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]

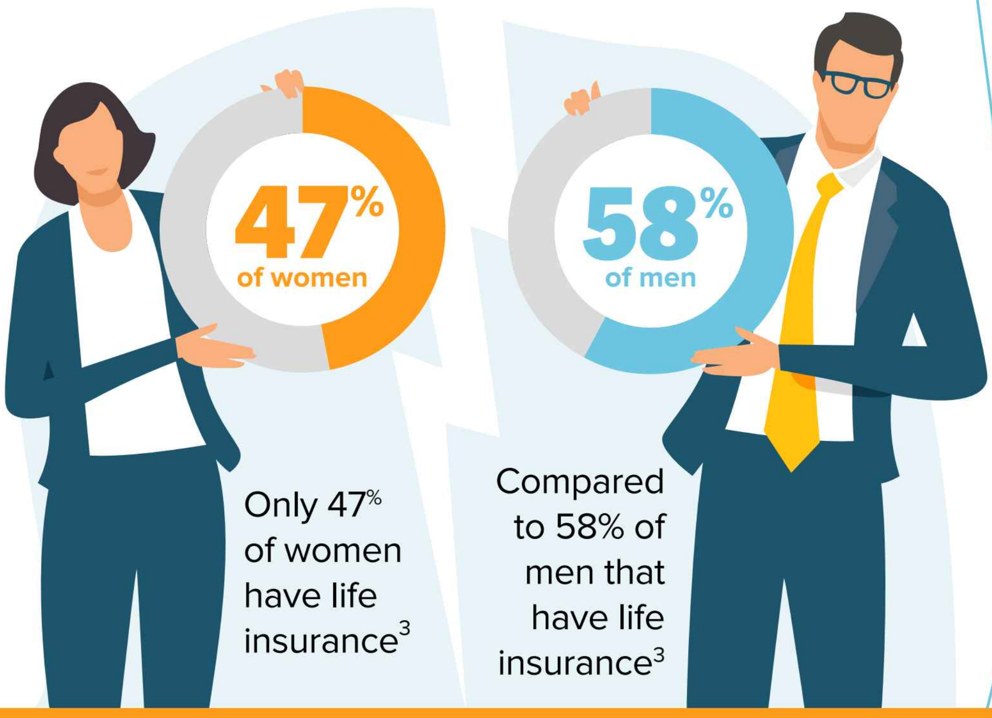
Women control more than half of the country's personal wealth, an estimated $22 trillion.[2]

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.

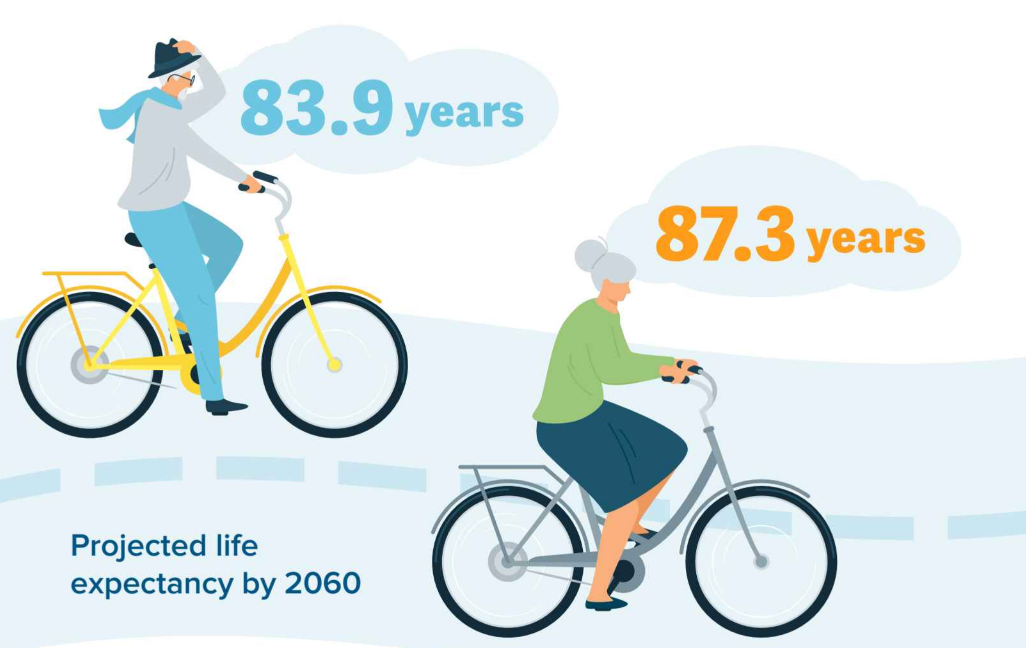


Only 47% of women have life insurance[3]

Compared to 58% of men that have life insurance[3]

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

Women Live Longer



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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Pacific Life Insurance Company
Newport Beach, CA
(800) 800-7681 • www.PacificLife.com