

Idaho Receives A+ From Local Small Business Owners

Thumbtack Releases Annual Small Business Friendliness Survey

Ranking All 50 States And 80 Cities

SAN FRANCISCO, October 24, 2017 – Today Thumbtack, the app and website that finds you a local professionals (pros) for any project, released the grades from its [2017 Small Business Friendliness Survey](#), the largest continuous study of small business perceptions of government policy in the U.S. Thumbtack surveyed more than 13,000 small business owners in 50 states and 80 cities to evaluate how easy state and local governments make it to start, operate and grow a small business.

This year, Idaho ranked 3 (out of 50) and earned an A+ for overall small business friendliness. Thumbtack also assigned 12 policy-specific grades, ranging from licensing requirements, tax regulations, health and safety rules and labor regulations. For more details about the report and the full set of results for Idaho please visit Thumbtack.com/ID.

“The small business owners we heard from in Idaho were 6% more positive about their state’s support for small businesses than the national average, leading to their A+ grade overall,” said Thumbtack Economist, Lucas Puente, PhD. “And compared to nearby states, such as Washington (B+) and Montana (B), Idaho did better.”

“Small businesses are the heart and soul of any economy, and in rural states like Idaho they are essential to our communities and way of life,” said Governor C.L. "Butch" Otter. “We work hard to ensure all our businesses and industries feel welcome and appreciated here, from our public policies to our responsiveness to their needs. That’s not only a high priority for our state government but also part of our cultural DNA in Idaho.”

The Thumbtack Pro

There are 250,000 pros working on Thumbtack per quarter, across 1,000 different categories, serving customers in every county in the U.S. Compared with American small businesses overall, the small business professionals who use Thumbtack are more diverse across race and gender, and more likely to own a business at a younger age. They are evenly divided across the political spectrum of Democrats, Republicans and Independents. Additionally, more than four-in-five small business owners who use Thumbtack say they “love what they do,” far more than the national average of workers.

Survey Methodology

Between July 26, 2017 and September 6, 2017, Thumbtack Economist, Lucas Puente, PhD, surveyed 13,284 skilled professionals from across the U.S., operating across hundreds of categories, including as electricians, music teachers, wedding planners, wellness professionals and more. The survey asked these entrepreneurs about the policies of their states and cities toward small business, as well as the overall level of support in their community. For the survey methodology, please visit:

<https://www.thumbtack.com/survey>.

About Thumbtack

Founded in 2009, Thumbtack created an inventory system for local services that can automatically match a customer with a specific need to a qualified local pro for the job. Offering 1,000 different categories, Thumbtack helped customers complete 25 million jobs -- from plumbing, to catering, to personal training and math tutoring -- generating over \$1 billion in earnings to pros in 2016. For more information, please visit:

www.thumbtack.com.