



# While you're shaping your future, protect your family

Women's roles in the family, home and workplace are constantly evolving. So is their need for life insurance.

## Primary provider

You're the breadwinner of the family. If something were to happen to you, replacing your income would be critical to providing for the day-to-day needs of your family — your spouse, kids, aging parents or others you provide for or similar.

## Stay-at-home mom

The average cost to replace all the roles a mom takes on is \$162,581 per year.<sup>1</sup> Life insurance can provide the money necessary to cover everything from childcare to household management.

## Hybrid role

You're working outside the home, raising children and managing the household — you do it all. While you're not the family's primary provider, the income and all that you do adds up to a significant dollar amount if the unimaginable were to happen.

## What role do you play?

While women's roles evolve and sometimes even change, so does the importance of life insurance. It's a fact that women tend to have less life insurance although their need is just as great or greater depending on their roles.

## Talk with an advisor today to get a free quote

A licensed agent or financial professional can help you decide what type of insurance and how much coverage you need. You may even be surprised by your quote — on average, women often pay less or get more coverage for the same amount.

**An advisor can guide you through the process and find life products that fit your role and budget so you can get the protection your family needs.**

## Did you know?

**43%**

of US women don't have life insurance at all.<sup>2</sup>

**47%**

of women with life insurance do not have enough coverage.<sup>3</sup>



<sup>1</sup>Statistic from salary.com.

<sup>2,3</sup>Statistics from Insurance Information Institute.

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