



WHEN YOU WISH UPON A TOOTH...

2013 Tooth Fairy Survey

UP, UP & AWAY

This year, American children are receiving 23% more money per tooth than in 2012 and 42% more than in 2011



2011



2012



2013

PRODIGAL PIXIES

While more money is exciting news for children, parents should take this opportunity to talk saving and smart money habits with their kids and have the same talk with a perhaps overgenerous Tooth Fairy

FLUSH FATHERS

Men fork over bigger bucks for kids' pearly whites, giving a dollar more on average than women



\$5

Ten percent of American households found \$5 or more under kids' pillows



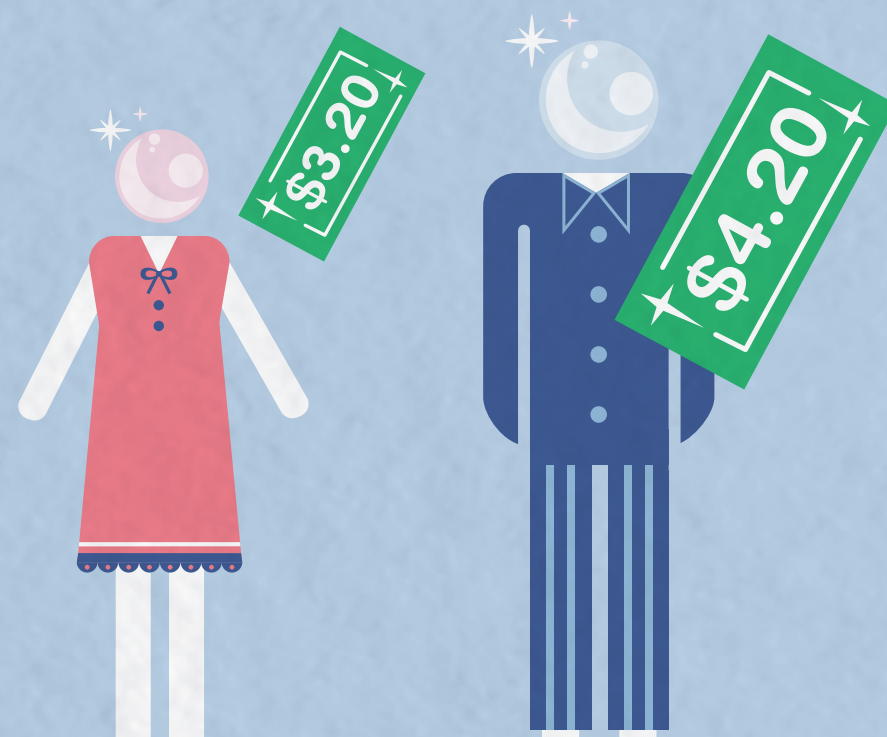
\$20

Six percent of kids received \$20 or more from the Tooth Fairy



\$50

Two percent of kids found a crisp \$50 bill tucked under the sheets



YOUTH RULES

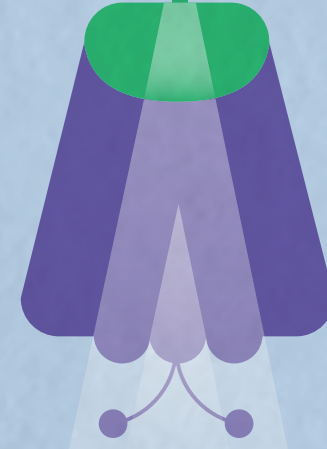
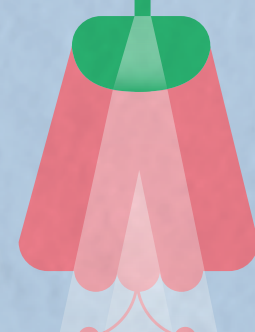
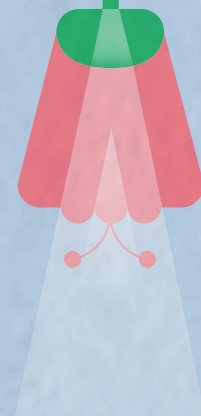
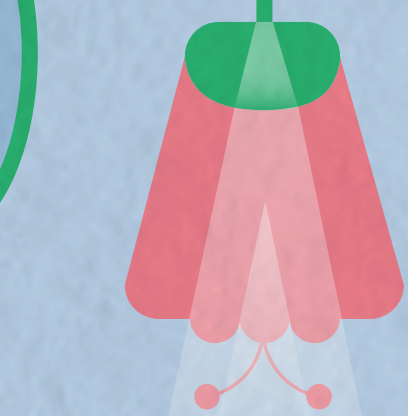
The Tooth Fairy left the most in households of young parents ages 18 to 24, who gave an average of almost \$5 per tooth

A RANGE of REWARDS

The Tooth Fairy is throwing money around like pixie dust, with an average of \$3.40 to \$4.70 found under pillows in households nationwide



FLURRY OF FAIRIES IN THE Northeast



NORTHEAST \$4.10

The Tooth Fairy will be visiting close to 90% of U.S. households with children—up from 84% last year

