

	Total	System preferred			Worked a job with tips as part of income	
		Service included model	Current tipping system	No preference	Yes	No
Sample size	1610	942	512	155	613	996

Regional sample sizes are unweighted. All other sample sizes, including column totals, are weighted to census data. Cells containing “” are statistically zero, though at least one response was received. Blank cells indicate zero responses received. Sample sizes below 100 should be interpreted with caution.*

T1. [The number of times you're prompted to tip when you're out] Based on your own experiences, what changes, if any, have you noticed in the amount and frequency of tipping over the last few years?

	Total	System preferred			Worked a job with tips as part of income	
		Service included model	Current tipping system	No preference	Yes	No
Increased	64%	69%	56%	53%	69%	61%
Stayed the same	28%	24%	35%	29%	25%	30%
Decreased	4%	4%	4%	4%	4%	4%
Not sure/ Can't say	5%	3%	5%	14%	3%	6%

T1. [The amount of the tip when you're prompted to leave one] Based on your own experiences, what changes, if any, have you noticed in the amount and frequency of tipping over the last few years?

	Total	System preferred			Worked a job with tips as part of income	
		Service included model	Current tipping system	No preference	Yes	No
Increased	62%	69%	55%	48%	63%	62%
Stayed the same	28%	23%	34%	40%	28%	29%
Decreased	6%	6%	7%	3%	6%	5%
Not sure/ Can't say	3%	3%	4%	9%	3%	4%

T2. [Almost always Tip] For which of the following services, if any, do you usually tip?

	Total	System preferred			Worked a job with tips as part of income	
		Service included model	Current tipping system	No preference	Yes	No
Hairdresser/barber	66%	66%	68%	60%	68%	65%
At the coffee shop	26%	25%	30%	25%	30%	24%
Bartender	55%	54%	57%	49%	61%	51%
Hotel housekeeper	26%	24%	29%	24%	26%	26%
Taxi/Uber driver	43%	43%	43%	37%	44%	42%
Beauty salon/personal service	48%	49%	49%	42%	49%	48%
Food delivery driver	54%	56%	50%	51%	54%	54%
Massage/chiropractor/acupuncture etc.	11%	10%	14%	8%	10%	12%
UPS/Fed Ex delivery	2%	2%	2%	3%	3%	2%

T2. [Sometimes Tip] For which of the following services, if any, do you usually tip?

	Total	System preferred			Worked a job with tips as part of income	
		Service included model	Current tipping system	No preference	Yes	No
Hairdresser/barber	14%	14%	13%	15%	15%	14%
At the coffee shop	33%	34%	32%	29%	35%	32%
Bartender	14%	13%	15%	15%	15%	14%
Hotel housekeeper	28%	28%	28%	26%	32%	26%
Taxi/Uber driver	18%	19%	18%	15%	21%	17%
Beauty salon/personal service	15%	16%	14%	18%	18%	14%
Food delivery driver	14%	14%	15%	16%	17%	13%
Massage/chiropractor/acupuncture etc.	12%	13%	9%	8%	13%	11%
UPS/Fed Ex delivery	4%	4%	3%	7%	5%	3%

T2. [Almost Never Tip] For which of the following services, if any, do you usually tip?

	Total	System preferred			Worked a job with tips as part of income	
		Service included model	Current tipping system	No preference	Yes	No
Hairdresser/barber	7%	6%	6%	8%	5%	7%
At the coffee shop	32%	33%	30%	31%	29%	33%
Bartender	5%	5%	6%	4%	4%	6%
Hotel housekeeper	23%	25%	20%	16%	21%	24%
Taxi/Uber driver	10%	10%	9%	9%	11%	10%
Beauty salon/personal service	7%	8%	5%	11%	8%	7%
Food delivery driver	7%	7%	8%	4%	7%	7%
Massage/chiropractor/acupuncture etc.	41%	41%	42%	39%	44%	39%
UPS/Fed Ex delivery	74%	79%	68%	62%	73%	74%

T2. [Almost always Tip/ Sometimes Tip] For which of the following services, if any, do you usually tip?

	Total	System preferred			Worked a job with tips as part of income	
		Service included model	Current tipping system	No preference	Yes	No
Hairdresser/barber	80%	81%	81%	74%	83%	79%
At the coffee shop	59%	59%	62%	55%	65%	56%
Bartender	69%	68%	72%	64%	75%	65%
Hotel housekeeper	54%	53%	57%	51%	58%	51%
Taxi/Uber driver	61%	62%	61%	53%	64%	59%
Beauty salon/personal service	64%	65%	64%	60%	67%	62%
Food delivery driver	68%	70%	65%	67%	70%	66%
Massage/chiropractor/acupuncture etc.	23%	23%	23%	17%	23%	22%
UPS/Fed Ex delivery	6%	6%	5%	10%	7%	5%

T2. [Hairdresser/barber] For which of the following services, if any, do you usually tip?

	Total	System preferred			Worked a job with tips as part of income	
		Service included model	Current tipping system	No preference	Yes	No
Almost never tip	7%	6%	6%	8%	5%	7%
Sometimes tip – depends on the circumstances	14%	14%	13%	15%	15%	14%
Almost always tip	66%	66%	68%	60%	68%	65%
Don't use this service	13%	13%	13%	18%	12%	14%
Net: Sometimes tip/ almost always	80%	81%	81%	74%	83%	79%

T2. [At the coffee shop] For which of the following services, if any, do you usually tip?

	Total	System preferred			Worked a job with tips as part of income	
		Service included model	Current tipping system	No preference	Yes	No
Almost never tip	32%	33%	30%	31%	29%	33%
Sometimes tip – depends on the circumstances	33%	34%	32%	29%	35%	32%
Almost always tip	26%	25%	30%	25%	30%	24%
Don't use this service	9%	9%	8%	15%	6%	11%
Net: Sometimes tip/ almost always	59%	59%	62%	55%	65%	56%

T2. [Bartender] For which of the following services, if any, do you usually tip?

	Total	System preferred			Worked a job with tips as part of income	
		Service included model	Current tipping system	No preference	Yes	No
Almost never tip	5%	5%	6%	4%	4%	6%
Sometimes tip – depends on the circumstances	14%	13%	15%	15%	15%	14%
Almost always tip	55%	54%	57%	49%	61%	51%
Don't use this service	26%	27%	22%	33%	20%	29%
Net: Sometimes tip/ almost always	69%	68%	72%	64%	75%	65%

T2. [Hotel housekeeper] For which of the following services, if any, do you usually tip?

	Total	System preferred			Worked a job with tips as part of income	
		Service included model	Current tipping system	No preference	Yes	No
Almost never tip	23%	25%	20%	16%	21%	24%
Sometimes tip – depends on the circumstances	28%	28%	28%	26%	32%	26%
Almost always tip	26%	24%	29%	24%	26%	26%
Don't use this service	24%	23%	23%	33%	21%	25%
Net: Sometimes tip/ almost always	54%	53%	57%	51%	58%	51%

T2. [Taxi/Uber driver] For which of the following services, if any, do you usually tip?

	Total	System preferred			Worked a job with tips as part of income	
		Service included model	Current tipping system	No preference	Yes	No
Almost never tip	10%	10%	9%	9%	11%	10%
Sometimes tip – depends on the circumstances	18%	19%	18%	15%	21%	17%
Almost always tip	43%	43%	43%	37%	44%	42%
Don't use this service	29%	27%	29%	38%	25%	32%
Net: Sometimes tip/ almost always	61%	62%	61%	53%	64%	59%

T2. [Beauty salon/personal service] For which of the following services, if any, do you usually tip?

	Total	System preferred			Worked a job with tips as part of income	
		Service included model	Current tipping system	No preference	Yes	No
Almost never tip	7%	8%	5%	11%	8%	7%
Sometimes tip – depends on the circumstances	15%	16%	14%	18%	18%	14%
Almost always tip	48%	49%	49%	42%	49%	48%
Don't use this service	29%	28%	31%	29%	25%	31%
Net: Sometimes tip/ almost always	64%	65%	64%	60%	67%	62%

T2. [Food delivery driver] For which of the following services, if any, do you usually tip?

	Total	System preferred			Worked a job with tips as part of income	
		Service included model	Current tipping system	No preference	Yes	No
Almost never tip	7%	7%	8%	4%	7%	7%
Sometimes tip – depends on the circumstances	14%	14%	15%	16%	17%	13%
Almost always tip	54%	56%	50%	51%	54%	54%
Don't use this service	25%	23%	27%	29%	23%	26%
Net: Sometimes tip/ almost always	68%	70%	65%	67%	70%	66%

T2. [Massage/chiropractor/acupuncture etc.] For which of the following services, if any, do you usually tip?

	Total	System preferred			Worked a job with tips as part of income	
		Service included model	Current tipping system	No preference	Yes	No
Almost never tip	41%	41%	42%	39%	44%	39%
Sometimes tip – depends on the circumstances	12%	13%	9%	8%	13%	11%
Almost always tip	11%	10%	14%	8%	10%	12%
Don't use this service	36%	35%	35%	45%	32%	38%
Net: Sometimes tip/ almost always	23%	23%	23%	17%	23%	22%

T2. [UPS/Fed Ex delivery] For which of the following services, if any, do you usually tip?

	Total	System preferred			Worked a job with tips as part of income	
		Service included model	Current tipping system	No preference	Yes	No
Almost never tip	74%	79%	68%	62%	73%	74%
Sometimes tip – depends on the circumstances	4%	4%	3%	7%	5%	3%
Almost always tip	2%	2%	2%	3%	3%	2%
Don't use this service	20%	15%	27%	28%	19%	21%
Net: Sometimes tip/ almost always	6%	6%	5%	10%	7%	5%

T3. And whether you have in the past or not, for which of the following do you think people SHOULD tip?

	Total	System preferred			Worked a job with tips as part of income	
		Service included model	Current tipping system	No preference	Yes	No
Bartender	64%	58%	75%	62%	65%	63%
Hairdresser/barber	60%	55%	69%	57%	58%	61%
Food delivery driver	58%	56%	60%	59%	58%	58%
Beauty Salon/personal service	47%	44%	53%	46%	47%	47%
Taxi/Uber driver	47%	45%	50%	48%	48%	47%
Hotel housekeeper	42%	38%	51%	43%	42%	43%
At the coffee shop	37%	33%	46%	39%	41%	35%
Massage/chiropractor/acupuncture etc.	13%	11%	17%	15%	13%	13%
UPS/Fed Ex delivery	4%	4%	4%	6%	6%	3%
None of them	18%	24%	8%	18%	19%	18%

T4. [Hairdresser/barber] In your opinion, what is the standard amount customers should tip for each of these options.

Base = Should tip for this service	962	520	353	89	354	608
	Total	System preferred			Worked a job with tips as part of income	
		Service included model	Current tipping system	No preference	Yes	No
Less than 10%	9%	9%	9%	5%	8%	9%
10% to 14%	42%	39%	42%	53%	43%	41%
15% to 19%	39%	40%	40%	31%	38%	40%
20% to 24%	9%	11%	7%	10%	11%	8%
25% or more	1%	1%	1%		1%	1%
None	0%		1%			0%

T4. [At the coffee shop] In your opinion, what is the standard amount customers should tip for each of these options.

Base = Should tip for this service	601	306	234	60	251	350
	Total	System preferred			Worked a job with tips as part of income	
		Service included model	Current tipping system	No preference	Yes	No
Less than 10%	17%	17%	17%	9%	19%	15%
10% to 14%	47%	46%	46%	52%	50%	44%
15% to 19%	32%	31%	32%	36%	28%	35%
20% to 24%	4%	6%	3%	2%	3%	5%
25% or more	0%		0%		0%	
None	0%		1%			0%

T4. [Bartender] In your opinion, what is the standard amount customers should tip for each of these options.

Base = Should tip for this service	1025	548	382	96	397	628
	Total	System preferred			Worked a job with tips as part of income	
		Service included model	Current tipping system	No preference	Yes	No
Less than 10%	14%	13%	16%	15%	15%	14%
10% to 14%	42%	40%	43%	43%	41%	42%
15% to 19%	37%	39%	35%	37%	37%	38%
20% to 24%	6%	8%	5%	4%	7%	5%
25% or more	0%		0%	0%	0%	0%
None	0%	0%	1%		0%	0%

T4. [Hotel housekeeper] In your opinion, what is the standard amount customers should tip for each of these options.

Base = Should tip for this service	683	354	262	67	258	425
	Total	System preferred			Worked a job with tips as part of income	
		Service included model	Current tipping system	No preference	Yes	No
Less than 10%	25%	22%	29%	24%	26%	24%
10% to 14%	41%	41%	38%	49%	43%	39%
15% to 19%	27%	29%	25%	24%	23%	29%
20% to 24%	6%	7%	5%	2%	5%	6%
25% or more	1%	1%	1%		2%	0%
None	1%		1%	2%	0%	1%

T4. [Taxi/Uber driver] In your opinion, what is the standard amount customers should tip for each of these options.

Base = Should tip for this service	757	425	257	74	292	465
	Total	System preferred			Worked a job with tips as part of income	
		Service included model	Current tipping system	No preference	Yes	No
Less than 10%	15%	15%	18%	10%	16%	15%
10% to 14%	49%	49%	48%	56%	49%	50%
15% to 19%	30%	31%	28%	32%	29%	31%
20% to 24%	4%	4%	5%	2%	5%	4%
25% or more	0%	0%	0%		1%	
None	1%	0%	1%		0%	1%

T4. [Food delivery driver] In your opinion, what is the standard amount customers should tip for each of these options.

Base = Should tip for this service	932	531	309	92	356	576
	Total	System preferred			Worked a job with tips as part of income	
		Service included model	Current tipping system	No preference	Yes	No
Less than 10%	17%	17%	17%	14%	17%	16%
10% to 14%	50%	50%	47%	58%	50%	50%
15% to 19%	28%	26%	32%	25%	28%	28%
20% to 24%	5%	6%	3%	3%	4%	5%
25% or more	0%		0%		0%	
None	1%	1%	1%		1%	1%

T4. (Rebase=All) [Hairdresser/barber] In your opinion, what is the standard amount customers should tip for each of these options.

Base = All	1610	942	512	155	613	996
	Total	System preferred			Worked a job with tips as part of income	
		Service included model	Current tipping system	No preference	Yes	No
Less than 10%	5%	5%	6%	3%	4%	6%
10% to 14%	25%	22%	29%	31%	25%	25%
15% to 19%	23%	22%	28%	18%	22%	24%
20% to 24%	6%	6%	5%	6%	6%	5%
25% or more	1%	1%	1%		0%	1%
None	0%		0%			0%
Should not tip for this service	40%	45%	31%	43%	42%	39%

T4. (Rebase=All) [At the coffee shop] In your opinion, what is the standard amount customers should tip for each of these options.

	Total	System preferred			Worked a job with tips as part of income	
		Service included model	Current tipping system	No preference	Yes	No
Less than 10%	6%	6%	8%	4%	8%	5%
10% to 14%	17%	15%	21%	20%	21%	15%
15% to 19%	12%	10%	15%	14%	11%	12%
20% to 24%	2%	2%	2%	1%	1%	2%
25% or more	0%		0%		0%	
None	0%		0%			0%
Should not tip for this service	63%	67%	54%	61%	59%	65%

T4. (Rebase=All) [Bartender] In your opinion, what is the standard amount customers should tip for each of these options.

	Total	System preferred			Worked a job with tips as part of income	
		Service included model	Current tipping system	No preference	Yes	No
Less than 10%	9%	8%	12%	9%	10%	9%
10% to 14%	27%	24%	32%	27%	26%	27%
15% to 19%	24%	23%	26%	23%	24%	24%
20% to 24%	4%	4%	4%	3%	5%	3%
25% or more	0%		0%	0%	0%	0%
None	0%	0%	1%		0%	0%
Should not tip for this service	36%	42%	25%	38%	35%	37%

T4. (Rebase=All) [Hotel housekeeper] In your opinion, what is the standard amount customers should tip for each of these options.

	Total	System preferred			Worked a job with tips as part of income	
		Service included model	Current tipping system	No preference	Yes	No
Less than 10%	11%	8%	15%	10%	11%	10%
10% to 14%	17%	15%	19%	21%	18%	17%
15% to 19%	12%	11%	13%	10%	10%	13%
20% to 24%	2%	3%	2%	1%	2%	3%
25% or more	0%	0%	1%		1%	0%
None	0%		1%	1%	0%	0%
Should not tip for this service	58%	62%	49%	57%	58%	57%

T4. (Rebase=All) [Taxi/Uber driver] In your opinion, what is the standard amount customers should tip for each of these options.

	Total	System preferred			Worked a job with tips as part of income	
		Service included model	Current tipping system	No preference	Yes	No
Less than 10%	7%	7%	9%	5%	8%	7%
10% to 14%	23%	22%	24%	27%	23%	23%
15% to 19%	14%	14%	14%	15%	14%	14%
20% to 24%	2%	2%	2%	1%	2%	2%
25% or more	0%	0%	0%		0%	
None	0%	0%	1%		0%	0%
Should not tip for this service	53%	55%	50%	52%	52%	53%

T4. (Rebase=All) [Food delivery driver] In your opinion, what is the standard amount customers should tip for each of these options.

	Total	System preferred			Worked a job with tips as part of income	
		Service included model	Current tipping system	No preference	Yes	No
Less than 10%	10%	10%	10%	9%	10%	10%
10% to 14%	29%	28%	28%	34%	29%	29%
15% to 19%	16%	15%	19%	15%	16%	16%
20% to 24%	3%	3%	2%	2%	3%	3%
25% or more	0%		0%		0%	
None	0%	0%	1%		0%	0%
Should not tip for this service	42%	44%	40%	41%	42%	42%

T5. 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?

	Total	System preferred			Worked a job with tips as part of income	
		Service included model	Current tipping system	No preference	Yes	No
Less than 10%	4%	4%	4%	5%	4%	3%
10% to 14%	20%	18%	23%	20%	20%	19%
15% to 19%	52%	52%	54%	48%	48%	55%
20% to 24%	19%	22%	15%	13%	23%	17%
25% or more	2%	1%	2%	1%	2%	1%
Don't eat out/Didn't pay/Can't remember	4%	3%	2%	12%	3%	4%

T6. Which system would you prefer?

	Total	System preferred			Worked a job with tips as part of income	
		Service included model	Current tipping system	No preference	Yes	No
"Service included" and higher base wages for employees	59%	100%			58%	59%
The current system, with tipping part of the experience	32%		100%		32%	32%
No preference	10%			100%	10%	10%

T7. [Top2box] Agreement with statements

	Total	System preferred			Worked a job with tips as part of income	
		Service included model	Current tipping system	No preference	Yes	No
Too many places are asking for tips these days	83%	85%	80%	78%	83%	83%
Customer service has generally improved over the last couple of years	13%	12%	16%	14%	15%	12%
Tipping is no longer about showing appreciation for a job well done	78%	87%	62%	71%	78%	77%
I go out less now because of the extra cost of tipping	42%	48%	33%	34%	44%	40%
Tips are the only thing that make some jobs worthwhile	69%	69%	74%	59%	73%	67%
Tips just allow employers to underpay their employees	73%	86%	53%	61%	73%	73%

T7. [Bottom2box] Agreement with statements

	Total	System preferred			Worked a job with tips as part of income	
		Service included model	Current tipping system	No preference	Yes	No
Too many places are asking for tips these days	12%	10%	15%	11%	13%	11%
Customer service has generally improved over the last couple of years	71%	72%	73%	61%	73%	70%
Tipping is no longer about showing appreciation for a job well done	19%	11%	34%	20%	19%	19%
I go out less now because of the extra cost of tipping	48%	43%	59%	49%	48%	49%
Tips are the only thing that make some jobs worthwhile	18%	18%	17%	21%	18%	18%
Tips just allow employers to underpay their employees	19%	9%	39%	13%	21%	18%

T7. Agreement - Too many places are asking for tips these days

	Total	System preferred			Worked a job with tips as part of income	
		Service included model	Current tipping system	No preference	Yes	No
Strongly agree	54%	60%	48%	37%	56%	53%
Agree	29%	25%	32%	41%	27%	30%
Disagree	9%	8%	13%	8%	10%	9%
Strongly disagree	2%	2%	3%	3%	3%	2%
Not sure/ Can't say	6%	5%	5%	12%	4%	7%
Top2box	83%	85%	80%	78%	83%	83%
Bottom2box	12%	10%	15%	11%	13%	11%

T7. Agreement - Customer service has generally improved over the last couple of years

	Total	System preferred			Worked a job with tips as part of income	
		Service included model	Current tipping system	No preference	Yes	No
Strongly agree	3%	3%	3%	0%	3%	2%
Agree	11%	9%	13%	14%	11%	10%
Disagree	43%	44%	42%	36%	42%	44%
Strongly disagree	28%	27%	31%	25%	31%	27%
Not sure/ Can't say	15%	16%	11%	25%	13%	17%
Top2box	13%	12%	16%	14%	15%	12%
Bottom2box	71%	72%	73%	61%	73%	70%

T7. Agreement - Tipping is no longer about showing appreciation for a job well done

	Total	System preferred			Worked a job with tips as part of income	
		Service included model	Current tipping system	No preference	Yes	No
Strongly agree	43%	53%	29%	33%	45%	43%
Agree	34%	35%	33%	38%	33%	35%
Disagree	13%	9%	21%	14%	14%	13%
Strongly disagree	6%	2%	13%	6%	5%	6%
Not sure/ Can't say	3%	2%	4%	10%	3%	4%
Top2box	78%	87%	62%	71%	78%	77%
Bottom2box	19%	11%	34%	20%	19%	19%

T7. Agreement - I go out less now because of the extra cost of tipping

	Total	System preferred			Worked a job with tips as part of income	
		Service included model	Current tipping system	No preference	Yes	No
Strongly agree	16%	18%	12%	12%	19%	14%
Agree	26%	29%	21%	22%	26%	26%
Disagree	37%	34%	41%	37%	35%	38%
Strongly disagree	12%	9%	18%	12%	13%	11%
Not sure/ Can't say	10%	10%	8%	17%	8%	11%
Top2box	42%	48%	33%	34%	44%	40%
Bottom2box	48%	43%	59%	49%	48%	49%

T7. Agreement - Tips are the only thing that make some jobs worthwhile

	Total	System preferred			Worked a job with tips as part of income	
		Service included model	Current tipping system	No preference	Yes	No
Strongly agree	25%	25%	27%	18%	30%	22%
Agree	45%	44%	47%	41%	43%	46%
Disagree	12%	12%	11%	18%	13%	12%
Strongly disagree	6%	6%	6%	4%	5%	6%
Not sure/ Can't say	13%	13%	9%	20%	9%	14%
Top2box	69%	69%	74%	59%	73%	67%
Bottom2box	18%	18%	17%	21%	18%	18%

T7. Agreement - Tips just allow employers to underpay their employees

	Total	System preferred			Worked a job with tips as part of income	
		Service included model	Current tipping system	No preference	Yes	No
Strongly agree	39%	52%	20%	27%	41%	38%
Agree	34%	34%	33%	34%	32%	35%
Disagree	15%	8%	30%	10%	17%	14%
Strongly disagree	4%	1%	9%	4%	4%	4%
Not sure/ Can't say	8%	4%	8%	26%	5%	9%
Top2box	73%	86%	53%	61%	73%	73%
Bottom2box	19%	9%	39%	13%	21%	18%

T8. Have you ever worked at a job where tips were a part of your income?

	Total	System preferred			Worked a job with tips as part of income	
		Service included model	Current tipping system	No preference	Yes	No
Yes	38%	38%	38%	38%	100%	
No	62%	62%	62%	62%		100%