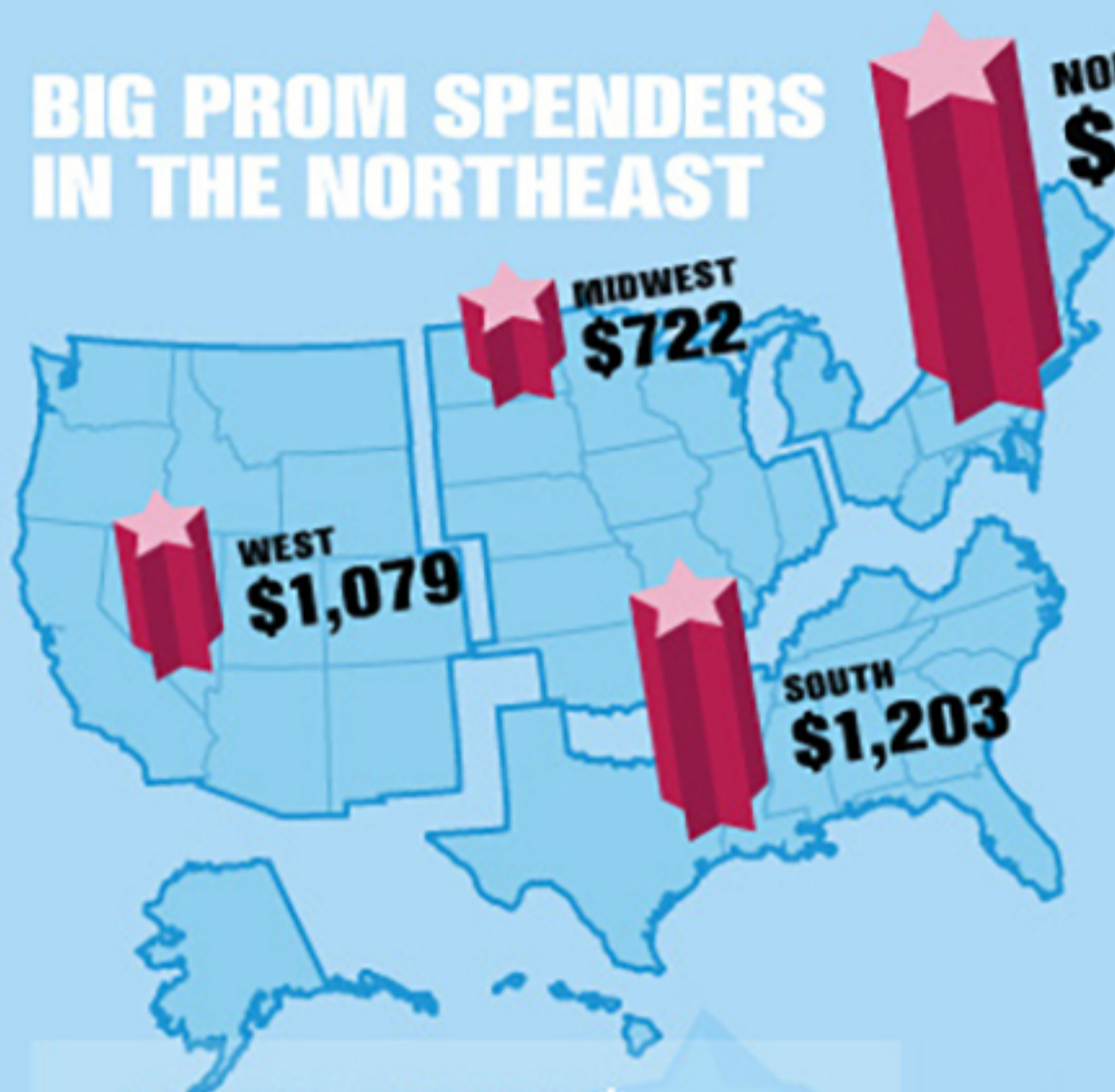


THE PROM: AN EXPENSIVE DATE

BIG PROM SPENDERS IN THE NORTHEAST



PROM SPENDING ON THE RISE

LOWER INCOME* SINGLE PARENTS SPEND EVEN MORE!

MARRIED
PARENTS



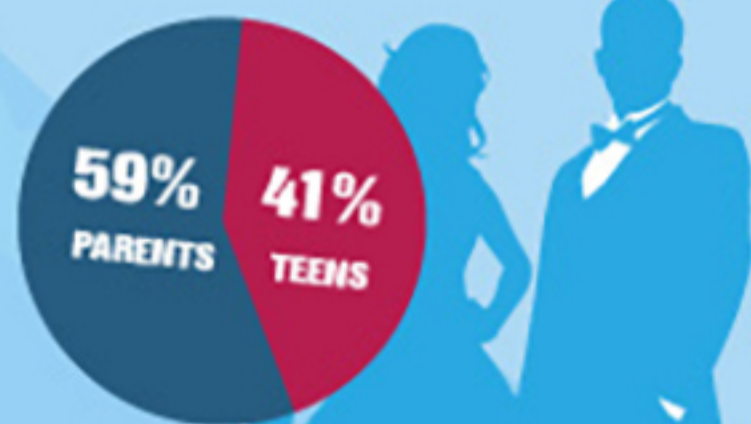
SINGLE
PARENTS



*Households making under \$50,000 a year

Another troubling statistic:

Parents with lower income (less than \$50,000 a year) plan to spend more than the national average, \$1,245, while parents who make over \$50,000 will spend an average of \$1,129.



WHO COVERS MORE OF PROM COSTS, PARENTS OR TEENS?

practicalmoneyskills.com/prom

The survey results are based on 3,000 live telephone interviews conducted nationally from February 15-17, February 22-24 and March 1-3 in cooperation with CIK Super DataTel.

VISA