



More Than 1 in 2 Adults Say Children Should Start Receiving Pocket Money by Age 9

Over Half of Women Say by Age 8 Is the Ideal Starting Age – But Fewer Men Feel the Same

1 in 10 Adults Believe Pocket Money Should Be Earned, Not Given

More than half of adults in Ireland (54pc) believe children should start receiving pocket money by the time they reach the age of nine, and almost one in five (19pc) say from age ten is the ideal starting point.

However, women in Ireland are more likely to favour starting the pocket money habit earlier – more than half (54pc) believe you should start by the age of eight, compared to 45pc of men.

These are the headline findings from the latest research study commissioned by Royal London Ireland¹, one of Ireland's leading life insurance and pensions companies. The study also found that almost one in ten adults (9pc) believe children shouldn't receive pocket money at all, saying they should only begin receiving their own money once they start working for it.

Barry McCutcheon, Protection Proposition Lead of Royal London Ireland, commented on the findings:

“Giving children pocket money can play an important role in teaching them about financial responsibility from an early age. But when and how much to give is very much down to personal preference and their caregiver – and other considerations like financial affordability, whether or not there are siblings in the family, etc. The research gives some insight into one deciding factor – the age at which a child should receive pocket money, if at all.

“It is widely accepted that early financial literacy can set the foundation for good habits like saving and budgeting, giving children more confidence when they face bigger financial decisions down the road. Introducing pocket money can be one way to do this – but of course, it's not the only way.

“And not everyone agrees with the practice. Around one in ten adults feel pocket money shouldn't be given at all, believing instead that money should be earned. Interestingly, those who are most likely to have children at the pocket money stage, adults aged 35–44, are the most inclined to believe that children should only receive money once they have earned it, with 12pc expressing this view.

“There is no one-size-fits-all approach. What matters most is finding what works for your family and using it as a chance to help children build healthy financial habits for the future”.

¹ Conducted by iReach in June 2025

Additional highlights from the Royal London Ireland research include:

- Almost one in five (18pc) say that pocket money should not be given to children until they are age 11 or older.
- Women are more likely than men to support giving pocket money to younger children from the age of five (16pc vs 12pc).
- The average age at which adults in Ireland believe children should begin receiving pocket money is just over eight and a half years.

Mr McCutcheon continued,

“The stronger views that children should earn their money - suggests that for some parents, pocket money isn’t just about spending but about building a sense of responsibility and linking rewards to effort. However, this might be seen as a more ‘old-school’ approach.

“Ultimately, conversations around pocket money aren’t just about coins in a jar – they are about teaching good financial literacy and saving some pocket can build good financial habits from a young age. Whether it’s earned through chores or given as a teaching tool, introducing money early helps children grasp essential concepts like saving, budgeting, and delayed gratification. These are the building blocks of financial confidence and independence. As parents, guardians, or educators, we all want our children to grow up capable and empowered - able to make sound financial choices and to avoid common mistakes we make as adults, like overspending or falling into debt. There’s no perfect formula, but by introducing money thoughtfully and consistently, we can help equip the next generation with the tools they need to thrive.

“Getting advice from an independent Financial Broker can be a valuable way for parents to plan confidently for their children’s financial future.”

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Notes to editors

About Royal London Ireland:

Royal London Ireland has a history of protecting its policyholders and their families, and it is committed to continue to do so for a long time to come. Our business’s heritage in Ireland is 190 years starting when the Caledonian Insurance Company's first office opened on York Street, Dublin 2 in 1834. Today, Royal London Ireland is owned by The Royal London Mutual Insurance Society Limited – the UK’s largest mutual life insurance, pensions and investment company, and in the top 30 mutuals globally*, with assets under management of €211 billion, 8.6 million policies in force, and over 4,800 employees. Figures quoted are as at 30 June 2025.

Royal London Ireland’s office is based at 47-49 St Stephen’s Green, Dublin 2.

*Based on total 2022 premium income. ICMIF Global 500, 2024

Appendix:

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Receiving Pocket Money

Do you think children should receive "pocket money" and if so, from what age?

	What gender are you?			Age					Region				SES	
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Dublin	Rest of Leinster	Munster	Connacht + Ulster	ABC1	C2DE
Sample Size	1000	489	511	110	185	209	175	321	326	227	277	163	587	413
From age 5	14%	12%	16%	6%	16%	17%	12%	15%	15%	13%	12%	16%	12%	16%
From age 6	6%	4%	7%	8%	8%	3%	4%	7%	4%	9%	6%	6%	7%	5%
From age 7	13%	13%	14%	4%	15%	11%	15%	16%	16%	9%	16%	8%	16%	9%
From age 8	17%	16%	17%	21%	22%	15%	11%	16%	18%	16%	13%	22%	17%	15%
From age 9	4%	6%	3%	2%	7%	5%	5%	3%	5%	4%	3%	6%	6%	2%
From age 10	19%	20%	18%	13%	17%	21%	22%	21%	18%	23%	17%	21%	16%	24%
From age 11	2%	2%	2%	3%	0%	4%	3%	1%	2%	1%	2%	2%	2%	1%
From age 12	9%	9%	8%	9%	12%	5%	10%	8%	6%	8%	16%	4%	8%	9%
From age 13	3%	4%	3%	11%	0%	4%	3%	3%	5%	2%	1%	6%	4%	3%
From age 14	2%	1%	2%	4%	0%	2%	3%	1%	2%	1%	2%	1%	2%	1%
From age 15	2%	3%	1%	7%	0%	3%	3%	1%	3%	1%	3%	1%	2%	2%
No – they should only start receiving their own money once they start working for it	9%	9%	8%	12%	3%	12%	10%	9%	7%	12%	9%	9%	7%	11%
Average	8.6	8.9	8.4	9.9	8.1	8.6	9.1	8.3	8.6	8.5	8.9	8.5	8.6	8.7

Q: Do you think children should receive "pocket money" and if so, from what age? (Single Select, n=1000).

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