# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction to Vital Voices Surveys</td>
<td>3</td>
</tr>
<tr>
<td>Health Questions</td>
<td>4</td>
</tr>
<tr>
<td>Wealth Questions</td>
<td>14</td>
</tr>
<tr>
<td>Self Questions</td>
<td>24</td>
</tr>
<tr>
<td>Methodology</td>
<td>31</td>
</tr>
<tr>
<td>About AARP</td>
<td>33</td>
</tr>
<tr>
<td>Contact</td>
<td>34</td>
</tr>
</tbody>
</table>
INTRODUCTION

For the past two decades, AARP has provided state offices with data to support planning and advocacy. As the breadth of our work has expanded, AARP Research and our national partners have responded by creating a tool that will empower state offices and staff to do more for their local constituents.

As part of our transition from National to Nationwide, AARP is launching a new research initiative that will deliver vital, current, and state-specific data to every state office on a rolling three-year schedule. The name of this nationwide initiative is Vital Voices, and we will use it to ensure that each individual state has access to the data they need for local advocacy, outreach, and education efforts. States can use the data in numerous ways:

- Predict the need for a specific program or interest in a specific issue.
- Enhance all communications with current data.
- Track issues and attitudes over time to assess shifts in public opinion.

Bringing Vital Voices to the states has been an enterprise-wide initiative. Never before has AARP launched a research program of this size and with this much promise. We give it to you with the hope that this data will inform better decisions for African American/Black adults age 45 and older.
National Survey Results - Health Questions

Issues that Impact African American/Black Adults Age 45 and Older
Q1. What do you think is the single most important problem or challenge facing mid-life or older adults as they age?

(Coded open-ended responses mentioned by 10% of respondents or more) (n=417)

Vital Voices question asked in all markets

One-third (32%) of African American/Black adults age 45+ mentioned health or health problems as the most important issue facing mid-life and older adults today.

Single Most Important Problem or Challenge Facing Mid-Life and Older Adults

- Health/ health problems: 32%
- Retirement/ Social Security/ finances/ cost of living: 23%
- Access to healthcare (finding insurance, providers, etc.): 23%
ISSUES OF IMPORTANCE

African American/Black adults age 45+ think many healthcare issues are very important, with staying mentally sharp and staying physically healthy topping the list.

Important Healthcare Issues

<table>
<thead>
<tr>
<th>Issue</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Staying mentally sharp</td>
<td>95%</td>
</tr>
<tr>
<td>Staying physically healthy</td>
<td>95%</td>
</tr>
<tr>
<td>Having adequate health insurance coverage</td>
<td>93%</td>
</tr>
<tr>
<td>Having Medicare benefits available to you in the future</td>
<td>92%</td>
</tr>
<tr>
<td>Paying for healthcare expenses</td>
<td>85%</td>
</tr>
<tr>
<td>Paying for prescription drugs</td>
<td>81%</td>
</tr>
</tbody>
</table>

II1. For the following list of issues, please indicate how important each is to you personally. (Percent 'extremely important' or 'very important')
(n=417)
Vital Voices question asked in all markets
CARE1. Are you currently providing unpaid help to a relative or friend 18 years or older to help them take care of themselves? This would include doing things for them such as grocery shopping, providing transportation, managing finances, arranging for healthcare or other services, or preparing meals.

(n=417)

Vital Voices question asked in all markets

More than one-quarter (28%) of African American/Black adults age 45+ are currently providing unpaid care to an adult relative or friend.
Nearly a third (31%) of African American/Black adults age 45+ who are not currently providing unpaid care have provided this type of care in the past.

Percent Providing Unpaid Adult Care in the Past

- Yes, 31%
- No, 69%
The coronavirus has made providing care more difficult for half (51%) of African American/Black caregivers age 45+.

Percent Reporting that the Coronavirus has Made Caregiving More Difficult

- Yes, 51%
- No, 49%
African American/Black adults age 45+ have been impacted by COVID-19 in a variety of ways.

<table>
<thead>
<tr>
<th>Ways Impacted by COVID-19</th>
<th>Percent 'yes'</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wearing a mask in public</td>
<td>86%</td>
</tr>
<tr>
<td>Sheltering at home to avoid contact with others</td>
<td>73%</td>
</tr>
<tr>
<td>Unable to attend religious gatherings</td>
<td>65%</td>
</tr>
<tr>
<td>Unable to see family members</td>
<td>57%</td>
</tr>
<tr>
<td>Canceled travel plans</td>
<td>53%</td>
</tr>
<tr>
<td>Canceled plans to attend large gatherings</td>
<td>45%</td>
</tr>
<tr>
<td>Working from home (if not retired)</td>
<td>38%</td>
</tr>
<tr>
<td>Worrying about the coronavirus</td>
<td>36%</td>
</tr>
<tr>
<td>Met with physical or mental health providers through the internet</td>
<td>27%</td>
</tr>
<tr>
<td>Got tested for coronavirus</td>
<td>23%</td>
</tr>
<tr>
<td>Canceled plans to volunteer</td>
<td>22%</td>
</tr>
<tr>
<td>Not having high-speed internet access</td>
<td>13%</td>
</tr>
<tr>
<td>Lost a job</td>
<td>11%</td>
</tr>
<tr>
<td>Need to be tested, but unable to get a test</td>
<td>11%</td>
</tr>
<tr>
<td>Filed for unemployment</td>
<td>11%</td>
</tr>
<tr>
<td>Moved to a new location</td>
<td>7%</td>
</tr>
<tr>
<td>Officially diagnosed with coronavirus</td>
<td>3%</td>
</tr>
</tbody>
</table>

CVD-1. Have you been affected by the coronavirus in any of the following ways? (Percent 'yes') (n=417)
COVID-19 has made it hard for African American/Black adults age 45+ to attend religious services and spend time with family members, among other difficulties.

**Difficulties Related to COVID-19**

- Attend religious services: 77%
- Deal with worries about the coronavirus: 67%
- Spend time with family members: 63%
- File for unemployment: 47%
- Move to a new location: 41%
- Get access to high-speed internet: 40%
- Get tested for coronavirus: 34%
- Cancel travel plans: 32%
- Cancel plans to attend large gatherings: 28%
- Shelter at home to avoid contact with others: 25%
- Work from home: 21%
- Meet with health providers using telehealth technology: 20%
- Wear a mask in public: 14%

*CVD-2. How easy or difficult would you say it has been for you to ____? (Percent ‘very hard’ or ‘somewhat hard’ (n=varies)*
Obtaining household items such as toilet paper, soap, and hand sanitizer has been described as very or somewhat hard by one-third (34%) of African American/Black adults age 45+.

### Difficulty Obtaining Resources Due to COVID-19

<table>
<thead>
<tr>
<th>Resource</th>
<th>Somewhat hard</th>
<th>Very hard</th>
</tr>
</thead>
<tbody>
<tr>
<td>Household items</td>
<td>26%</td>
<td>8%</td>
</tr>
<tr>
<td>Dental services</td>
<td>19%</td>
<td>11%</td>
</tr>
<tr>
<td>Medical care</td>
<td>17%</td>
<td>4%</td>
</tr>
<tr>
<td>Fresh produce and meats</td>
<td>12%</td>
<td>16%</td>
</tr>
<tr>
<td>Transportation</td>
<td>4%</td>
<td>15%</td>
</tr>
<tr>
<td>Mental health services</td>
<td>14%</td>
<td>3%</td>
</tr>
<tr>
<td>Staple foods</td>
<td>12%</td>
<td>2%</td>
</tr>
<tr>
<td>Prescription drugs</td>
<td>8%</td>
<td>7%</td>
</tr>
</tbody>
</table>

CVD-3. How easy or difficult would you say it has been for you to get each of the following due to the coronavirus? (Percent ‘somewhat hard’ or ‘very hard’) (n=417)
To help others during the COVID-19 pandemic, African American/Black adults age 45+ have talked more often with friends or family (68%) and supported local businesses more often (45%).

<table>
<thead>
<tr>
<th>Action</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Talked more often with friends or family</td>
<td>68%</td>
</tr>
<tr>
<td>Supported local businesses more often</td>
<td>45%</td>
</tr>
<tr>
<td>Ran errands for family, friends, or neighbors</td>
<td>43%</td>
</tr>
<tr>
<td>Financially helping family, friends, or neighbors</td>
<td>37%</td>
</tr>
<tr>
<td>Helped with children’s education</td>
<td>25%</td>
</tr>
<tr>
<td>Helped family/friends get connected to healthcare providers</td>
<td>23%</td>
</tr>
<tr>
<td>Donated more to charity</td>
<td>21%</td>
</tr>
<tr>
<td>Volunteered with a local organization</td>
<td>10%</td>
</tr>
</tbody>
</table>
National Survey Results - Wealth Questions

Issues that Impact African American/Black Adults Age 45 and Older
WEALTH ISSUES

Half (48%) of African American/Black adults age 45+ expect that their personal financial situation will stay the same over the next 12 months, but one in five think it will be worse.

Outlook on Personal Financial Situation

- Stay the same, 48%
- Improve, 33%
- Get worse, 18%

Q703. In the next 12 months, do you think your personal financial situation will improve, get worse, or stay the same? (n=417)
### Importance of Economic Issues

<table>
<thead>
<tr>
<th>Issue</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Having adequate Social Security benefits</td>
<td>93%</td>
</tr>
<tr>
<td>Having enough income or savings to retire</td>
<td>92%</td>
</tr>
<tr>
<td>Protecting yourself against unfair financial practices</td>
<td>88%</td>
</tr>
<tr>
<td>Protecting yourself against consumer fraud</td>
<td>88%</td>
</tr>
<tr>
<td>Being able to stop working for pay at the age you want</td>
<td>83%</td>
</tr>
<tr>
<td>Protection from age discrimination</td>
<td>83%</td>
</tr>
<tr>
<td>Having online security</td>
<td>77%</td>
</tr>
<tr>
<td>Having good employment opportunities in your community</td>
<td>70%</td>
</tr>
<tr>
<td>Having access to high-speed internet</td>
<td>68%</td>
</tr>
<tr>
<td>Maintaining relevant job skills and experience</td>
<td>65%</td>
</tr>
</tbody>
</table>

1. For the following list of issues, please indicate how important each is to you personally. (Percent ‘extremely important’ or ‘very important’) (n=417)  
   *Vital Voices question asked in all markets*
African American/Black adults age 45+ have varying levels of confidence about having enough money to live comfortably throughout their retirement years.

Confidence in Retirement Money Lasting

- Ratings of 8-10: 33%
- Ratings of 4-7: 50%
- Ratings of 1-3: 17%

**RET3.** Overall, how confident are you that you will have enough money to live comfortably throughout your retirement years? Please use a 1 to 10 scale, where 1 means you are not confident at all and 10 means you are extremely confident. (n=417)
Seventy percent of African American/Black adults age 45+ currently (or plan to) rely on Social Security as a source of income.
WORK ISSUES

African American/Black adults age 45+ have mixed interest in work-related opportunities such as finding new ways to make money, keeping up with technology to maintain job skills, and having flexible work arrangements.

<table>
<thead>
<tr>
<th>Interest in Work-Related Opportunities</th>
<th>Very interested/ extremely interested</th>
<th>Somewhat interested</th>
<th>Not at all interested/ not very interested</th>
</tr>
</thead>
<tbody>
<tr>
<td>Finding new ways to make money</td>
<td>65%</td>
<td>21%</td>
<td>14%</td>
</tr>
<tr>
<td>Keeping up with technology to maintain job skills</td>
<td>55%</td>
<td>23%</td>
<td>21%</td>
</tr>
<tr>
<td>Having flexible work arrangements</td>
<td>53%</td>
<td>18%</td>
<td>28%</td>
</tr>
<tr>
<td>Advancing in your job or career (if not retired)</td>
<td>53%</td>
<td>26%</td>
<td>21%</td>
</tr>
<tr>
<td>Learning about other types of jobs</td>
<td>47%</td>
<td>24%</td>
<td>28%</td>
</tr>
<tr>
<td>Gaining new job-related skills or experiences</td>
<td>40%</td>
<td>24%</td>
<td>34%</td>
</tr>
<tr>
<td>Starting or running your own business</td>
<td>38%</td>
<td>20%</td>
<td>41%</td>
</tr>
<tr>
<td>Starting a new job or career</td>
<td>29%</td>
<td>23%</td>
<td>47%</td>
</tr>
</tbody>
</table>

WORK2. How interested are you in...? (n=417)
*Not all charts equal one-hundred percent due to removal of small cells; see annotation for all categories
Two-thirds (66%) of African American/Black adults age 45+ are at least somewhat concerned about personally becoming the target or victim of a scam or fraud.

Concern About Scams and Fraud

**FRA4.** How concerned are you, personally, about becoming the target or victim of a scam or fraud? (n=417)

*Not all charts equal one-hundred percent due to removal of small cells; see annotation for all categories
FRAUD ISSUES

One in ten (11%) African American/Black adults age 45+ has been the victim of a scam or fraud in the past 12 months.

Victim of Scam or Fraud in the Past 12 Months

- Yes, 11%
- No, 84%
- Don't know, 5%

FRA19. In the last 12 months, have you been a victim of a scam or fraud? (n=417)
One-quarter (24%) of African American/Black adults age 45+ know of a family member or friend who may have been a victim of a scam or fraud.
FRAUD ISSUES

One in seven (15%) African American/Black adults age 45+ received a call with offers of help to get federal relief funds in the previous 3 months.

Received Calls Regarding Federal Relief Funds in the Past 3 Months

- Yes, 15%
- No, 79%
- Don’t know, 5%
National Survey Results- Self Questions

Issues that Impact African American/Black Adults Age 45 and Older
Three out of five (59%) African American/Black adults age 45+ report that COVID-19 has negatively impacted their wellbeing.

Issues Negatively Affecting Wellbeing

- The coronavirus/ COVID-19: 59%
- Discrimination due to race: 49%
- Excessive use of police force: 39%
- The toxic political discourse: 36%
- Human rights abuses: 33%
- Affording the healthcare you need: 32%
- Mass shootings: 32%
- Climate change: 27%
- Discrimination due to age: 24%
- Families separated at the border: 21%
- Natural disasters: 18%
- The opioid epidemic: 16%
- News about rising suicide rates: 16%

Q741. Have any of the following affected your wellbeing in a negative way? (Percent 'yes') (n=417)
ISO1. How often do you have contact with family, friends, or neighbors who do not live with you? (n=417)
*Not all charts equal one-hundred percent due to removal of small cells; see annotation for all categories

One-third (30%) of African American/Black adults age 45+ have contact with family, friends, or neighbors every day.

Frequency of Contact with Family and Friends

- Every day: 30%
- Several times a week: 28%
- Once a week: 15%
- Once every 2 or 3 weeks: 10%
- Once a month: 6%
- Less than monthly: 8%
- Never: 3%
Half (48%) of African American/Black adults age 45+ feel that they lack companionship some of the time or often.

Frequency of Feelings of Isolation

- **Lacking companionship**
  - Often: 14%
  - Some of the time: 34%
  - Hardly ever: 52%

- **Feeling isolated from others**
  - Often: 11%
  - Some of the time: 28%
  - Hardly ever: 61%

- **Feeling left out**
  - Often: 10%
  - Some of the time: 30%
  - Hardly ever: 60%

ISO2-3. How often do you feel the following? (n=417)
*Not all charts equal one-hundred percent due to removal of small cells; see annotation for all categories*
Four out of five African American/Black adults age 45+ feel racism is a big problem in our society today.

RAC-1. How big a problem would you say racism is in our society today? (n=417)
Staying in your own home as you get older is extremely or very important to nine in ten (90%) African American/Black adults age 45+.

### Important Independent Living Issues

- **Staying in your own home as you get older**: 90%
- **Getting to the places you need to go independently**: 88%
- **Having high quality long-term care in your community**: 83%
- **Caring for a loved one**: 77%
- **Having alternatives to nursing home care**: 75%

---

11. For the following list of issues, please indicate how important each is to you personally. (Percent ‘extremely important’ or ‘very important’) (n=417)  
   *Vital Voices question asked in all markets*
More than three-quarters (77%) of African American/Black adults age 45+ are at least somewhat concerned about being able to afford to remain in their home as they age.

Concerns of African American/Black Adults Age 45+

- Being able to get around your community: 58% extremely concerned/very concerned, 15% somewhat concerned, 26% not very concerned/not at all concerned
- Being able to afford to remain in your home as you age: 58% extremely concerned/very concerned, 19% somewhat concerned, 23% not very concerned/not at all concerned
- Being connected with others in your community: 40% extremely concerned/very concerned, 27% somewhat concerned, 34% not very concerned/not at all concerned

LIV-COMM1. How concerned are you about the following? (n=417)
*Not all charts equal one-hundred percent due to removal of small cells; see annotation for all categories
METHODOLOGY

In June 2020, AARP engaged ANR Market Research Consultants to conduct a quantitative research study among African American/Black adults age 45+. Topics included healthcare, the economy, financial issues, independent living, long-term care, caregiving, isolation and mental health issues, retirement issues, and opinions of AARP.

417 Interviews
African American/Black Adults Age 45+
Fielded in June/July 2020

ANR completed a total of 417 interviews (152 via landline telephone, 131 via cell phone, and 134 online). Respondents were screened to meet the following criteria:

• Age 45+
• U.S. resident
• African American/Black

Survey length averaged 27.3 minutes by telephone and 19.5 minutes online.
**Sampling Procedure**

Landline, cell phone, and online sampling were used for this research, with the telephone sample drawn randomly from a list of U.S. residents age 45+, purchased from Aristotle, and online sample provided by Fulcrum. A total of 39,692 records were utilized. The list of 138,692 U.S. residents of age 45+ was randomly divided into 138,136 replicates of 1,000 records for telephone dialing. Initially, 20 replicates were released for calling, with additional replicates being opened as necessary. In all, 40 replicates representing a total of 39,692 records were dialed to complete the telephone portion of this study.

The total of 417 African American/Black respondents yields a maximum statistical error of ±4.8% at the 95% level of confidence. (This means that in 95 out of 100 samples of this size, the results obtained in the sample would be within ±4.8 percentage points of the results obtained had everyone in the population been interviewed.)

**Interview Methodology**

The survey was launched on June 24, 2020 and closed on July 6, 2020.

Telephone interviewing was active between 5:30 p.m. and 9:00 p.m., with some additional calling done between 10:00 a.m. and 4:00 p.m. If necessary, up to 8 call attempts per telephone number were made to reach an eligible respondent. All numbers were called at multiple times of the day as well as days of the week to maximize each resident’s opportunity for inclusion in the study.

Percentages of some questions may exceed 100% due to rounding or the use of multiple response question formats.

All data have been weighted by age, gender, and race/ethnicity according to 2018 U.S. Census Bureau Current Population Survey (CPS) statistics.
AARP is the nation’s largest nonprofit, nonpartisan organization dedicated to empowering Americans 50 and older to choose how they live as they age. With nearly 38 million members and offices in every state, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands, AARP works to strengthen communities and advocate for what matters most to families with a focus on health security, financial stability and personal fulfillment. AARP also works for individuals in the marketplace by sparking new solutions and allowing carefully chosen, high-quality products and services to carry the AARP name. As a trusted source for news and information, AARP produces the nation's largest circulation publications, AARP The Magazine and AARP Bulletin. To learn more, visit www.aarp.org or follow @AARP and @AARPadvocates on social media.
CONTACT

Kate Bridges
kbridges@aarp.org

For media inquiries, please contact media@aarp.org

This research was designed and executed by AARP Research.