

## Secure Her Future



Women in the US are growing their economic power and increasingly serving as primary financial decision makers.



39.1% of businesses are owned by women.<sup>1</sup>



Women control more than half of the country's personal wealth, an estimated \$30 trillion.<sup>2</sup>



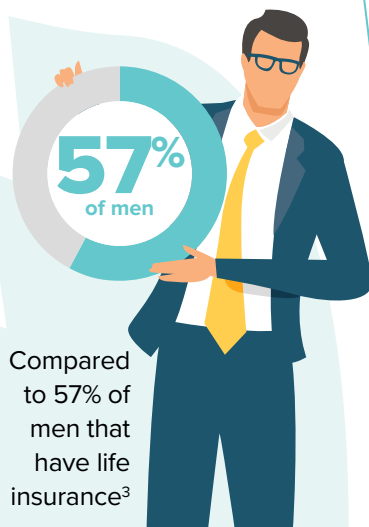
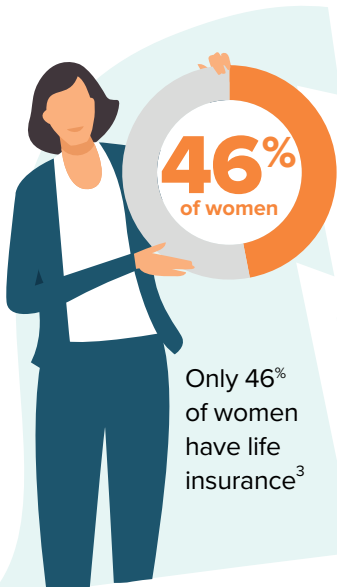
70% of US households rely on women's salary for financial stability.<sup>3</sup>



About 70% of US moms can expect to be primary financial providers before their children turn 18.<sup>4</sup>

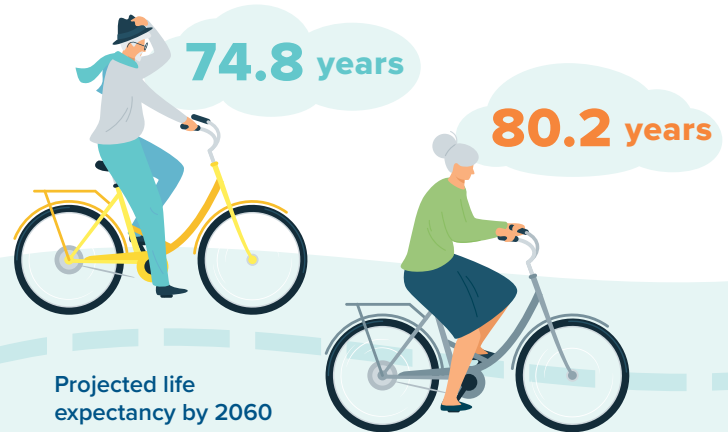
### How well protected are American women?

Women typically are not as well protected as men despite their economic importance to their families.



### Women may need more protected lifetime income than men.

According to the US Census Bureau, women live longer than men.<sup>5</sup>



These extra years are a blessing indeed, but it also means you need to plan for your retirement income to stretch a little longer. **An annuity may help.**

# Now, more than ever, women are juggling roles and challenging gender norms. Can you relate?

## BUSINESS OWNER



## WORKING PROFESSIONAL



## STAY-AT-HOME SPOUSE



## CARETAKER



## FUTURE RETIREE



### Life insurance can provide for your beneficiaries when you die and help:

- Plan for the continuity and succession of your business
- Replace your lost income
- Take care of domestic services you provide
- Maintain care for your children and/or aging parents

The same policy can also help you plan for your own retirement.

These roles often pause careers and paychecks. How can your future income recover?

**An annuity may help.**

Talk to your financial professional\* about life insurance and annuities.  
For more information, visit [PacificLife.com](https://www.PacificLife.com).

## WealthWise Women

<sup>1</sup>"By The Numbers: Impact of Women-Owned Businesses Report," National Women's Business Council, Annual Report, 2023.

<sup>2</sup>"The Rising Wealth of Women," The Bank of America Institute, March 13, 2024.

<sup>3</sup>"2024 Insurance Barometer Study," Life Insurance Marketing and Research Association (LIMRA), July, 2024.

<sup>4</sup>"Children's Financial Dependence on Mothers: Propensity and Duration," National Library of Medicine, September 2022.

<sup>5</sup>"Why Do Women Live Longer Than Men," American Association of Retired Persons (AARP), July 17, 2024.

\*In order to sell life insurance products, a financial professional must be a properly licensed and appointed life insurance producer.

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