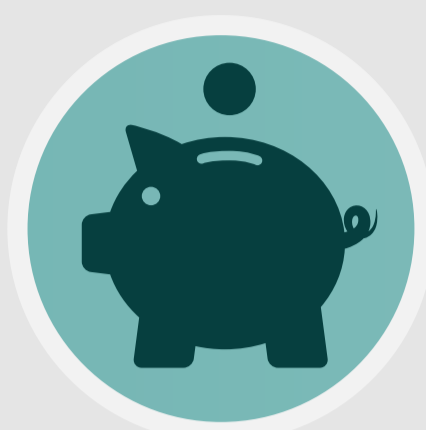


WHAT'S THE ONE GIFT MISSING FROM YOUR HOLIDAY WISHLIST?



This year, Americans plan to **spend an average of \$1,007** during the holiday season¹



And yet, parents are only on track to meet **28%** of their **college funding goals**²

ONE SOLUTION • Parents can stuff their kids' stockings with college funds too

CASH REGISTERS RING, ARE YOU LISTENING?

\$767

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

Average number of gifts a child receives

18

Top gifts planned this year include:

CLOTHES: 66%



TOYS & GAMES: 59%

ELECTRONICS: 51%



BOOKS & EDUCATIONAL GIFTS: 38%

CASH/CHECKS/GIFT CARDS: 35%



SPREADING HOLIDAY CHEER THAT LASTS FOR YEARS

84%

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

66%

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

29%

But, **only 29%** of parents have asked them to help with college savings during the holidays

2:1

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

It's the Most Wonderful Gift

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

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



Resources:

All statistics are from the Fidelity Investments "2018 Holiday Gifting Snapshot," November 2018, except:
1. National Retail Foundation, "2018 Holiday Spending Survey," October 2018.
2. Fidelity Investments, "2018 College Savings Indicator Survey," August 2018.

Investing involves risk including the risk of loss.

Fidelity, Fidelity Investments and the Pyramid Design logo are registered service marks of FMR LLC.
Fidelity Brokerage Services LLC, Member NYSE, SIPC, 900 Salem Street, Smithfield, RI 02917
867628.1.0

© 2018 FMR LLC. All rights reserved.

