

## Women have to pay more in shops

21st January, 2016



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 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: [thetimes.co.uk](http://thetimes.co.uk) / [ft.com](http://ft.com) / [telegraph.co.uk](http://telegraph.co.uk)

## Writing

Prices for goods and services for men and women should always be the same. Discuss.

## Chat

Talk about these words from the article.

*stores / newspaper / products for women / products for men / expensive / scooter / sexist / gender / discrimination / newspaper / shampoo / journalists / price differences*

## True / False

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

## Synonym Match

- |                |                |
|----------------|----------------|
| 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  |

## Discussion – Student A

- Why do you think stores charge more for women's products?
- Is shopping a hobby?
- Do you think men are more careful with their money when shopping?
- Should the government stop this unfair pricing?
- Do women care more about quality?
- Does it matter if something is pink or another colour?
- Why do women like shopping more than men?
- What questions would you like to ask a store that charges more for women's products?

## Phrase Match

- |                                      |                            |
|--------------------------------------|----------------------------|
| 1. Women have to pay a lot           | a. for some things         |
| 2. many products for women cost up   | b. products                |
| 3. Researchers looked at             | c. to be busier            |
| 4. beauty                            | d. to twice as much        |
| 5. Another store charged double the  | e. it comes to deodorant   |
| 6. Perhaps women tend                | f. differences for things  |
| 7. have less time to shop            | g. more in stores than men |
| 8. they care more about quality when | h. around                  |
| 9. men paid more                     | i. hundreds of goods       |
| 10. look at the price                | j. price for ten razors    |

## Discussion – Student B

- What do you think of shopping?
- What do you think about what you read?
- Why are things in shops more expensive for women?
- Why might a scooter cost more if it is pink?
- What do you think of stores for charging women more?
- Should women buy the cheaper men's products?
- What products for women should cost more than those for men?
- Should women not shop in stores that charge more?

## Spelling

- siaimrl products for men
- ebtuay products
- on ereavag 36 per cent more
- a pink scooter edaim at girls
- Another store charged eldbuo the price
- more xseevnpei than those for men
- a "egerdn tax"
- women and equalities emitetcom
- women tend to be srbiue
- questioned why the alsrjtunoi did not look
- price cfeidfeesnr
- things that eapalp more to men

### Answers – Synonym Match

1. g	2. d	3. j	4. b	5. a
6. h	7. e	8. f	9. c	10. i

## Role Play

### Role A – Clothes shop

You think a clothes shop is the best shop. Tell the others three reasons why. Tell them things that aren't as good about their shops. Also, tell the others which is the least useful of these (and why): bookshop, convenience store or CD store.

### Role B – Bookshop

You think a bookshop is the best shop. Tell the others three reasons why. Tell them things that aren't as good about their shops. Also, tell the others which is the least useful of these (and why): clothes shop, convenience store or CD store.

### Role C – Convenience store

You think a convenience store is the best shop. Tell the others three reasons why. Tell them things that aren't as good about their shops. Also, tell the others which is the least useful of these (and why): bookshop, clothes shop or CD store.

### Role D – CD store

You think a CD store is the best shop. Tell the others three reasons why. Tell them things that aren't as good about their shops. Also, tell the others which is the least useful of these (and why): bookshop, convenience store or clothes shop.

## Speaking – Shops / Stores

Rank these with your partner. Put the best shops at the top. Change partners often and share your rankings.

- |                 |                     |
|-----------------|---------------------|
| • clothes shop  | • CD store          |
| • bakery        | • food takeaway     |
| • computer shop | • convenience store |
| • bookshop      | • furniture shop    |

### Answers – True False

a	F	b	T	c	F	d	F	e	F	f	T	g	T	h	T
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Answers to Phrase Match and Spelling are in the text.