



Contact:

Hailey Schnabel

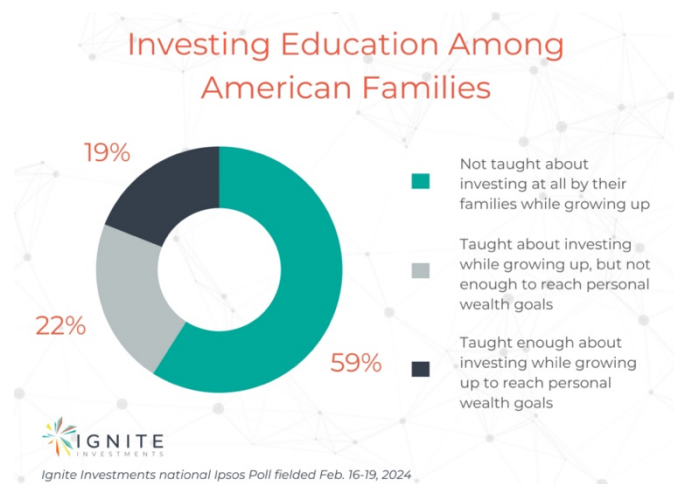
hs@igniteinvestments.com

214.259.2488

FOUR OUT OF FIVE AMERICANS LACK NECESSARY INVESTMENT KNOWLEDGE TO REACH PERSONAL WEALTH GOALS

DALLAS – Feb. 20, 2024 – In a national Ipsos poll conducted by Ignite Investments February 16-19, 2024, 81% of Americans grew up in families that did not teach them enough about investing to reach their personal wealth goals today, specifically:

- Almost two-thirds (59%) agree they were not taught about investing at all by their families.
- Just over one-fifth (22%) agree they were taught about investing, but not enough to reach their personal wealth goals today.
- Only 19% agree they grew up in families that taught enough about investing that they feel empowered to reach their personal wealth goals today.



The sample for this study was randomly drawn from Ipsos’ online panel, partner online panel sources, and “river” sampling and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2021 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, race/ethnicity, region, education and political party affiliation.



Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.8 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,005, DEFF=1.5 adjusted Confidence Interval=+/-5.3 percentage points).

About Ignite Investments, LLC

Ignite is an independent, women-run capital-raising platform with a strong historical track record that points to continued growth. Ignite connects investors with best-in-class investment entities structured to provide diverse opportunities tailored to meet portfolio objectives. For select sponsors, Ignite provides an extensive suite of strategic planning, marketing, investor relations and administrative services. With a community of more than 2,500 accredited investors, Ignite has over \$457 million in equity under management representing \$1.2 billion in value of current assets. For more information about Ignite, visit www.igniteinvestments.com.

###