

# BABY TEETH EARN BIG BUCKS FOR LITTLE CANUCKS



The Tooth Fairy is giving Canadian kids a raise in 2015, leaving an average of \$3.44 per tooth

# PIGGY BANKS POISED TO CHOW DOWN

Canadian kids receive 23% increase per tooth in 2015



Canadian kids will receive nearly **\$70** for a full set of 20 baby teeth

# THE TOOTH OF THE MATTER

The most popular payout from the Tooth Fairy is a classic toonie...  
...but some lucky kids will receive more than \$20 per tooth

**5%**  
receive \$20



**12%**  
receive a  
loonie (\$1)



**15%**  
receive \$5

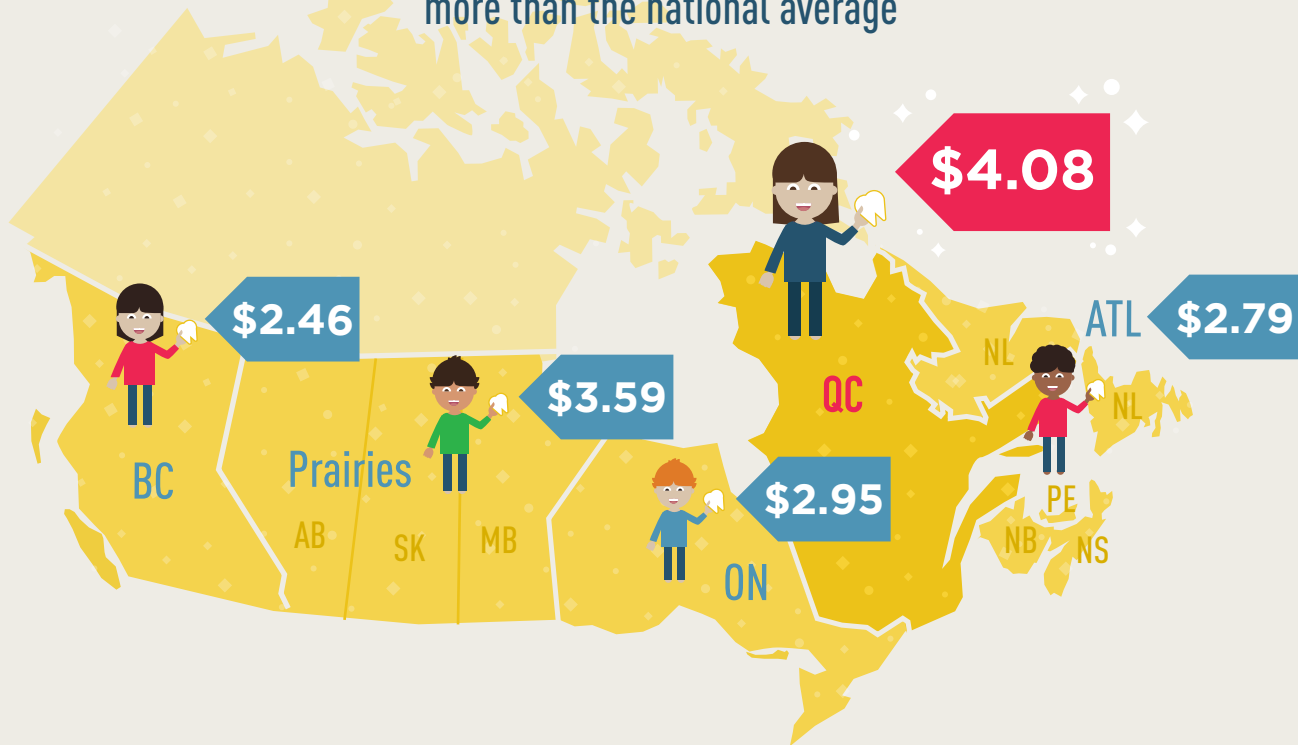


**30%**  
receive a  
toonie (\$2)



# BIG-TICKET TEETH FOR QUEBEC KIDS

The Tooth Fairy is most generous in Quebec, giving \$0.64 more than the national average



# PARENTS ON THE SAME PAGE

Moms report giving just 10 cents more than Dads

**\$3.38**  
Dads



**\$3.48**  
Moms



# NEW TOOTH FAIRY CALCULATOR

New iOS app helps parents learn the going rate for a tooth in Canada



Practical Money  
Skills Canada



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[PracticalMoneySkills.ca/ToothFairy](http://PracticalMoneySkills.ca/ToothFairy)

## 2015 Visa Canada Inc. Tooth Fairy Survey

The survey results are based on 2,003 telephone interviews conducted nationally of parents with children 13 years and younger from June 3 to June 18, 2015, in cooperation with Research House National Telephone Omnibus. All amounts are reported in CAD.



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