

# Personal Finance: What Women Do *Better*

## And tips to further improve

### 1 MANAGING TODAY

Women prioritize tracking day-to-day living expenses<sup>1</sup>

90%  
of women



79%  
of men



### 2 PREPARING FOR TOMORROW

Women prioritize the importance of saving for the future<sup>1</sup>

Prioritizing saving for retirement

Women

93%

Men

87%

Prioritizing saving for financial goals other than retirement

84%

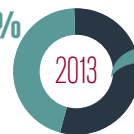
65%

Women also view life insurance as critical to their financial security—and they're taking action<sup>2</sup>



Growing number  
of women who  
have life insurance

49%



2016

53%

## TAKING IT TO THE NEXT LEVEL

### TURN CONCERN INTO ACTION

Women are aware that circumstances beyond their control could negatively affect their financial situation.



40%

worry about becoming  
unable to work and make  
money due to a disability<sup>3</sup>

16%

feel very confident that they could cover  
their current expenses if they had a serious  
injury or illness<sup>3</sup>



Workplace benefits can provide financial protection against the unknown. Many women are taking advantage of these benefits, but some may need more information to make informed choices:



only **37%** of women  
feel knowledgeable  
about this benefit<sup>3</sup>



Protects your paycheck if you are  
unable to work due to a serious  
illness or injury



only **24%** of women  
feel knowledgeable  
about this benefit<sup>3</sup>



Helps you pay for expenses  
not covered by medical insurance if  
you are in an accident—such as high  
deductibles and copayments



only **17%** of women  
feel knowledgeable  
about this benefit<sup>3</sup>



Provides funds to cover day-to-day  
expenses such as mortgage payments,  
childcare, food and more while you  
recover from an illness

### KNOWLEDGE IS #1



Women are doing well, and knowledge is the first step to making even more progress financially. Women can talk to their employers to learn more about their retirement plans and workplace insurance coverages, or speak with a financial advisor for guidance on leveraging other financial products.

<sup>1</sup> Lincoln Retirement Power® Participant Engagement Study, 2015, Lincoln Financial Group

<sup>2</sup> The 2016 American Consumer Study, Lincoln Financial Group

<sup>3</sup> The 2016 Special Report: M.O.O.D. (Measuring Optimism, Outlook and Direction) of America on Employee Benefits, Lincoln Financial Group

©2017 Lincoln National Corporation

[LincolnFinancial.com](http://LincolnFinancial.com)

LCN-1755411-040717

PDF 4/17 **Z01**

**Order code: LFG-WOM-FLI001**



**Important disclosures:**

Lincoln Financial Group is the marketing name for Lincoln National Corporation and its affiliates, including broker-dealer/distributor Lincoln Financial Distributors, Inc., Radnor, PA, and insurance company affiliates The Lincoln National Life Insurance Company, Fort Wayne, IN, and Lincoln Life & Annuity Company of New York, Syracuse, NY. Affiliates are separately responsible for their own financial and contractual obligations.