



# Pink Tax

*The price of being a woman*

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## **PINK TAX** (noun)

The extra amount the average woman is charged for basic products and services... just for being a woman. \$1,351 every year.\*

**\*YEAH, IT'S ABSURD**

If you are a woman and have ever purchased razors, shampoo, tampons, vehicle maintenance, dry cleaning, or deodorant, then you too have been directly impacted by what is known as

## **Pink Tax.**

What makes products marketed towards women better? Many products contain the same ingredients as those marketed for men. Now is the time to move towards gender neutral and end the binary belief that men and women have different needs.

# Women pay 13% more for personal care products, such as, deodorant, razors, and shampoo (Vanek, 2018).

## THE FACTS



Total	Number of Times	Incidence
Women pay more	168	42%
Equal	157	40%
Men pay more	72	18%
<b>Total</b>	<b>397</b>	<b>100%</b>



DCA analyzed: • Industries: 5 • Stores: 24 • Brands: 91 • Product Categories: 35 • Products: 794. Pictured above are the results from that analysis.

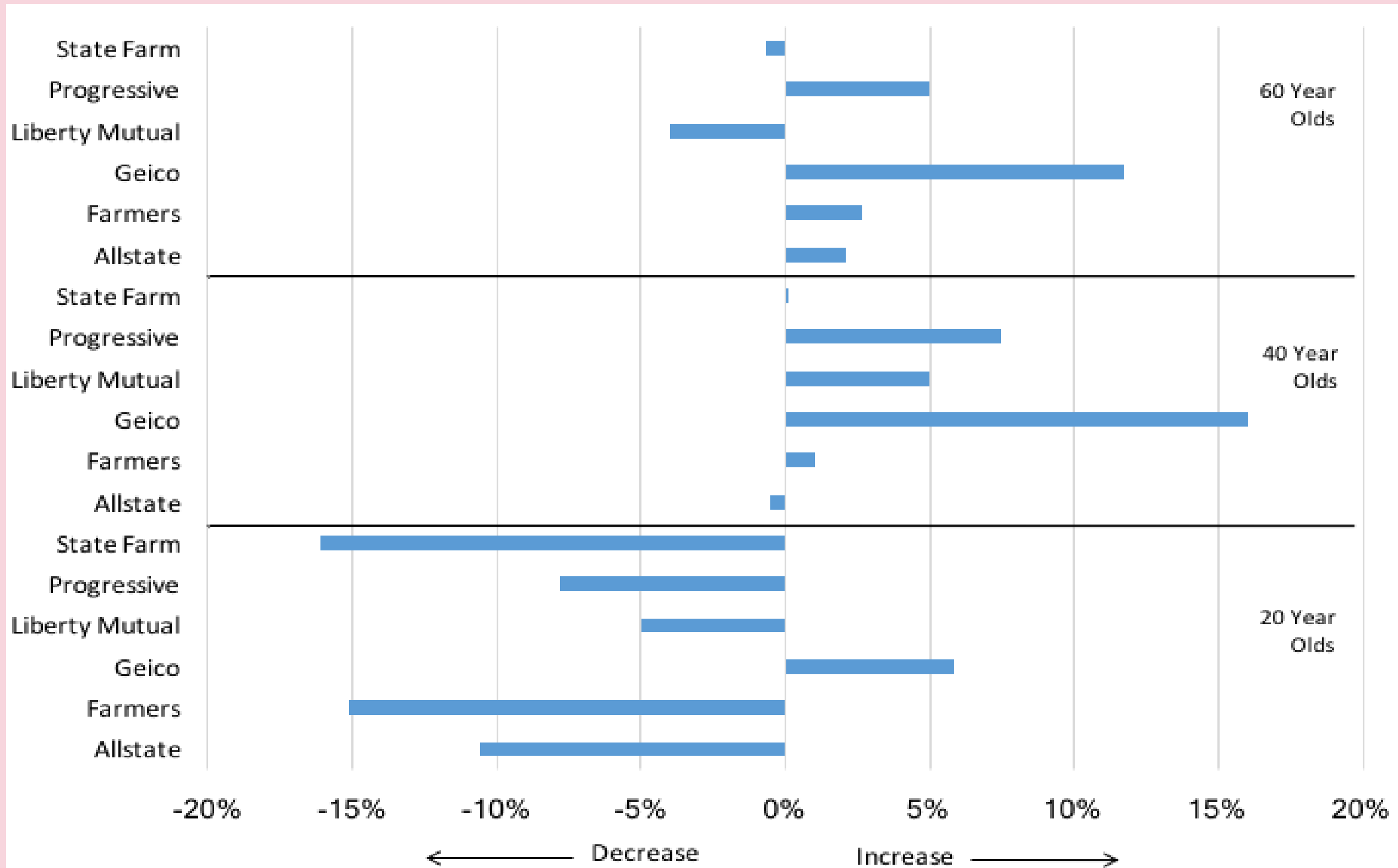
Women make up for 51% of the population and account for more than 70% of consumer spending (Davis, 2019).

The New York City Department of Consumer Affairs (2015) also found:

- 7% more for toys and accessories
- 4% more for children's clothing
- 8% more for adult clothing
- 8% more for senior/home health care products



Pink tax isn't just raising the price on the feminine products that women buy. Women are also paying more for car insurance and vehicle maintenance. According to a study done by the Consumer Federation of America, women with perfect driving records, often pay more than males that have an identical driving record.



From haircuts to tampons to auto-insurance, the Pink Tax proves to be gender based price discrimination, time and time again.

**How do markets get away with this? Well it is simple. They KNOW women will pay for it.**



# Bibliography

Ax the Pink Tax. (n.d.). Retrieved October 15, 2019, from <https://axthepinktax.com/>

- Ax the pink tax is a hashtag campaign used to bring awareness of the disparity in taxes between men and women. Many of the photos used for my visual project are from this site. The site also provides links to other articles concerning the issue being discussed.

Bond, C. (2019, July 10). 7 Weird Examples Of How Women Pay More Than Men For The Same Products. Retrieved October 15, 2019, from [https://www.huffpost.com/entry/pink-tax-examples\\_1\\_5d24da77e4b0583e482850f0](https://www.huffpost.com/entry/pink-tax-examples_1_5d24da77e4b0583e482850f0)

- This site is useful for my visual project because of the examples it provides on what women spend more money on compared to their male counterpart. It is not just adult toiletry products that cost more for women, the costs begins for infants. Toys, bottles, and clothes are all priced higher.

Colley, A. (2017, April 24). Meet the Pink Tax, a History of Women Overpaying For the Same Stuff. Retrieved October 15, 2019, from <https://www.makechange.aspiration.com/articles/2017/4/23/meet-the-pink-tax-a-history-of-women-overpaying-for-the-same-stuff>

- This article provides an idea of how the pink tax is applied to all ages. It begins from infancy and is still applied to those who have gone through menopause. This article always provides a history of the pink tax. I also used this article to discuss the legislature that may be on the way to change this disparity.

Crockett, E. (2016, March 01). Women's products cost more. Here's how to avoid the "pink tax." Retrieved October 17, 2019, from <https://www.vox.com/2016/3/1/11139280/avoid-pink-tax-women>

- For my visual project, I needed to find solutions. I used this site to give alternative ideas to avoid the pink tax.

Davis, K. (2019, May 15). 20 Facts And Figures To Know When Marketing To Women. Retrieved October 17, 2019, from <https://www.forbes.com/sites/forbescontentmarketing/2019/05/13/20-facts-and-figures-to-know-when-marketing-to-women/#2e25a5121297>

- I wanted to include in my presentation that women are the majority consumer. I think this is important because corporations know that women are going to continue to spend. If they create a product that has a feminine package, women are more likely to gravitate toward it for purchase.

DCA. (2015). From Cradle to Cane: The Cost of Being a Female Consumer. Retrieved October 17, 2019, from <https://www1.nyc.gov/site/dca/partners/gender-pricing-study.page>

- This was a study done in New York City that researched gender pricing. This study provided me with many image examples, including graphs, to use in my visual presentation. Along with images, the results of this study are that the pink tax is real and explains the impact that it has on women.

Elliott, C. (2019, September 08). The Pink Tax- The Cost of Being a Female Consumer. Retrieved October 15, 2019, from <https://www.listenmoneymatters.com/the-pink-tax/>

- This study provided me the information for how feminine products such as tampons are priced as a luxury item. This article provided me with the information of what you can do to avoid the pink tax even when it seems impossible.

GovTrack. (2019). Pink Tax Repeal Act (H.R. 2048). Retrieved October 17, 2019, from <https://www.govtrack.us/congress/bills/116/hr2048>

- New legislation on the way! I included this overview of the Pink Tax Repeal Act to get a better understanding of where we go from here.

Press Release. (2017, October 12). Most Large Auto Insurers Charge 40 and 60-Year-Old Women Higher Rates Than Men. Retrieved October 17, 2019, from [https://consumerfed.org/press\\_release/large-auto-insurers-charge-40-60-year-old-women-higher-rates-men-often-100-per-year/](https://consumerfed.org/press_release/large-auto-insurers-charge-40-60-year-old-women-higher-rates-men-often-100-per-year/)

- The pink tax extends past the products that are marketed to women. It turns out that women are also taxed on auto-insurance compared to their male counterpart.

Vanek Smith, S. (2018, November 13). The Problem With The Pink Tax. Retrieved October 15, 2019, from <https://www.npr.org/templates/transcript/transcript.php?storyId=667539604> This is a transcript from an NPR episode titled "The Problem With the Pink Tax."

- There is some controversy over if the pink tax is a fact of our society. NPR is reliable, impartial source. By reading through the transcript, I was able to gain the knowledge on products in a competitive market and how that causes price discrimination. This episode on NPR used the NYC DCA study that is also used throughout the project.