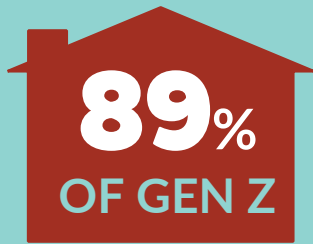
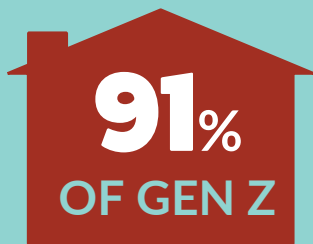


# Gen Z

## says homeownership is #goals



**Agree:**  
I believe buying a home  
is a good investment



**Say owning their own  
home is very/somewhat  
important to personally  
achieve in their life**

*Source: Kantar U.S. MONITOR 2024 (Youth)*



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