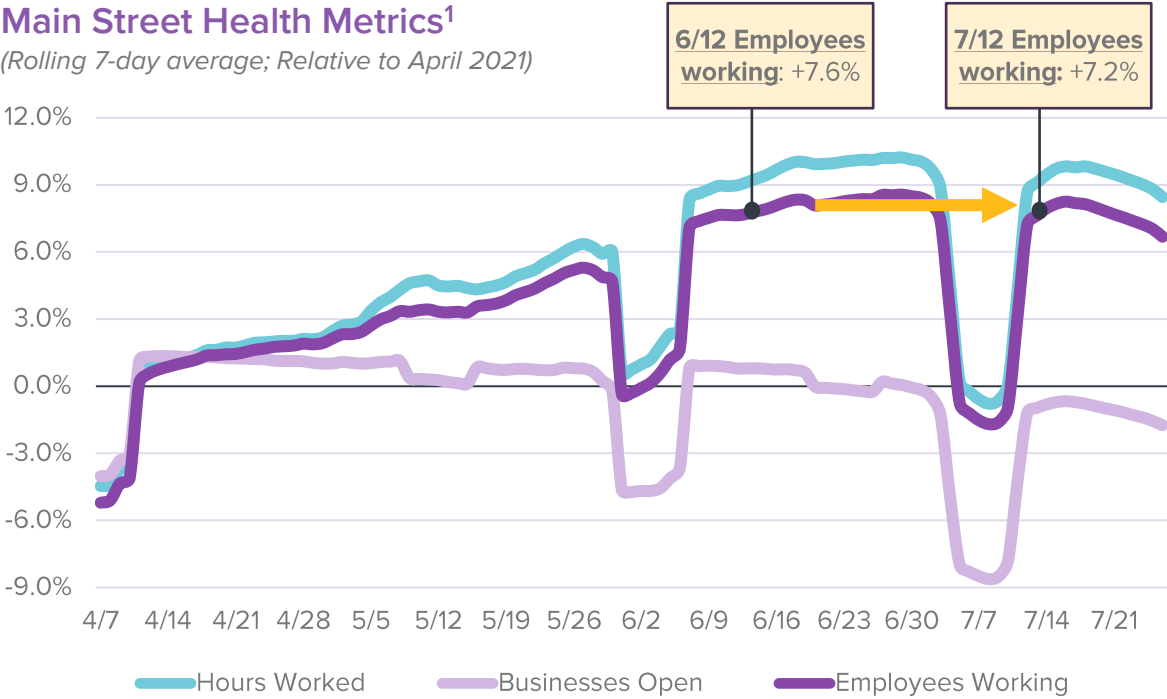


While **entertainment businesses** nearly completely shut down in April 2020 (80% decrease in employment), they **recovered well and are now employing ~16% more people than before COVID-19**

Compared to June, the number of employees working decreased in July by 0.4%

Main Street Health Metrics¹

(Rolling 7-day average; Relative to April 2021)



Jobs and hours worked declined alongside businesses open, indicating **businesses may be nearing an end to the rapid bounce-back**

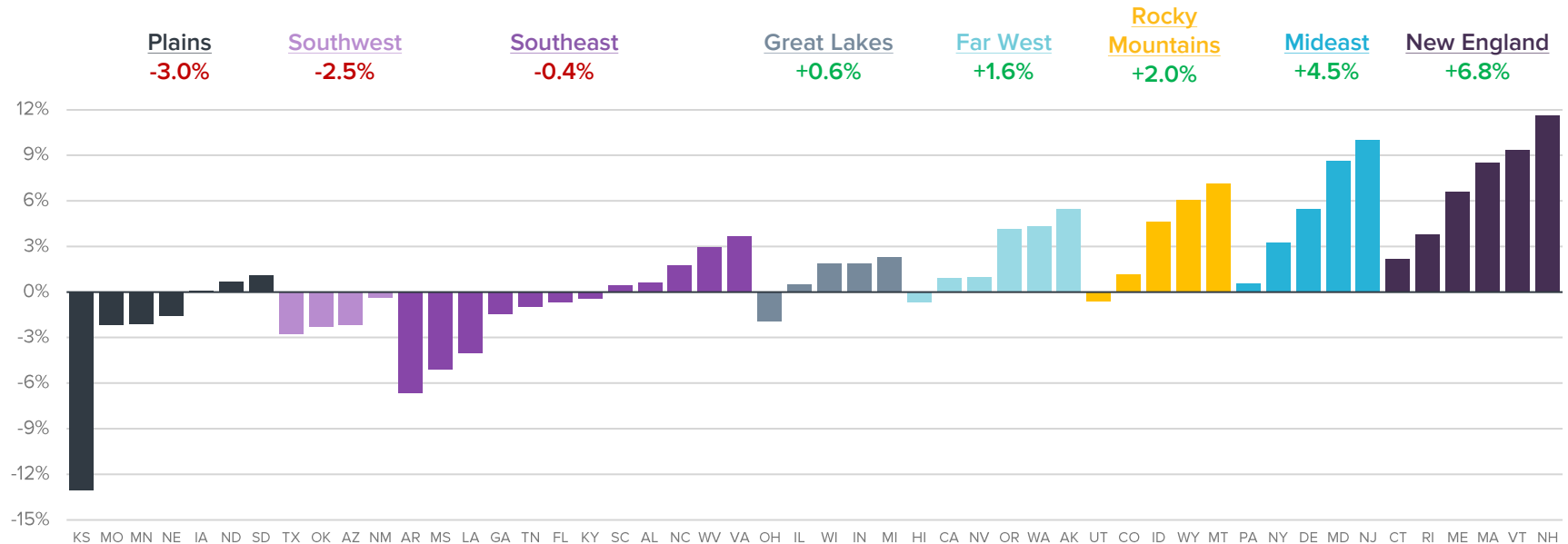
Employment in small businesses is **down 0.4% in last month** (up ~7.1% since April 2021), indicating that growth may slow as the summer ends

1. Major dips due to major U.S. holidays
Source: Homebase data

18 states and 3 regions saw declining employment in July, indicating an end to the rapid bounce-back in these areas

Percent change in employees working

(Difference between mid-June and mid-July¹; relative to April 2021 baseline)

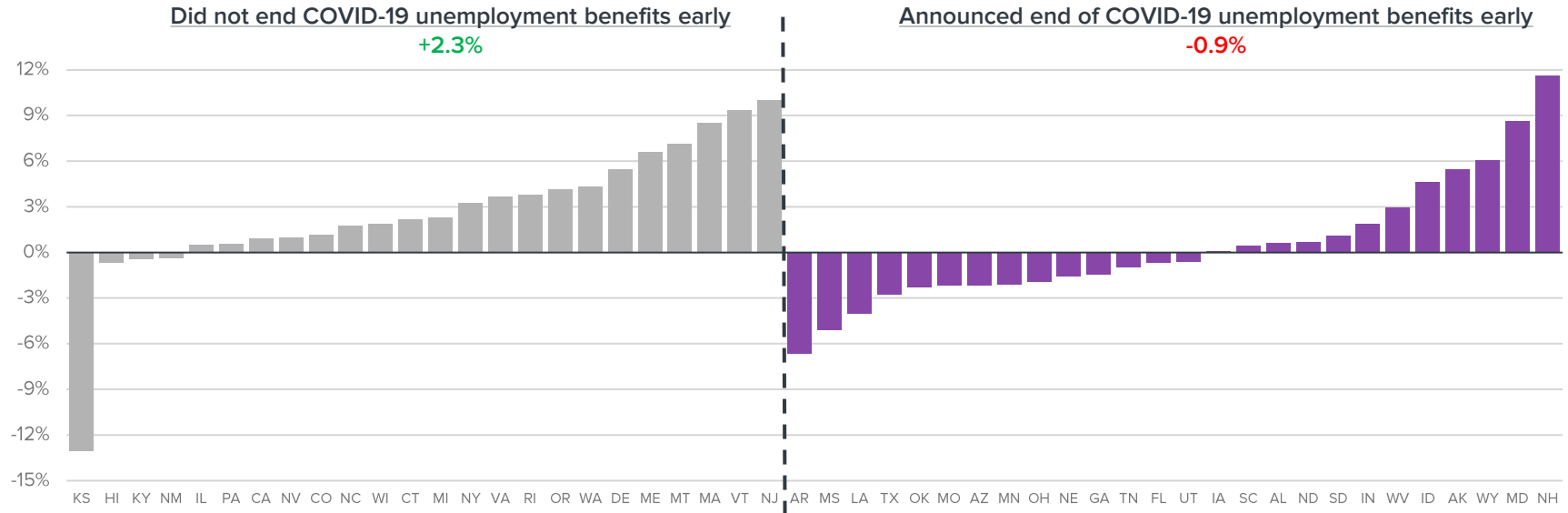


1. Average of June 6th – 12th vs. July 11th – 17th | Note: Regional averages weighted by population, based on 2019 estimates from [US Census](#)
Source: Homebase data

While states that ended additional federal unemployment benefits early saw employment decline ~0.9%, states that kept additional benefits saw employment increase by ~2.3%

Percent change in employees working

(Difference between mid-June and mid-July¹; relative to April 2021 baseline)

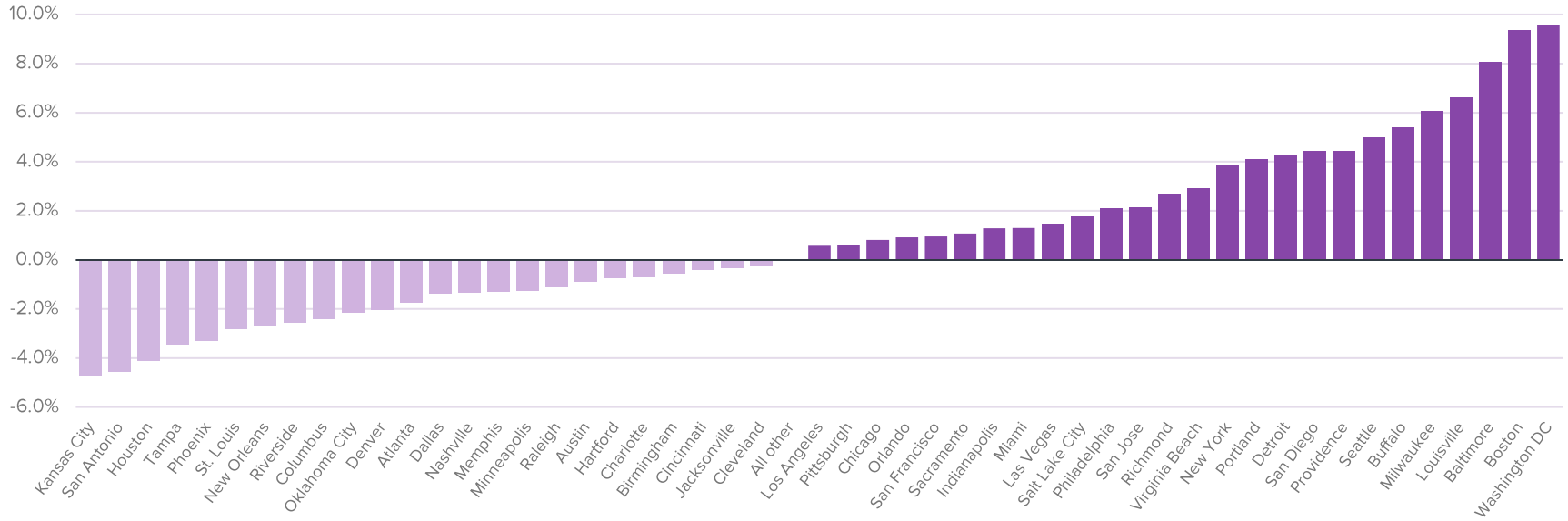


1. Average of June 6th – 12th vs. July 11th – 17th | Note: Segment averages weighted by population, based on 2019 estimates from [US Census](#)
Source: Homebase data

Only 50% of the top MSAs saw growth in July, indicating that many are nearing an end to the rapid bounce-back

Percent change in employees working

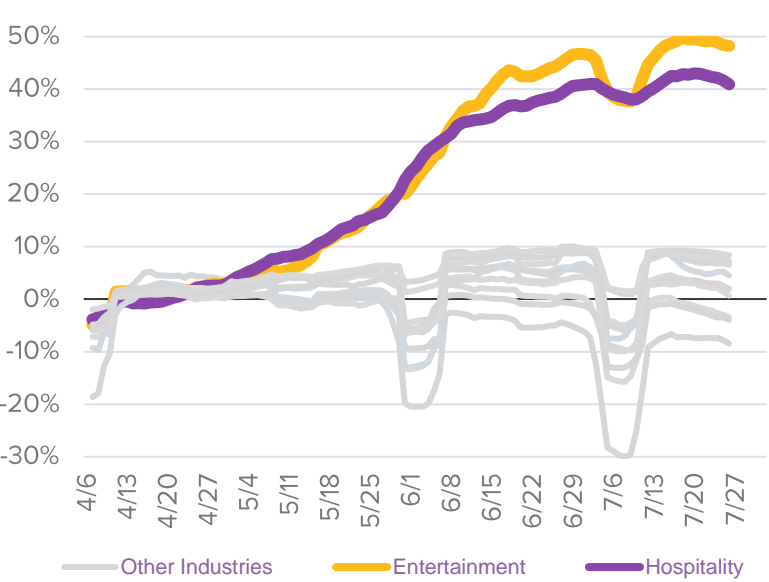
(Difference between mid-June and mid-July¹; relative to April 2021 baseline)



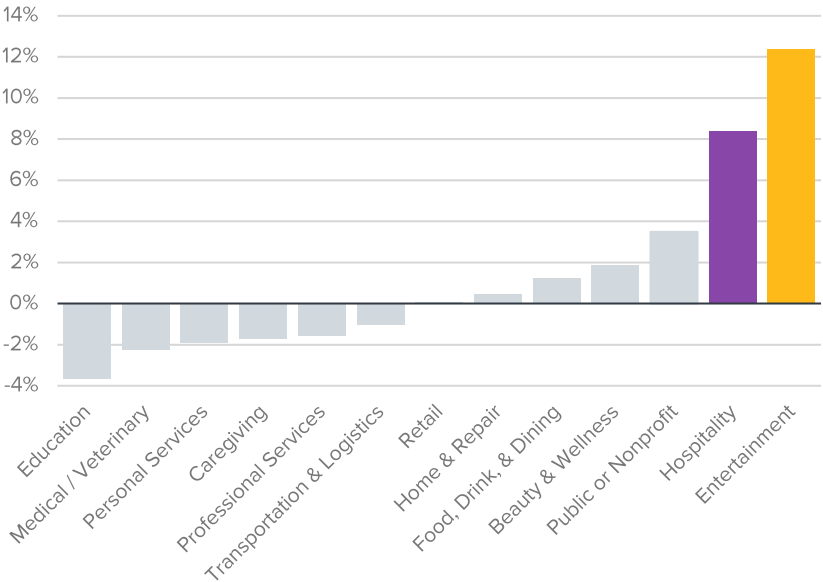
1. Average of June 6th – 12th vs. July 11th – 17th
Source: Homebase data

Entertainment and hospitality industries have increased employees working by ~40-50% since April 2021

Change in employees working²
 (Rolling 7-day average; Relative to April 2021)¹



Change in employees working
 (Mid June vs. mid July using April 2021 baseline)¹



1. Average of June 6th – 12th vs. July 11th – 17th
 2. Major dips caused by major U.S. holidays
 Source: Homebase data

COVID-19's impact on pre-pandemic businesses

Charts utilize the January 2020 dataset, which is based on Homebase data gathered from **over 60,000 businesses and 1 million hourly employees** active in the US in January 2020

All the rates compare that day vs. the average for that day of the week for the period **Jan 4, 2020 – Jan 31, 2020**

For groupings, a weighted average by state population is used to more fairly compare the relative changes



Businesses in states that voted **Republican in the 2020 election maintained higher employment throughout the pandemic**; Democratic states caught up in July



Businesses in states that maintained additional unemployment benefits have grown quicker in **2021**; they are now on-par with states that did lift benefits early



Businesses in the **Plains and Rocky Mountains maintained the highest employment rates** throughout the COVID-19 pandemic

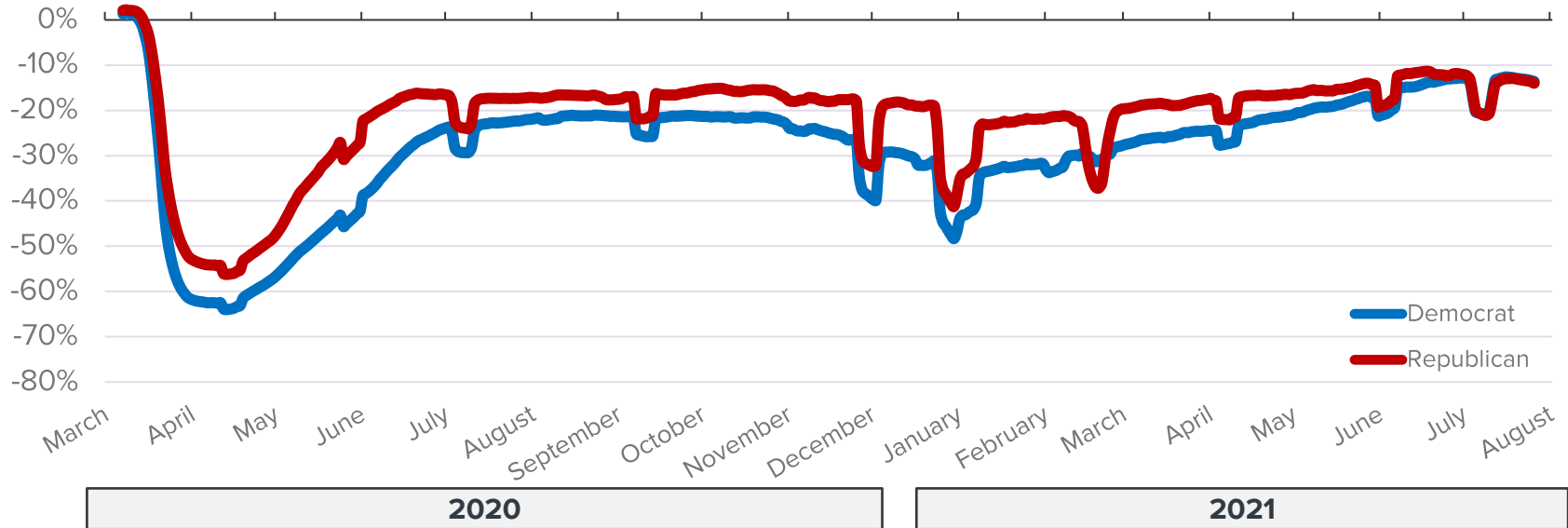


Entertainment businesses recovered well and are now **employing ~16% more people than before COVID-19**

While businesses in states that voted Republican in the 2020 U.S. presidential election maintained higher employment throughout the pandemic, businesses in Democratic states caught up in July

Percent Change in Employees Working¹

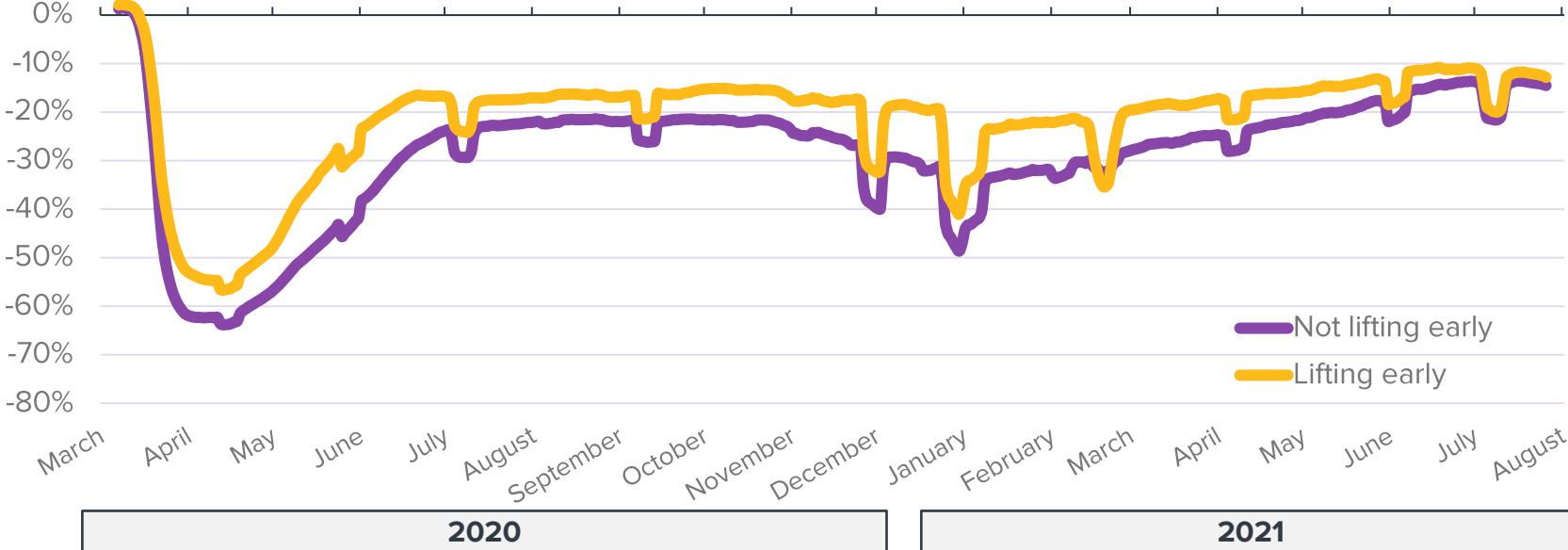
(Rolling 7-day average; Relative to January 2020)



Businesses in states that did not lift additional federal unemployment benefits early have grown quicker in 2021 and are now on-par with businesses in states that lifted benefits early

Percent Change in Employees Working¹

(Rolling 7-day average; Relative to January 2020)

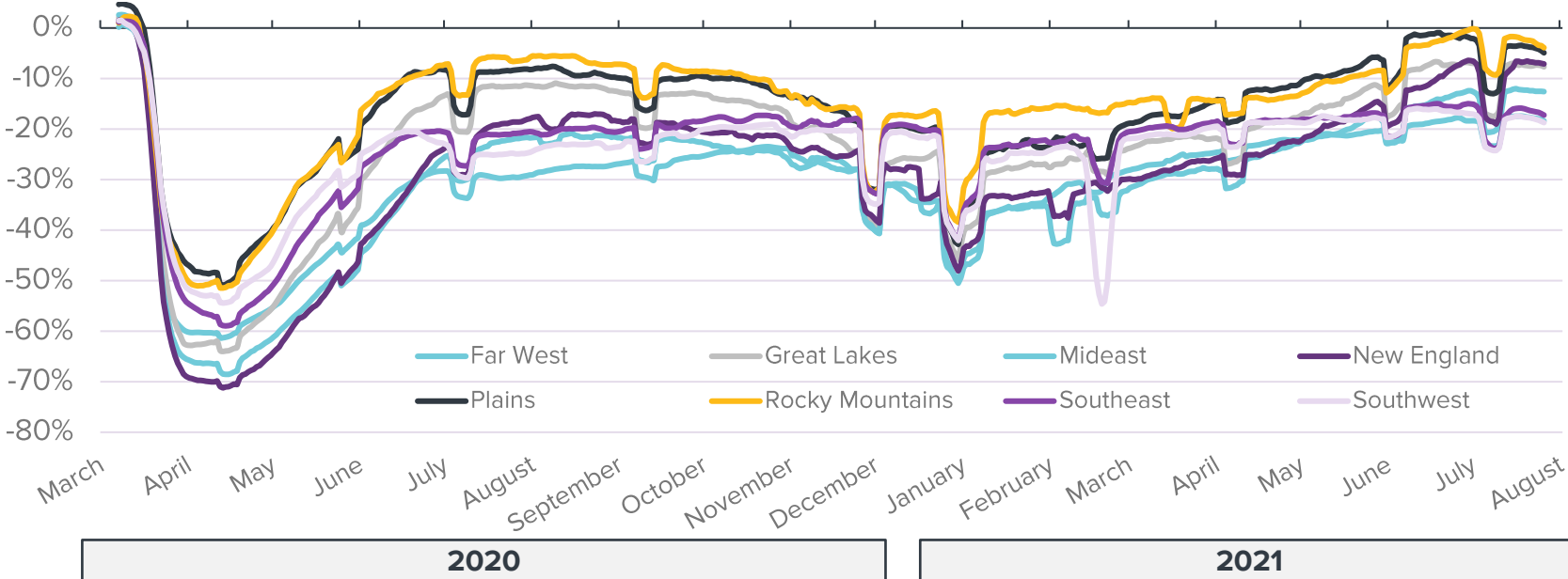


1. Major dips are caused by major U.S. holidays
 2. State data is weighted by population (Not lifting = 183m; Lifting = 145m)
 Source: Homebase data

Businesses in the Plains and Rocky Mountains maintained the highest employment rates throughout the COVID-19 pandemic

Percent Change in Employees Working¹

(Rolling 7-day average; Relative to January 2020)



1. Major dips are caused by major U.S. holidays
 2. Regional data is weighted by population
 Source: Homebase data

While entertainment businesses nearly completely shut down in April 2020 (80% decrease in employment), they have recovered well and are now employing ~16% more people than before COVID-19

Percent Change in Employees Working¹

(Rolling 7-day average; Relative to January 2020)



How has Homebase data been validated?



We've partnered with **academics, researchers, and policy makers** to validate and improve Homebase data

- The St. Louis Federal Reserve has named [Homebase data](#) as one of the top economic indicators for the current crisis and used [Homebase data](#) to predict unemployment
- Researchers at Yale used [Homebase data](#) to determine the impact of expanded UI benefits on employment
- Researchers at Drexel used [Homebase data](#) to estimate the “true” unemployment rate
- A team at UChicago and Berkeley used [Homebase data](#) to show disparate impacts across different groups

Methodology and definitions

The January 2020 dataset is based on Homebase data gathered from **over 60,000 businesses and 1 million hourly employees** active in the US in January 2020

All the rates compare that day vs. the average for that day of the week for the period **Jan 4, 2020 – Jan 31, 2020**

The April 2021 dataset does the same, except it looks at the period **April 3, 2021 – April 30, 2021**



“**Hours worked**” is calculated from hours recorded in Homebase timecards

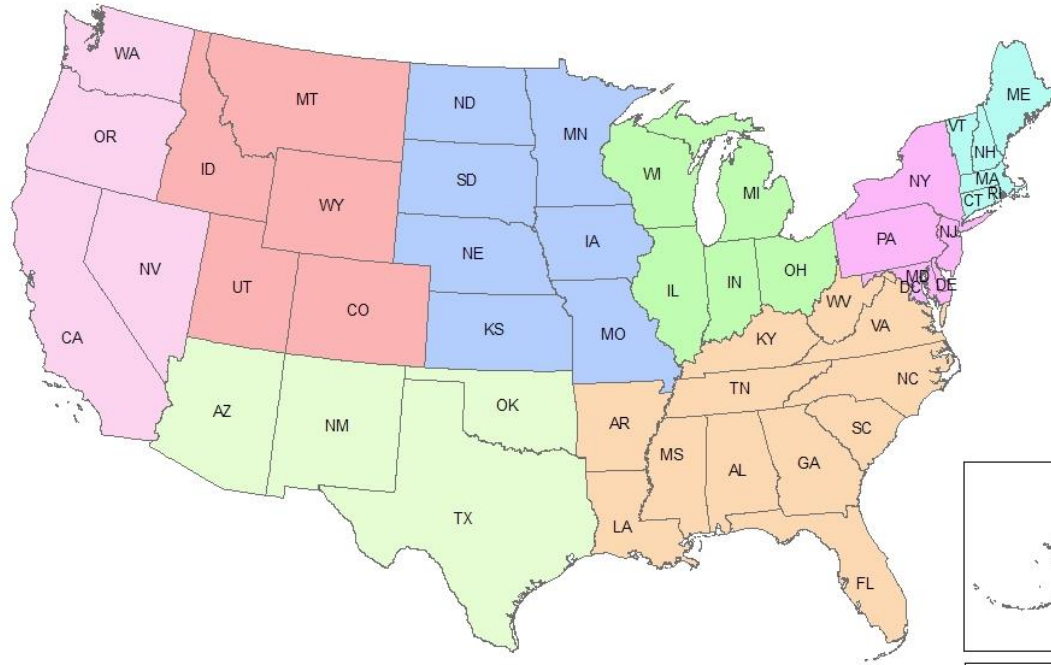


“**Locations open**” is based on whether a business had at least one employee clock-in

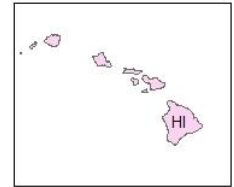


“**Employees working**” is based on the distinct number of hourly workers with at least one clock-in

Backup I US Bureau of Economic Analysis Regions



U.S. Bureau of Economic Analysis Regions



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We're tools built for the busiest businesses, so owners and employees can spend less time on paperwork and more time on what matters.

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