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TOOTH FAIRY TIGHTENS HER PURSE STRINGS AS RECESSION BITES

- Average price of a tooth has fallen six per cent this year to £1.15
- Children in Northern Ireland have the most valuable teeth
- Over half of children in the UK are saving some or all of the money the tooth fairy leaves under their pillow

The Children's Mutual's annual Tooth Fairy Index released today reveals that the average cost of a child's tooth has fallen six per cent from £1.22 to £1.15. As the tooth fairy fights the economic gloom she is giving away £1.3¹ million less this year than last, as the credit crunch extends its clutches to the magic realm of Fairyland.

In 2008, the leading Child Trust Fund provider's Tooth Fairy Index found the average cost of a tooth had risen by an impressive 16 per cent on the previous year. But 12 months on, the tooth market is showing signs of decay as parents resist the 'fairy pressure' reported in previous years as one in four (24 per cent) is now happy to pay less than average and believe this helps their children understand the value of money.

Tooth Fairy Index, according to The Children's Mutual:

Year	Average cost of a child's tooth	% Difference
2009	£1.15	6% decrease
2008	£1.22	16% increase
2007	£1.05	First year of The Children's Mutual Tooth Fairy Index

David White, Chief Executive of The Children's Mutual said: "The fall in the value of teeth provides the perfect opportunity for parents to talk to their child about the value

¹ Average number of children aged 6-11(4.8m) losing 4 teeth per year x the average tooth fairy rate of £1.15 – average number of children = 4.8m x 4 teeth per year = 19.2m; 19.2m x 1.15 = £22.8m. Last year's value = £23.4m – this year's value of £22.08 = £1.32m

The Children's Mutual, Registered Office: Brockbourne House, 77 Mount Ephraim, Tunbridge Wells, Kent, TN4 8GN.
Email: mail@thechildrensmutual.co.uk Website: www.thechildrensmutual.co.uk

The Children's Mutual is a trading name of the Tunbridge Wells Equitable Group, which comprises: Tunbridge Wells Equitable Friendly Society Limited, incorporated in the United Kingdom under the Friendly Societies Act 1992, registered no. 190F, FSA registered no. 109990; and Tunbridge Wells Equitable Investments Company Limited, registered in England under the Companies Act 1985, registered no. 4315370, FSA registered no. 208027. Both are authorised by the Financial Services Authority and are members of the Financial Ombudsman Service.
Tunbridge Wells Equitable Friendly Society Limited was established in 1881.

of money and the impact of the credit crunch. Talking about the value of money in terms children can easily understand can help them appreciate the importance of saving.”

Encouragingly, over half of all children (55 per cent) save some or all of the money the tooth fairy leaves in exchange for their teeth. Children in the South West have the most bulging piggy banks as over three quarters of children (77 per cent) are saving their tooth pennies, while those in Scotland are choosing to splash their cash, with over half (51 per cent) spending all the money the tooth fairy leaves under their pillow.

The Children’s Mutual’s Tooth Fairy Index reveals that attitudes towards the tooth fairy vary widely across the UK. Children in Northern Ireland benefit the most from the tooth fairy’s generosity, as over one in 10 children (12.5 per cent) receive £5 or more for each tooth that wobbles free, whereas 12 per cent of children in the Midlands have a gap in their purses as well as their mouths as they are forgotten by the tooth fairy altogether!

Region	Average cost of a child’s tooth
Northern Ireland	£1.44
London	£1.36
Scotland	£1.23
Wales	£1.16
South East	£1.16
South West	£1.15
North East	£1.09
North West	£1.06
Midlands	£1.01
UK Average	£1.15

The report also indicates that the tooth fairy herself has changed over the years. Traditionally, the tooth fairy has been known for leaving money, letters, and a sprinkling of fairy dust on her nightly rounds. The research found that some parents recalled receiving an orange, toys or a book as a special treat from the tooth fairy. Their children in turn are now the recipients of mobile phone credit and magazines as the tooth fairy flies into the twenty-first century.

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For further information on The Children's Mutual log on to
www.thechildrensmutual.co.uk

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72 Point interviewed 2070 parents with children aged 5-15 in May 2009

Please note that The Children's Mutual has a large database of case studies available.

Notes to editors

- The Children's Mutual has a large database of case studies available.
- David White, Chief Executive, The Children's Mutual is available for interview

About The Children's Mutual – Home of the Child Trust Fund

- The Children's Mutual's mission is to help parents, grandparents, family and friends fulfil their hopes for today's children.
- The Children's Mutual specialises exclusively in family-focused finance products and is now the choice of 1 in 4 parents for their child's Child Trust Fund, with more than 600,000 accounts.
- The Children's Mutual has won the The Moneyfacts Award for Best Child Trust Fund Provider every year since its 2006 launch.
- The Children's Mutual, as experts in savings for children, made a significant contribution to the Government's Child Trust Fund consultation process.
- This expertise has led several financial institutions and family-focused high street retailers to choose The Children's Mutual's as their CTF partner including ASDA, Boots, The Co operative, Lloyds TSB, Mothercare and regional bank and building societies across the UK.

About The Child Trust Fund

- The Child Trust Fund is designed to provide a tax efficient, long term savings vehicle for all eligible young children.
- Each eligible newborn child (born on or after 1 September 2002) receives £250 (£500 for low income families) from the Government when their parents register for Child Benefit. The Government will make a second contribution of £250 (£500 for low income families) when the child is seven and is considering a third in the child's teenage years. Parents, family and friends can all then add to this account up to a maximum value of £1,200 each year.
- The Government's preferred option is a Stakeholder Child Trust Fund Account. All Stakeholder CTF accounts are subject to strict guidelines governing investment type and charges.
- The CTF provider manages the account until it matures and become available to the child when they are 18.

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