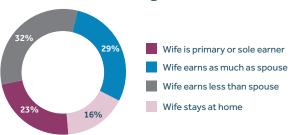
Insure her future.

Understanding more about women across earning categories and households

Women's earning contribution to the household is significant.¹



The estimated annual at-home value by female earning category.²



Primary Earners \$33,043



Earners Equal Earners **\$53,311**



At-Home **\$102,637**

Many women are confident in their knowledge of financing and investing.³

63% of female primary earners



41% of female equal earners

Women prefer meeting with a financial professional in person.³

75% of female primary earners



72% of female equal earners

Most women lead or share in financial decision making.³



Equal Earners



49% Lead

51% Share Most women combine assets with their spouse.³

90% of female primary earners



85% of female

What percentage of women have life insurance? 3,4



44% of female primary earners

59% of female equal earners

33% of at-home females

What percentage of women prioritize life insurance to protect their future? 3,4



58% of female primary earners

58% of female equal earners

79% of at-home females



- ¹ Pew Research Center, In A Growing Share of US Marriages, Husbands and Wives Earn About the Same Report, 2022. <a href="https://www.pewresearch.org/social-trends/2023/04/13/in-a-growing-share-of-u-s-marriages-husbands-and-wives-earn-about-the-same/#:~:text=In%202022%2C%2016%25%20of%20opposite,3%25%20of%20marriages%20in%201972
- ² At-Home Value Estimator (Excel) available for agent use only on Agency Portal Life Products Overview - Sales Concepts - Women (newyorklife.com). Results from this tool are not intended for dissemination to the public. Estimates in this document were calculated by assuming each of the below groups of women spend the following amount of time on household duties.

At-Home: 18 hours/dayEqual Earner: 9 hours/dayPrimary Earner: 6 hours/day

- $^{\scriptscriptstyle 3}$ NYLIM, Women In Investing Survey, 2022
- ⁴ MRI-Simmons, Fall 2022 Doublebase USA Survey

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