

MAIN STREET HEALTH REPORT

May 2025

Labor and Wage Stats





MAIN STREET AT A GLANCE

Main Street Momentum Slips Ahead of Summer



Labor participation and employee activity moderates, reflecting cautious economic optimism ahead of summer



Northeast and Midwest remain robust; regional and sector disparities emerge as some industries slow

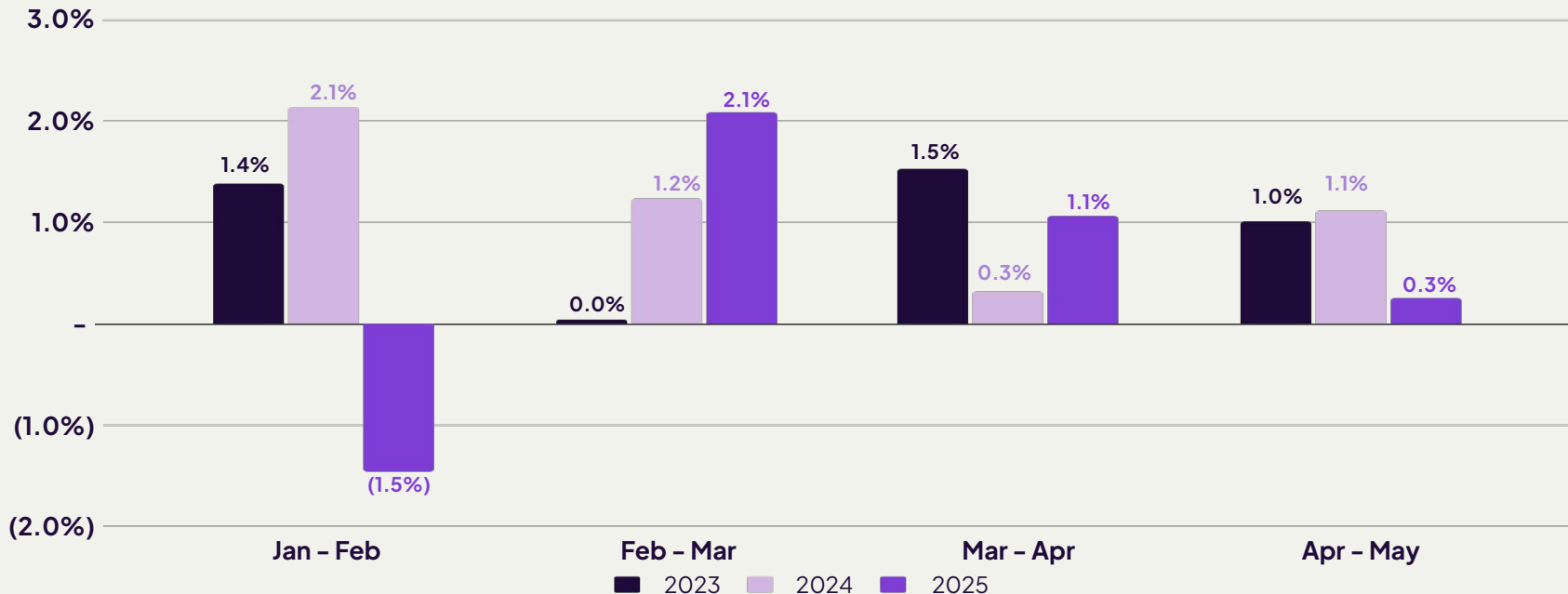


Wage growth eases, monthly hiring uptick masks an annual decline, and turnover increases seasonally yet remains below last year's levels

Labor Participation Growth Falters

Dip in 'Employees Working' signals cautious outlook for upcoming peak season

(Monthly change in 7-day average of "Employees Working", relative to January of respective year)



Notes

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

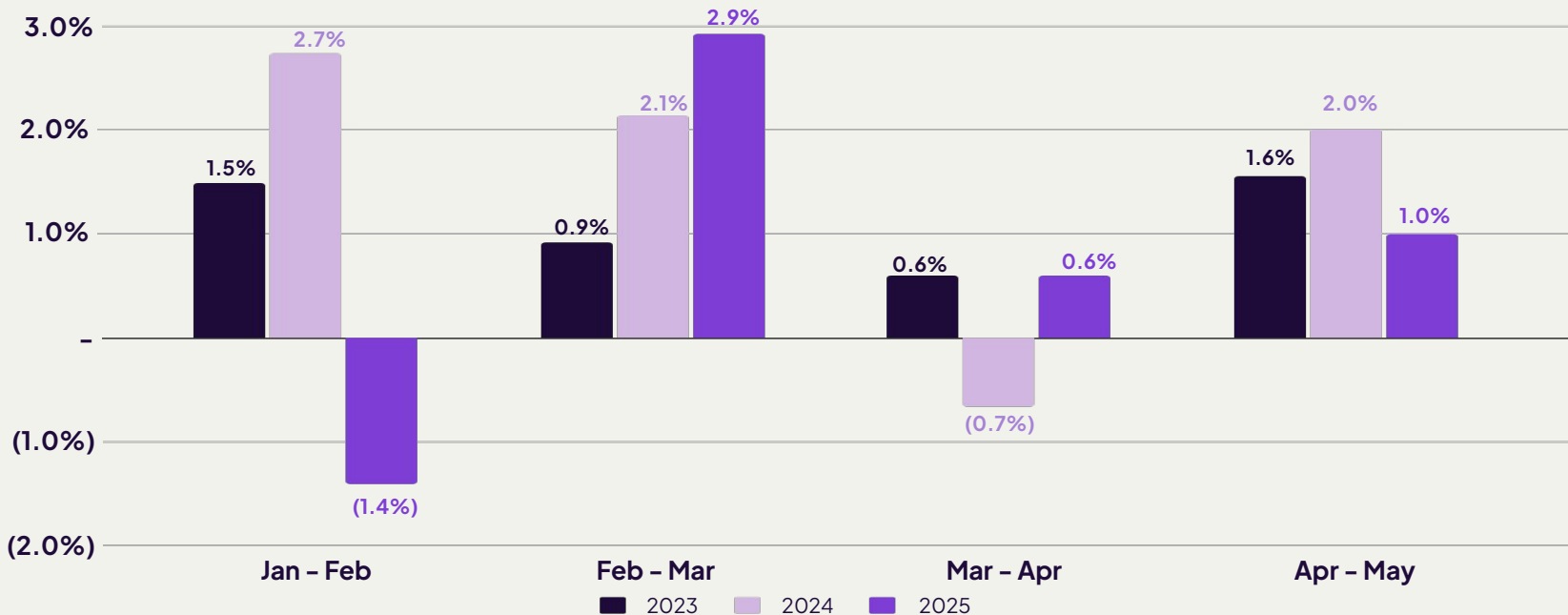
Source

[Homebase data](#)

Employee Activity Trails Prior Years

Gains in ‘Hours Worked’ reflect seasonal summer boost but they’re modest compared to prior years

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



Notes

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

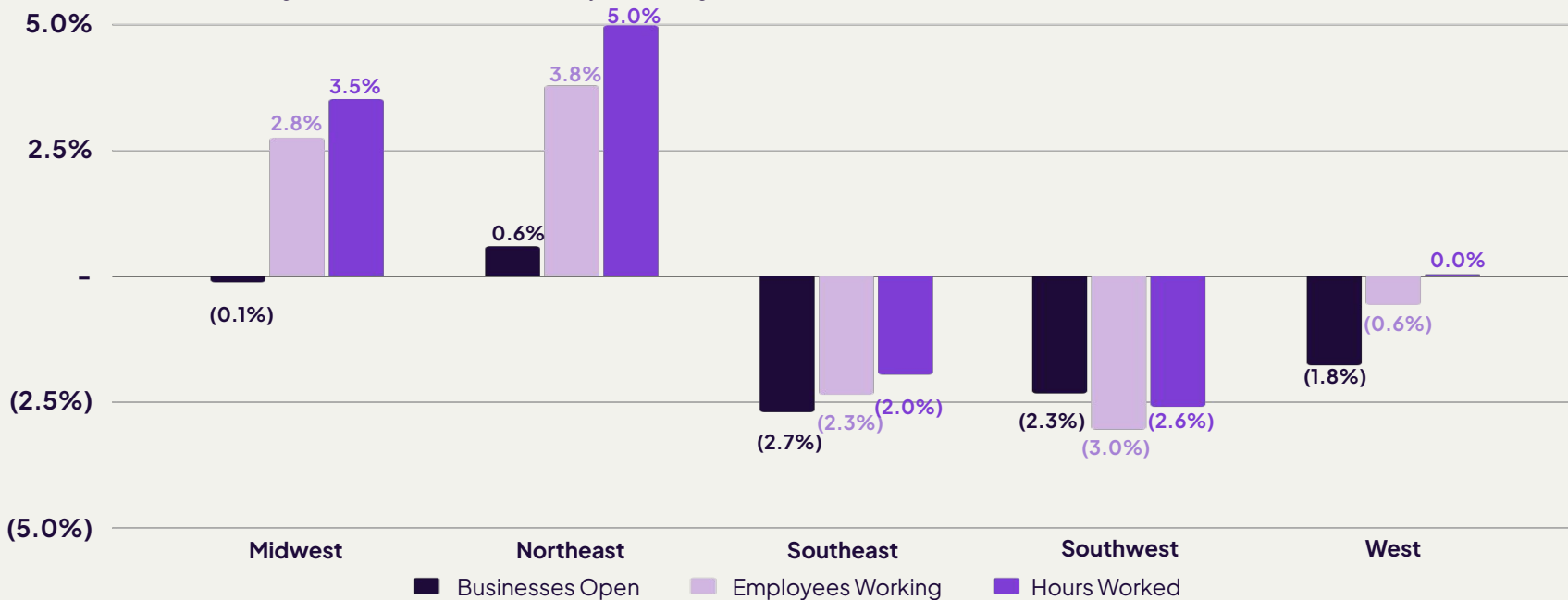
Source

[Homebase data](#)

Northeast Shines Amid High Regional Variance

Business activity slows down in Southern and Western states, highlighting uneven regional growth

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



Notes

1. Apr 06 - 12 vs May 11 - 17
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.

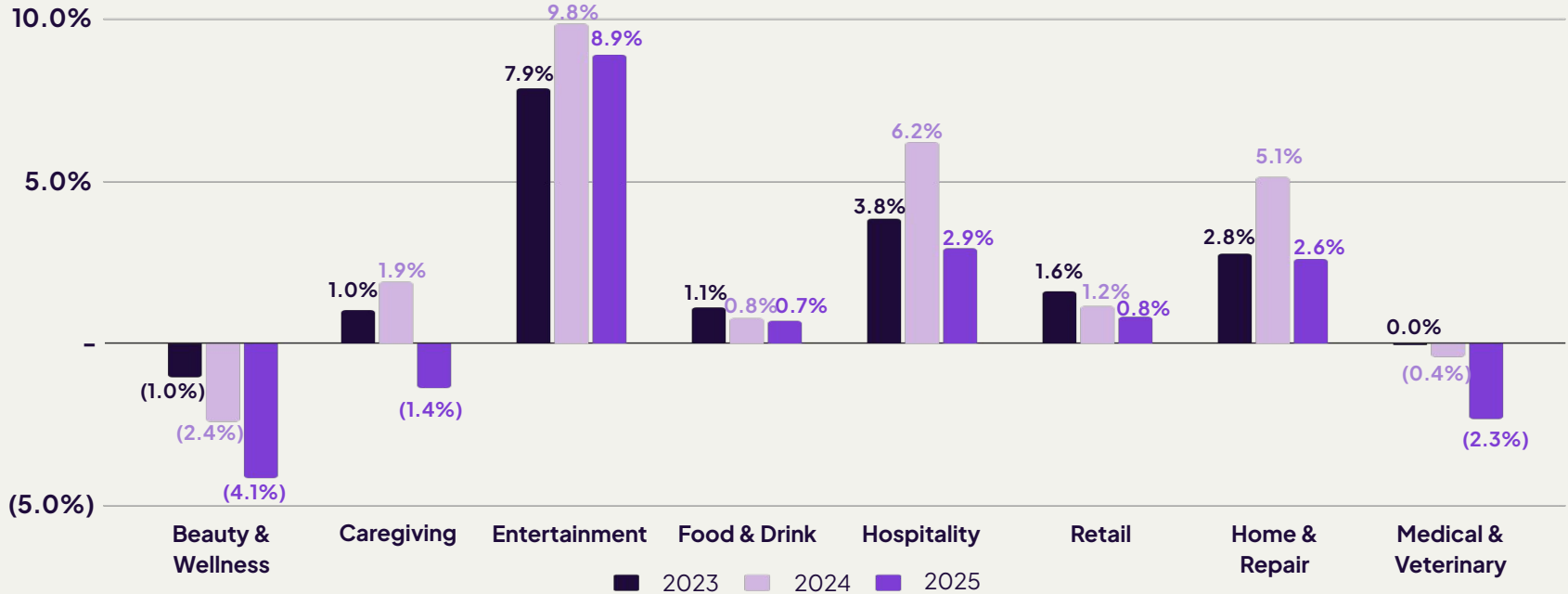
Source

Homebase data

Outdoor Industries Boost Jobs, Growth Moderates

Strong seasonal hiring continues, though less vigorous compared to prior years

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



Notes

1. Apr 16–22 vs May 7–13(2023); Apr 07–13 vs May 12–18(2024); Apr 06–12 vs May 11–17 (2025)
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.

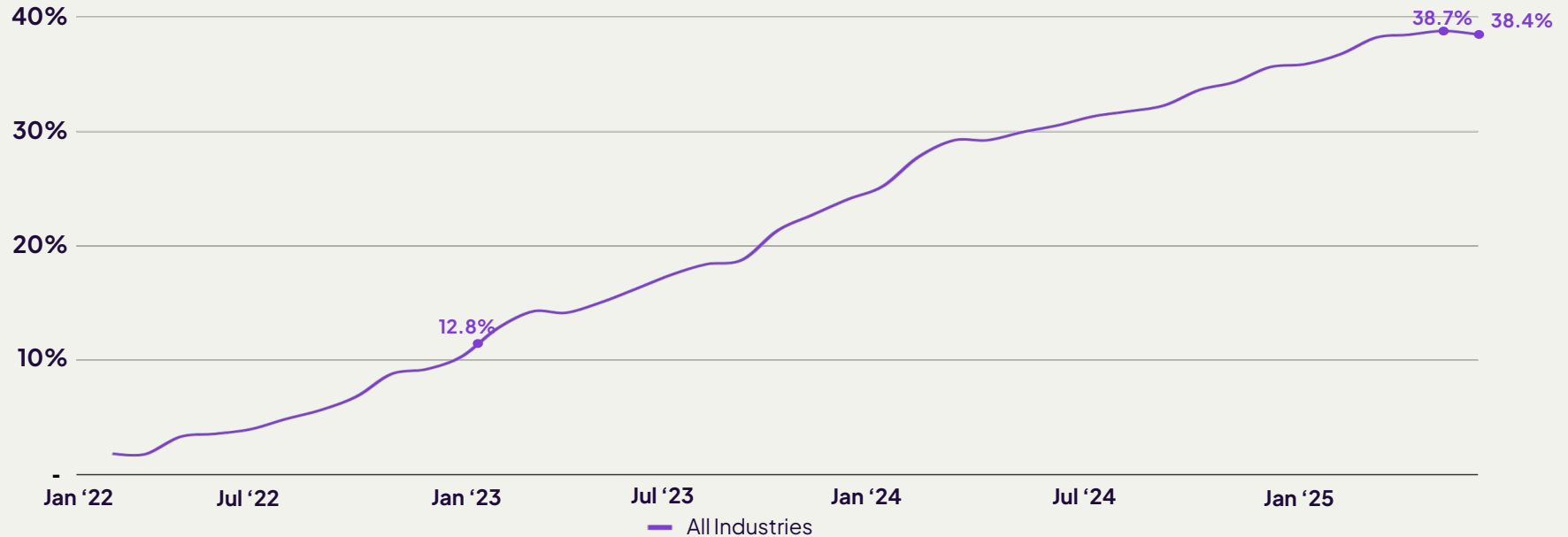
Source

Homebase data

Wage Growth Stagnates Ahead of Summer

Wages slightly decline, indicating that SMBs manage payroll more cautiously

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



Notes

1. Data measures average hourly wages for locations that utilized Homebase to pay employees in both May 2025 and May 2024
2. A month is defined as the period from 28th of last calendar month to 27th of the current calendar month

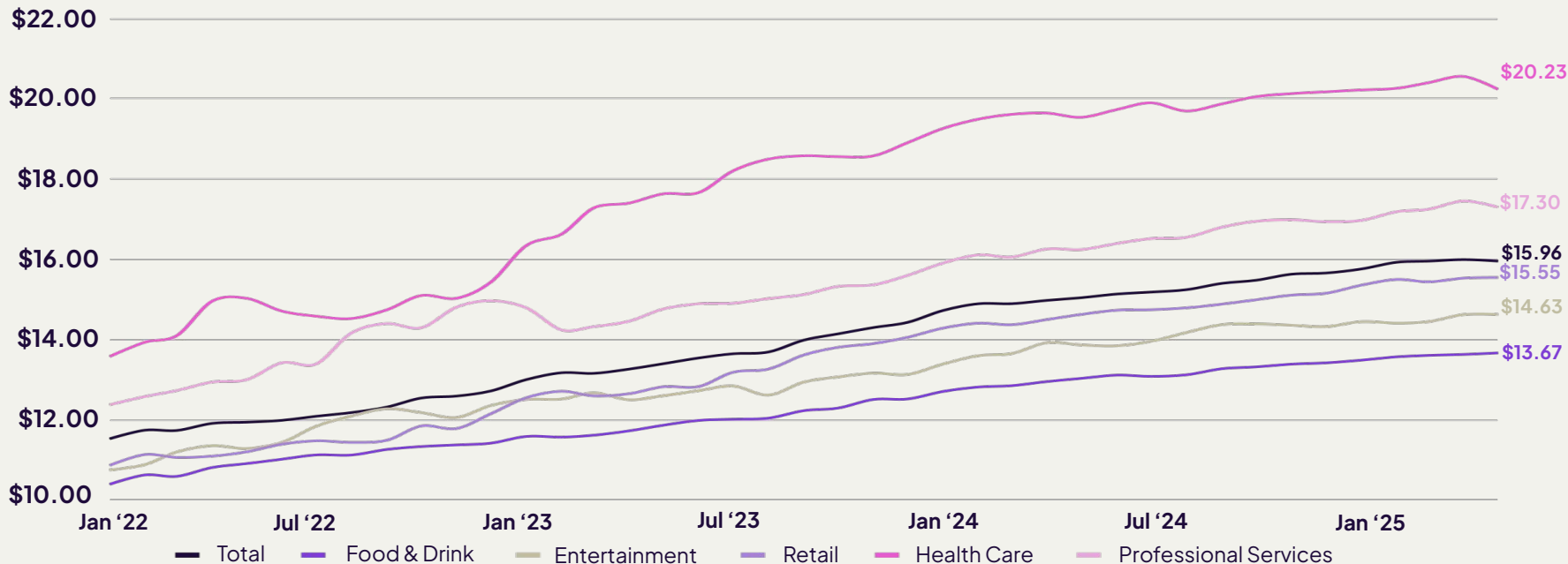
Source

[Homebase data](#)

Wage Growth Softens Across Industries

Softening wages indicate SMB caution

(Average “Hourly Wages” across all jobs)



Notes

1. Data measures average hourly wages for locations that utilized Homebase to pay employees in both May 2025 and May 2024. 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

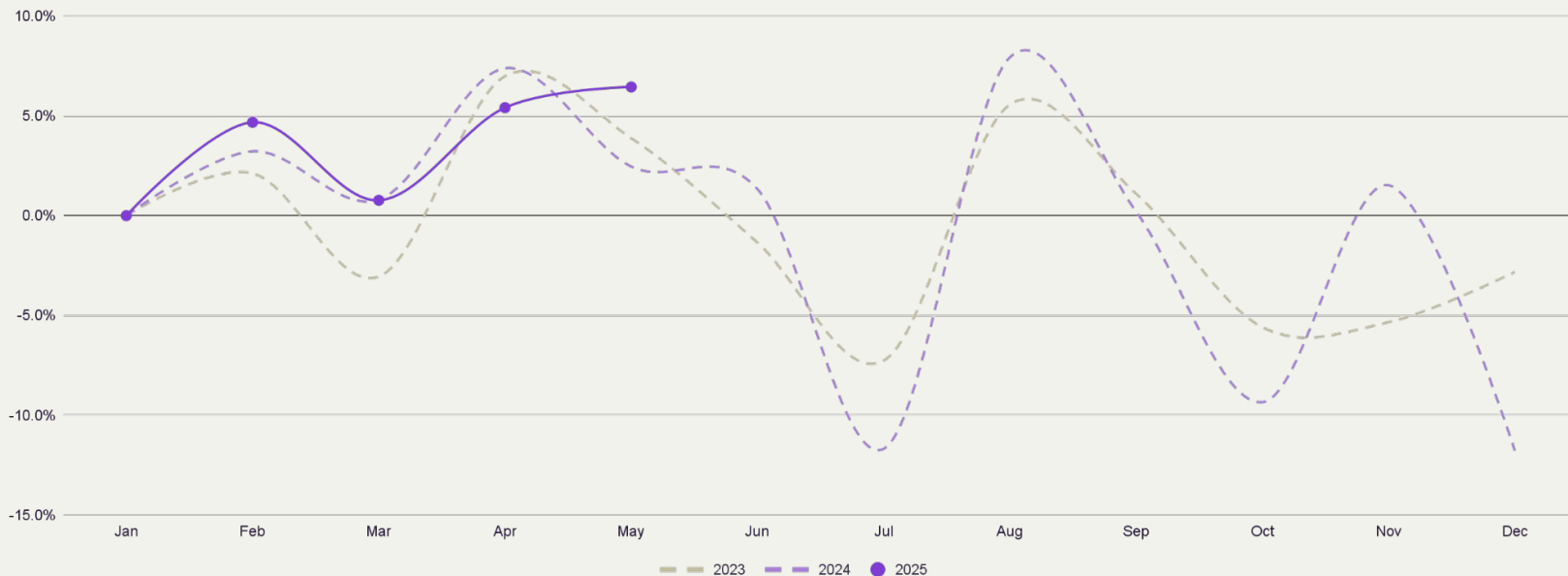
Source

Homebase Payroll data

Hiring Growth in May Masks Persistent Weakness

While monthly growth accelerated in May, we are still down 4% year-on-year in absolute terms

(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

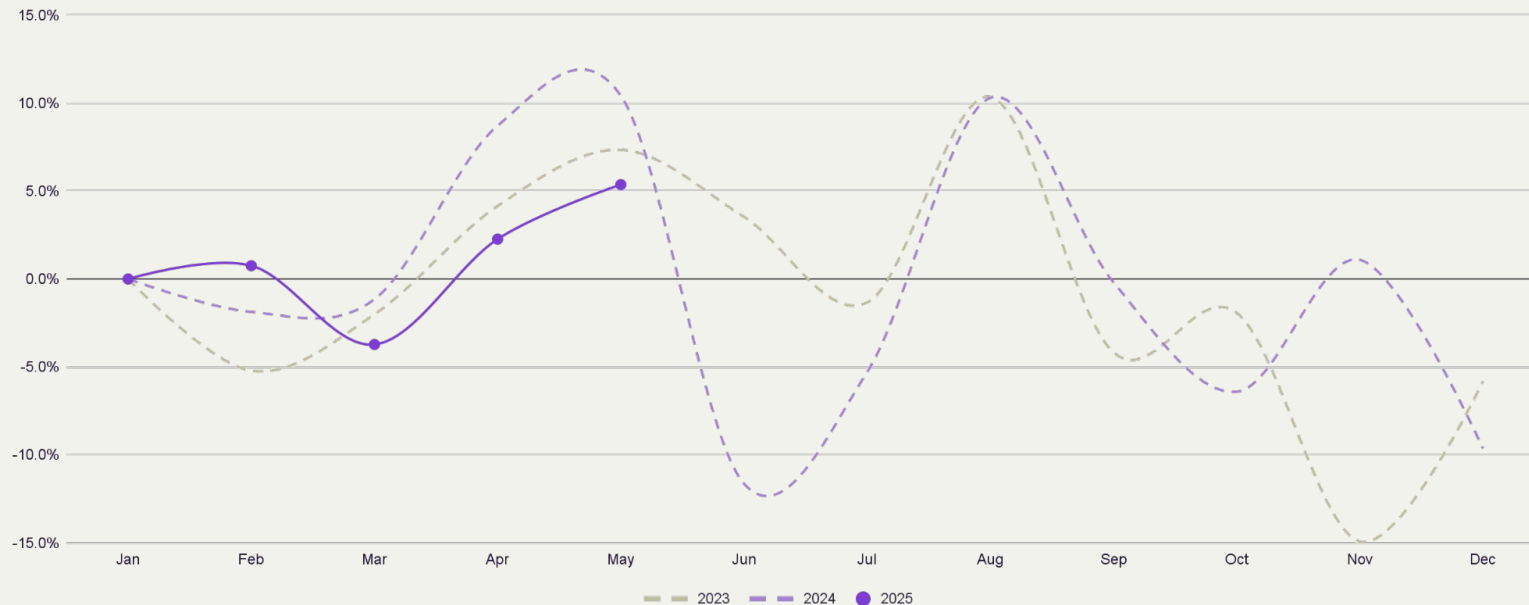
Source

[Homebase data](#)

Seasonal Turnover Rises Slightly

Turnover rates saw a seasonal uptick in May but remained 10% lower than the same period last year, as many businesses accelerated turnover in the earlier months.

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

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

- May 30, 2025** Main Street Health Report – May 2025
- Jul 02, 2025** Main Street Health Report – June 2025
- Jul 31, 2025** Main Street Health Report – July 2025
- Sep 02, 2025** Main Street Health Report – July 2025

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 May 2025. 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 May 2025 and May 2024

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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.