

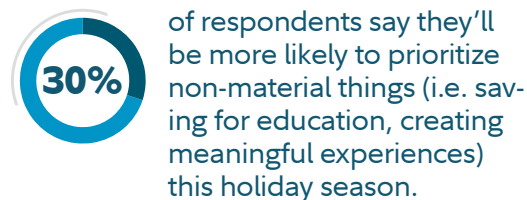
DOUBLE-CHECKING THE NICE LIST

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

This survey was taken among families who celebrate the holidays with children under age 18 living at home.



This year parents expect that they, their family and friends will spend an average of **\$997 on gifts per child**.



HURRY DOWN THE CHIMNEY TONIGHT



the average number of gifts a child receives

	What Kids Want This Year	vs	What Parents Plan to Give This Year
Toys & Games	64%		60%
Electronics	62%		54%
Apparel	57%		63%
Cash/Check/Gift	44%		39%
Arts & Crafts			33%
Books & Educational			31%
Contributions toward a college fund			8%

SPREADING HOLIDAY CHEER THAT LASTS FOR YEARS



Parents say they'd prefer gifts be split **64% vs 36%** between traditional holiday gifts and college savings account contributions for their children.

- **83%** of parents say they'd welcome contributions to their child's college savings account in lieu of traditional holiday gifts.
- **36%** of parents have asked family/friends to consider gifting to college savings during the holidays.

DREAMING OF A GREEN (\$) HOLIDAY SEASON

Parents' holiday money wishes for their children:

- **37%** say "to know the value of a dollar - money doesn't grow on trees"
- **26%** say "to embrace charitable giving - thinking about others before themselves"
- **21%** say "to appreciate the gift of education, not just material things"

To learn more visit Fidelity.com/CollegeGift

METHODOLOGY

This survey was conducted by ENGINE INSIGHTS among a demographically representative U.S. sample of 3,028 adults 18 years of age and older. 927 respondents have children under 18 living at home and celebrate the holidays. This survey was live on October 25-29 and November 1-3, 2021. Fidelity and ENGINE INSIGHTS are not affiliated.

RESOURCES

All statistics are from the Fidelity Investments 2021 Holiday and College Savings Survey

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