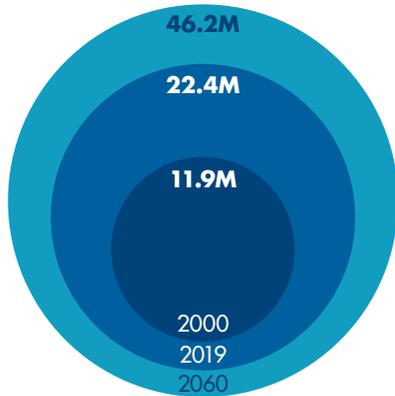




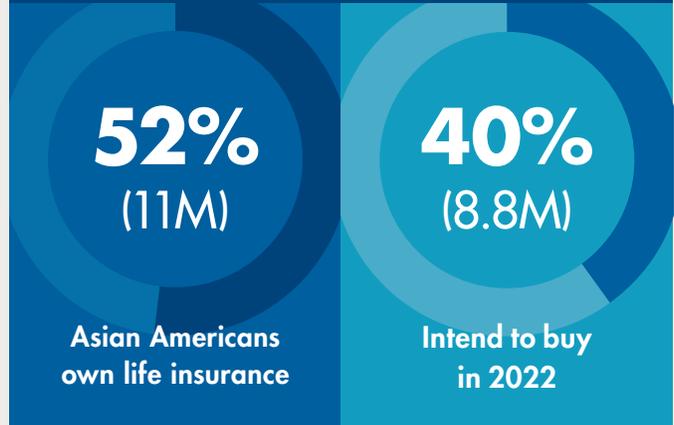
# Asian Americans: A Growing Population and Opportunity

#HelpProtectOurFamilies

## Asian American Population Expected to Double (Again) by 2060



## Asian Americans' Life Insurance Ownership in 2022



### Access the Market

**8 in 10**

work with or are looking for a financial professional



**43%**

of Asian Americans work with a financial professional



**27%**

are looking for one

### Criteria for choosing a financial professional



**44%**

Experience



**23%**

Family/friend recommendation



**19%**

Specialty focus important

### Multichannel Strategies to Engage Asian Americans

#### How Asian Americans Prefer to Buy Life Insurance



**35%**  
Online



**28%**  
Financial professional



**15%**  
By phone or mail



**14%**  
Through workplace