

# Banking customers are gearing up for a financially successful New Year

Article

**The news:** Seventy-two percent of US consumers have a plan for reaching their financial goals in 2025, according to Fidelity Investments' [2025 Financial Resolutions Study](#), which

surveyed 3,008 US adults online in October 2024.

**Young consumers are more optimistic:** Bank customers are driven to financially succeed this year, but younger customers seem to be taking a more active approach to achieve it.

- 74% of Gen Zers and 75% of millennials think their finances will improve this year, versus 67% of Gen Xers and 50% of baby boomers.
- 59% of Gen Zers and 60% of millennials plan to change how they invest this year, far outpacing older customers: Just 47% of Gen Xers and 26% of baby boomers said the same.

But just 29% say their financial goals are within their control.

**That's where banks come in:** Bank customers are eager to get the financial ball rolling this year, and they've taken the first step by setting their goals. But they could use guidance from banking experts to ensure that their goals are realistic—and that they know about the products and services that can help them achieve their goals the fastest.

***Dive deeper:*** To learn more about each generation's 2025 financial resolutions and the products they need to achieve them, read ["Financial goals each generation of banking customers hopes to accomplish in 2025"](#) next.

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