

# POPPING THE PROMPOSAL QUESTION

American households plan on spending a whopping **\$324** on promposals

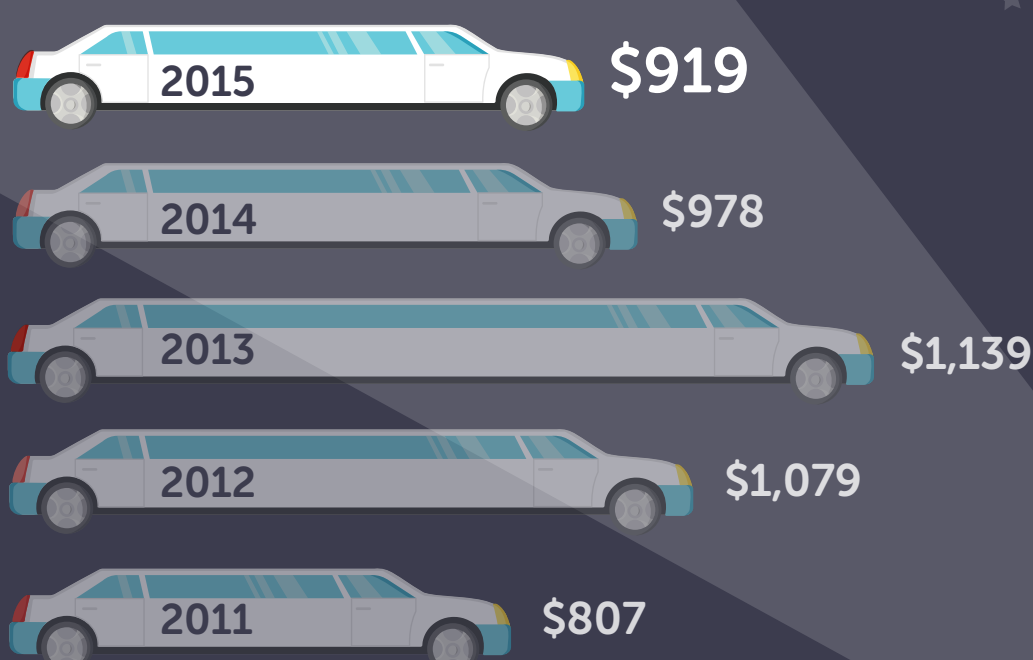
**\$919** average total 2015 prom spending

2015 Visa Prom Spending Survey

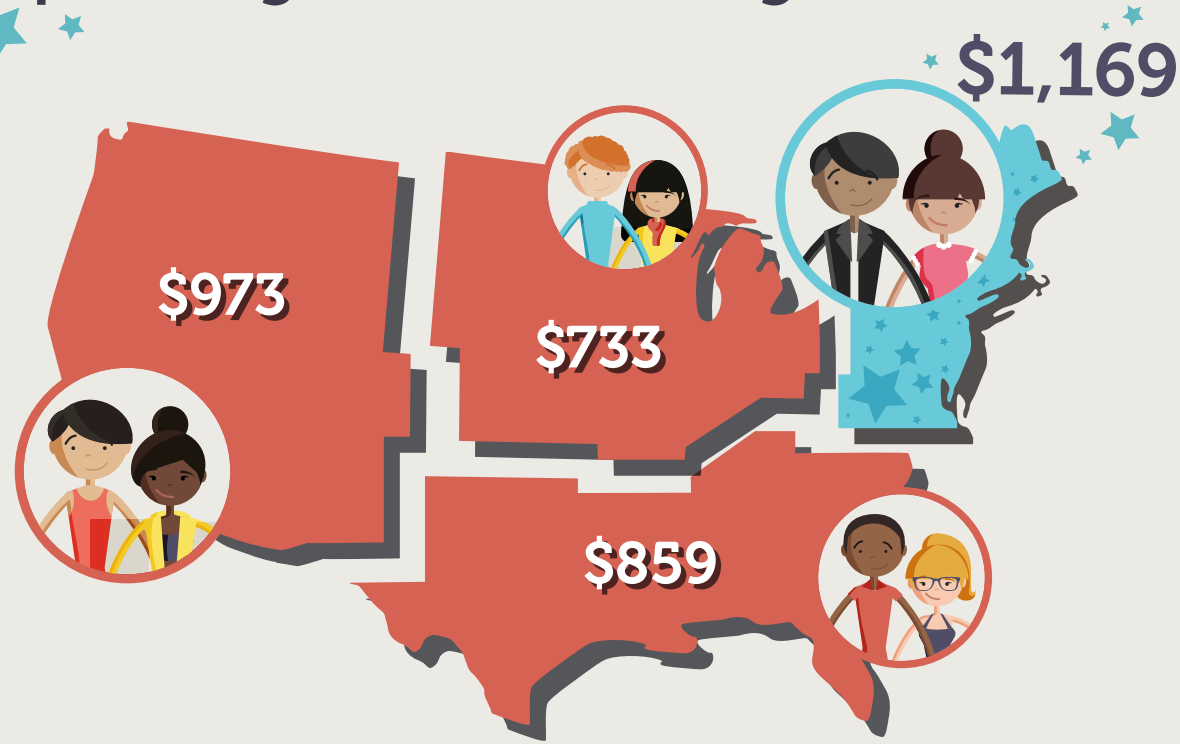


## American Families Plan to Spend 6% Less on Prom in 2015

Parents are shelling out **73%** of total prom costs – an average of \$989 for daughters versus \$893 for sons



## Northeast Leads Prom Spending for Third Straight Year



## Dads Dish Out the Dough

American Dads are supporting their child's prom spending by giving **63%** more funding for the extravagant promposal invite than moms – and 19% more for the big night



## Expensive Prom for Smaller Wallets

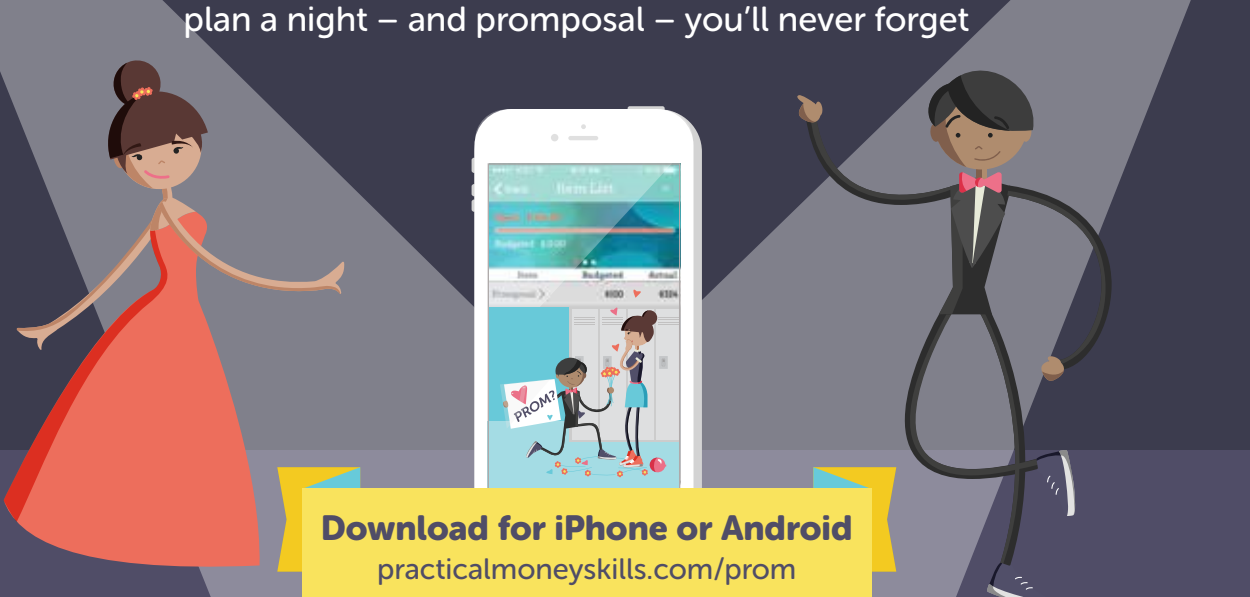
Households that earn less than \$25k spend an average of \$1,393 on prom

Families with household incomes of \$75k or more spend 41% less, averaging \$818 on prom costs



## Cut Costs with the Free Plan'it Prom App

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



Download for iPhone or Android  
[practicalmoneyskills.com/prom](http://practicalmoneyskills.com/prom)