

Tipping

Now, we'd like to ask a few questions about restaurant service and tipping.

1. Thinking about the last time you ate at a full-service restaurant (i.e. one where you are waited on at your table) roughly how much did you tip?

Less than 10%

Between 10% and 14%

Between 15% and 19%

20% or more

Didn't pay/Really can't remember

2. Now how would you describe the quality of service you received? Would you say it was:

Excellent

Above average

Average

Below average

Poor

3. We want to get a sense of what people consider to be the norm for tipping in full-service restaurants. For this question, please leave aside instances of exceptional or terrible service, and focus only on a typical service experience.

In your opinion, what is the standard amount customers are **expected** to tip a server in a full service restaurant, under normal circumstances?

Less than 10%

Between 10% and 14%

Between 15% and 19%

20% or more

4. In general, how often would you say you receive service either so good or so poor that you deviate from the standard, expected tip?

Often – this happens to me a lot

Sometimes

Rarely

Never – I basically always tip the same amount, regardless of service

5. Some people have suggested that Canadian society ought to move away from tipping, and toward a "service included" model. In such a system, tips are included in the prices on the menu and customers do not add any money to the total. Instead of receiving tips, restaurant staff would be paid higher base wages.

Which system would you prefer?

“Service included” and higher base wages for restaurant employees
The current system, with tipping part of the restaurant experience
No preference

6. Would you say you agree or disagree with each of the following statements?

[ROWS – RANDOMIZE]

Tipping is no longer about showing appreciation for a job well done
I would tip way less if I didn’t feel societal pressure to
Tips are the only thing that make some jobs worthwhile
Tips just allow employers to underpay their employees

[COLUMNS]

Strongly disagree
Moderately disagree
Moderately agree
Strongly agree

7. For which of the following services, if any, do you usually tip?

[ROWS – RANDOMIZE]

Hairdresser/barber
At the coffee shop
Bartender
Chamber maid/hotel housekeeper
Bellhop
Taxi driver
Valet Parking attendant
Gas station attendant
Food delivery driver
USP/Fed Ex delivery
Paperboy at Christmas

[COLUMNS]

Basically never tip
Sometimes tip – depends on the circumstances
Basically always tip
Don’t use this service

8. Have you ever worked at a job where tips were an expected part of your income?

Yes
No

FED VOTE: Finally, which party's candidate did you vote for in the 2015 federal election?

[RANDOMIZE top 3 parties (top 4 in Quebec)]

[ANCHORED] I did not vote

Conservative Party

Liberal Party

New Democratic Party (NDP)

Bloc Quebecois [OPTION IN QC ONLY]

Green Party

Other Party

Rather not say