

# 6 evidential questions to help assess concerns about fairness in price discrimination



	Lesser concern	Greater concern
<b>Who is harmed by price discrimination?</b>	Wealthier consumers – eg time poor, cash rich	Consumers with characteristics which might be deemed vulnerable (eg low income, old age, etc)
<b>How much are these individuals harmed?</b>	Profitability difference between consumer segments is minimal and is immaterial to the harmed segment	Significant profitability differences and the harm has a significant adverse effect on the segment affected
<b>How significant is the pool of people harmed?</b>	Very small minority	Significant group of consumers
<b>How are firms price discriminating?</b>	Transparent and based on behaviour which consumers can easily change (eg switching)	Hidden and based on intrinsic characteristics which consumers cannot easily change (eg personal characteristics)
<b>Is the product/service essential?</b>	Product/service is considered non-essential but desired by some consumers	Essential product/service (eg current account or motor insurance)
<b>Would society view the price discrimination as egregious/socially unfair?</b>	Little concern expressed about practices and firm behaviour widely accepted	Persistent and broad-based concern expressed and firm behaviour seen as poor conduct