

PROM BECOMES A CHEAPER DATE



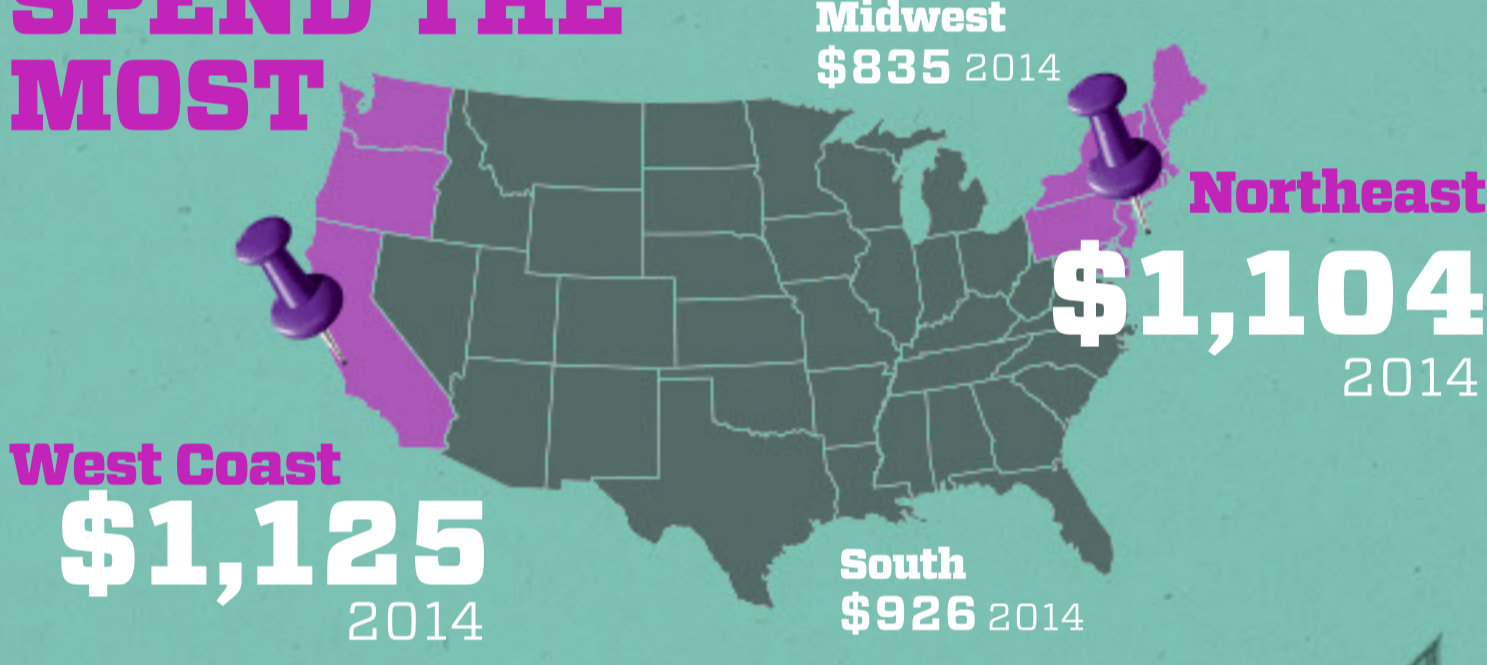
NATIONAL SPENDING AVERAGE DROPS

14%



Average amount American households spend on prom attire, limousine rental, tickets, pictures, and other items for this annual social ritual

THE COASTS SPEND THE MOST



FINALLY GETTING FRUGAL

Families making less are spending less

Under \$50k: **\$733**

Over \$50k: **\$1,151**

For the first time this year, households earning under \$50k per year will spend less than those earning over \$50k

DAD DISHES OUT MORE

Dads will spend twice as much as moms

Moms **\$673**

Dads **\$1,357**

WITH AGE COMES WISDOM ...USUALLY

Under 40 **\$1,047**

Over 40 **\$842**

Older parents will spend less than the younger ones

Cut Costs with Free Plan'it Prom App

Customize your prom budget and timeline to help plan a night you'll never forget

Download for iPhone or Android
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2014 Visa Inc. Prom Spending Survey

The survey results are based on 3,000 live telephone interviews conducted nationally from February 15 to 17, February 22 to 24 and March 1 to 3 in cooperation with GfK Roper OmniTel.

