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## **SENIOR DISCOUNT POLICY BILL**

### **# 5674**

There is a problem facing senior citizens today that can be solved very easily and at virtually no cost to anyone. Many businesses offer special pricing to seniors. Special prices and services are great. I'm not complaining. Being a senior citizen myself, I fully appreciate the advantages of discounts and preferential services.

The difficulty is that among the businesses offering senior discounts, only a few make it well enough known, and that the qualifications are not stated clearly, if at all. A typical conversation taking place between a senior citizen patron and a cashier might contain an exchange covering questions including whether or not there is any senior pricing available, what the qualifying age is, what days of the week the pricing is effective, and any categories of goods or services that are excluded. Further, the conversation would often include the patron needing to verbally state their age in a more or less public environment with the likelihood of others listening. This conversation would have been an obstacle or at least an inconvenience, as well as having the strong potential of being an embarrassment to the patron needing to verbalize his or her age with an audience present. It shouldn't be necessary for this conversation to take place.

What is being proposed by this bill would enable seniors to obtain necessary information about any special pricing ahead of time, or perhaps at the point of sale concerning their eligibility. The solution is simple. A business owner would be required to state any qualifying requirements such as age (along with a stated policy concerning proof of age, if required), days of the week in effect, excluded/included items, etc. on a sign in public view. The patron would then already know if they qualify, and then if applicable ask for the discount. The cashier might need to ask for proof of age if the business owner requires it. The result would be a more efficient transaction with no embarrassing consequences of having to verbalize the patron's age.

This proposed legislation would not require businesses to offer senior pricing, nor does it attempt to standardize any eligibility requirements. Similar to merchandise return policies which are set by the business owner, the only requirement would be that the owner make it known what the policy is, if any at all.

Some possible examples of senior pricing policies:

#### **Senior Pricing Policy**

10% off all canned goods

Minimum age 55

Effective Tuesday & Wednesday unless a holiday

#### **Senior Pricing Policy**

Minimum age 60

5% off deli items on Tuesday

10% off store baked goods and produce on Wednesday

Proof of age required

#### **Senior Pricing Policy**

Minimum age 62

15% off except weekends and holidays