

More meat for boys: Statistical discrimination in British Carvery Restaurants

Brit Grosskopf
University of Exeter

Graeme Pearce
University of Innsbruck

Abstract: We present a natural field experiment designed to examine price discrimination in British carvery restaurants. Carvery restaurants serve traditional British roast dinners, and are characterised by the manner in which customers are served: a single chef serves every customer individually and, under observation, cuts them a portion of meat from a roasted joint. We employed 147 testers to pose as customers, each of which paid the same price for the meal. We find systematic variations in served meat quantities that correlate with the testers' gender, with men receiving significantly more meat than women. However, this disparity is almost entirely explained by variation in the testers' height. Evidence from a complementary framed field experiment highlights how female willingness to pay is highly sensitive to information about the disparity, whilst that of males is unaffected.