

YouGov / M&S Money Survey Results

Sample Size: 2017

Fieldwork: 27th - 29th May 2009

	Total	Gender		Age					Social Grade		Region						
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 +	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Unweighted Base	2017	979	1038	211	370	332	363	741	986	1031	492	312	205	211	496	94	207
All GB Adults	2017	968	1049	242	353	336	381	706	1109	908	496	331	194	258	462	101	175

When thinking about holidays abroad and spending money...

Which, if any, of the following statements do you agree with? [Please tick all that apply]

I don't often think about the added cost of tipping when planning my holiday abroad	38%	38%	38%	47%	37%	38%	39%	34%	41%	34%	38%	34%	32%	42%	37%	40%	41%
I don't normally research the tipping etiquette for the country I will be travelling to	24%	27%	21%	32%	27%	23%	20%	22%	26%	21%	26%	22%	23%	25%	21%	28%	27%
I often budget and allow for tips when planning my holiday finances	13%	12%	15%	12%	17%	11%	11%	14%	13%	14%	12%	11%	15%	14%	14%	11%	16%
I often find myself with less cash than expected on holiday as a result of handing out tips	7%	7%	6%	17%	6%	6%	5%	5%	7%	6%	6%	8%	5%	10%	7%	5%	5%
I feel uncomfortable when it comes to tipping on holiday abroad	17%	18%	17%	16%	18%	15%	19%	18%	19%	15%	15%	14%	23%	20%	19%	21%	12%
I tip more generously when I'm on holiday than when at home	28%	31%	24%	35%	32%	30%	29%	21%	28%	27%	28%	33%	28%	31%	22%	29%	26%
None of these	9%	10%	8%	6%	10%	9%	8%	9%	9%	9%	9%	9%	10%	8%	9%	9%	9%
Not applicable – I never travel abroad	15%	15%	15%	10%	10%	16%	15%	20%	12%	20%	16%	20%	16%	9%	15%	13%	16%

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Now thinking about rewarding customer service when travelling abroad...

Which, if any, of the following statements do you agree with? [Please tick all that apply]

I am more likely to tip when I'm on holiday than at home	30%	34%	26%	41%	31%	29%	32%	25%	30%	30%	34%	32%	29%	30%	27%	26%	26%
I am not always sure who to tip and how much to actually leave	25%	21%	29%	30%	29%	24%	26%	22%	29%	21%	25%	22%	21%	33%	25%	29%	25%
If the service is already included in the price I don't leave extra	38%	37%	39%	45%	34%	38%	38%	39%	45%	31%	37%	30%	39%	46%	41%	40%	35%
I rarely tip and do so at my own discretion	14%	17%	12%	15%	14%	13%	14%	15%	14%	14%	15%	14%	19%	10%	16%	16%	8%
I like to tip generously and often do so	9%	9%	9%	11%	8%	11%	10%	7%	10%	8%	7%	10%	8%	8%	9%	9%	11%
I usually use what others leave behind as a tip as a guideline to what I should also leave	15%	14%	15%	21%	17%	16%	11%	13%	16%	13%	14%	12%	13%	18%	15%	18%	17%
If it's the custom in the destination I am visiting, then I will often leave a small tip regardless of whether the service was good or not	26%	29%	24%	28%	31%	26%	24%	25%	29%	23%	23%	22%	26%	32%	28%	25%	30%
None of these	4%	5%	4%	3%	8%	4%	4%	3%	3%	5%	4%	3%	5%	5%	4%	7%	4%
Not applicable - I never travel abroad	15%	15%	15%	10%	10%	16%	15%	20%	12%	20%	16%	20%	16%	9%	15%	13%	16%

Which, if any, of the following services would you be likely to reward with a tip when on holiday AT HOME in the UK? [Please tick all that apply]

Restaurant waiter/ waitress	76%	75%	77%	72%	79%	75%	75%	77%	80%	72%	73%	73%	79%	77%	80%	70%	82%
Bartender	14%	17%	11%	15%	15%	17%	15%	12%	12%	16%	22%	8%	11%	13%	8%	13%	24%
The hotel doorman/ concierge	10%	11%	10%	10%	12%	11%	8%	11%	10%	10%	8%	9%	10%	14%	12%	13%	10%
Porter	22%	22%	22%	12%	13%	19%	23%	30%	21%	22%	20%	18%	24%	24%	22%	23%	28%
Room service staff	27%	27%	27%	18%	16%	23%	28%	37%	26%	28%	28%	24%	26%	28%	28%	20%	32%
Housekeeper/ maid	23%	22%	24%	10%	20%	21%	23%	29%	23%	23%	21%	21%	25%	26%	21%	17%	31%
Toilet/ cloakroom attendants	14%	12%	15%	15%	12%	11%	13%	15%	13%	15%	11%	7%	16%	18%	16%	9%	20%
Taxi driver	57%	57%	58%	50%	52%	55%	61%	62%	61%	54%	60%	47%	53%	63%	57%	53%	72%
Guide (e.g. tour guide)	16%	15%	16%	6%	10%	12%	18%	22%	16%	15%	14%	13%	18%	18%	16%	19%	17%
Parking valet/ car jockey	9%	9%	9%	8%	7%	9%	7%	10%	8%	10%	6%	6%	10%	8%	11%	10%	12%
Hairdresser	39%	27%	50%	32%	34%	40%	40%	42%	41%	36%	38%	31%	42%	43%	40%	33%	46%
Beautician	8%	1%	14%	10%	7%	9%	7%	8%	8%	8%	8%	9%	7%	11%	7%	7%	7%
Entertainment team/ holiday rep	3%	3%	3%	2%	2%	3%	1%	6%	3%	4%	2%	4%	5%	4%	3%	3%	4%
None of these	11%	13%	9%	11%	12%	12%	10%	11%	9%	14%	11%	17%	9%	7%	10%	14%	7%

	Total	Gender		Age					Social Grade		Region						
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 +	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Unweighted Base	2017	979	1038	211	370	332	363	741	986	1031	492	312	205	211	496	94	207
All GB Adults	2017	968	1049	242	353	336	381	706	1109	908	496	331	194	258	462	101	175

And which, if any, of the following services would you
be likely to reward with a tip when on holiday
ABROAD? [Please tick all that apply]

Restaurant waiter/ waitress	72%	72%	73%	75%	79%	75%	72%	67%	76%	67%	72%	72%	71%	77%	71%	71%	72%
Bartender	28%	32%	25%	29%	36%	31%	33%	20%	28%	28%	34%	23%	28%	29%	21%	33%	37%
The hotel doorman/ concierge	19%	19%	18%	23%	21%	22%	17%	16%	19%	18%	16%	17%	23%	22%	20%	16%	18%
Porter	33%	32%	33%	24%	33%	35%	32%	34%	35%	30%	31%	28%	36%	36%	35%	28%	31%
Room service staff	42%	40%	44%	35%	38%	43%	42%	46%	44%	39%	42%	44%	40%	42%	40%	40%	48%
Housekeeper/ maid	39%	35%	42%	24%	40%	44%	42%	39%	41%	36%	40%	39%	40%	39%	36%	39%	41%
Toilet/ cloakroom attendants	21%	20%	21%	17%	17%	19%	23%	23%	21%	20%	20%	15%	23%	22%	22%	20%	23%
Taxi driver	53%	53%	53%	48%	50%	54%	56%	54%	56%	49%	53%	46%	53%	57%	55%	43%	60%
Guide (e.g. tour guide)	27%	25%	27%	19%	25%	30%	27%	28%	29%	23%	23%	24%	27%	31%	29%	30%	25%
Parking valet/ car jockey	14%	13%	14%	15%	16%	15%	14%	12%	14%	14%	11%	12%	15%	16%	16%	13%	17%
Hairdresser	17%	11%	23%	13%	13%	17%	21%	20%	19%	16%	15%	12%	17%	21%	21%	16%	22%
Beautician	7%	3%	10%	9%	7%	7%	6%	6%	7%	6%	5%	6%	6%	12%	7%	5%	7%
Entertainment team/ holiday rep	7%	8%	7%	10%	6%	7%	7%	7%	8%	7%	7%	8%	5%	10%	6%	5%	11%
None of these	16%	17%	16%	13%	14%	15%	14%	20%	13%	20%	17%	17%	19%	9%	17%	18%	14%

When going out for a meal in a restaurant on holiday
abroad approximately what percentage of the bill
would you normally leave as a tip?

Nothing	2%	2%	3%	5%	2%	2%	2%	2%	2%	3%	2%	3%	4%	2%	2%	0%	1%
Up to 5% of the total bill	16%	18%	14%	17%	15%	14%	17%	16%	13%	19%	21%	21%	17%	9%	12%	14%	13%
Up to 10% of the total bill	45%	44%	46%	44%	49%	42%	46%	45%	51%	39%	42%	39%	43%	54%	47%	51%	47%
Up to 15% of the total bill	12%	12%	12%	15%	15%	15%	11%	9%	15%	8%	9%	9%	12%	18%	13%	9%	15%
Up to 20% of the total bill	2%	2%	2%	3%	4%	2%	3%	1%	2%	2%	1%	1%	3%	4%	3%	3%	1%
Up to 25% of the total bill	0%	0%	0%	1%	0%	1%	-	-	0%	0%	0%	-	-	0%	1%	-	-
More than 25% of the total bill	0%	0%	0%	1%	-	0%	-	-	-	0%	0%	-	-	-	0%	-	-
Other	4%	4%	4%	3%	5%	5%	4%	3%	3%	4%	4%	3%	4%	2%	5%	4%	5%
Not applicable – I never tip	2%	2%	2%	1%	1%	1%	2%	3%	1%	3%	3%	2%	1%	1%	1%	4%	1%
Not applicable – I never eat out in restaurants on holiday	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	0%	2%	1%	2%	0%
Not applicable - I never travel abroad	15%	15%	15%	10%	10%	16%	15%	20%	12%	20%	16%	20%	16%	9%	15%	13%	16%

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In which if any of the following countries/ regions do you believe you are expected to leave a tip (i.e. that it is customary to leave a tip)? [Please tick all that apply]

North America	55%	62%	49%	56%	62%	54%	52%	54%	62%	47%	52%	50%	50%	68%	56%	51%	60%
Italy	41%	44%	39%	37%	45%	41%	41%	41%	47%	34%	40%	33%	39%	48%	46%	42%	40%
China	15%	14%	15%	19%	18%	14%	14%	13%	15%	15%	17%	10%	13%	18%	17%	10%	11%
Japan	16%	17%	16%	20%	18%	15%	15%	15%	16%	16%	18%	15%	16%	20%	16%	13%	12%
Australia / New Zealand	34%	36%	32%	30%	39%	38%	34%	31%	37%	30%	32%	24%	32%	43%	37%	30%	40%
Far East (inc Thailand Vietnam Malaysia etc)	21%	23%	19%	20%	25%	22%	21%	19%	22%	20%	21%	19%	21%	26%	22%	18%	18%
India	22%	22%	22%	17%	25%	24%	21%	21%	23%	20%	21%	18%	21%	30%	23%	18%	16%
Middle East (inc Dubai Abu Dhabi etc)	21%	21%	21%	25%	26%	20%	19%	18%	21%	21%	19%	20%	21%	26%	22%	18%	21%
Germany	32%	33%	32%	28%	33%	31%	32%	35%	36%	28%	31%	27%	30%	41%	36%	30%	32%
Egypt	26%	29%	24%	24%	31%	27%	24%	25%	28%	24%	24%	22%	22%	32%	31%	19%	26%
None of these	3%	3%	3%	3%	4%	5%	3%	2%	4%	3%	5%	5%	4%	2%	2%	4%	1%
Don't know	33%	28%	39%	29%	26%	34%	36%	37%	28%	39%	34%	38%	37%	20%	35%	34%	33%

Which of the following statements regarding tipping applies to you? [Please tick all that apply]

I'll probably be tipping less this summer due to the recession	11%	9%	12%	17%	13%	10%	9%	9%	9%	12%	11%	10%	7%	14%	11%	7%	11%
I am happy to tip if I feel my server has gone the extra mile to help me	65%	63%	66%	63%	69%	63%	65%	64%	67%	62%	65%	61%	63%	70%	66%	59%	64%
I dislike the culture of tipping – I don't tip for good service in shops so why should I do so in a	31%	35%	27%	27%	29%	33%	30%	32%	33%	28%	31%	34%	34%	28%	30%	30%	28%
None of these	6%	5%	7%	9%	6%	5%	7%	6%	4%	9%	5%	6%	5%	7%	7%	9%	7%