

# WHO'S ON YOUR GIFT LIST THIS YEAR?

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



AFTER A YEAR OF UNPRECEDENTED INFLATION, MANY ARE RETHINKING HOW THEY GIVE GIFTS THIS HOLIDAY SEASON...

**78%**

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

**42%**

of parents say they will spend less on their children's gifts this holiday season due to inflation and the current economic climate.

**35%**

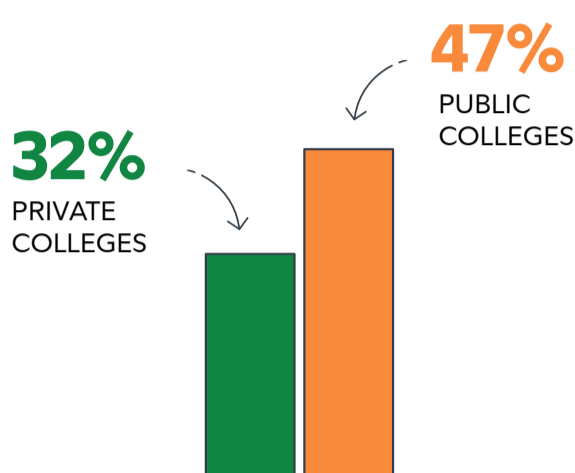
of parents say they will be more likely to prioritize non-material things, like saving for education or creating meaningful experiences, this holiday season.

**\$996**

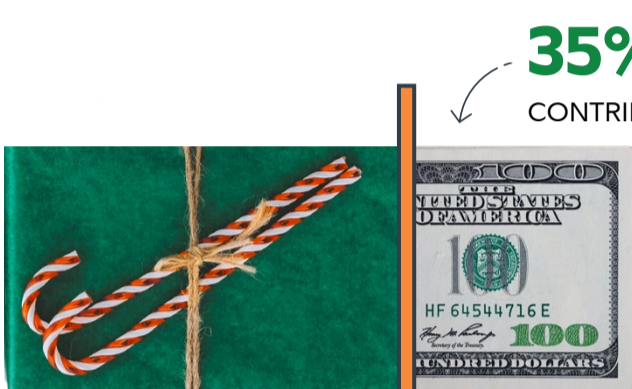
The average amount parents expect that they, their families and friends will spend on gifts per child this year.

## GIFTS THAT MAKE A DIFFERENCE

Each year the price of college increases. According to the College Board Trends in College Pricing 2022<sup>1</sup>, **between the years of 2002 and 2022 the cost of an undergraduate education (tuition, room and board) increased by 32% at private colleges and universities and 47% at public colleges and universities.** With college costs increasing, saving for college is top of mind for parents now more than ever, even during the holiday season.



INCREASE IN UNDERGRADUATE TUITION FROM 2002 - 2022



CONTRIBUTIONS TO COLLEGE

Parents say they'd prefer gifts be split 65% vs 35% between traditional holiday gifts and college savings account contributions for their children.

84% of parents say they'd welcome contributions to their child's college savings account in lieu of traditional holiday gifts.

## WISHING FOR A GREEN (\$) HOLIDAY SEASON

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



**34%**

wish their children know the value of a dollar...money doesn't grow on trees after all!



**25%**

wish their children would embrace charitable giving and think about others before themselves



**25%**

wish their children would appreciate the gift of education, not just material things

## HOLIDAY GIFTING TRENDS

While 35% of parents 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.

GIFTS KIDS WANT THIS YEAR

GIFTS PARENTS PLAN TO GIVE THIS YEAR

Gift Category	Gifts Kids Want This Year	Gifts Parents Plan to Give This Year
TOYS & GAMES	63%	61%
ELECTRONICS	61%	53%
APPAREL	60%	65%
CASH/CHECK GIFT CARDS	46%	43%
ARTS & CRAFTS	39%	35%
BOOKS & EDUCATIONAL	30%	36%
CONTRIBUTIONS TOWARD A COLLEGE FUND	9%	10%

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](https://Fidelity.com/CollegeGift)



## 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.

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<sup>1</sup>The College Board Trends in College Pricing 2022; Table CP-2 <https://research.collegeboard.org/trends/college-pricing>