

homebase

Main Street Health

August 2021



How did Main Street fare in August?



Compared to July, the **number of employees working and businesses open decreased by ~4% and ~2.5% respectively** in August, indicating that small businesses may be experiencing impact from the COVID-19 Delta variant



All states except three saw declining employment in August, indicating nation-wide impact of COVID-19 on jobs



States that ended additional benefits early continue to see slower employment (4.3% decline in August) compared to those that maintained additional benefits (3.1% decline in August)

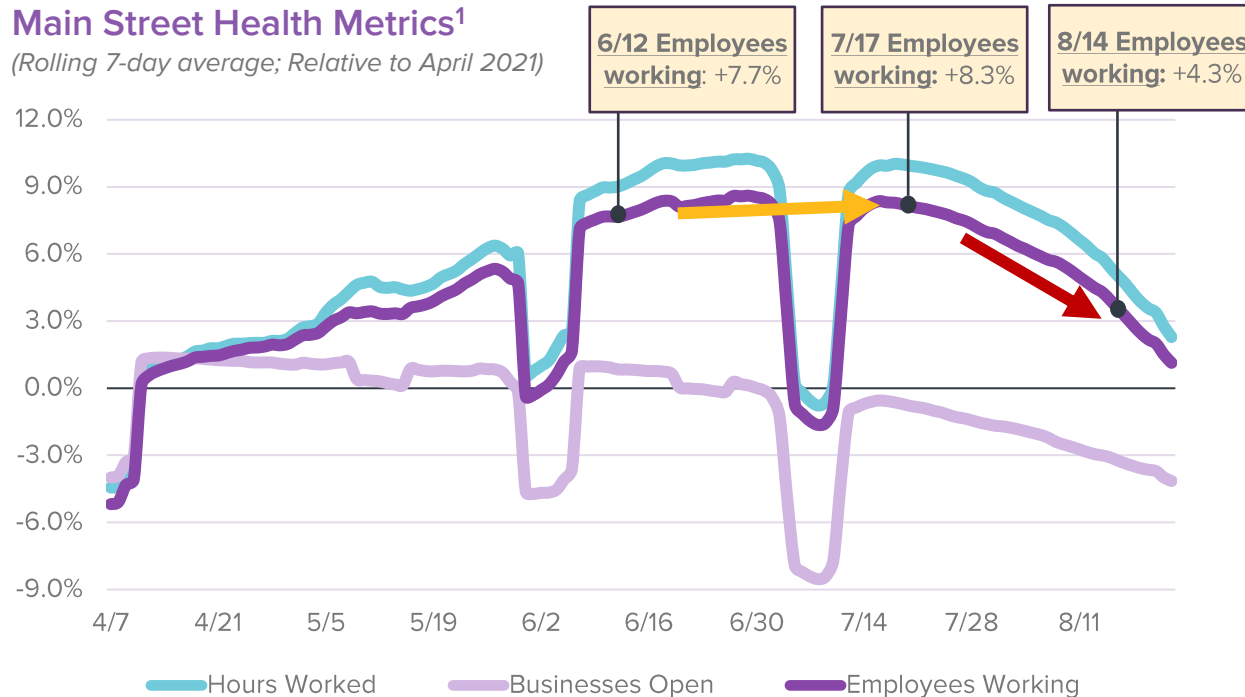


Entertainment and hospitality industries saw employment growth abruptly reverse in August, with employment decreasing by ~35% and ~20% respectively since July peaks

Compared to July, the number of employees working decreased in August by ~4%

Main Street Health Metrics¹

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



Our **small businesses open metric** declined ~2.5% in August (down ~4.2% since April 2021)

Jobs and hours worked declined alongside businesses open, indicating **businesses may be experiencing slow downs from the COVID-19 Delta variant**

1. Major dips due to major U.S. holidays

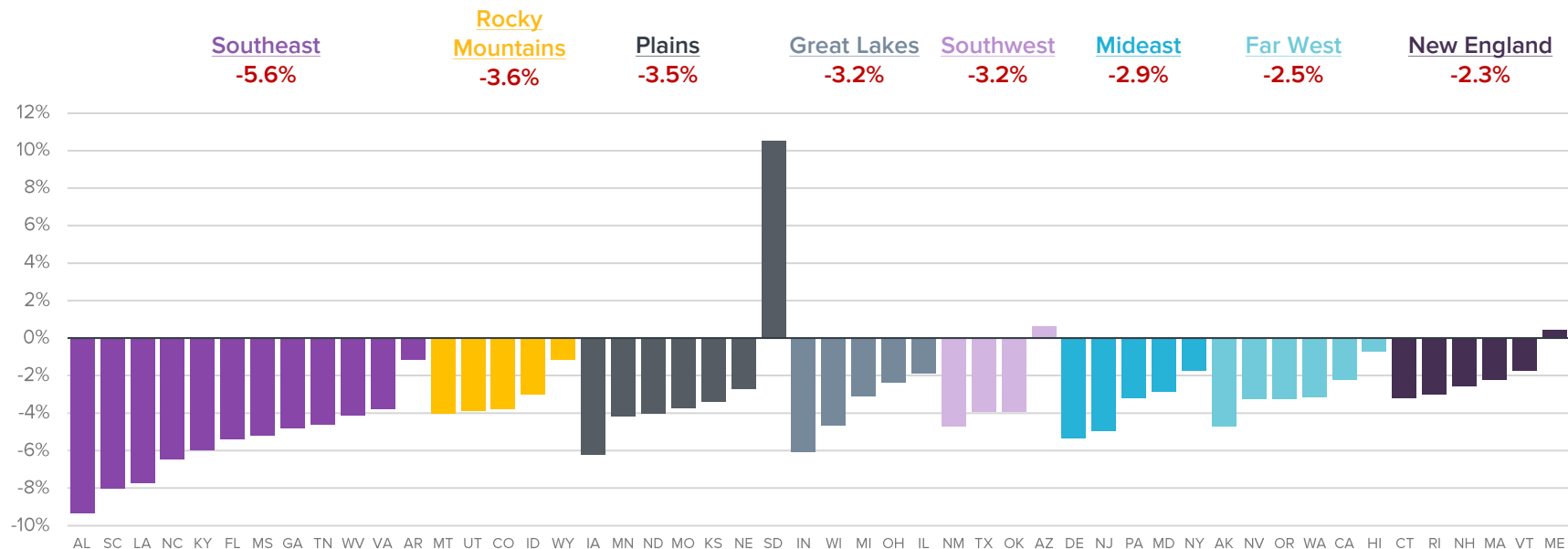
2. Dates represent the BLS reference week for each month

Source: Homebase data

All states except three saw declining employment in August, indicating nation-wide impact of COVID-19 on jobs

Percent change in employees working

(Mid July vs. mid August using April 2021 baseline)¹



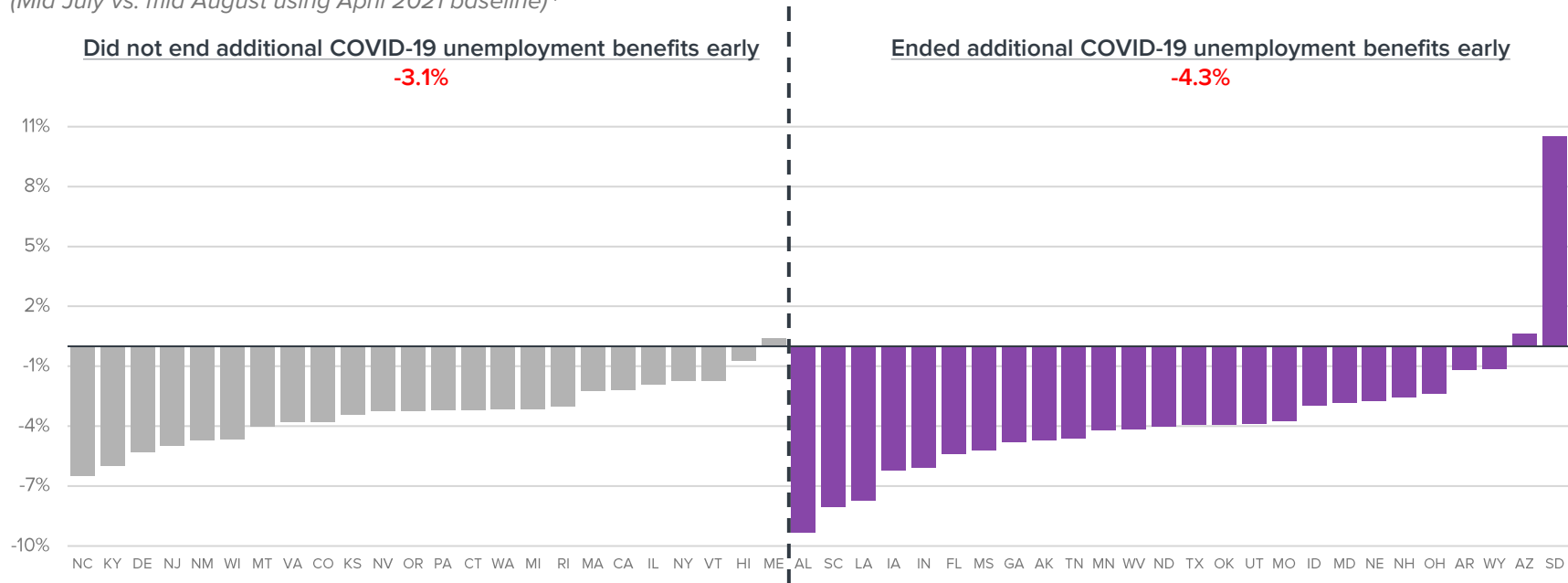
1. Average of July 11th – 17th vs August 8th – 14th | Note: Regional averages weighted by population, based on 2019 estimates from [US Census](#)

Source: Homebase data

States that ended add'l benefits early continue to see slower employment compared to those that maintained benefits

Percent change in employees working

(Mid July vs. mid August using April 2021 baseline)¹

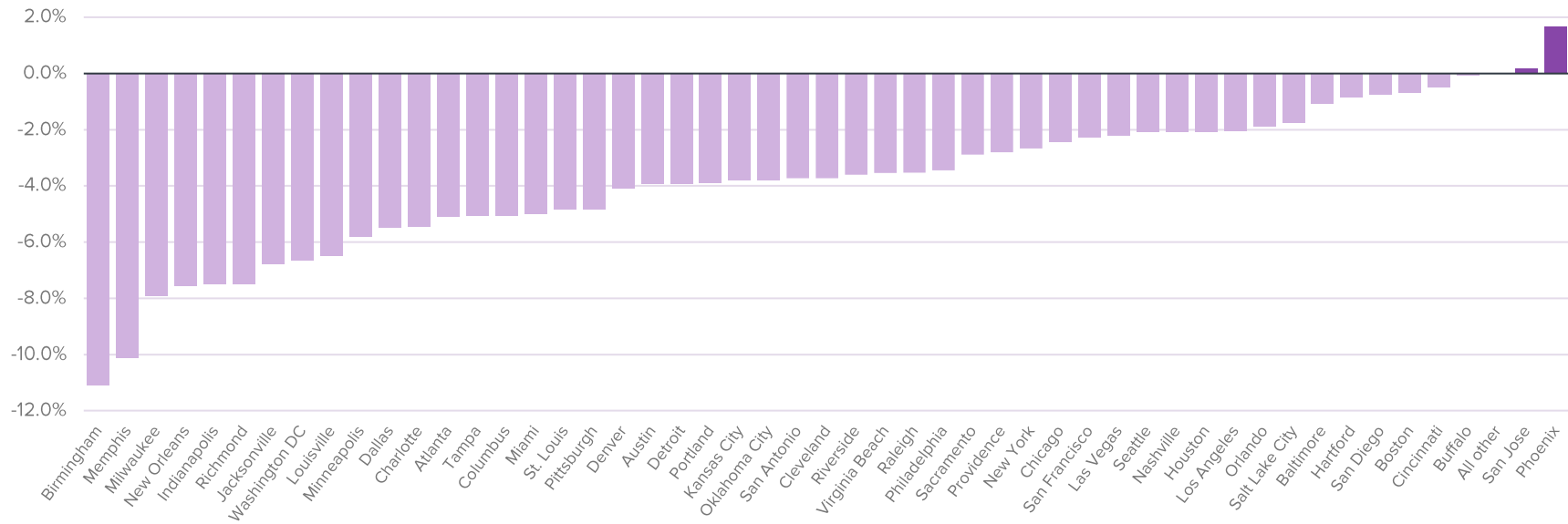


1. Average of July 11th – 17th vs August 8th – 14th | Note: Segment averages weighted by population, based on 2019 estimates from [US Census](#)
Source: Homebase data

All top 50 MSAs except two saw declining employment in August, indicating that the Delta variant is impacting jobs

Percent change in employees working

(Mid July vs. mid August using April 2021 baseline)¹

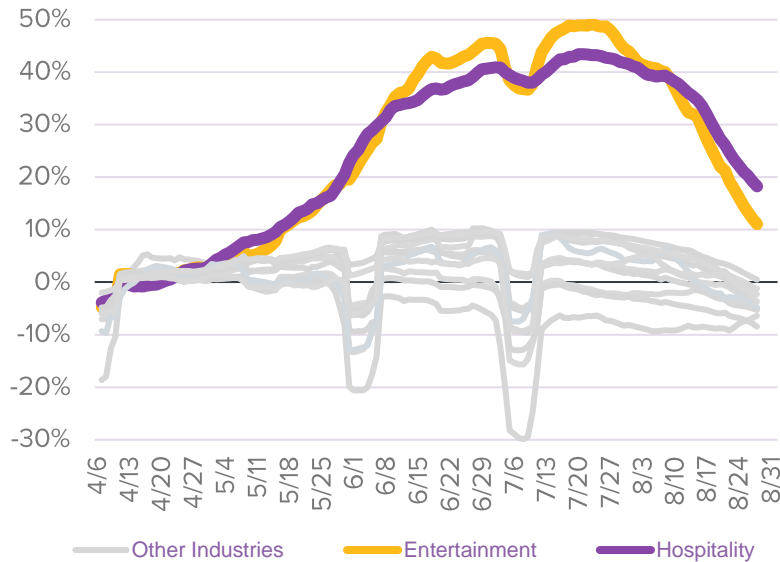


1. Average of July 11th – 17th vs August 8th – 14th
Source: Homebase data

Entertainment and hospitality industries decreased employment by ~35% and ~20% respectively since July peaks

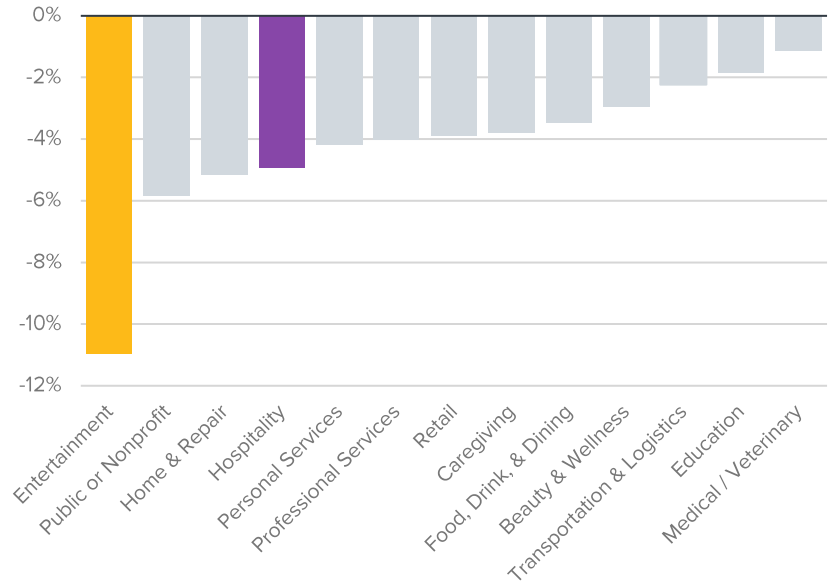
Change in employees working²

(Rolling 7-day average; Relative to April 2021)¹



Change in employees working

(Mid July vs. mid August using April 2021 baseline)¹



1. Average of July 11th – 17th vs August 8th – 14th

2. Major dips caused by major U.S. holidays

Source: Homebase data

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

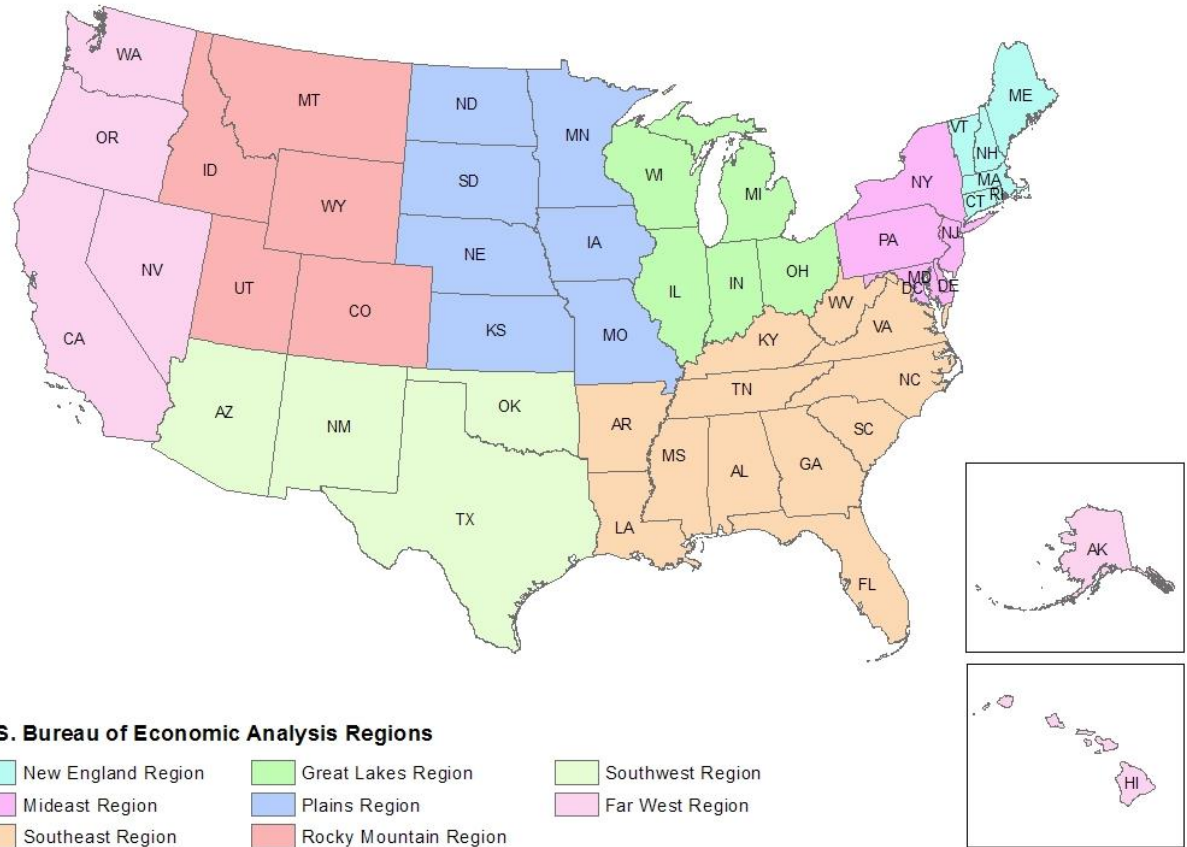


“**Locations open**” is based on whether a business had at least one employee clock-in



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

Backup | US Bureau of Economic Analysis Regions



Contact us



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Please reach out for comment or if
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Homebase makes work easier for 100,000+ small (but mighty) businesses with everything they need to manage an hourly team: employee scheduling, time clocks, team communication, hiring, onboarding, and compliance.

We are not Human Capital Management. We are not HR Software.

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

If you use any Homebase
content, please kindly consider
including a link to:

<https://joinhomebase.com/data>

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