



3/5 of Apartment Renters Do Not Give Holiday Tips to Building Staff

Rent.com Survey Finds Holiday Cheer Doesn't Increase Generosity

Santa Monica, Calif., November 4, 2010 – With the holiday season nearly upon us, Rent.com surveyed Americans to gauge how their living habits change during the colder months. Despite the holiday cheer in the air, it appears that many people still act chilly toward their building staff, neighbors and communities.

Tight-Fisted Tippers

Surprisingly, 61 percent of renters who live in apartment buildings admitted they do not tip their superintendent, doorman or building staff at all during the holidays! However, of those who do offer gratuities, 71 percent give \$25 or less per individual (which could buy about six cups of coffee), 21 percent give between \$26 and \$50 (equal to about three DVDs), and only 7 percent give more than that.

While 62 percent of Americans admitted that they will not be tipping their building staff or household help, 30 percent plan to tip the exact same amount as last year. However, 5 percent of Americans do plan to tip more this year. Of the 30 percent of Americans who plan to tip the same as last year, 77 percent are renters – a statistic that will likely make apartment building staffers very happy.

Not-So-Generous Givers

In the season of giving, the majority of Americans seem to be holding back on giving when it comes to philanthropy, as well. Over half of renters (52 percent) and homeowners (51 percent) admitted that they don't plan to do anything special to contribute to their communities during the holiday season.

However, of those Americans who do give back to their community, renters are more willing to give their time, while homeowners are more generous with their money. Over half of renters (52 percent) who contribute to their communities during the holidays choose to buy and donate items to needy families, compared with nearly 3/4 of homeowners (71 percent). Meanwhile, 27 percent of charitable renters invite people who are alone during the holidays to celebrate with them compared to 17 percent of charitable homeowners, and 21 percent of renters who give back to their communities do so by volunteering for a local charity, compared to only 12 percent of their counterparts who own their homes.

Decorations & Dangers

Perhaps during these tough economic times, Americans are trying to create cheer at home instead. Nearly two in three homeowners (64 percent) believe their decorations to be festive but not over-the-top, compared with more than half of renters (58 percent). Not surprisingly, homeowners decorate their living spaces more often than renters. According to the survey, only 17 percent of homeowners lack festive houses, while 22 percent of renters feel no need to put up decorations.

Both homeowners and renters seem to share safety concerns during the holiday season, with 46 percent of homeowners and 42 percent of renters worried about intoxicated people causing trouble in their buildings or communities. Other holiday concerns for Americans include fire hazards from holiday lights and holiday cooking (30 percent of homeowners and 35 percent of renters), holiday scams (15 percent of homeowners and 20 percent of renters) and having their homes robbed while on vacation (9 percent of homeowners and 4 percent of renters). Although renters may be too concerned about the dangers to decorate, the vast majority (85 percent) do appreciate the holiday decorations in the common areas of their apartment buildings.

Neighborly Love

Apparently, even festive decorations throughout the community still fail to put Americans in a cheerful mood, since less than half of both homeowners (36 percent) and renters (43 percent) admit to being friendlier to their neighbors during the holiday season. Of the renters who do get into the holiday spirit, half (50 percent) send cards or gifts and 15 percent invite their neighbors to holiday parties. However, only 2/3 of renters (65 percent) are likely to accept the invitation, as 35 percent said they're not likely to attend a holiday party in their buildings.

Move Home for the Holidays

If you're planning to move to a new apartment soon, why not search Rent.com for your perfect home for the holidays? With the most online traffic, the largest inventory of contracted property listings, and a free robust search tool, Rent.com helps renters find the home of their dreams. In addition to helping to find the perfect home, Rent.com rewards renters with a \$100 prepaid Visa® debit card if they locate a home on Rent.com, tell their new landlord they found their apartment on Rent.com and report to Rent.com that they signed a lease with a property that participates in the \$100 Reward Program. With that extra \$100 in your wallet, you just might be able to tip your building staff after all!

Survey Methodology

The survey was conducted among 1,000 nationally representative Americans ages 18+. The interviews were conducted online by Redshift Research between September 27th and September 30th 2010 using an email invitation and an online survey. Quotas were set to ensure reliable and accurate representation of the total U.S. population aged 18 or over. Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results. In this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 3.1 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.

About Rent.com

Rent.com is the nation's #1 Internet listing site (ILS) in the rental housing industry enabling renters to find a residential rental property online using a free robust search tool. Rent.com has the most online traffic and the largest inventory of contracted property listings. As the only national ILS with a pay per lease business model, Rent.com allows property managers to cost-effectively fill their vacancies. Prospective renters can search the site's detailed property listings, including contact information, pricing, photos, floor plans, and virtual tours. With the ability to directly contact property managers, finding the rental housing of your dreams is as easy as 1-2-3.

In addition to providing renters free access to detailed property listings and robust search tools, Rent.com rewards renters with a \$100 prepaid Visa® debit card if they: (1) find their property using the Rent.com website, (2) tell the property owner or manager they found their rental home using Rent.com, and (3) report to Rent.com signing a lease with a property that participates in the \$100 Reward Program. Rent.com is dedicated to giving renters a convenient way to find the perfect place to live.

Visit Rent.com's blog, The Shared Wall, for information, advice and insight on the world of rental living at www.rent.com/blog. You can also follow Rent.com on Twitter at [@RentDotCom](https://twitter.com/RentDotCom).

###