

# MAIN STREET HEALTH REPORT

April 2025

Labor and Wage Stats





# MAIN STREET AT A GLANCE

## Main Street Businesses Prepare for Summer Surge



Stable Workforce engagement and employee activity mirrors seasonal patterns seen historically.



Entertainment and Home & Repair lead as businesses ramp up for summer demand; Midwest and Northeast regions show the strongest growth in business activity.

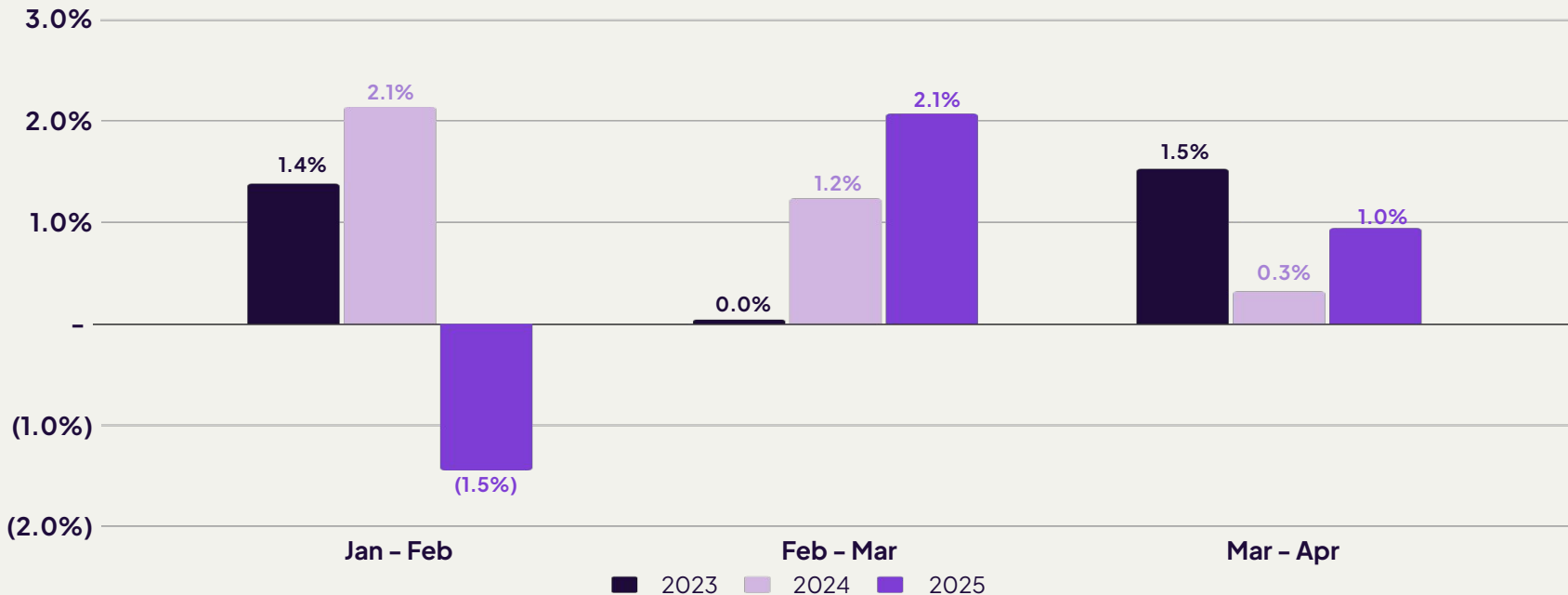


Hiring uptick boosts wages, increasing labor costs for small business owners.

# Employee Participation Holds Steady

Stable trends reflect seasonal hiring rhythm as businesses gear up for summer

(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.

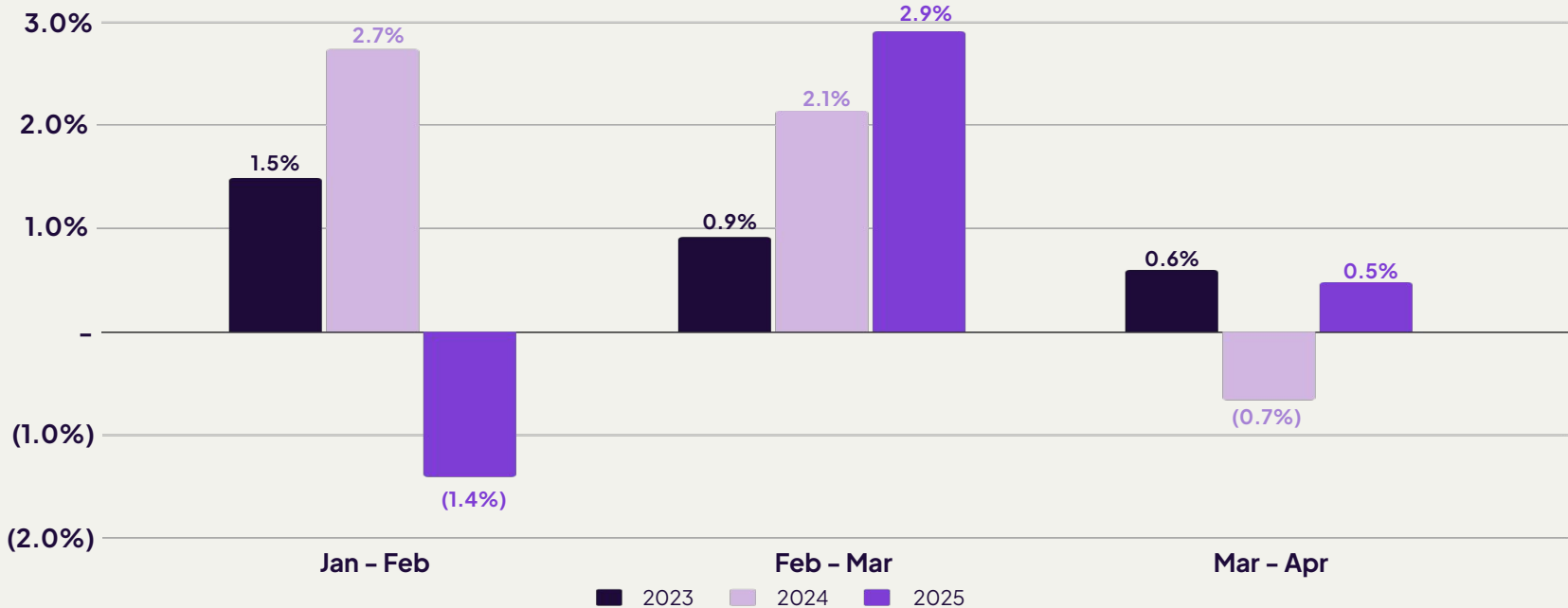
**Source**

[Homebase data](#)

# Employee Activity Stabilizes After Robust March

“Hours Worked” shows consistent trends, similar to 2023

(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.

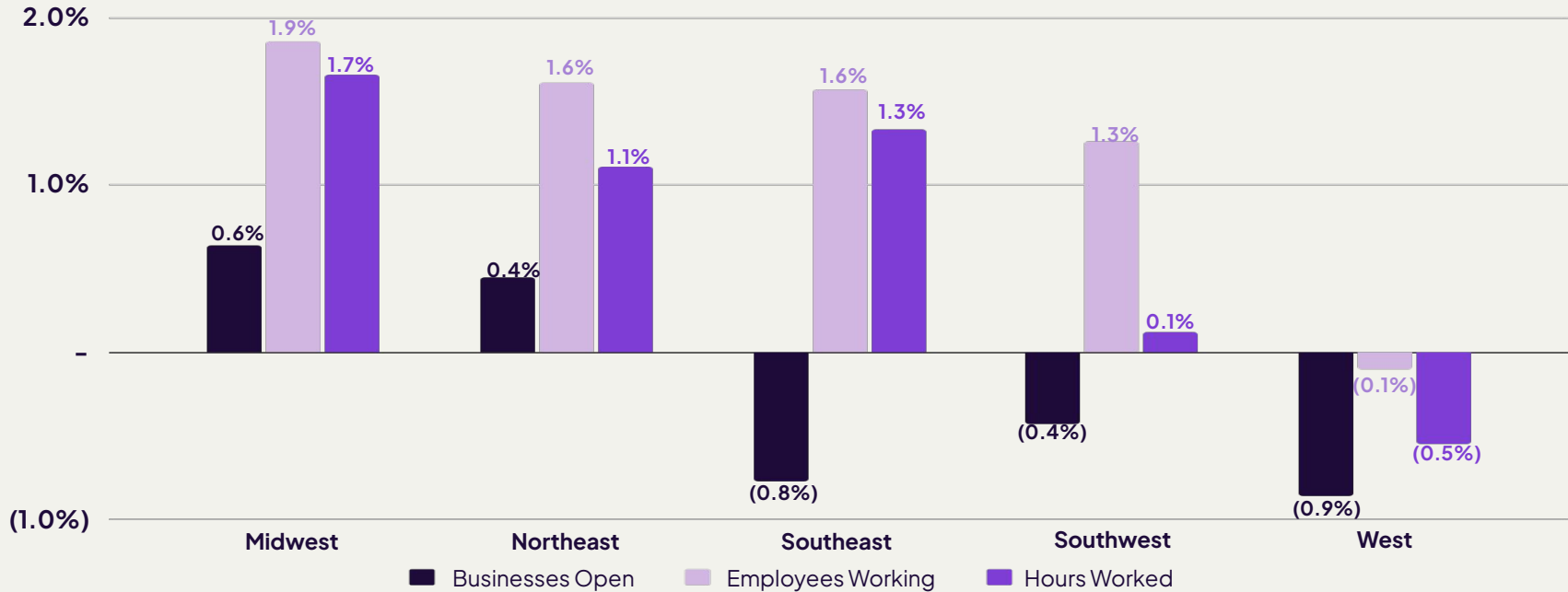
Source

[Homebase data](#)

# Business Activity Remained Even Across the Country

Midwest and Northeast regions show increased demand while other regions dipped slightly

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



Notes

1. Mar 09 - 15 vs Apr 06 - 12
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.

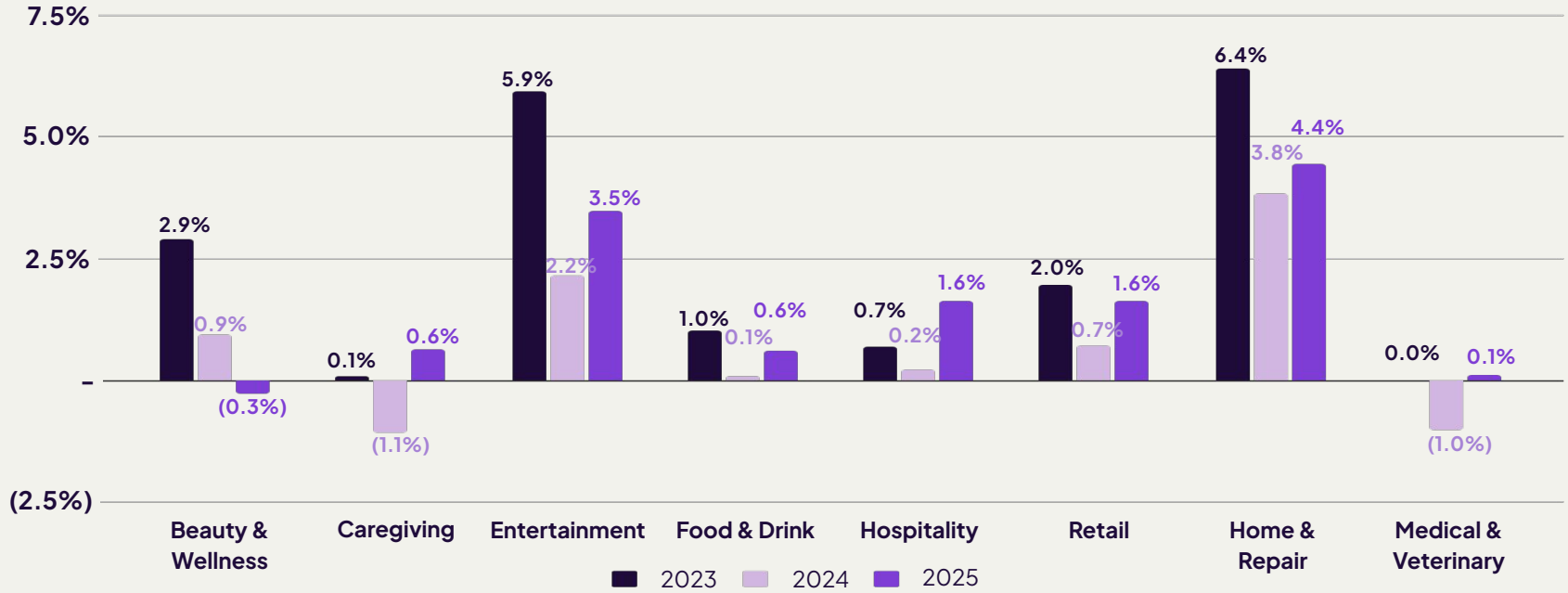
Source

[Homebase data](#)

# Industries Ramp Up Workforce for Summer Rush

Employee participation increases notably in Entertainment and Home & Repair sectors

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



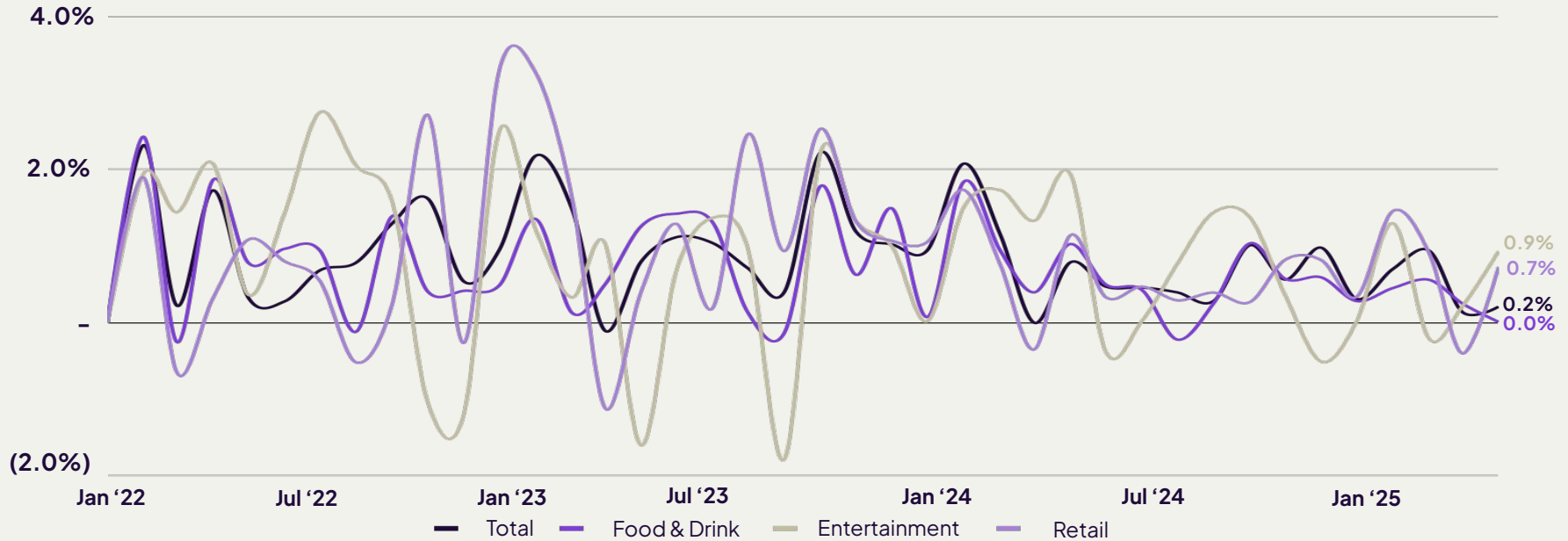
**Notes**  
 1. Mar 12–18 vs Apr 16–22 (2023); Mar 10–16 vs Apr 07–13 (2024); Mar 09–15 vs. Apr 06–12 (2025)  
 2. Data compares rolling 7-day averages for weeks encompassing the 12th of each month.  
 3. Entertainment includes events/festivals, sports/recreation, parks, movie theaters, and other categories.

**Source** | Homebase data

# Wages Grew Slightly, Similar to March

Food & Drink wages remain steady as other industries see modest increases

(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 April 2025 and April 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

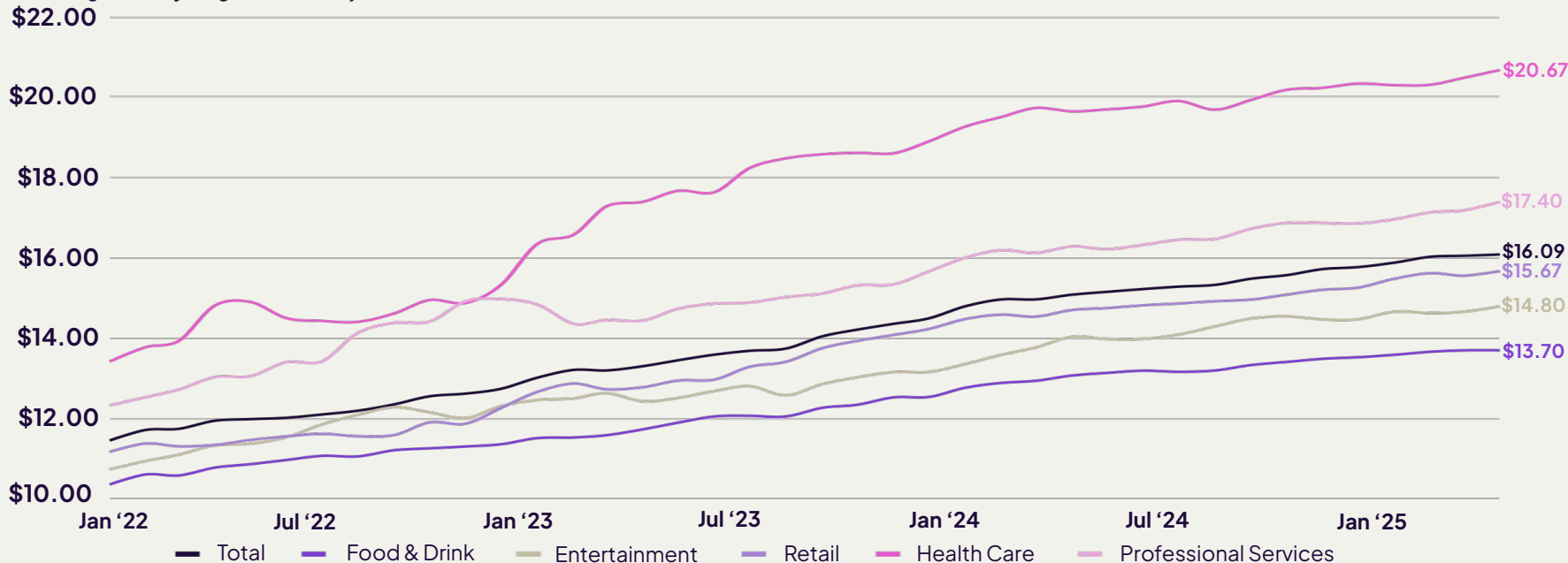
**Source**

[Homebase Payroll data](#)

# Wage Growth Broadens, Led by Professional Services

Food & Drink remains flat, while other industries experience steady wage increases

(Average “Hourly Wages” across all jobs)



Notes

1. Data measures average hourly wages for locations that utilized Homebase to pay employees in both April 2025 and April 2024. Total includes industries not depicted here.
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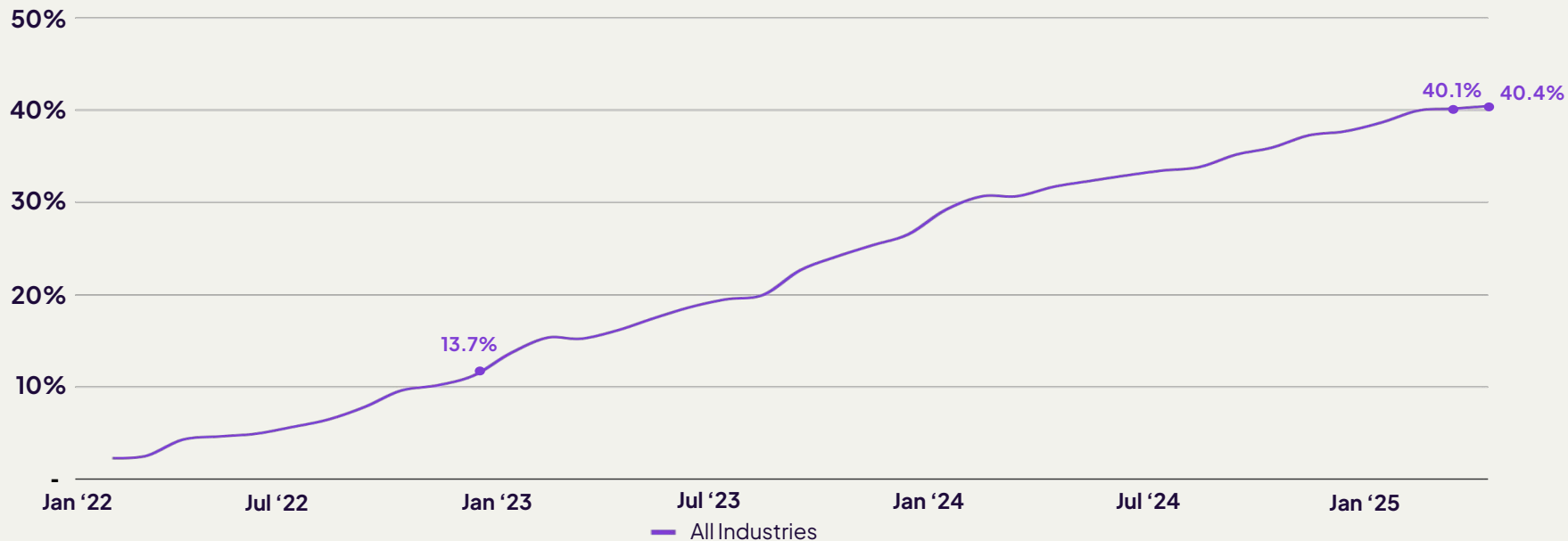
Source

Homebase Payroll data

# Labor Cost Growth Eases, Compared to Prior Years

Cost increases slow down, following similar growth in March, easing pressure on SMBs

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



**Notes**

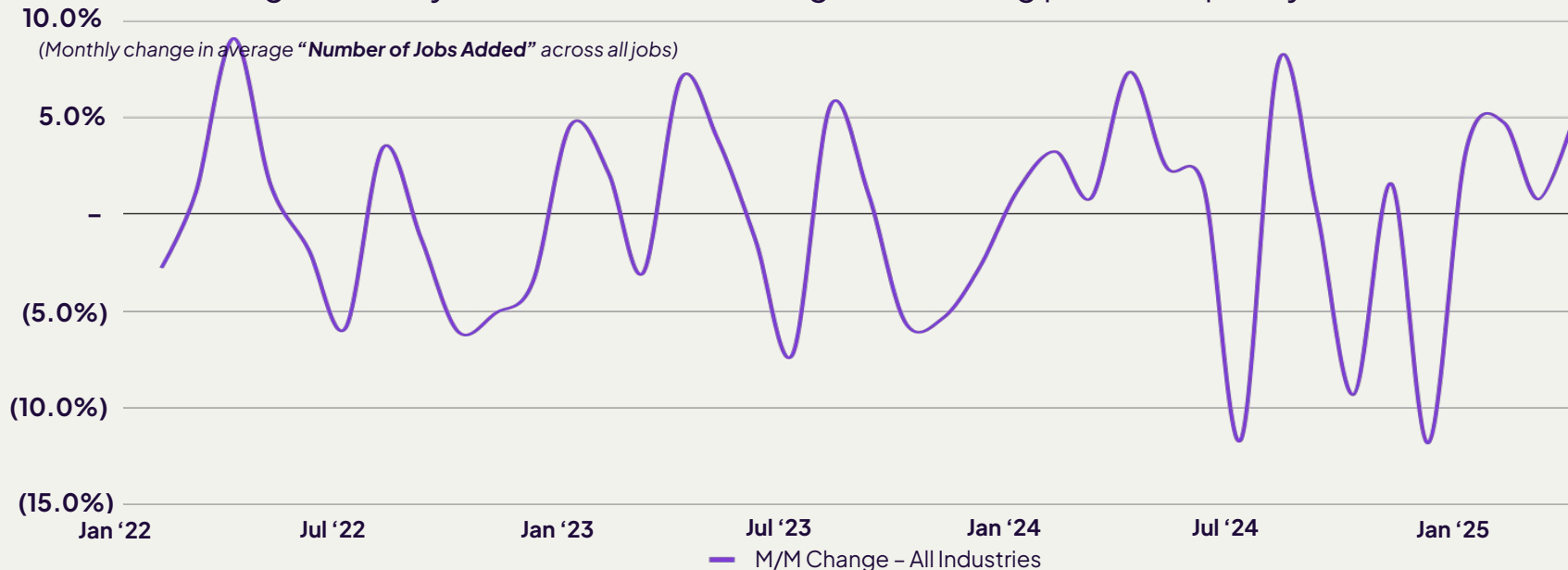
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**Source**

[Homebase data](#)

# Seasonal Hiring Accelerates Ahead of Summer Demand

Seasonal hiring, driven by outdoor industries, aligns with hiring pattern in prior years



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

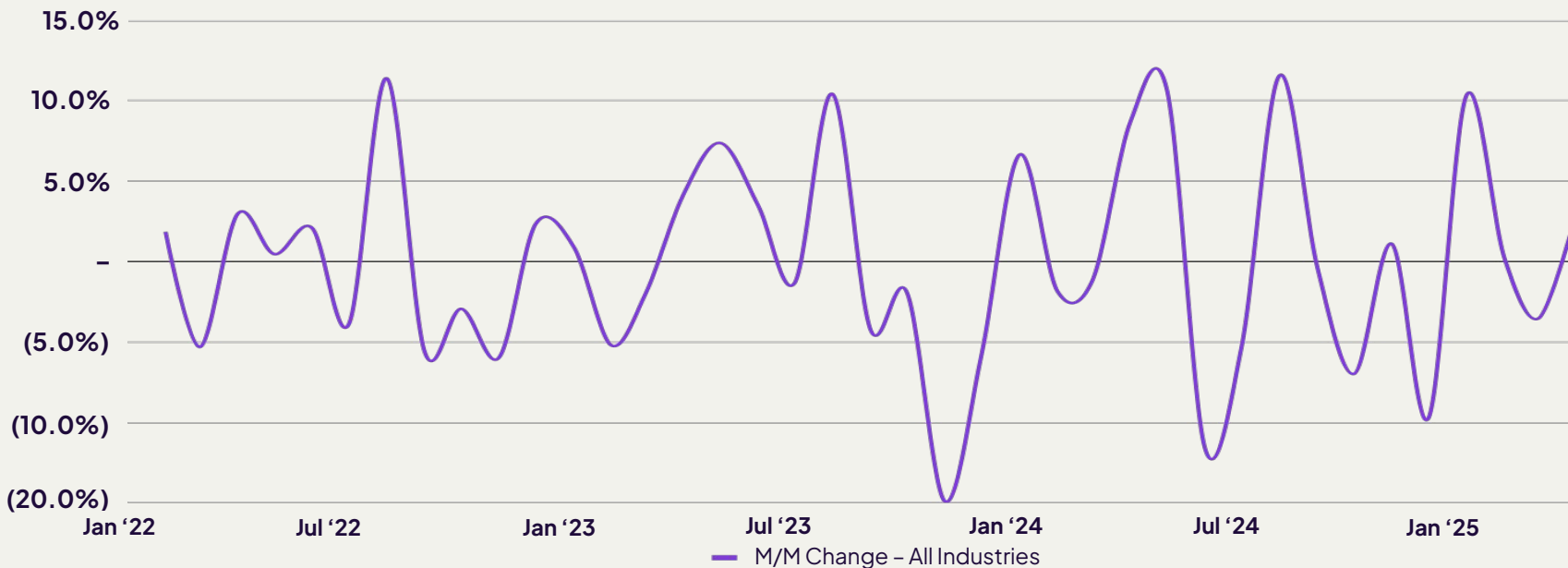
Source

[Homebase data](#)

# Turnover Ticks Up as SMBs Adjust Staffing for Summer

Increased turnover follows typical seasonal hiring adjustments

(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](mailto:data@joinhomebase.com)



**Ray Sandza**  
Chief Strategy Officer  
[rays@joinhomebase.com](mailto:rays@joinhomebase.com)



**Vlad Akimenko**  
Head of Analytics  
[vakimenko@joinhomebase.com](mailto:vakimenko@joinhomebase.com)

### Upcoming report schedule

- Apr 29, 2025** Main Street Health Report – April 2025
- May 30, 2025** Main Street Health Report – May 2025
- Jul 1, 2025** Main Street Health Report – June 2025
- Jul 29, 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 April 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 April 2025 and April 2024

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# 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.