

MAIN STREET HEALTH REPORT

March 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 large, stylized 'COFFEE' sign is visible in the background.

MAIN STREET AT A GLANCE

Main Street Businesses Maintain Status Quo Following Seasonal Shifts



Employee activity showing stronger trend than prior years. Seasonal industries see higher employee participation ahead of summer.



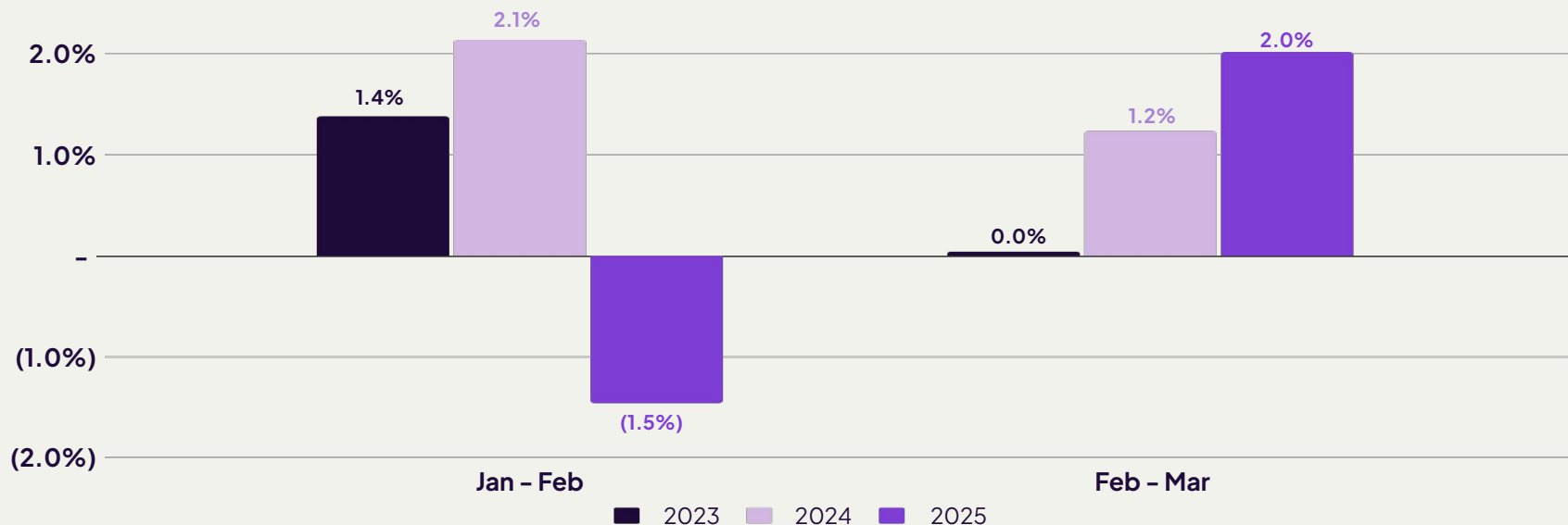
Business activity ticks up in Midwest and Northeast while South lags. Employee activity remains upbeat across the board.



Team rosters grow as SMBs add more employees while turnover declines. Wage growth follows seasonal rhythm resulting in cost pressure remaining stable.

More Employees Join Workforce as Summer Approaches

3.0% a slow start, “Employees Working” grew stronger than prior two years
(monthly change in 7-day average of “Employees Working”, relative to January of respective years)



Notes

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

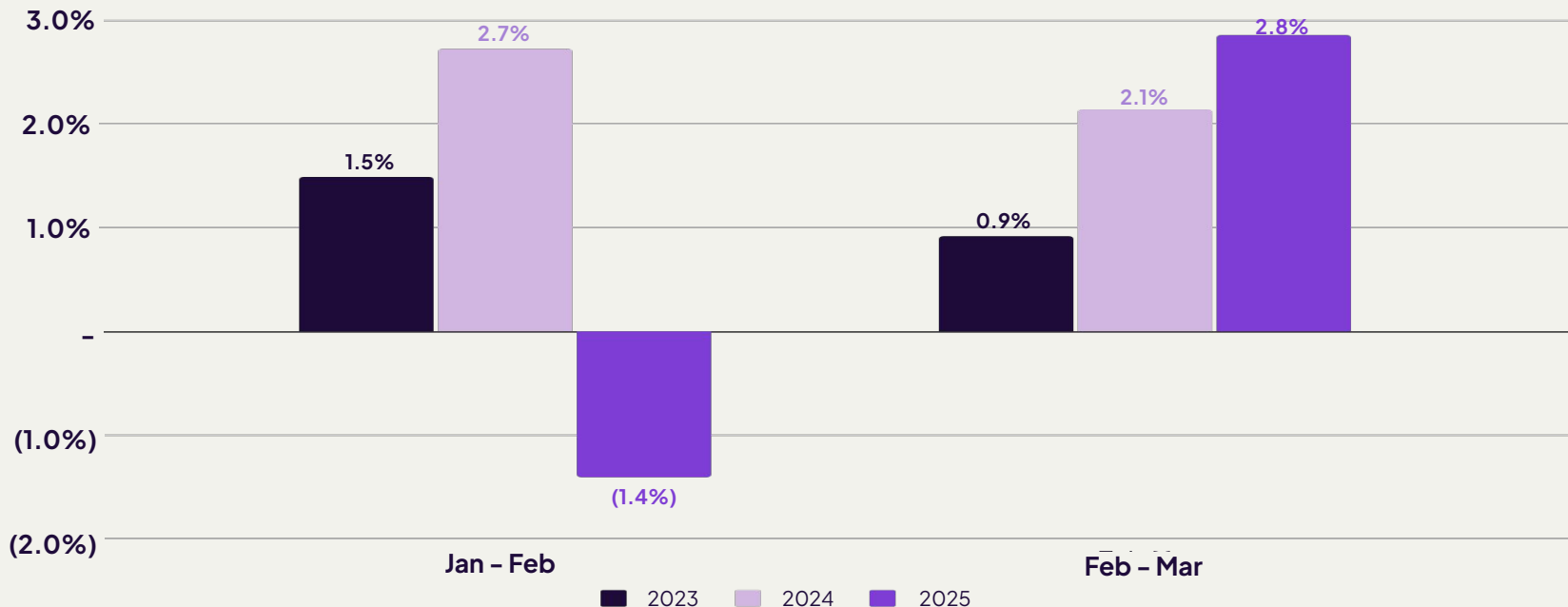
Source

[Homebase data](#)

Employee Activity Hits Three-Year High in March

“Hours Worked” shows significant improvement compared to last two 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.

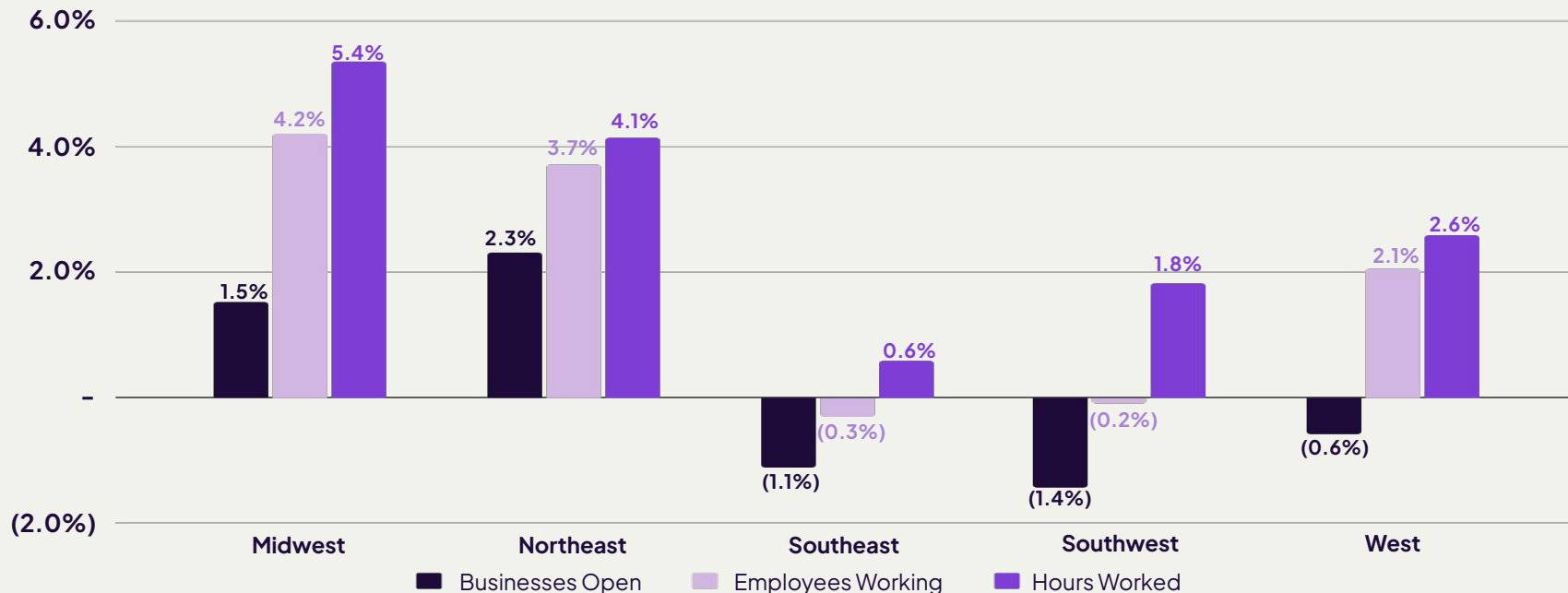
Source

[Homebase data](#)

Midwest and Northeast See Higher Business Activity

Employee activity remained strong everywhere, while South slightly struggled in business growth

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



Notes

1. Feb 09 - 15 vs. Mar 09 - 15
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.

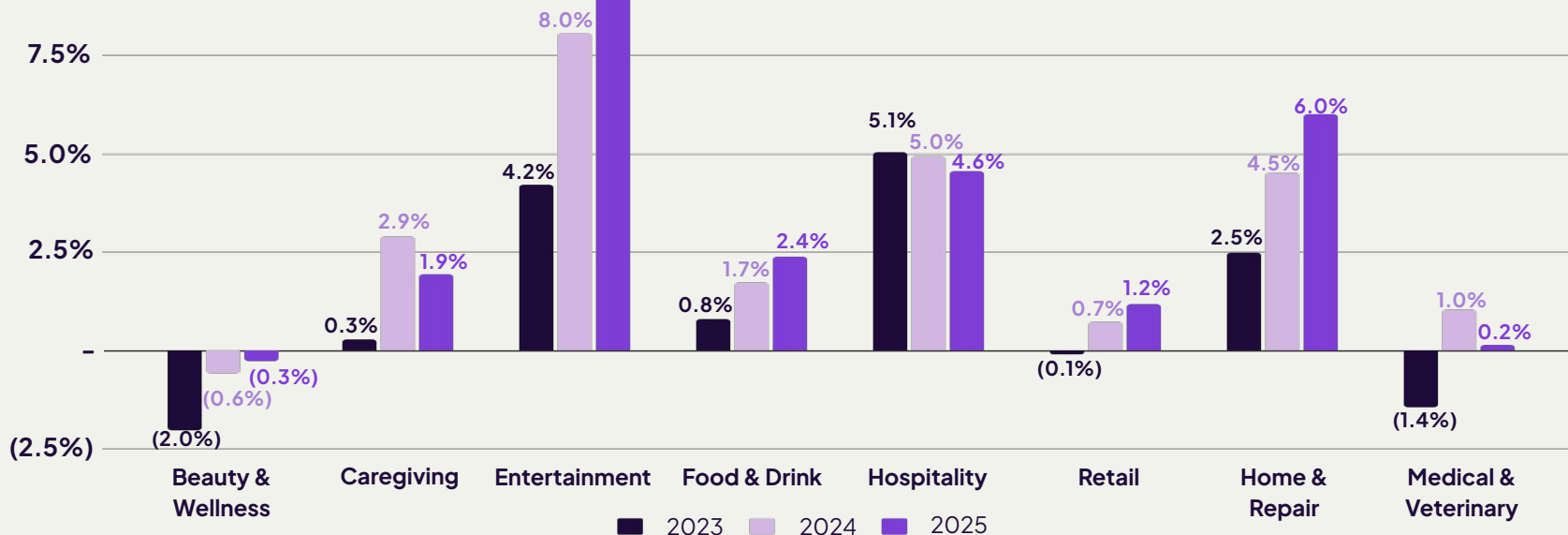
Source

[Homebase data](#)

Entertainment, Home & Repair Drive Seasonal Growth

Door and consumer-facing industries prepare for summer demand

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



Notes

1. Feb 12–18 vs Mar 12–18 (2023); Feb 11–17 vs. Mar 10–16 (2024); Feb 09–15 vs. Mar 09–15 (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.

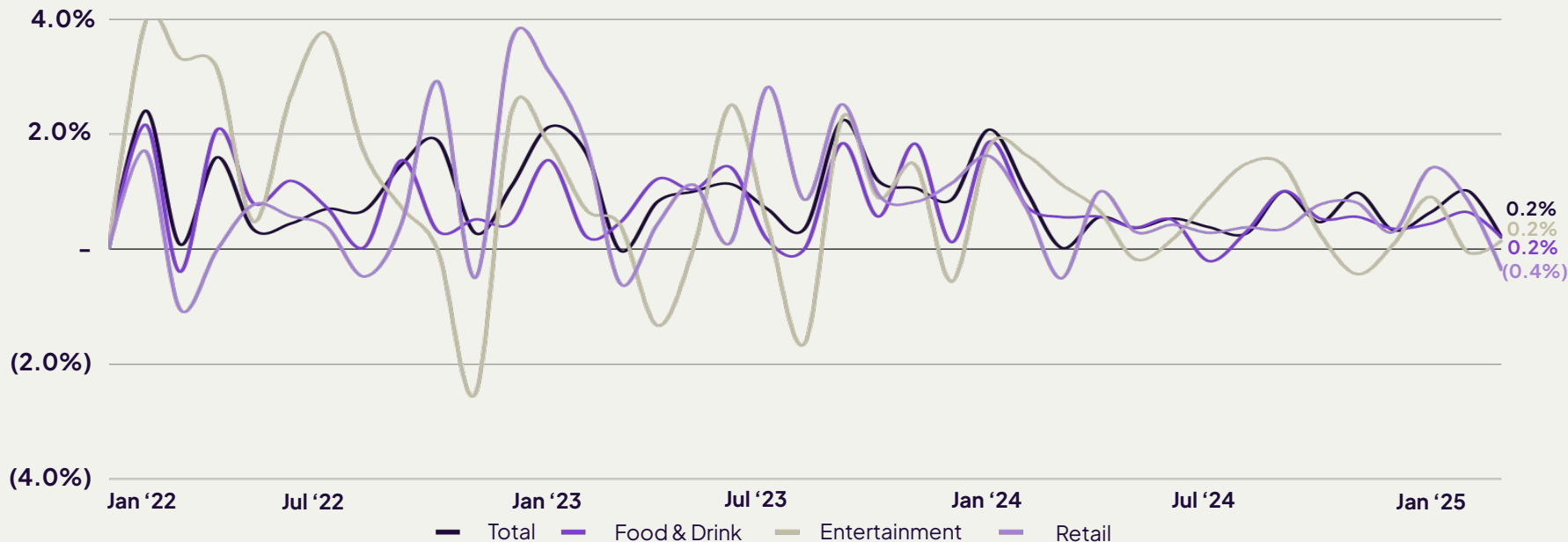
Source

[Homebase data](#)

Monthly Wage Growth Remained Stable

Monthly fluctuations normalize across major industries in March

(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 March 2025 and March 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

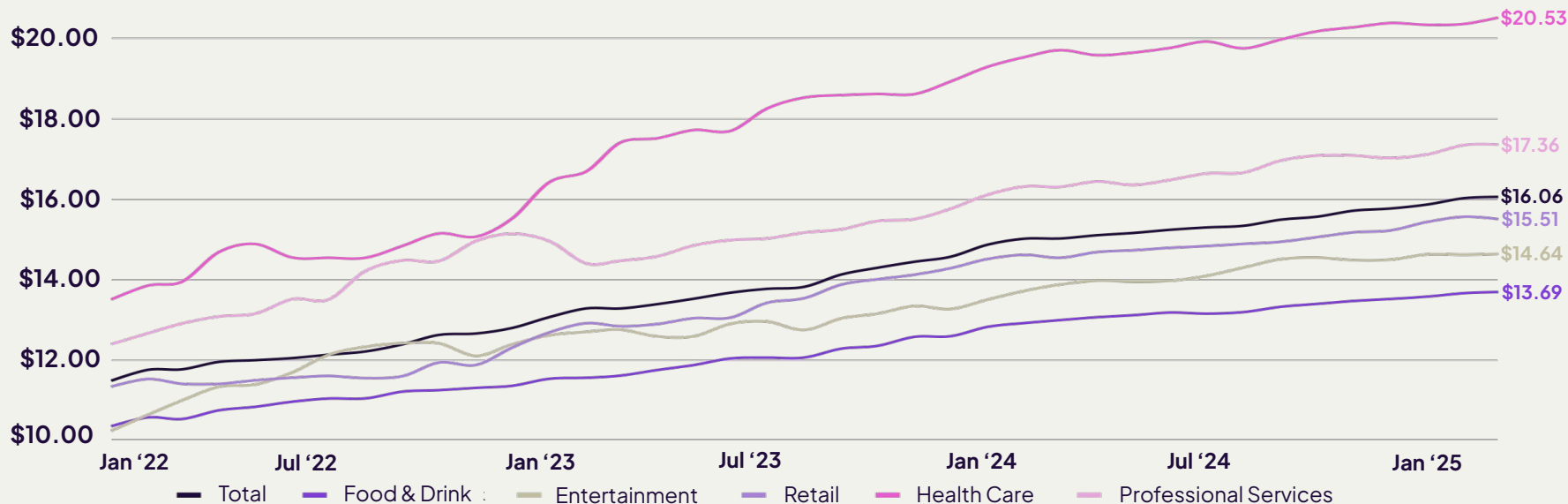
Source

[Homebase Payroll data](#)

Wages Remained Flat Across The Board, Except in Retail

Retail experienced seasonal adjustment while other sectors show steady wages

(Average “Hourly Wages” across all jobs)



Notes

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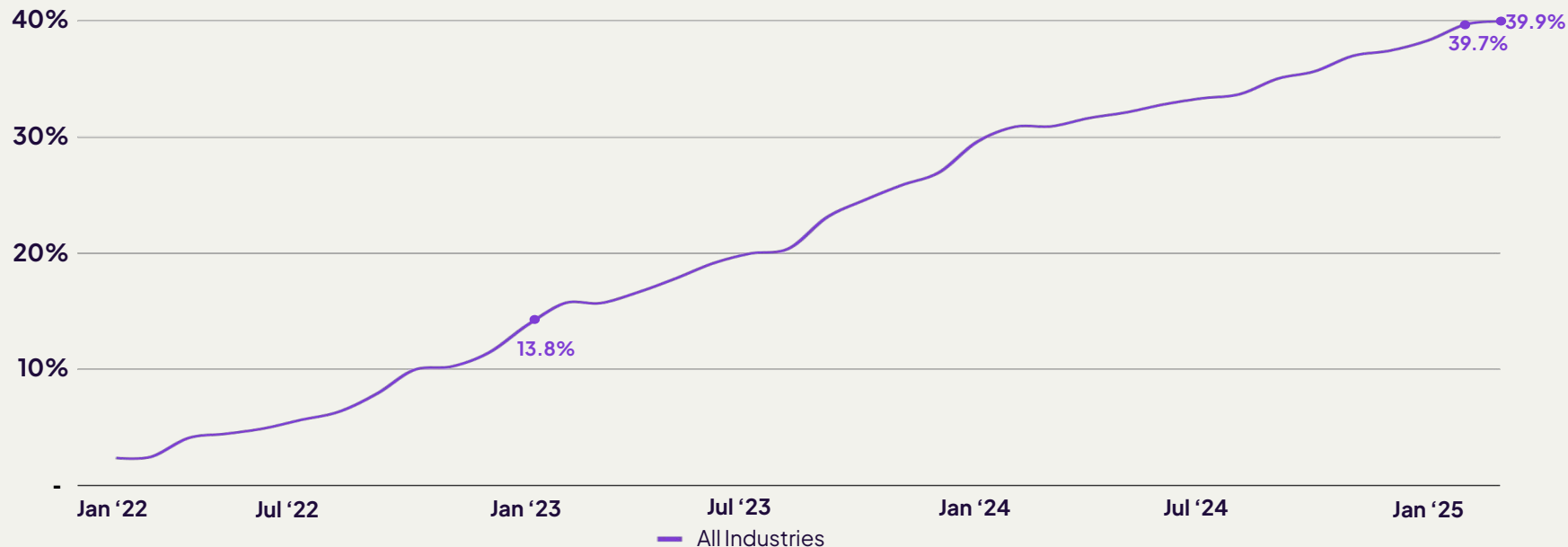
Source

[Homebase Payroll data](#)

Labor Cost Up Nearly 40%, Growth Pace Stabilizing

Growth in cost followed seasonal pattern seen in the last 3 years

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



Notes

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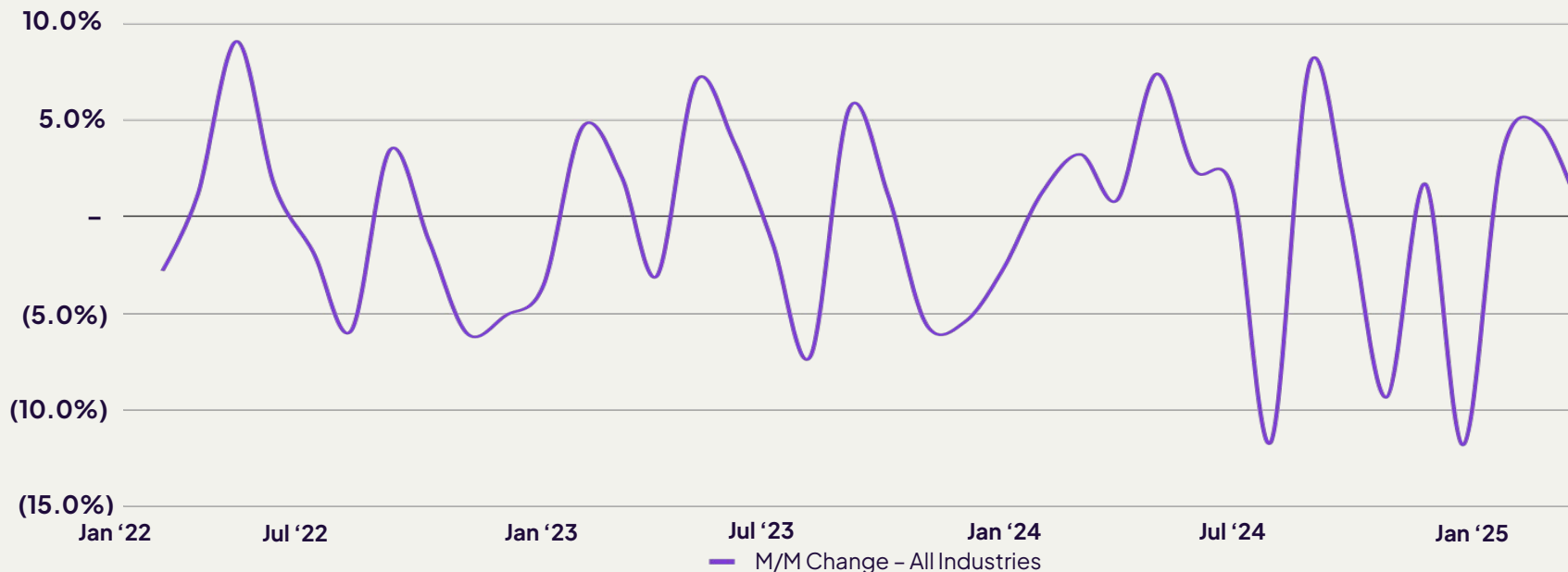
Source

[Homebase data](#)

Team Rosters Grow, Adjusting To Seasonal Demand

Month-to-month fluctuations follow established annual cycles from 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

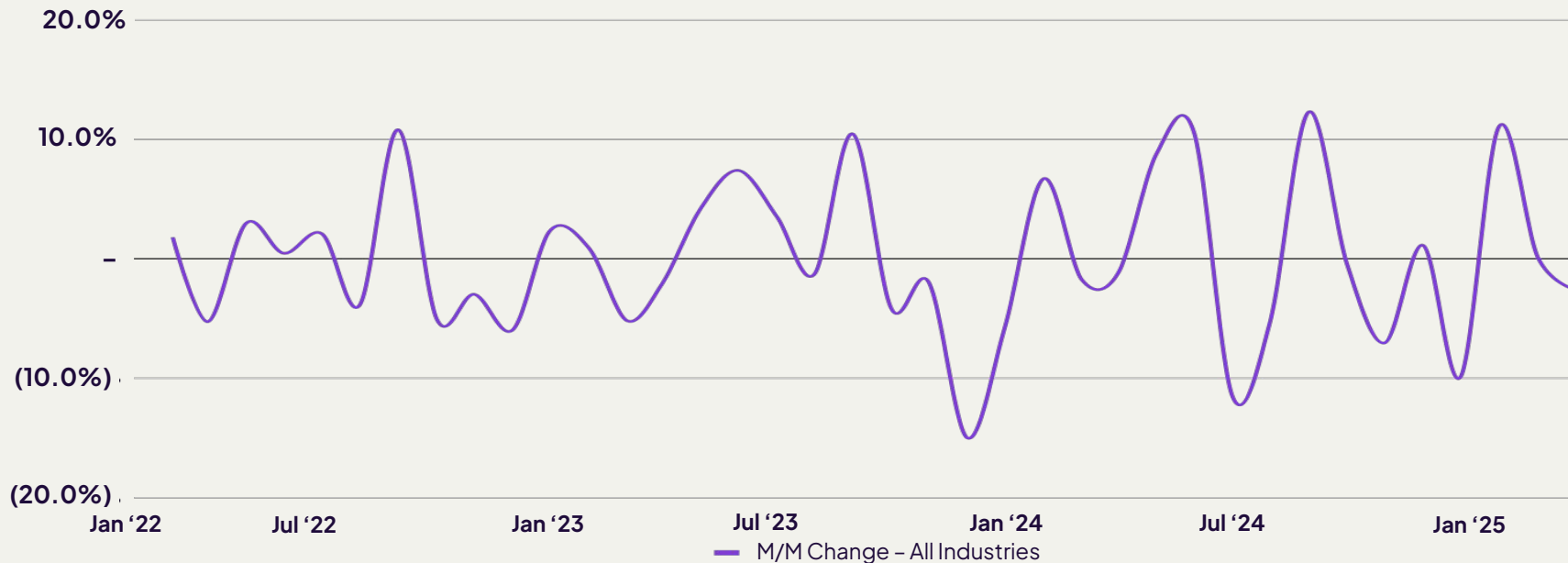
Source

[Homebase data](#)

Retention Remains Strong as Summer Approaches

Fewer employees leaving teams as seasonal demand picks up, keeping roster size steady

(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

Apr 1, 2025	Main Street Health Report – Labor & Wage Stats
Apr 16, 2025	Main Street Health Report – Labor Stats
May 1, 2025	Main Street Health Report – Wage Stats
May 21, 2025	Main Street Health Report – Labor Stats

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 March 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 March 2025 and March 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.