



Women, Wealth, and Life Insurance

Women in the US are growing their economic power and increasingly serving as primary financial decision makers.



42% of businesses are owned by women.¹



Women control more than half of the country's personal wealth, an estimated \$22 trillion.²



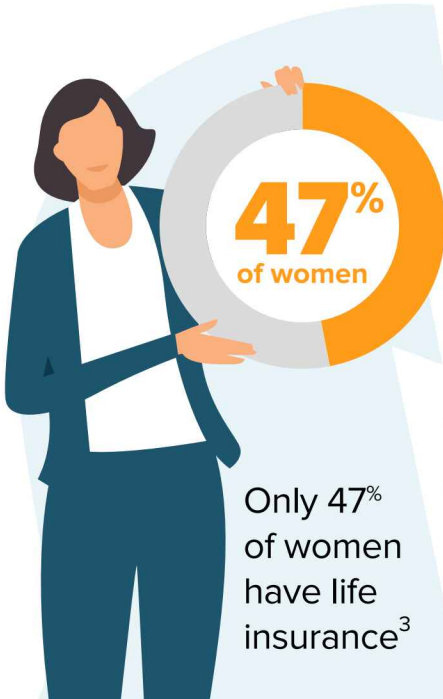
70% of US households rely on women's salary for financial stability.³



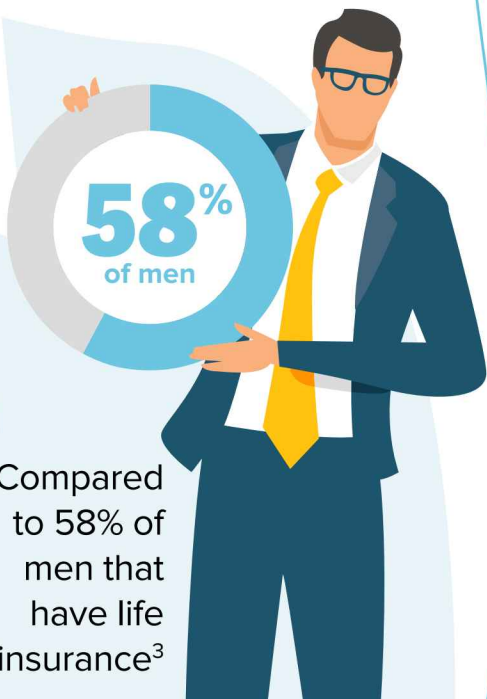
About 70% of US moms can expect to be primary financial providers before their children turn 18.⁴

How well protected are American women?

Women typically are not as well protected as men despite their economic importance to their families.



Only 47% of women have life insurance³



Compared to 58% of men that have life insurance³

Women may need more life insurance than men, not less.

Women Live Longer



Projected life expectancy by 2060



According to the US Census Bureau, women live longer than men.⁵

Now, more than ever, women are juggling roles and challenging gender norms. Can you relate?

BUSINESS OWNER



WORKING PROFESSIONAL



STAY-AT-HOME SPOUSE



CARETAKER



FUTURE RETIREE



Life insurance can provide for your beneficiaries when you die and help:

Plan for the continuity and succession of your business

Replace your lost income

Take care of domestic services you provide

Maintain care for your children and/or aging parents

The same policy can also help you plan for your own retirement.

Talk to your financial professional* about life insurance. You'll be glad you did.

* In order to sell life insurance products, a financial professional must be a properly licensed and appointed life insurance producer.

Sources:

- 1 "The 2019 State of Women-Owned Businesses Report," American Express, September 23, 2019.
- 2 "Women Hold Majority of Personal Wealth, But Still Minorities in Advisory Field," FA MAG, March 25, 2020.
- 3 2021 Insurance Barometer Study, LIMRA <http://www.lifehappens.org/barometer2021>, November 1, 2021.
- 4 "Mothers Are the Primary Earners in Growing Numbers of Families with Children, Including Married-Couple Families," Council On Contemporary Families, November 2, 2021.
- 5 "Why do women live longer than men?" It's more complicated than you think." Advisory, <https://www.advisory.com/en/daily-briefing/2020/07/22/longevity>, Jan. 28, 2022.

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