

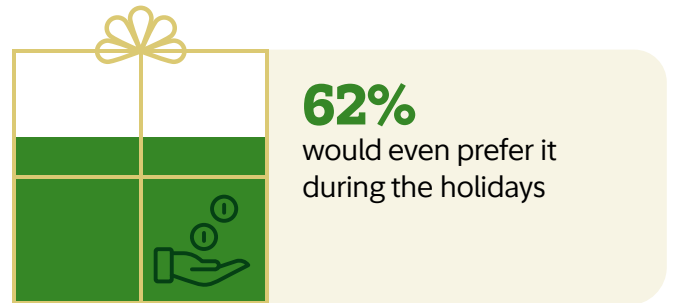
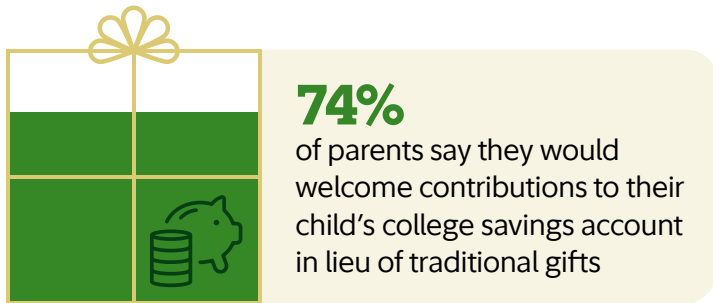


Who's on your gift list this year?

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



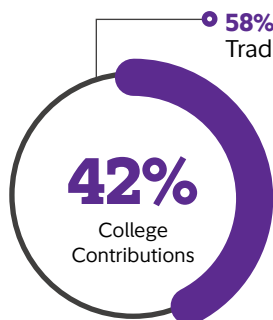
With continued inflation and market uncertainty, many are rethinking how they give gifts for birthdays, graduations, holidays and more.



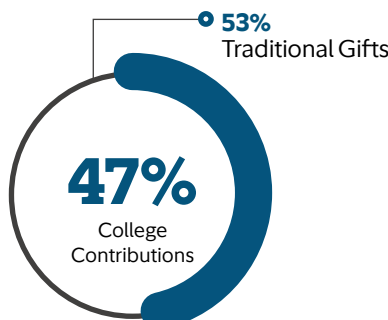
Parents say that friends and family typically spend about **61% of their gifting budget** on traditional gifts or experiences, however they'd prefer gifts **be split 54% vs 46%** between traditional gifts or experiences and college savings account contributions for their children during the holiday season.

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

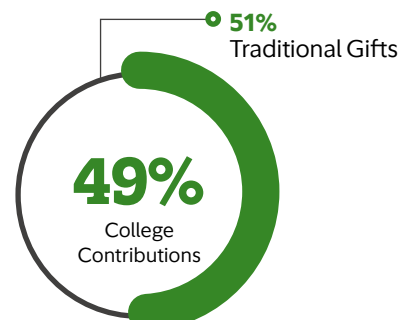
How would you prefer money be allocated to gifts for your child during the holiday season?



Gen X



Millennials



Gen Z



Gifts that make a difference

Each year the price of college increases. According to College Board, between the years of 1994 and 2024 the cost of a four-year undergraduate education (tuition, room and board) **increased by 68% at private colleges and universities** and **78% at public colleges and universities**.^{*} 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, **two-thirds of parents would have been OK** receiving fewer gifts as a child in exchange for more money in their college fund.



While **46% of parents** claim they have already asked family and friends to consider gifting into their child's college savings for the holidays, **55% have not even considered** it because they like to have a physical gift to give in the moment.

Want to give the gift of college this holiday season? There are no account minimums required to open a Fidelity-managed 529 account, and you can choose from a [menu of portfolios](#) managed by professional fund managers. All five Fidelity-managed plans are also rated gold or silver or above by Morningstar.**

Learn more about how and why to gift to a 529 account at Fidelity.com/CollegeGift



Methodology

This survey was conducted by Big Village among a demographically representative U.S. sample of 3,008 adults 18 years of age and older. 874 respondents have children under 18 living at home and celebrate the holidays. This survey was live on October 1 to October 10, 2024. Fidelity and Big Village are not affiliated. The generations are defined as: Boomers (born 1946 to 1964), Gen X (born 1965 to 1980), Millennials (born 1981 to 1996), and Gen Z (born 1997 to 2012; only those ages 18+ were considered for this study).

^{*}The College Board Trends in College Pricing 2024; Table CP-2

^{**}November 2024, Morningstar assigned analyst ratings to 59 plans, which represent more than 90% of assets invested in 529 plans. Morningstar identified 32 best-in-class plans, assigning these programs a Morningstar Medalist Ratings of Gold, Silver or Bronze. The Medalist Rating uses a scale of Gold (highest), Silver, Bronze, Neutral, and Negative (lowest). Plans were rated across four key pillars: People, Process, Price and Parent.

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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.

Investing involves risk including the risk of loss.

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