

For women only: why you should have group life insurance



Times have changed. Financial matters that used to be primarily “men’s” issues — such as life insurance — have become just as important to women. There are good reasons for this, especially with today’s heightened awareness of the need to protect and take care of your family ...

- Women have more financial clout than ever before — controlling an astonishing 80 percent of all household purchases.¹
- Record numbers of women are working today — 62 million at last count. Younger women, including mothers, are twice as likely to be employed today as they were 35 years ago.²
- Women are better educated than ever and are closing the gender gap in education levels.
- In marriages where both spouses work, one in four women earn more than their husbands do. This translates to approximately 8 million wives who are the primary earners in their families.³

Protect your family

If you’re like most women, your life is more hectic than ever ... probably so busy juggling work, family, household responsibilities, aging parents and other commitments that you rarely take any time for yourself.

One of the things that women often put off doing is making a personal financial plan for the future. Life insurance can be a very important part of that plan.

Consider this ... with the numbers of two-paycheck families and single-parent households on the rise, a woman’s income is very important to her family. Life insurance can help your family maintain their current lifestyle by replacing your lost income. It can also give them a secure future — by helping them avoid debt and pay for college.

In spite of this, only 59 percent of women have life insurance today, compared with 64 percent of men. In fact, women are even *less* likely to have life insurance now than they were almost 15 years ago. And those who do have life insurance usually don’t have enough. A woman’s average total coverage is just over half of that for a man (\$76,000 vs. \$143,100).⁴

Take control of your finances

You owe it to yourself — and your family — to make sure you have enough life insurance. Studies show that *both* widows and widowers struggle to make ends meet after their spouses die⁵. Of course, your husband should have adequate coverage, too, for all the same reasons.

It’s time to take responsibility for managing your own finances — and making sure you have enough life insurance coverage is a good place to start. For more information, visit Aetna’s website at www.aetna.com.

¹ www.womensfinance.com.

² LIMRA article, winter 2000, *How Times Have Changed — A Look at the Women’s Market* by Nilufer R. Ahmed.

³ *Ibid.*

⁴ LIMRA 1999 report, *Market Insight: The Women’s Market, MYTH AND REALITY*.

⁵ LIMRA’s 1998 *Survivor Study*.



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