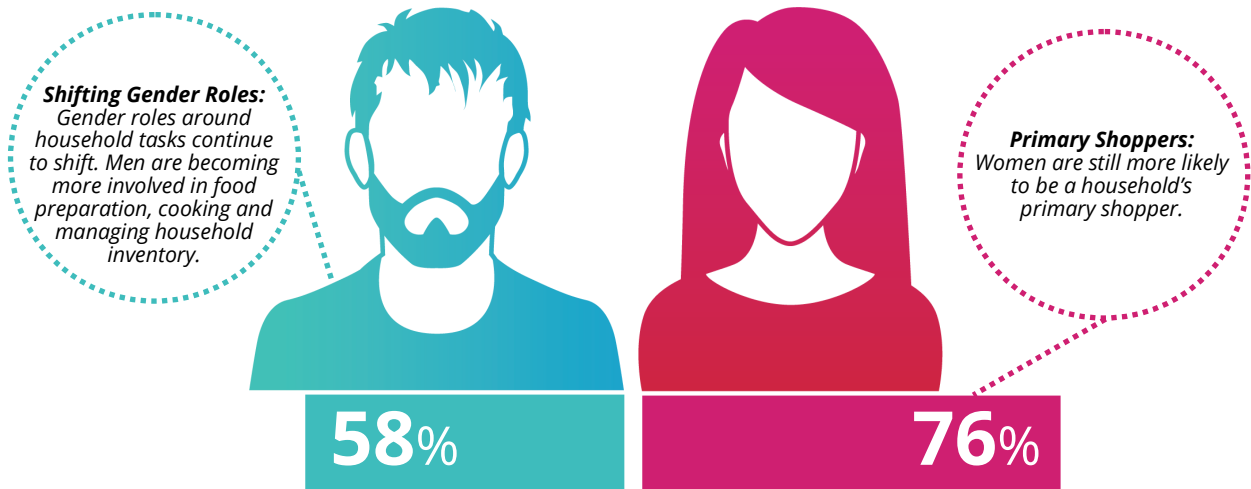


# Who Manages the Grocery Shopping?

Grocery shopping is increasingly a shared task — **though women are more likely to do more of it.**

## Percent Responsible for All/Nearly All of Household's Shopping for Groceries

(Among Primary Shoppers)



In households with more than one adult, there is still often one “main shopper” with more control and responsibility over the household inventory, stocking food and typically cooking, too. This person is still more likely to be a woman, who tend more than men to be the primary decision maker around where to shop and what to get.

Who in household influences... →



Only Me — No One Else

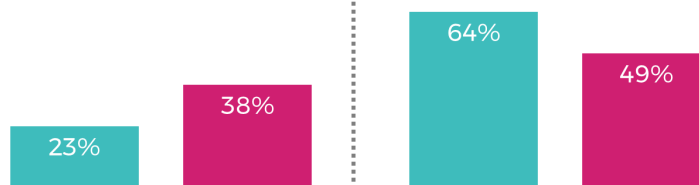
Spouse / Partner

(In Households With 2 or More Adults)

... what to buy?



... where to shop?



Source: [Food Shopping in America 2017](#) report