

General Law Committee

Public Testimony of Connecticut Women's Education and Legal Fund (CWEALF)

*S.B. 189: An Act Prohibitng Sex or Gender-Based Differential Pricing for
Substantially Similar Goods or Services*

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The Connecticut Women's Education and Legal Fund (CWEALF) is a statewide nonprofit that advocates for and empowers women and girls in Connecticut, especially those who are underserved or marginalized. For forty-eight years, CWEALF has been a leading advocate for policies that advance the economic security of women across our state and promote gender equity in the workplace.

We urge the committee to support *S.B. 189: An Act Prohibitng Sex or Gender-Based Differential Pricing for Substantially Similar Goods or Services*.

Gender-based pricing is a discriminatory practice that further exacerbates gender and race based economic disparities. Senate Bill No. 189 takes steps to limit gender-based pricing and is one way to put money back into the pockets of women, especially women of color who face the steepest and most significant gender wage gap and economic insecurity in Connecticut.

In Connecticut, women continue to earn significantly less than their male counterparts and earn on average \$0.84 to every dollar paid to men. The wage gap is greater for women of color: Asian American women earn \$0.83, African American women earn \$0.57, Native women earn \$0.53 and Latinas earn \$0.48 for every dollar paid to white, non-Hispanic men.¹

The gender wage gap has long lasting and severe consequences for women in their families: data shows Black women will need to work until they are 90 years old², Native women will need to work until they are 95³ and Latina women will need to work until they are 103⁴ before their earnings finally catch up to the career earnings of white, non-Hispanic men at age 60.

¹ National Women's Law Center. Connecticut. Retrieved from: <https://nwl.org/state/connecticut/>

² National Women's Law Center. [Lifetime Wage Gap Losses for Black Women State Rankings March 2021](#)

³ National Women's Law Center. [Lifetime Wage Gap Losses for Native American Women Overall State Rankings March 2021](#)

⁴ National Women's Law Center. [Lifetime Wage Gap Losses for Latina Women Overall State Rankings March 2021](#)

The gender wage gap in Connecticut and across the nation is compounded by the fact that women consistently pay more for basic goods and services than men. Gender-based pricing, or the practice of charging different prices for goods or services based on the consumer's gender, is well documented in services such as dry cleaning, haircuts, car purchases and repairs, and more. Many goods sold and marketed to women, such as personal hygiene products and toys, also cost more than the equivalent goods marketed to men.⁵

When women, who already make less money than men, are expected to pay more for goods and services simply because they are women, that means less money to care for basic needs for themselves and their households, and less discretionary income to contribute to their neighborhood's and broader community's local economy.

CWEALF supports S.B. 189 as another important step forward in the journey to address economic disparities impacting women at all levels, from discriminatory pricing practices to unequal pay in our state. Our state is a leader and banning gender priced pricing will strengthen the impact of the legislation passed in 2018 prohibiting employers from asking a prospective employee their salary history in the application process and in the legislation passed in 2021 requiring employers to provide salary ranges to job applicants and current employees.

We applaud the Committee for raising S.B. 189 this session and urge lawmakers to advance this legislation so that the hard-earned dollars of Connecticut's women have equal power in the marketplace.

⁵ Vermont Office of the Attorney General and Human Rights Commission. [Guidance on the Use of Gender in Pricing Goods and Services](#).