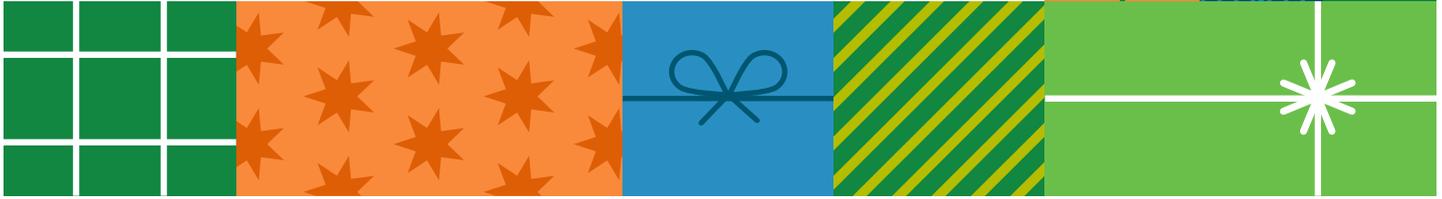


# Who's on your gift list this year?

Contributing to college funds could be this year's best gift.

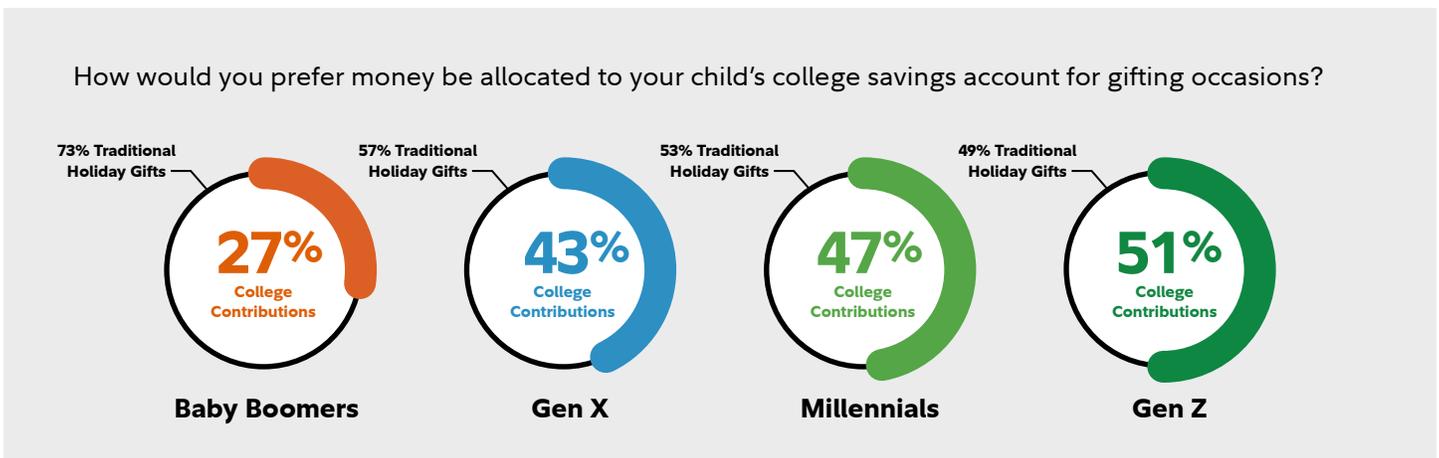


With continued inflation and market uncertainty, many are rethinking how they give gifts for birthdays, graduations, holidays are more.



Parents say that friends and family typically spend about **61% of their gifting budget** on traditional gifts or experiences, however they'd prefer gifts **be split 55% vs 45%** between traditional gifts or experiences and college savings account contributions for their children.

Younger parents are more likely to want college savings account contributions for their children instead of traditional gifts or experiences:



## Gifts that make a difference

Each year the price of college increases. According to the College Board Trends in College Pricing 2023, between the years of 1993 and 2023 the cost of an undergraduate education (tuition, room and board) **increased by 68% at private colleges and universities** and **82% at public colleges and universities**.<sup>1</sup> With college costs increasing, saving for college is top of mind for parents now more than ever, even during gifting seasons.



Looking back on their own experience, **more than 7-in-10 parents** would have been OK receiving less gifts as a child in exchange for more money in their college fund.



While **47% of parents** claim they already have asked family and friends to consider gifting into their child's college savings during the holidays, **more than half (54%)** have not even considered it in general because they like to have a physical gift to give in the moment.

**To get your friends and family, and your children, to understand the significant benefits of gifting to a 529, learn more at [Fidelity.com/CollegeGift](https://www.fidelity.com/CollegeGift)**



### Methodology

This survey was conducted by Big Village among a demographically representative U.S. sample of 3,002 adults 18 years of age and older. Parents are defined as the 965 respondents who have children under 18 living at home. The generations are defined as: Seniors (78+) (78 respondents) Baby Boomers (ages 59-77) (758 respondents), Gen X (ages 43-58) (683 respondents), Millennials (ages 27-42) (1,015 respondents), and Gen Z (ages 18-26) (468 respondents); although this generation has a wider range, we only surveyed adults for the purposes of this survey. This survey was live on October 20-29, 2023. Fidelity and Big Village are not affiliated.

<sup>1</sup> The College Board Trends in College Pricing 2023; Table CP-2  
<https://research.collegeboard.org/trends/college-pricing>

**Please carefully consider the plan's investment objectives, risks, charges, and expenses before investing. For this and other information on any 529 college savings plan managed by Fidelity, contact Fidelity for a free Fact Kit, or view one online. Read it carefully before you invest or send money.**

**Units of the portfolios are municipal securities and may be subject to market volatility and fluctuation.**

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