

Gen Zers and Millennials are the Worst Tippers

Americans' tipping habits haven't improved much, if at all, during the pandemic

NEW YORK – July 12, 2021 – It is common practice, sometimes even expected, to tip certain service providers. However, how much and how often can vary – especially by generation. According to a new study from CreditCards.com, Millennials (ages 25-40) and Gen Zers (ages 18-24) are the least likely to always tip for services, such as waitstaff at sit-down restaurants, food delivery people, hair stylists, taxi/rideshare drivers, hotel housekeepers, baristas and when picking up takeout food, compared to their elders. For more information, click here:

<https://www.creditcards.com/credit-card-news/tipping-poll/>

U.S adults who use each of these services and say they always tip by generation:

	Gen Z 18-24	Millennials 25-40	Gen X 41-56	Boomers 57-75	Overall	2019
Server at a sit-down restaurant	56%	58%	80%	88%	75%	77%
Hairstylist/barber	40%	49%	69%	76%	63%	63%
Food delivery person	40%	44%	65%	75%	59%	63%
Taxi/rideshare driver	32%	34%	48%	66%	48%	49%
Hotel housekeeper	18%	20%	28%	37%	28%	27%
Coffee shop barista	15%	17%	24%	31%	23%	24%
When picking up takeout food	15%	14%	17%	19%	17%	N/A

Notably, there is a strong correlation between income and tipping (which may help explain the age breakdowns, too – since older adults have more money, generally speaking). For example, 84% of higher-income households (annual household income of \$80K+) who go to sit-down restaurants always tip the waitstaff, versus 77% of middle-income households (annual HHI between \$40K and \$80K) and 65% of lower-income households (annual HHI under \$40K).

Some services appear to be more tip-worthy than others. Of the respondents who utilize these services, the majority say they always tip the server or waitstaff when dining at a restaurant (75% vs 5% who never tip), their hairstylist/barber (63% vs 9% who never tip) and for food delivery (59% vs 6% who never tip). Whereas there seems to be less consistency for always tipping when it comes to taxi/rideshare drivers (48% vs. 13% who never tip), hotel housekeepers (28% vs 25% who never tip), coffee shop baristas (23% vs 24% who never tip), and when picking up takeout food (17% vs 33% who never tip).

- Among people who tip at a sit-down restaurant, the average tip amount is 20% of the bill. In 2019, it was 19%.
- The average tip decreases for those who tip for food delivery and picking up takeout food, to 17% and 15%, respectively.

- While millennials tip less frequently than older adults, when they do tip, they tend to leave slightly more than other generations.
- More than three-quarters (77%) of sit-down restaurant goers will tip less for certain reasons, led by unfriendly staff (56%), waiting too long (34%) and not receiving what they ordered/expected (34%).

“I expected COVID to have a more pronounced effect on Americans’ tipping habits. Delivery people and food industry workers literally risked their lives to do their jobs over the past 16 months. Americans relied on their services more than ever before, but they didn’t tip better, generally speaking. It has been an incredibly difficult time to work in the service industry. And while it’s encouraging that many say they will increase their tips, [even more people projected that last summer](#), and our data suggests that didn’t end up happening,” said Ted Rossman, senior industry analyst at CreditCards.com.

As the country moves away from hardships from the economic impact of Covid-19, 67% of U.S. adults say they plan to do something nice for businesses/workers who may have lost revenue/wages during the pandemic. That includes 44% who plan to patronize local businesses more frequently, 35% who plan to tip service providers more generously than usual and 13% who plan to pay extra for existing services or back pay for unused services to compensate for lost business.

Methodology:

CreditCards.com commissioned YouGov Plc to conduct the survey. All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 2,573 adults. Fieldwork was undertaken between June 16-18, 2021. The figures have been weighted and are representative of all US adults (aged 18+). The survey was carried out online and meets rigorous quality standards. It employed a nonprobability-based sample using both quotas upfront during collection and then a weighting scheme on the back end designed and proven to provide nationally representative results.

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