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For immediate release

Women get short end of stick  
when buying and repairing cars

According to two studies, by Wilfrid Laurier University sociology students, women are getting the short end of the stick when buying and repairing cars in the Kitchener-Waterloo area.

The students, from Prof. Juane Clarke's and Dr. Peter Eglin's first year sociology classes, divided into groups and researched suspected social injustices.

One group found that women can be quoted as much as \$110 more than men for car repairs.

The students, Scott Robinson, Guelph; Bryan McIntyre, Welland; Betty Armstrong, Brantford; Cathy Curry, Sarnia; Laurie Boyce, Goderich; Joanne Melko, Hamilton; Colleen Winn and Colleen Witt both of Kitchener, took two damaged cars, a 1968 Ford Mustang and a 1974 Chrysler Newport to 14 body shops in the Kitchener-Waterloo area.

A male student took the cars to the body shops for estimates. One week later, a female returned with the same vehicles and asked for the same work to be done. The women were quoted prices \$60 to \$110 higher than those quoted to the men.

"We suspected women were being ripped off but we were surprised at how much" said Laurie Boyce a first year sociology student.

In another study, also by WLU sociology students, it was found that women were quoted \$100 to \$400 more than men for used cars.

The students involved in the study went to 20 dealerships in the Kitchener-Waterloo area. They followed a process similar to that of the other group. A male driver asked the selling price of several cars. Sometime later a female driver went to the same dealer and asked the price of the same car.

2...

The study showed that in 50 per cent of the cases female drivers were quoted more.

"The percentage wasn't that high but why should there be any difference at all?" said Dave Lisle a first year sociology student.

"We didn't haggle with the dealer so there is no reason for a \$100 difference." he added.

The students involved in this study were Dave Lisle, Owen Sound; Derwin Lamont, Paisley; Terry Whitlam, B.C.; Cathy Di Simone, Cambridge; Doris Tom, Waterloo; and Bonnie Rose, Cambridge.