

MAIN STREET HEALTH REPORT

June 2025

Labor and Wage Stats



A photograph of a smiling couple standing in front of a building. The woman is on the left, wearing a dark sweater and a long skirt. The man is on the right, wearing a white t-shirt and a striped apron. A large, stylized 'COFFEE' sign is visible in the background. The image is overlaid with a dark purple semi-transparent layer.

MAIN STREET AT A GLANCE

Main Street Rebounds as Summer Activity Picks Up, But Signs of Caution Remain



Labor activity rose in June, with both employees working and hours worked up +1.8%, though still below last year's pace.



Midwest and Northeast led regional gains; Southwest lagged as divergence across regions deepened.

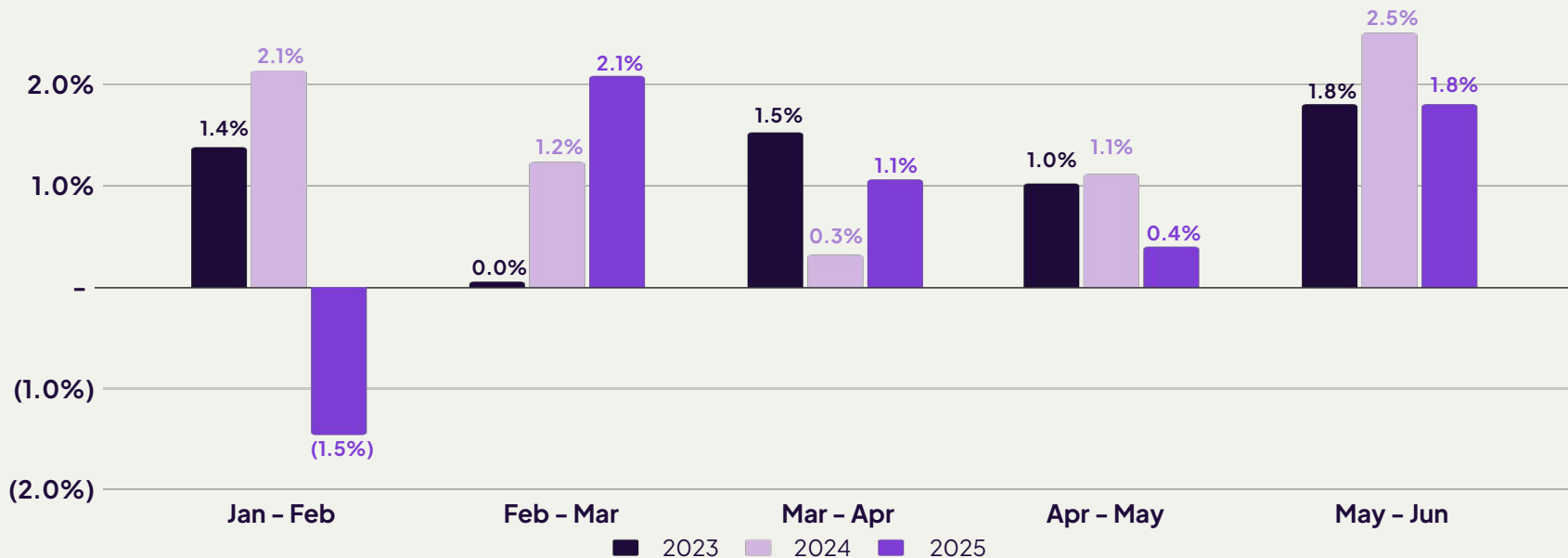


Entertainment and personal services drove industry employment growth, with entertainment up +25% from May.

Workforce Engagement Accelerates into Summer

The 7-day average of “Employees Working” rose +1.8% from May to June. **Still, earlier-year softness keeps 2025 below prior-year levels.**

3.0% 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.

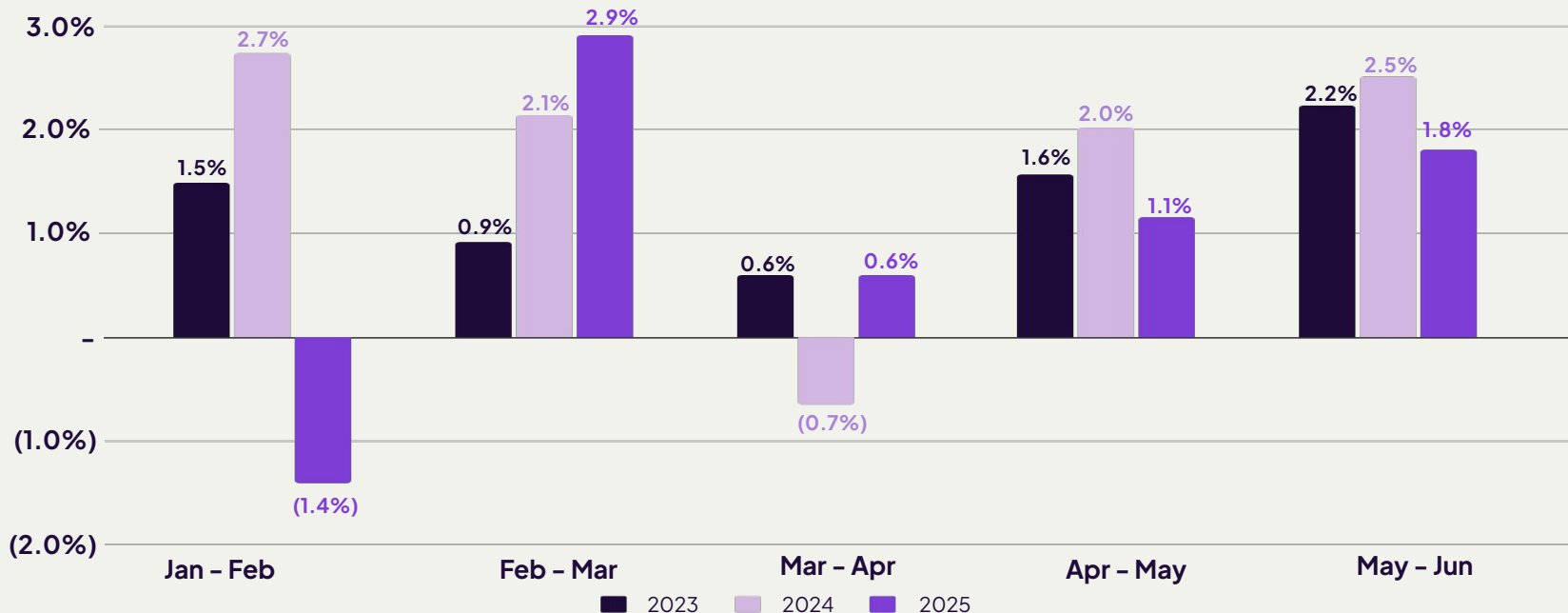
Source

[Homebase data](#)

Employee Hours Bounce Back After Spring Slowdown

Hours worked increased 1.8%, mirroring headcount gains and suggesting more stable scheduling. Trends remain seasonally resilient but softer than 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.

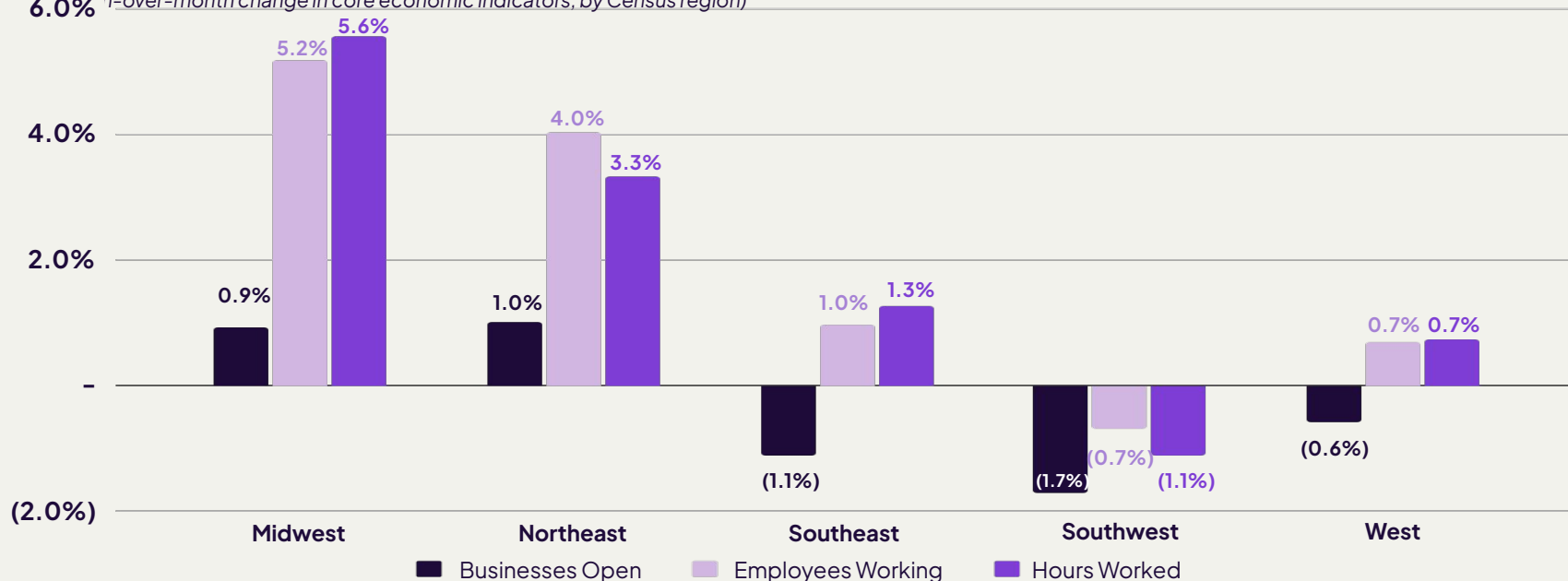
Source

[Homebase data](#)

Midwest and Northeast Extend Gains, While South Stalls

Regional divergence widens: Southwest lags, while Southeast and West see rising hours and staffing despite fewer open businesses.

6.0% ^h-over-month change in core economic indicators, by Census region)



Notes

1. May 11 - 17 vs Jun 08 - 14
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.

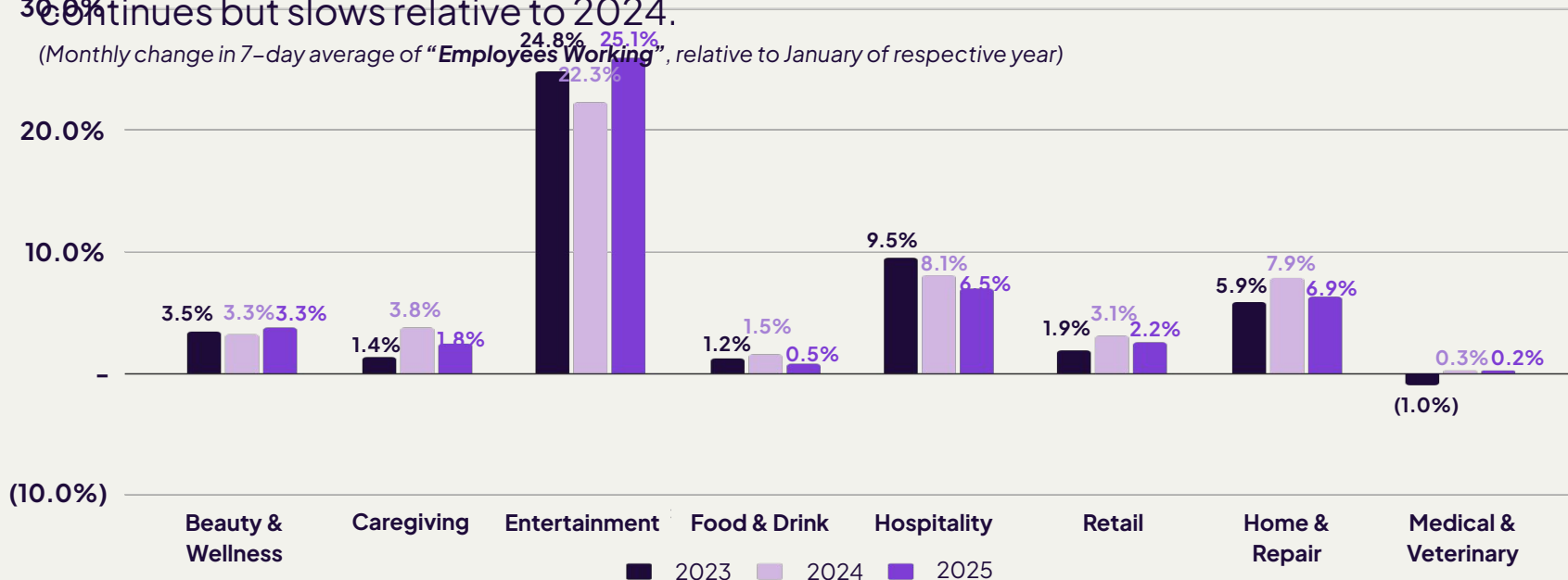
Source

[Homebase data](#)

Entertainment and Personal Services Power June Industry Gains

Entertainment remains the most resilient sector in 2025, while growth in personal services continues but slows relative to 2024.

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



Notes

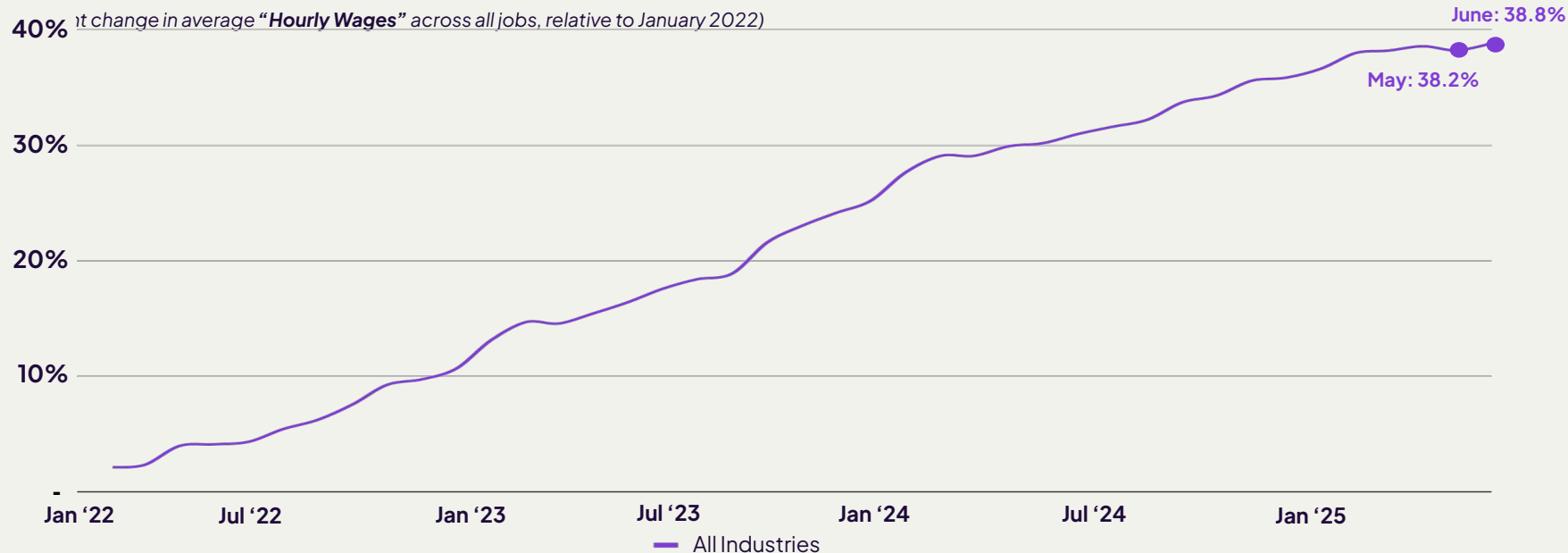
1. May 7 - 13 (2023) vs Jun 11 - 17; May 12 - 18 vs Jun 9 - 15 (2024); May 11 - 17 vs Jun 8 - 14 (2025)
2. Data compares rolling 7-day averages for weeks encompassing the 12th of each month.
3. Entertainment includes events/festivals, sports/recreation, parks, movie theaters, and other categories.

Source

[Homebase data](#)

Wages Bounced Back from May Slowdown

The pace of growth remains slow but stable, consistent with recent SMB caution around payroll expansion.



Notes

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

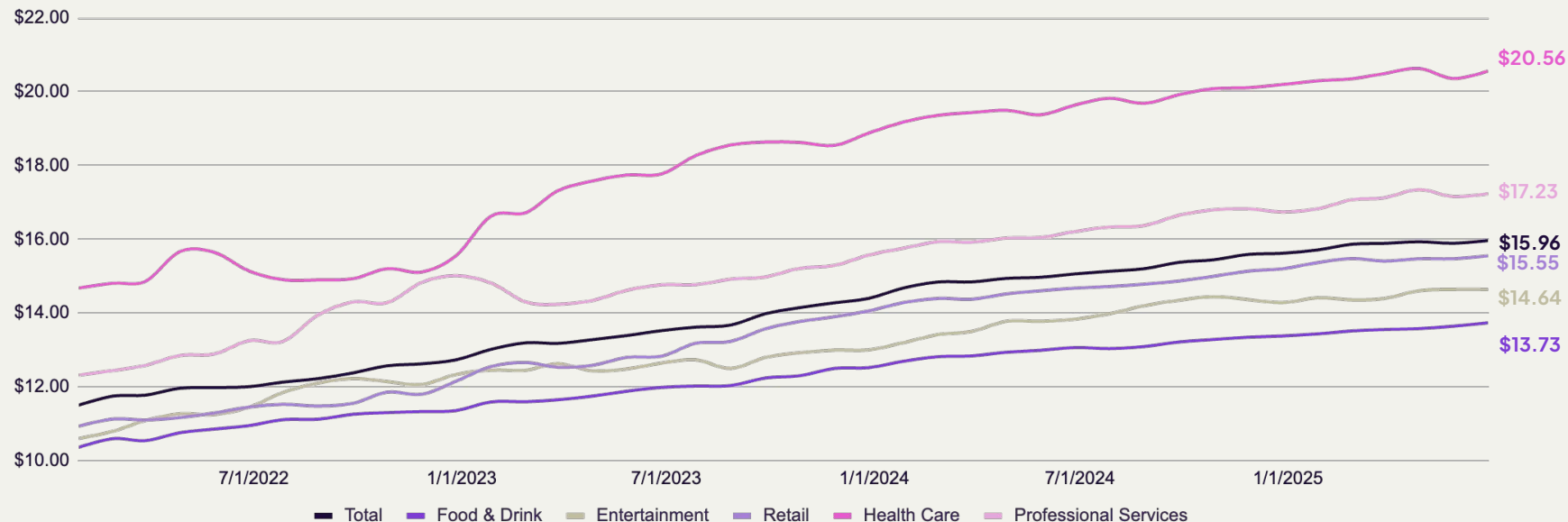
Source

[Homebase data](#)

Wages Rebound Slightly Across Most Sectors

All major industries posted slight wage gains, but the pace lags typical summer increases. Sectoral stratification remains consistent.

(Average “**Hourly Wages**” across all jobs)



Notes

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

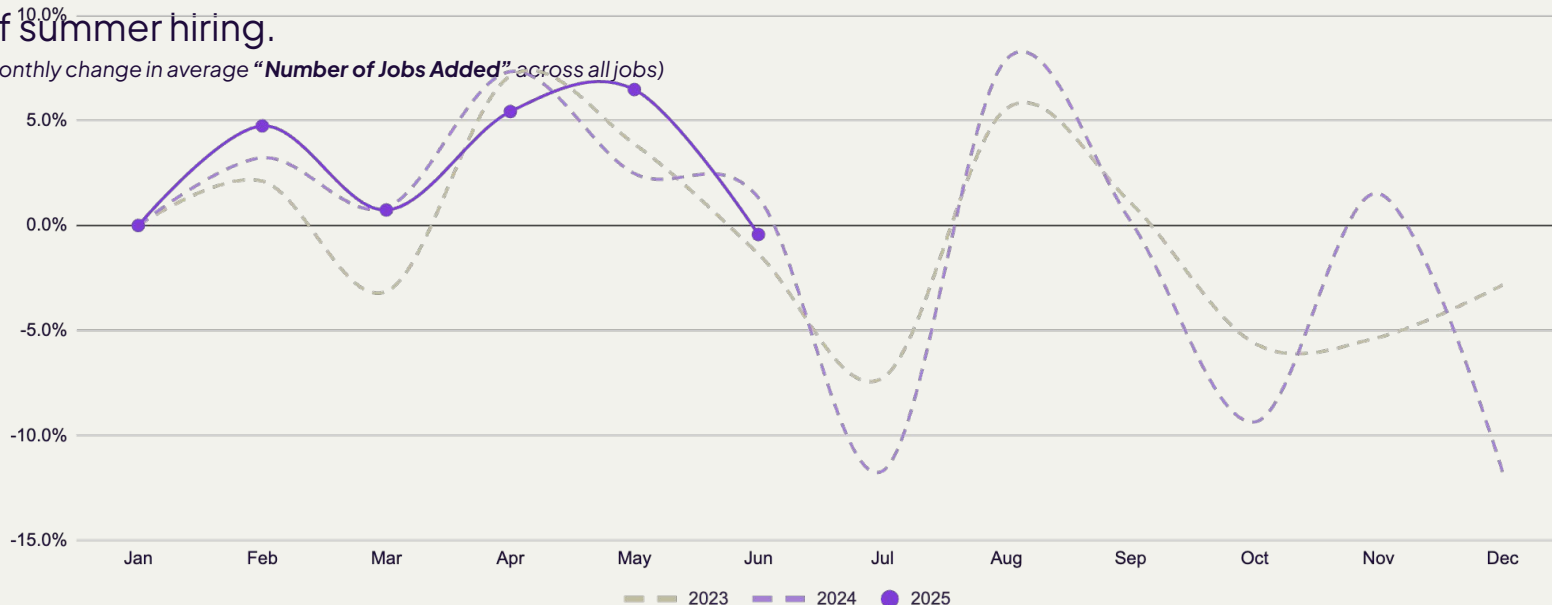
Source

[Homebase Payroll data](#)

Hiring Drops After May Peak, Reverting Toward Seasonal Norms

June saw a drop in the number of Jobs Added after May's sharp rise, indicating possible frontloading of summer hiring.

(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](#)

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

**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 – Aug 2025

**Oct 01,
2025**

Main Street Health Report – Sep 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 June 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 June 2025 and June 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.