



# What Women Need to Know

If someone depends on you, chances are you need life insurance. Why, then, are men more likely than women to own life insurance? Common misconceptions prevent women from getting the coverage they need. For instance, you don't need to be the primary breadwinner in your household to need life insurance. Most stay-at-home parents need life insurance, too.

To determine if your life insurance plans are up to date, take a moment to review these important considerations.

## If You're Married

The majority of today's families depend on two incomes to make ends meet, yet working wives are less likely than husbands to carry life insurance coverage.<sup>1</sup> If you died suddenly, could your family maintain their standard of living on your husband's income alone? Probably not. Life insurance makes sure that your plans for your family don't die when you do.

## If You're a Single Parent

As a single mom, you're the primary caregiver, breadwinner, and so much more. Yet more than one in three single moms have no life insurance whatsoever, and many with coverage say they need more.<sup>2</sup> With so much responsibility resting on their shoulders, single parents need to make doubly sure that they have enough life insurance to safeguard their children's financial future.

## If You're a Stay-at-Home Mom

Just because you don't earn a salary doesn't mean you don't make a financial contribution to your family. Childcare, cleaning, cooking and household management are all important tasks, the replacement value of which is often severely underestimated.

Could your husband afford to pay someone for these services, or take over these obligations and still work full time? With life insurance, your family can afford to make the best choices.

## Don't Forget About Coverage for Dad

In addition to addressing their own life insurance needs, it's important for married women to make sure their husbands are adequately insured. More than a third of women age 65 and older are widowed.<sup>3</sup> What if you outlive your husband by 10, even 30 years? If your husband has adequate life insurance coverage, you won't have to worry about living your remaining years in a state of financial uncertainty.

Getting started doesn't have to be hard. You can calculate how much coverage you might need using the easy online Life Insurance Needs Calculator at [www.lifehappens.org/howmuch](http://www.lifehappens.org/howmuch).



<sup>1</sup> Bureau of Labor Statistics, *Employment Characteristics of Families*, 2010

<sup>2</sup> LIMRA, *Flying Solo - Single Mothers Protecting Their Families*, 2011

<sup>3</sup> U.S. Census Bureau, 2013



**Barry Cunningham, MA, FLMI**

B.C. Consulting & Insurance Services

(602) 722-5021

[B.C.insuranceservices@gmail.com](mailto:B.C.insuranceservices@gmail.com)

[www.its4yourlife.com](http://www.its4yourlife.com)