

Holiday tipping guide: Who gets tipped and how much?

87% of U.S. adults say it's important to shop locally to support small businesses

December 1, 2021 – A new survey from CreditCards.com reveals the average amount that U.S. adults typically tip their different service providers around the holiday season:

Service Provider	Median reported tip amount (among tippers)	Percent that plan to tip (among users of each service)
Mail carrier	\$20	27%
Trash/recycling collector	\$20	19%
Teacher	\$25	41%
Landscaper	\$30	36%
Childcare provider	\$50	41%
Housekeeper	\$50	47%

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

“Holiday tipping is a really nice way to reward the hardworking people who make our lives easier throughout the year,” says Ted Rossman, Senior Industry Analyst for CreditCards.com.

In addition, 45% of U.S. adults say they typically also give higher-than-usual tips to at least one type of the following service providers who normally receive tips throughout the year:

	Percent that plan to tip more than usual
Restaurant waitstaff	27%
Hair stylist/barber	19%
Food delivery person	16%
Bartender	10%
Coffee shop barista	9%

“All of these service providers have dealt with unique challenges throughout the COVID-19 pandemic, and many have likely lost income,” adds Rossman. “If you can afford to do so, giving a little extra around the holidays could make a big difference.”

Gen Zers (ages 18-24) are more likely to give higher tips around the holidays (51%), compared with 48% of millennials (ages 25-40), 43% of Gen Xers (ages 41-56) and 42% of baby boomers (ages 57-75).

Shopping Locally to Support Small Businesses

As the U.S. continues to recover from the economic effects of the COVID-19 pandemic, 87% of U.S. adults believe that it's important to shop locally as a way to support small businesses (48% said it's “very important” and 39% said it's “somewhat important”). This includes 93% of boomers, 88% of Gen Xers, 82% of millennials and 80% of Gen Zers. Women (90%) were also more likely than men (84%) to say it's important.

“This holiday season is critical for small businesses,” Rossman noted. “Many have struggled over the past couple of years due to the pandemic, and it has gotten harder for them to compete with larger rivals who are better equipped to sell online and to weather supply chain disruptions. Shopping locally represents an important way to support your community.”

Methodology

CreditCards.com commissioned YouGov Plc to conduct the survey. All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 2,372 adults between November 3-5, 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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