

# 529 College Savings & ABL

3Q 2018 529 Data Highlights

## 13.7 Million Families Invest \$333 Billion in 529 Plans

### September 2018 Quarterly 529 Market Sizing Data

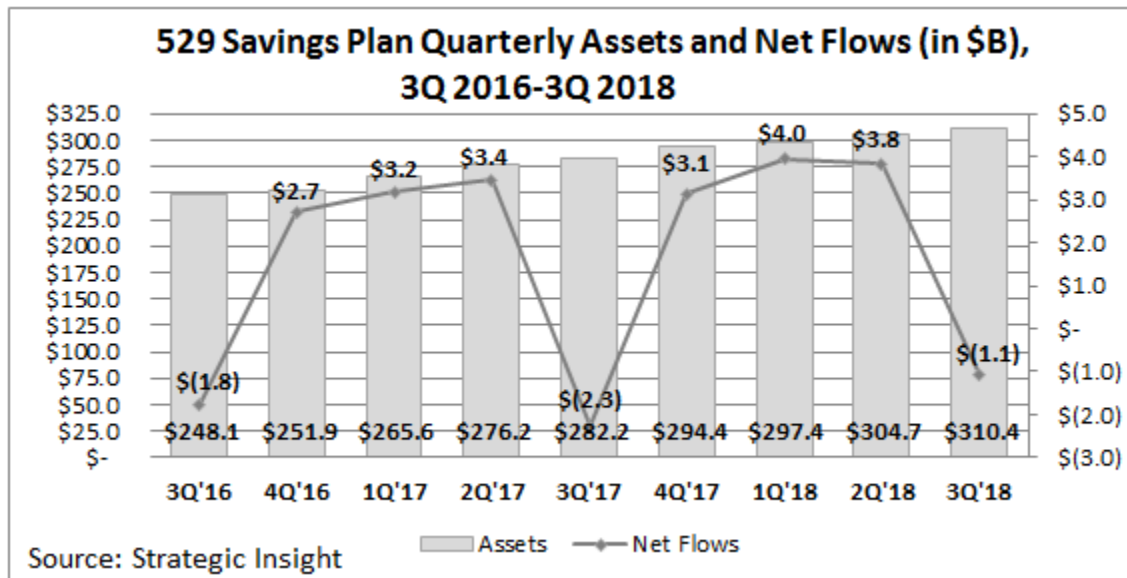
- 13.7 million accounts invested \$333 billion in assets in 529 savings and prepaid plans
  - 12.7 million accounts invested \$310 billion in assets in 529 savings plans
  - 1.0 million accounts invested \$23 billion in assets in 529 prepaid plans
- 29,707 accounts invested \$144.0 million in assets in ABL (529A) accounts

### June 2018 Quarterly 529 Market Sizing Data

- 13.7 million accounts invested \$329 billion in assets in 529 savings and prepaid plans
  - 12.6 million accounts invested \$305 billion in assets in 529 savings plans
  - 1.1 million accounts invested \$24 billion in assets in 529 prepaid plans
- 25,181 accounts invested \$120.0 million in assets in ABL (529A) accounts

### Net Flows (contributions minus withdrawals):

- Estimated 529 savings plan net outflows were \$1.1 billion in 3Q 2018 compared to net outflows of \$2.3 billion in 3Q 2017 and net outflows of \$1.8 billion in 3Q 2016, which aligns with steady demand for 529s and more parents successfully using 529s for their intended purpose of qualified higher education expenses (tuition, books and room & board).



From an industry asset level and account perspective, 529 saving plans continue to reach year-over-year highs. Therefore investor interest in 529 college savings plans and saving for education in an efficient manner in terms of tax, financial aid and estate planning continues to rise, and especially as part of year-end tax planning and college financial planning.

## 3Q 2018 529 Data Highlights

### Top 10 529 Savings Plans by 3Q 2018 Assets

Top-10 529 Savings Plans by 3Q 2018 Assets (in \$B)										
Rank	State	Program Name	Primary Distributor	Program Manager (Administrator)	Assets			% Change	% Change	Market Share
					3Q 2017	2Q 2018	3Q 2018	3Q 2018	1 Year (of Est. Total)	(of Est. Total)
1	VA	CollegeAmerica	American Funds	American Funds	\$59.5	\$64.2	\$65.1	1.4%	9.5%	21.0%
2	NY	New York's College Savings Program - Direct	Vanguard	Ascensus College Savings	\$21.9	\$24.2	\$24.7	2.2%	12.7%	8.0%
3	NV	The Vanguard 529 Savings Plan	Vanguard	Ascensus College Savings	\$16.0	\$18.0	\$18.7	3.7%	16.4%	6.0%
4	UT	Utah Educational Savings Plan Trust (UESP)	State of Utah	State of Utah	\$11.3	\$12.6	\$13.1	4.0%	15.9%	4.2%
5	NH	UNIQUE College Investing Plan	Fidelity	Fidelity	\$11.9	\$12.7	\$12.8	0.7%	7.3%	4.1%
6	ME	NextGen College Investing Program - Advisor	Merrill Lynch	Merrill Lynch	\$8.9	\$9.2	\$9.2	0.7%	4.2%	3.0%
7	CA	ScholarShare College Savings Plan	TIAA-CREF	TIAA-CREF	\$7.9	\$8.6	\$8.8	2.3%	10.8%	2.8%
8	OH	CollegeAdvantage	Ohio Tuition Trust Authority	Ohio Tuition Trust Authority	\$5.5	\$6.0	\$6.1	2.3%	11.6%	2.0%
9	MA	U.Fund College Investing Plan	Fidelity	Fidelity	\$5.7	\$6.1	\$6.1	0.2%	6.6%	2.0%
10	MD	Maryland College Investment Plan	T. Rowe Price	T. Rowe Price	\$5.3	\$5.8	\$5.9	1.7%	10.4%	1.9%
<b>Totals</b>					<b>\$282.2</b>	<b>\$304.7</b>	<b>\$310.4</b>	<b>1.9%</b>	<b>10.0%</b>	

Source: Strategic Insight

### Top 5 529 Savings Plan Program Managers by 3Q 2018 Assets

Top-5 529 Savings Plan Program Managers by 3Q 2018 Assets (in \$B)								
Rank	Program Manager (Administrator)	State(s)	Assets			% Change	% Change	Market Share
			3Q 2017	2Q 2018	3Q 2018	3Q 2018	1 Year	(of Est. Total)
1	Ascensus College Savings	13 States	\$71.1	\$77.4	\$78.9	2.0%	10.9%	25.4%
2	American Funds	VA	\$59.5	\$64.2	\$65.1	1.4%	9.5%	21.0%
3	TIAA-CREF	8 States	\$24.3	\$26.3	\$26.8	1.9%	10.5%	8.6%
4	Fidelity	AZ, DE, MA, NH	\$18.9	\$20.1	\$20.2	0.6%	7.2%	6.5%
5	T. Rowe Price	AK, MD	\$13.3	\$14.2	\$14.3	1.1%	7.8%	4.6%
<i>Top 5 Total</i>			\$187.0	\$202.1	\$205.3	1.6%	9.8%	66.2%
<b>Totals</b>			<b>\$282.2</b>	<b>\$304.7</b>	<b>\$310.4</b>	<b>1.9%</b>	<b>10.0%</b>	

Source: Strategic Insight

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