



Insurance Planning for Women





Uncover New Sales Opportunities

Women today represent a diverse and multifaceted segment of the financial planning marketplace. It is not uncommon for women to hold a variety of roles, including entrepreneur, professional, head of household, and/or primary caregiver — just to name a few. Furthermore, today's women are highly educated and more financially empowered than ever before. But, evidence suggests that their financial planning needs are not being met.

Women account for 85% of all consumer purchases including everything from stocks, computers, and automobiles.¹

The Challenges



EARNING POWER

Women today still earn considerably less than men. A gender wage gap of nearly 20% means that women are saving less, and are more likely to leave the workforce to care for children, elderly parents, or disabled loved ones.



Women earned on average **\$0.80 TO EVERY \$1** earned by men in 2016 for annual earnings.²

SAVING FOR RETIREMENT

Women are likely to have less saved for retirement and may need to rely on Social Security more than men. This may be due to lower incomes, time out of the workforce, serving as caregivers, etc.



63% OF WOMEN say they have no savings or less than \$10,000 in retirement savings.³

When it comes to financial planning, women encounter different risks and challenges.

LONGEVITY

Women statistically live longer than men and therefore have a greater concern about outliving their retirement assets. Moreover, a recent study published by the American Journal of Public Health also indicated that women suffer from more disabilities after age 65 and have a greater need for long-term care assistance.



National average for one year in a nursing home: **\$102,000.**⁴



National average for one year in a nursing home: **\$344,000.**⁵

50%

50% OF WOMEN over age 65 outlive their husbands by 15 years yet often have less coverage than males.⁶



70% OF NURSING HOME RESIDENTS are women.⁷



DISCONNECTED

As a whole, women tend to feel ignored or underserved by the financial services industry and are dissatisfied with the level of service they are provided.



While most women said they did not intend to leave their financial advisor if their husband died, within a year of being widowed as many as **70% ACTUALLY DID SO.**⁸

36%

In one study, only 36% of women surveyed said that they **TRUSTED THEIR FINANCIAL ADVISOR** and/or stockbroker.⁹

The Opportunity



Despite these challenges, there is a significant opportunity in this market for advisors. **Female economic growth represents the biggest emerging market in the history of the planet — more than twice the size of the emerging markets of India and China, combined!**¹⁰ However, even with significant purchasing power, this segment of the market remains largely uninsured or under insured.



In the next five years, private wealth is expected to grow from **\$14 TRILLION TO \$22 TRILLION**, and women will control an estimated two-thirds of that money.¹¹



MORE THAN 90% of women will be their family's primary financial decision maker at some point in their lives.¹²



32% OF WOMEN say they don't have enough life insurance.¹³



51% OF U.S. PRIVATE WEALTH is controlled by women.¹⁴



ONE-THIRD OF WIVES own no life insurance at all.¹⁵

How John Hancock Can Help

A NAME PEOPLE KNOW AND TRUST

Women want to work with a company they know and trust. With John Hancock's comprehensive product portfolio, support from distribution, and innovative solutions, you can feel confident about the recommendations you make to your female clients — and they can feel confident in their financial planning decisions.

John Hancock's credentials include our demonstrated financial strength. We are among the highest-rated companies for financial strength and stability, as judged by the major rating agencies.

FINANCIAL RATINGS

A.M. Best	A+ (2nd highest of 13 ratings) Superior ability to meet ongoing insurance obligations
Fitch Ratings	AA- (4th highest of 19 ratings) Very strong capacity to meet policyholder and contract obligations
Moody's	A1 (5th highest of 21 ratings) Low credit risk
Standard & Poor's	AA- (4th highest of 21 ratings) Very strong financial security characteristics

Strong Financial Strength/Claims Paying Ability Rating, which are current as of February 22, 2017 and subject to change, apply to the main life operating companies of Manulife Financial Corporation including The Manufacturers Life Insurance Company, John Hancock Life Insurance Company (USA), John Hancock Life & Health Insurance Company, and John Hancock Life Insurance Company of New York as a measure of the respective issuing company's claims-paying ability. The ratings are not an assessment or recommendation of specific products, the performance of these products, the value of any investment in these products upon withdrawal or the individual securities held in any portfolio.

COMPREHENSIVE LIFE INSURANCE PORTFOLIO

Consider all the ways that a John Hancock life insurance policy can help address many of the concerns that weigh heavily on women's minds:

- **PROTECTION** to families by replacing lost income, paying for child care expenses, funding college education, and/or providing retirement security for surviving spouse.
- Providing **TAX-ADVANTAGED** supplemental retirement income.
- **SOURCE OF FUNDS** to help pay long-term care expenses.
- Providing **PREMIUM SAVINGS**, rewards and discounts for healthy living.



DID YOU KNOW?

A permanent life insurance policy, in addition to providing a valuable death benefit, can provide supplemental retirement income and access to funds for long-term care — all of which can be custom designed to meet your clients needs.

Tools for Success

Take advantage of the other resources John Hancock offers that can help you tap into the women's market:



Listen to the Marketing to Women show on JHAMRADIO.COM



Review a series of **CASE STUDIES** which address many of the concerns your female clients face



Use the **FACT FINDER** to help your female clients plan for the future



FEMALE BUYING POWER, coupled with the influence they have over their family's financial decisions and their strong desire for financial health and wellness, present a huge opportunity for advisors.

For more detailed information on how you can tailor your approach to address the varied needs of women, please contact the National Sales Desk at **1-888-266-7498**.

1. Stephanie Holland, Marketing to Women Quick Facts. <http://she-conomy.com/facts-on-women>
2. America's Women and the Wage Gap, October 2016, published by National Partnership for Women & Families. <http://www.nationalpartnership.org/research-library/workplacefairness/fair-pay/americas-women-and-the-wage-gap.pdf>.
3. Casey Dowd, Why Are Female Baby Boomers Working Longer? May 13, 2016. <http://www.foxbusiness.com/features/2016/05/13/why-are-female-baby-boomers-working-longer.html>
4. John Hancock Cost of Care Survey, conducted by LifePlans, Inc., 2016.
5. The 8-year average annual increases are based on a subset of common providers from John Hancock's 2008 and 2013 Cost of Care Surveys and 2013 and 2016 Cost of Care Surveys.
6. Social Security, Life Expectancy Calculator, 2013.
7. U.S. Census Bureau, 90+ in the United States, 2011.
8. What do women want? Financial advisors who get it. CNBC, Kelley Holland, March 18, 2014. <http://www.cnbc.com/2014/03/18/what-do-women-want-financialadvisors-that-get-it.html>
9. Boston Consulting Group, Leveling the Playing Field. Upgrading the Wealth Management Experience for Women, July 2010.
10. Kelley Holland, What do women want? Financial advisors who get it, March 18, 2014. <http://www.cnbc.com/2014/03/18/what-do-women-want-financial-advisors-that-get-it.html>
11. Why do advisors have such a hard time reaching women, CNBC, February 2015. <http://www.cnbc.com/2015/02/02/sors-have-such-a-hard-time-reaching-women.html>
12. Source: What Women Breadwinners Want. Lauren Young. August 20, 2015. <http://time.com/money/4004968/what-women-breadwinners-want>
13. LIMRA, 2014 Insurance Barometer Study.
14. Ekaterina Walter, Marketing To Women: 30 Stats To Know, March 28, 2012. <http://www.mediapost.com/publications/article/170413/marketing-to-women-30-stats-to-know.html>
15. LIMRA Facts of life 2012.

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Insurance policies and/or associated riders and features may not be available in all states.

Loans and withdrawals will reduce the death benefit, cash surrender value, and may cause the policy to lapse. Lapse or surrender of a policy with a loan may cause the recognition of taxable income. Policies classified as modified endowment contracts may be subject to tax when a loan or withdrawal is made. A federal tax penalty of 10% may also apply if the loan or withdrawal is taken prior to age 59½.

Life insurance death benefit proceeds are generally excludable from the beneficiary's gross income for income tax purposes. There are few exceptions such as when a life insurance policy has been transferred for valuable consideration. Comments on taxation are based on John Hancock's understanding of current tax law, which is subject to change. No legal, tax or accounting advice can be given by John Hancock, its agents, employees or registered representatives. Prospective purchasers should consult their professional tax advisor for details.

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