



THE ORIGINAL
Tooth Fairy Poll®



News Release

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FOR IMMEDIATE RELEASE

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Tooth Fairy Feeling Economic Crunch

Rate for baby teeth dropped 42 cents, says Delta Dental survey

STEVENS POINT, Wis. (Feb. 22, 2012) - The average gift from the Tooth Fairy dropped to \$2.10 last year, but she's still visiting nearly 90 percent of homes throughout the United States, according to The Original Tooth Fairy Poll® sponsored by Delta Dental.

That average gift is down 42 cents from 2010. The 17 percent drop in value is one of the larger declines since Delta Dental began conducting the Original Tooth Fairy Poll® in 1998.

“Like many Americans, the Tooth Fairy tightened her belt in 2011, but she's hoping for a recovery,” said Chris Pyle, spokesperson for the Delta Dental Plans Association. “More importantly, Delta Dental is encouraged that parents are still making dentist visits a priority for their children.”

Ninety percent of those surveyed say they take their children to the dentist every six months.

The Original Tooth Fairy Poll®, which surveyed 1,355 parents across the country, also found that:

- The most common amount left under the pillow by the Tooth Fairy is \$1.
- Most children find more money under the pillow for their first lost baby tooth.
- 35 percent of those surveyed allow their children three to four sugary drinks a day. Dentists say that's too many.
- 71 percent of those surveyed first take their child to the dentist between two to three years old. Dental professionals recommend that parents take their children to the dentist by age one, or within six months after the first tooth erupts.

The Original Tooth Fairy Poll® has generally been a good barometer of the economy's overall direction. The trend in average giving has tracked with movement of the Dow Jones Industrial Average (DJIA) in seven of the past 10 years.

The Original Tooth Fairy Poll® is a partnership between the Tooth Fairy and Delta Dental to promote good dental-hygiene habits. To help the Tooth Fairy and Delta Dental with this longtime tradition, take the Original Tooth Fairy Poll® at www.theoriginaltoothfairypoll.com. And, to get a sense of the taste and style choices of the Tooth Fairy, follow her at pinterest.com/origtoothfairy.

About Delta Dental of Wisconsin

Delta Dental of Wisconsin is a not-for-profit dental service corporation offering benefit services, claims processing, and plan administration to employers throughout Wisconsin since

1962. The company is headquartered in Stevens Point, with sales offices in Milwaukee and Madison, and provides benefits and services to more than 1.4 million subscribers and their family members. Delta Dental administers dental benefits for more Wisconsin companies than any other insurance carrier.

As a member of the nationwide Delta Dental Plans Association, the company is able to offer employees of Wisconsin-based companies the same dental benefits to wherever they are located in the United States. The Delta Dental Plans Association is the largest dental-benefits system in the nation. Its member companies provide benefits to more than 51 million people in 93,600 employer groups across the United States.