



Tooth Fairy tightens purse strings

Going rate for a tooth is down 8% in 2014 after three years of consecutive growth

Price of a Pearly White

Average spend on a tooth per household:



1/3 of parents surveyed say the fairy leaves



2014: Tooth Fairy leaving 8% less under pillows after three years of consecutive growth.

Kiddies' Big Payday...

More than 50% receive either



2% are lucky recipients of \$50.00



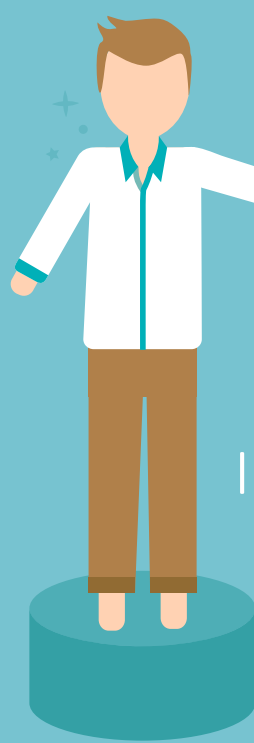
...or Forgetful Fairies?

7% receive no money for a lost tooth

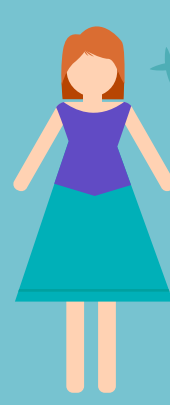


Close to 20% receive \$5.00

Doting Dads Splash the Cash



vs.



Indulgent dads give almost

45% – or \$1.30

more than moms when the Tooth Fairy visits

Dads have been consistently more generous than moms in the past 4 years

Thrifty Cents

Older parents are more generous this year

Parents ages 50-64 spend the most

Leaving an average of...



Parents ages 18-24

are leaving an average of...



Compared to 2013, when they left an average of almost \$5 per tooth

New Tooth Fairy Calculator App

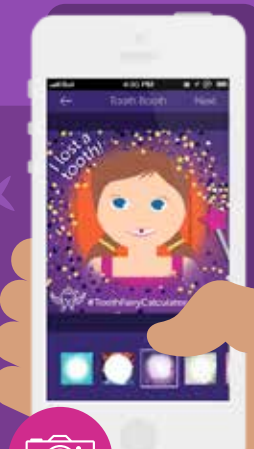


Calculate the going rate for a tooth in America



Download for free from iTunes or use the calculator online

Visit the Tooth Booth



to share a picture of your kids' cute cuspids with family and friends

PracticalMoneySkills.com/ToothFairy