# MAIN STREET HEALTH REPORT

July 2025

Labor and Wage Stats

homebase

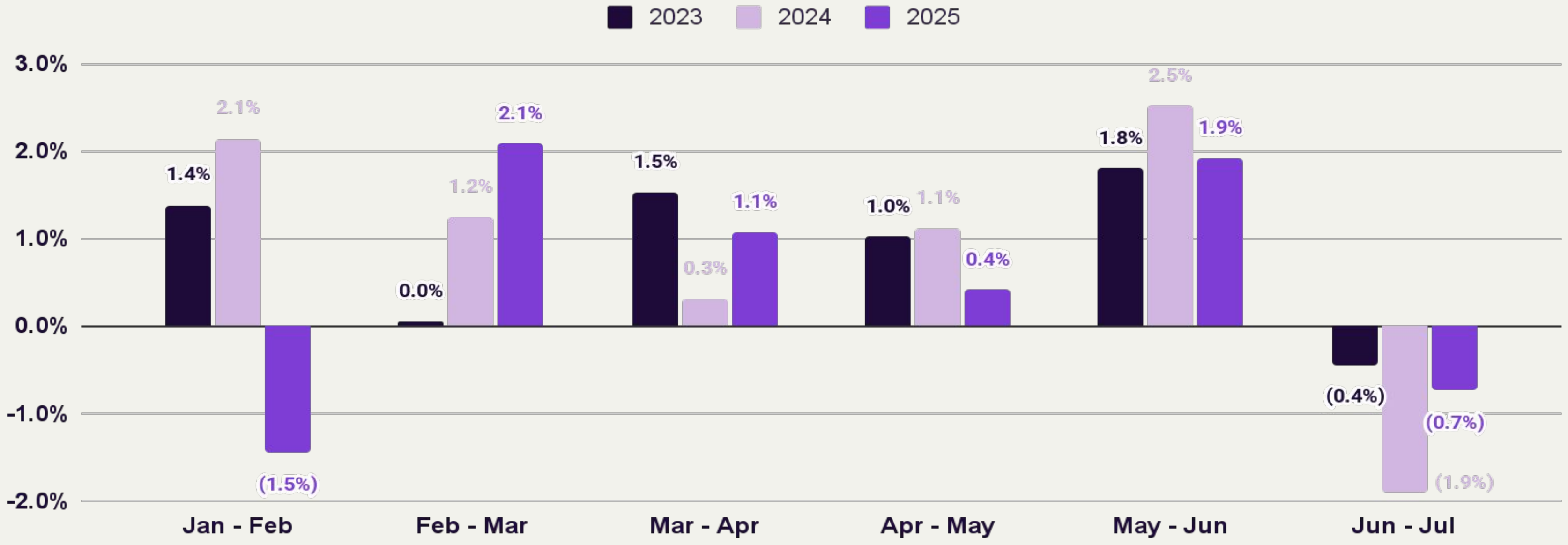

## Summer Slowdown Softens Employment Trends

- Employee participation declined (-0.7%) alongside employee activity (-0.3%), reflecting typical mid-summer slowdowns, though it performed better than 2024
- Fewer businesses opened across all regions, nationwide; Entertainment and hospitality sectors lead employee participation, consistent with seasonal patterns
- Hourly wages continued upward trajectory despite broader declines; businesses sharply reduced hiring to maintain steady rosters while employee retention remained seasonally stable

# Employee Participation Slips, Slightly Outperforming Last Year

While the dip in "Employees Working" was less severe than last July (-1.9%), the monthly decline indicates continued weakness in mid-summer staffing

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



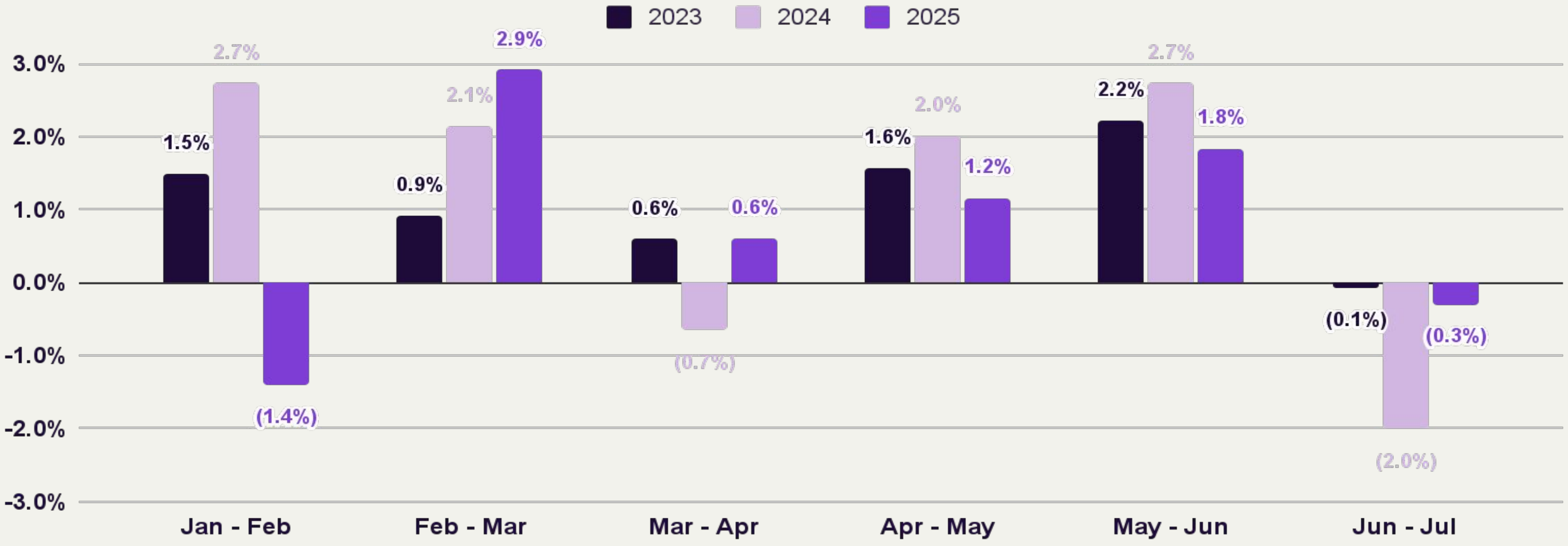

Notes | 1. Data compares rolling 7-day averages for weeks encompassing the 12th of each month.

Source | Homebase data

# Working Hours Decline Moderately, Confirming Softening Trends

"Hours worked" softened moderately (-0.3%), similar to 2023 (-0.1%), reflecting typical mid-summer slowdowns

*(Monthly change in 7–day average of* ***"Hours Worked"****, relative to January of respective year)*



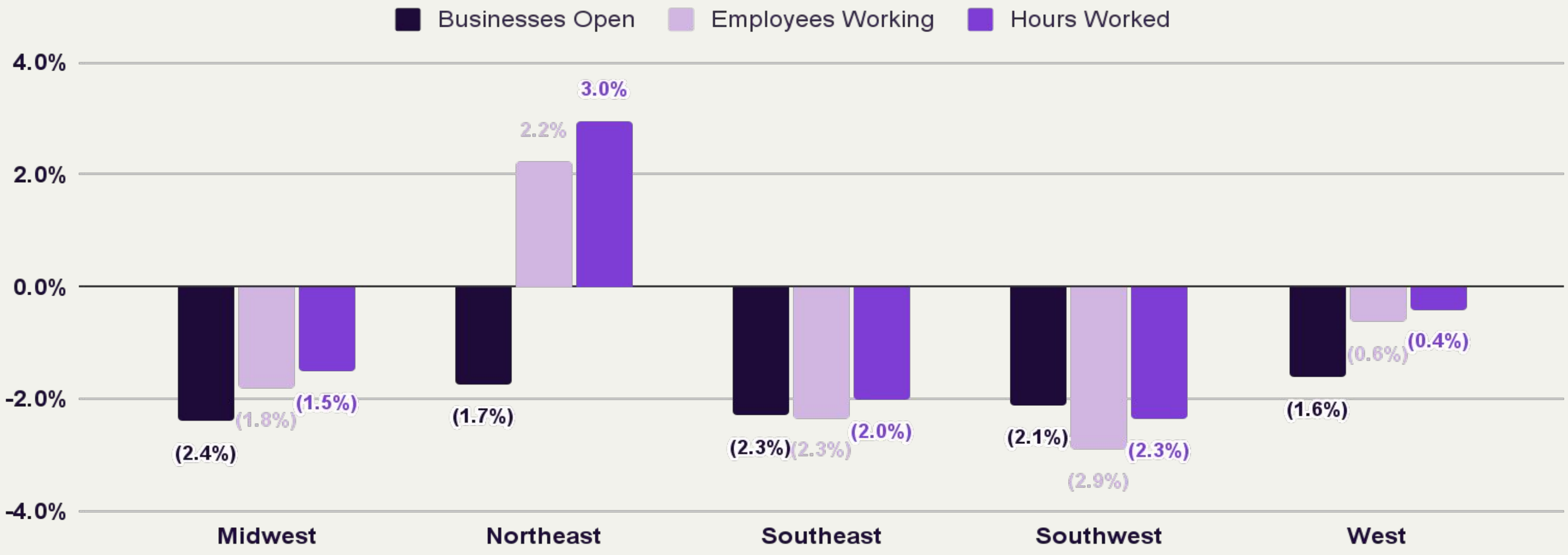

**Notes**
1. Data compares rolling 7–day averages for weeks encompassing the 12th of each month.

**Source** Homebase data

# Regional Business Activity Contracts Broadly

Business openings contracted broadly across regions, by -1.6% or more, likely due to summer heat waves; Only the Northeast shows minor employee activity gains

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




**Notes**

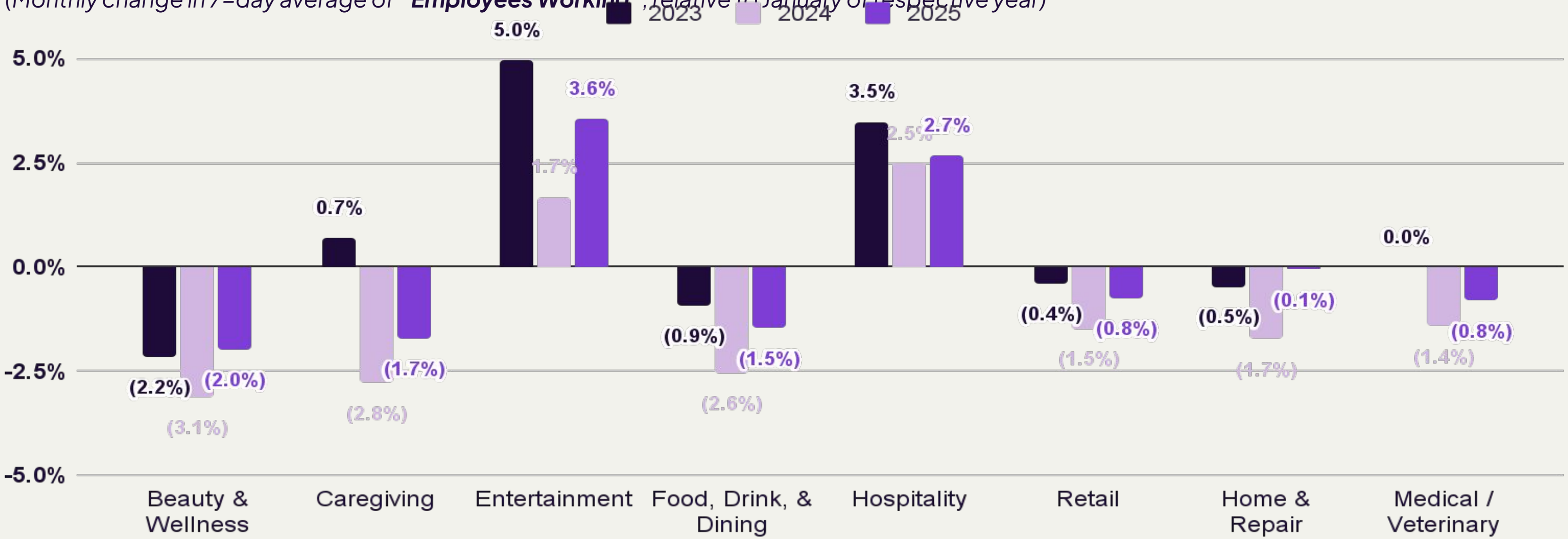
1. Jun 08 - 14 vs Jul 06 - 12
2. Region classification - Midwest: ND, SD, NE, KS, MN, IA, MO, WI, IL, IN, OH, MI; West: NV, UT, AZ, NM, CO, WY, MT, ID, OR, WA, CA, HI, AK; Northeast: NY, PA, NJ, CT, RI, MA, NH, VT, ME; Southeast: MS, AL, TN, KY, NC, SC, GA, FL; Southwest: TX, OK, AR, LA.

**Source** Homebase data

# Entertainment and Hospitality Offset Broader Industry Weakness

Monthly growth in "Employee Working" remains subdued, reflecting cautious mid-summer business sentiment across most industries

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




**Notes**

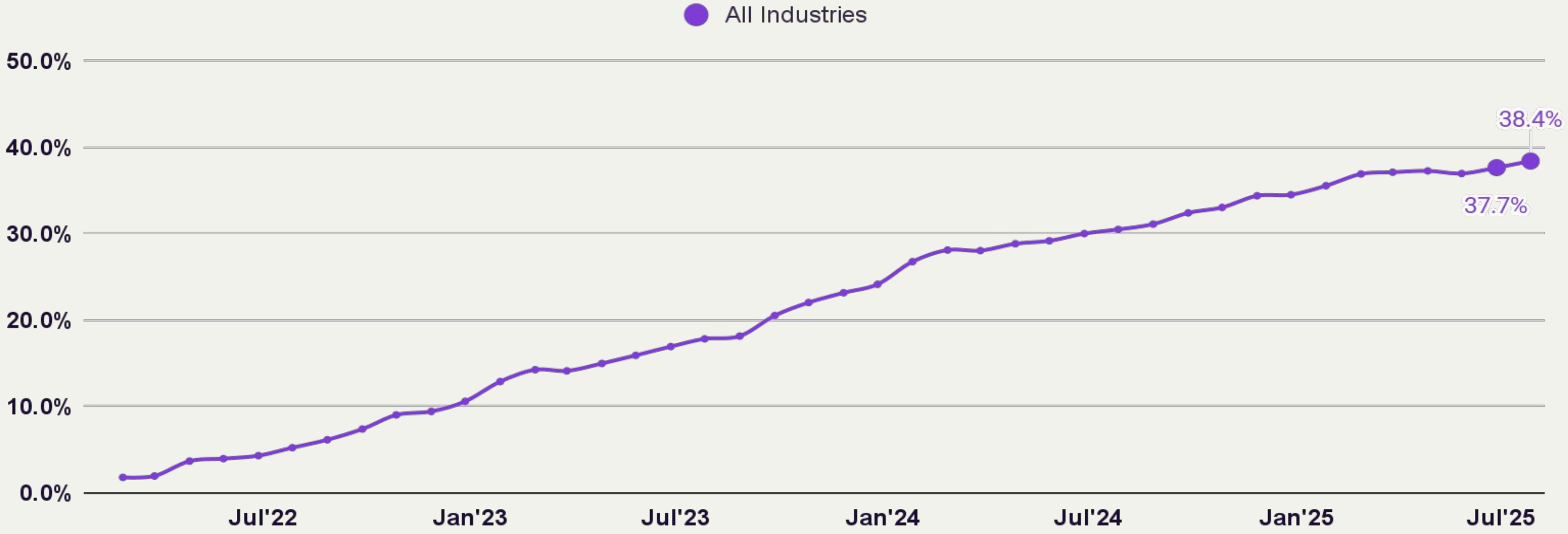
1. Jun 11 - 17 vs Jul 09 - 15 (2023); Jun 9 - 15 vs Jul 07 - 13 (2024); Jun 8 - 14 vs Jul 06 - 12 (2025)
2. Data compares rolling 7-day averages for weeks encompassing the 12th of each month.
3. Entertainment includes events/festivals, sports/recreation, parks, movie theaters, and other categories.

**Source** Homebase data

# Wages Pick Up Slightly Amid Seasonal Demand

Hourly wages continued their upward trajectory despite broader declines in business activity and employment metrics

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



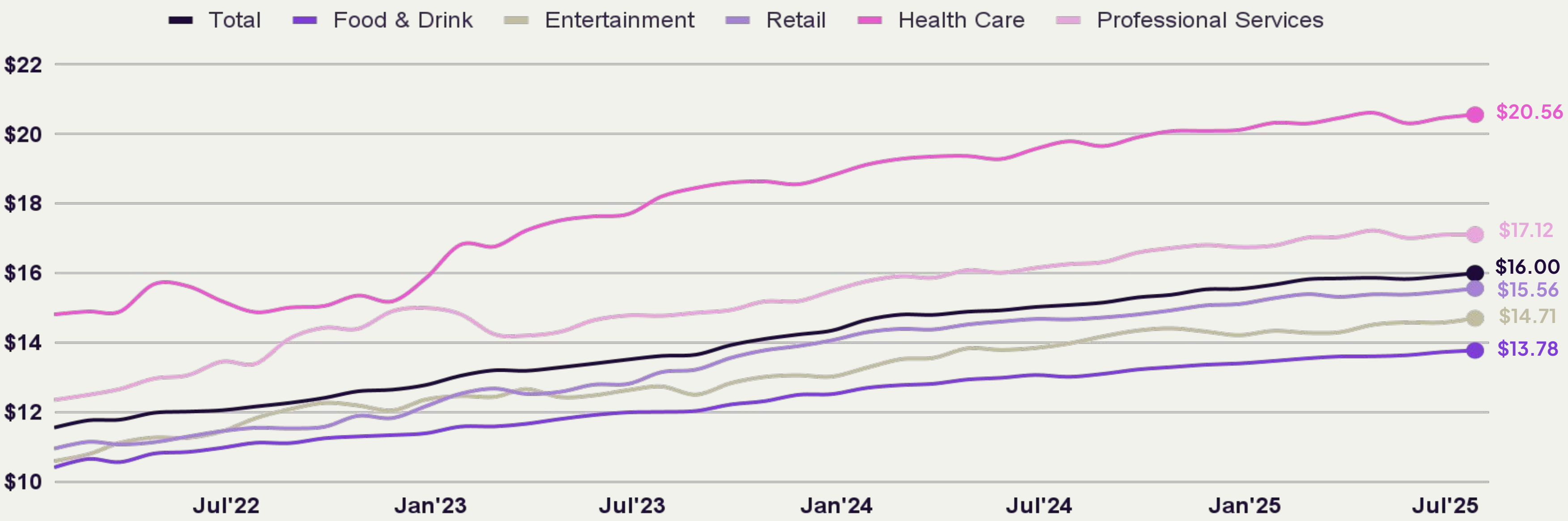

**Notes**
1. Data measures average hourly wages for locations that utilized Homebase to pay employees in both July 2025 and July 2024
2. A month is defined as the period from 28th of last calendar month to 27th of the current calendar month

**Source** Homebase data

# Industry Wage Gains Remain Modest and Steady

Hourly wages rose slightly across all industries, continuing the cautious approach of prior months

*(Average **"Hourly Wages"** across all jobs)*




**Notes**

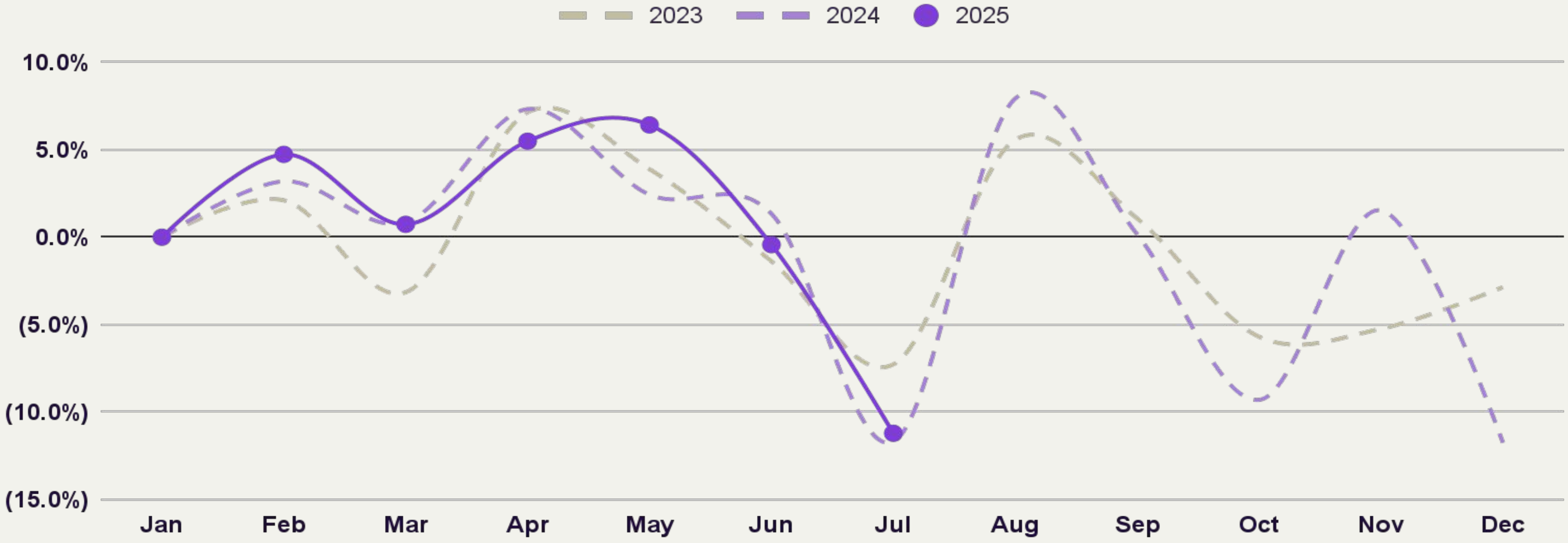
1. Data measures average hourly wages for locations that utilized Homebase to pay employees in both July 2025 and July 2024. Total includes industries not depicted here.
2. A month is defined as the period from 28th of last calendar month to 27th of the current calendar month

**Source** Homebase Payroll data

# Hiring Contracts, Confirming Mid–Summer Caution

Businesses sharply reduced hiring (-11.7%) to maintain steady roster sizes amid softening summer activity, following typical seasonal patterns

*(Monthly change in average "**Number of Jobs Added**" across all jobs)*




**Notes**

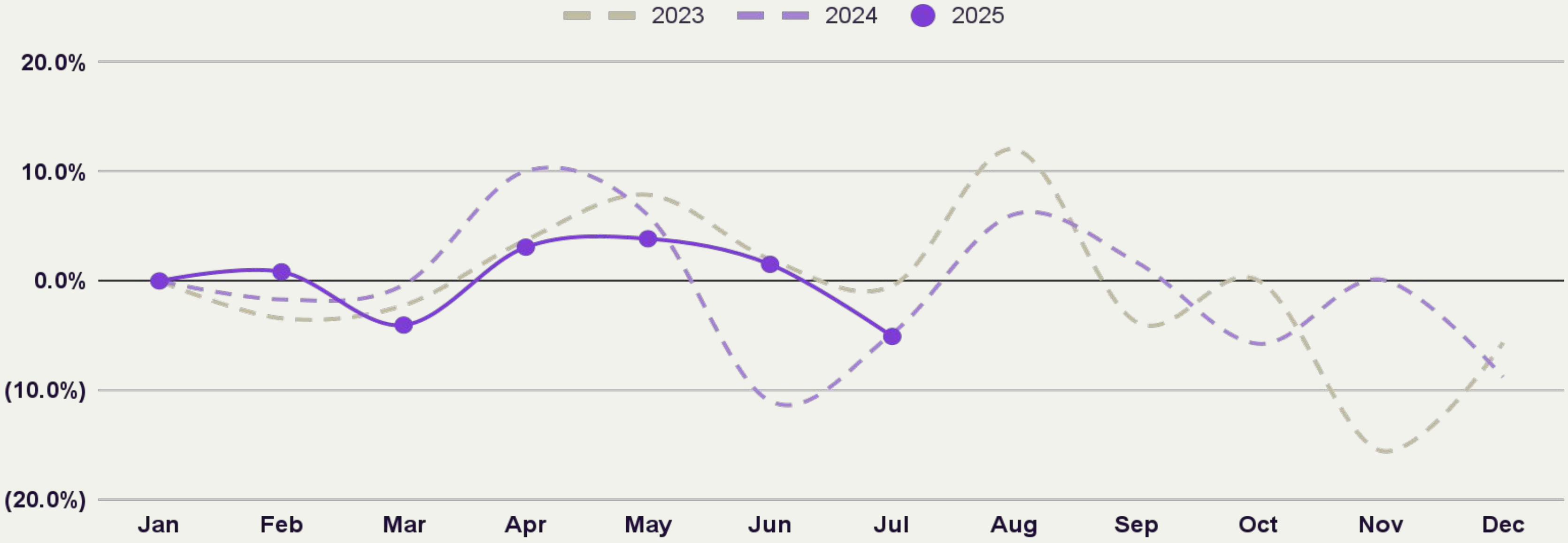
1. Data measures average monthly change in total number of jobs created in official employee rosters for companies active in any given month.
2. A month is defined as the period from 28th of last calendar month to 27th of the current calendar month

**Source** Homebase data

# Turnover Holds Steady, Aligning with Seasonal Expectations

Employee retention stayed strong with stable turnover rates, consistent with historical July trends

*(Monthly change in average **"Number of Jobs Archived"** across all jobs)*




**Notes**

1. Data measures average monthly change in total number of jobs archived 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

# 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

| | |
|---|---|
| **Sep 02, 2025** | Main Street Health Report – Aug 2025 |
| **Oct 01, 2025** | Main Street Health Report – Sep 2025 |
| **Oct 30, 2025** | Main Street Health Report – Oct 2025 |
| **Dec 02, 2025** | Main Street Health Report – Nov 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 July 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 July 2025 and July 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.