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2011 Prom Spending Survey



High School Proms: The New Budget-Buster

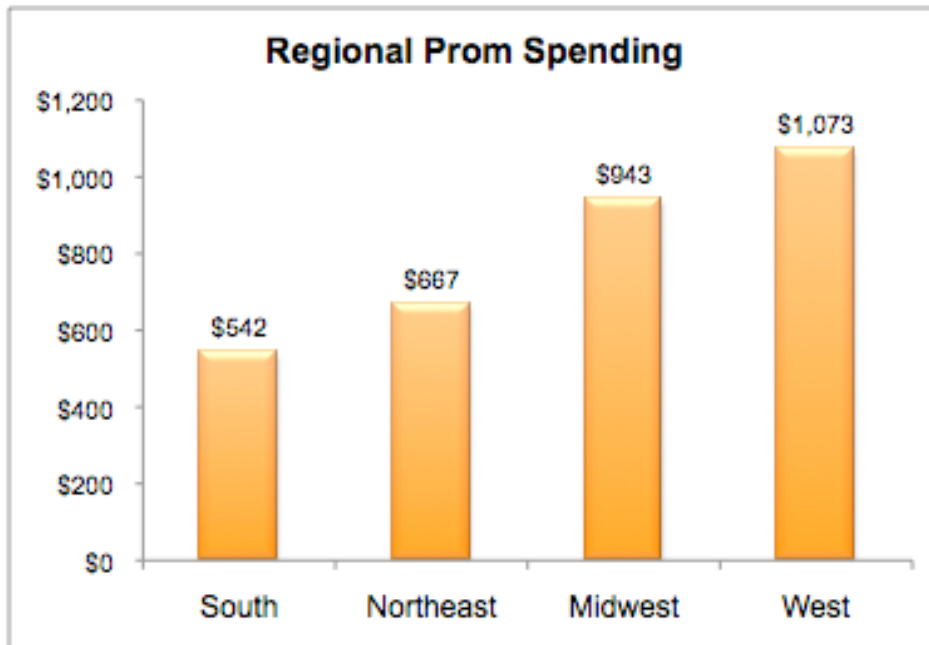
Visa Survey: Families will Spend an Average of \$807 on Prom

Are American families overspending on proms? A new survey released by Visa Inc. shows that the average family with a high school student attending the prom will spend \$807 – a surprisingly large number.

Despite continuing economic challenges for many families, teenagers and their parents appear willing to spend a significant sum on prom attire, transportation, tickets, flowers, pictures, and other items for this annual social ritual.

Additionally, economic and regional disparities clearly exist in prom spending. The survey found:

- Southerners will spend an average of \$542
- Northeasterners will spend an average of \$667
- Midwesterners will spend an average of \$943
- Westerners will spend an average of \$1,073
- Parents who make less than \$50,000 will spend \$778
- Parents who make more than \$50,000 will spend \$916



Defying this trend, nearly a quarter of families will spend nothing on prom, likely indicating they are not attending. Overall, 22% of families who have teenagers will not spend any money on the prom. In the Southern and Midwestern states, that number jumps to 29% and 27% respectively.

About the 2011 Prom Spending Survey

The survey results are based on 1,000 telephone interviews conducted nationally from April 21 - 24, 2011 in cooperation with GfK Roper OmniTel.