



Mothers: Protecting Their Loved Ones Is Paramount

#HelpProtectOurFamilies

51 million

American women have children under 18



46%

own life insurance



COVID-19 Continues to Have Greater Influence on Mothers



More likely to Buy Life Insurance Due to COVID-19

31%

All

40%

Mothers

51%

of mothers say they are living with a coverage gap. This represents **26 million** women in the U.S.

What Are the Barriers to Purchase Life Insurance?



4 in 10 mothers say they don't own life insurance because it is too expensive, but **two thirds** of mothers overestimate the cost.



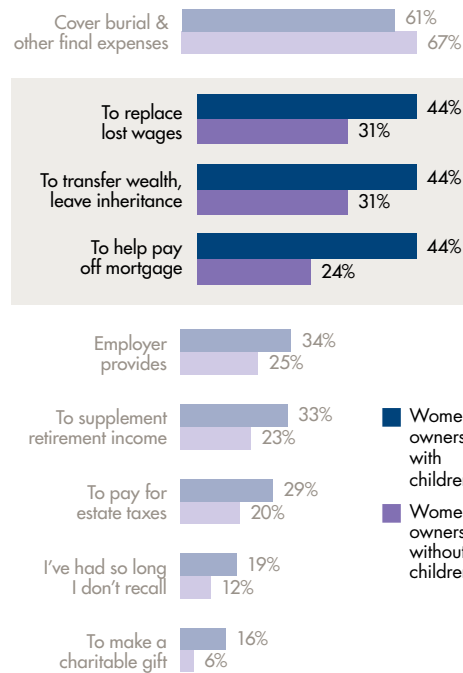
Less than a quarter say they feel very knowledgeable about life insurance.

Empower mothers by providing **financial education tools** that will help **dispel their misconceptions.**

Mothers' Primary Focus Is on the Financial Welfare of Their Families



Major Reasons Mothers with Children <18 Own Life Insurance



Mothers are more likely than women without children to list replace income, pay off mortgage, and transfer wealth as major reasons they own coverage.

Let's educate and engage women — especially mothers — about how accessible and affordable life insurance is. Getting more women fully insured will give them the peace of mind that their families will be secure financially if the unthinkable were to happen.