Pink Tax

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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).

<table>
<thead>
<tr>
<th>Total</th>
<th>Number of Times</th>
<th>Incidence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Women pay more</td>
<td>168</td>
<td>42%</td>
</tr>
<tr>
<td>Equal</td>
<td>157</td>
<td>40%</td>
</tr>
<tr>
<td>Men pay more</td>
<td>72</td>
<td>18%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>397</strong></td>
<td><strong>100%</strong></td>
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</tbody>
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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.
“Did you know, tampons and pads are charged sales tax because they are considered “luxury” items. Periods are certainly not a luxury and I’m sure every woman on the planet would agree” (Elliot, 2019).

STOP PAYING THE PINK TAX: Here’s How

While this can seem like an impossible mission, there are ways to avoid the pink tax. Officials have been making way at bringing new legislature that will diminish companies from putting higher prices on products for women. On April 3rd, 2019, the Pink Tax Repeal Act was brought to Congress. Until then, don’t be scared to BUY PRODUCTS MARKETED TO MEN! Many of these products are the same as the products that are marketed to women. Gender Neutral companies are also joining the competitive market. Consider buying gender neutral toys for children. RESEARCH, RESEARCH, RESEARCH! Find companies that do not believe in higher pricing for women. Use social media to help others gain knowledge on the unfair tax of being a female. BUY IN BULK! If you are able to purchase from retailers such as Costco, you can receive better deals on the items that have a high price individually. If a product contains an unnecessary feminine design, AVOID IT! Lastly, consider re-useable period products such as THINX underwear. Opting for alternative products can be better for your health and your wallet!
• 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.

• 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.

• 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.

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

• 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.

• 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.

• 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.

• 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.

• 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.

• 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.