



Engaging the Asian American Market

Consumer insights to inform your marketing, product, and distribution strategy

Size of the Market

- There are nearly 22 million Asian Americans in the United States tracing their heritage from over 20 countries. More than 11 million (52 percent) have life insurance.
- Forty percent of Asian Americans say they plan to buy coverage in 2022.
- Forty-five percent of Asian Americans believe they need (or need more) coverage, representing nearly 8.8 million adults.
- Asian Americans' life insurance ownership is balanced between permanent and term products. Six in 10 Asian Americans own permanent products, and the same proportion own term insurance.

Asian Consumers' Perceptions

- More than half of Asian Americans (55 percent) say COVID-19 made them more health conscious, and 32 percent say they were more likely to purchase life insurance coverage due to the pandemic.
- For those Asian Americans who own permanent life insurance, half (51 percent) say that the cash value is intended for transferring wealth and leaving an inheritance, a higher proportion than White Americans and Hispanics.
- Four in 10 Asian Americans say they wish they purchased individual coverage earlier in life.

Reasons for Owning Life Insurance

46%
Replace
lost wages

42%
Burial/final
expenses

40%
Help pay off
mortgage

Reasons for Not Buying Life Insurance

41%
Too
expensive

36%
I have other
financial priorities

40%
Help pay off
mortgage

- While Asian Americans are more likely to say they are comfortable talking to family members about health issues, religion, and personal finances than other market segments, they are least likely to say they are comfortable having end of life discussions with family.
- Knowledge about life insurance is low for Asian Americans. Just over a quarter of Asian Americans feel knowledgeable about life insurance, and three quarters overestimate the cost of life insurance.

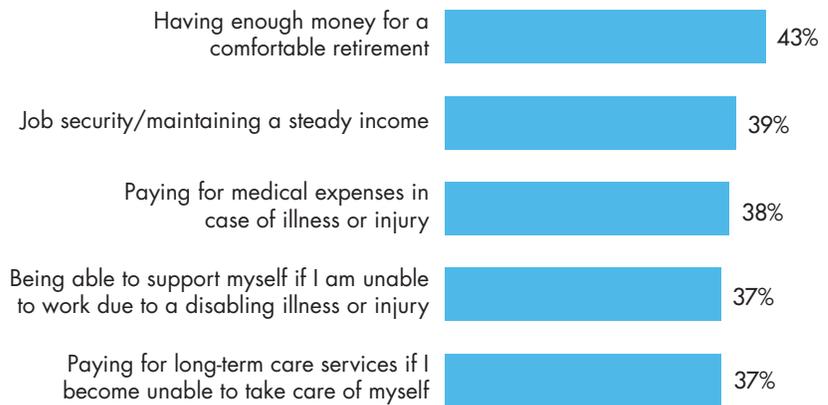


Financial Concerns

Asian Americans express more concern about their job security and maintaining a steady income than the general population. Financial worries about paying for medical expenses, affording long-term care services, and supporting themselves financially if they become disabled are higher priorities for Asian Americans than paying for burial costs, saving for emergencies, or paying monthly bills.

- Thirty-five percent of Asian American households indicate they would face financial hardship within six months should the primary wage earner die. Just 13 percent said they would struggle financially within a month, compared with 21 percent of the general population who say the same.
- Half of Asian Americans say their families would rely on the proceeds from life insurance benefits should the primary wage earner die unexpectedly.

Asian Americans' Top Financial Concerns



Where Asian Americans Seek Information About Life Insurance

- More than 6 in 10 Asian Americans report they use social media as a source of information on financial topics, which is a higher proportion than every group but Black Americans. To best engage Asian Americans, companies should leverage the top three sources of online financial information for Asian Americans: YouTube, online financial forums, and Facebook.
- Forty-three percent of Asian Americans report working with a financial professional, and another 27 percent are looking to engage one.
- Asian Americans rank experience (44 percent) and family/friend recommendation (23 percent) highest when choosing a financial professional.

How Asian Americans Prefer to Buy Life Insurance



- Asian Americans are far more likely than other market segments to say they prefer to purchase life insurance online. Thirty-five percent say they would prefer to buy online. Other ways Asian Americans prefer to purchase life insurance include:
 - Through a financial professional (28 percent)
 - By phone or mail (15 percent)
 - Through the workplace (14 percent)
- One in 5 Asian Americans report having attempted to purchase life insurance online within the last year; 26 percent say they tried more than a year ago.

Methodology

In January 2022, LIMRA and Life Happens engaged an online panel to survey adult consumers who are financial decision makers in their households. The survey generated more than 8,000 responses, including 554 Asian Americans.