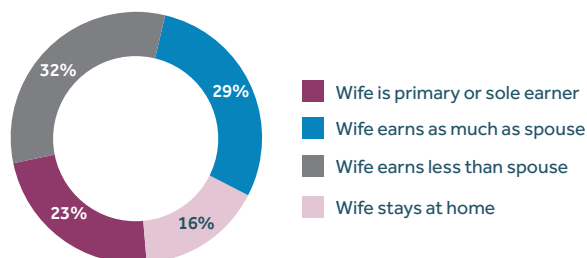


Insure her future.

Understanding more about women across earning categories and households

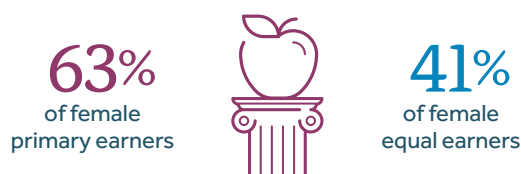
Women's earning contribution to the household is significant.¹



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



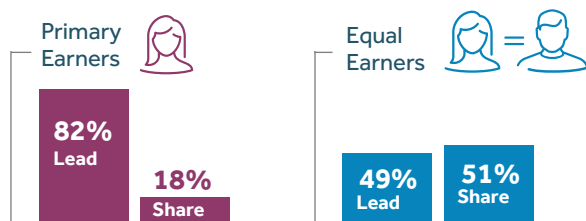
Many women are confident in their knowledge of financing and investing.³



Women prefer meeting with a financial professional in person.³



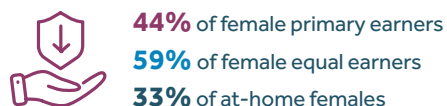
Most women lead or share in financial decision making.³



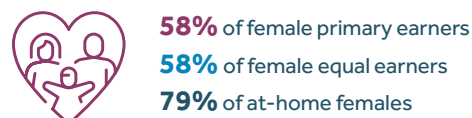
Most women combine assets with their spouse.³



What percentage of women have life insurance?^{3,4}



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



¹ Pew Research Center, In A Growing Share of US Marriages, Husbands and Wives Earn About the Same Report, 2022. <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/day
- Equal Earner: 9 hours/day
- Primary Earner: 6 hours/day

³ NYLIM, Women In Investing Survey, 2022

⁴ MRI-Simmons, Fall 2022 Doublebase USA Survey