**Abstract**

A person's ability to manage his personal finance has become an important issue in today's world. Financial knowledge includes basic knowledge of key financial concepts. The study assessed the level of financial knowledge, identified the impact of demographic and socio economic factors on financial knowledge among 529 respondents in Tamilnadu. The study concluded that 18–25 years have low level financial knowledge and above 26 years of age posses high level of financial knowledge and financial information is gathered mostly from internet and websites.