



**64%** of working mothers are either the **primary-** or **co-breadwinner** for their family.<sup>1</sup>

**47%**



**Financial Protection<sup>2</sup>**  
(% with life insurance)

**58%**



### Women and Life Insurance

Women tend to be more underinsured than men, despite both equally agree that their family's finances and quality of life would be substantially impacted if they were to die.<sup>3</sup>

### A need for education

When it comes to feeling knowledgeable about life insurance, women are even less confident than men.

**22%**



**Insurance Knowledge<sup>4</sup>**  
(Feel very to extremely knowledgeable)

**39%**



**80.5**  
YEARS



**Life Expectancy<sup>5</sup>**  
(Average lifespan)

**75.1**  
YEARS

### A need for savings to go further

Women living longer means retirement savings needs to stretch further. Certain types of life insurance can also provide a source of supplemental income later in life.

## Together, we can help women in the workforce

MassMutual's Group Whole Life offers guaranteed life insurance protection that lasts a lifetime<sup>6</sup>, along with guaranteed cash value. Plus expert enrollment support is available to help ensure employees understand the value of benefits and maximize participation.

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<sup>1</sup>Breadwinning Mothers Continue to be the US Norm, Center for American Progress, May 19, 2019.

<sup>2</sup>Women and the Life Insurance Gender Gap, Life Happens, March 23, 2021.

<sup>3</sup>There a Life Insurance Gender Gap? Haven Life, September 19, 2019.

<sup>4</sup>2021 Insurance Barometer Study, Life Happens and LIMRA.

<sup>5</sup>Centers for Disease Control and Prevention, February 2021.

<sup>6</sup>As long as premiums are paid.

The product and/or certain features may not be available in all states. State variations will apply. Group Whole Life Insurance (GPWL), (policy/certificate forms MM-GPWL-2014 and MM-GCWL-2014, and MM-GPWL-2014 (NC) and MM-GCWL-2014 (NC) in North Carolina), is levelpremium, participating permanent life insurance. The GPWL policy and GCWL certificates are issued by Massachusetts Mutual Life Insurance Company, Springfield, MA 01111-0001.