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Tooth Fairy Survey



Tooth Fairy Remains Alive, Well and Generous, Visa Inc. Survey Finds

Tooth Fairy visits 94% of American kids and leaves average of \$3 per tooth

The Tooth Fairy continues to loom large with American families, with 94% of children under 10 years old getting a visit from the popular cuspid collector, a Visa Inc. survey¹ of parents has found.

Visa's survey also discovered that when kids under 10 years old lose a tooth, the Tooth Fairy leaves an average of \$3. Surprisingly, children whose fathers "coordinate" with the Tooth Fairy receive 42% more money (\$3.70) than those where mothers (\$2.60) are the primary liaison.

Additional findings in the survey include:

- Only 6% of children receive no money / visit from the Tooth Fairy
- 5% of children receive less than a dollar
- 37% of children receive exactly \$1
- 18% of children receive between \$2 to \$4
- 22% of children receive \$5
- 11% of children receive \$6 or more
- Parents in the East (\$3.40) and in the South (\$3.30) tend to leave more per tooth than parents in the Midwest (\$2.90) and West (\$2.70).

¹ The survey question was part of an omnibus online poll of 1000 adults conducted September 23-29, 2009. Respondents are invited to participate based on gender, age, race, geography and income to ensure results are accurately stratified to reflect census data. The overall error rate for a 1,000 sample survey is 3.1 with a 95% confidence rate. 219 individuals responded to this question.