



COME CLEAN

TO CLOSE
THE CHORE GAP



RESEARCH SUMMARY

KEY TAKEAWAYS

Household chores are not shared equally—highlighting a chore gap at home. While families have started to shift their behavior as a result of being home together more, in 65% of households the responsibility for most chores still falls on one person.

And the chores are piling up now more than ever. As people spend more time at home, the work required to keep the home clean has increased. Forty-three percent of Americans say household chores are more important to them now than before COVID-19 and 48% of Americans say they are now doing chores more frequently.

The good news: increased visibility for household chores has spurred action. Among those who live with their spouse, 22% agree that before COVID-19, they were unaware of how many household chores their significant other takes on by her/himself. And one-third (34%) of Americans who live with their spouse say that being more aware of all the household chores their significant other takes on has made them want to help out more. In addition, 47% of parents have also taken the time at home to engage their kids more in household chores. Yet, there is still work to be done.

When everyone rolls up their sleeves, everyone wins. Americans who have seen a change to the division in household chores since the beginning of the pandemic say it has made them feel more respected (43%), happier (42%) and more satisfied in their home life (55%). Parents who have seen a change to the division in household chores since the beginning of the pandemic say it has led to more time spent together as a family (65%), made their family relationships stronger (54%), and their kids happier (45%).



STATS AT-A-GLANCE

Women carry the load. Sixty-three percent of women say they take on the main responsibility of household chores, compared to only 31% of men. On average, women spend over 100 hours (or two-and-a-half work weeks) per year more on household chores and are less satisfied with the current division of labor in their home (54% women vs. 67% men).

Yet, men are helping out more and it's resulting in positive emotional benefits. Forty-three percent of men admit that becoming more aware of all the household chores their significant other takes on has made them want to help out more. And many men are seeing positive changes already: men who live with their spouse and have seen a change in the division of household chores since the beginning of the pandemic say their significant other is more positive/happier (60%), their relationship with their spouse stronger (64%), their family relationship is stronger (68%), and the shift has made them feel more respected (54%), closer to their spouse (62%) and happier overall (52%).

LGBTQIA+ families are leading the way. LGBTQIA+ individuals are more likely to take on half of the household chores compared to their heterosexual peers (29% LGBTQIA+ vs. 19% heterosexual). Interestingly, these couples also report that they are more likely to talk about chores, indicating that having a dialogue around responsibilities is key to closing the chore gap.

Single moms get the whole family involved. Three-quarters (75%) of moms in two-parent-households say they take on the main responsibilities of the household chores. This number drops to 63% among single moms, suggesting they may be integrating other members of their household more successfully. In fact, single moms (29%) are more likely than moms in two-parent-households (20%) to say that household chores are divided equally among everyone in their household.

Equality in household chores has a positive ripple effect. What's driving the behavior change amongst those who have become more involved in household chores? The top reasons reported include: wanting to be a good role model for their children (83% of parents); wanting to be fair to their partner/family (74% of parents who live with their spouse); they believe in shared responsibility (75%); they want to avoid conflict/argument (61%); and because sharing chores gives them more time together as a family (55% of parents).

Relationships heat up when chores are shared. People living with their spouse report that the change in division of household chores has made:

- Them feel closer to one another (52%)
- Them feel more respected (44%)
- Their relationship stronger (51%)
- Their spouse feel more positive/happier (49%)
- Them have more time together romantically (45%)



Equality at home creates more equality in the world. Forty-six percent of parents feel the additional time spent at home has changed their children's understanding of household chore responsibility. In fact, parents whose children have been helping out more during COVID-19 say that as a result, their kids have been more respectful (40%), more grateful (41%), and that it has led to a stronger relationship with them (32%). Thirty percent of parents also say it has helped their children be more solution-oriented.

And multicultural families seem particularly quick to be good citizens of tomorrow: African American (67%), Hispanic (50%) and Asian American parents (67%) are all more likely than white parents (38%) to say that the additional time spent at home has changed their kids understanding of household chore responsibilities.

Easy-to-use cleaning products make it easy for everyone to get involved. Fifty-one percent of Americans say products that make it easier for everyone to clean can have a more positive impact on how we portray the roles of chores/cleaning in a household, followed by:

- Commercials showing kids/spouses/men chipping in (45%)
- TV shows showing kids/spouses/men chipping in (43%)
- Media showing a more equitable portrayal of the division of HH chores (42%)

STUDY METHODOLOGY

Research findings are based on a 10-minute online survey conducted by P&G and fielded by AYTM among n=1578 US adults, 18 years or older. The survey was fielded between December 28-30, 2020, and includes over samples of n=100 same-sex couples living together, n=200 parents, n=100 (each) African American, Hispanic/Latino American and Asian American.

The margin of error for the total sample at the 95% confidence level is +/-3 percentage points.