

**2023 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL
WAVE 133
FINAL TOPLINE
AUGUST 7-27, 2023
N=11,945**

NOTE: ALL NUMBERS ARE PERCENTAGES UNLESS OTHERWISE NOTED. THE PERCENTAGES LESS THAN 0.5% ARE REPLACED BY AN ASTERISK (*). ROWS/COLUMNS MAY NOT TOTAL 100% DUE TO ROUNDING. THE QUESTIONS PRESENTED BELOW ARE PART OF A LARGER SURVEY CONDUCTED ON THE AMERICAN TRENDS PANEL. THE OTHER QUESTIONS ON THIS SURVEY ARE HELD FOR FUTURE RELEASE OR HAVE BEEN PREVIOUSLY RELEASED.

	Sample size	Margin of error at 95% confidence level
U.S. adults	11,945	+/- 1.4 percentage points

ASK ALL:

TIPVIEW

Overall, do you think of tipping as more of a choice, more of an obligation or does it depend on the situation?

Aug 7-27,
2023

21	More of a choice
29	More of an obligation
49	It depends on the situation
1	Refused

ASK ALL:

TIP1

How easy is it for you to know whether to tip for different kinds of services these days? **[RANDOMIZE RESPONSE OPTIONS 1-5 AND 5-1]**

Aug 7-27,
2023

13	Extremely easy
22	Very easy
39	Somewhat easy
20	Not too easy
6	Not at all easy
*	Refused

ASK ALL:

TIP2

How easy is it for you to know how much to tip for different kinds of services these days? **[RANDOMIZE RESPONSE OPTIONS 1-5 AND 5-1]**

Aug 7-27,
2023

11	Extremely easy
22	Very easy
39	Somewhat easy
21	Not too easy
7	Not at all easy
*	Refused

ASK ALL:

TIPFREQ For each of the following kinds of services, how often do you leave a tip? **[RANDOMIZE ITEMS ACROSS TWO SCREENS; RANDOMIZE RESPONSE OPTIONS 1-5 AND 5-1 WITH 6 ALWAYS LAST]**

BASED ON ADULTS WHO SAY THEY USE EACH SERVICE (TIPFREQ=1-5):

	<u>Always</u>	<u>Often</u>	<u>Sometimes</u>	<u>Rarely</u>	<u>Never</u>
a. Eating at a restaurant where there are servers (e.g., a sit-down restaurant) Aug 7-27, 2023	81	11	6	1	1
b. Eating at a restaurant where there are no servers (e.g., a fast casual restaurant) Aug 7-27, 2023	7	5	17	25	45
c. Having food delivered (e.g., through a delivery app) Aug 7-27, 2023	59	17	14	5	4
d. Buying a coffee or other beverage at a coffee shop Aug 7-27, 2023	12	12	27	23	25
e. Buying a drink at a bar Aug 7-27, 2023	53	18	16	7	7
f. Using a taxi or rideshare service Aug 7-27, 2023	43	18	21	9	10
g. Getting a haircut Aug 7-27, 2023	65	13	12	5	5

ASK ALL:

TIPFACTOR1 How much of a factor is each of the following when you're deciding whether to leave a tip for a service? **[RANDOMIZE ITEMS]**

	<u>Major factor</u>	<u>Minor factor</u>	<u>Not a factor</u>	<u>Refused</u>
a. The quality of the service Aug 7-27, 2023	77	18	5	*
b. Social pressure to leave a tip Aug 7-27, 2023	23	30	47	*
c. How much the worker(s) earns before tips Aug 7-27, 2023	31	25	44	*
d. How much the tip will cost you Aug 7-27, 2023	23	40	37	*

ASK ALL:

TIPFACTOR2 How much of a factor is each of the following when you're deciding how much to tip for a service? **[RANDOMIZE ITEMS]**

	<u>Major factor</u>	<u>Minor factor</u>	<u>Not a factor</u>	<u>Refused</u>
e. The quality of the service Aug 7-27, 2023	77	18	5	*
f. Social pressure to leave a tip Aug 7-27, 2023	23	30	47	*
g. How much the worker(s) earns before tips Aug 7-27, 2023	28	24	47	1
h. How much the tip will cost you Aug 7-27, 2023	22	41	37	*

ASK ALL:
TIPAMOUNT

Imagine you are paying the bill at a restaurant where a server took your order. The food and the service were both average, but not exceptional. How much of a tip would you leave?

Aug 7-27,
2023

18	Less than 15%
37	15%
12	18%
22	20%
2	More than 20%
7	Some other amount
2	I would not leave a tip
*	Refused

ASK ALL:
TIPSHARE

Thinking about a restaurant where there are servers who work for tips, which of the following do you think is the fairest way to distribute those tips? **[RANDOMIZE RESPONSE OPTIONS 1-3 OR 3-1]**

Aug 7-27,
2023

72	Each server keeps all of the money they receive in tips
13	Tips are pooled together and then shared among all the servers
14	Tips are pooled together and then shared among the entire staff
1	Refused

ASK ALL:
TIPSUGG

Many businesses these days give their customers suggestions about how much to tip – for example, on the bill or on a screen at the cash register. Do you favor or oppose businesses giving their customers suggestions about how much to tip? **[RANDOMIZE RESPONSE OPTIONS 1-5 OR 5-1 WITH 6 ALWAYS LAST]**

Aug 7-27,
2023

9	Strongly favor
16	Somewhat favor
32	Neither favor nor oppose
18	Somewhat oppose
22	Strongly oppose
4	I have not experienced this
*	Refused

ASK ALL:
TIPAUTO

Some businesses these days include an automatic service charge or tip on the bill, regardless of party size. Do you favor or oppose businesses including an automatic service charge or tip on the bill? **[RANDOMIZE RESPONSE OPTIONS 1-5 OR 5-1 WITH 6 ALWAYS LAST IN SAME ORDER AS TIPSUGG]**

Aug 7-27,
2023

3	Strongly favor
7	Somewhat favor
13	Neither favor nor oppose
22	Somewhat oppose
50	Strongly oppose
4	I have not experienced this
*	Refused

ASK ALL:
TIPEXPECT

Compared with 5 years ago, do you think tipping is expected in more places, fewer places, or about the same number of places?

Aug 7-27,
2023

72	More places
5	Fewer places
23	About the same
*	Refused

ADDITIONAL QUESTIONS HELD FOR FUTURE RELEASE.