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**UKG WORKFORCE  
ACTIVITY REPORT**

November 2024



# Activity bounces back after October labor disruptions

Retail, transportation, warehousing propel holiday activity to strong start.

By analyzing weekly employee shift work trends across ~6.2 million active U.S. employees, this index provides directional insight into the health of the frontline working economy.

See historical weekly reports at [UKG.com/WorkforceActivityReport](https://UKG.com/WorkforceActivityReport).



1.8% mix of holiday growth, October rebound

# Executive summary

November 2024



## Mid-month shift growth

0.0%	June
-0.8%	July
-1.8%	August
0.4%	September
-1.9%	October
1.8%	November



## Shift growth by company size

2.2%	<100
3.5%	101-500
0.6%	501-1,000
1.8%	1,001-2,500
3.7%	2,501-5,000



## Monthly trends

0.1%	November 2020
1.4%	November 2021
0.3%	November 2022
0.4%	November 2023
1.8%	November 2024



## Regional outlook

0.9%	Southeast
0.9%	West
4.3%	Midwest
0.9%	Northeast



## Shift growth by industry<sup>1</sup>

1.9%	Healthcare
-0.6%	Manufacturing
2.4%	Retail, food service, & hospitality
3.3%	Services & distribution
4.2%	Public sector



## The UKG point of view

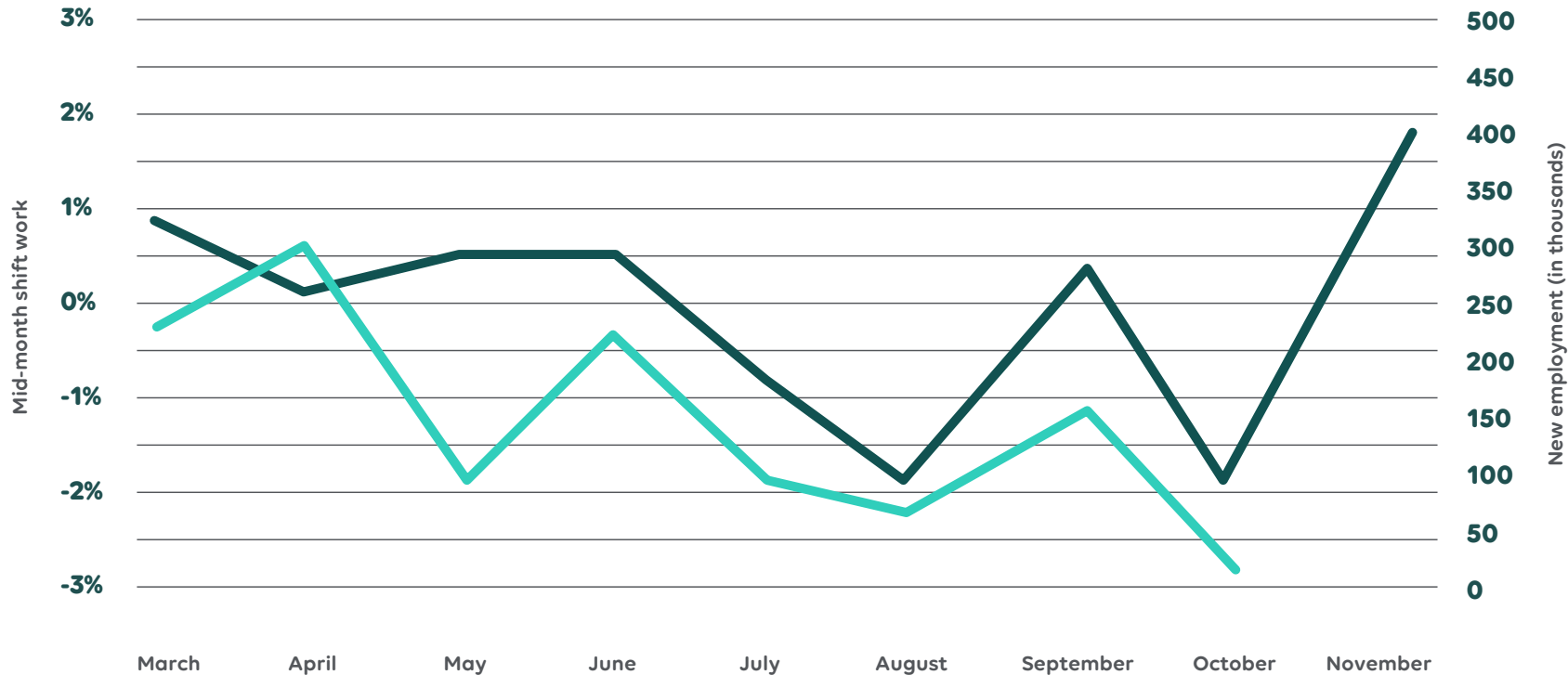
"If all the advertising makes it feel like the holiday shopping season started a bit earlier this year, UKG workforce activity agrees. With Thanksgiving coming late, and retailers expecting mixed results overall, we saw a measurable increase in November throughout the retail, warehousing, and transportation segments, as businesses have lengthened the season to maximize their opportunities for success."

**Eddie Hearn, Ph.D.**  
Lead Labor Economist, UKG

## Workforce activity and job creation: Tracking shift levels during the mid-month week



Workforce activity  
increased 1.8%



High-frequency UKG® shift data correlates each month with new employment gains reported by the U.S. Department of Labor — providing an indication of the direction of jobs recovery. The UKG data often comes into even closer alignment following ensuing Department of Labor revisions.

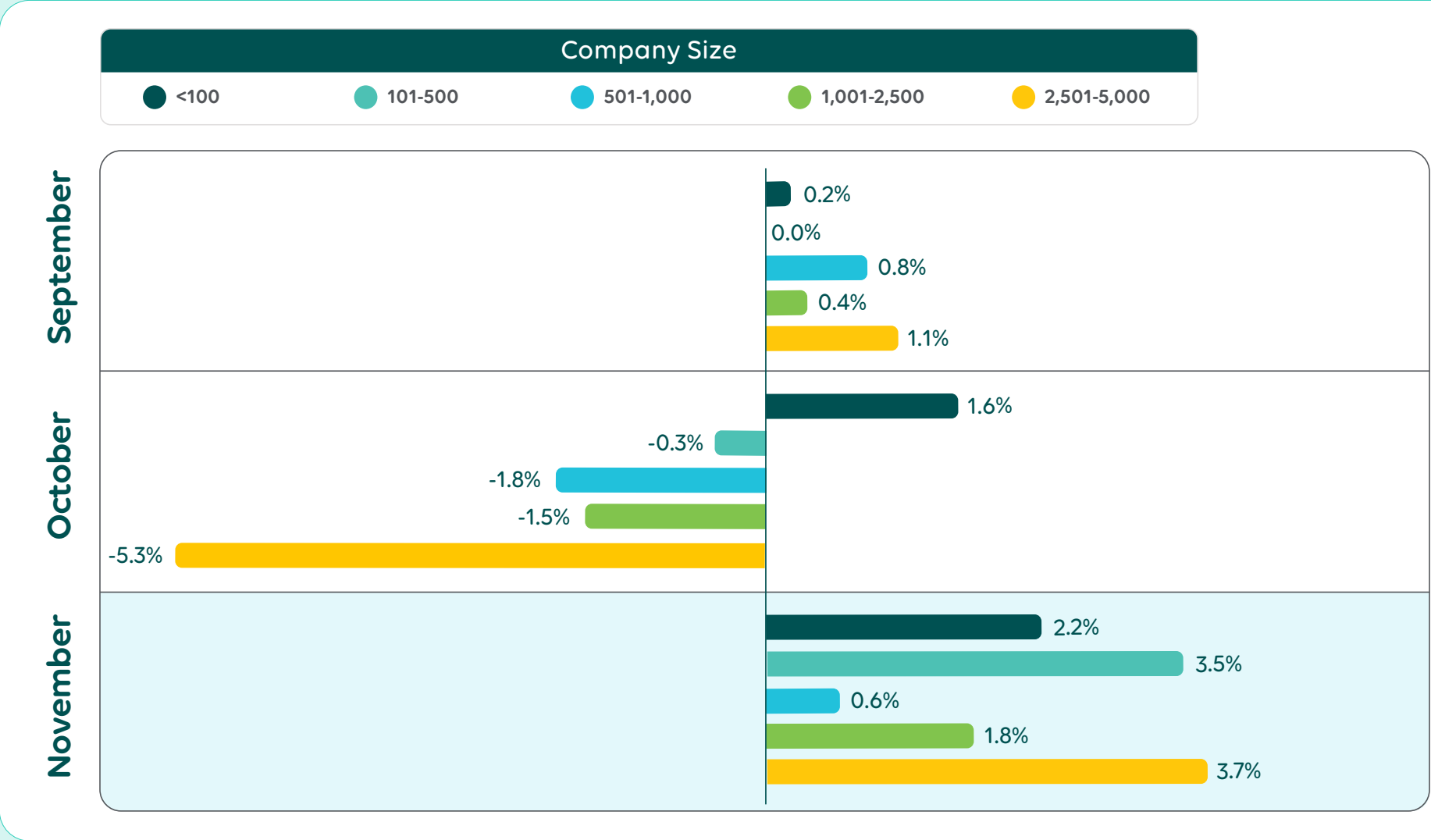
- UKG Shifts Worked
- BLS New Employment (in thousands)

# Shift recovery: Company size

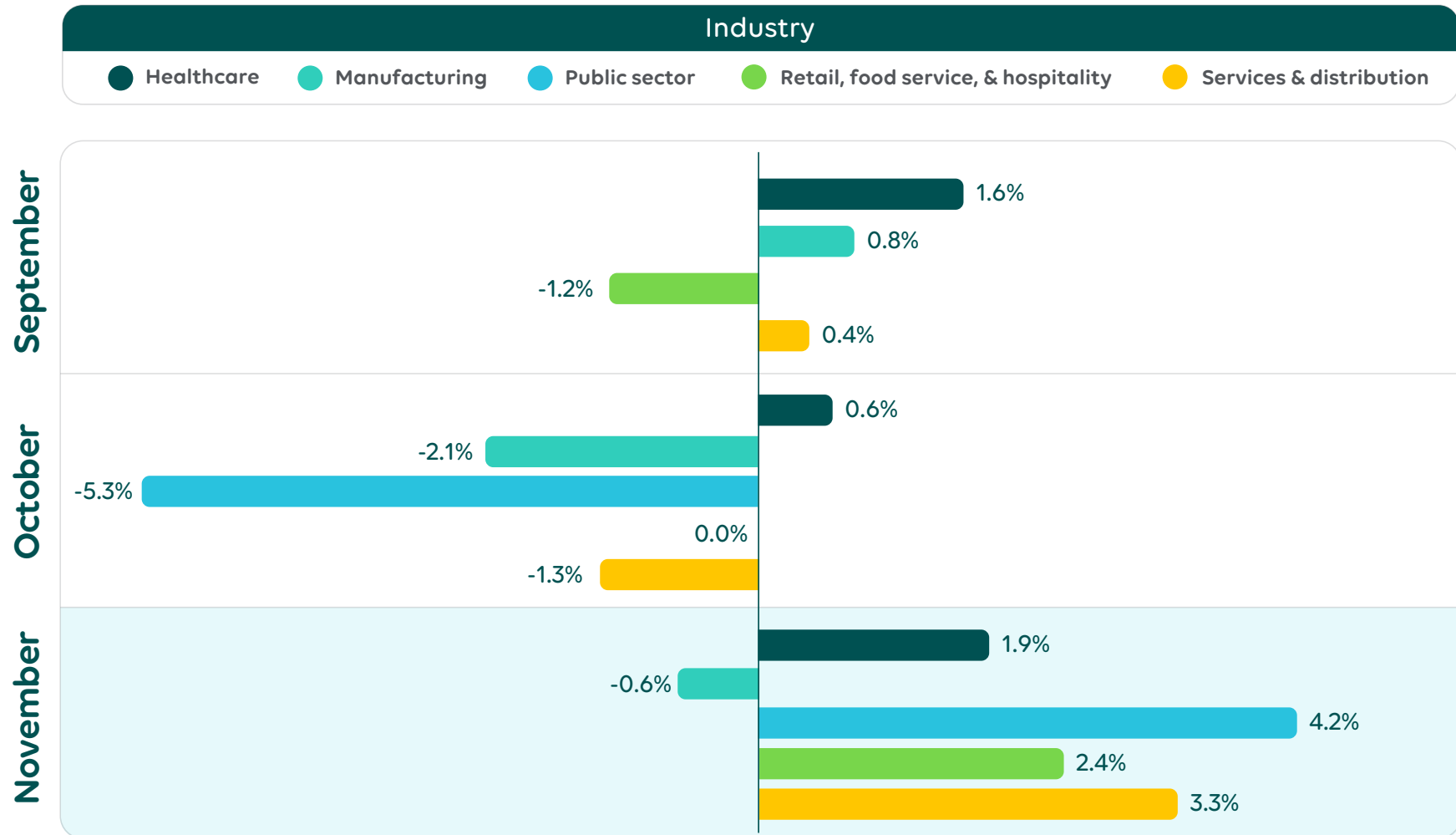
Businesses of all size segments experienced growth



For just the third time in 2024, employment size segments experienced growth across the board, with the smallest and largest businesses enjoying their biggest gains of the year during November. However, it's important to note these gains are partially influenced by depressed activity in October.



## Shift recovery: Industry

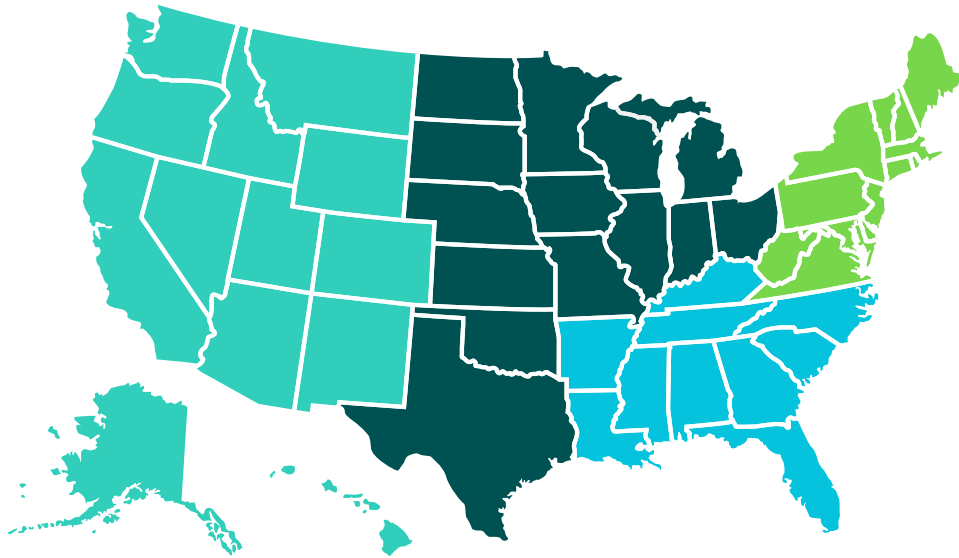


Holiday shopping-related workforce activity ticked up earlier this year

Retail and S&D drove positive results — specifically, transportation and warehousing — which outperformed workforce activity in prior years as the holiday shopping supply chain kicked into high gear earlier than usual.

## Shift recovery: U.S. landscape

While the COVID-19 pandemic created regional inconsistencies in workforce activity from 2020-2022, large variations in regional changes today can often be attributed to localized events such as extreme weather emergencies.



Steady growth nation-wide as the holiday season takes hold.

### ● Northeast

Sept: 2.1%

Oct: 0.0%

Nov: 0.9%

### ● Southeast

Sept: -1.6%

Oct: -3.7%

Nov: 0.9%

### ● Midwest

Sept: -0.2%

Oct: -1.0%

Nov: 4.3%

### ● West

Sept: 0.3%

Oct: -1.4%

Nov: 0.9%

## Upcoming Reports



**January 7:** UKG Workforce Activity Report, December



**February 4:** UKG Workforce Activity Report, January



**March 4:** UKG Workforce Activity Report, February



Register to attend our monthly labor market briefing at 10:00 a.m. ET each month on the Tuesday prior to the BLS employment report publication by emailing [media@ukg.com](mailto:media@ukg.com).



# Methodology

The Workforce Activity Report by UKG is an index that measures week-by-week metrics including employee shifts worked and pay statements from 4.5 million employees across more than 40,000 U.S. businesses.

“Shifts worked” is a total derived from aggregated employee time and attendance data and reflects the number of times that employees — especially those who are paid hourly or must be

physically present at a workplace to perform their jobs — “clock in” and “clock out” via a time clock, mobile app, computer, or other device at the beginning and end of each shift.

<sup>1</sup>Public sector data, which includes K-12 education, is occasionally omitted because various seasonal breaks create large fluctuations in workforce activity, which are predicted and expected.

<sup>2</sup>In July 2024, UKG updated its methodology, which may have resulted in minor variations in data. While all data prior to July 2024 remains valid and accurate, please consult reports published from August 2024 and forward for the most up-to-date view of workforce activity.

For more information  
please contact:

[media@ukg.com](mailto:media@ukg.com)

For the latest data reports, visit:

[UKG.com/WorkforceActivityReport](https://UKG.com/WorkforceActivityReport)



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