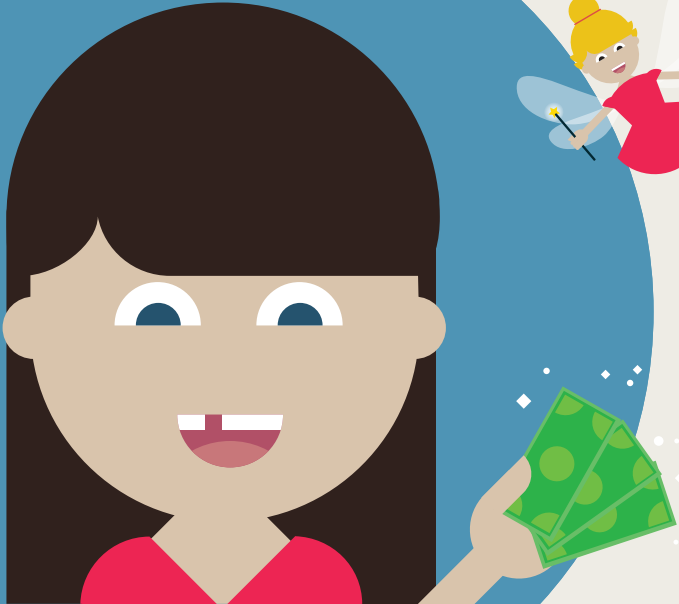


WHAT'S THE GOING RATE FOR A TOOTH IN AMERICA?

A cartoon illustration of a Tooth Fairy with blonde hair in a bun, wearing a red dress and white wings, holding a wand and a string attached to a yellow arrow-shaped box.

\$3.19

A cartoon illustration of a girl with dark hair, wearing a red shirt, holding a stack of green money with white polka dots. She has a small gap in her front teeth.

Tooth Fairy leaves 24 cents less per tooth in 2015

PEARLY WHITE PRICES DROP

Average amount left under a kid's pillow for a tooth per household has dropped for the second straight year

\$3.70
2013

\$3.43
2014

\$3.19
2015



A LUCKY BUCK

The most common gift left by the Tooth Fairy is a crisp one dollar bill

32% of parents report the
Tooth Fairy is leaving \$1
under their child's pillow



5% (1 in 20) of
lucky American children
receive \$20 or more



10% (1 in 10) report
that their child receives
nothing from the Tooth Fairy



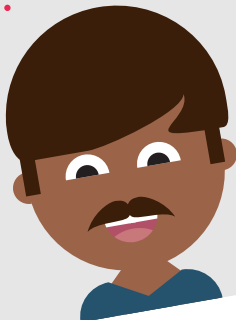
PARENTS REPORT ON TOOTH FAIRY TRENDS

Dads report the Tooth Fairy is more generous, giving nearly 27% more than what Moms report

Moms \$2.87



Dads \$3.63

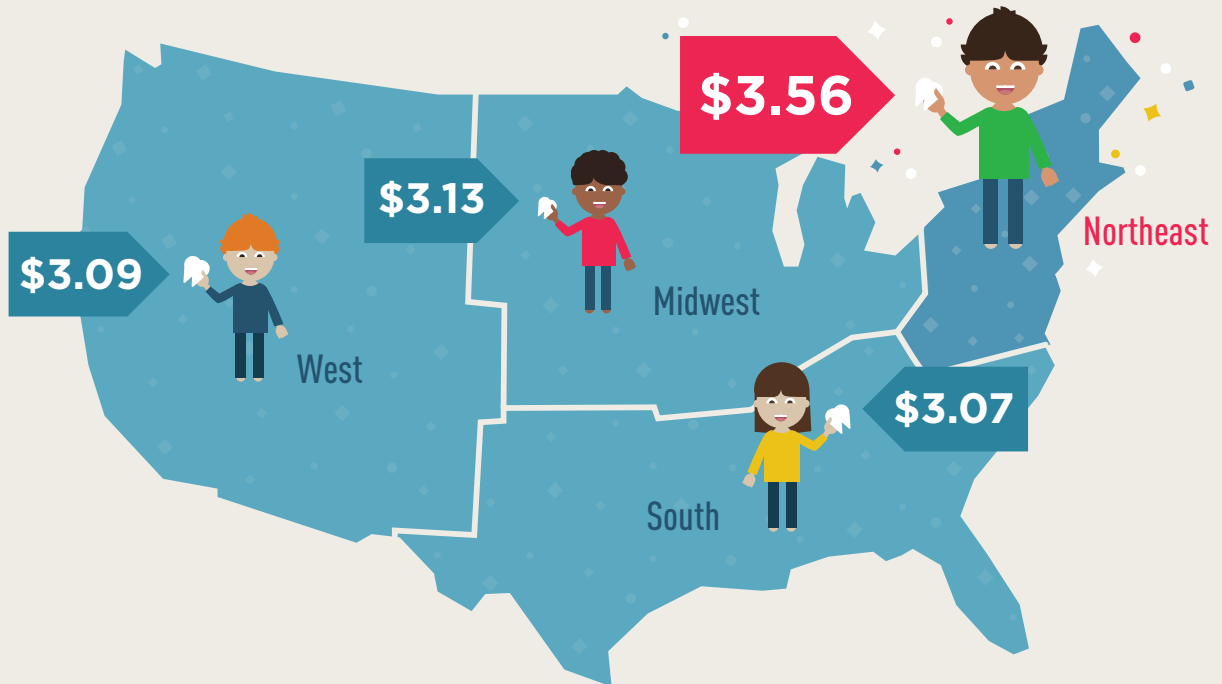


For the past 5 years, Dads consistently report that the Tooth Fairy is more generous



THE NORTHEAST REIGNS

Over 25% of kids in the Northeast receive \$5 or more,
and a lucky 8% receive \$20 or more



BIGGER BUDGETS, BIGGER GIFTS

Households with larger incomes report the
Tooth Fairy is leaving nearly 13% more



Less than \$75K/year



More than \$75K/year

TOOTH FAIRY CALCULATOR APP

Calculate the going rate for a tooth in America



The **FREE** Tooth Fairy Calculator app is available for iOS and Android
practicalmoneyskills.com/toothfairy

Visa Inc. 2015 Tooth Fairy Survey

The survey results are based on 4,027 telephone interviews conducted nationally from May 28 to June 21, 2015, in cooperation with ORC v Omnibus Service "Telephone Caravan."

VISA

Practical Money Skills
for Life