



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



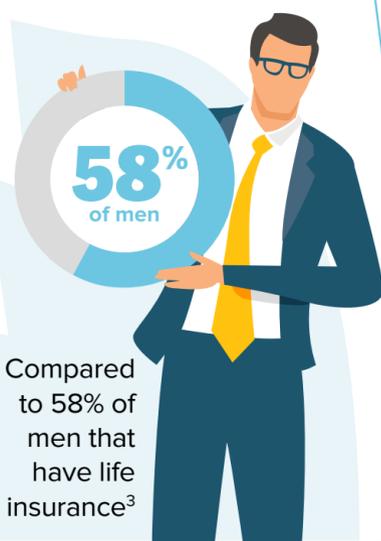
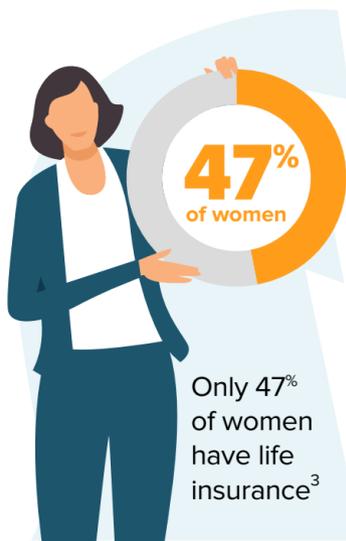
70% of US households rely on women's salary for financial stability.³



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.



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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