

# Bankrate

## More Americans Are Planning to Tip This Holiday Season, But Dollar Amounts are Flat

*Gen Zers and millennials are more frequent and better holiday tippers than Gen Xers and baby boomers*

NEW YORK - December 9, 2024 - While more Americans are planning to tip this holiday season, dollar amounts are expected to remain relatively unchanged, according to a new Bankrate survey. Median holiday tip amounts remain flat year-over-year for four of the six service providers Bankrate asked about (housekeepers, teachers, childcare providers and mail carriers). Median tip amounts are down in the other two categories (landscapers/gardeners/snow removers and trash/recycling collectors).

For more information: <https://www.bankrate.com/credit-cards/news/holiday-tipping-survey/>

Service Provider	2021: Median reported tip amount (among tippers)	2022: Median reported tip amount (among tippers)	2023: Median reported tip amount (among tippers)	2024: Median reported tip amount (among tippers)
Housekeeper	\$50	\$40	\$50	\$50
Childcare Provider	\$50	\$25	\$50	\$50
Landscaper/Gardener/ Snow Remover	\$30	\$25	\$37	\$30
Teacher	\$25	\$20	\$25	\$25
Mail Carrier	\$20	\$20	\$20	\$20
Trash/Recycling Collector	\$20	\$20	\$25	\$20

In terms of frequency, Americans are expected to tip five of the six service providers (all but landscapers/gardeners/snow removers) at the highest frequency since 2021 (including ties).

Service Provider	2021: Planned to tip (among users of each service)	2022: Planned to tip (among users of each service)	2023: Planned to tip (among users of each service)	2024: Plan to tip (among users of each service)
Housekeeper	47%	56%	54%	57%
Teacher	41%	51%	50%	53%
Childcare Provider	41%	49%	51%	55%
Landscaper/Gardener /Snow Remover	36%	41%	42%	41%
Mail Carrier	27%	31%	31%	31%
Trash/Recycling Collector	19%	22%	24%	26%

Younger generations tend to be more frequent and more generous holiday tippers than older cohorts across multiple service categories. For example, 36% of applicable Gen Zers (ages 18-27) and 33% of millennials (ages 28-43) plan to tip their trash/recycling collectors, compared with only 22% of Gen Xers (ages 44-59) and 16% of baby boomers (ages 60-78). Further, 48% of Gen Zers and 44% of millennials who employ landscapers/gardeners/snow removers plan to tip them, versus 33% of Gen Xers and 32% of boomers.

“Traditionally, younger Americans have been viewed as worse tippers than older adults, largely because they don't tend to have as much money and also because they aren't as ingratiated with those social norms,” said Bankrate Senior Industry Analyst Ted Rossman. “It's still true that Gen Zers and millennials are worse tippers at restaurants and many other year-round tipping venues. But when it comes to the holidays, surprisingly, young adults are the most generous tippers.”

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

Among holiday tippers, the most popular motivation for tipping is "to say thank you" (80%), followed by "to reward especially good service" (47%) and "to be generous" (40%). Only 17% said "because it's expected/traditional" and only 15% said "to get better service next year.”

"Holiday tips are a nice way to show your appreciation for hardworking people who have helped you throughout the year,” added Rossman. “If you can't afford to tip everyone, consider who went above and beyond to make your life easier. Pooling resources with community members — such as a class gift for your kids' teachers — can be a good

way to broaden the impact and limit the awkwardness of how much each individual family contributed."

**Methodology:**

This survey has been conducted using an online interview administered to members of the YouGov Plc panel of individuals who have agreed to take part in surveys. All figures, unless otherwise stated, are from YouGov Plc. The total sample size was 2,403 U.S. adults. Fieldwork was undertaken between October 31 - November 4. The survey was carried out online and meets rigorous quality standards. It gathered a non-probability-based sample and employed demographic quotas and weights to better align the survey sample with the broader U.S. population.

**About Bankrate:**

Bankrate has guided savers and spenders through the next steps of their financial journeys since 1976. Whether it's rates or information on mortgages, investing, credit cards, personal loans, insurance, taxes or retirement, the company offers various free resources to help consumers reach their goals. From product comparison tools to award-winning editorial content, Bankrate provides objective information and actionable next steps. Bankrate also aggregates rate information from over 4,800 institutions on more than 300 financial products, with coverage in more than 600 local markets. It's why over 100 million people put their trust in Bankrate every year.

**For more information:**

Sara Dramer  
Public Relations Specialist  
sara.dramer@bankrate.com  
929-205-9713