Women Still Underinsured for Life Insurance

September is Life Insurance Awareness Month, the perfect time for women to reassess their insurance needs. Although women are the sole or primary breadwinners in a record 40% of U.S. households, their life insurance coverage is only 69 percent of the average coverage on men.

Women are busy. So busy, in fact, that they may not stop to plan for their futures. As economic contributors, caregivers of children and elderly parents, and household managers, women shoulder a large share of family responsibilities. Whether they’re married or not, with or without dependent children, women have very distinct life insurance needs.

Life insurance can help replace your salary to continue to cover childcare expenses, pay off a mortgage, or protect college dreams if you die prematurely. It enables your loved ones to maintain their lifestyle throughout a very emotional time.

What Can You Do?
If you’re a woman with any sort of financial obligation, you should consider life insurance. With longer life expectancies and therefore lower premiums than for men, there’s little reason for women not to protect their loved ones’ financial futures. Even if you don’t have financial commitments today, purchasing coverage now protects your future insurability, as you will never be younger and you probably won’t be healthier. Take a look at your own situation. Do you have life insurance? It is enough? Will your coverage protect your family and fulfill your responsibilities? The recommended coverage for life insurance is 10 to 15 times your salary.

Call Us Today. We Can Help.
800.422.7536

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