

# WHAT DOES THE WAGE GAP COST?



**\$48,318**

Average annual income for a man in Louisiana

**\$31,865**

Average annual income for a woman in Louisiana

**66%**

Though the Equal Pay Act was passed over 50 years ago, women in Louisiana still earn just 66 percent of what men earn—a disparity that adds up to hundreds of thousands of dollars in a woman's lifetime.

US women's earnings by race, compared to a white man's earnings:

**54%**

Hispanic and Latina

**59%**

Native American

**64%**

African American

**78%**

White, Non-Hispanic

**90%**

Asian American

This pay discrepancy directly hinders women's abilities to save—lower earnings means lower investments in stocks and bonds, pension plans, 401(k)s, and other wealth-building opportunities:

**\$5**

Median wealth of women of color between 35-49 years of age

**\$42,600**

Median wealth of white women in this age group

**\$70,030**

Median wealth of white men in this age group

## ASK FOR WHAT YOU'RE WORTH

In 2014, NPR investigated the culture of women's negotiation in the workplace and found that women frequently start off at a disadvantage by accepting an initial salary offer without negotiation.

### 1 Know what you deserve.

Discern a reasonable asking range by researching comparable positions on sites like *salary.com* and *glassdoor.com*, and by speaking with peers in your field.

### 2 Sell yourself.

Bring evidence that supports your value, such as productivity stats, performance reviews, and a description of your initial responsibilities and those you've taken on since joining the company. Practice pitching before your meeting.

### 3 Be firm and professional.

Know what you want and go after it. You may not get exactly what you ask for, but a clear request presents a stronger argument.

### 4 Be aware of mood and timing.

Financial climates impact how much you can get. Try to time your request with a personal accomplishment so you have fresh justification to support your ask.

### 5 Push for flexibility.

Ask your employer to institute policies that make it easier for you to stay on track with your career and personal life, such as longer parental leave, paid childcare, flex hours, or the opportunity to work from home. Submit a proposal detailing how your job would get done in a flex arrangement.

discussion between your superiors, HR, and employees about gender-related issues; and act as an ally to women in your office.

### 6 Consider how work is distributed.

Studies have shown that female workers frequently take on "office chores" outside of their job responsibilities. *The New York Times* reports that women who decline to take on these extra tasks are rated twelve percent less favorably than men who make the same choice. Spread these tasks throughout your team so that men and women have equal opportunity to focus on their own responsibilities.

**4 Support transparency.** Share reasoning behind hiring and promotion decisions with your staff, and encourage group decision-making when possible.

## VOTE FOR WOMEN AND FAMILIES

Support women- and worker-friendly legislation in your federal, state, and local governments.

### 1 Raise the minimum wage.

According to the National Women's Law Center, women working full-time at the current minimum wage of \$7.25 an hour make just \$14,500 annually. 60% of minimum wage workers in Louisiana are women.

### 2 Support Medicaid expansion.

Louisiana stands to lose \$1.7 billion in federal funds. Expanding medicaid helps all citizens, including the 250,000 uninsured.

### 3 Hold companies accountable.

In places where salaries are public record, the gap closes. Equal pay ups productivity and lowers employee turnover.

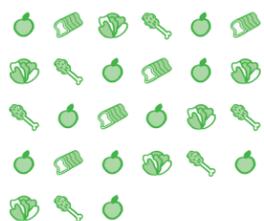
**4 Improve parental leave and childcare policies.** Supporting legislation that institutionalizes support, flexibility, and childcare for families helps keep parents from having to choose between caring for their children and keeping their jobs.

### 5 Support sexual health education.

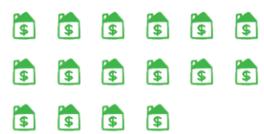
Accurate and appropriate information helps young people have happy productive lives. Help ensure that education is provided for New Orleans students.

**\$16,453**

Approximate difference in average annual earnings between men and women workers in Louisiana, enough to buy:



27 months of groceries



16 mortgage payments

**\$575,855**

Difference in annual earnings between men and women accumulated over a 35-year working life. With this lost income, a woman could:



Pay for 15 four-year degrees at a public university



Purchase 18 new cars

## OFFER SUPPORT AT WORK

Supporting women in your workplace benefits everyone: *The New York Times'* "Women at Work" series reports that companies with women in leadership roles are more profitable and run more efficiently, in part because women offer different skills than their male peers, are better team players, and are more risk-averse.

### 1 Standardize evaluation criteria.

Stanford researchers found that gender biases in reviewing candidates for a police chief position were reduced when the selection team established clear criteria before considering applicants. Outlining what you're looking for before reviewing individual qualifications and standardizing interview questions can help eliminate distractions and minimize unconscious bias.

### 2 Be vocal.

Ask your team to develop strategies for shrinking the wage gap on a company level; promote open

## LEARN MORE

**66<100:** A pop-up shop for gender wage parity; 1612 Oretha Castle Haley Boulevard; New Orleans, LA 70113; Tue-Sun, 12-7; November 3-30, 2015; [lessthan100.org](http://lessthan100.org)

Supported in part by Platforms Fund

### WHY IS THERE STILL A GENDER WAGE GAP?

> Nearly half of the gap has been attributed to occupational differences, with women concentrated in fields that offer lower pay and fewer benefits. Yet even within these industries a gap persists; the American Association of University Women reports that women immediately earn less than their male peers after graduation, even with the same qualifications and in the same types of jobs.

> Differences in work experience also contribute to the gap, a disparity largely caused by caretaking responsibilities that require individuals (most often women) to reduce their working hours or withdraw from the workforce.

> Unconscious biases in the workplace continue to manifest in ways that hold women back. According to research from the Harvard Business School and the Harvard Business Review, men's workplace successes are celebrated more frequently than women's, while women are viewed more poorly after a work failure. Performance appraisals and promotion processes are also profoundly affected by these attitudes; men receive praise for their ambition, assertiveness, and independence, while women who exhibit similar traits are criticized for being abrasive or bossy. Similarly, a study from Yale University asked science researchers to rate two equally qualified candidates for a lab manager position—one male and one female. Participants, including men and women, rated the male candidate as more qualified and were willing to pay him a higher starting salary than his female counterpart. This study is not unique, considerable research has shown that individuals of both sexes often perceive women as less qualified than men who possess the same skills and background.



# HOW CAN WE CLOSE THE GAP?

WOMEN



ARE



WORTH

MORE



[lessthan100.org](http://lessthan100.org)

