

HOME-BASED  
BUSINESSES  
**38**  
MILLION

- 51% **SERVICE**
- 15% **CONSTRUCTION**
- 13% **RETAIL TRADE**
- 07% **REAL ESTATE**
- 05% **FINANCE**
- 04% **MANUFACTURING**



# HOME-BASED BUSINESS FACTS

**58%**  
OF HOME  
BUSINESSES ARE  
RUN BY WOMEN

- 51% **HAVE A COLLEGE DEGREE**
- 31% **STARTED WITH UNDER \$5,000**
- 70% **ARE THRIVING AFTER 3 YEARS**
- 67% **ARE OVER 45 YEARS OLD**

COMPLIMENTS OF SIMPLEE AND LEE SILBER