After a year of unprecedented inflation, many are rethinking how they give gifts this holiday season...

Wishing for a green ($) holiday season

Parents say their holiday money wish for their children is...

Holiday Gifting Trends

While 35% of parents say they’re 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 kids are hoping for this year.

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

WHO’S ON YOUR GIFT LIST THIS YEAR?

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

GIFTS THAT MAKE A DIFFERENCE

Each year the price of college increases. According to the College Board Trends in College Pricing 2022, between the years of 2002 and 2022 the cost of an undergraduate education at public and private colleges increased by 47% and 32%, respectively.

Inflation, rising college costs, saving for education and creating meaningful experiences, holiday season.

METHODOLOGY

This survey was conducted by Big Village among a demographically representative U.S. sample of 3,025 adults 18 years of age and older. 1,033 respondents have children under 18 living at home and celebrate the holidays. This survey was live on November 2-9, 2022. Fidelity and Big Village are not affiliated.

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.

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