

# 2010 Holiday Tips/Gifts Survey



## **METHODOLOGY**

330 responses were collected from November 15th - November 29th, 2010 via an online survey program (surveymonkey.com). The survey was distributed online through the Park Slope Parents website, their email groups as well as published via other online parenting groups.

Approximately 95% of respondents have children under the age of 18, with 55% employing a Nanny and 41% not employing a nanny but having children under 18.

## How - and to whom--are Park Slope Parents showing their thanks this holiday season?

Park Slope Parents, the local Brooklyn parenting community group best known for gathering recommendations and advice from its members (well, that and boys' hats), has put together a report looking into how deep its members pockets are when it comes to doling out tips and bonuses this holiday season.

The categories ran the gamut of the service industry: from the mailman through to superintendents, nannies, babysitters, hairstylists, personal trainers, exercise teachers, dog walkers, housecleaners, parking attendants, and teachers, parents divulged what they plan on giving, if at all, as an annual holiday bonus to their service providers. The answers were revealing, showing not just what parents are planning on giving but also telling of what types of services are popularly used.

### KEY FINDINGS

For parents with kids either in school or employing a Nanny, year-end tips/bonuses add up to more than the average New Yorker pays. For families with a full-time nanny, a kid in preschool or K-12, living in a doorman building with a housecleaner, a car in a local parking garage, and sporting a dog walker and personal trainer, paying the average amount of year-end tips/bonuses could put them back \$1,200 (the bulk of that going to the Nanny) or more.

Here's a breakdown:

**Figure 1.0**  
**Average Tip/Gift**

<b>Provider</b>	<b>Average Tip/Gift</b>
Nanny (FT/ PT average)	\$500.00
Personal Trainer	\$75.00
Superintendent	\$93.00
Housecleaner	\$78.00
Dog Walker	\$60.00
Occasional Babysitter	\$59.00
Porter	\$50.00
Daytime Doorman	\$73.00
Nighttime Doorman	\$54.00
Parking Attendant	\$40.00
Head Teacher	\$45.00
Exercise Instructor	\$36.00
Secondary Teacher	\$38.00
Hairstylist	\$35.00
Mail carrier	\$20.00
Package Delivery	\$23.00
<b>Total</b>	<b>\$1,279.00</b>

Overall, those most likely to get tipped this year are the Nannies (92% will tip), Superintendents (90%), Housecleaners (85%), and

Daycare/Preschool teachers (75% will tip). Low on the tipping list is the mail carrier (23%) and personal trainers (13%).

And what about the economy's impact on giving? Not much change from last year, with 86% paying the same amount this year than last, 6% saying they are paying more, and 8% saying less.

## **DETAILED FINDINGS**

### ***Nannies***

54% of respondents employ a regular nanny to take care of their children. For most of these parents, the yearly bonus is also viewed as part of their a holiday gift (rather than separating these into two different disbursements). 92% will be giving money or a gift card, 18% will give a gift the children have made from them, while another 17% will give a gift the parents have put whipped together themselves (e.g., cookies, jams, bread, home brewed beer). Figure 2.0 outlines the average year end gifts given to nannies and the percentage of people who pay a proportion of week's pay.

**Figure 2.0**  
**Average Year End Gift x Nanny Situation**

<b>Nanny Situation</b>	<b>Ave Amount</b>	<b>% Giving a proportion of Pay</b>
Full Time (over 40 hrs/week) (45% of respondents)	\$702	75% give 1 week's pay 20% give more 5% give less
Part-time (16-40 hours) (36% of respondents)	\$486	76% give 1 week's pay 24% give more
Part-time (up to 15 hours) (19% of respondents)	\$174	94% give 1 week's pay 6% give more

Range \$50-\$2500.

### ***The occasional babysitter:***

Over 40% of parents use occasional sitters, with almost half planning to give an extra tip averaging about \$50 (range \$10-\$200)

### ***Nursery, Daycare and School Teachers***

While there is 2004 policy stating that DOE teachers should not receive gifts of more than \$5 per students, parents are much more generous to their K-12 teachers than the policy outlines. About 70% of parents with K-12 kids report giving their teachers a financial gift, with the average amount being \$23.80.

The trend for getting around the policy is giving a "class pooled" gift so that teachers are unaware of who gave how much and the "conflict of interest" issue is moot. (To avoid the threat of 'favoritism,' this also assumes that everyone's name is on the class gift without amount listed.)

### ***Daycare and Preschool Teachers***

75% of respondents with children in daycare or preschool will be gifting head teachers an average of \$45, and secondary teachers an average of \$38. The data is represented in Figure 3.0.

Twenty-two percent will be giving a non-monetary gift, and 13% will give a homemade present the children made. An addition 16% will also offer a homemade gift like baked goods or jams as a gesture of thanks this holiday season.

**Figure 3.0**  
**Average Holiday Tip/gift by program**

	<b>Head Teachers</b>	<b>Secondary Teachers</b>
OVERALL	\$45	\$37.50
5 Full days a week plus after school	\$59	\$43.93
5 Full days a week	\$42	\$35.95
2 or 3 Full days/week PLUS after school*	\$75	\$50
2 or 3 Full days/week	\$45	\$36
Half days 5 days/week	\$25	\$24.54
Half days 2-3 days/week*	\$52	\$51.81

**Special Teachers**

About 20% of respondent’s children see special therapists, with almost 40% tipping an average of \$30, (range \$5 - \$100).

**Keeping it in house**

42% of respondents have a building superintendent, 20% have a night and daytime doorman, and 30% have a porter and building caretaker. 20% use a parking garage with attendants.

About half of respondents have a regular housecleaner, with 85% planning on giving around \$100.

15% regularly use a dog walker, and almost half of the people paid to play with Park Slope pooches will get around \$50 as an added thanks.

**Figure 4.0**  
**Superintendents, Porters, Doorman, and Parking Attendants**

<b>Service Provider</b>	<b>Mode**</b>	<b>Range</b>	<b>% who will give*</b>
Super	\$100	\$20-\$450	90%
Porter	\$50	\$15-\$150	78%
Doorman (Day)	\$50	\$10-\$400	80%
Doorman (Night)	\$50	\$10-\$200	72%
Parking Garage Attendants	\$50	\$5-\$200	58%

*\*Based on people who have this service provider*

*\*\*Mode is the most frequently mentioned amount given*

### ***You've got mail***

One in four (23%) will tip their mail carrier an average of \$20, but the range given was between \$5 and \$50. Of those that regularly receive packages via UPS or DHL, 22% will be tipping between \$5 and \$100 (though \$20 amount is the most likely).

### **Pampered Parents (Hair and Exercise)**

Six in ten (60%) of respondents have a regular hairstylist, with 1 in 5 planning to give an extra tip over the holiday period, and \$20 being the most likely amount stylists will receive (range \$10 and \$100).

One in five (20%) use instructors or a personal trainer to stay fit year round. However, giving a holiday bonus to those professionals keeping parents fit is not common. Only 5% of those who have them will give their exercise teachers a little something extra (around \$40). Personal trainers don't fair much better in terms of getting gifts with 13% giving their personal trainers, but the amount is commensurate with an average training session (around \$100).