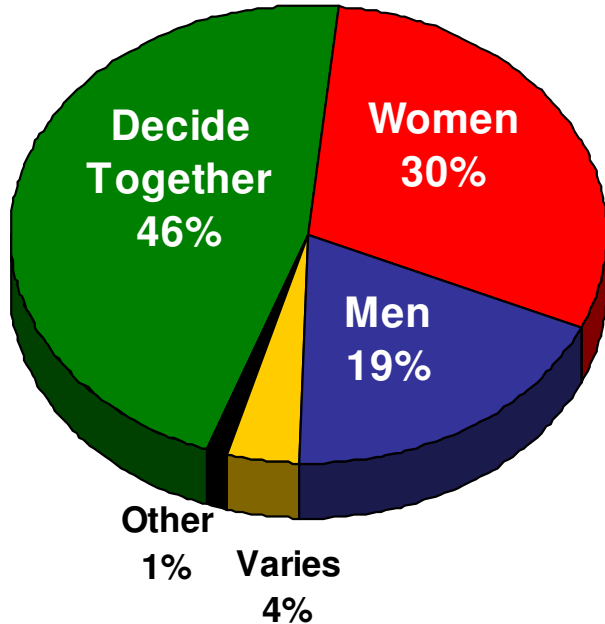


Pew Research: Women Make The Decisions On Big Purchases

The Pew Research Center surveyed men and women living in couples on who generally makes the decisions in four familiar areas of domestic life. When the subject was big household purchases, survey results revealed that women made the decision more often than men.



Who Makes the Big Household Purchases?

Most couples (46%) jointly make decisions about buying major items for the home. But in families in which one person makes most of these decisions, it's the woman and not the man who has the last word when purchasing big-ticket items for the home (30% vs. 19%).

Source: Pew Social and Demographic Trends; June 16 – July 16, 2008 Gender Survey
 Find the methodology and topline questionnaire at pewsocialtrends.org.

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