

## Shop, drop, and gender roles: A breakdown of household purchasing by gender

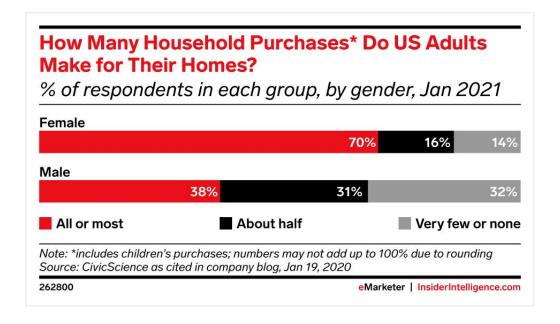
## **ARTICLE**

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What women want is to make sure their households have the materials necessary to thrive. A January 2021 CivicScience survey reported that **70%** of women say they make all or most of the household/children's purchases for their home, while just **38%** of men think they're the ones on spending duty. So, when Beyoncé said, "If I bought it, please don't touch," she may have been referring to the vast majority of household goods.





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