

# Building Savings and Aspirations for College Success

A report for CSPN on the results of a national survey of state 529 plans

## Highlights

State 529 plans are making a significant investment in programs and incentives designed to help families save. Our first-of-its-kind, comprehensive, state-by-state survey finds that—on an annual basis:

states, state plan managers and their partners in the nonprofit sector invest nearly:

\$50  
MILLION

in 529 accounts to help families save for college

and provide at least:

\$464  
MILLION

in tax savings and other higher education benefits tied to 529 participation.\*

529 plans are helping more families than ever save for education through significant investments in four major areas covered by the 2022 survey:



### Providing Incentives to Help New Families Save

In 2021, state plans and their partners provided almost \$42 million in matching grants, initial deposits, and other financial incentives to lower-income families, first-time savers, and others to help more families get started with educational savings.



### Boosting Family Savings Through Tax Savings and Higher Education Benefits

Based on data from 2021 (or the most recent year for which data was available), 529 plans provided consumers with at least \$464 million in tax savings and other higher education benefits tied to 529 participation.



### Making It Easy to Save

This includes a wide range of non-monetary ways that states use to make it easier to open and save in 529 accounts, such as low or no minimum initial deposit limits, multiple ways to make deposits, providing 529 plan materials in multiple languages, and offering financial education. **Every state surveyed has instituted one or more efforts to make it easier for families to save in or open 529 accounts.**



### Partnering with Nonprofits and Higher Education

In 2021, partner organizations including higher education institutions and nonprofit children's savings or college access programs made more than \$7.3 million in contributions to 529 accounts and provided another \$217 million in tuition discounts to 529 savers.

2022 NATIONAL 529 SURVEY



COLLEGE SAVINGS  
PLANS NETWORK

A Network of the National Association of State Treasurers

\* It should be noted that these are conservative estimates that will only grow with even greater availability of data and with the planned launch of additional large-scale programs that will make initial contributions in 529 accounts for a sizeable number of children and youth (such as in California in 2022 and Illinois in 2023).