

DOUBLE-CHECKING THE NICE LIST

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

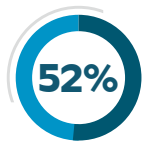
This survey was taken among families who celebrate the holidays with children under age 18 living at home.



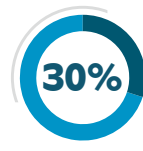
Gift giving may look a bit different this holiday season...



of people say supply chain issues and rising inflation will impact their holiday spending.



of respondents say they will start shopping earlier to combat supply chain issues.



of respondents say they'll be more likely to prioritize non-material things (i.e. saving for education, creating meaningful experiences) this holiday season.

This year, parents expect that they, their families and friends will spend an average of **\$997 on gifts per child.**

SPREADING HOLIDAY CHEER THAT LASTS FOR YEARS



Parents say they'd prefer gifts be split **64% vs 36%** between traditional holiday gifts and college savings account contributions for their children.

- **83%** of parents say they'd welcome contributions to their child's college savings account in lieu of traditional holiday gifts.
- **36%** of parents have asked family/friends to consider gifting to college savings during the holidays.

DREAMING OF A GREEN (\$) HOLIDAY SEASON

Parents' holiday money wishes for their children:

- **37%** say "to know the value of a dollar - money doesn't grow on trees"
- **26%** say "to embrace charitable giving - thinking about others before themselves"
- **21%** say "to appreciate the gift of education, not just material things"

HOLIDAY GIVING SNAPSHOT

While it's encouraging to see 30% of respondents say they'll be more likely to prioritize non-material things this holiday season, books, education and contributions towards a college fund are still low on the list of gifts that will be given and gifts that kids are hoping for this year.

	What Kids Want This Year	vs	What Parents Plan to Give This Year
 Toys & Games	64%		60%
 Electronics	62%		54%
 Apparel	57%		63%
 Cash/Check/Gift	44%		39%

To learn more visit Fidelity.com/CollegeGift

METHODOLOGY

This survey was conducted by ENGINE INSIGHTS among a demographically representative U.S. sample of 3,028 adults 18 years of age and older. 927 respondents have children under 18 living at home and celebrate the holidays. This survey was live on October 25-29 and November 1-3, 2021. Fidelity and ENGINE INSIGHTS are not affiliated.

RESOURCES

All statistics are from the Fidelity Investments 2021 Holiday Gifting and College Savings Survey

Investing involves risk including the risk of loss.

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