

10 Most Profitable States & Cities for Solo Founders in 2025

In 2025, the U.S. hit a record 30.4 million solo founders, up 6.67% from 2024. These self-employed individuals now make up over 82% of all small businesses.

But while the solo economy is booming, where you launch or grow your one-person business makes a massive difference in what you *actually* take home.

Using data from the U.S. Census Bureau and Forbes' Cost of Living Index, DesignRush looked at how much America's solopreneurs earn in each state and city.

Because revenue means nothing if your rent eats it all.

U.S. National Averages

- Average Solopreneur Revenue (U.S.): \$58,930
- Average Cost of Living (U.S.): \$40,422
- Estimated Profit Nationwide: \$18,508

Any state with more than \$18,508 in profit is better than average.

Key Findings:

- **Delaware** is the most profitable state for Solopreneurs, with an average post-expense profit of **\$47,838 per year**
- **Dover, DE** is the best U.S. city for solo profit, with **\$66,263** in average annual profit
- **Wyoming** ranks as the 2nd most profitable state, where solopreneurs earn an average **post-expense profit of \$41,647**
- **Cheyenne, WY** is the 2nd most profitable city for solo founders, with an average profit of **\$57,266 per year**
- **Carson City, NV** ranks #3 among all cities, with solo founders earning **\$48,653** in profit despite **Nevada not making the top 10 states**.
- **North Dakota** ranks #3 among states, and its Grand Forks metro also performs strongly with \$34,549 in annual solo profit.
- **Texas** doesn't make the top 10 states, but its cities **Midland (\$48,010 profit)** and **Odessa (\$33,968)** both rank in the **top 10 most** profitable metros.
- **Florida** misses the state top 10, but its Naples–Marco Island metro delivers \$35,027 in profit, placing it among the top-performing cities.

- **Hawaii** is the least profitable state for solopreneurs, with just **\$2,251** in annual profit
- **Elmira, NY** is the least profitable city for solopreneurs in 2025, with an **average loss of \$7,796** after living costs.

Top 10 Most Profitable States for Solopreneurs in 2025

1. Delaware – \$47,838 Profit

Delaware ranks as the most profitable state for solopreneurs in 2025. With an average revenue of **\$92,227** and living costs at **\$44,389**, solo founders retain nearly **\$48K per year, the highest in the country**. Add in **no sales tax**, strong internet infrastructure, and business-friendly policy, and you've got a lean, lucrative environment for solo success.

2. Wyoming – \$41,647 Profit

Wyoming ranks second thanks to its low costs and virtually nonexistent tax burden. Solo founders earn **\$79,197** and spend just **\$37,550**, leaving over **\$41,000 in profit** annually. As a state with minimal regulation and high freedom for business structure, it's especially appealing to tech and service-based solopreneurs.

3. North Dakota – \$29,965 Profit

North Dakota is the only upper-Midwest state to break the top 3. With average earnings of **\$65,672** and modest living costs of **\$35,707**, founders here keep close to **\$30K** annually. It's a particularly attractive base for entrepreneurs in energy, logistics, and rural e-commerce.

4. New Hampshire – \$26,480 Profit

With **no income tax** and solo revenue averaging **\$72,055**, New Hampshire offers a solid blend of earnings and independence. Founders spend about **\$45,575** to live here, resulting in **\$26,480 in profit**. It's a strong option for freelancers and consultants who serve clients nationwide.

5. Tennessee – \$24,991 Profit

Tennessee is the fifth best state for solo founders in 2025. Founders here earn **\$59,733** on average and spend just **\$34,742**, keeping nearly **\$25K** annually. The state's no income tax, thriving metros like Nashville, and expanding gig economy make it one of the best states for creative and service-driven solopreneurs.

6. Oklahoma – \$23,377 Profit

Oklahoma's affordability and entrepreneurial momentum make it a rising star as the sixth most profitable state. With average revenue of **\$57,343** and living costs of just **\$33,966**, solo founders here take home over **\$23K in profit**, well above the national average. It's especially welcoming to local consultants, educators, and blue-collar independents.

7. South Dakota – \$22,946 Profit

South Dakota matches Wyoming in offering **no personal income tax** and low living expenses. With revenue of **\$59,810** and costs around **\$36,864**, founders here retain nearly **\$23K**. It's a stable, tax-efficient choice for conservative operators looking to maximize personal income.

8. Montana – \$21,712 Profit

Montana combines peaceful living with profitable solopreneurship. Founders make **\$59,040** and spend about **\$37,328**, keeping **\$21,712 annually**. Its appeal lies in low overhead, strong broadband access in many rural areas, and growing demand for remote services and trades.

9. Kansas – \$21,505 Profit

Kansas solo founders bring in **\$56,690** and spend **\$35,185**, allowing them to clear **\$21,505 per year** in profit. It's a low-friction environment where lean businesses, especially in design, repair, education, or online sales, can thrive steadily with room to scale.

10. Connecticut – \$20,778 Profit

Despite its reputation for high costs, Connecticut makes the top 10 due to strong solo income. Founders here earn an average of **\$67,690**, and after spending **\$46,912** to live, walk away with **\$20,778**. High-value niches like consulting, legal, and digital services elevate earnings in this New England hub.

View Full [State Ranking](#)

Top 10 Most Profitable Cities for Solo Founders in 2025

1. Dover, DE – \$66,263 Profit

Dover ranks as the most profitable city in the entire U.S. for solopreneurs in 2025. With an average annual revenue of **\$110,652** and a cost of living at **\$44,389**, solo founders here keep a remarkable **\$66,263** in post-expense income. Located in the **#1 most profitable state (Delaware)**, Dover benefits

from strong local earnings and zero sales tax, giving founders more financial freedom than anywhere else in the country.

2. Cheyenne, WY – \$57,266 Profit

Cheyenne is the top metro in **Wyoming**, which ranks as the **#2 state overall** for solopreneur profitability. Founders here earn about **\$94,816** per year and spend just **\$37,550** on living costs, leaving **\$57,266** in clean profit. Wyoming's lack of personal income tax and minimal regulation create a business-friendly environment where solo founders thrive.

3. Carson City, NV – \$48,653 Profit

Nevada doesn't crack the top 10 most profitable states overall, but its capital city does. **Carson City ranks #3 nationally** for solopreneur profit, with earnings of **\$90,283** and costs around **\$41,630**. That leaves a strong **\$48,653** in annual net income. Nevada's tax advantages and relatively affordable living give Carson City a financial edge, especially for remote-first founders.

4. Midland, TX – \$48,010 Profit

Located in **Texas**, which ranks **#13 among states**, Midland stands out as a high-profit hub for solo business owners. With an average revenue of **\$85,592** and living costs of just **\$37,582**, solopreneurs here retain **\$48,010** in profit annually. Midland's booming regional economy, especially in energy and consulting services, contributes to above-average earnings and a lean cost structure.

5. Bridgeport–Stamford–Danbury, CT – \$36,624 Profit

Despite Connecticut ranking only **#10 overall**, this tri-city metro is one of the most lucrative for solopreneurs. Founders here bring in **\$83,536** on average and spend **\$46,912** on living costs, retaining **\$36,624** in profit. The region is ideal for professionals in high-income solo fields like design, finance, legal, or consulting, where value-per-client is high even with elevated expenses.

6. Naples–Marco Island, FL – \$35,027 Profit

Florida doesn't crack the top 10 states, but Naples–Marco Island proves that location still matters. Founders here average **\$75,539** in revenue and spend **\$40,512** on living costs, keeping **\$35,027** annually. Florida's no income tax policy and strong market for solo service providers help push this metro into the top 10 city list.

7. Grand Forks, ND – \$34,549 Profit

North Dakota is the **#3 most profitable state**, and Grand Forks represents it well. With an average solo revenue of **\$70,256** and very low living costs at **\$35,707**, founders here pocket **\$34,549** in profit. It's a great option for entrepreneurs in logistics, education, or specialized trade services who prioritize margin and manageability.

8. Odessa, TX – \$33,968 Profit

Odessa adds another strong showing for Texas, which is climbing toward the top 10 with multiple profitable metros. Solopreneurs here earn **\$71,550** and spend only **\$37,582**, leaving **\$33,968** in annual post-expense income. Odessa offers many of the same benefits as Midland, including strong business infrastructure and a reasonable cost of living.

9. Nashville–Murfreesboro–Franklin, TN – \$33,820 Profit

As the largest city in **Tennessee**, which ranks **#5 overall** for solopreneur profitability, Nashville combines scale with opportunity. Founders here earn about **\$68,562** per year and spend **\$34,742**, resulting in **\$33,820** in profit. With a vibrant startup scene, creator economy, and no income tax, Nashville is a top destination for solo business success.

10. Bowling Green, KY – \$32,009 Profit

Kentucky doesn't break into the top 10 states, but Bowling Green punches above its weight. Solopreneurs here average **\$67,517** in revenue and **\$35,508** in living expenses, yielding **\$32,009** in profit. It's one of the best examples of how lower-cost metros can deliver top-tier margins, even in middle-tier states.

[View Full U.S. Cities Ranking](#)

What Location-Based Profitability Means for Modern Business Owners

For **solopreneurs, small business owners, agency founders, and consultants**, understanding where profitability scales best can directly impact long-term success.

Whether you're running a creative agency, offering SaaS, coaching, consulting, or freelance services, your **location affects your margin** — sometimes dramatically. The difference between keeping \$10K and \$40K annually in post-expense income could be **where you file taxes, pay rent, or build your client base**.

Methodology

This report analyzes the **profitability of solopreneurs** across all 50 U.S. states and major metro areas in 2025 by calculating the **post-expense income** of nonemployer businesses, individuals who run a business with no paid employees.

Data Sources

- **Solopreneur Count & Revenue:**
Sourced from the **U.S. Census Bureau's Nonemployer Statistics Survey**, which tracks the number of nonemployer establishments and their total revenue by state and metro. These figures represent individuals operating as sole proprietors, freelancers, consultants, and solo agency owners.
- **Cost of Living Data:**
Sourced from **Forbes' 2025 Cost of Living Index**, which estimates average annual expenses required for a modest lifestyle in each U.S. state and metro, including housing, utilities, food, transportation, and healthcare.
- **Revenue Per Solopreneur:**
Calculated by dividing the **total solopreneur revenue by the solopreneur count** in each region.
- **Estimated Profit Per Solopreneur:**
Calculated by subtracting each state's or metro's **cost of living** from its **average solopreneur revenue**, providing a practical estimate of what a solo business owner might retain after covering basic living expenses.