

Squarespace's Inaugural Study on American Entrepreneurialism Reveals That People Would Give Up Sex and Alcohol to Start a Successful Business

For more information: www.squarespace.com

NEW YORK, NY – August 31, 2017 – Squarespace, the leading all-in-one web publishing tools company, today released its inaugural study on American entrepreneurialism and found that over half of adults would be willing to give up alcohol or sex for a month in order to start a successful business. The old adage goes sex, drugs, and rock 'n roll, but Americans today are more interested in something else entirely. And with over half of Americans interested in starting their own business, that's a lot of sacrifice.

Squarespace partnered with global research firm Kelton to conduct its study, and discovered that 52% of Americans are interested in starting their own business, and that more than one in five of these ambitious folks would like to do so in the next six months.

Furthermore, 89% of Americans have a personal passion project they're interested in turning into a career. Why? Perhaps because 96% of Americans have a burning desire to be their own boss. In fact, Americans are so eager to start their own ventures that 55% of them would give up alcohol for a month, whereas 52% would sacrifice sex for a month. 36% of Americans even say they would jump out of a plane in order to bring their ideas to life.

So why aren't more Americans embarking upon their entrepreneurial journeys? Squarespace found that the bulk of would-be business owners' fears are financial, as 61% worry that they won't turn a profit or will face financial risks. Others, however, simply need a confidence boost, as they're concerned that their passion projects might fail (55%), see no customers (50%), or that they simply aren't good enough (36%).

Squarespace, however, can help Americans (and folks around the world), take the first step in creating a business by creating a beautiful online presence. Thanks to Squarespace's extensive suite of online tools, which includes a website builder, e-Commerce features, and a domains manager, anyone can bring his or her idea to life online.

ABOUT SQUARESPACE

Squarespace powers the next generation of the independent workforce by providing millions of makers, thinkers, and doers with the tools they need to bring their unique stories to life. By blending industry-leading design and world-class engineering, Squarespace presents a beautiful all-in-one solution for building websites, selling online, and taking control of your online identity. Founded in 2003, Squarespace's team of 700 is headquartered in downtown NYC, with offices in Dublin and Portland. For more information, visit www.squarespace.com/about.

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The Squarespace Thought Leadership Survey was conducted between July 27 and August 3, 2017 1,547 Americans Ages 13-60 (514 Americans ages 13-17 and 1,033 Americans ages 18-60) , using an e-mail invitation and an online survey. Quotas are set to ensure a reliable representation of the U.S. population ages 13-17 and 18-60. Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results. In this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 2.5 percent (+/- 4.3% for Americans ages 13-17 and +/- 3.1% for Americans ages 18-60), from the result that would be obtained if interviews had been conducted with all personas in the universe represented by the sample. The margin of error for any subgroups will be slightly higher.

