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## 59% Have a Negative View About Tipping, with 35% Saying Tipping Culture Has Gotten Out of Control

*Gen Zers, millennials and men are the least frequent tippers across many service categories*

NEW YORK - June 5, 2024 - Nearly 3 in 5 U.S. adults (59%) have at least one negative view of tipping, according to a new Bankrate report. This includes 37% who believe businesses should pay their employees better rather than relying so much on tips, 35% who believe that tipping culture has gotten out of control, 34% who are annoyed about the pre-entered tip screens they encounter at coffee shops, food trucks and elsewhere, 14% who would be willing to pay higher prices in order to do away with tipping, and 11% who are confused about who and how much to tip. Click here for more information:

<https://www.bankrate.com/credit-cards/news/tipping-culture-survey/>

Among U.S. adults who use each of the following services, here is a breakdown of how many people always tip:

Services	2021	2022	2023	2024
Servers at a sit-down restaurant	75%	73%	65%	67%
Hair stylists/barbers	63%	66%	53%	55%
Food delivery people	59%	57%	50%	51%
Taxi/rideshare drivers	48%	43%	40%	41%
Hotel housekeepers	28%	27%	23%	22%
Coffee shop baristas	23%	22%	22%	20%
Furniture/appliance delivery workers	N/A*	17%	17%	15%
When picking up takeout food	17%	13%	13%	11%
Home services/repair people	N/A*	12%	10%	10%

\*Note: This category was not surveyed in that particular year.

"Tipping is a hot-button issue that doesn't seem to be going away anytime soon," said Bankrate Senior Industry Analyst Ted Rossman. "A record number of businesses are soliciting tips. Tipping has become a hidden tax."

Tipping for services has generally declined in frequency over the last few years. Gen Zers, millennials, and men stand out for being the least frequent tippers across many service categories, with older generations and women tipping more often.

Two-thirds (67%) of U.S. adults who dine at sit-down restaurants say they always tip their servers, but only 35% of Gen Zers (ages 18-27) who go to sit-down restaurants always tip, compared with 56% of millennials (ages 28-43), 78% of Gen Xers (ages 44-59) and 86% of baby boomers (ages 60-78). Additionally, 71% of women who go to sit-down restaurants always tip, compared to 63% of men.

Overall, just 37% of U.S. adults say they typically tip at least 20% at sit-down restaurants, with the likelihood of doing so rising with age. Only 17% of Gen Z and 28% of millennials say they tip at least 20% at sit-down restaurants, compared to 41% of Gen Xers and 52% of baby boomers.

Counterintuitively, negative opinions about tipping rise with age, with 72% of baby boomers and 62% of Gen Xers having at least one negative view toward tipping compared to 51% of millennials and 45% of Gen Zers.

Additionally, 35% of U.S. adults believe tipping culture has gotten out of control, with the tendency to feel this way increasing for older generations. Only 23% of Gen Zers and 27% of millennials think tipping culture has gotten out of control, compared to 40% of Gen Xers and 46% of baby boomers.

"Many companies are hesitant to raise prices further, given all of the increases we've seen in recent years," Rossman added. "Asking for tips can essentially be a way for them to raise prices without acting like they're raising prices. Tipping is a surcharge of sorts that pushes more of the burden on customers, enabling workers to make more money without their employer needing to foot the bill."

Nearly two-thirds (64%) of U.S. adults say the amount they tip is most influenced by the quality of the service, whereas just 10% say they always tip the same regardless of the quality of service.

Over one-third (34%) of U.S. adults feel annoyed with pre-entered tip screens, with 25% saying they tip less or not at all when they encounter one, versus only 14% who say they tip more. Additionally, pre-entered tip screens bother baby boomers (48%) and Gen Xers (40%) much more than millennials (23%) and Gen Zers (17%).

**Methodology:**

Bankrate commissioned YouGov Plc to conduct the survey. All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 2,445 U.S. adults. Fieldwork was undertaken between April 29- May 1, 2024. The survey was carried out online and meets rigorous quality standards. It employed a non-probability-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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**For more information:**

Abby Yarber  
Public Relations Specialist  
Bankrate  
[abby.yarber@bankrate.com](mailto:abby.yarber@bankrate.com)  
(704) 697-1372