

From Strength to Security:

Why Women Are Turning to Life Insurance
to Protect Their Families and Futures

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INSURANCE
awareness month

September marks **Life Insurance Awareness Month**—a perfect time to spotlight one of the most empowering tools women can use to help safeguard their families and futures.

At WealthWave, we believe financial literacy is an important key to financial freedom. That's why we teach the 7 Money Milestones—a clear and actionable roadmap to help you reach financial security.

Milestone #1: Financial Education.

Education is always the beginning of the journey because understanding money is the foundation of every smart financial decision.

Milestone #2: Proper Protection.

This step is especially vital for women. Whether you're a mother, grandmother, caregiver, or single professional, your income, time, and support are the foundation of your family's stability. Without life insurance, everything your loved ones depend on could be at risk.



Women face unique financial circumstances at various stages of life that most men will never will.

Ask about our book *HowMoneyWorks for Women*—which can give you incredible insight and guidance regarding these issues.

Source: LIMRA, 2025 Insurance Barometer Study

The Coverage Gap: Women Are Under-protected

The reality is that women are less likely than men to have life insurance, putting families in a vulnerable position.



"Only 48% of WOMEN own life insurance, compared to 54% of men."

– LIMRA, 2025 Insurance Barometer Study

Even among women who are insured, many admit their coverage falls short.

Nearly half say their families would face financial hardship within six months of losing the primary wage earner.

So why aren't more women securing coverage?

The reasons are clear...

Overestimating Costs: Nearly 75% of women believe life insurance is 3–5 times more expensive than it actually is, often relying on “gut feelings” rather than facts.

Lack of Knowledge: Fewer than 25% of women feel confident about their understanding of life insurance.

Other Financial Priorities: Women frequently prioritize family needs—like saving for college, paying bills, or building retirement—over securing proper protection.

But delaying life insurance can have serious consequences. Without it, your children, grandchildren, and dependents may face financial instability when they need support the most.

Source: LIMRA, 2025 Insurance Barometer Study



Bridging the Gap: Education and Protection

Life insurance can address many of the top fears women have, like running out of money in retirement, paying for emergencies, and long term care.

It helps to create a financial safety net for your family while providing peace of mind. And with modern policies offering living benefits, you could access funds in cases of critical illness, chronic illness, or disability—while you're still alive.

"Life insurance isn't just a policy—it helps to bring peace of mind for your family's future."

– Kim Scouller, Author of
HowMoneyWorks for Women

The Solution Starts With Knowledge

Financial Education is about breaking down myths and empowering women to make informed choices.

Life insurance isn't just another expense—it's protection. It helps ensure that if the unexpected happens, your loved ones can stay in their home, continue their education, and maintain their lifestyle.



Top Concerns for Women

- **42%** of women worry about having enough money for retirement.
- **38%** are concerned about saving for emergencies.
- **37%** stress over paying for long-term care.
- **35%** fear losing their income due to illness or disability.

LIMRA, 2025 Insurance Barometer Study

Protection = Control

Life Insurance can give women the income security they've always wanted

For many women, term life insurance is an important move. It offers affordable, comprehensive coverage during the years when your financial responsibilities—raising children, paying for a home, or caring for loved ones—are at their peak.

Take Action This Life Insurance Awareness Month

Work with a WealthWave financial educator to calculate your coverage needs using methods like the DIME Formula and Financial X-Wave. Build a plan tailored to your family's future.

Your strength, care, and contribution hold your family together. By preparing for the unexpected with life insurance, you help ensure that your family can continue to thrive.

This September, take the step that so many women wish they had taken sooner. Get educated and get protected, for you and your family's peace of mind.

**1**

Get Educated

Take WealthWave's **Financial Literacy Quiz** to identify your strengths and knowledge gaps. Empower yourself with the tools to make informed decisions.

2

Explore Your Options

Use **Shop Your Term™** to compare quotes side-by-side, avoid overpaying, and figure out how much protection you can get for your budget. Transparency equals control.

3

Protect Your Family

Work with a WealthWave financial educator to calculate your coverage needs. Build a protection strategy tailored to your family's future.



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