

VITAL VOICES

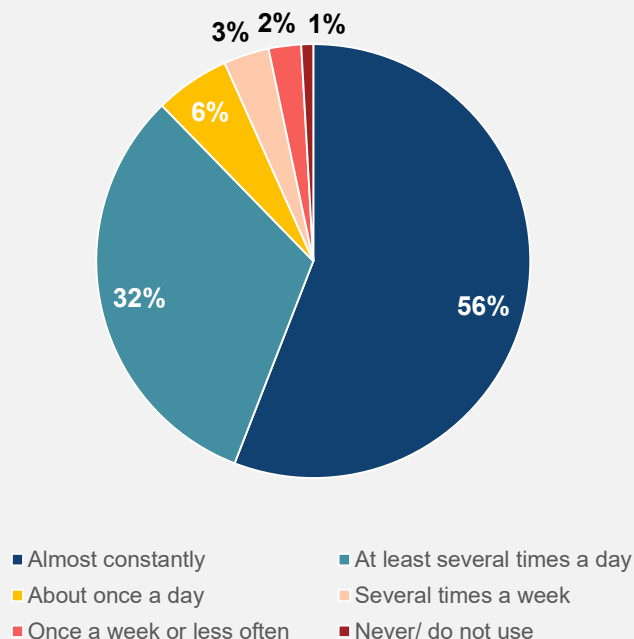
Issues That Impact African American or Black (AA/B) Virginia Adults Age 45 and Older, July 2024

African American or Black Virginia adults age 45+ access the internet frequently and often do so on a smartphone.

Most AA/B Virginians age 45-plus (88%) have a smartphone, followed by a smart TV (71%) or a laptop (70%). Differences do exist by age, with younger AA/B Virginians (age 45-64) more likely to have a smartphone (92%) than those age 65-plus (79%). However, the older cohort (65-plus) still owns smartphones more often than other devices, such as a laptop (72%), smart TV (65%), or tablet (50%).

AA/B Virginia adults age 45-plus are frequently accessing the internet. Most (88%) use the internet at least several times a day, if not constantly. Three in five (62%) of those age 45-64 say they use the internet constantly, which is significantly greater than the two in five (43%) AA/B Virginians age 65-plus who say the same.

2024 Frequency of Internet Use on Any Device



"In the past 3 months, about how often have you used the internet on any device?"
(n=323 total AA/B respondents)

While AA/B Virginians age 45+ use the internet in a variety of ways, differences in digital activity exist by age.

AA/B Virginians age 45-plus are performing a variety of digital activities, with sending or receiving text messages topping the list (85%). Seven in ten have made a purchase online (71%) or performed banking or financial transactions (70%).

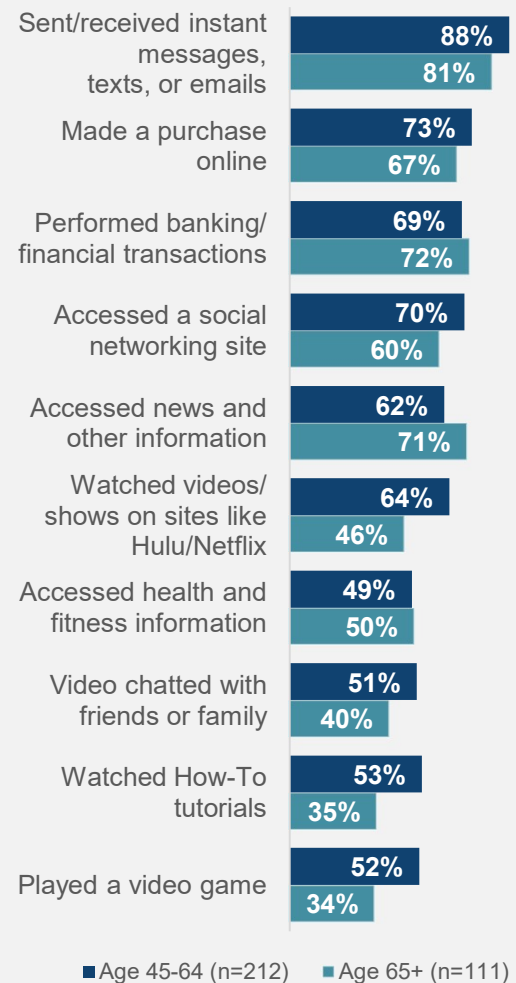
For some digital activities, those age 45-64 tend to engage more often than those 65-plus. The greatest gaps in digital activity between these age groups relate to accessing videos on streaming services, watching How-To tutorials, and playing video games.

Confidence in technological ability may play a role in the differences seen in digital activity use by age group. Overall, most AA/B Virginia adults feel that they are able to find useful resources on the internet (93%) or use the internet to answer their questions (92%), but fewer feel that they can distinguish reliable from unreliable information on the internet (70%).

While there is no significant difference between age groups in the ability to use the internet to make decisions, those age 65-plus are less likely (62%) to say that they can tell credible from unreliable resources on the internet than those age 45-64 (75%). This is likely a result of feeling that their digital skills are lacking – AA/B Virginians age 65-plus tend to say that they know how to use the information on the internet to get help (87%) less than those age 45-64 (94%).

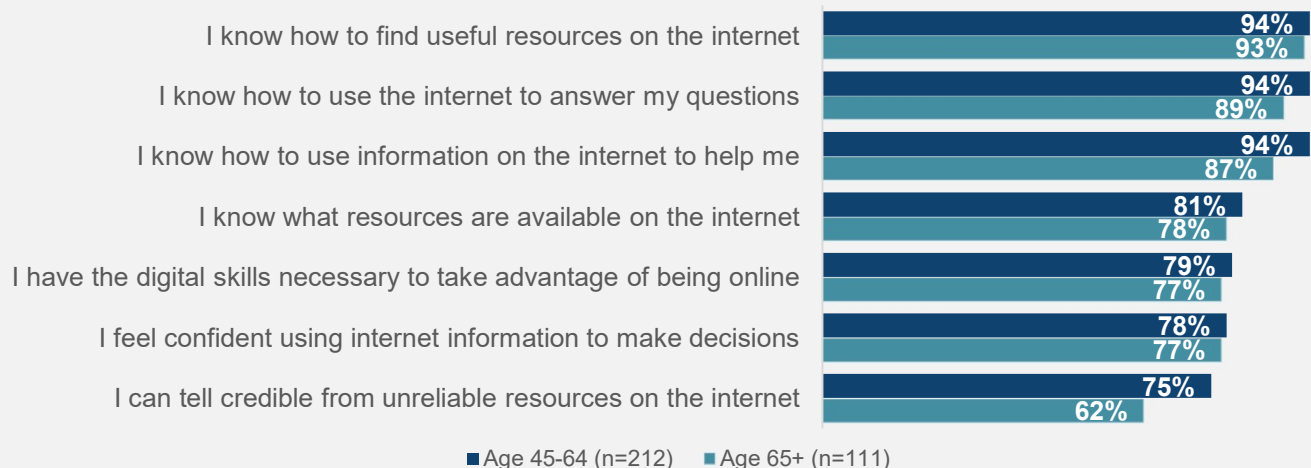
2024 Digital Activity

Top Mentions



"Please indicate all activities you have engaged in digitally during the past 3 months."

2024 Agreement on Statements Regarding the Internet



"How much do you agree or disagree with the following statements related to the internet?"
% "strongly agree" or "somewhat agree"

Older AA/B Virginians (age 65+) are less confident and less comfortable online than the younger cohort.

Similar to the inability of older (65-plus) AA/B Virginians to feel they can distinguish credible from unreliable information online, this cohort is also less confident than those age 45-64 about digital privacy. Only one-quarter (25%) of AA/B Virginians 65-plus are extremely or very confident that their online activity will remain private, compared to 40% of those age 45-64. 9% of older AA/B Virginia adults are not confident at all about their digital privacy.

Comfort and confidence go hand in hand, with AA/B Virginians age 65-plus reporting lack of comfort on different digital devices more than those age 45-64. While smartphones are the technology of choice for all AA/B Virginia adults, those age 65-plus (65%) are far less likely to be extremely or very comfortable using smartphones than those age 45-64 (85%). Regardless of age, those age 45-plus express the least comfort with using in-home voice devices (e.g., Alexa, Siri, and Google Assistant). In fact, one in five (19%) say they are not very or not at all comfortable with these devices.

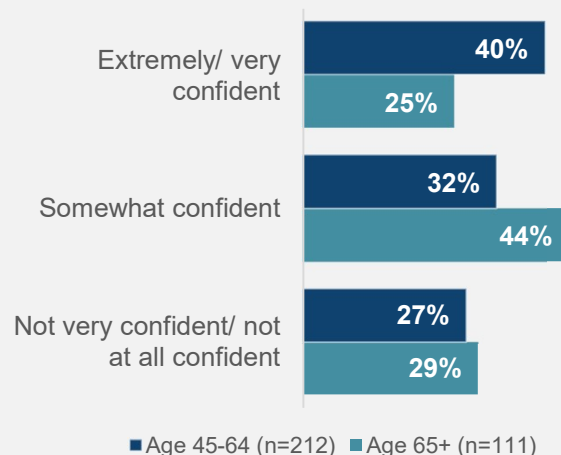
AA/B Virginia adults 45+ have a slight preference for virtual AARP events.

Over half (60%) of AA/B Virginians age 45-plus prefer a virtual AARP event – either via an AARP video, a webinar, or listening to an event via the phone.

When considering the reasons for choosing between in-person and online events, three in five (62%) prefer virtual options so that they can be in the comfort of their own home. For half, online events are necessary because the event is not being held in their city or country (50%) or they would prefer to save on travel time and cost (49%).

Half of Virginia's AA/B adults age 45+ familiar with AARP prefer hearing about AARP programs via email (51%), the AARP website (49%), or by mail (46%).

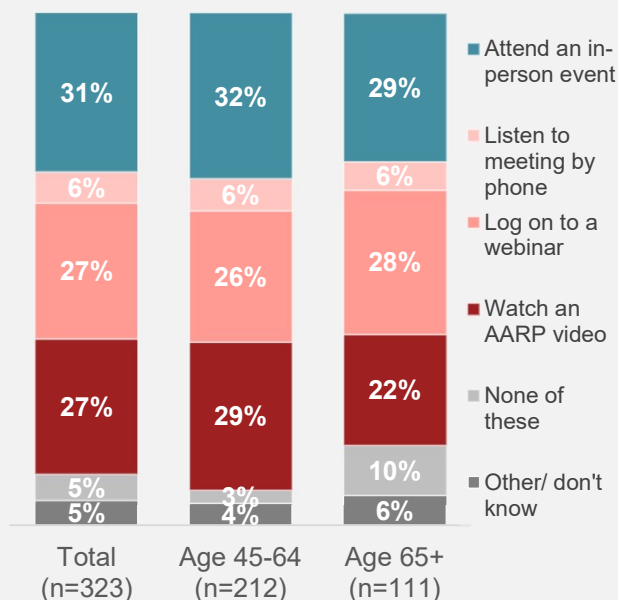
2024 Confidence in Online Privacy



"How confident are you that the things you do online...are private and will not be used or seen by others without your permission?"

In 2024, AA/B Virginians age 45+ are slightly more comfortable using cell phones (78%) than computers (73%).

2024 Preference for AARP Events or Workshops



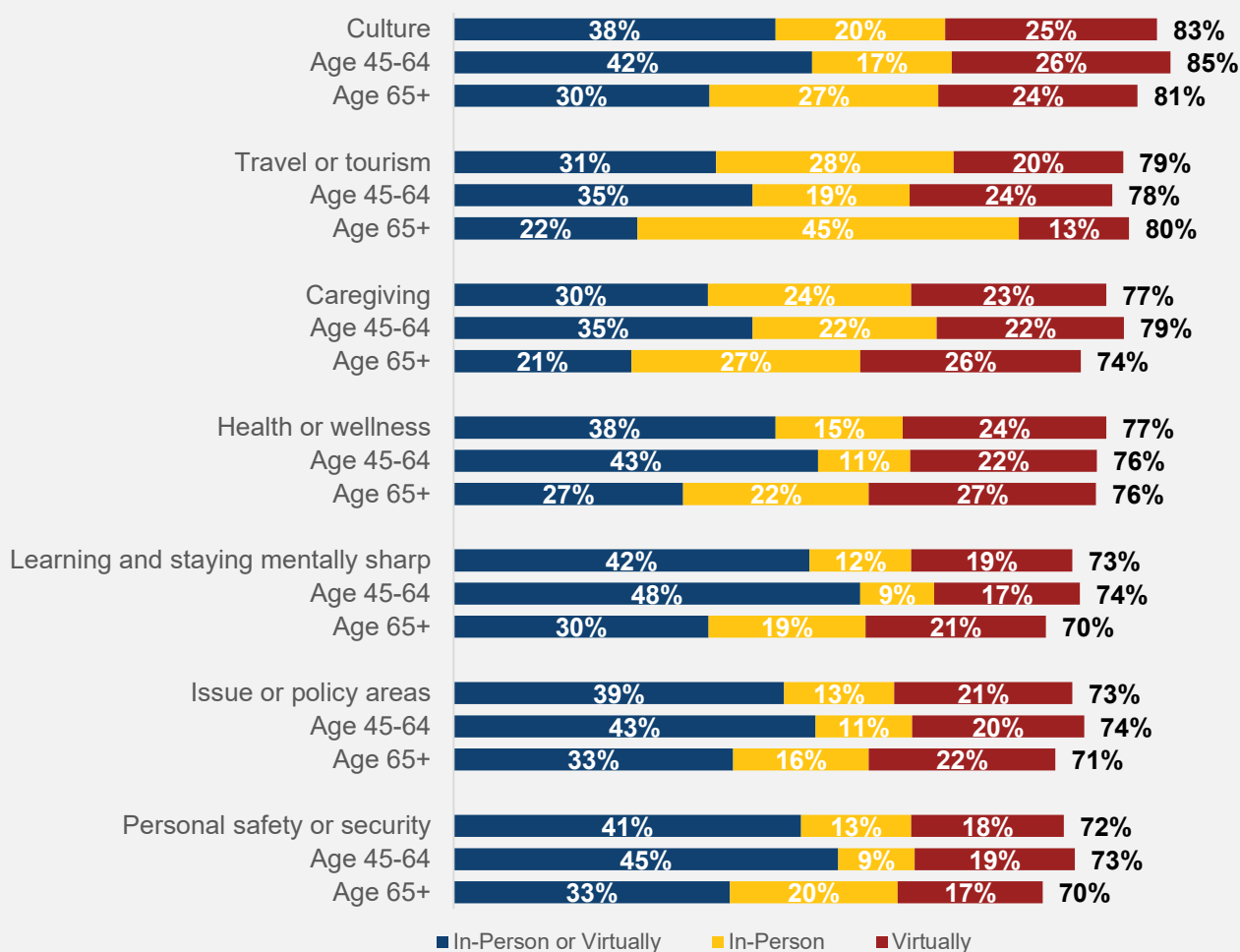
"If you were to participate in an AARP event or workshop in your area today, would you most prefer to...?"

Some Virginia AA/B adults may prefer to learn about specific areas of interest in person, though most are flexible and would attend events virtually or in-person.

Despite the general preference for virtual events, Virginians show some flexibility between virtual and in-person options. Specific topics may even be better received in a live environment. Travel or tourism tops this list – one-quarter (28%) of Virginia AA/B adults would be interested in attending an in-person workshop on the subject. However, for any topic, more Virginia AA/B adults 45-plus do not have a preference between a virtual and in-person option compared to those who do.

For most topics, AA/B Virginian adults age 65-plus are significantly more likely than those age 45-64 to *only* be interested in attending events in-person, and events geared toward older audiences (age 65-plus) should include an in-person option for optimal attendance (with caregiving and issue or policy areas being the exceptions).

2024 Interest in Virtual vs In-Person Events, by Age and Topic



"Would you be interested in attending events or workshops, either in person or online, on the following?"
(n=323 total AA/B respondents, n=212 age 45-64, n=111 age 65-plus)

Interviews were conducted with 323 African American or Black (AA/B) residents of Virginia age 45-plus by landline (13%), cell phone (14%), and online (73%) between July 17, 2024 and July 29, 2024.



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