This year, Americans plan to spend an average of $1,007 during the holiday season.

And yet, parents are only on track to meet 28% of their college funding goals.

What parents, friends and family will spend per child on gifts:

- Average number of gifts a child receives: 18

Of parents would welcome college contributions in lieu of traditional presents from friends and family.

Top gifts planned this year include:

- Clothes: 66%
- Toys & Games: 51%
- Electronics: 51%
- Books & Educational Gifts: 31%
- Cash/Checks/Gift Cards: 35%

But, only 29% of parents have asked their children to help with college savings during the holidays.

Ideally, parents would like to see a 2:1 split: 65% traditional gifts, 35% college savings.

Of parents say they would have been OK receiving fewer holiday gifts as a child in exchange for more money toward college.

It’s the Most Wonderful Gift

Give the gift of college this holiday season, and ask friends and family to contribute toward your child’s college fund: www.fidelity.com/collegegift

84% of parents say their college education was one of the best gifts they’ve ever received.

Resources: