

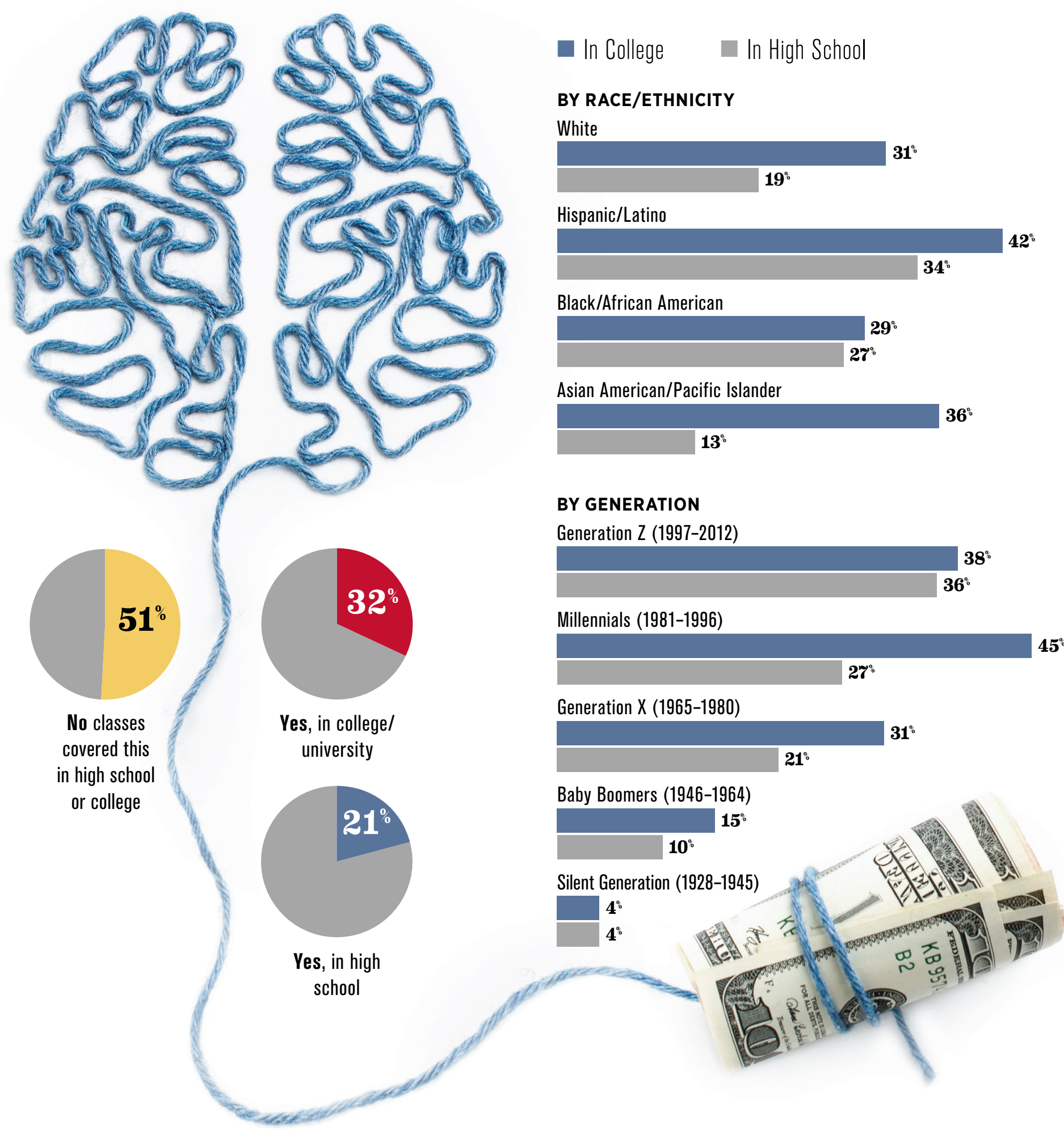


# consumer Financial literacy report

Source: NAR

## FINANCIAL EDUCATION IN SCHOOL

Did you take classes in high school or college covering financial benefits of real estate ownership?

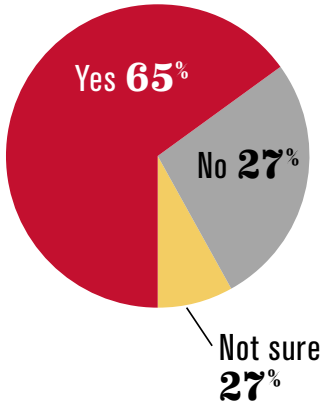


## FINANCIAL EDUCATION OUTSIDE OF SCHOOL

Where did you learn about the financial benefits of real estate ownership?

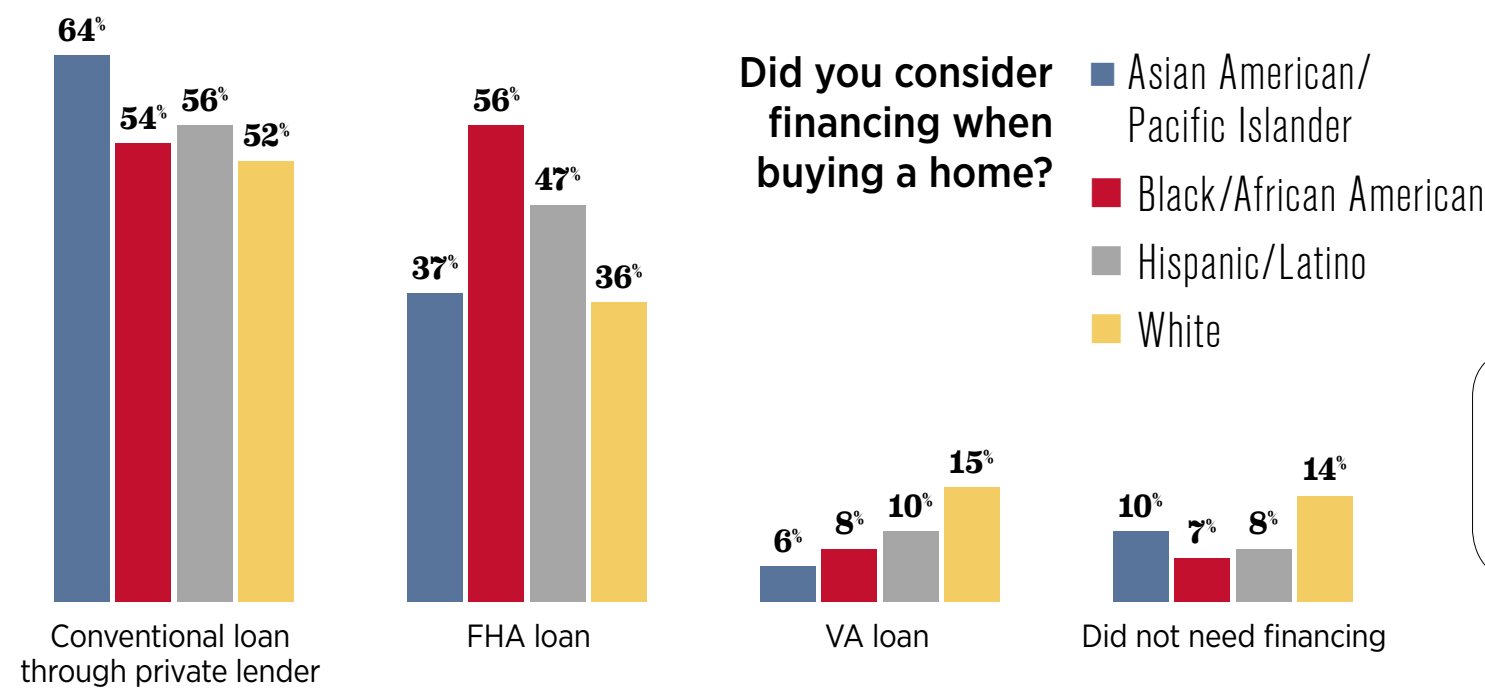
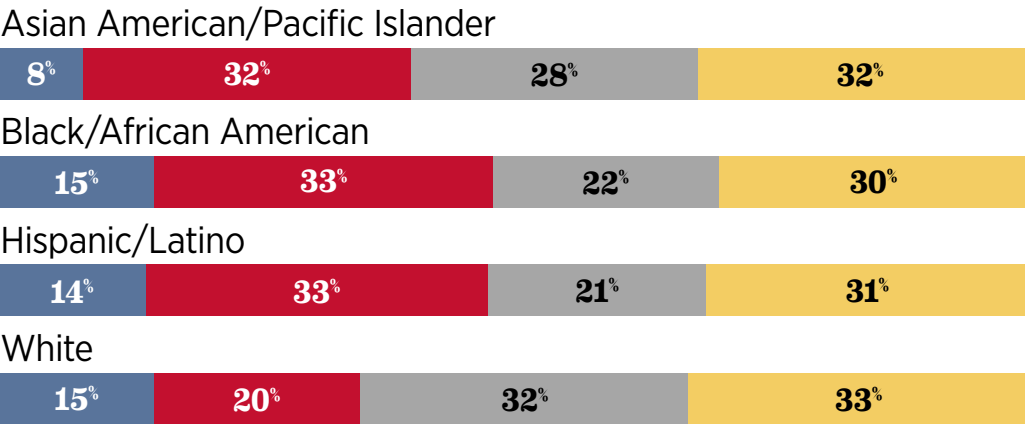
BY GENERATION	Generation Z (1997-2012)	Millennials (1981-1996)	Generation X (1965-1980)	Baby Boomers (1946-1964)	Silent Generation (1928-1945)
From parents	31%	27%	23%	28%	11%
From the internet	31%	40%	29%	18%	4%
From books	23%	24%	14%	15%	7%
From work	22%	23%	16%	8%	4%
From friends	20%	28%	27%	20%	11%
From other family members	19%	20%	25%	22%	11%
From financial advisor	11%	26%	24%	16%	7%
From own experience as a homeowner	10%	23%	33%	48%	33%
From TV (HGTV, news programs, etc.)	9%	23%	18%	11%	4%
From a homebuyer seminar	7%	13%	13%	6%	4%

Did you learn about the financial benefits of real estate ownership, including owning a home, outside of high school or college?



Did you consider or apply to an existing down payment assistance program?

- Yes, applied to these programs
- Yes, considered but didn't apply
- No, did not consider these programs
- No, was not aware of these programs



To read the full NAR Financial Literacy Report, visit [NAR.realtor/reports](https://www.nar.realtor/reports).