

YouGov Results - Tipping

Fieldwork: 17th - 18th October 2019

Sample: 2,012 GB adults



Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

Thinking about each of the following types of service...Approximately, how often, if at all, do you leave a tip of ANY amount when you use this service? (Please select the option that best applies on each row. If you have never used this type of service, please select the 'Not applicable' option)

A restaurant											
	Unweighted base	2012	934	1078	165	298	353	337	859	1211	801
	Base: All GB adults	2012	976	1036	223	308	351	325	805	1147	865
Always (i.e. every time I use this service)		35%	30%	39%	19%	32%	33%	36%	41%	39%	29%
Often		28%	29%	27%	30%	27%	29%	25%	29%	30%	26%
Sometimes		18%	17%	19%	16%	22%	19%	21%	16%	18%	19%
Rarely		7%	8%	5%	14%	7%	7%	7%	4%	6%	7%
Never		5%	7%	4%	10%	7%	5%	5%	4%	4%	7%
Don't know		2%	2%	1%	5%	1%	2%	1%	1%	1%	3%
Not applicable - I have never used this type of service		5%	7%	4%	7%	4%	4%	5%	6%	2%	9%

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Total	Region							
	North	Midlands	East	London	South	England (NET)	Wales	Scotland

Thinking about each of the following types of service...Approximately, how often, if at all, do you leave a tip of ANY amount when you use this service? (Please select the option that best applies on each row. If you have never used this type of service, please select the 'Not applicable' option)

A restaurant									
Unweighted base	2012	485	332	181	276	473	1747	82	183
Base: All GB adults	2012	481	332	179	272	474	1738	99	175
Always (i.e. every time I use this service)	35%	33%	28%	37%	45%	33%	34%	27%	44%
Often	28%	27%	22%	28%	26%	32%	28%	38%	31%
Sometimes	18%	20%	23%	18%	11%	19%	19%	19%	12%
Rarely	7%	7%	11%	7%	5%	5%	7%	5%	3%
Never	5%	6%	8%	4%	5%	5%	6%	-	5%
Don't know	2%	2%	2%	2%	2%	1%	2%	-	1%
Not applicable - I have never used this type of service	5%	5%	5%	5%	6%	4%	5%	11%	4%

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Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

A fast food outlet										
Unweighted base	2012	934	1078	165	298	353	337	859	1211	801
Base: All GB adults	2012	976	1036	223	308	351	325	805	1147	865
Always (i.e. every time I use this service)	2%	2%	1%	4%	3%	1%	2%	1%	1%	3%
Often	2%	3%	2%	5%	2%	3%	2%	1%	2%	3%
Sometimes	4%	5%	3%	5%	3%	5%	5%	3%	3%	5%
Rarely	7%	7%	6%	7%	7%	8%	6%	6%	6%	7%
Never	69%	67%	71%	62%	76%	75%	76%	64%	74%	63%
Don't know	2%	2%	2%	6%	2%	1%	1%	1%	1%	3%
Not applicable - I have never used this type of service	15%	15%	15%	12%	7%	8%	9%	24%	13%	17%

When buying drinks at a pub										
Unweighted base	2012	934	1078	165	298	353	337	859	1211	801
Base: All GB adults	2012	976	1036	223	308	351	325	805	1147	865
Always (i.e. every time I use this service)	2%	2%	2%	4%	1%	1%	2%	2%	2%	1%
Often	4%	5%	3%	6%	3%	4%	1%	4%	3%	4%
Sometimes	11%	12%	9%	10%	12%	11%	10%	11%	11%	10%
Rarely	15%	18%	13%	13%	15%	17%	18%	14%	15%	15%
Never	56%	51%	60%	49%	56%	57%	61%	55%	60%	51%
Don't know	2%	2%	2%	7%	1%	2%	2%	1%	1%	3%
Not applicable - I have never used this type of service	11%	11%	11%	12%	13%	8%	7%	13%	8%	15%

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	Total	Region							
		North	Midlands	East	London	South	England (NET)	Wales	Scotland
A fast food outlet									
Unweighted base	2012	485	332	181	276	473	1747	82	183
Base: All GB adults	2012	481	332	179	272	474	1738	99	175
Always (i.e. every time I use this service)	2%	1%	2%	3%	4%	1%	2%	2%	2%
Often	2%	2%	2%	1%	3%	2%	2%	3%	2%
Sometimes	4%	4%	1%	3%	6%	4%	4%	5%	3%
Rarely	7%	8%	9%	6%	6%	5%	7%	6%	5%
Never	69%	69%	69%	71%	68%	72%	70%	61%	67%
Don't know	2%	3%	2%	2%	2%	1%	2%	1%	1%
Not applicable - I have never used this type of service	15%	14%	15%	14%	11%	16%	14%	21%	18%
When buying drinks at a pub									
Unweighted base	2012	485	332	181	276	473	1747	82	183
Base: All GB adults	2012	481	332	179	272	474	1738	99	175
Always (i.e. every time I use this service)	2%	3%	2%	1%	2%	1%	2%	1%	3%
Often	4%	7%	4%	1%	1%	2%	4%	1%	5%
Sometimes	11%	14%	10%	6%	7%	9%	10%	13%	12%
Rarely	15%	18%	13%	13%	18%	11%	15%	15%	19%
Never	56%	47%	58%	66%	55%	65%	57%	51%	44%
Don't know	2%	2%	3%	2%	3%	1%	2%	1%	2%
Not applicable - I have never used this type of service	11%	8%	11%	11%	13%	10%	10%	17%	16%

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Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

A taxi

Unweighted base	2012	934	1078	165	298	353	337	859	1211	801
Base: All GB adults	2012	976	1036	223	308	351	325	805	1147	865
Always (i.e. every time I use this service)	22%	19%	24%	3%	10%	15%	24%	33%	23%	20%
Often	16%	16%	16%	8%	17%	17%	19%	17%	17%	15%
Sometimes	21%	21%	22%	17%	24%	30%	23%	17%	23%	19%
Rarely	13%	15%	11%	22%	17%	17%	12%	9%	13%	14%
Never	14%	15%	13%	26%	23%	15%	13%	9%	14%	15%
Don't know	2%	1%	2%	7%	1%	1%	2%	1%	1%	2%
Not applicable - I have never used this type of service	11%	11%	11%	17%	8%	5%	9%	14%	9%	14%

A hairdressers / barbers

Unweighted base	2012	934	1078	165	298	353	337	859	1211	801
Base: All GB adults	2012	976	1036	223	308	351	325	805	1147	865
Always (i.e. every time I use this service)	29%	24%	33%	16%	13%	25%	29%	40%	30%	28%
Often	11%	12%	11%	11%	14%	11%	11%	11%	12%	11%
Sometimes	13%	11%	15%	9%	14%	16%	13%	13%	14%	12%
Rarely	9%	9%	10%	10%	12%	13%	9%	7%	9%	10%
Never	24%	27%	22%	36%	35%	25%	24%	17%	26%	22%
Don't know	1%	1%	1%	5%	1%	1%	1%	0%	1%	2%
Not applicable - I have never used this type of service	12%	15%	9%	13%	11%	10%	14%	12%	9%	16%

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		Total	Region							
			North	Midlands	East	London	South	England (NET)	Wales	Scotland
A taxi										
	Unweighted base	2012	485	332	181	276	473	1747	82	183
	Base: All GB adults	2012	481	332	179	272	474	1738	99	175
	Always (i.e. every time I use this service)	22%	25%	14%	20%	25%	20%	21%	16%	32%
	Often	16%	18%	17%	15%	14%	17%	17%	12%	17%
	Sometimes	21%	20%	20%	23%	24%	21%	21%	28%	20%
	Rarely	13%	13%	15%	11%	13%	14%	13%	14%	12%
	Never	14%	13%	19%	16%	12%	14%	15%	13%	12%
	Don't know	2%	2%	3%	2%	1%	1%	2%	3%	1%
	Not applicable - I have never used this type of service	11%	8%	13%	14%	11%	13%	11%	14%	6%
A hairdressers / barbers										
	Unweighted base	2012	485	332	181	276	473	1747	82	183
	Base: All GB adults	2012	481	332	179	272	474	1738	99	175
	Always (i.e. every time I use this service)	29%	30%	23%	30%	34%	27%	29%	20%	36%
	Often	11%	12%	10%	11%	11%	12%	11%	13%	10%
	Sometimes	13%	11%	15%	14%	12%	13%	13%	13%	18%
	Rarely	9%	8%	11%	9%	9%	10%	9%	15%	5%
	Never	24%	29%	26%	23%	17%	25%	25%	17%	21%
	Don't know	1%	1%	2%	1%	2%	1%	1%	-	-
	Not applicable - I have never used this type of service	12%	8%	13%	12%	16%	11%	12%	21%	10%

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Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

A delivery driver										
Unweighted base	2012	934	1078	165	298	353	337	859	1211	801
Base: All GB adults	2012	976	1036	223	308	351	325	805	1147	865
Always (i.e. every time I use this service)	7%	6%	8%	6%	7%	7%	8%	6%	6%	7%
Often	7%	7%	6%	7%	9%	9%	7%	4%	6%	8%
Sometimes	13%	13%	13%	17%	11%	15%	13%	11%	14%	11%
Rarely	14%	14%	14%	16%	16%	19%	11%	12%	14%	14%
Never	45%	45%	45%	38%	42%	39%	48%	50%	49%	40%
Don't know	2%	2%	2%	6%	2%	1%	2%	1%	1%	4%
Not applicable - I have never used this type of service	13%	13%	12%	11%	11%	9%	11%	15%	10%	16%

Do you think the following statement is TRUE or FALSE? "When paying at a restaurant, paying the service charge is the same as leaving a tip."

Unweighted base	2012	934	1078	165	298	353	337	859	1211	801
Base: All GB adults	2012	976	1036	223	308	351	325	805	1147	865
True	53%	51%	54%	43%	54%	58%	53%	52%	56%	49%
False	33%	35%	31%	35%	29%	27%	38%	35%	34%	32%
Don't know	14%	13%	15%	23%	17%	15%	9%	13%	10%	19%

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Total	Region							
	North	Midlands	East	London	South	England (NET)	Wales	Scotland

A delivery driver

Unweighted base	2012	485	332	181	276	473	1747	82	183
Base: All GB adults	2012	481	332	179	272	474	1738	99	175
Always (i.e. every time I use this service)	7%	8%	6%	5%	9%	5%	7%	2%	11%
Often	7%	7%	6%	8%	8%	4%	7%	7%	6%
Sometimes	13%	13%	12%	14%	15%	11%	13%	8%	17%
Rarely	14%	12%	14%	7%	16%	17%	14%	10%	18%
Never	45%	45%	47%	51%	35%	50%	45%	53%	38%
Don't know	2%	3%	1%	2%	2%	2%	2%	4%	0%
Not applicable - I have never used this type of service	13%	12%	13%	13%	14%	12%	13%	17%	10%

Do you think the following statement is TRUE or FALSE? "When paying at a restaurant, paying the service charge is the same as leaving a tip."

Unweighted base	2012	485	332	181	276	473	1747	82	183
Base: All GB adults	2012	481	332	179	272	474	1738	99	175
True	53%	49%	47%	59%	62%	54%	53%	47%	51%
False	33%	36%	34%	28%	28%	34%	33%	34%	35%
Don't know	14%	15%	19%	14%	10%	12%	14%	19%	14%

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Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

For the following questions, by 'tip' we mean any sum of money voluntarily given by a customer in addition to the basic price of a service. By 'service charge', we mean a percentage of the total bill pre-determined by the vendor that is added to the basic price of a service. Some restaurants automatically add a tip and/or a service charge to your bill. How often, if ever, do you completely remove any of the following charges from your bill? (Please select the option that best applies in each row)

Service charge										
Unweighted base	2012	934	1078	165	298	353	337	859	1211	801
Base: All GB adults	2012	976	1036	223	308	351	325	805	1147	865
Always	10%	11%	9%	9%	11%	7%	10%	11%	10%	10%
Often	6%	6%	6%	11%	6%	6%	4%	5%	5%	7%
Sometimes	14%	13%	15%	6%	12%	18%	15%	15%	14%	14%
Rarely	18%	18%	17%	13%	20%	20%	20%	16%	22%	12%
Never	37%	35%	39%	34%	37%	36%	38%	38%	37%	38%
Don't know	15%	16%	14%	26%	14%	13%	12%	14%	12%	20%

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Total	Region							
	North	Midlands	East	London	South	England (NET)	Wales	Scotland

For the following questions, by 'tip' we mean any sum of money voluntarily given by a customer in addition to the basic price of a service. By 'service charge', we mean a percentage of the total bill pre-determined by the vendor that is added to the basic price of a service. Some restaurants automatically add a tip and/or a service charge to your bill. How often, if ever, do you completely remove any of the following charges from your bill? (Please select the option that best applies in each row)

Service charge									
Unweighted base	2012	485	332	181	276	473	1747	82	183
Base: All GB adults	2012	481	332	179	272	474	1738	99	175
Always	10%	12%	12%	12%	5%	9%	10%	8%	10%
Often	6%	6%	7%	10%	7%	4%	6%	8%	2%
Sometimes	14%	15%	14%	14%	11%	16%	14%	19%	11%
Rarely	18%	17%	15%	13%	24%	21%	18%	15%	14%
Never	37%	33%	37%	37%	43%	36%	37%	28%	45%
Don't know	15%	17%	15%	14%	9%	14%	14%	22%	18%

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Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

Tip

Unweighted base	2012	934	1078	165	298	353	337	859	1211	801
Base: All GB adults	2012	976	1036	223	308	351	325	805	1147	865
Always	9%	11%	7%	8%	9%	6%	6%	11%	8%	9%
Often	7%	6%	7%	11%	6%	7%	7%	5%	6%	8%
Sometimes	19%	18%	20%	19%	23%	20%	20%	16%	19%	19%
Rarely	20%	21%	20%	18%	18%	25%	21%	20%	23%	17%
Never	32%	30%	33%	23%	31%	31%	33%	34%	32%	31%
Don't know	14%	14%	13%	22%	13%	11%	12%	14%	12%	16%

Please imagine you tipped a waiter/waitress by adding the tip to the bill when paying by credit or debit card...How much more or less confident would you feel that the waiter/waitress received the full tip compared to if you left them a cash tip, or would it be about the same?

Unweighted base	2012	934	1078	165	298	353	337	859	1211	801
Base: All GB adults	2012	976	1036	223	308	351	325	805	1147	865
Much more confident	6%	7%	5%	5%	5%	5%	5%	7%	6%	6%
A little more confident	6%	6%	6%	11%	8%	6%	4%	5%	6%	6%
Neither more or less confident	16%	19%	14%	18%	16%	17%	18%	14%	15%	17%
A little less confident	21%	18%	23%	21%	25%	26%	20%	17%	22%	20%
Much less confident	43%	41%	45%	30%	38%	40%	44%	49%	46%	39%
Don't know	8%	9%	7%	14%	7%	6%	9%	7%	5%	11%

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	Total	Region							
		North	Midlands	East	London	South	England (NET)	Wales	Scotland
Tip									
Unweighted base	2012	485	332	181	276	473	1747	82	183
Base: All GB adults	2012	481	332	179	272	474	1738	99	175
Always	9%	8%	12%	11%	5%	9%	9%	9%	8%
Often	7%	8%	7%	4%	6%	7%	7%	7%	5%
Sometimes	19%	17%	18%	26%	17%	20%	19%	19%	16%
Rarely	20%	20%	17%	21%	24%	25%	21%	14%	14%
Never	32%	30%	31%	25%	38%	29%	31%	33%	42%
Don't know	14%	16%	16%	13%	10%	11%	13%	18%	15%

Please imagine you tipped a waiter/waitress by adding the tip to the bill when paying by credit or debit card...How much more or less confident would you feel that the waiter/waitress received the full tip compared to if you left them a cash tip, or would it be about the same?

Unweighted base	2012	485	332	181	276	473	1747	82	183
Base: All GB adults	2012	481	332	179	272	474	1738	99	175
Much more confident	6%	6%	5%	8%	7%	6%	6%	2%	5%
A little more confident	6%	5%	8%	6%	9%	5%	6%	6%	6%
Neither more or less confident	16%	18%	15%	15%	14%	17%	16%	18%	15%
A little less confident	21%	21%	21%	22%	21%	20%	21%	21%	21%
Much less confident	43%	44%	42%	43%	37%	45%	43%	44%	46%
Don't know	8%	6%	10%	7%	12%	7%	8%	8%	7%

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Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

You previously said you remove automatically added service charges from bills...What are your reasons for this? (Please type your answer in the box below, giving as much detail as possible) (Answers have been categorised by YouGov Staff)

	Unweighted base	945	453	492	65	137	176	166	401	615	330
Base	937	464	473	84	141	174	160	377	578	359	
Will only pay if service is exceptional	5%	3%	6%	4%	7%	3%	5%	4%	4%	5%	
Should be my choice to pay extra, not automatic	16%	14%	17%	13%	13%	14%	16%	18%	15%	17%	
I do not pay tips or service charges at all	1%	1%	1%	-	1%	1%	2%	1%	1%	1%	
I will remove if the food/item was poor	6%	4%	9%	5%	6%	4%	7%	8%	7%	6%	
I will remove if the service was poor	26%	26%	27%	10%	26%	27%	30%	28%	28%	23%	
I prefer to tip staff directly / leave a cash tip	14%	13%	15%	14%	12%	10%	17%	16%	13%	16%	
Because I do not know if the charge goes to the staff	11%	12%	11%	12%	9%	9%	6%	16%	11%	13%	
I can't afford service charges	3%	2%	4%	8%	6%	3%	3%	0%	3%	3%	
Service charge should be included in menu prices, not as extra	17%	19%	14%	16%	15%	18%	17%	16%	17%	16%	
Don't know	3%	3%	4%	9%	5%	4%	3%	2%	2%	5%	
Other	16%	17%	14%	23%	20%	19%	11%	13%	18%	13%	

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Total	Region							
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You previously said you remove automatically added service charges from bills...What are your reasons for this? (Please type your answer in the box below, giving as much detail as possible) (Answers have been categorised by YouGov Staff)

	Unweighted base	North	Midlands	East	London	South	England (NET)	Wales	Scotland
	945	240	154	86	132	229	841	40	64
Base	937	234	157	86	127	227	831	47	59
Will only pay if service is exceptional	5%	4%	5%	5%	3%	6%	5%	2%	1%
Should be my choice to pay extra, not automatic	16%	18%	13%	21%	11%	16%	15%	22%	12%
I do not pay tips or service charges at all	1%	2%	1%	-	1%	1%	1%	-	2%
I will remove if the food/item was poor	6%	6%	7%	8%	10%	7%	7%	-	1%
I will remove if the service was poor	26%	23%	24%	31%	31%	27%	26%	21%	29%
I prefer to tip staff directly / leave a cash tip	14%	18%	12%	6%	13%	14%	14%	25%	8%
Because I do not know if the charge goes to the staff	11%	11%	9%	12%	10%	14%	11%	14%	12%
I can't afford service charges	3%	2%	5%	-	5%	3%	3%	2%	-
Service charge should be included in menu prices, not as extra	17%	16%	21%	14%	12%	17%	16%	19%	19%
Don't know	3%	4%	1%	8%	4%	2%	3%	-	7%
Other	16%	17%	14%	15%	17%	16%	16%	11%	19%

YouGov Results - Tipping

Fieldwork: 17th - 18th October 2019

Sample: 2,012 GB adults



Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

You previously said you remove automatically added tips from bills...What are your reasons for this? (Please type your answer in the box below, giving as much detail as possible) (Answers have been categorised by YouGov Staff)

	Unweighted base	1023	486	537	82	155	197	174	415	633	390
Base		1028	509	518	114	160	195	166	393	599	429
I can't afford to tip / its too expensive		2%	3%	2%	12%	1%	1%	1%	2%	2%	3%
Other		21%	23%	20%	21%	23%	21%	24%	19%	22%	20%
I don't tip at all		2%	2%	1%	2%	3%	0%	1%	2%	1%	3%
Tips should not be automatic, I should decide		24%	24%	24%	22%	26%	28%	20%	24%	24%	24%
Waiters already get a fair wage		3%	3%	4%	7%	3%	2%	2%	4%	4%	3%
Because I do not who actually gets the tip		9%	9%	9%	6%	5%	5%	9%	14%	9%	9%
Don't know		4%	4%	4%	7%	6%	5%	3%	2%	3%	6%
I prefer to leave cash tips / tip directly to the server		7%	5%	9%	7%	4%	5%	12%	8%	8%	6%
If the item was poor		3%	2%	4%	-	2%	4%	4%	4%	3%	4%
Will only tip good service / remove the tip if service is poor		30%	28%	31%	17%	32%	34%	32%	29%	31%	28%

Cell Contents (Column Percentages)

YouGov Results - Tipping

Fieldwork: 17th - 18th October 2019

Sample: 2,012 GB adults



Total	Region							
	North	Midlands	East	London	South	England (NET)	Wales	Scotland

You previously said you remove automatically added tips from bills...What are your reasons for this? (Please type your answer in the box below, giving as much detail as possible) (Answers have been categorised by YouGov Staff)

	Unweighted base	1023	250	165	100	138	259	912	35	76
Base	1028	244	171	102	135	263	915	40	72	
I can't afford to tip / its too expensive	2%	2%	3%	1%	2%	2%	2%	4%	3%	
Other	21%	21%	20%	18%	27%	20%	21%	28%	19%	
I don't tip at all	2%	1%	2%	2%	3%	2%	2%	3%	-	
Tips should not be automatic, I should decide	24%	24%	23%	21%	22%	24%	23%	39%	28%	
Waiters already get a fair wage	3%	4%	2%	4%	2%	5%	4%	3%	2%	
Because I do not who actually gets the tip	9%	13%	12%	3%	7%	7%	9%	8%	9%	
Don't know	4%	5%	2%	6%	5%	2%	4%	-	10%	
I prefer to leave cash tips / tip directly to the server	7%	9%	8%	5%	6%	8%	8%	5%	4%	
If the item was poor	3%	3%	4%	4%	3%	3%	3%	3%	4%	
Will only tip good service / remove the tip if service is poor	30%	25%	30%	38%	30%	31%	30%	23%	30%	

Cell Contents (C)