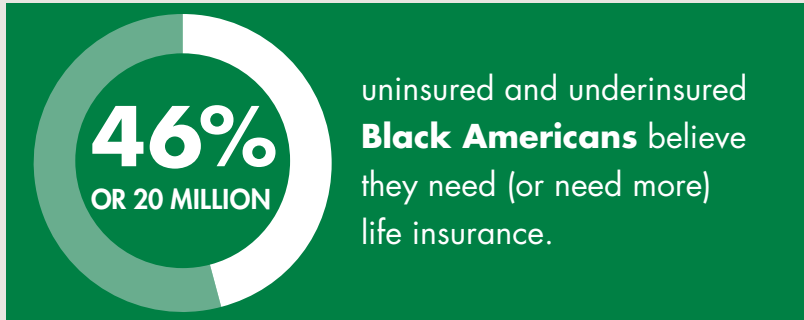




# Where Do Black Americans Turn for Information and to Purchase Life Insurance Coverage?

#HelpProtectOurFamilies



**Black Americans** use **social media** as a source of information on financial topics

**Facebook, YouTube, and Instagram** are the top three social media sources for financial information for **Black Americans**



## How Do Black Americans Prefer to Buy Life Insurance?

**37%**

Through a financial professional



**18%**

Affinity group (e.g., AARP)



**16%**

Carrier website



**7%**

Online aggregator, telephone, or direct mail

