

Roughly nine of ten parents or guardians feel it's important to discuss the value of saving and setting financial goals with kids, but almost a third (32%) feel uncomfortable talking with their kid about money.

Topline Findings

May 28, 2025 – A new Wells Fargo survey, with data collection provided by Ipsos, finds that parents have difficulties in teaching their children about money, despite the importance of discussing the value of saving and setting financial goals with their children.

Allowance continues to be one of the tools to teach kids about money with seven-in-ten (71%) American parents and guardians of children ages 5-17 regularly (43%) or occasionally (28%) giving their child an allowance.

The prevalence of providing allowance and the form in which it is given differs depending on the age of the child. P2P (peer-to-peer) payments such as Venmo, PayPal, CashApp, Zelle, Greenlight, and Apple Pay are the second most popular payment form, behind cash, mentioned by nearly one-in-four (24%) for allowance and one-in-ten (11%) as preferred tooth fairy gift method.

Respondents were asked questions about their child in one of the following age groups: 5 to 8 years of age, 9 to 11 years of age, 12 to 14 years of age, 15 to 17 years of age. If they had more than one child, they were randomly asked about only one of the age groups.

Detailed Findings

1. **Prevalence of Allowance:** Overall, 71% of U.S. parents or guardians report they regularly or occasionally provide their child aged 5-17 with an allowance.
 - Roughly three in five (58%) provide a 5 to 8 year old allowance compared with three-quarters (76%) for 9 to 17 year olds:
 - 5 to 8 years old -- 58% (33% regularly + 25% occasionally)
 - 9 to 11 years old -- 79% (50% regularly + 29% occasionally)
 - 12 to 14 years old -- 73% (43% regularly + 30% occasionally)
 - 15 to 17 years old -- 75% (45% regularly + 29% occasionally)
 - The differences between the child age groups occasionally receiving allowance are negligible.

2. **Forms of Allowance:** Cash is the top form of allowance, selected by nearly three-quarters (73%) of U.S. parents providing allowance to a 5-17 year old, followed by Peer-To-Peer / P2P payments such as Venmo, PayPal, CashApp, Zelle, Greenlight, and Apple Pay (24%), direct deposit to bank account (20%), prepaid debit card (14%), and other methods (2%). On average 1.3 payment forms are selected.
 - Cash is given to 5 to 14 year olds (77%) more than 15 to 17 year olds (62%).
 - The older teenagers (15 – 17 year olds) are more likely to receive allowance through Peer-To-Peer / P2P (34%) versus children 5 to 14 (20%).
 - Direct deposit to a bank account is relatively the same across child age groups, ranging from 18% to 23%.
 - At 21%, prepaid debit cards are more prevalent for younger teens (12 – 14 year olds) compared with 12%-13% for children aged 5 to 11 and 15-17.
 - Respondents were also asked their preferred way to ‘gift from the tooth fairy’. Two-thirds (67%) prefer gifting with cash, 11% use P2P / Peer-To-Peer payments, 7% give gift cards, and 15% report it does not apply to them.
3. **Amount of Allowance and Impact of Inflation:** The median weekly allowance amount ranges from \$15 for 5 to 8-year-olds to \$20 for 9 to 14-year-olds and up to \$25 for 15 to 17-year-olds.
 - Roughly three-in-ten U.S. parents providing allowance to a 5-17 year old (29%) report they have increased the child’s allowance in the past year due to inflation, while 65% say they made no change, and 6% lowered the amount.
4. **Levels of Agreement Pertaining to Children and Money:** Nine-of-ten (91%) U.S. parents and guardians of 5-17 year olds surveyed agree (agree strongly + agree somewhat) with the statement *‘It’s important to discuss the value of saving and setting financial goals with kids’* and 90% agree (agree strongly + agree somewhat) they *‘believe that financial independence begins with small, supervised choices during childhood’*. These two statements received the highest level of agreement, significantly more than all others.
 - Between 82%-87% of U.S. parents and guardians surveyed agree (agree strongly + agree somewhat) with:
 - *Monitoring my kid’s spending helps me guide them toward better financial habits* (87%)
 - *I should have more conversations with my kid about good money habits* (85%)
 - *Giving kids an allowance helps them learn to budget and prioritize spending* (85%)

PUBLIC RELEASE SURVEY FINDINGS AND METHODOLOGY

- *Allowing my kid to spend their allowance freely teaches them accountability (82%)*
- While still above fifty percent, there is relatively lower agreement (agree strongly + agree somewhat) among US parents of 5-17 year olds on:
 - *I trust my kid to make good choices with their spending (76%)*
 - *Teaching kids about money today means focusing on digital tools rather than cash (70%)*
 - *It's hard to step back and let my kid make their own mistakes with money (65%)*
 - *I often struggle to get my kid to understand the difference between needs and wants (63%)*
 - *I feel conflicted about how much guidance vs. independence to give my kid with money (60%)*
- Only one-in-two U.S. parents of 5-17 year olds surveyed agree (agree strongly + agree somewhat) with:
 - *I find it challenging to talk about money and savings in a way that my kid will understand (51%)*
 - *I find it challenging to track my kid's spending without feeling overly controlling (50%)*
- Less than two-of-five U.S. parents of 5-17 year olds surveyed agree (agree strongly + agree somewhat):
 - *Paying my kid an allowance is a waste of money because they will squander it (37%)*
 - *I am uncomfortable talking with my kid about money (32%)*

These are findings of a Wells Fargo survey, with data collection provided by Ipsos, conducted between April 28 – May 8, 2025. A sample of 1,587 U.S. parents aged 18 and older with at least one child between 5 and 17 years of age in the household were surveyed online in English, as part of Ipsos Omnibus shared survey program. The results of this research have a credibility interval of plus or minus 3.0 percentage points for all respondents. Respondents were asked questions about their child in one of the following age groups: 5 to 8 years of age, 9 to 11 years of age, 12 to 14 years of age, 15 to 17 years of age. If they had more than one child, they were randomly asked about only one of the age groups.

For full results, please refer to the following annotated questionnaire:

Full Annotated Questionnaire

For the remaining questions, please think specifically about the child you have whose age is [pipe in: 5-8 / 9-11 / 12-14 / 15-17].

1. Do you provide an allowance to your child whose age is [pipe in: 5-8 / 9-11 / 12-14 / 15-17]? If you have more than one child in between [pipe in: 5-8 / 9-11 / 12-14 / 15-17] please think about the oldest.

(Asked of total respondents)	Total (n=1,587)	5-8 Yr Old (n=484) (A)	9-11 Yr Old (n=343) (B)	12-14 Yr Old (n=333) (C)	15-17 Yr Old (n=427) (D)
Yes, regularly	43%	33%	50% A	43% A	45% A
Yes, occasionally	28%	25%	29%	30%	29%
No	29%	42% BCD	21%	27%	25%

2. How do you give the allowance? (Select all that apply)

(Asked of those who regularly or occasionally provide allowance in Q1)	Total (n=1,121)	5-8 Yr Old (n=295) (A)	9-11 Yr Old (n=262) (B)	12-14 Yr Old (n=251) (C)	15-17 Yr Old (n=313) (D)
Cash	73%	80% D	77% D	74% D	62%
P2P (peer to peer) payment (e.g., Venmo, PayPal, CashApp, Zelle, Greenlight, Apple Pay)	24%	16%	24%	22%	34% ABC
Direct Deposit to a bank account	20%	18%	21%	19%	23%
Prepaid debit card	14%	12%	13%	21% ABD	12%
Other	2%	3%	1%	1%	3%

3. Which P2P payment app do you use to give your allowance?

(Asked of those who regularly or occasionally provide allowance in P2P form in Q2)	Total (n=270)	5-8 Yr Old (n=48) (A)	9-11 Yr Old (n=64) (B)	12-14 Yr Old (n=59) (C)	15-17 Yr Old (n=99) (D)
PayPal	35%	39%	41%	28%	34%
CashApp	24%	18%	24%	26%	25%
Apple Pay	13%	17%	12%	17%	11%
Zelle	11%	18% B	4%	14%	11%
Venmo	10%	2%	14%	5%	13%
Greenlight	5%	3%	6%	11%	3%
Other	2%	2%	-	-	3%

4. How much do you give your kid for allowance each week?

Enter amount:

(Asked of those who regularly or occasionally provide allowance in Q1)*	Total (n=1,073)	5-8 Yr Old (n=281) (A)	9-11 Yr Old (n=256) (B)	12-14 Yr Old (n=236) (C)	15-17 Yr Old (n=300) (D)
\$1-\$9	17%	33% BCD	18% D	15% D	6%
\$10-\$19	20%	19%	26% D	23% D	13%
\$20-\$24	18%	13%	18%	16%	22% A
\$25-\$49	18%	9%	16% A	20% A	23% A
\$50 or more	28%	27%	21%	26%	36% ABC
Average	\$37.19	\$31.50	\$34.32	\$36.05	\$44.88 AB
Median	\$20	\$15	\$20	\$20	\$25

*The top 4% of outliers were filtered out of the results to this question.

5. Has inflation caused you to increase your child's allowance in the last year?

(Asked of those who regularly or occasionally provide allowance in Q1)	Total (n=1,121)	5-8 Yr Old (n=295) (A)	9-11 Yr Old (n=262) (B)	12-14 Yr Old (n=251) (C)	15-17 Yr Old (n=313) (D)
Yes, Increased	29%	29%	26%	29%	32%
No change	65%	65%	68%	65%	62%
Decreased	6%	6%	6%	6%	6%

6. Which is your preferred way to gift from the tooth fairy?

(Asked of total respondents)	Total (n=1,587)
Cash	67%
P2P (peer-to-peer) payment (e.g., Venmo, PayPal, CashApp, Zelle, Greenlight, Apple Pay)	11%
Gift cards	7%
Does not apply to me	15%

7. **[SHOW IF ONLY ONE CATEGORY AT INV_KIDAGE]** Still thinking about your child whose age is **[pipe in: 5-8 / 9-11 / 12-14 / 15-17]**, how much do you agree or disagree with each of the following statements?

[SHOW IF MORE THAN ONE CATEGORY AT INV_KIDAGE] Please think about all your children under 18 years of age when answering how much you agree or disagree with each of the following statements?

Please select one answer for each statement.

a. I find it challenging to talk about money and savings in a way that my kid will understand.

(Asked of total respondents)	Total (n=1,587)
Disagree strongly	19%
Disagree somewhat	27%
Agree somewhat	35%
Agree strongly	16%
Does not apply	3%

b. I trust my kid to make good choices with their spending.

(Asked of total respondents)	Total (n=1,587)
Disagree strongly	4%
Disagree somewhat	16%
Agree somewhat	42%
Agree strongly	34%
Does not apply	4%

c. It's hard to step back and let my kid make their own mistakes with money.

(Asked of total respondents)	Total (n=1,587)
Disagree strongly	9%
Disagree somewhat	21%
Agree somewhat	41%
Agree strongly	24%
Does not apply	5%

d. Monitoring my kid's spending helps me guide them toward better financial habits.

(Asked of total respondents)	Total (n=1,587)
Disagree strongly	2%
Disagree somewhat	7%
Agree somewhat	40%
Agree strongly	47%
Does not apply	5%

e. I find it challenging to track my kid's spending without feeling overly controlling.

(Asked of total respondents)	Total (n=1,587)
Disagree strongly	17%
Disagree somewhat	28%
Agree somewhat	33%
Agree strongly	17%
Does not apply	6%

f. Allowing my kid to spend their allowance freely teaches them accountability.

(Asked of total respondents)	Total (n=1,587)
Disagree strongly	3%
Disagree somewhat	10%
Agree somewhat	44%
Agree strongly	38%
Does not apply	5%

- g. I feel conflicted about how much guidance vs. independence to give my kid with money.

(Asked of total respondents)	Total (n=1,587)
Disagree strongly	11%
Disagree somewhat	24%
Agree somewhat	40%
Agree strongly	20%
Does not apply	4%

- h. I often struggle to get my kid to understand the difference between needs and wants.

(Asked of total respondents)	Total (n=1,587)
Disagree strongly	12%
Disagree somewhat	22%
Agree somewhat	37%
Agree strongly	26%
Does not apply	3%

- i. I believe that financial independence begins with small, supervised choices during childhood.

(Asked of total respondents)	Total (n=1,587)
Disagree strongly	2%
Disagree somewhat	6%
Agree somewhat	41%
Agree strongly	49%
Does not apply	3%

- j. Teaching kids about money today means focusing on digital tools rather than cash.

(Asked of total respondents)	Total (n=1,587)
Disagree strongly	7%
Disagree somewhat	20%
Agree somewhat	43%
Agree strongly	26%
Does not apply	4%

k. Giving kids an allowance helps them learn to budget and prioritize spending.

(Asked of total respondents)	Total (n=1,587)
Disagree strongly	2%
Disagree somewhat	8%
Agree somewhat	39%
Agree strongly	46%
Does not apply	5%

l. It's important to discuss the value of saving and setting financial goals with kids.

(Asked of total respondents)	Total (n=1,587)
Disagree strongly	2%
Disagree somewhat	4%
Agree somewhat	29%
Agree strongly	62%
Does not apply	3%

m. I am uncomfortable talking with my kid about money.

(Asked of total respondents)	Total (n=1,587)
Disagree strongly	44%
Disagree somewhat	21%
Agree somewhat	15%
Agree strongly	17%
Does not apply	3%

n. I should have more conversations with my kid about good money habits.

(Asked of total respondents)	Total (n=1,587)
Disagree strongly	2%
Disagree somewhat	9%
Agree somewhat	42%
Agree strongly	42%
Does not apply	4%

- o. Paying my kid an allowance is a waste of money because they will squander it.

(Asked of total respondents)	Total (n=1,587)
Disagree strongly	28%
Disagree somewhat	29%
Agree somewhat	24%
Agree strongly	13%
Does not apply	6%

About the Study:

These are findings for research that was conducted between April 28 and May 8, 2025, by Ipsos. For this survey, a sample of 1,587 American adults aged 18 and older who are parents of a child between 5 and 17 years of age residing in the household were interviewed online in English. Surveys were collected as part of a multi-client omnibus program, where questions on various topics are included in one interview and clients share demographic information collected.

The sample was randomly drawn from [Ipsos' online panel](#), partner online panel sources, and ["river" sampling](#) and does not rely on a population frame in the traditional sense. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2021 American Community Survey data. Post-hoc weights were made to the population characteristics on age, gender, region, and household income.

Statistical margins of error are not applicable to online non-probability surveys. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the survey has a credibility interval of plus or minus 2.9 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,587, DEFF=1.5, adjusted Confidence Interval=+/-3.0 percentage points).