

MAIN STREET HEALTH REPORT

September 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 with colorful stripes on the sleeves. The man is on the right, wearing a white t-shirt and a grey apron. A sign with the word 'COFFEE' is visible in the background.

MAIN STREET AT A GLANCE

Main Street Pauses as Seasonal Slowdown Deepens



Participation and hours worked declined -3.6% and -4.7% respectively, compared to August, in line with late-summer patterns, consistent with past years.



Weakness in Business and Employee activity across Northeast and Midwest regions were most pronounced.

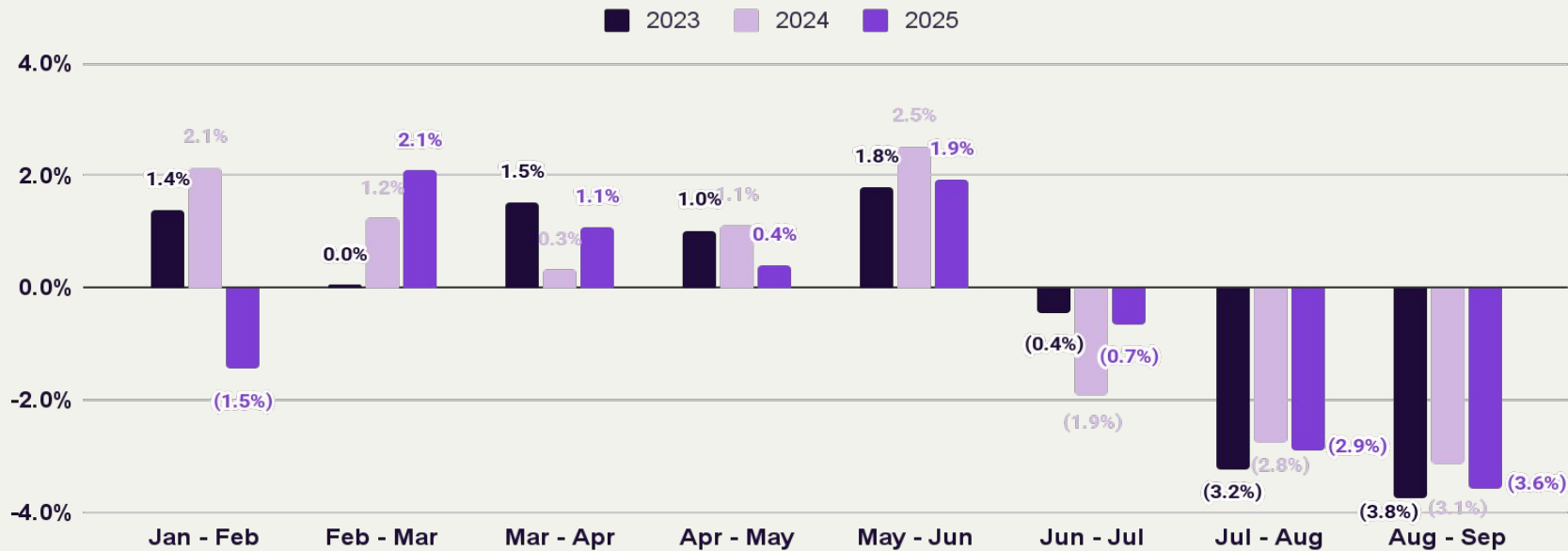


Wage growth picked up across the board. While Hiring followed seasonal norm, elevated turnover, similar to 2023, indicates a weaker business optimism compared to 2024.

Workforce Participation Slips With Seasonal Pullback

Employee activity fell –3.6%, similar to past late-summer slowdowns, as schools reopen.

(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.

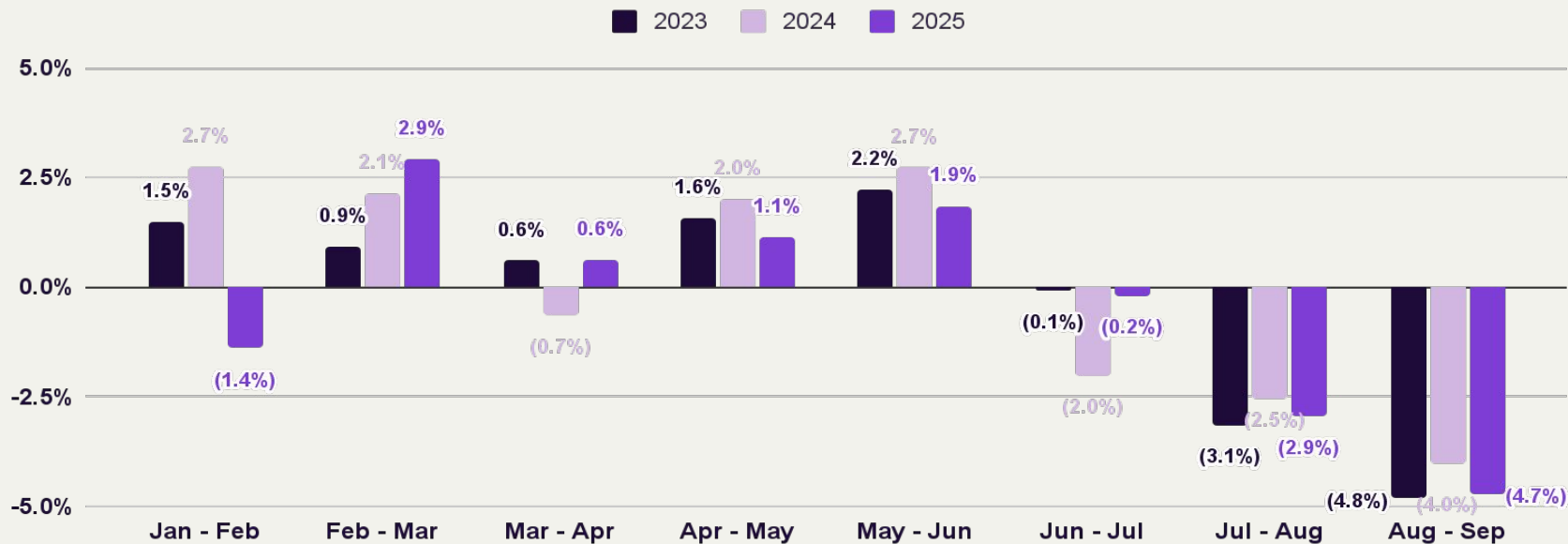
Source

[Homebase data](#)

Drop in Employee Activity Mirrors 2023 Seasonal Decline

“Hours Worked” declined –4.7%, nearly identical to September 2023 and extending August’s cooling.

(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.

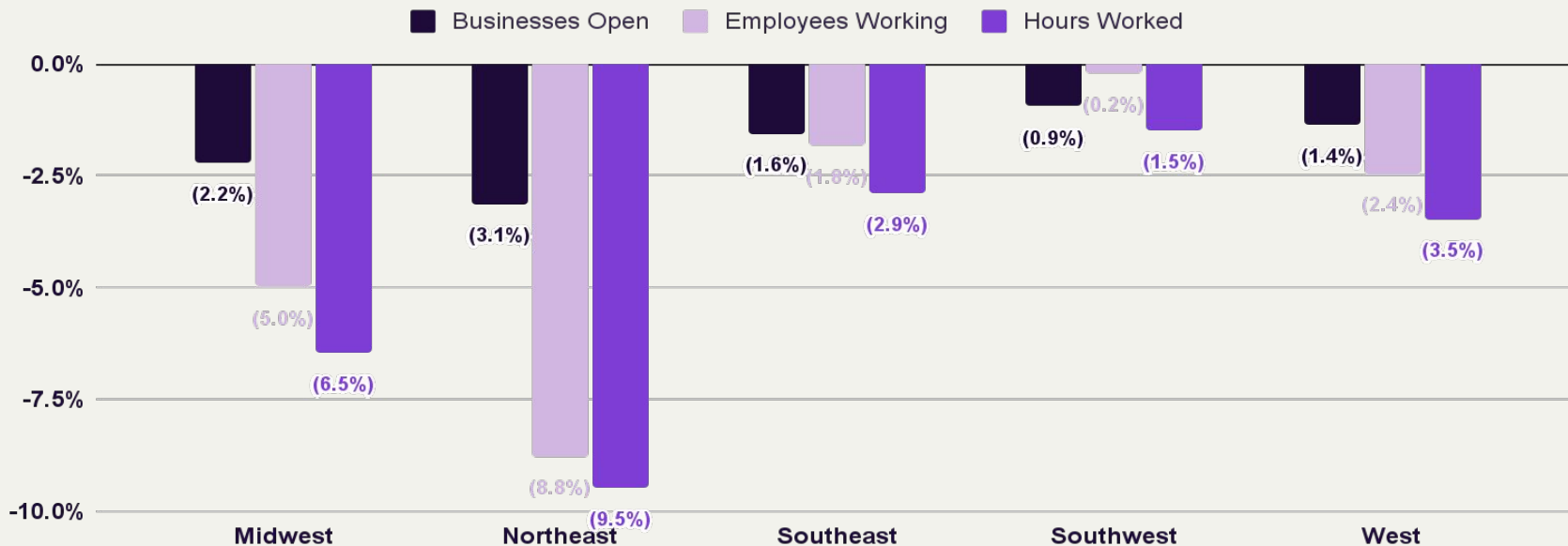
Source

[Homebase data](#)

Northeast and Midwest Lead Regional Weakness

Slower Business activity in these regions drove sharper drops in “Employees Working” and “Hours Worked” compared to other regions.

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



Notes

- Aug 10 - 16 vs Sep 07 -13
- 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.

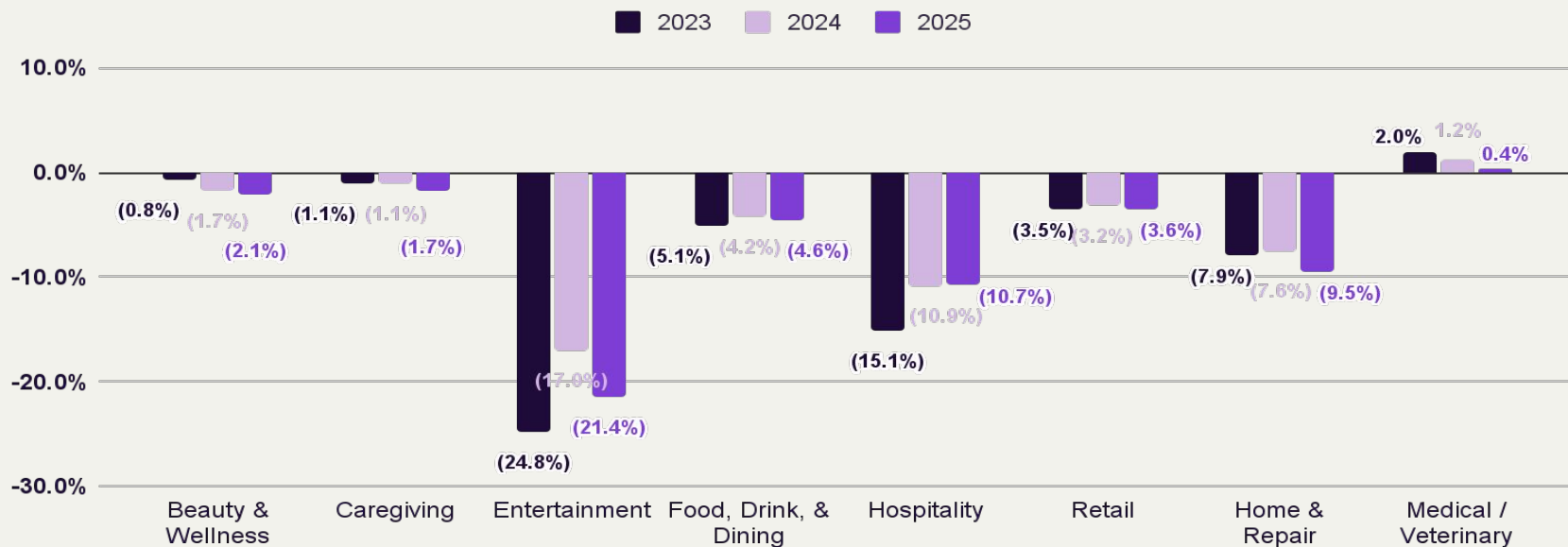
Source

[Homebase data](#)

Seasonal Sectors See Expected September Drop

Entertainment and Hospitality led declines, -21.4% and -10.7% respectively, in line with seasonal back-to-school shifts. Meanwhile Medical/Veterinary industry showed slight uptick

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



Notes

1. Aug 6 - 12 vs Sep 10 - 16 (2023); Aug 11 - 17 vs Sep 08 - 14 (2024); Aug 10 - 16 vs Sep 07 - 13 (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.

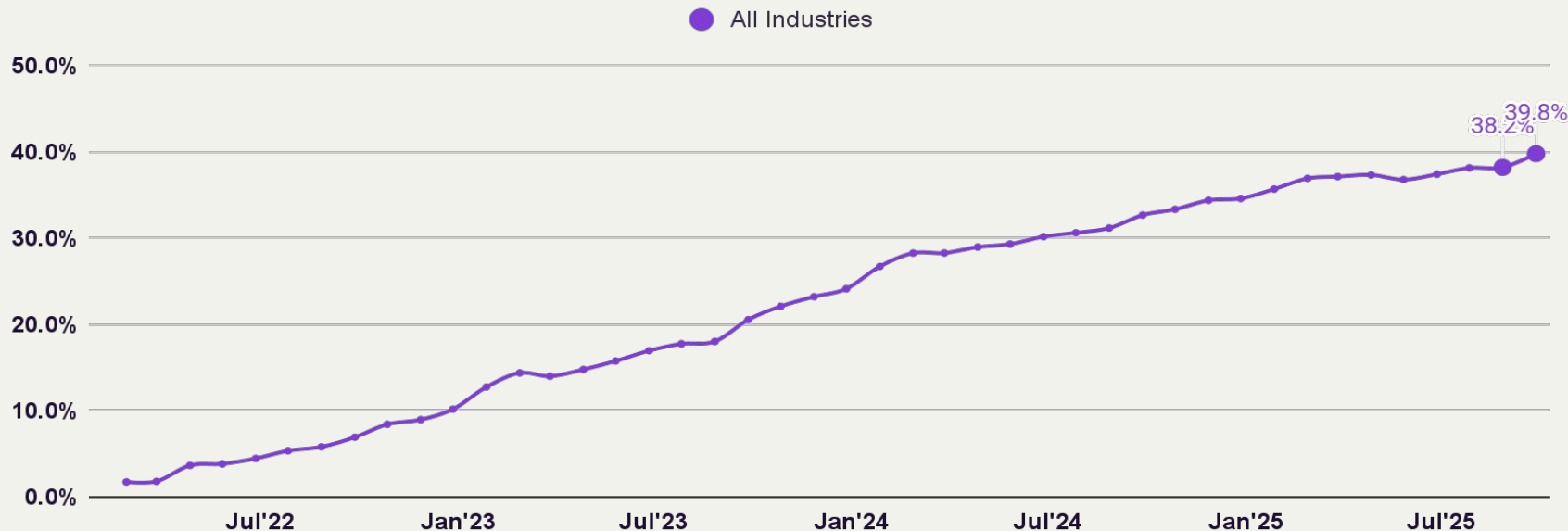
Source

[Homebase data](#)

Wage Growth Stays Consistent With Past Years

Year-over-year growth remain steady, with costs up nearly 40% since Jan 2022.

(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 September 2025 and September 2024
2. A month is defined as the period from 28th of last calendar month to 27th of the current calendar month

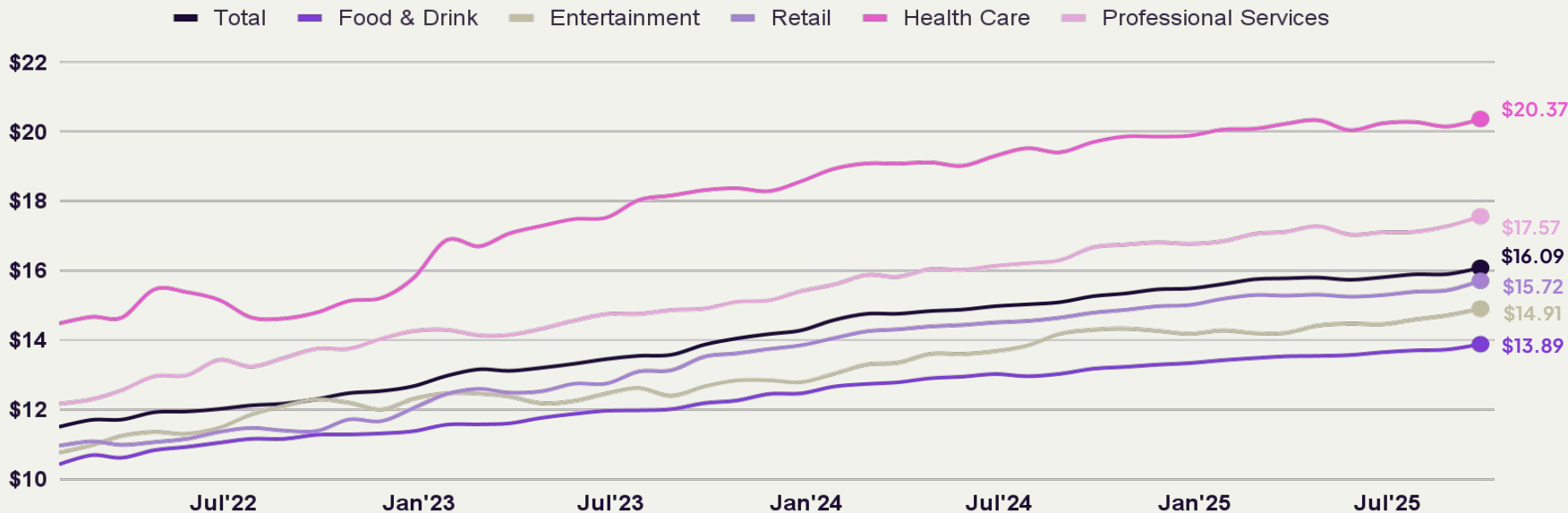
Source

[Homebase data](#)

All Sectors Posted Wage Gains This Month

Industry wages rose across the board in September, consistent with prior years.

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



Notes

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

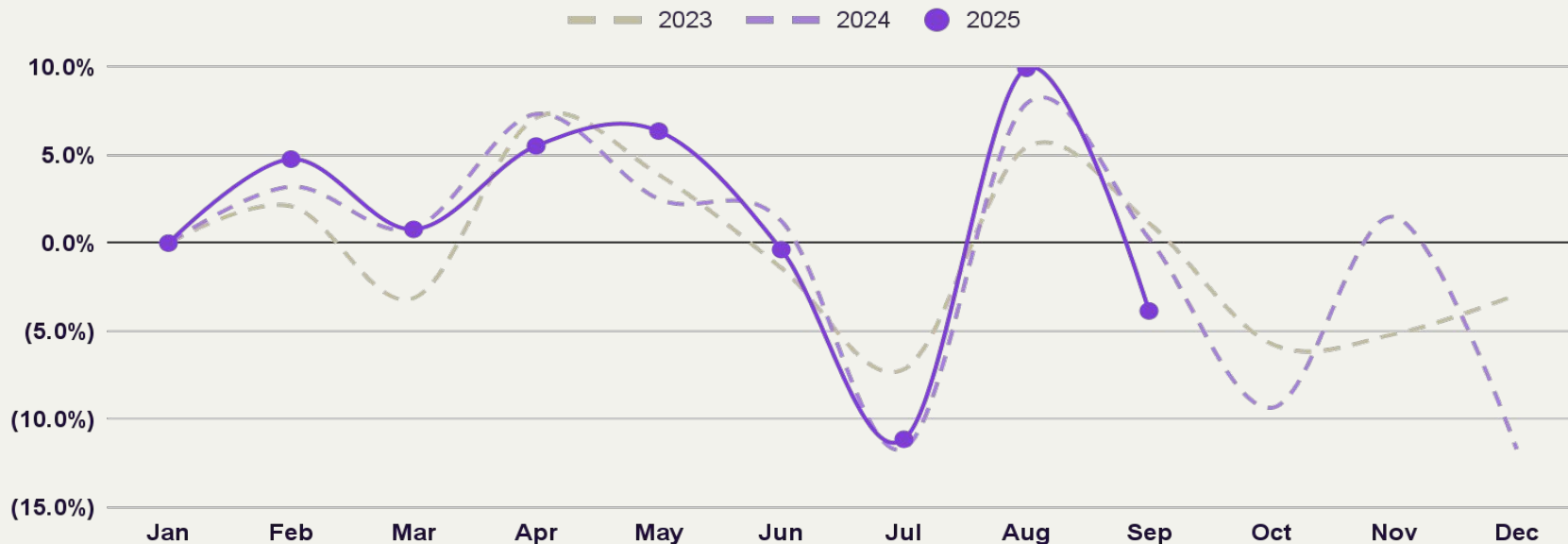
Source

[Homebase Payroll data](#)

Hiring Steadies After August Surge, Follows Seasonal Norms

Job additions eased in September, extending the late-summer pullback seen in prior years

(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

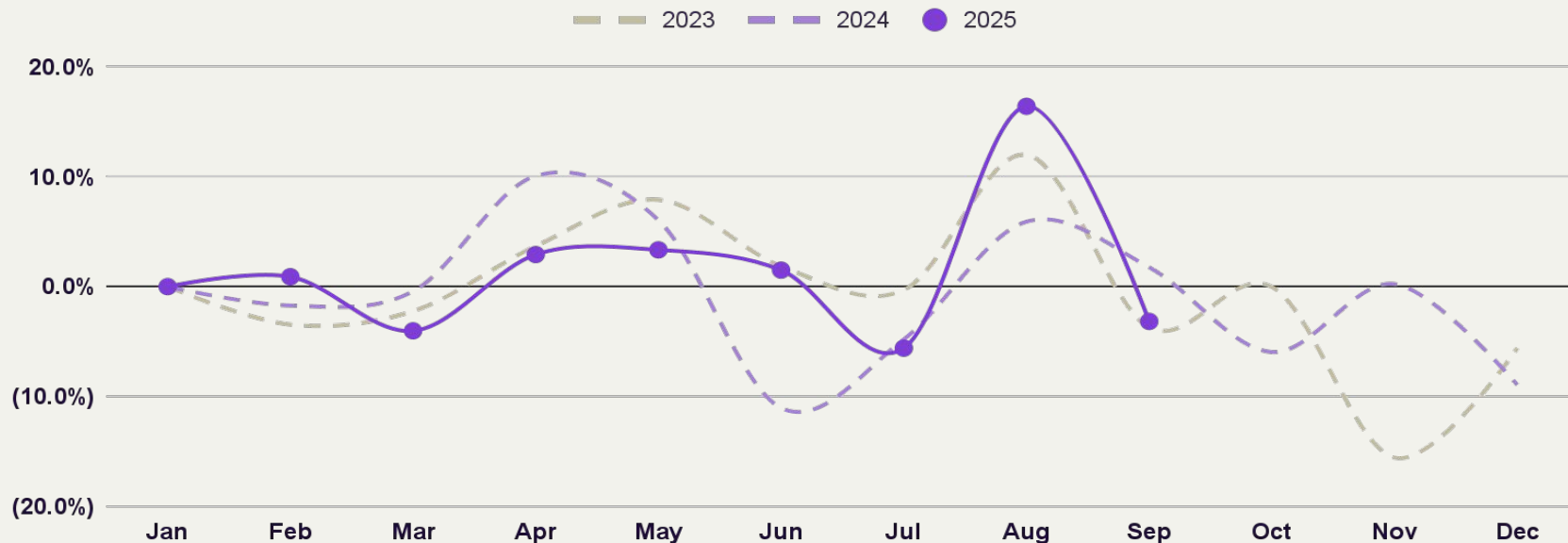
Source

[Homebase data](#)

Turnover Elevated as Business Optimism Lags 2024

Turnover declined month-on-month (-4%), yet, compared to average monthly turnover in H1, employee exits remain high in 2025 (10%), echoing 2023 levels (15%), while 2024's stronger business sentiment kept turnover flat (1%).

(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

**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 September 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 September 2025 and September 2024

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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.