

Keep Up With The Times: Don't Overlook Women As Prospects

Times are changing, and in today's world, both men *and* women are involved in making important buying decisions — including insurance. However, there remains a crucial difference in marketing to these groups — men are all about “the bottom line” while women want to “try the product on for size.” When you understand the distinction, you can gain sales and more! As natural networkers, women will gladly voice their satisfaction to their friends and relatives. Read the facts below to discover more about this important market.



- Through death, divorce and longer life spans, **90%** of the women in this country will be solely responsible for their own finances at some point in their lives.
- **43%** of U.S. citizens with assets of more than \$500,000 are women
- **10.2 million** women earn more than their husbands
- **95%** of women make financial decisions for their families
- Women make up **60%** of the aging population and outnumber men two to one in the **75+** age group.
- Women purchase more than one-half of all life insurance and **88%** of medical insurance.
- Although more women have life insurance than men, women carry less insurance.

Sources: *The Women's Millennium*; *National Underwriter*, April 12, 1999; *Life & Health Advisor*, June 1999

And don't forget women as recruiting prospects too!