2025

National Business Trends Survey

MRA
Where HR Means Business.

Employer Associations of America
The National Network for Local Workplace Solutions

2025 National Business Trends

An Employer Associations of America (EAA) Sponsored Survey, coordinated by Cascade Employers Association in cooperation with employer associations nationwide.

Published: November 2024
Next Publication: November 2025

Confidential Survey Report

This survey is provided with the understanding that the information will:

- remain strictly confidential
- be restricted to authorized personnel only
- not be used in collective bargaining or grievance proceedings
- protect, completely, organizational identity

National surveys produced by the EAA include:

- National Business Trends Survey
- National Executive Compensation Survey
- National IT & Engineering Compensation Survey
- National Policies & Practices Survey
- National Benefits Survey
- National Sales Compensation Survey
- National Wage & Salary Survey

2025 National Business Trends

Introduction

Report Overview

Each day employers are faced with the challenge of how to move their business forward. The 2025 National Business Trends Survey provides detailed information regarding how executives have responded in 2024 and how they are planning to respond in 2025 to the changing business climate. The reports include:

- Business Outlook
- Business Investment Plans
- Staffing Plans
- Recruitment/Retention Challenges
- Job Creation Challenges
- Business Improvement Measures
- Pay Strategies
- Business Challenges

Report Formats

The 2025 National Business Trends Survey report is divided into seven sections; National Report, Regional Reports (Midwest, Northeast, Southern, & Western), individual State Reports, and individual Industry Reports. The National and Regional sections contain a Significant Trends Summary, a response Detail Report and Participant Demographics. The State and Industry Reports contain a response Detail Report and Participant Demographics only.

Response Levels

The 2025 National Business Trends Survey includes **1,024** distinct participating organizations spread out over all 50 states, and Washington D.C. Many survey participants indicated they have business operations in multiple states.

Notes:

Participant responses may not total 100% in some instances due to rounding, the ability to select multiple responses and/or due to participant omissions.

For states and industries where there were less than 10 survey responses, State and Industry Reports have not been included because the number of responses is not sufficient to assure reasonably valid statistics. In addition, despite minimum response rates, the data in some instances is limited. Users should therefore view such responses with discretion. The data may not be representative of overall market trends.

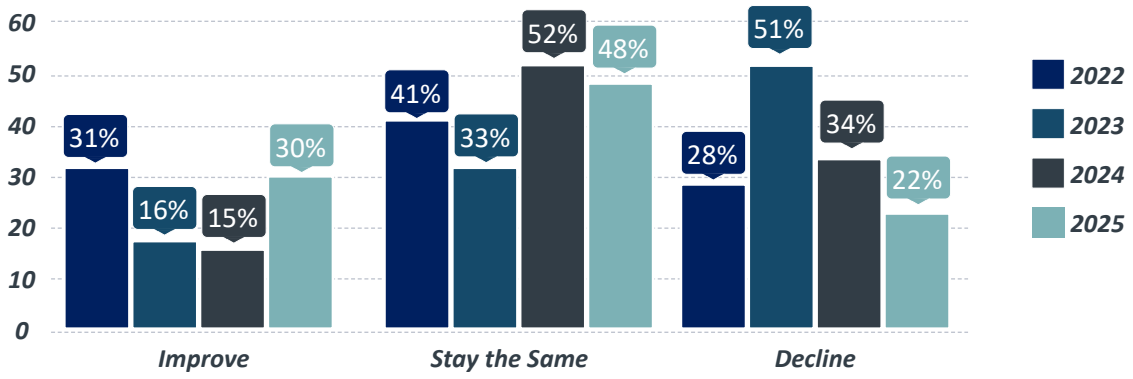
2025 National Business Trends

Year-to-Year Comparisons

U.S. Economy Outlook

Organizations are indicating that the optimism for the U.S. economy expressed in the previous year's study is likely to continue. Seventy-eight percent of organizations expect the economy will either improve or remain unchanged, up from 67% in 2024.

Overall U.S. economy in the next 12 months



Challenges to Organizations

The top challenges to organizations within their industry have remained the same between 2022 and 2024. The top challenges were:

Talent Acquisition

Talent Retention

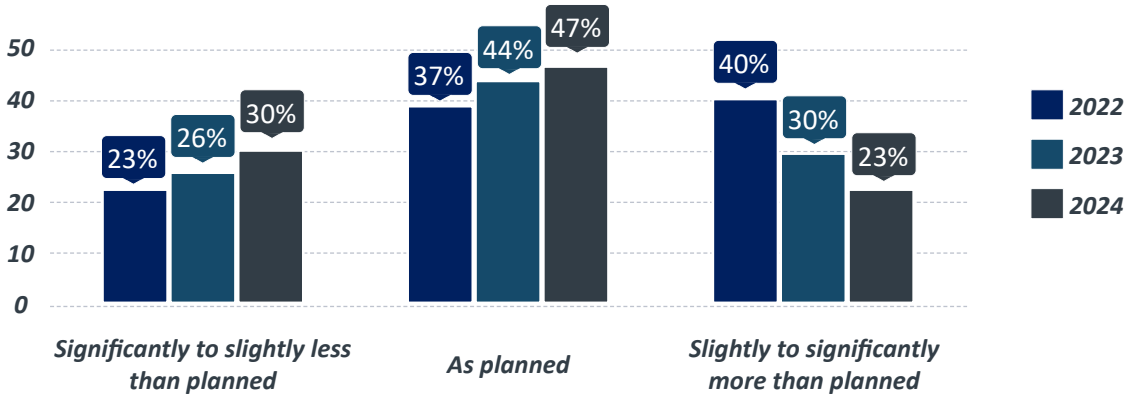
Ability to pay competitive wages/salaries

Year-to-Year Comparisons

Hiring Employees

Recruitment has remained a challenge for many organizations, regardless of the industry. According to 30% of respondents, they hired fewer people than they had anticipated.

Organization Hiring as Originally Planned



Pay Equity and Ensuring Compliance

Staying in compliance with local, state, and federal legislation has become more important in light of the recent emphasis on pay equity. According to 46% of respondents, conducting internal pay audits continues to be the most popular strategy.

Top 3 Ways Organizations are Ensuring Compliance with Pay Equity