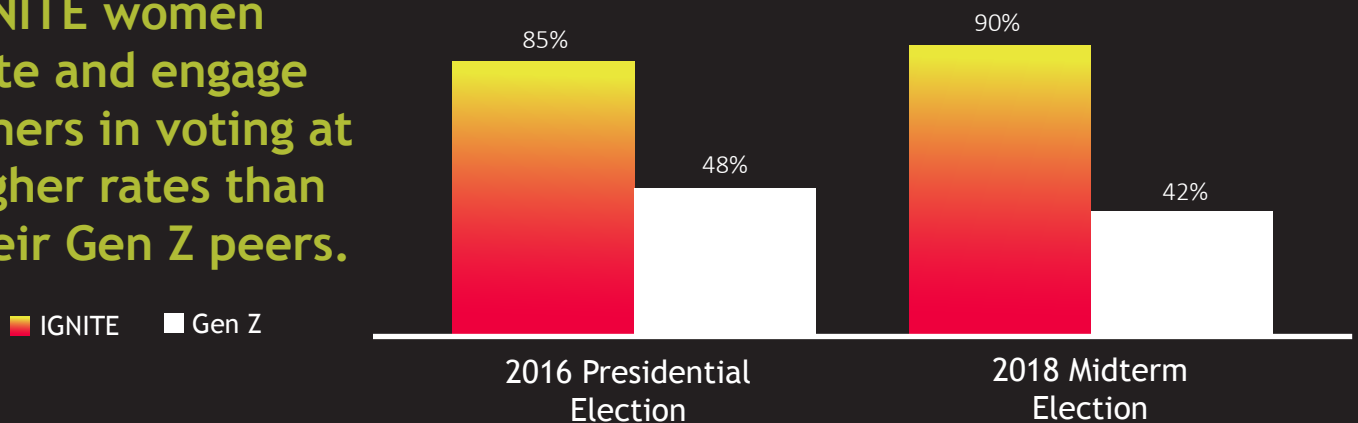


IMPACT

In 2019 IGNITE partnered with researchers at the Center for American Women and Politics at Rutgers University, Washington College and Goucher College on a study comparing IGNITE women to a national sample of their Gen Z peers. The findings are unequivocal: IGNITE has extraordinary impact.

IGNITE women vote and engage others in voting at higher rates than their Gen Z peers.



IGNITE women register people to vote or serve as poll workers at **3x** the rate of their peers.

IGNITE women encourage their peers to vote at **2x** the rate of their peers.

IGNITE women are more politically ambitious.



3x
as many IGNITE women definitely plan to run for office in the future.



IGNITE women are more politically active.

2:1

IGNITE women participated in protests or rallies at 2x the rate of their peers.

3:1

IGNITE women volunteer and work on campaigns at 3x the rate of their peers.

2:1

IGNITE women run for office on their campuses at 2x the rate of their peers.

IGNITE women are more likely to voice their opinions in public forums and to policymakers.



IGNITE women...

Contact their elected representatives at **3x** the rate of their peers.

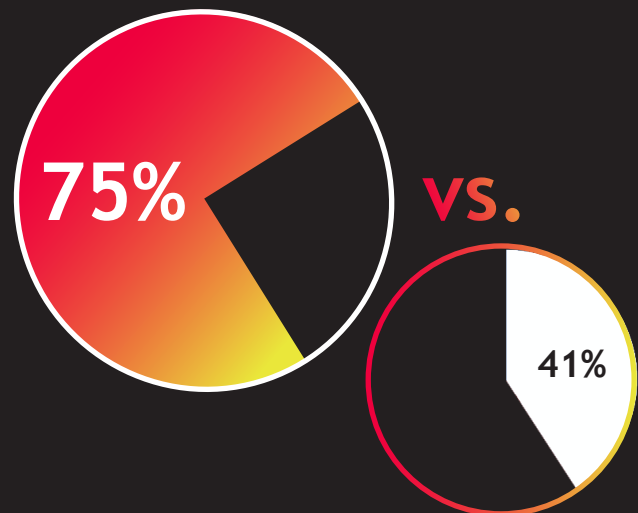
Advocate policy solutions to legislators at **5x** the rate of their peers.

Attend city hall or state capitol meetings at **4x** the rate of their peers.

IGNITE women feel more confident and qualified.

75% of IGNITE women agreed that they were qualified to one day hold political office.

In comparison, only **41%** of the general Gen Z population agreed that they were qualified to one day hold political office.



Study Methodology: Surveys were sent to IGNITE's list of alumni and participants 18 years or older for whom we had emails. Nine hundred and forty (940) individuals completed the survey, which is a 14% response rate. For a comparison group, the researchers contracted Qualtrics Panels to conduct an online national survey of Americans ages 18-23 (commonly referred to as Gen Z). Qualtrics collected 2250 completed surveys. The data is not a probability sample, but is weighted to match the benchmarks developed by Pew Research Center for sex, age, race/ethnicity and income and closely resembles the make up of the United States public for this age demographic. The data above compares the IGNITE sample to the Gen Z sample of women.