

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

## ARTICLE |

**Sara Lebow**

*For more insights and key statistics on the biggest trends in today's most disruptive industries, [subscribe to our Chart of the Day](#) newsletter.*

**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.

## How Many Household Purchases\* Do US Adults Make for Their Homes?

% of respondents in each group, by gender, Jan 2021

### Female



### Male



■ All or most

■ About half

■ Very few or none

Note: \*includes children's purchases; numbers may not add up to 100% due to rounding

Source: CivicScience as cited in company blog, Jan 19, 2020

262800

eMarketer | InsiderIntelligence.com

Read more:

- [Do retailers have a firm understanding of their shoppers?](#)
- [Click and collect is gaining momentum amid pandemic](#)
- [Western Europe Retail Trends 2021](#)