

GENDER TAX – WHO PAYS MORE?

1. Warm -up:

- *On your own, answer for who you think each item is more expensive (Men / Women). Don't forget to say why.*
- *After you finish, go around the class and share your answers with at least 3 other classmates.*

PRODUCTS: Why might these things be more expensive for men and women?

Products	Who is it more expensive for?	Why?
Jeans		
Razors		
Toys		
Haircut		
Restaurant meals		
Cars		

2. TRUE / FALSE: Read the headline. Guess if a-h below are true (T) or false (F).

Women have to pay a lot more in stores than men for almost the same things.

- a. The article says everything costs more for women. T / F
- b. Some things for women cost twice the price of similar things for men. T / F
- c. Researchers looked at thousands of different products. T / F
- d. Levi 501 jeans were 46% cheaper for women than men. T / F
- e. The Times newspaper called for a gender tax to be introduced. T / F
- f. A newspaper said women might be busier than men. T / F
- g. The newspaper said women might care more about deodorant quality. T / F
- h. The article said some things cost more for men. T / F

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3. SYNONYM MATCH: Match the following synonyms from the article.

1. stores	a. twice
2. study	b. just
3. similar	c. reporters
4. simply	d. report
5. double	e. maybe
6. called	f. inexpensive
7. perhaps	g. shops
8. cheap	h. named
9. journalists	i. attract
10. appeal to	j. comparable

THE ARTICLE

From <http://www.BreakingNewsEnglish.com/1601/160121-gender-tax.html>

Women have to pay a lot more in stores than men for almost the same things. A new study by The Times newspaper in Britain found that many products for women cost up to twice as much as similar products for men. Researchers looked at hundreds of goods in the UK's biggest shops. They found that women's clothes and beauty products and girls' toys were on average 36 per cent more expensive than products for men and boys. One store charged over \$7 more for a pink scooter aimed at girls than a black one. Another store charged double the price for ten razors simply because they were pink. Researchers said Levi's 501 jeans for women are on average 46 per cent more expensive than those for men. The Times called this "sexist" pricing. Other people have called it a "gender tax". Maria Miller, the chairwoman of the British government's women and equalities committee, called it a "rip-off". She said she would ask Britain's government to look into this to see if there was price discrimination. Britain's Financial Times (FT) newspaper said: "Perhaps women tend to be busier and have less time to shop around. Or perhaps

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they care more about quality when it comes to deodorant or shampoo, whereas men just want something cheap." However, the FT said men paid more for some things and questioned why the journalists did not look at the price differences for things that appeal more to men.

Sources: <http://www.thetimes.co.uk/tto/money/consumeraffairs/article4668903.ece>
<http://www.ft.com/cms/s/0/b89e16da-b96c-11e5-b151-8e15c9a029fb.html>
<http://www.telegraph.co.uk/finance/newsbysector/retailandconsumer/12066820/New-GenderTax-study-shows-women-are-charged-more-for-being-woman.html>

4. COMPREHENSION QUESTIONS

From <http://www.BreakingNewsEnglish.com/1601/160121-gender-tax.html>

- 1.** How much more does the first sentence say women have to pay?

- 2.** How many goods did researchers look at?

- 3.** On average, how much more expensive were women's clothes?

- 4.** What did a store charge \$7 more for?

- 5.** How much more expensive were women's Levi 501 jeans?

- 6.** What kind of tax did The Times newspaper call the increased prices?

- 7.** What did a British government committee call the increased prices?

- 8.** What did a newspaper say women might not have time to do?

- 9.** What did a newspaper say women might care about the quality of?

- 10.** Who did the FT newspaper say did not look at price differences for men?