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**OPTIMIZATION OF THE THREE-FACTOR UTILITY FUNCTION OF HOUSEHOLDS TAKING INTO ACCOUNT THE GENDER DIMENSION**

In this article was considered the issue of unrecorded female labour – time for household chores, parenting, etc. Considering the total income of households unaccounted labour of women, related to the performance of unpaid work in the household, usually is not included.

According to the poll, more than three-quarters of women Ukraine indicated that namely women mainly engaged in household cleaning (78.4%) or cooking (75.3% of respondents).

The need to evaluate unpaid labour of women long been debated by economists in the context of national income calculations for estimates of economic growth in the country.

Valuation of the contribution of these activities to the formation of national income should be the subject of special studies in the future to ensure adequate assessment of economic development.

Utility function of households should reflect not only the free time, which is an independent value and allows to realize the needs of high level, but unrecorded labour, i.e. housekeepers responsibilities, parenting and more.

The purpose of this article is to optimize the utility function of households taking into consideration free time off work and unrecorded housework.

In the article was formed household utility function that takes into account not only their working hours (income), but the time on household chores and free time, which is an independent value. As a

result of this optimization utility function of households the author was found the optimal allocation of the general fund of time for these three components.

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