

BUSINESS



Tipping apps come to the rescue for stumped Americans

By Marketwatch

June 10, 2014 | 6:29pm



Photo: Shutterstock

ORIGINALLY PUBLISHED BY: MarketWatch

MORE ON: APPS

Liquor raises concerns for luxury helicopter experience

Uber's fare value hits \$17 billion

All Americans know the general rule when it comes to tipping: 15%, a little more or less if the service was stellar or poor. **Read Next: Netflix shareholders split on Hastings...** So why would anyone need a tipping app?

Several such apps want to make the tipping process easier and, to an extent, guilt-free, by enabling you to enter the amount of your bill and where you're eating, and then letting you know what the tip should be, based on the level of service you choose.

Gratuity, the latest tipping app, is free on Apple's iOS operating system, and suggests the amount you should tip depending on the venue and level of service. It aims to take the anxiety out of the process by suggesting 10% for terrible service, 15% for satisfactory and 20% for excellent service.

Tipulator (free on Android and iOS) allows users to choose a tip amount from zero to 50%: It suggests 5%

TRENDING NOW

27139
Nobu takeout, black cars home, tons of cash: Babysitting for the rich

23113
Walmart's dirty secret

18387
Kenya's Kim Kardashian ignites firestorm over skin bleaching

NOW ON

Stalker invades Sandra Bullock's

'Reading Rainbow' Kickstarter raises nearly \$2M in two days

Apple iOS update will turn iPhone into home remote control

(poor), 10% (fair), 15% (average), 20% (great) and 25% (super). Tipulator doesn't have a pre-set rating for 50%, but if you choose that amount, consider yourself "foolish" or "generous to a fault."

Gratuity also keeps step with the rising cost of drinks: With many cocktails and glasses of wine costing \$15 or more, Gratuity recommends tipping 10% for satisfactory service rather than the standard \$1 a drink. Tipping apps also help restaurants and bars that deal with overseas tourists, says Carl Banks Jr., founder of Gratuity.

In most European countries, 10% is considered generous and many patrons don't tip the barman. In fact, one-quarter of global travelers find tipping aggravating, according to a new survey by travel website Expedia; the only things that vex them more are travel-related taxes, baggage/booking fees and seat selection fares.

Critics say apps that tell you how much to tip are unnecessary, but they're still conflicted on what is an appropriate tip. "These are novelty apps," says Rick Singer, CEO of [GreatApps.com](#).

"When I go out and have to figure out a tip, I actually tip 20% of the total bill." Pamela Eyring, president of The Protocol School of Washington, doesn't take tips from a tipping app, and she says apps are no substitute for dealing with problems face-to-face. "I don't believe 10% is actually for terrible service," she says. "If it is terrible you should see a manager about your poor experience with service and not tip. I suggest tipping 10% for wait staff that serve you at a buffet and bring you beverages, condiments, and clear your table."

While more generous than European tipplers, Americans are not as generous as the standard 15% to 20% might suggest. In fact, some 75% of Americans tip less than 20% in most restaurants, according to a recent survey of 2,600 restaurant customers by discount-code website [VoucherCloud.net](#). Over half of respondents said wait staff should "work harder" to get better tips.

And while the national average for tipping is 19%, diners in Colorado are the most generous (19.6%), followed by Long Island, Minneapolis and Philadelphia (19.5% each), according to the Zagat survey, "2014 America's Top Restaurants." The top stingiest cities were San Francisco (18.4%), Los Angeles and San Diego (18.5% each).

Perhaps the real reason the apps will get used? Befuddled American consumers. The U.S. ranks 21st in math in an international survey of 23 advanced economies, according to a report released last month by the U.S. Department of Education's National Center for Education Statistics.

American adults also ranked below the average scores for both numeracy and literacy, although it ranked slightly higher (15th) in literacy. Japan and Finland ranked No. 1 and No. 2 in numeracy and literacy. "We don't need an app for tipping in the U.S., just a calculator for those who can't do the math in their head," says Eyring.

This article [originally appeared](#) on [Marketwatch.com](#).



Did De Niro drive your taxi?

Kate Upton celebrates 22nd birthday in Chicago

Kardashian producers getting a free ride in the Hamptons

[SEE ALL](#)

FILED UNDER APPS, GRATUITY, RESTAURANTS, TIPPING, TIPULATOR

YOU MIGHT ALSO LIKE



The 10 most corrupt states in the U.S.
Fortune



The World's 5 Most Overhyped Vacation Spots
MainStreet



Experience Ireland's top 10 adventures
Ireland.com



Maryland kicks off rapid transit study to connect Charles and...
Washington Post



Go Away With ... Lisa Loeb
ArcaMax

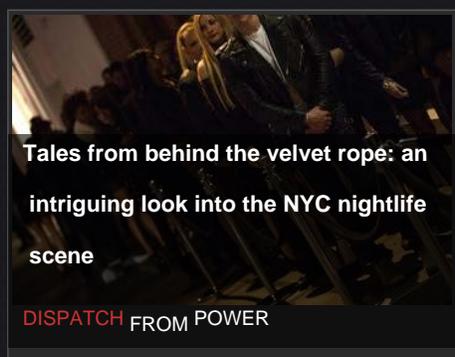


Vacation You: Your Guide to Summer in Massachusetts
MassVacation

Promoted Content by



Hamptonites irate after Kourtney Kardashian skimps on...



Tales from behind the velvet rope: an intriguing look into the NYC nightlife scene

DISPATCH FROM POWER




Hedge fund billionaire splits with wife of...



Teen gunman kills classmate, himself in Oregon shooting



How I met a death row inmate...

POLICE DEPT. W. MEMPHIS, AR
ECHOLS DAMIEN WAYNE

[HOME DELIVERY](#)

[SUBSCRIPTION HELP & FAQ](#)

[CUSTOMER SERVICE](#)

[IPAD APP](#)

[IPHONE APP](#)

[ANDROID APPS](#)

[NEW YORK POST STORE](#)

[CLASSIFIEDS](#)

[ADVERTISING INFO/MEDIA KIT](#)

[EMAIL NEWSLETTERS & ALERTS](#)

[RSS FEEDS](#)

[CONTACTS](#)



© 2014 NYP Holdings, Inc. All Rights Reserved
[TERMS OF USE](#) | [PRIVACY](#) | [YOUR AD CHOICES](#)

 Powered by [WordPress.com](#) VIP