

UK children's pocket money cut by £1 million as Tooth Fairy tightens her belt

Submitted by: Lawton Communications Group

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January 2009: New research commissioned by dental payment plan provider, Denplan, has revealed that the Tooth Fairy is likely to become known as a miser this year as the amounts she leaves under pillows are slashed.

Children as well as adults will be worse off in 2009, as a new survey reveals that a third of parents in Great Britain said that the credit crunch would impact payments left by the Tooth Fairy by up to 10 per cent. That's an estimated £1 million yearly reduction in pocket money usually left out as a reward for milk teeth.

Children of single parents are the most likely to experience a cut in the amount they receive when times are hard (53 per cent). And although widowed or divorced parents are least likely to cut the amount they leave (16 per cent), those of them that will, will at least make a cut of a whopping 50 per cent.

13 per cent of parents already say the Tooth Fairy doesn't leave money at their house, and that figure could be set to rise considerably next year as more people feel the pinch. In the Midlands (41 per cent) and in Wales and West (38 per cent) well over a third of parents said their children would definitely be experiencing a reduction in the amount the Fairy leaves.

Denplan managing director, Steve Gates, said: "The Tooth Fairy is an age-old tradition that aims to reward children for taking good care of their milk teeth. It would be a shame to discourage such good practice, perhaps parents could consider an alternative reward that would encourage their child to continue their excellent oral healthcare habits. Something that makes them feel important and justly rewarded. For some children staying up bit later than usual for one night might be appropriate or having an extra hour's TV or video games."

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Note to editors:

The PhoneBus research was undertaken by TNS between 21st – 23rd November 2008, in which a representative sample of 1010 GB adults aged 16+ were interviewed.

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