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Contact: Katie Williams
KWilliams4@DeltaDentalNC.com

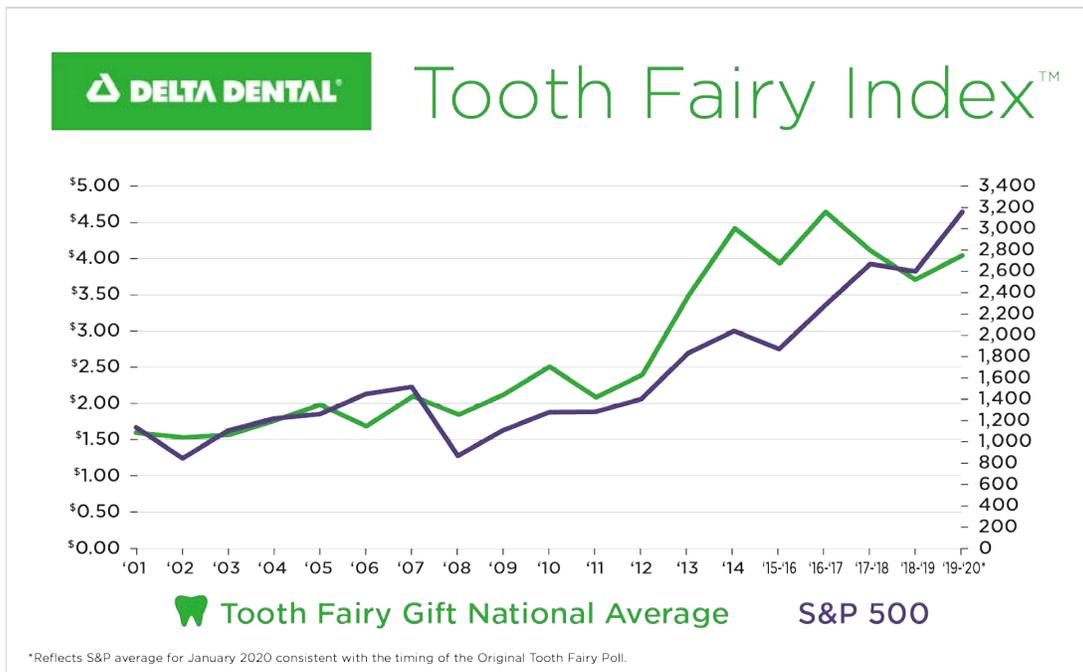
The value of a lost tooth is on the rise in North Carolina

Delta Dental celebrates 22 years of tracking the Tooth Fairy’s U.S. annual giving

RALEIGH, N.C. — February 20, 2020 — Today, Delta Dental released new findings from its Original Tooth Fairy Poll® that shows a 30-cent increase in the Tooth Fairy’s average cash gift for a total of \$4.03 per tooth.

“At Delta Dental of North Carolina, advancing oral health is our top priority,” said Elaine Loyack, Vice President of Community Engagement and Government Affairs. “We are delighted that the Tooth Fairy remains an effective tool in educating children about the importance of oral health.”

Delta Dental has been analyzing the Tooth Fairy’s U.S. annual giving trends since 1998. The newly disclosed value of a lost tooth has more than tripled since its inception when the value of a lost tooth was \$1.30 as it reaches its fourth highest payout in the history of the survey.



The value of a lost tooth and the economy

The Original Tooth Fairy Poll has typically mirrored the economy’s overall direction, tracking with the trends of Standard & Poor’s 500 Index (S&P 500) for 15 of the past 18 years. Last year, a single lost tooth was valued at \$3.70 and this year’s survey shows upward growth to \$4.03, an increase of nearly 9%. Over the same time period, the S&P 500 also experienced growth, with a 22% increase, reaching its highest average since the inception of the Original Tooth Fairy survey.

U.S. regional snapshot

- **\$4.35 – The Northeast:** Leads U.S. regions in highest average monetary gift for a lost tooth, outranking The West, which led the previous two years in a row.
- **\$4.01 – The South:** Tracks most closely to the overall U.S. average.
- **\$3.97 – The West:** Decreased 22 cents, moving from highest regional average last year to third regional average this year.
- **\$3.71 – The Midwest:** Increased 74 cents over last year but remains lower than the national average for the second year in a row.

About the survey

The Original Tooth Fairy Poll was conducted between December 30, 2019, and January 11, 2020, among a nationally representative sample of 1,000 parents of children ages 6-12. The margin of error is +/- 3%.

The S&P 500 stood at 2,596 on January 11, 2019 and increased to an average of 3,159 for January 2020.

For more information about the Delta Dental-sponsored survey and oral health tips for infants to pre-teen, visit [Original Tooth Fairy Poll](#).

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About Delta Dental of North Carolina

Delta Dental of North Carolina is North Carolina's premiere not-for-profit dental insurance provider. Delta Dental of North Carolina offers the largest network of dentists in the state and provides the broadest access to the most affordable oral health care to group and individual customers. As North Carolina's leading oral health advocate, Delta Dental provides educational programs, services and grants to underserved communities across the state. For more information, visit: [deltadentalinc.com](#).

About Delta Dental Plans Association

Delta Dental Plans Association, based in Oak Brook, Illinois, is the not-for-profit national association of the 39 independent Delta Dental companies. Through these companies, Delta Dental is the nation's largest provider of dental insurance, covering more than 80 million Americans, and offering the country's largest dental network with approximately 156,000 participating dentists. In 2018, Delta Dental companies provided approximately \$79 million in direct and in-kind community outreach support to improve the oral health of adults, children and infants in local communities across the country. For more information, visit: [deltadental.com](#).

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