



US investment trends report 2025

Exploring the top investment trends in the US based on YouGov Financial Services CategoryView.

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Foreword



With the continued emergence of tech-first investment platforms versus in-person meetings with financial advisors, more Americans have the opportunity and are more likely to make investments.

While different generational life stages naturally correlate with varying levels of investment capital and appetite for risk, we are seeing this trend materialize around cryptocurrency. The younger generations are especially eager to invest in a more diversified manner.

Todd Dupey

Senior Vice President of
Research, Financial Services

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Report takeaways

- 1 New money**

The majority of prospective 2025 investors are Gen Z or Millennial (55% vs. 42% gen pop), indicating the arrival of the next generation of investors.
- 2 Crypto current**

Despite 83% of investors aware of cryptocurrency viewing it as a risky investment, an increasing number of Americans are investing in crypto. This is especially true among Gen Z investors, who are nearly 4x more likely to own cryptocurrency than have a retirement account (42% own crypto vs 11% have a retirement account).
- 3 Green light**

70% of Gen Z investors and 68% of Millennial investors express confidence in managing their investments, vs 60% of all US investors.
- 4 Advisor-free**

Fewer than a third of Gen Z investors (32%) work with a financial advisor, compared to more than half of Baby Boomer and Silent Generation investors (51%).
- 5 Taking stock of options**

Younger investors are increasingly considering stocks (+16.4 growth score for Gen Z; +5.9 for Millennials), while older investors see most growth in options and futures (+3.4 for Gen X; +1.2 for Baby Boomers+)
- 6 Changing the channel**

48% of Gen Z investors leverage cryptocurrency exchanges (vs 29% of all investors). This is notably higher than Gen Z investors who invest via banks and credit unions (40%).
- 7 Landmark momentum**

Real Estate platforms represent the trendiest investment channel for all generations, with a 2025 growth score of +10.2 for Gen Z, +5.2 for Millennials, +3.1 for Gen X, and +0.5 for Baby Boomer+ investors.
- 8 Investing in customers**

Bloomberg leads in customer satisfaction among all investment brands (+72.0 net satisfaction), especially among younger Americans (+76.7 for Gen Z and Millennial investors). Fidelity has the highest satisfaction rating among Gen X and Baby Boomer+ investors (+70.0).

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Investments overview

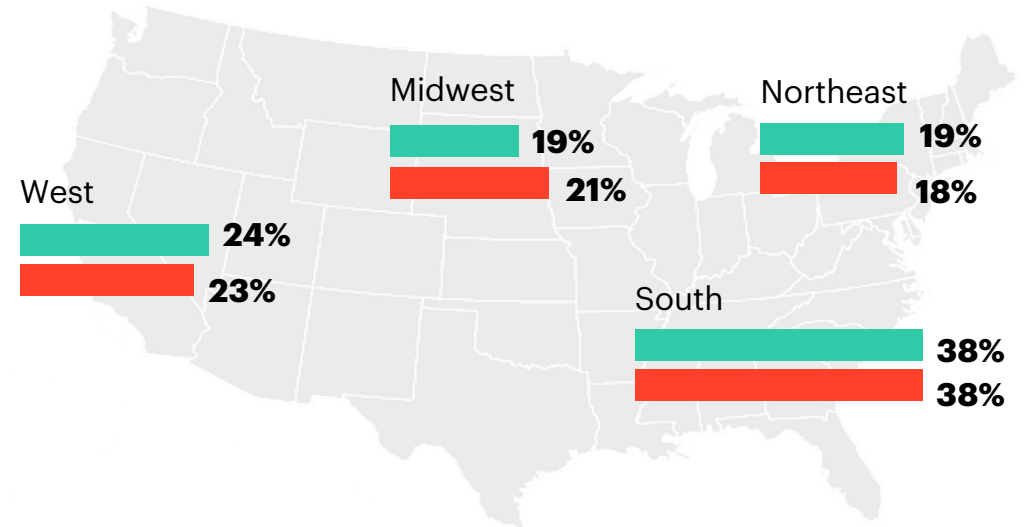
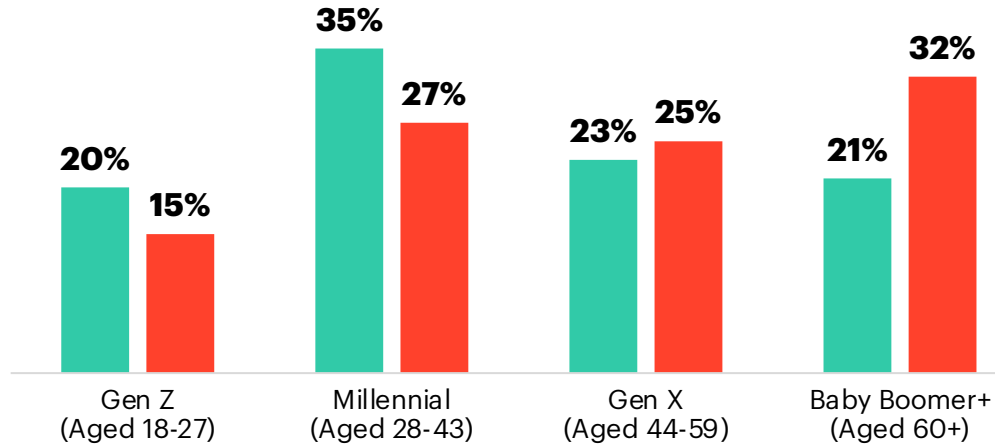
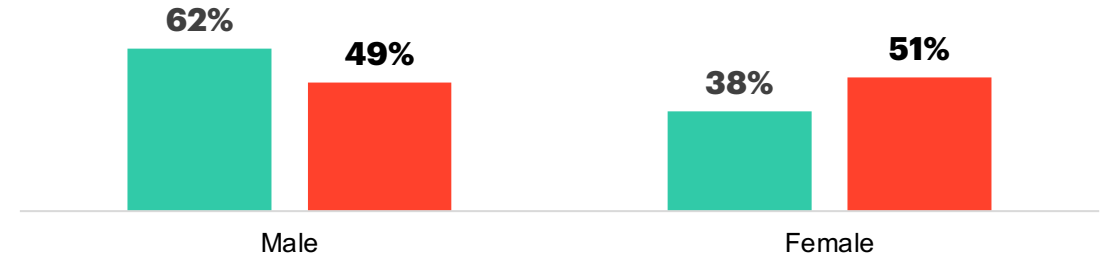
What are Americans investing in?



64% of Americans are **likely to invest**. Who are they?

■ 2025 investors

■ Gen pop

[Explore more data](#)

Gen Z investors nearly 4x more likely to own crypto than a retirement account

Millennial investors also more likely to own cryptocurrency (36%) than have a retirement account (34%).

Rank	Investment product owned	Gen Z investors	Millennial investors	Gen X investors	Baby Boomer+ investors	All US investors
1	Savings accounts	46% ▼	62%	66% ▲	73% ▲	62%
2	Stocks	26% ▼	40% ▼	49% ▲	58% ▲	43%
3	Retirement accounts	11% ▼	34% ▼	52% ▲	64% ▲	40%
4	Cryptocurrencies	42% ▲	36% ▲	24% ▼	8% ▼	28%
5	Mutual Funds	8% ▼	19% ▼	30% ▲	44% ▲	25%
6	Real Estate	8% ▼	19% ▼	27% ▲	34% ▲	22%
7	Money market accounts	7% ▼	15% ▼	22% ▲	38% ▲	20%
8	Certificates of Deposit (CDs)	5% ▼	14% ▼	20% ▲	34% ▲	18%
9	ETFs (Exchange-Traded Funds)	11% ▼	20% ▲	20% ▲	19%	18%
10	Bonds	9% ▼	16%	18%	27% ▲	17%

YouGov Financial Services CategoryView (March – December 2024). Gen Z investors: n> 1,300; Millennial investors: n> 3,500; Gen X investors: n> 2,900; Baby Boomer+ investors: n> 5,200. All US investors: Likely to invest in next 12 months.

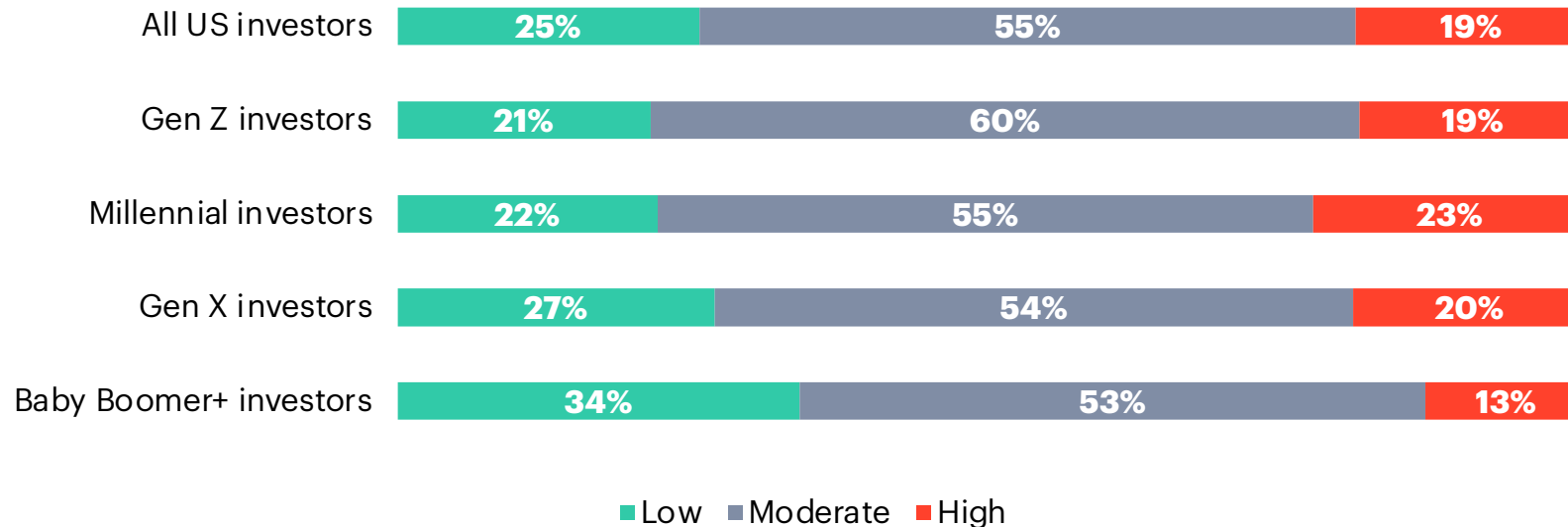
Lack of money (46%) is the primary reason US investors don't invest, rather than negative experiences (5%)

Rank	Investment barrier	Gen Z investors	Millennial investors	Gen X investors	Baby Boomer+ investors	All US investors
1	I don't have money to invest	46%	41% ▼	52% ▲	55% ▲	46%
2	I'm still building up my savings	39% ▲	30%	22% ▼	12% ▼	30%
3	None of these	15% ▼	20%	18%	21%	18%
4	I fear financial loss	17%	16%	14%	14%	16%
5	I am paying off debts instead of investing	8% ▼	16%	25% ▲	24% ▲	15%
6	Investments are too complex for me	11% ▲	7%	3% ▼	12%	8%
7	I don't have time to invest or manage investments	9% ▲	5%	5%	4%	6%
8	I can't find an advisor to help me	6%	8%	5%	5%	6%
9	I had a negative investment experience before	2% ▼	8% ▲	6%	7%	5%
10	I prefer entrepreneurship over investing	3%	7% ▲	3%	0% ▼	4%

YouGov Financial Services CategoryView (March – December 2024). Gen Z investors: n> 125; Millennial investors: n> 150; Gen X investors: n> 125; Baby Boomer+ investors (n> 125)
All US investors: Likely to invest in next 12 months.

Younger cohorts slightly more likely to say they have moderate to high risk tolerance

How would you rate your risk tolerance when it comes to investments in general?



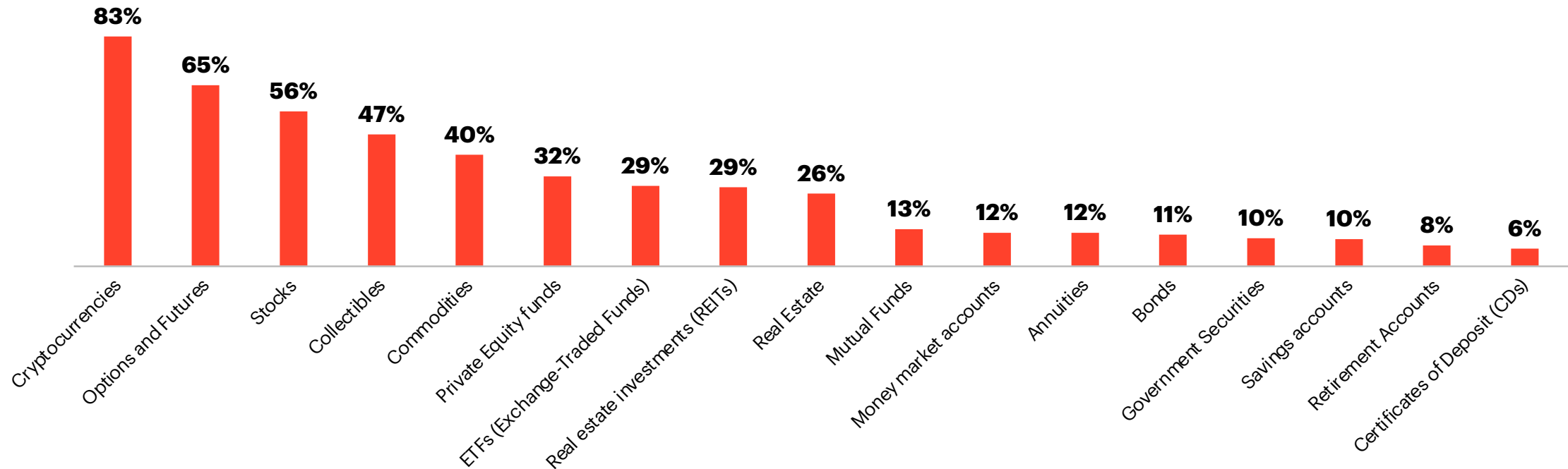
YouGov Financial Services CategoryView (March – December 2024). Gen Z investors: n> 1,300; Millennial investors: n> 3,500; Gen X investors: n> 2,900; Baby Boomer+ investors: n> 5,200. All US investors: Likely to invest in next 12 months. "High" risk data displayed includes "Very high and "High" responses; "Low" risk data includes "Very low" and "Low" responses.

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83% of US investors aware of cryptocurrency believe it is a risky investment

Riskiest investment products (% of US investors aware of products who view as risky)



YouGov Financial Services CategoryView (March – December 2024). US investors aware of each product: n> 5,100. Investors: Likely to invest in next 12 months. All data displayed has been filtered by investment product awareness. Data displayed only reflects investors who are aware of each specific product (i.e.. A respondent aware of stocks but not ETFs has their risk assessment counted in the stocks %, but not ETFs).

84% of Gen Z investors see crypto as a risky investment

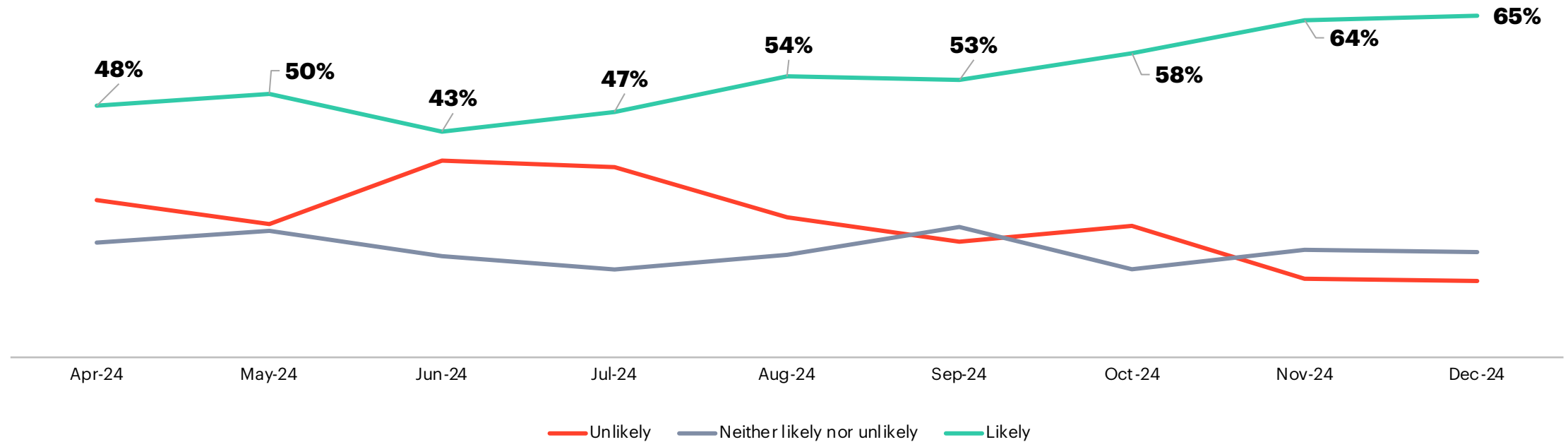
The gap between crypto and the next highest risk is largest among Gen Z (+24 percentage-points vs 18pp among all US investors).

Gen Z			Millennial			Gen X			Baby Boomer+		
Rank	Investment product aware of	% investors view as risky	Rank	Investment product aware of	% investors view as risky	Rank	Investment product aware of	% investors view as risky	Rank	Investment product aware of	% investors view as risky
1	Cryptocurrencies	84%	1	Cryptocurrencies	79%	1	Cryptocurrencies	82%	1	Cryptocurrencies	89%
2	Options and Futures	60%	2	Stocks	62%	2	Options and Futures	66%	2	Options and Futures	73%
3	Stocks	59%	3	Options and Futures	60%	3	Stocks	55%	3	Commodities	54%
4	Collectibles	38%	4	Collectibles	43%	4	Collectibles	49%	4	Collectibles	53%
5	REITs	24%	5	Private Equity funds	34%	5	Commodities	40%	5	Stocks	46%
6	Private Equity funds	23%	6	Commodities	33%	6	ETFs	32%	6	Private Equity funds	35%
7	ETFs	23%	7	ETFs	31%	7	Private Equity funds	32%	7	REITs	30%
8	Real Estate	23%	8	Real Estate	28%	8	REITs	31%	8	ETFs	26%
9	Commodities	20%	9	REITs	27%	9	Real Estate	29%	9	Real Estate	23%
10	Money market accounts	17%	10	Money market accounts	19%	10	Mutual Funds	13%	10	Annuities	13%

YouGov Financial Services CategoryView (March – December 2024). Gen Z investors aware: n> 300; Millennial investors aware: n> 1,000; Gen X investors aware: n> 1,200; Baby Boomer+ investors aware: n> 2,300. Investors: Likely to invest in next 12 months. All data displayed has been filtered by investment product awareness. Data displayed only reflects investors who are aware of each specific product (i.e. a respondent aware of stocks but not ETFs has their risk assessment counted in the stocks %, but not ETFs)

Despite perceived risks, nearly two-thirds of US Gen Z investors **(65%)** plan to invest in cryptocurrency in 2025

Likelihood to invest in cryptocurrency in next 12 months (% of US Gen Z investors)



YouGov Financial Services CategoryView: April – December 2024. US Gen Z investors aged 18-27 (Each month: n> 125). Investors: Likely to invest in next 12 months.

Q: How likely are you to purchase cryptocurrency in the next 12 months? ("Likely" data displayed includes "Very Likely" and "Likely" responses; "Unlikely" data includes "Very unlikely" and "Unlikely")

Attitudes about investing

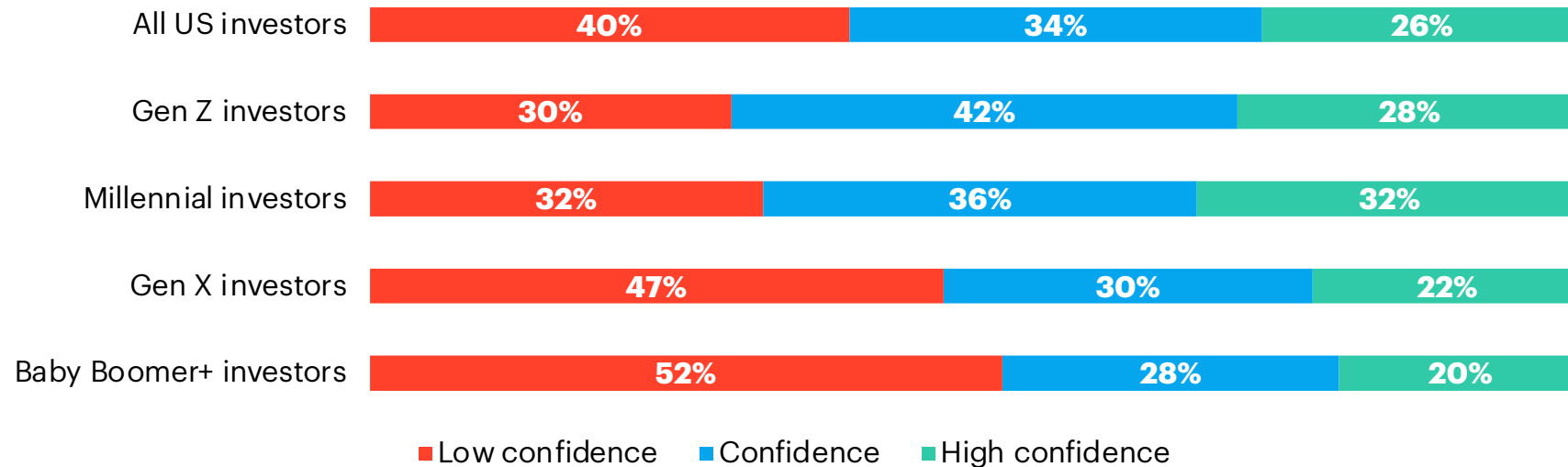
How are different generations thinking about their investments?



Gen Z and Millennials exhibit higher confidence than older cohort who plan to invest

70% of Gen Z investors and 68% of Millennial investors express confidence in managing investments, vs 60% of all investors.

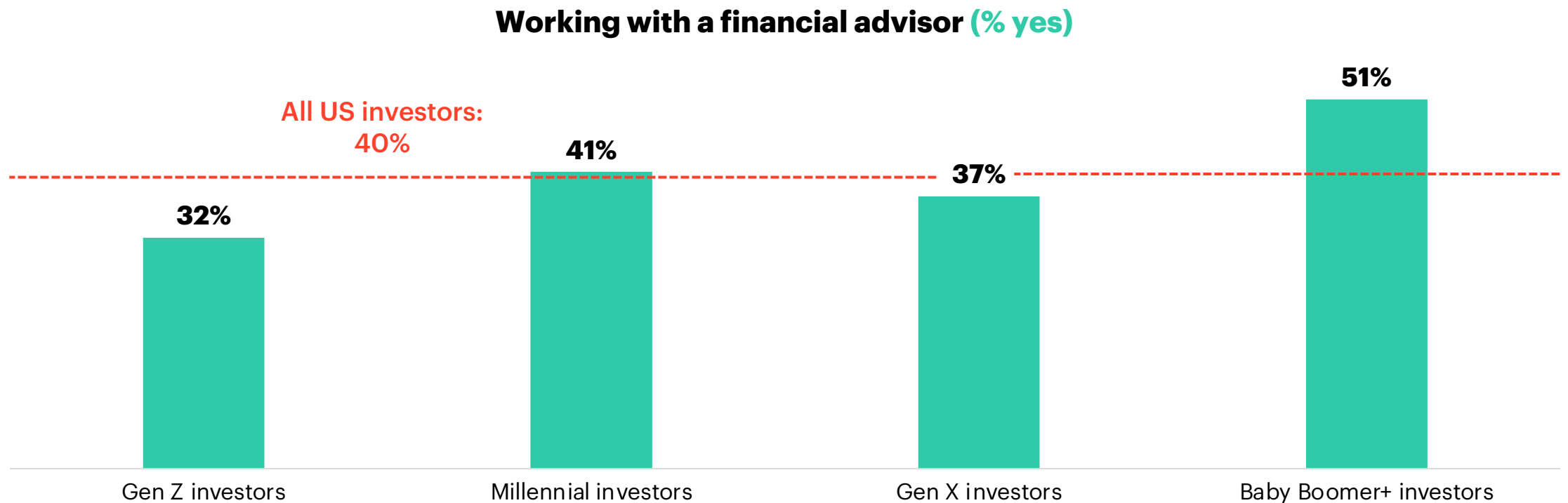
How confident do you feel in managing your own investments?



YouGov Financial Services CategoryView (March – December 2024). Gen Z investors: n> 1,300; Millennial investors: n> 3,500; Gen X investors: n> 2,900; Baby Boomer+ investors (n> 5,200.). All US investors: Likely to invest in next 12 months. "High confidence" data displayed includes "Extremely confident" and "Very confident" responses; "Low confidence" data includes "A little confident" and "Not confident at all" responses.

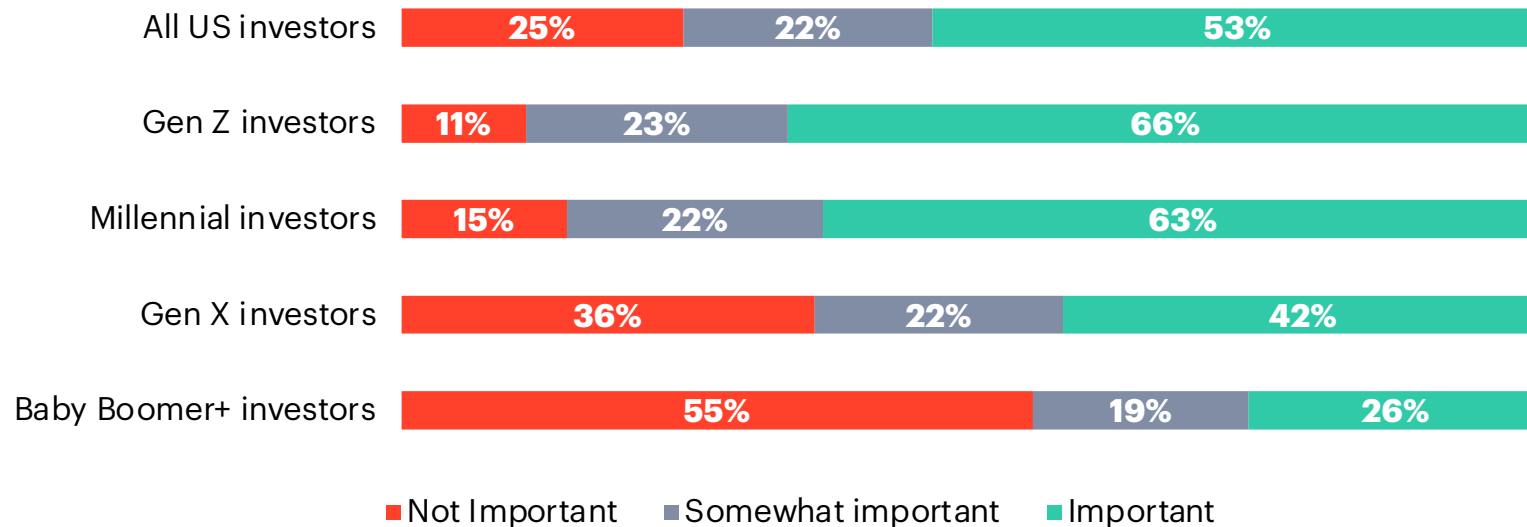
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Just over half of Baby Boomer and Silent Generation investors **(51%)** work with a financial advisor



Two-thirds of Gen Z investors (66%) consider ESG important when selecting financial products

How important is it for you, when deciding to purchase from a bank or financial institution, that they integrate ESG (Environmental, Social, and Governance) into their business decisions?



YouGov Financial Services CategoryView (March – December 2024). Gen Z investors: n> 1,300; Millennial investors: n> 3,500;

Gen X investors: n> 2,900; Baby Boomer+ investors: n> 5,200. All US investors: Likely to invest in next 12 months.

"High" risk data displayed includes "Very high and "High" responses; "Low" risk data includes "Very low" and "Low" responses.

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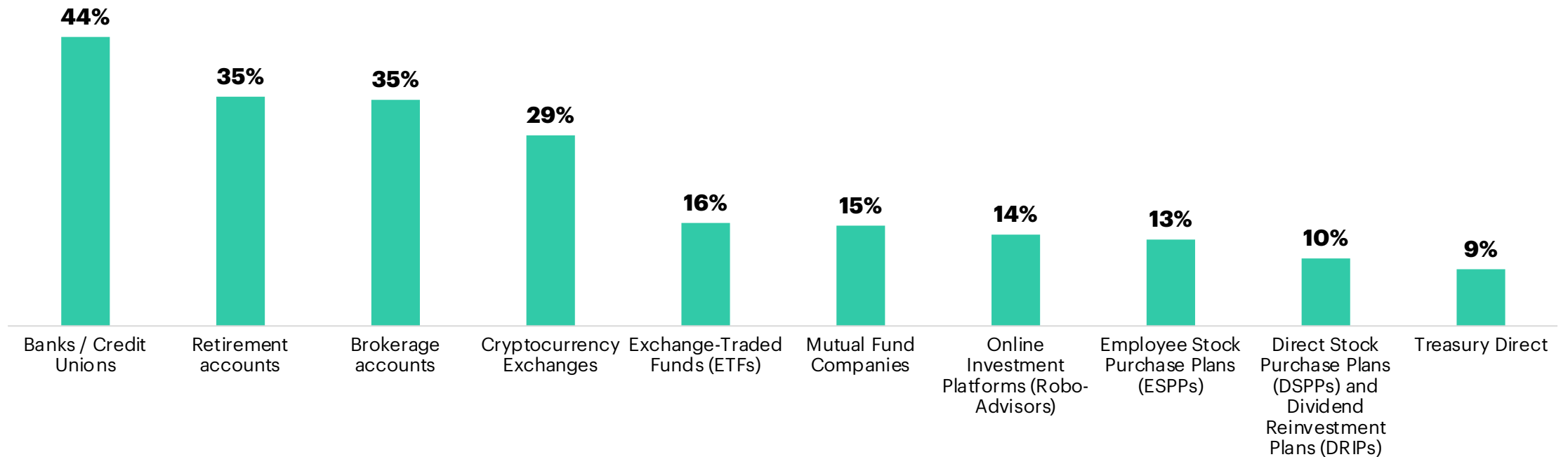
Investment product & channel growth trends

Which investments are Americans considering for 2025?



44% of US investors use banks or credit unions to purchase their investments

Top 10 channels for purchasing investments (% of all US investors)



YouGov Financial Services CategoryView (March – December 2024) n> 5,700.
All US investors: Likely to invest in next 12 months.

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Top 10 purchase channels for US investors by generation

Gen Z

Rank	Investment channel	% investors use
1	Cryptocurrency Exchanges ▲	48%
2	Banks / Credit Unions	40%
3	Brokerage accounts	21%
4	Online Investment Platforms (Robo-Advisors)	14%
5	Retirement accounts	13%
6	ETFs	13%
7	Real Estate platforms ▲	10%
8	None of these	9%
9	Mutual Fund Companies	8%
10	Online Crowdfunding Platform ▲	8%

Millennial

Rank	Investment product	% investors use
1	Banks / Credit Unions	44%
2	Cryptocurrency Exchanges ▲	37%
3	Retirement accounts	31%
4	Brokerage accounts	29%
5	Online Investment Platforms (Robo-Advisors) ▲	20%
6	ETFs ▲	19%
7	Mutual Fund Companies	14%
8	ESPPs	12%
9	DSPPs & DRIPs	11%
10	Real Estate platforms ▲	10%

Gen X

Rank	Investment product	% investors use
1	Banks / Credit Unions	45%
2	Retirement accounts ▲	45%
3	Brokerage accounts ▲	38%
4	Cryptocurrency Exchanges	23%
5	ESPPs ▲	20%
6	Mutual Fund Companies	17%
7	ETFs	16%
8	Online Investment Platforms (Robo-Advisors)	14%
9	DSPPs & DRIPs ▲	12%
10	Treasury Direct	9%

Baby Boomer+

Rank	Investment product	% investors use
1	Brokerage accounts	51%
2	Retirement accounts ▲	49%
3	Banks / Credit Unions ▲	46%
4	Mutual Fund Companies ▲	22%
5	ESPPs	13%
6	Exchange-Traded Funds	12%
7	DSPPs & DRIPs	11%
8	None of these	9%
9	Treasury Direct	9%
10	Cryptocurrency Exchanges	7%

YouGov Financial Services CategoryView (March – December 2024). Gen Z investors: n> 1,200; Millennial investors: n> 3,400; Gen X investors: n> 2,700; Baby Boomer+ investors: n> 5,100. All US investors: Likely to invest in next 12 months. ▲ reflects statistically-significant differences with all US investors.

For Gen Z, Stocks (+16.4) and Real Estate (+16.2) have the largest 2025 growth scores

Investment products

Rank	Investment product	% owned	% considering	Growth score
1	Stocks	25.9%	42.3%	+16.4
2	Real Estate	8.4%	24.6%	+16.2
3	Cryptocurrencies	42.9%	49.9%	+7.0
4	REITs	5.5%	11.9%	+6.4
5	ETFs	11.2%	16.9%	+5.7
6	Options and Futures	2.9%	8.3%	+5.4
7	Commodities	3.6%	8.3%	+4.6
8	Bonds	9.2%	13.7%	+4.5
9	Annuities	1.2%	4.8%	+3.6
10	Government Securities	3.2%	6.6%	+3.4

Investment channels

Rank	Investment product	% used	% considering	Growth score
1	Real Estate platforms	9.7%	19.9%	+10.2
2	Cryptocurrency Exchanges	45.6%	50.4%	+4.8
3	DSPPs & DRIPs	6.0%	9.7%	+3.7
4	ETFs	12.0%	15.4%	+3.4
5	Commodity Brokers	7.1%	9.6%	+2.5
6	Brokerage accounts	20.3%	22.6%	+2.3
7	Mutual Fund Companies	7.5%	9.8%	+2.3
8	Retirement accounts	11.4%	12.7%	+1.3
9	ESPPs	7.2%	8.4%	+1.2
10	Treasury Direct	7.0%	7.6%	+0.6

YouGov Financial Services CategoryView (March – December 2024). US Gen Z investors: Products: n> 1,200; Channels: n> 1,100. Investors: Likely to invest in next 12 months. Growth scores represent the percentage-point differences in consideration and ownership of investment products/channels.

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For Millennials, Stocks (+5.8) and Real Estate platforms (+5.2) have the largest 2025 growth scores

Investment products

Rank	Investment product	% owned	% considering	Growth score
1	Stocks	40.4%	46.2%	+5.8
2	REITs	8.6%	13.5%	+4.9
3	Options and Futures	4.2%	8.2%	+4.0
4	Commodities	5.2%	9.1%	+3.9
5	Private Equity funds	3.9%	7.0%	+3.0
6	Government Securities	6.6%	8.9%	+2.3
7	CDs	14.1%	16.1%	+1.9
8	Bonds	16.2%	18.0%	+1.8
9	Real Estate	18.9%	20.1%	+1.2
10	ETFs	20.0%	21.1%	+1.2

Investment channels

Rank	Investment product	% used	% considering	Growth score
1	Real Estate platforms	10.9%	16.1%	+5.2
2	Commodity Brokers	8.0%	9.3%	+1.3
3	Online Crowdfunding Platform	8.8%	9.8%	+1.0
4	Treasury Direct	9.3%	9.6%	+0.3
5	DSPPs & DRIPs	11.1%	11.4%	+0.3
6	Mutual Fund Companies	14.8%	14.2%	-0.6
7	None of these	4.0%	3.3%	-0.7
8	ETFs	19.8%	18.8%	-1.0
9	Online Investment Platforms (Robo-Advisors)	19.4%	18.2%	-1.2
10	ESPPs	12.0%	10.4%	-1.6

YouGov Financial Services CategoryView (March – December 2024). US Millennial investors: Products: n> 3,400; Channels: n> 3,100.

Investors: Likely to invest in next 12 months. Growth scores represent the percentage-point differences in consideration and ownership of investment products/channels.

For Gen X, Options and Futures (+3.4) and Real Estate platforms (+3.1) have the largest 2025 growth scores

Investment products

Rank	Investment product	% owned	% considering	Growth score
1	Options and Futures	4.2%	7.6%	+3.4
2	Commodities	4.3%	6.6%	+2.3
3	REITs	10.8%	12.9%	+2.1
4	Private Equity funds	3.7%	5.1%	+1.4
5	CDs	20.8%	21.6%	+0.8
6	Government Securities	8.5%	8.8%	+0.3
7	Annuities	8.0%	8.0%	0.0
8	ETFs	21.1%	20.9%	-0.2
9	Bonds	18.1%	17.1%	-1.0
10	Cryptocurrencies	24.9%	22.0%	-2.9

Investment channels

Rank	Investment product	% used	% considering	Growth score
1	Real Estate platforms	6.9%	10.0%	+3.1
2	Commodity Brokers	4.3%	5.8%	+1.5
3	Online Crowdfunding Platform	5.3%	5.4%	+0.1
4	Online Investment Platforms (Robo-Advisors)	14.1%	14.2%	+0.1
5	ETFs	17.7%	17.1%	-0.6
6	None of these	5.2%	4.3%	-0.9
7	Treasury Direct	9.9%	8.9%	-1.0
8	Mutual Fund Companies	17.2%	15.7%	-1.5
9	DSPPs & DRIPs	12.6%	10.7%	-1.9
10	Cryptocurrency Exchanges	24.9%	22.4%	-2.4

YouGov Financial Services CategoryView (March – December 2024). US Gen X investors: Products: n> 2,600; Channels: n> 2,400.

Investors: Likely to invest in next 12 months. Growth scores represent the percentage-point differences in consideration and ownership of investment products/channels.

For Baby Boomer+, only Options and Futures (+1.2) and Real Estate platforms (+0.5) have positive 2025 growth scores

Investment products

Rank	Investment product	% owned	% considering	Growth score
1	Options and Futures	2.5%	3.7%	+1.2
2	Private Equity funds	2.8%	2.4%	-0.4
3	None of these	2.3%	1.7%	-0.6
4	Commodities	3.6%	2.9%	-0.7
5	Cryptocurrencies	8.6%	6.5%	-2.1
6	ETFs	19.5%	16.6%	-2.9
7	CDs	34.4%	31.0%	-3.4
8	Government Securities	12.0%	7.5%	-4.5
9	REITs	11.9%	7.1%	-4.8
10	Collectibles	13.5%	4.8%	-8.7

Investment channels

Rank	Investment product	% used	% considering	Growth score
1	Real Estate platforms	2.8%	3.3%	+0.5
2	None of these	5.8%	5.9%	+0.1
3	Online Crowdfunding Platform	1.1%	1.0%	-0.1
4	Commodity Brokers	2.1%	1.7%	-0.4
5	Online Investment Platforms (Robo-Advisors)	5.9%	5.5%	-0.4
6	Cryptocurrency Exchanges	7.3%	5.6%	-1.7
7	Treasury Direct	9.4%	6.2%	-3.2
8	ETFs	13.0%	9.6%	-3.4
9	DSPPs & DRIPs	11.4%	6.7%	-4.7
10	Brokerage accounts	53.3%	48.2%	-5.1

YouGov Financial Services CategoryView (March – December 2024). US Baby Boomer+ investors: Products: n> 4,500; Channels: n> 4,700.

Investors: Likely to invest in next 12 months. Growth scores represent the percentage-point differences in consideration and ownership of investment products/channels.

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05 Investment brand rankings



Sector rankings methodology

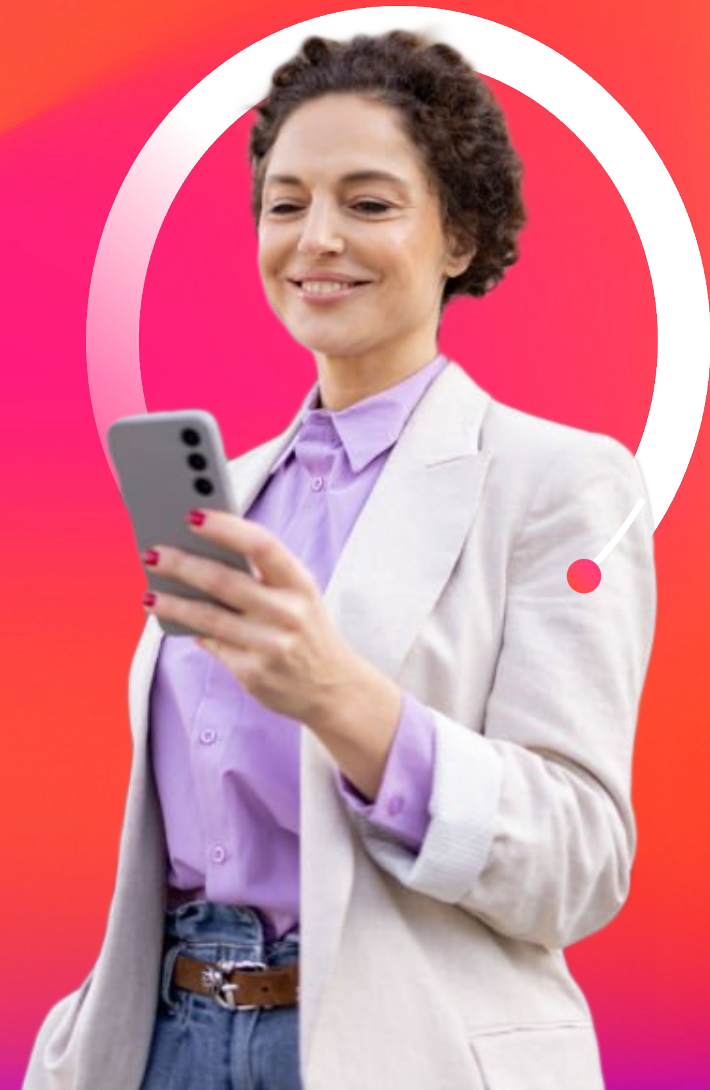
This analysis uses more than **10,000 YouGov panel surveys** over the course of 2024 to identify which brands outperform their competitors in customer satisfaction.

Brands are ranked by Net Satisfaction scores, regardless of total volume of investors served, based on surveys conducted between March 1 and December 31, 2024.

Brands must have a minimum of **500** current or previous customers responding and at least 6 months of data to qualify for the “all US investors” ranking, and **150+ customer or previous customer respondents for filtered views.**

This analysis looks at customer satisfaction for 23 qualifying investment brands:

Acorns, BlackRock (iShares), Bloomberg, Charles Schwab, E*TRADE, Edward Jones, Empower, Fidelity, Goldman Sachs, Invesco, JPMorgan Chase, Lincoln Financial Group, Merrill, Morgan Stanley, Prudential, Robinhood, Stash, T. Rowe Price, TD Ameritrade, Vanguard, Voya Financial, Webull, and Wells Fargo Advisors.



Top investment brands among US investors based on net customer satisfaction



Explore more data

Rank	Investment brand/platform	Net customer satisfaction (All US investors)
1	Bloomberg	+72.0
2	Fidelity	+69.8
3	Vanguard	+66.8
4	Charles Schwab	+64.8
5	Empower	+64.2
6	Invesco	+64.0
7	Goldman Sachs	+61.8
8	T. Rowe Price	+58.3
9	Voya Financial	+57.0
10	Edward Jones	+54.8

YouGov Financial Services CategoryView (March – December 2024). US investors: n> 550 per brand or platform.
US investors: Likely to invest in next 12 months.
Additional filter: Must be current or former customer of brand or platform for satisfaction ranking to qualify for this study.
Q: Of which of the following financial services would you say that you are a satisfied/dissatisfied customer?
(Net total displayed)

Top investment brands & platforms by customer satisfaction

Gen Z & Millennial investors

Rank	Investment brand	Net customer satisfaction
1	Bloomberg	+76.7
2	Goldman Sachs	+73.2
3	Vanguard	+72.1
4	Fidelity	+69.5
5	Invesco	+69.0
6	Merrill	+64.7
7	Charles Schwab	+64.3
8	Prudential	+63.0
9	Voya Financial	+63.0
10	JPMorgan Chase	+62.7

Gen X & Baby Boomer+ investors

Rank	Investment brand	Net customer satisfaction
1	Fidelity	+70.0
2	Empower	+67.0
3	Charles Schwab	+65.0
4	Vanguard	+63.5
5	T. Rowe Price	+58.8
6	Invesco	+57.6
7	Bloomberg	+57.2
8	Stash	+55.6
9	Voya Financial	+53.4
10	Edward Jones	+53.3

YouGov Financial Services CategoryView (March – December 2024). Gen Z & Millennial investors: n> 150 per brand; Gen X & Baby Boomer+ investors: n> 150 per brand. US investors: Likely to invest in next 12 months. Additional filter: Must be current or former customer of brand or platform for satisfaction ranking to qualify for this study.

Q: Of which of the following financial services would you say that you are a satisfied/dissatisfied customer? (Net total displayed)

Introducing: YouGov Financial Services CategoryView

Explore detailed insights from the financial services sector with our new tool.

- **Consumer:** Navigate the dynamic landscape of consumer banking trends, from data sharing to technology preferences.
- **Credit:** Uncover valuable insights into credit card preference and uptake of deferred payment services, such as Buy Now Pay Later (BNPL).
- **Insurance:** Dive into the features that matter most to consumers across different insurance types and understand the triggers for switching insurance providers.
- **Investment:** Identify and understand the barriers preventing potential investors from entering the market.

[Get started](#)



Report Methodology

The insights in this report come from **YouGov Financial Services CategoryView**.

Throughout the report, we refer to US investors. These are the 64% of Americans outlined on Slide 6 who say they are likely to invest in the next 12 months. Further segmentations of this audience identify generational differences among investors. Generations included in this report are as follows:

- **Gen Z:** Aged 18-27
- **Millennial:** Aged 28-43
- **Gen X:** Aged 44-59
- **Baby Boomer+:** Aged 60+

We have also highlighted the top performing consumer investment brands and platforms that are winning over US investors of the United States based on net customer satisfaction scores. Customer satisfaction scores are based on respondents' answers to: "Of which of the following financial services brands would you say that you are a satisfied/dissatisfied customer of?" Scores range from -100 to +100. Net customer satisfaction is calculated by subtracting a brand's negative score from its positive score. Respondents must be current or former customers of an investment brand to qualify for this ranking.

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