

PUERTO RICANS LIVING IN THE UNITED STATES

Prepared for:



PUERTO RICO CHAMBER
OF COMMERCE



PTIMA
SEGUROS



TRIPLE-S



Ipsos



Online device-agnostic interviews



400
cases



From November
23rd to December
8th.

APPROACH:



Adults from 18+ years old, born in Puerto Rico who have moved to US during the last 10 years.

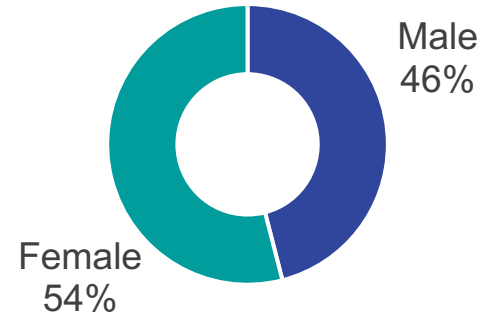
All socioeconomic levels, Country wide, any location.

% margin of error: +/- 5.0% at 95% confidence level.

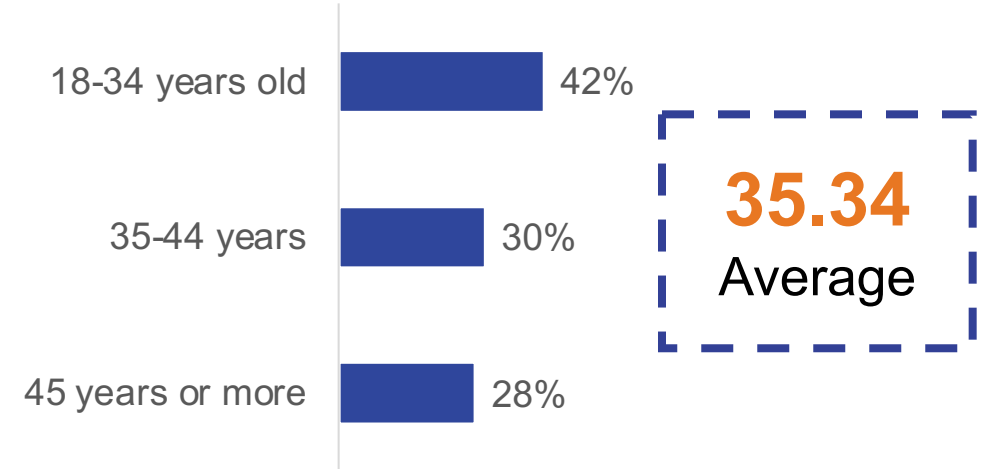
↑ ↓ Significant levels 95%

SAMPLE PROFILE

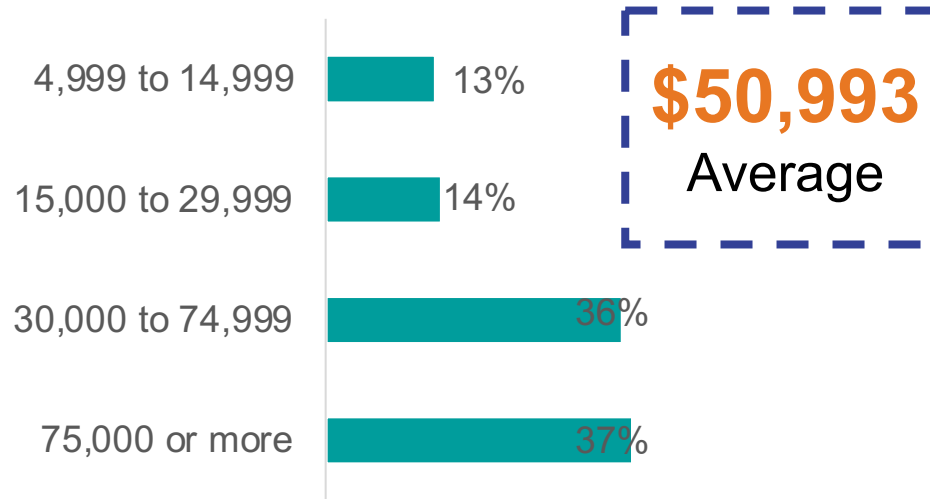
GENDER



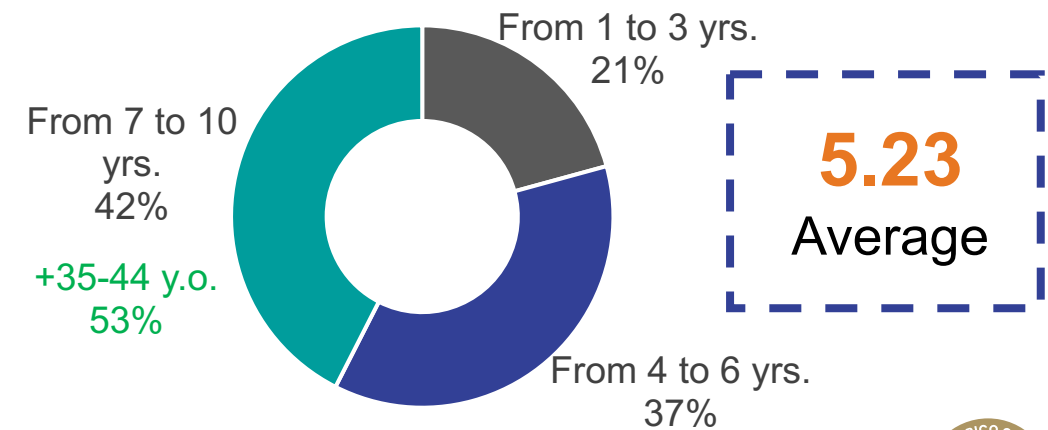
AGE



HOUSEHOLD INCOME



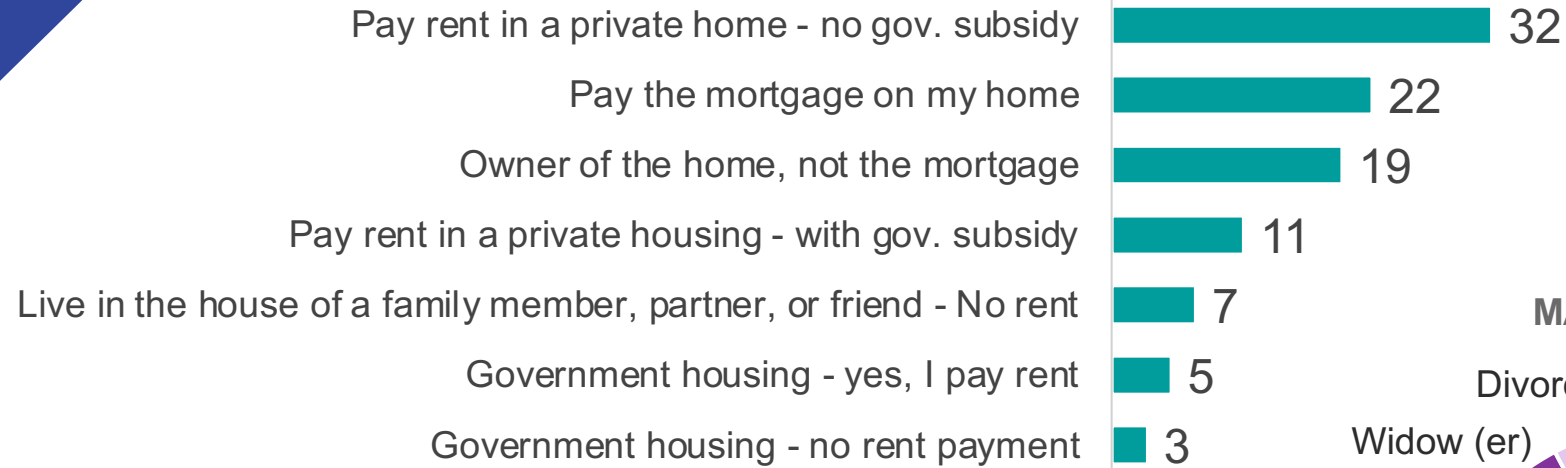
TIME IN USA



Base: (400)

COMPOSITION AND HOUSING SITUATION

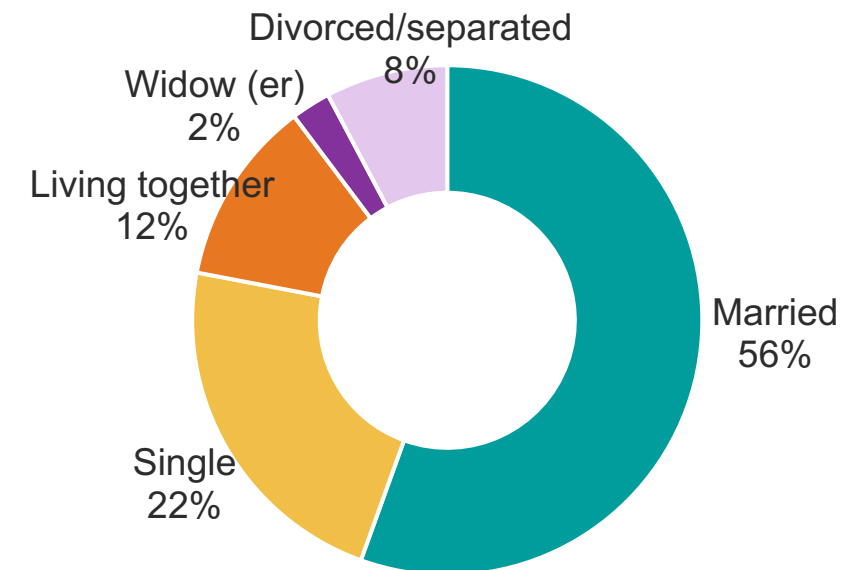
HH SITUATION



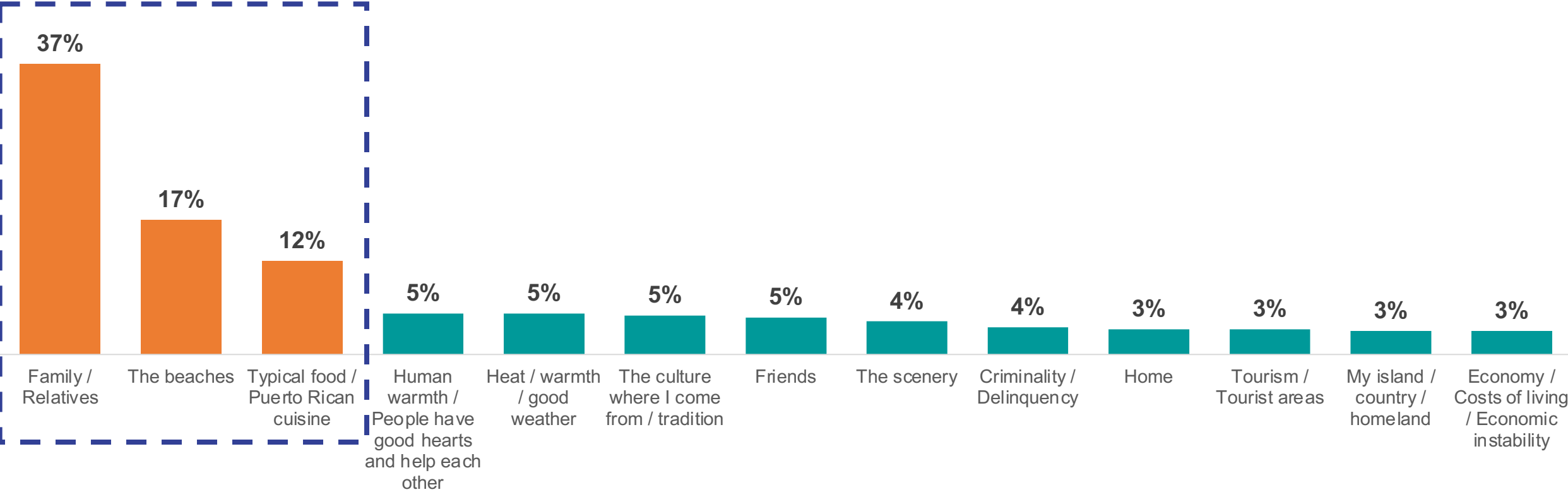
Average
2.9
people per
household

Base: (400)

MARITAL STATUS



WHAT COMES TO MIND ABOUT PUERTO RICO



Base: (400)

P1 What is the first thing that comes to your mind when you think of Puerto Rico?

Mentions >2%



WHAT COMES TO MIND ABOUT PUERTO RICO



CUANDO PIENSO EN PUERTO RICO LO PRIMERO QUE VIENE A MI MENTE ES HOGAR, PAZ, EXCELENTE GASTRONOMÍA Y GENTE SÚPER AMABLE.

MI PAÍS ES HERMOSO Y ME TOCÓ VIVIR SU ÉPOCA MÁS GLORIOSA, PERO TODO SE HA IDO DETERIORANDO Y YA NO HAY CALIDAD DE VIDA. EXTRAÑO MI PAÍS, PERO NO LA ANGUSTIA QUE VIVÍ EN LOS ÚLTIMOS AÑOS.

HOGAR, FAMILIA, CLIMA DELICIOSO, PLAYAS.

WHAT COMES TO MIND ABOUT PUERTO RICO



ME GUSTARÍA QUE FUERA COMO ESTADOS UNIDOS,
EN LOS TRABAJOS, EN EL ORDEN, EDUCACIÓN...
QUE EL GOBIERNO BREGARA MUCHO MEJOR.

PATRIA, AÑORANZA, LIBERTAD DE VIDA, AMOR,
VERDOR, CAMPOS. EL LUGAR MÁS HERMOSO QUE
EXISTE. ME SIENTO ORGULLOSA.

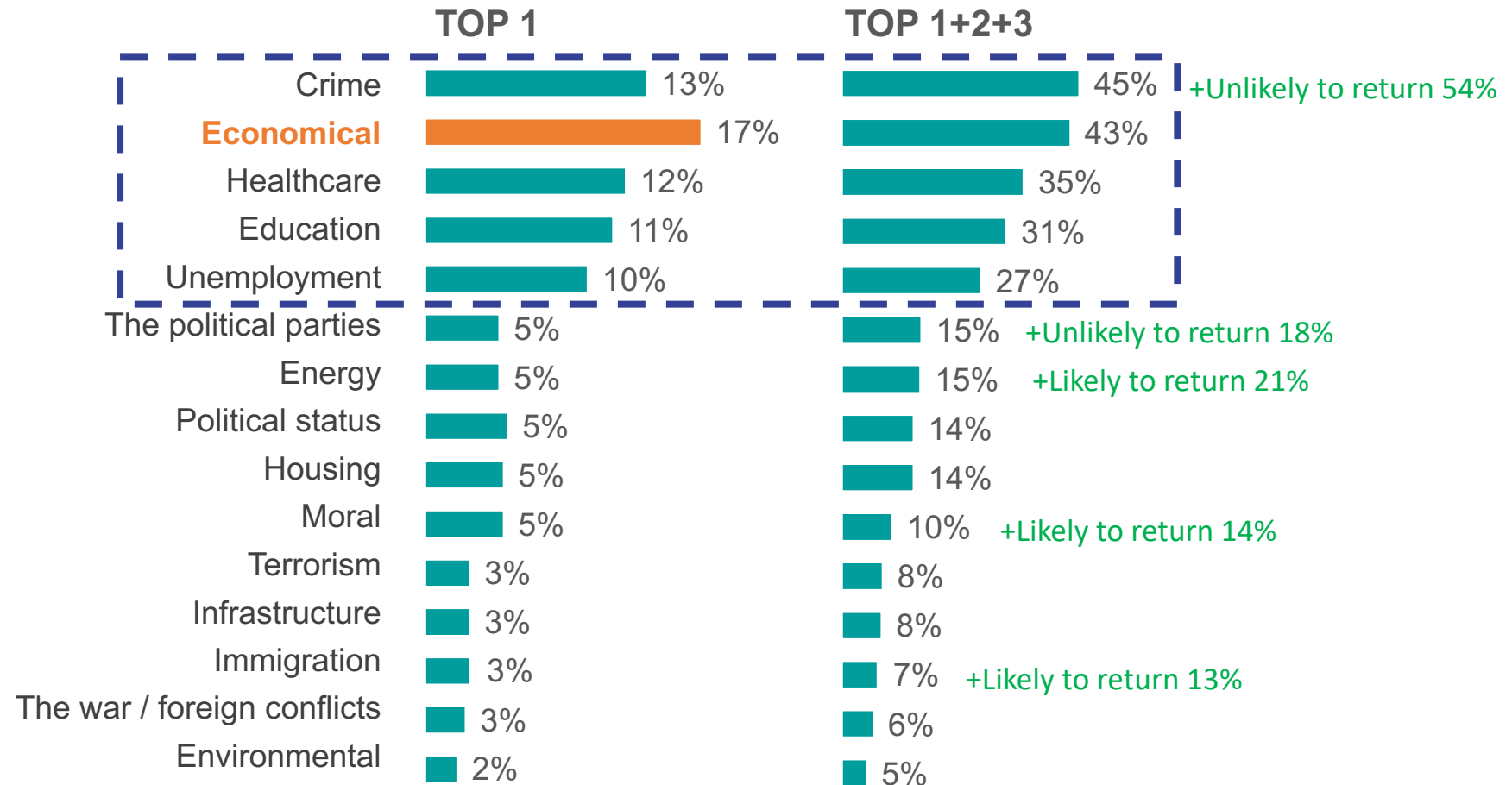
WHAT COMES TO MIND ABOUT PUERTO RICO



VIVIR NUEVAMENTE SERIA MI MAYOR DESEO, PERO
TODO ESTA MALO EN PR.

CRIMEN, POBREZA, CALLES ROTAS Y
GOBIERNO CORRUPTO.

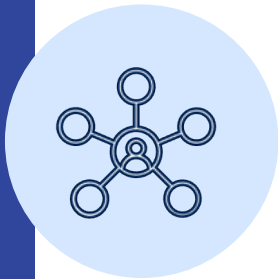
PROBLEMS THAT PUERTO RICO FACES



Base: (400)

P17. In your opinion, what are the three main problems that Puerto Rico is currently facing?

MEDIA USED TO STAY INFORMED ABOUT PUERTO RICO



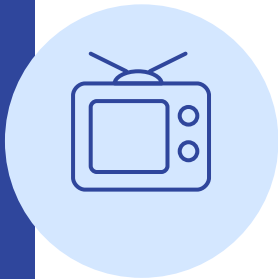
Social networks

65% +Unlikely to return 72%



Internet / Web pages

54%



TV / National

28% -Female 22%



TV / local

23%



Magazines / journals

18%



Radio

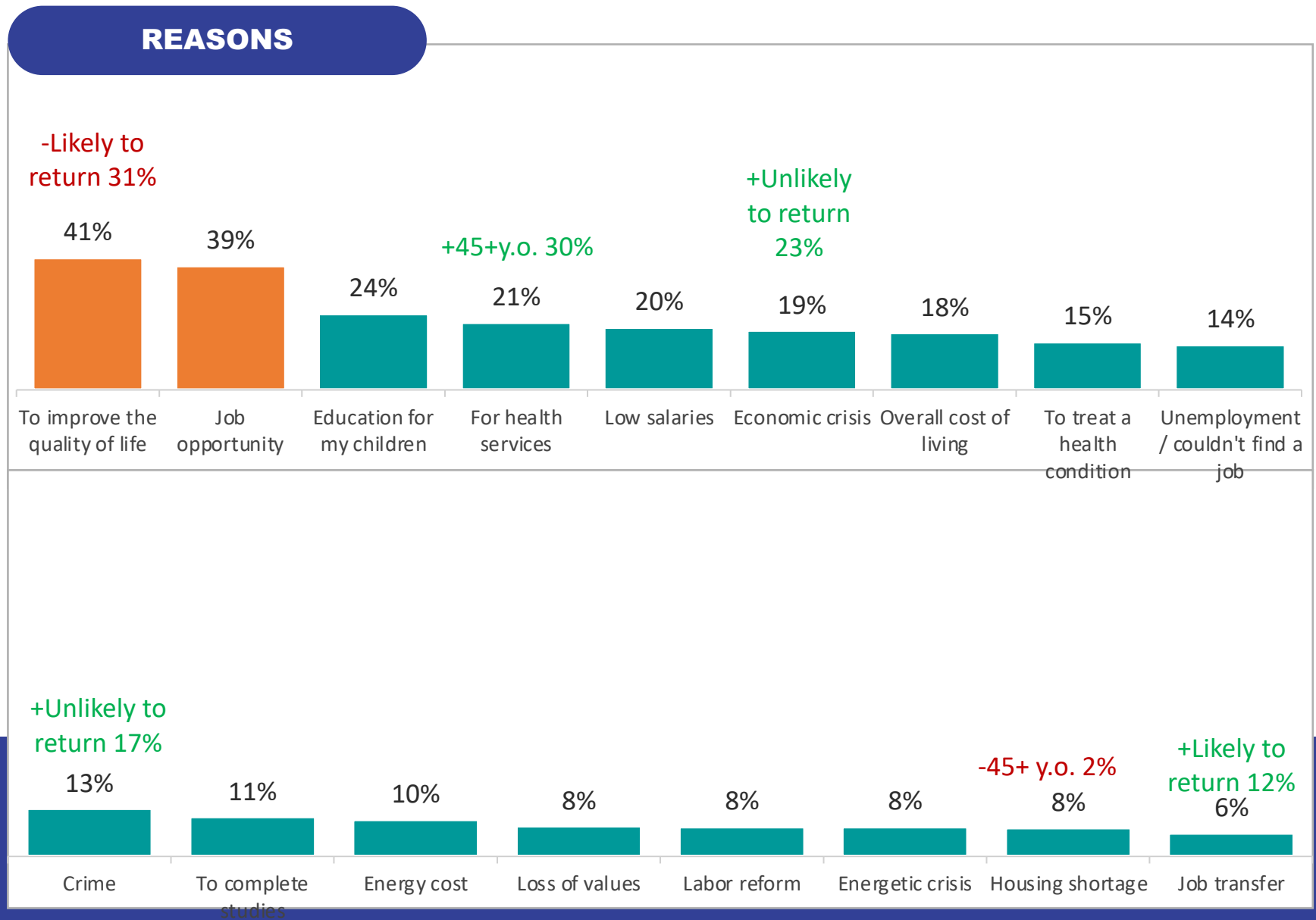
16%

Any media: 5%

Base: (400)
P28. What media do you use to stay informed about public or social issues in Puerto Rico?

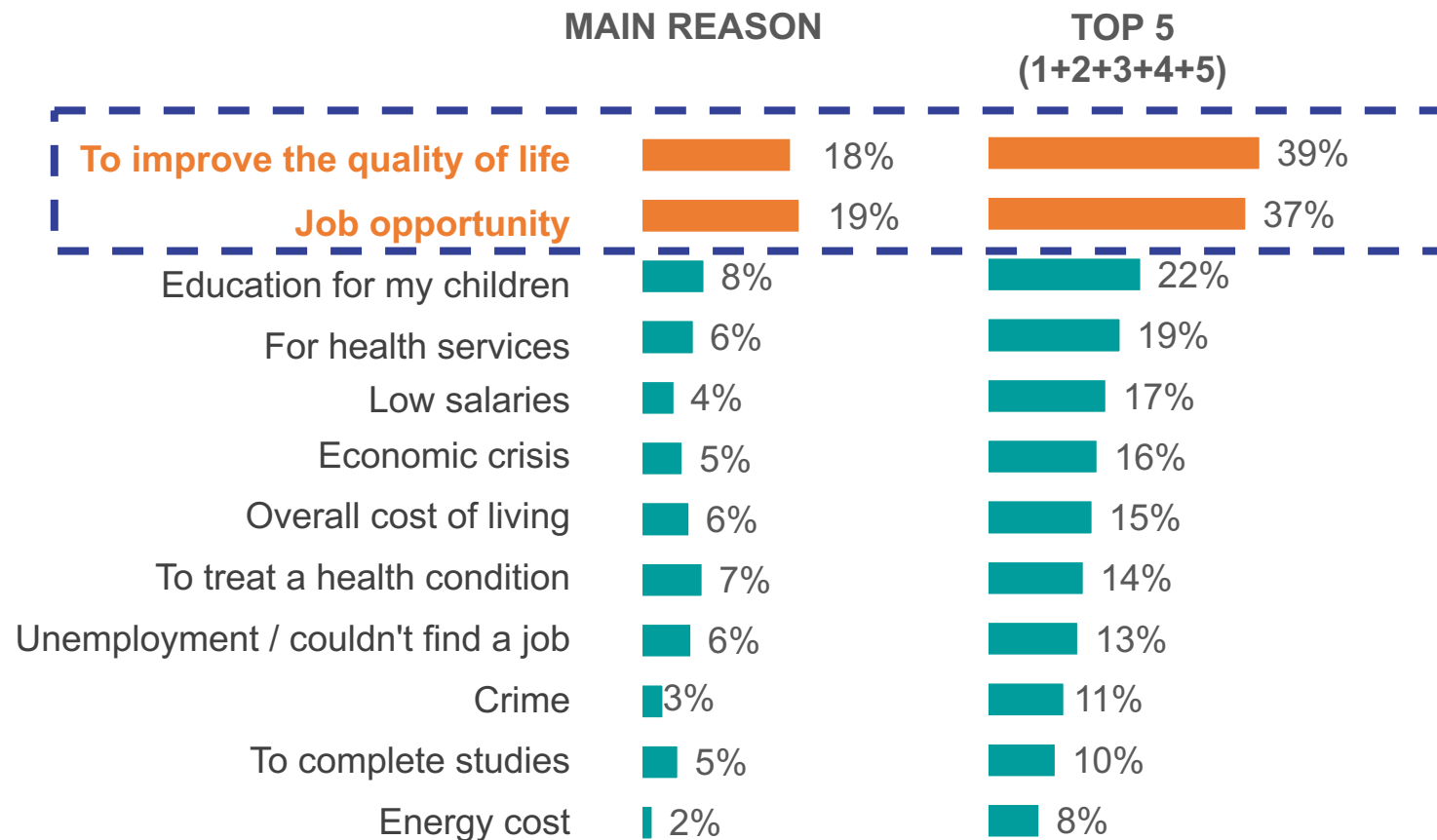


MAIN REASONS FOR MOVING FROM PUERTO RICO



Base: 400

REASONS FOR MOVING FROM PR | RANKING

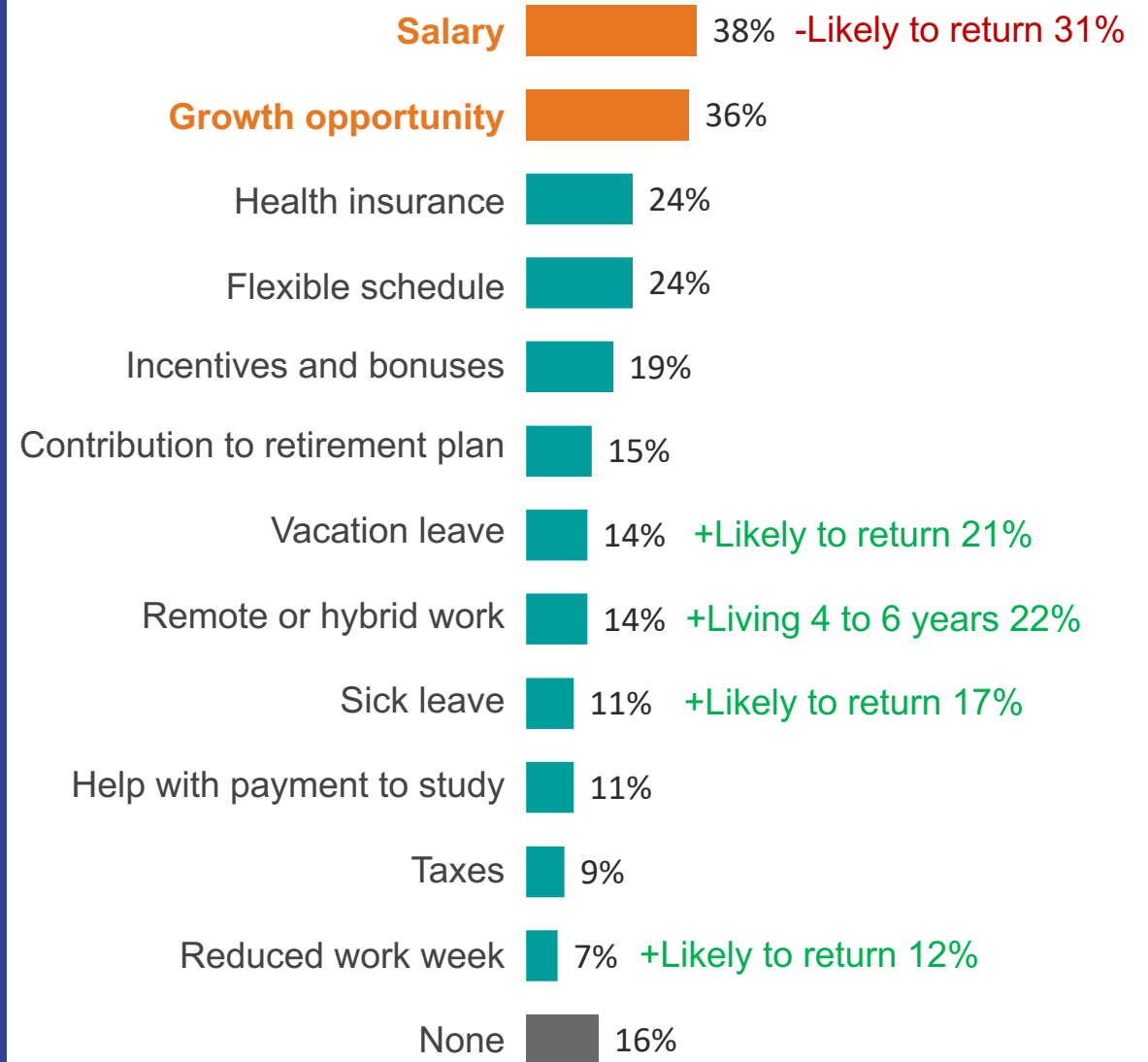


Base: (400)

P4. Now please order the selected reasons according to the importance they had for you With 1 being the most important

LABOR BENEFITS CONSIDERED WHEN MOVING

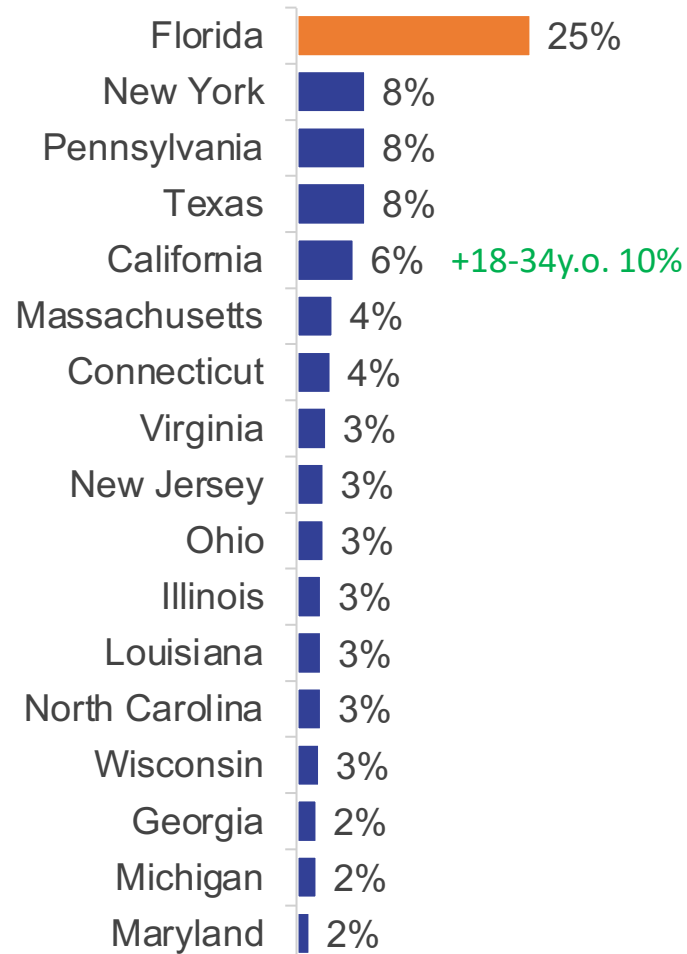
P11. What labor benefits, if any, did you take into consideration when moving?



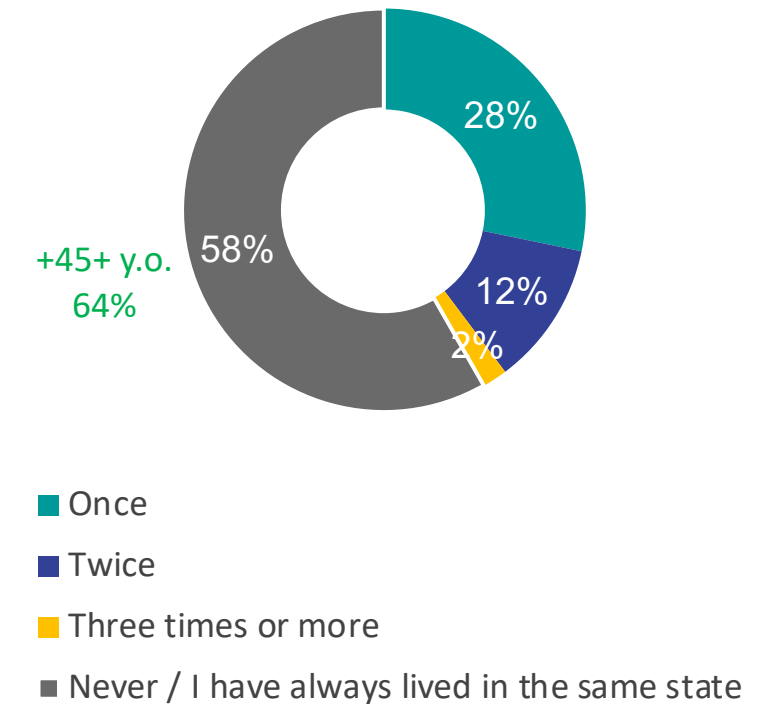
LIVING IN THE UNITED STATES

STATES HAVE MOVED TO

STATE YOU FIRST MOVED



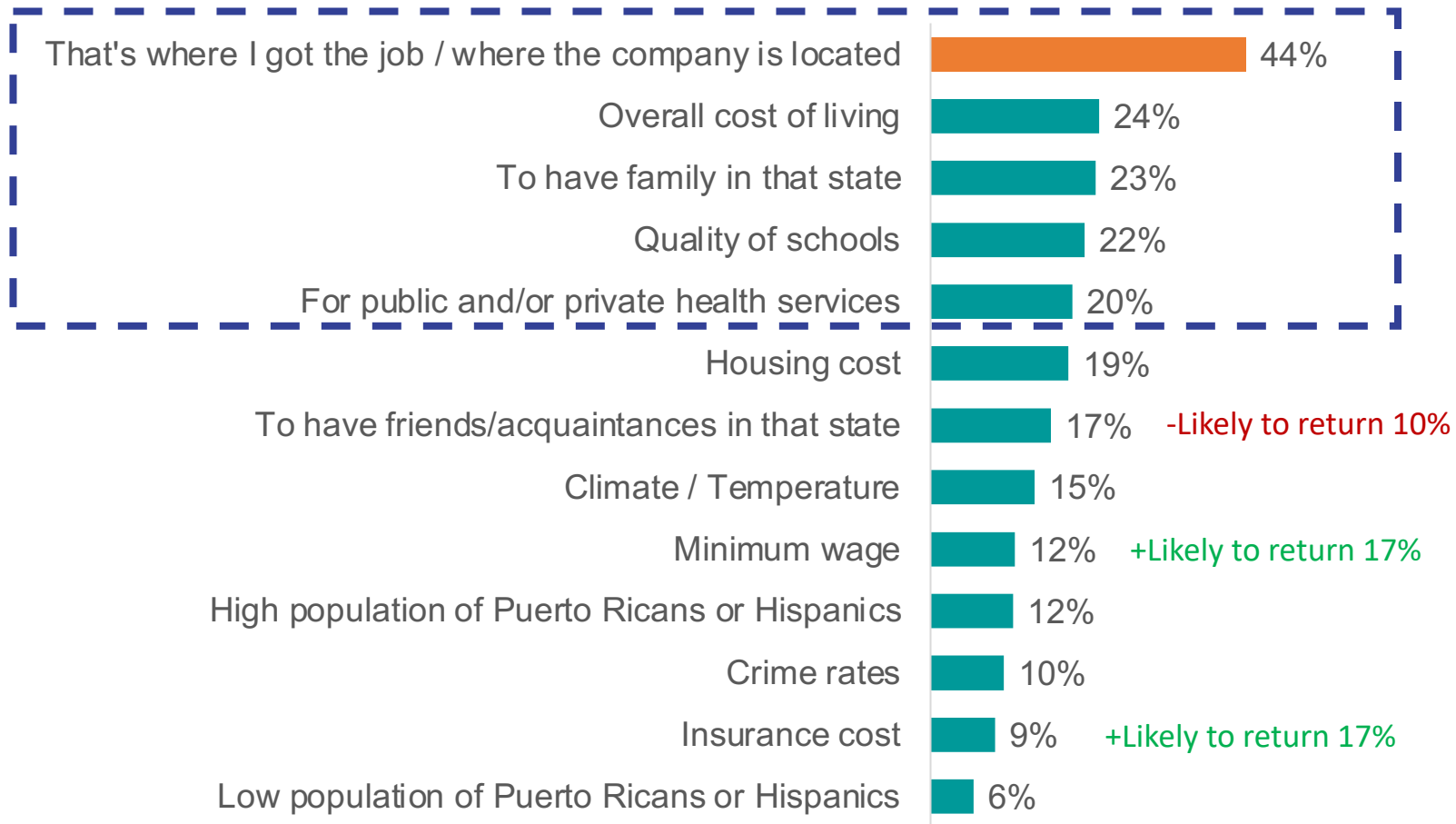
TIMES YOU HAVE MOVED



Base: (400)

P5. What state did you move to when you left Puerto Rico? P6. How many times have you changed states?

ASPECTS YOU TAKE INTO ACCOUNT WHEN CHOOSING A STATE

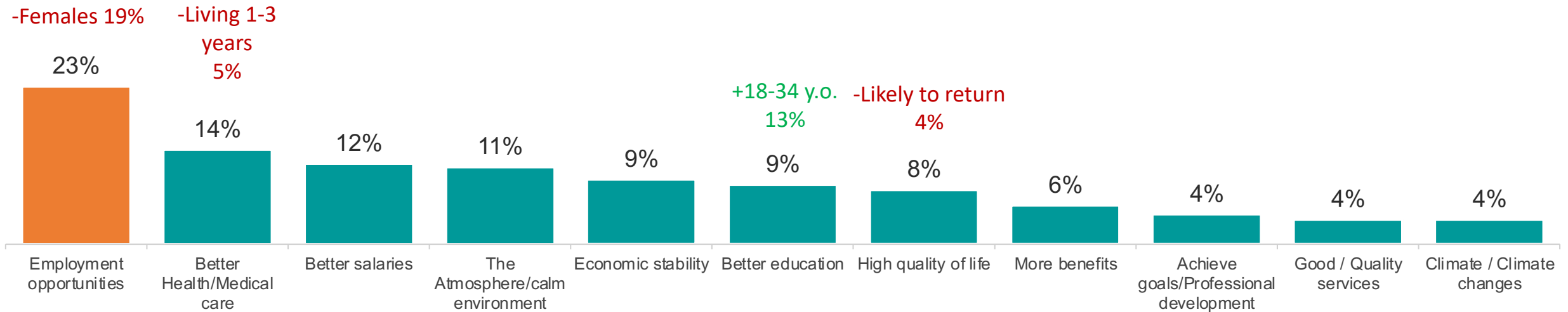


Base: (400)

P10. What aspects did you take into account when choosing a state?

Mentions >1%

LIKES MOST ABOUT USA



Base: (400)

P2. What do you like most about living in the United States?

17 – Puerto Rican Diaspora | December 2023

Mentions >3%



LIKES MOST ABOUT USA



LA TRANQUILIDAD, LAS CITAS SON A UNA HORA Y
CUMPLEN CON EL HORARIO, TODO ES MÁS CARO QUE PR,
PERO SE PUEDE OBTENERLO MÁS RÁPIDAMENTE.
EL ACCESO A SERVICIOS MÉDICOS.

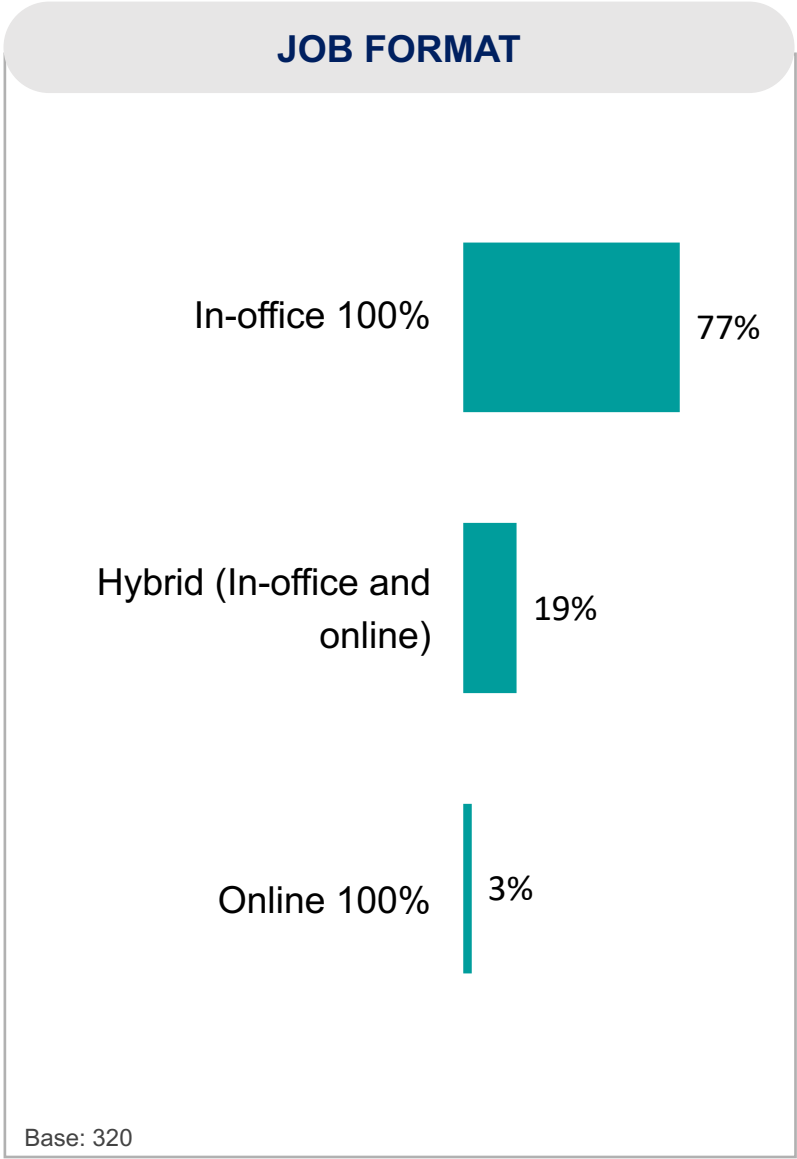
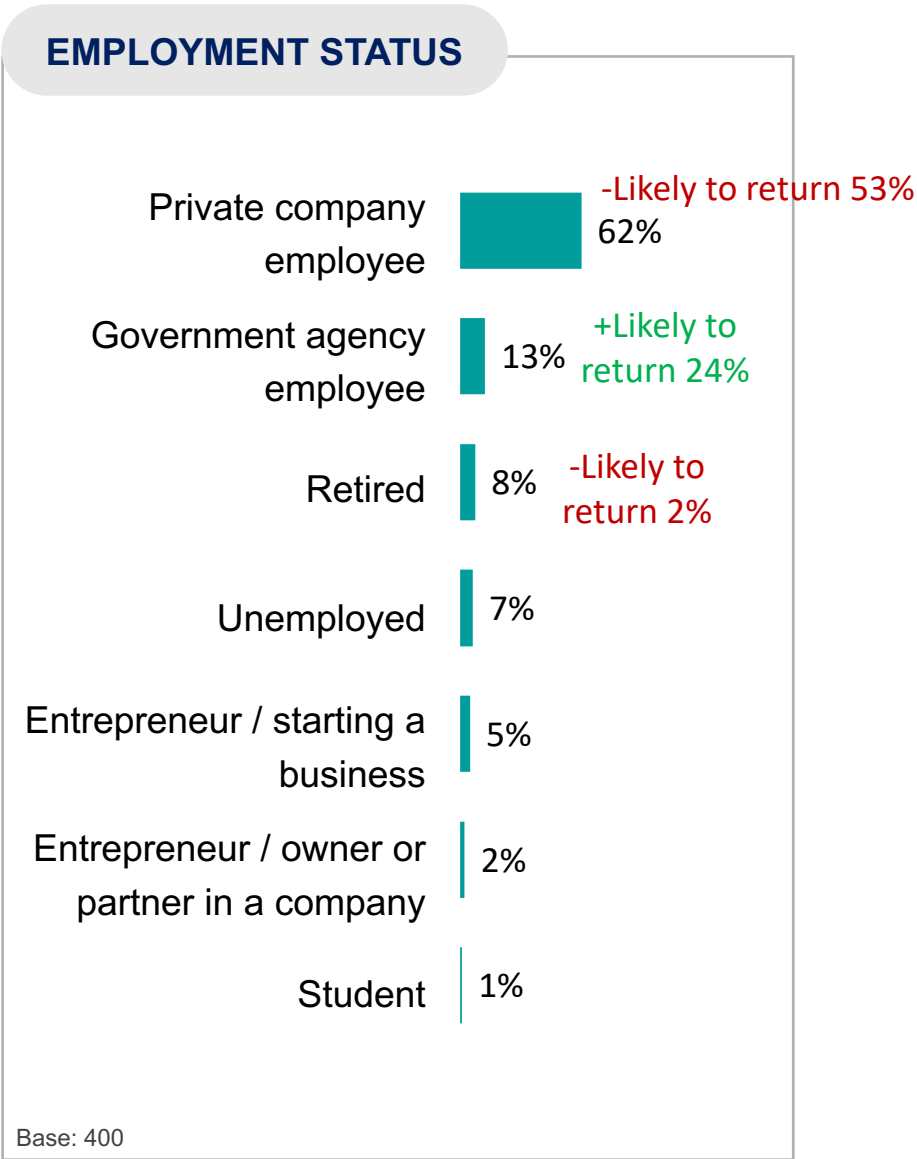
LIKES MOST ABOUT USA



ECONOMÍA, FACILIDAD DE EMPLEO Y PAGA POR LA EDUCACIÓN Y EXPERIENCIA. LA POLÍTICA NO INTERVIENE COMO EN PR EN NO HACER QUE LA ISLA HECHE "PA LANTE".

LA ESTABILIDAD ECONÓMICA Y LA EDUCACIÓN QUE LE ESTOY DANDO A MIS HIJOS.

EMPLOYMENT STATUS AND JOB FORMAT



P12. Which of the following options best describes your current employment status? P14. Which of the following options best describes the format of your main job?

INDUSTRY OF EMPLOYMENT

Education

Associate's Degree	17%	} 67%
Completed university	35%	
Post-graduate studies	15%	

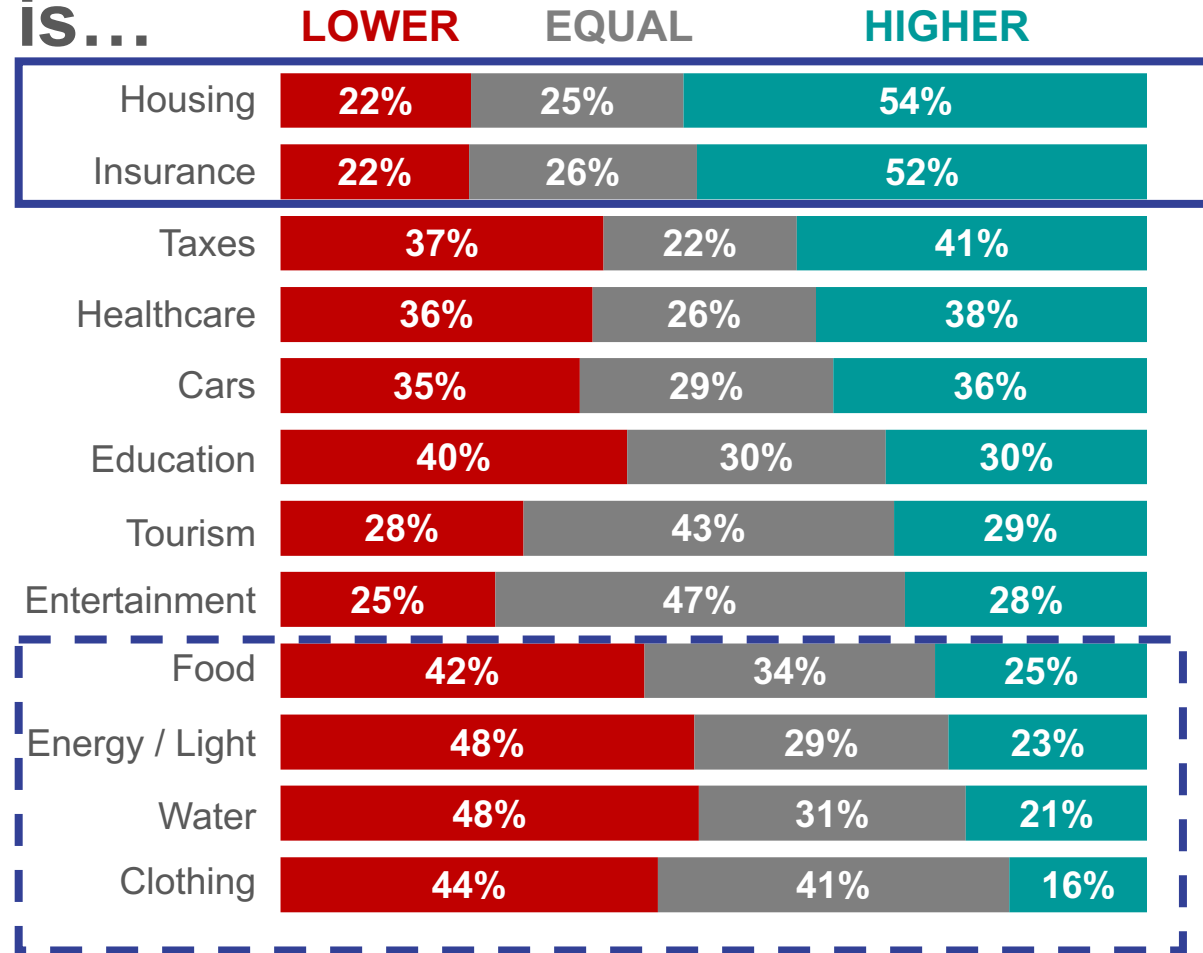


Base: (320)

P15. What is your main industry of employment? - The North American Industrial Classification System (NAICS).

COSTS COMPARISON OF CURRENT STATE VS PUERTO RICO

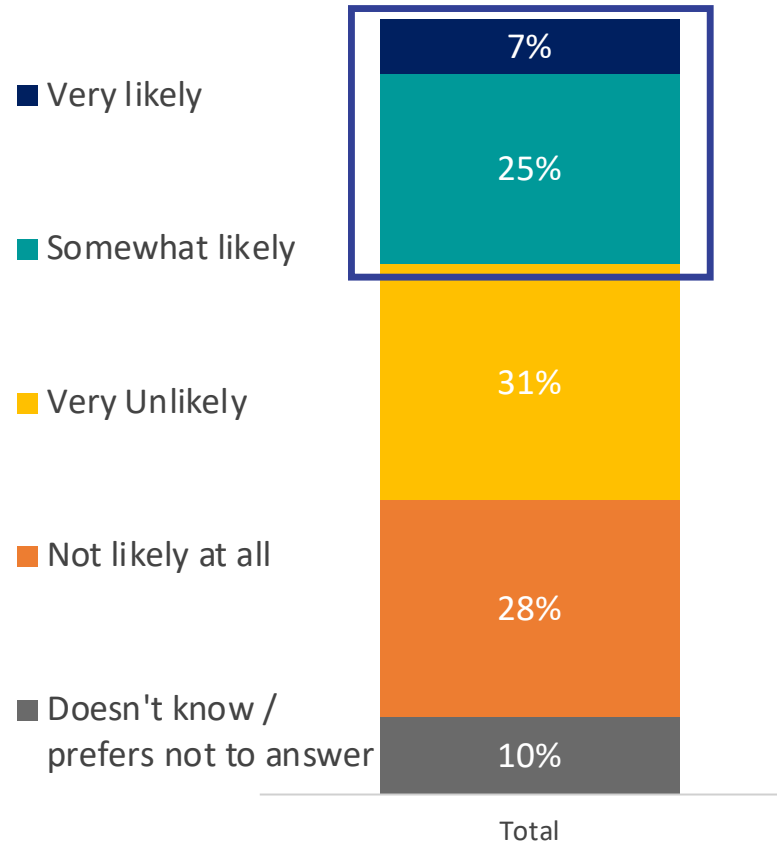
Current State is...



Base: (400)

P16. From what you remember from when you lived in Puerto Rico, how do you compare the cost of the following items between Puerto Rico and your current state of residence? Is your current state...?

PROBABILITY TO RETURN TO PUERTO RICO



32%

... are likely to return to Puerto Rico in the next 5 years

Bases: (400)

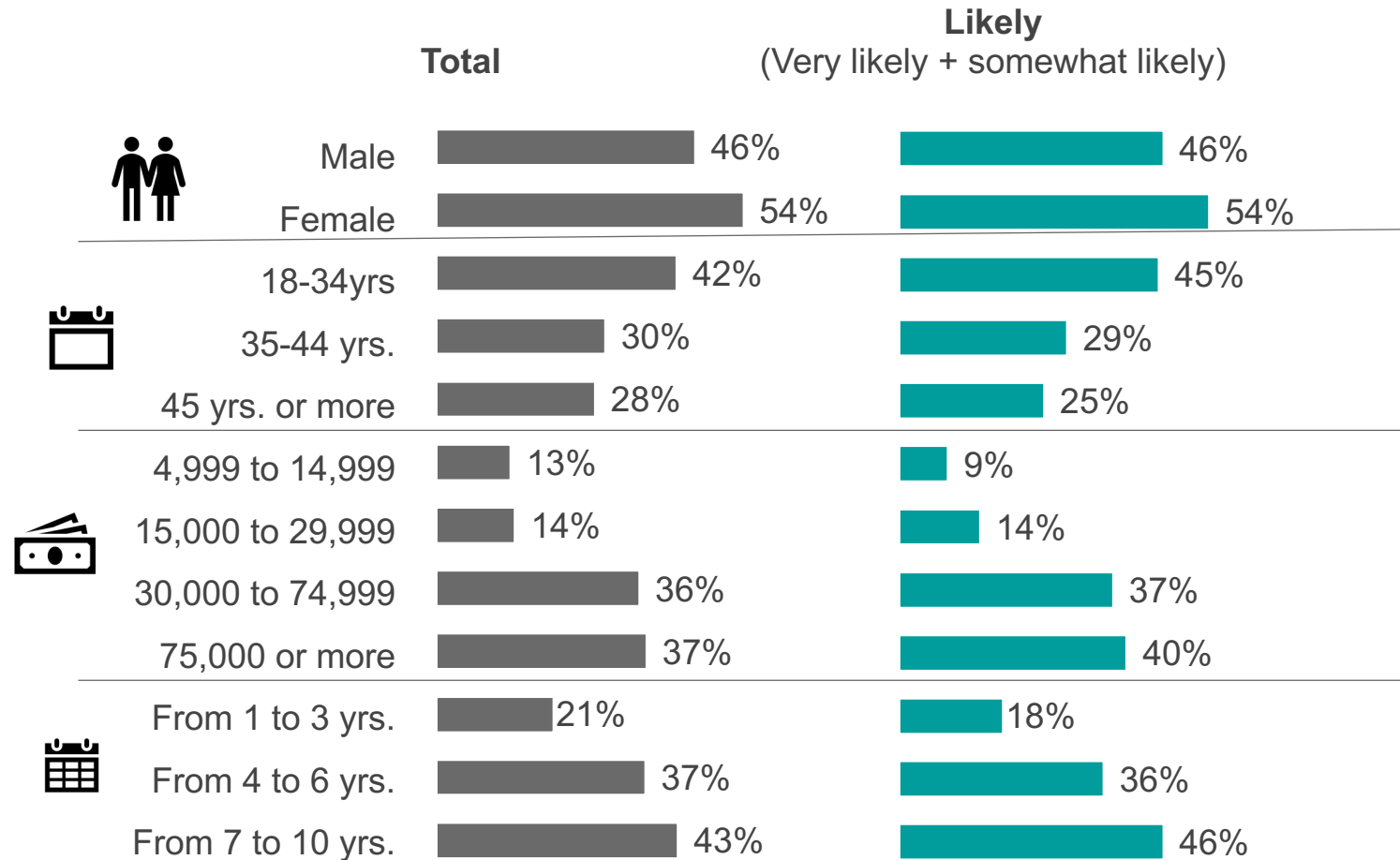
P18. How likely are you to return to live in Puerto Rico in the next 5 years?

23 – Puerto Rican Diaspora | December 2023



PROBABILITY TO RETURN TO PR

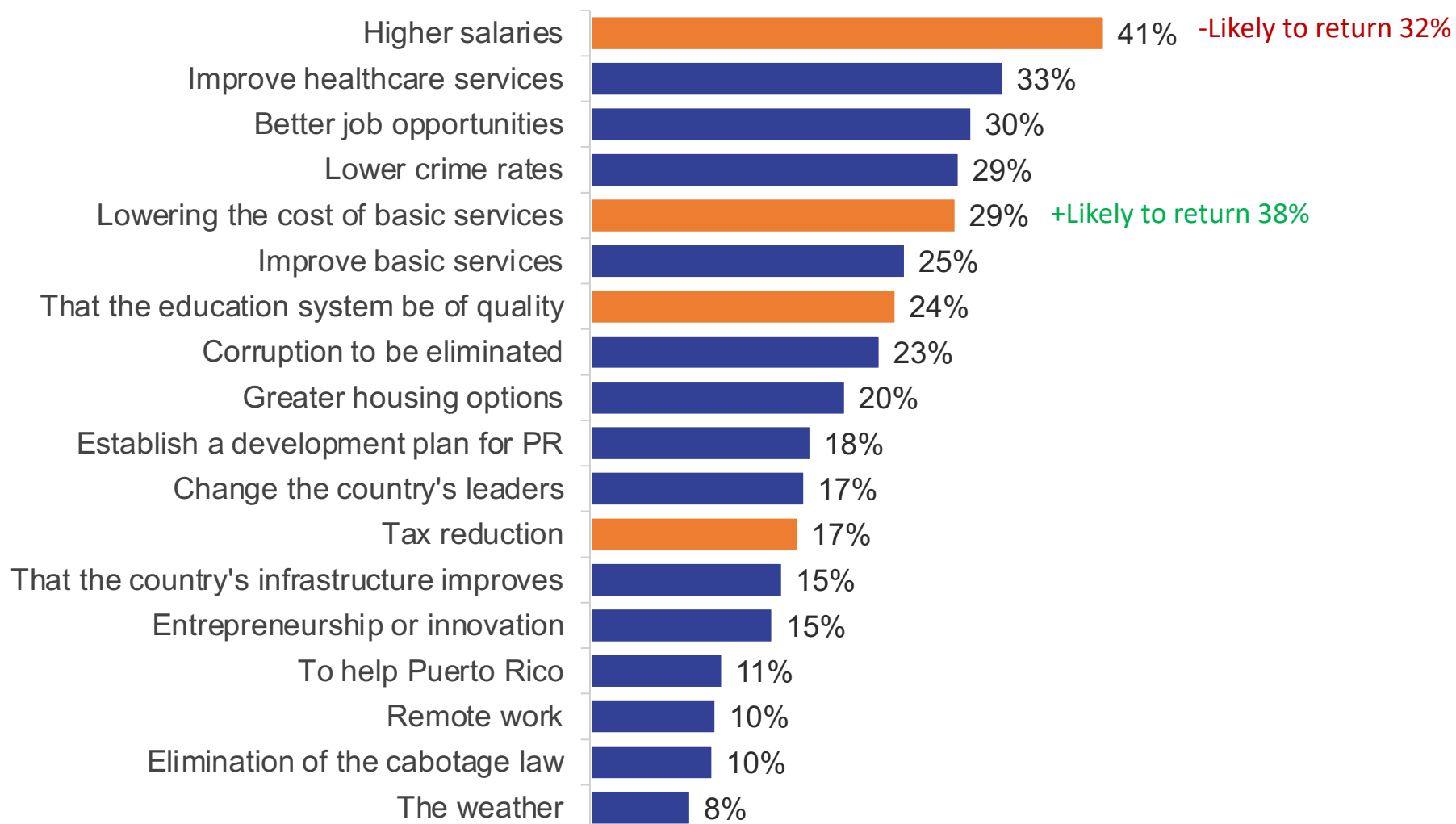
DEMOGRAPHICS



Base: Total=400, Likely=126

P18. How likely are you to return to live in Puerto Rico in the next 5 years?

ELEMENTS THAT WOULD ALLOW TO CONSIDER RETURNING TO PUERTO RICO



Base: (400)

P20. From the following options, which are elements that would make you consider returning to live in Puerto Rico?

REASONS FOR CONSIDERING IT



VOY A REGRESAR, ESTOY CANSADA DE TANTO TIROTEO EN TODAS PARTES Y TENER ATAQUES DE PÁNICO POR ESO. VIVIR CON MIEDO NO ES VIVIR.

QUE MEJORE CONSIDERABLEMENTE LA CALIDAD DE VIDA, SE RESUELVA LA CRISIS ENERGÉTICA, HAYA EXCELENTES CUIDADOS MÉDICOS QUE ADEMÁS SEAN ACCESIBLES Y DISMINUCIÓN DEL COSTO DE VIDA.

REASONS FOR CONSIDERING IT



OFRECER INCENTIVOS PARA LA INVERSIÓN Y EL
DESARROLLO EMPRESARIAL EN PUERTO RICO.

QUE EL SALARIO Y PERMANENCIA DE LOS MAESTROS SEAN
COMPETITIVOS. NO TRABAJAR 10 AÑOS CON EL MISMO
SUELDO Y SIN UNA PERMANENCIA. TAMBIÉN EL SISTEMA
EDUCATIVO O LOS QUE LOS ADMINISTRAN DEBE MEJORAR.

REASONS FOR CONSIDERING IT



ME HAGAN UN TRANFER CON EL MISMO SALARIO Y BENEFICIOS AL QUE ESTOY ACTUALMENTE. PUERTO RICO SEA UN ESTADO.

ESTABILIZACIÓN DE LA ECONOMÍA PARA CREAR OPORTUNIDADES DE EMPLEO Y SEGURIDAD FINANCIERA.

PUERTO RICANS THAT MOVED BACK TO PR





Online device-agnostic interviews



291 cases



From November 29th to December 8th.

APPROACH:



Adults from 18+ years old, born in Puerto Rico who lived in the US and moved back to Puerto Rico in the last 5 years.

All socioeconomic levels, Country wide, any location.

% margin of error: +/- 5.9% at 95% confidence level.

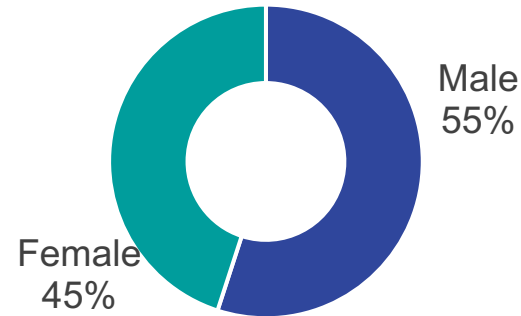


Significant levels 95%

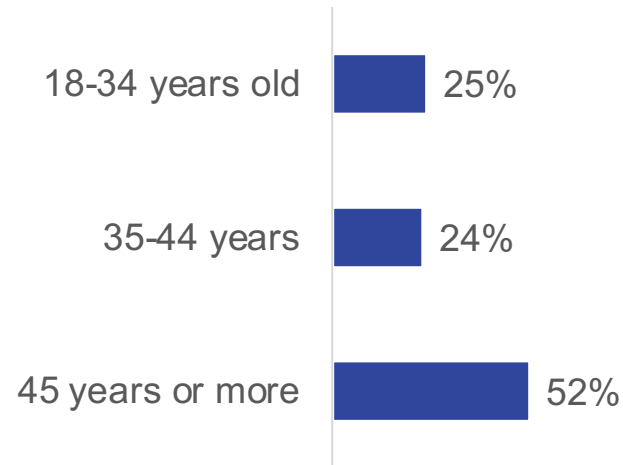


SAMPLE PROFILE

GENDER

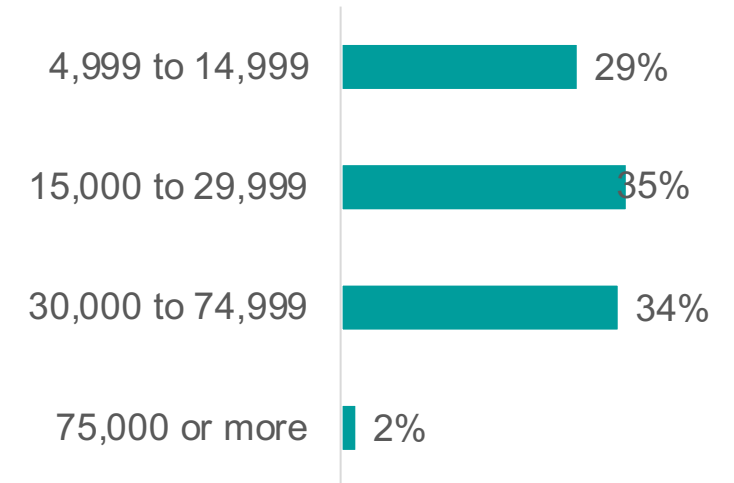


AGE



38.99
Average

INCOME

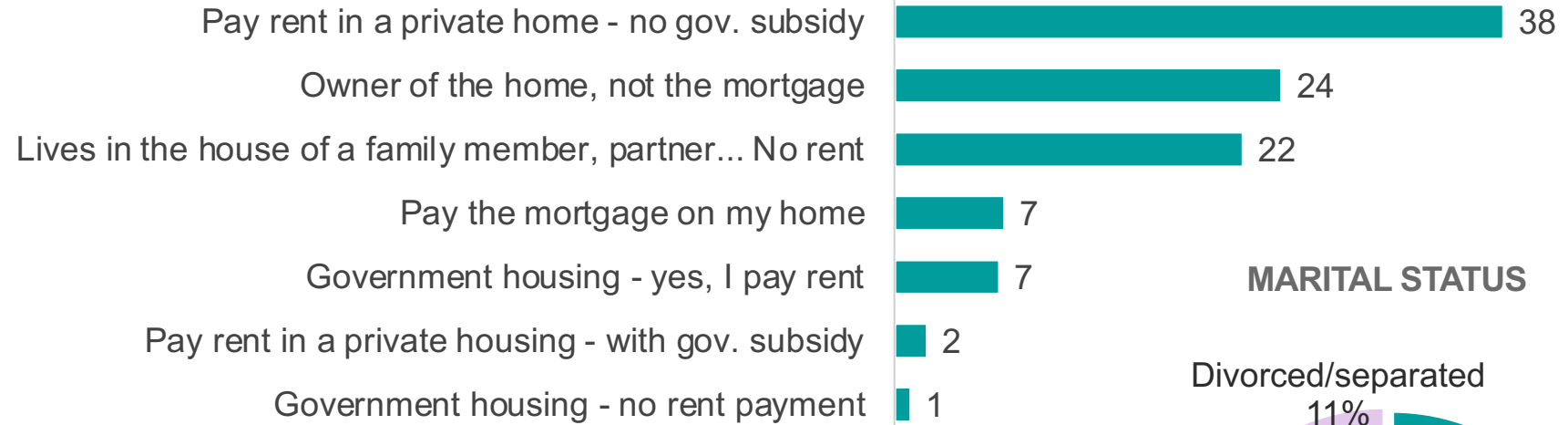


\$30,282
Average

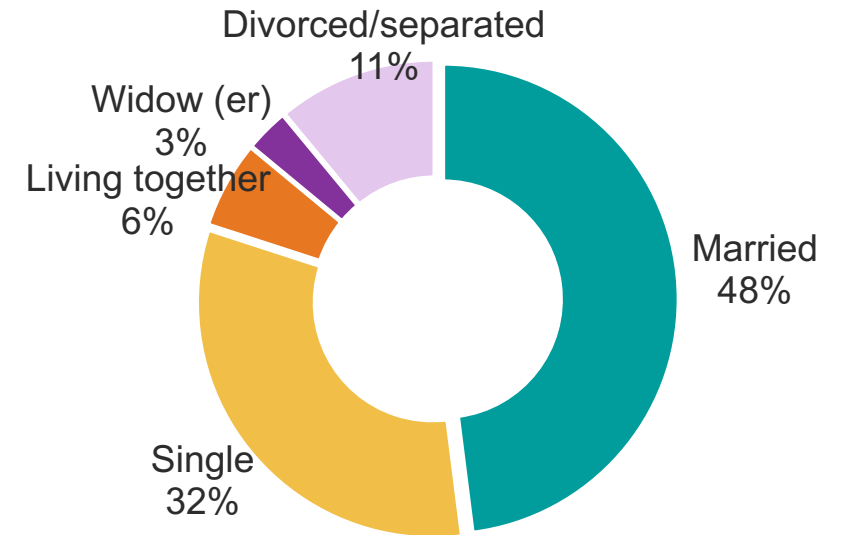
Base: (291)

COMPOSITION AND HOUSING SITUATION

HH SITUATION



MARITAL STATUS



**Average
2.7
people per
household**

Base: (291)



* **4.95 years**

On average living in the United States

*21% lived 7 years or more in the US

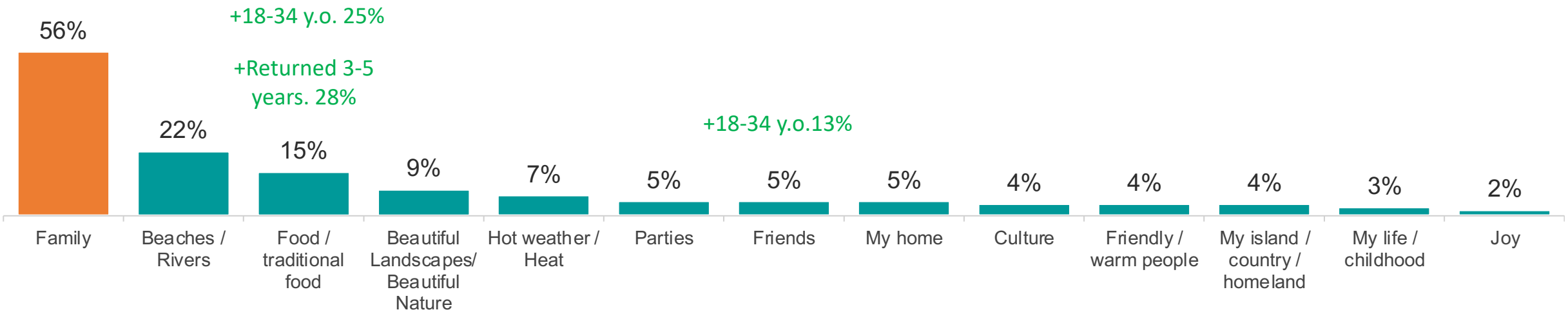


* **1.89 years**

**On average living in PR after
their return**

Base: (291)

WHAT COMES TO MIND ABOUT PUERTO RICO



Base: (291)

P1. What is the first thing that comes to mind when you think of Puerto Rico?



WHAT COMES TO MIND ABOUT PUERTO RICO



PLAYAS, COMIDA, AMISTADES, FAMILIA, ME SIENTO
EN MI HOGAR.

PODER COMPARTIR MÁS CON MI FAMILIA.

INSEGURIDAD, BUROCRACIA Y FALTA DE
PROGRAMAS PARA ADULTOS MAYORES.

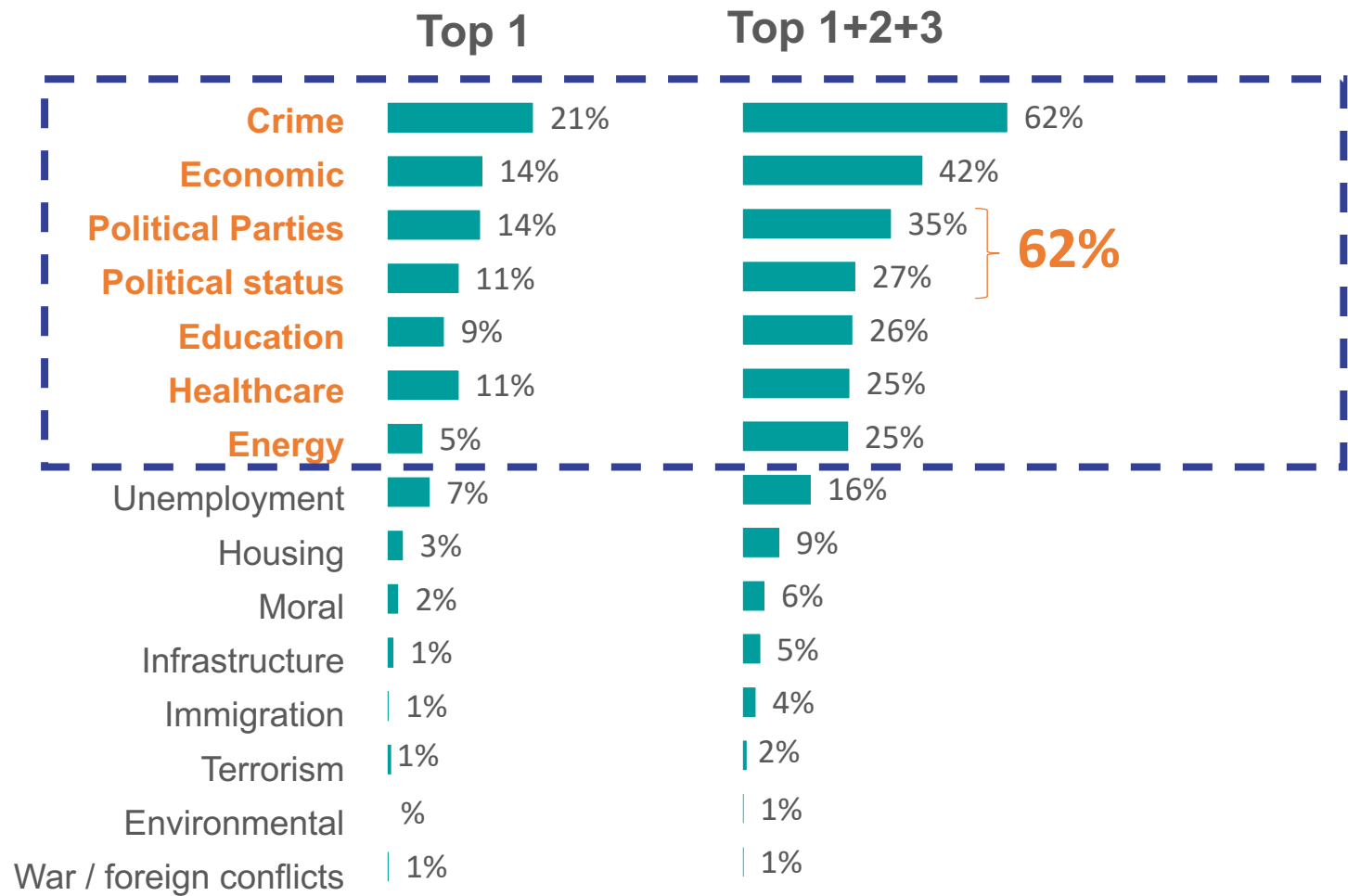
WHAT COMES TO MIND ABOUT PUERTO RICO



QUE SE PUEDE DISFRUTAR Y NO SOLO ES TRABAJAR.

ALEGRÍA, BONDAD, PLAYAS, ATARDECERES HERMOSOS,
COMIDA DELICIOSA, PERO BAJO UN GOBIERNO
CORRUPTO QUE IMPOSIBILITA EL PODER VIVIR EN PAZ
DE LAS MARAVILLAS QUE BRINDA ESTE PAÍS.

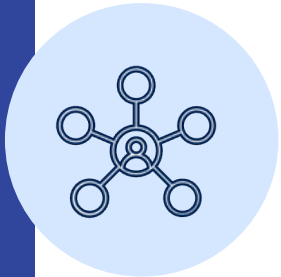
PROBLEMS THAT PUERTO RICO FACES



Base: (291)

P18. In your opinion, what are the three main problems that Puerto Rico is currently facing?

MEDIA USED TO STAY INFORMED ABOUT PUERTO RICO



Social networks

55%

+Female 66%
+18-34 y.o. 72%



TV / Local

37%

+45+ y.o. 51%



Radio

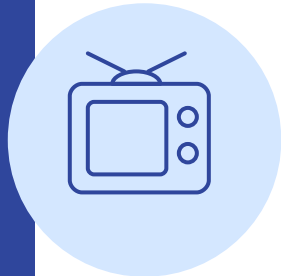
36%

+Male 48%
-18-34 y.o. 14%



Internet / web pages

29%



TV / Cable

25%

+Male 30%



Magazines / Newspaper

17%

+Male 22%
+45+ y.o. 27%

Any means of communication: 3%

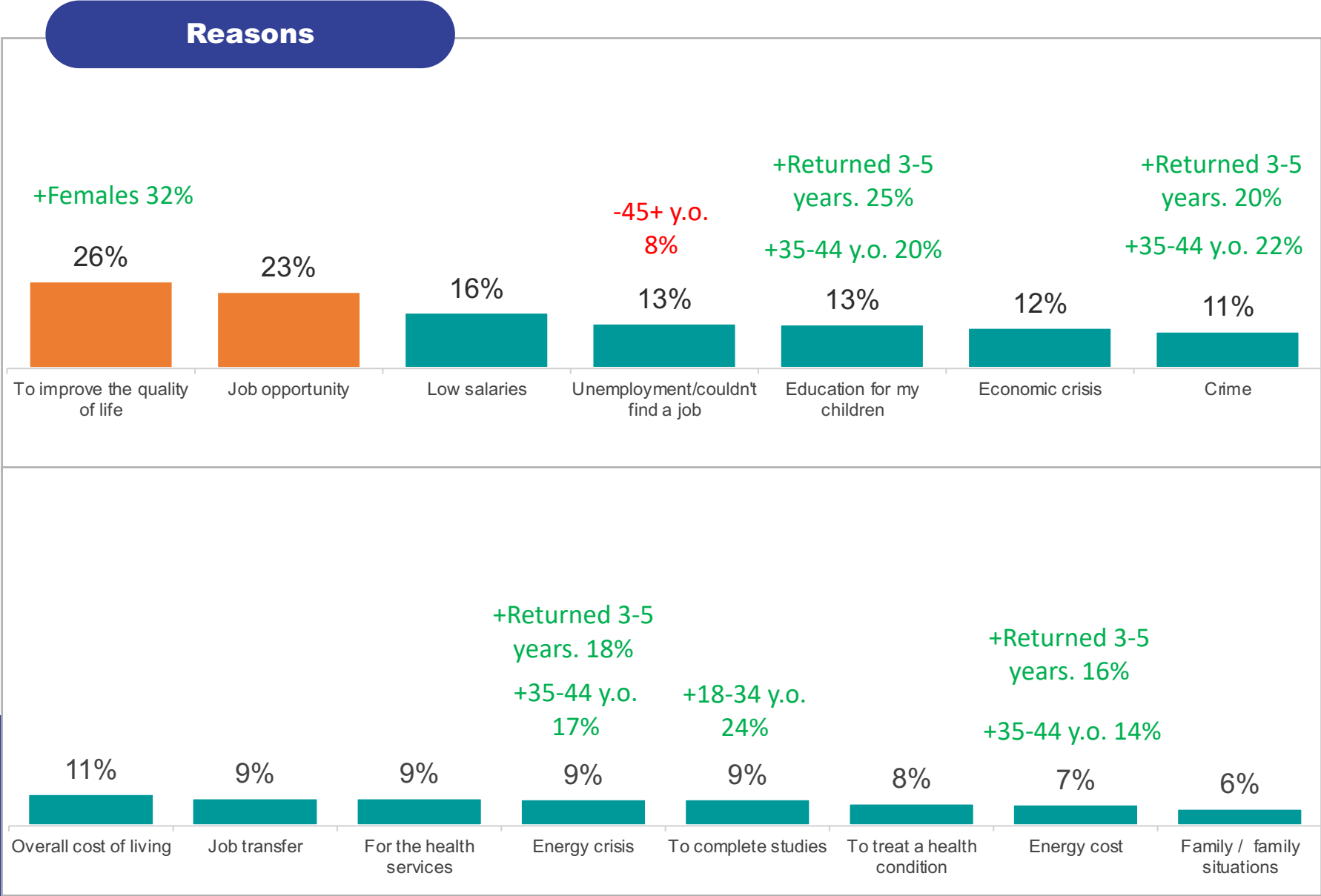
P28 What media do you use to stay informed about public or social issues in Puerto Rico?
Base: (291)



LIVING IN THE U.S.A



MAIN REASONS FOR MOVING FROM PUERTO RICO



Base: 291

40 –

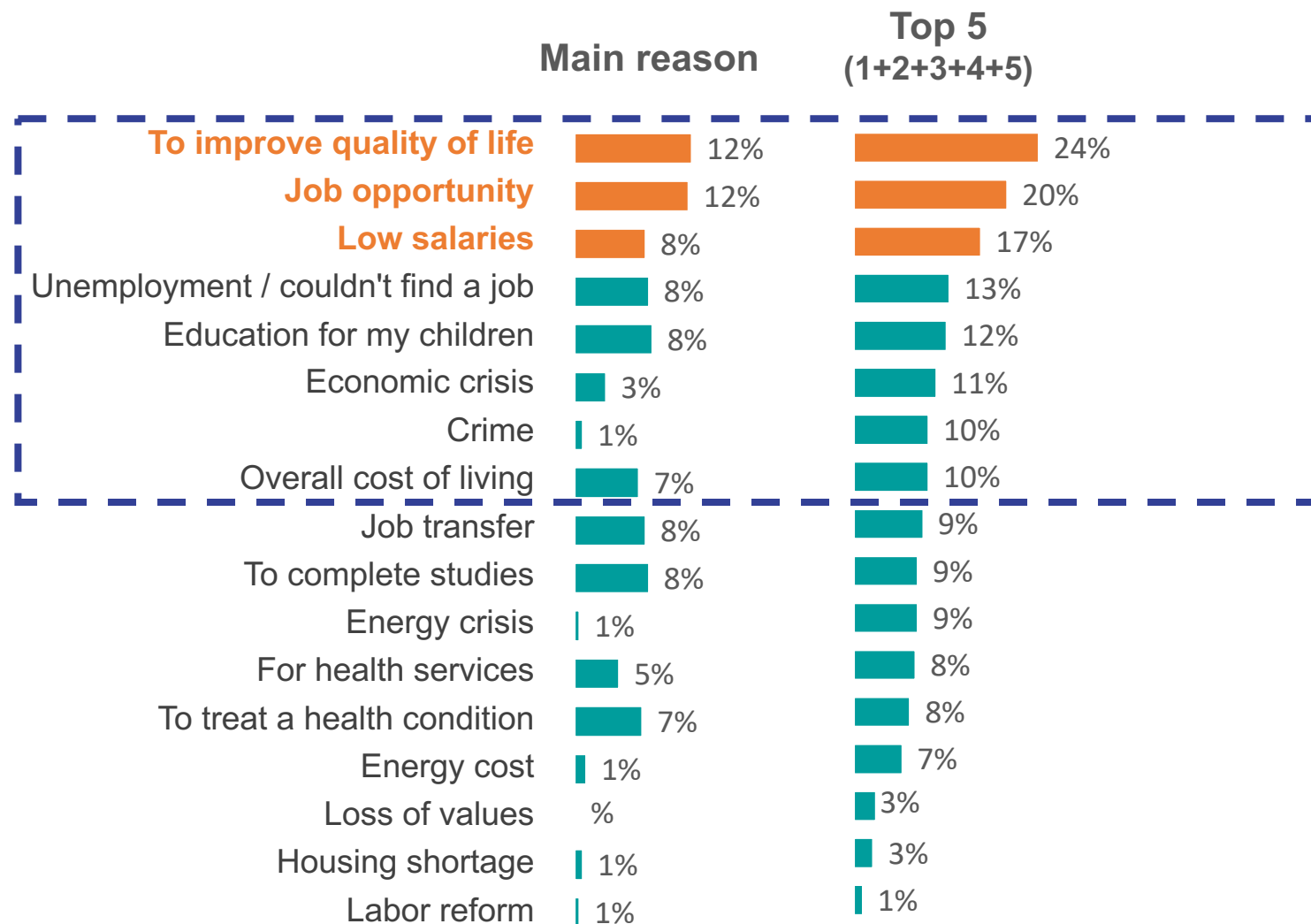
P3. Which of the following were the main reasons you moved from Puerto Rico?

Reasons>5%



REASONS WHY MOVING FROM PUERTO RICO

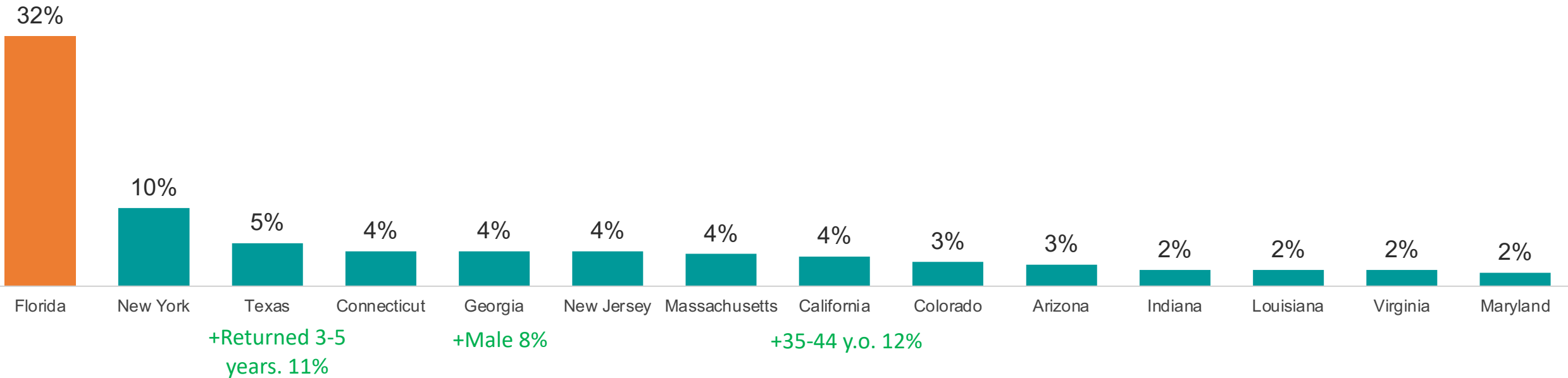
RANKING



Base: (291)

P4. Now please order the selected reasons according to the importance they had for you With 1 being the most important

STATE RESIDED IN BEFORE RETURNING TO PR



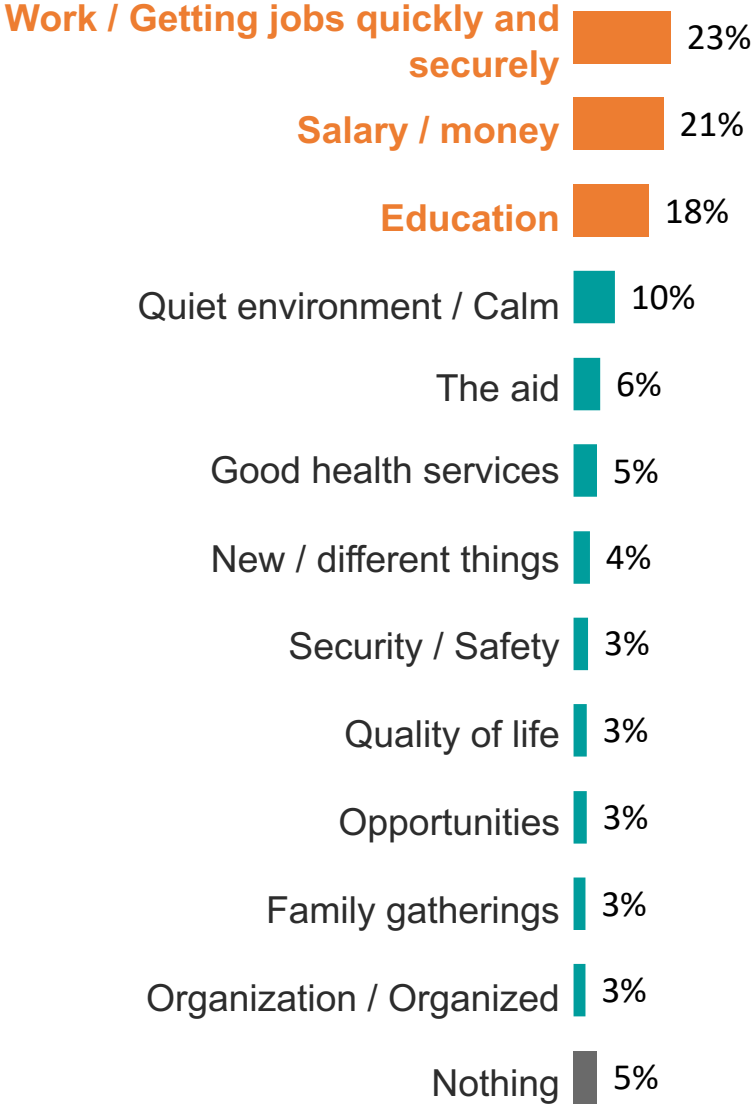
Base: (291)

S8. What state did you reside in before returning to live in Puerto Rico?

States>1%



LIKED MOST ABOUT LIVING IN USA



Base: (291)

P2. What did you like the most about living in the United States?

Mentions>2%

LIKED MOST ABOUT LIVING IN USA



LAS OPORTUNIDADES DE TRABAJO QUE
HABÍA DONDE QUIERA QUE IBA UNO.

MEJORE CALIDAD DE VIDA Y MEJORES
SERVICIOS.

LIKED MOST ABOUT LIVING IN USA



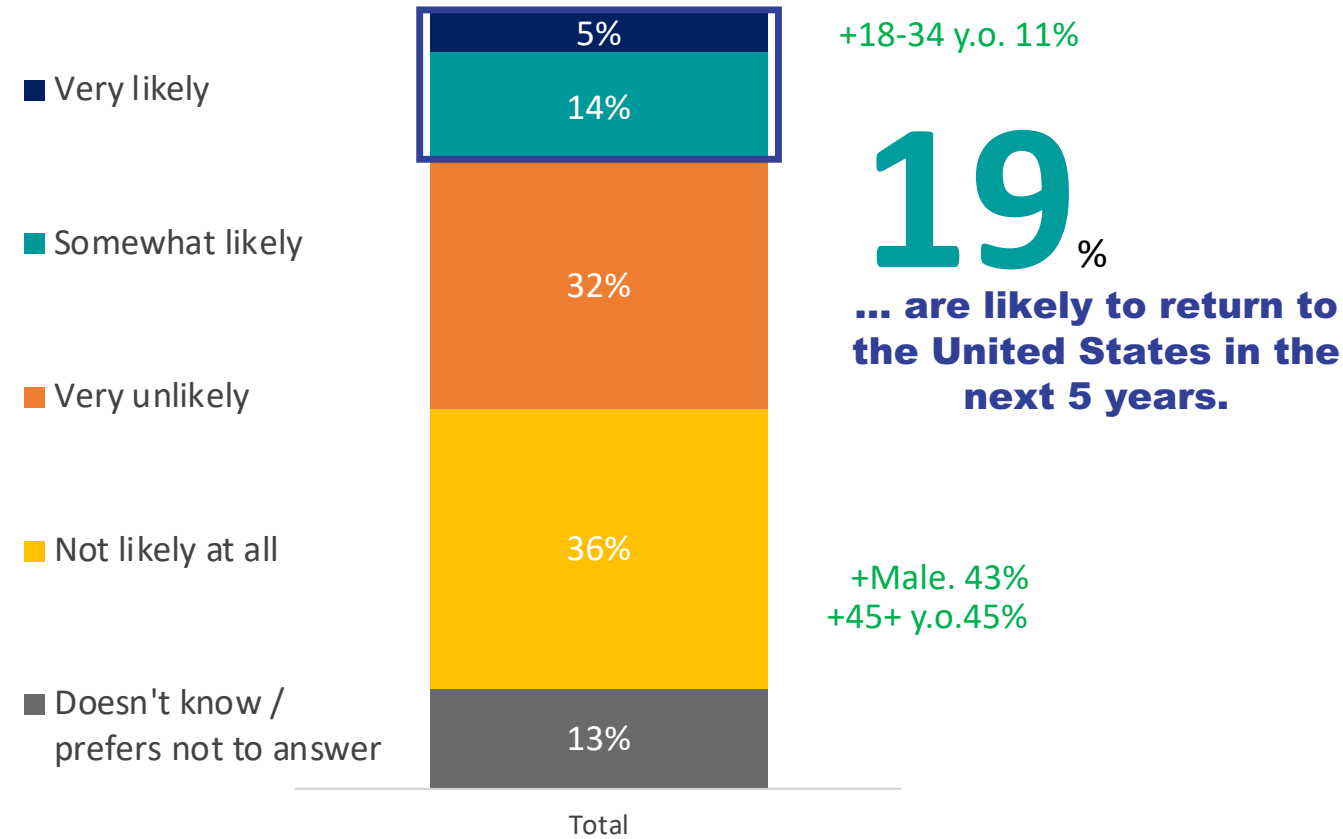
HAY MUCHO TRABAJO, BUENAS AYUDAS ECONÓMICAS, OPORTUNIDAD DE EMPLEO, LA EDUCACIÓN Y ESCUELAS PARA LOS NIÑOS ES BUENÍSIMA Y LA SALUD ES MEJOR.

EL SALARIO ESTABA ACORDE CON EL COSTO DE VIDA DE HOY DÍA.

EL FACTOR DINERO, PERO VIVIR ALLÁ ES

CARO Y SACRIFICADO

PROBABILITY OF RETURNING TO LIVE IN THE UNITED STATES

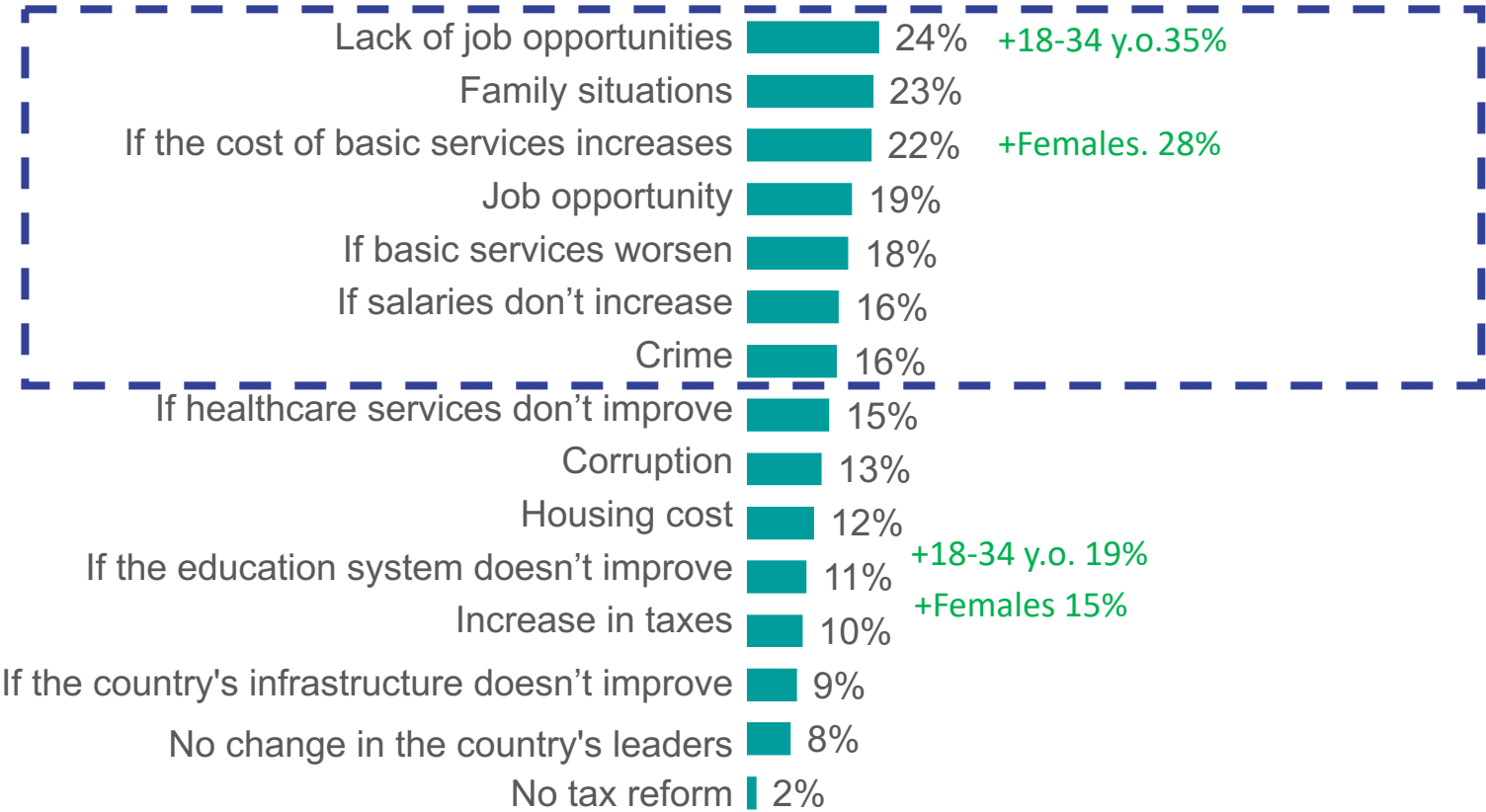


Bases: (291)

P19. How likely are you to return and live in the United States in the next 5 years?

PROBABILITY OF RETURNING TO LIVE IN THE UNITED STATES

ELEMENTS TO CONSIDER IT



Bases: (291)

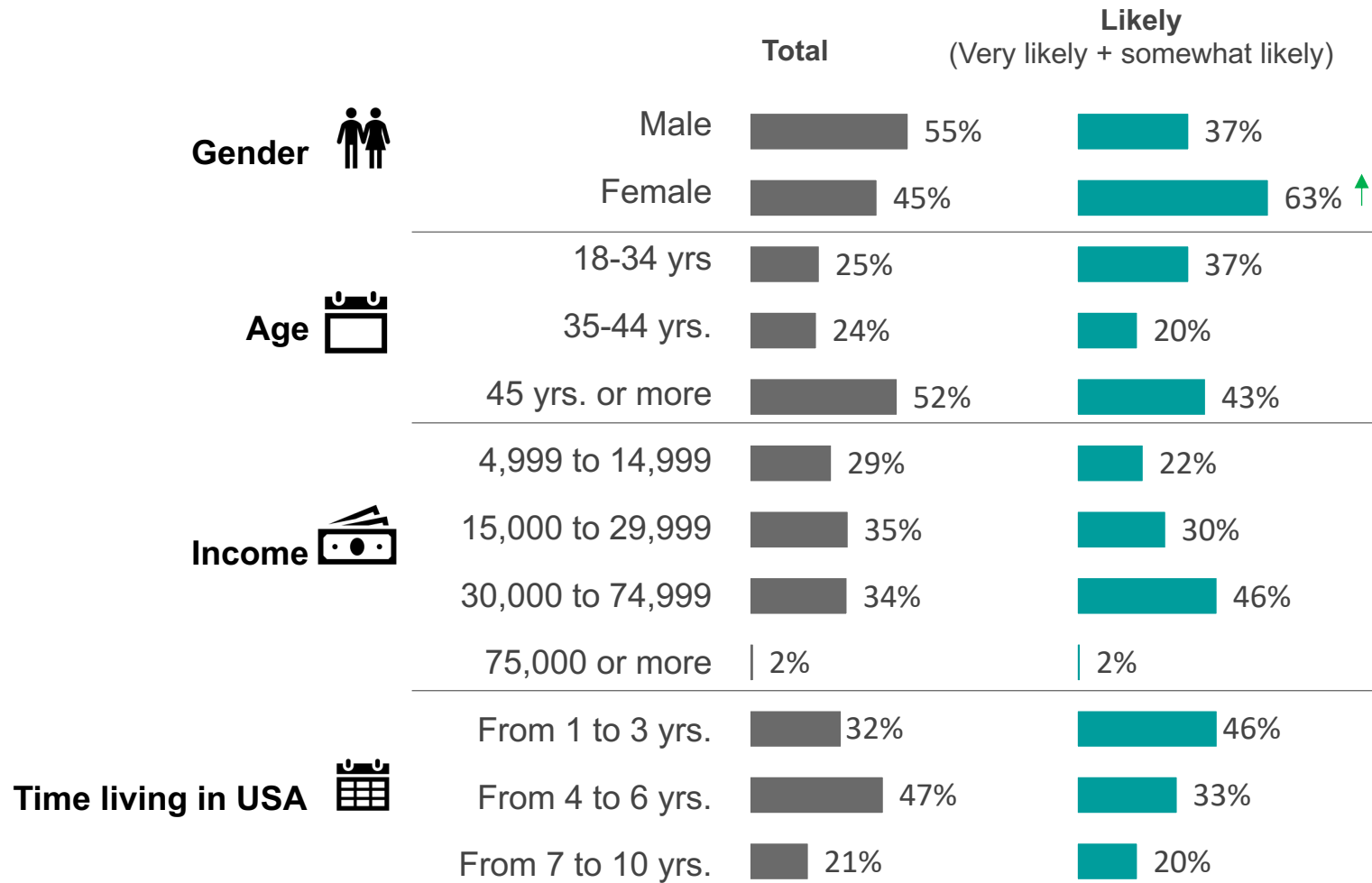
P20. From the following options, which are elements that would make you consider moving back from Puerto Rico?

Mentions > 2%



PROBABILITY TO RETURN TO USA

DEMOGRAPHICS



Base: Total=291, Likely=54

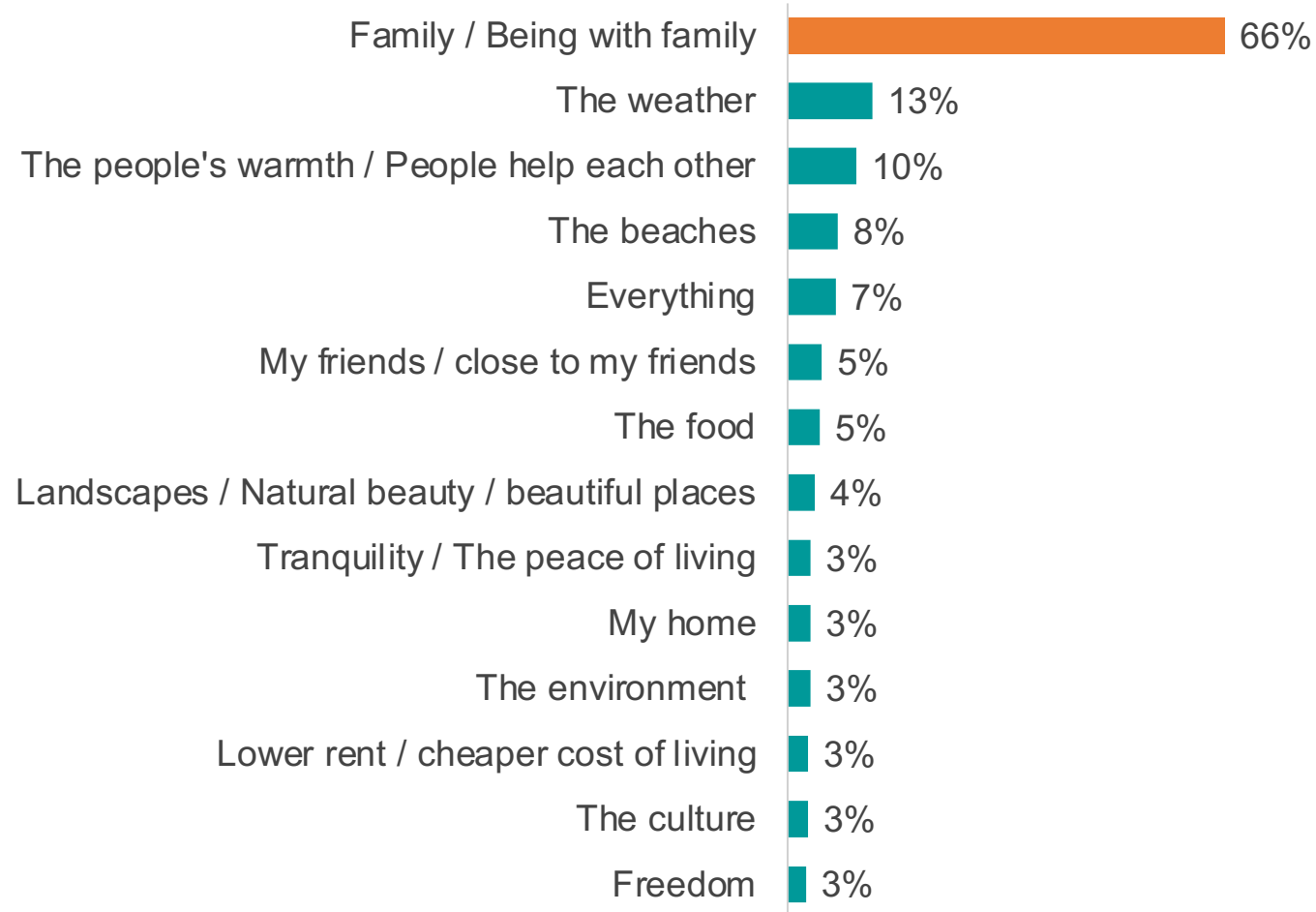
P19. How likely are you to return and live in the United States in the next 5 years?



RETURNING TO PUERTO RICO



LIKES MOST ABOUT LIVING IN PUERTO RICO



Base: (291)

P12. What do you like the most about living in Puerto Rico?

Mentions>2%

LIKES MOST ABOUT LIVING IN PUERTO RICO



HAY LUGARES BELLOS PARA DISFRUTAR, LA CALIDAD DE VIDA ES MÁS SANA, MENOS STRESS Y ESTAR CON LA FAMILIA.

LA TRANQUILIDAD DE SABER QUE PUEDO REALIZARME PERSONALMENTE Y PROFESIONALMENTE EN EL PAÍS DONDE CRECÍ.

LIKES MOST ABOUT LIVING IN PUERTO RICO



SINCERAMENTE QUE PUEDO ESTAR CERCA DE MI
FAMILIA. PERO LA SITUACIÓN QUE ATRAVIESA EL PAÍS NO
ES LA MEJOR.

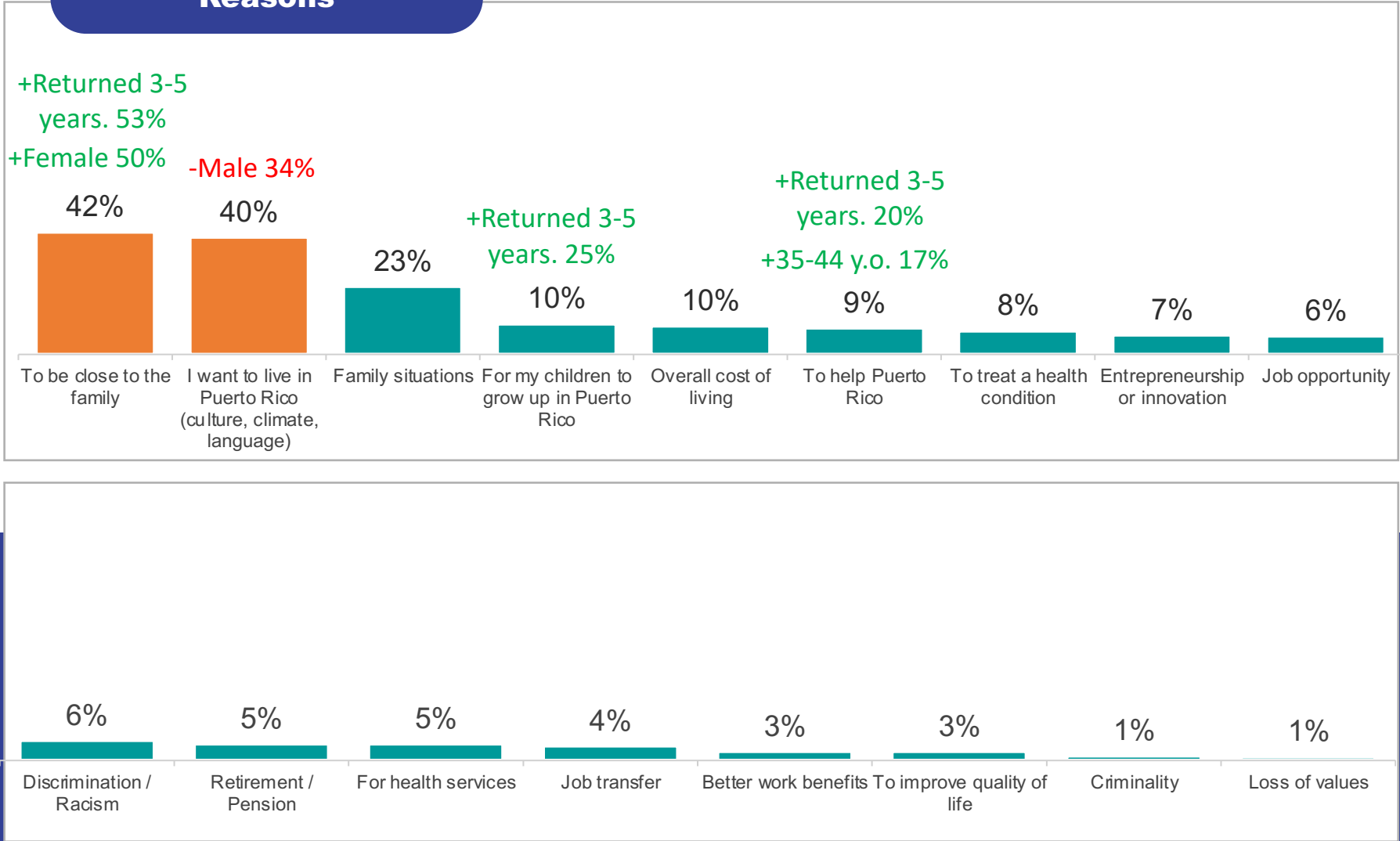
NO HAY NIEVE, NO TENGO Q USAR TANTA ROPA, NO PAGO
TANTO, SE PUEDE SALIR A CUALQUIER HORA, VEO LA
NATURALEZA, ESCUCHAR LOS PAJARITOS, ESAS COSAS QUE
ALLÁ NO LAS HAY TANTO PORQUE NIEVA MUCHO.

LIKES MOST ABOUT LIVING IN PUERTO RICO



QUE ES MÁS FÁCIL LA VIDA AQUÍ. AUNQUE A VECES SE PASA NECESIDAD, ES MÁS FÁCIL CONSEGUIR COMO SALIR DE LA SITUACIÓN.

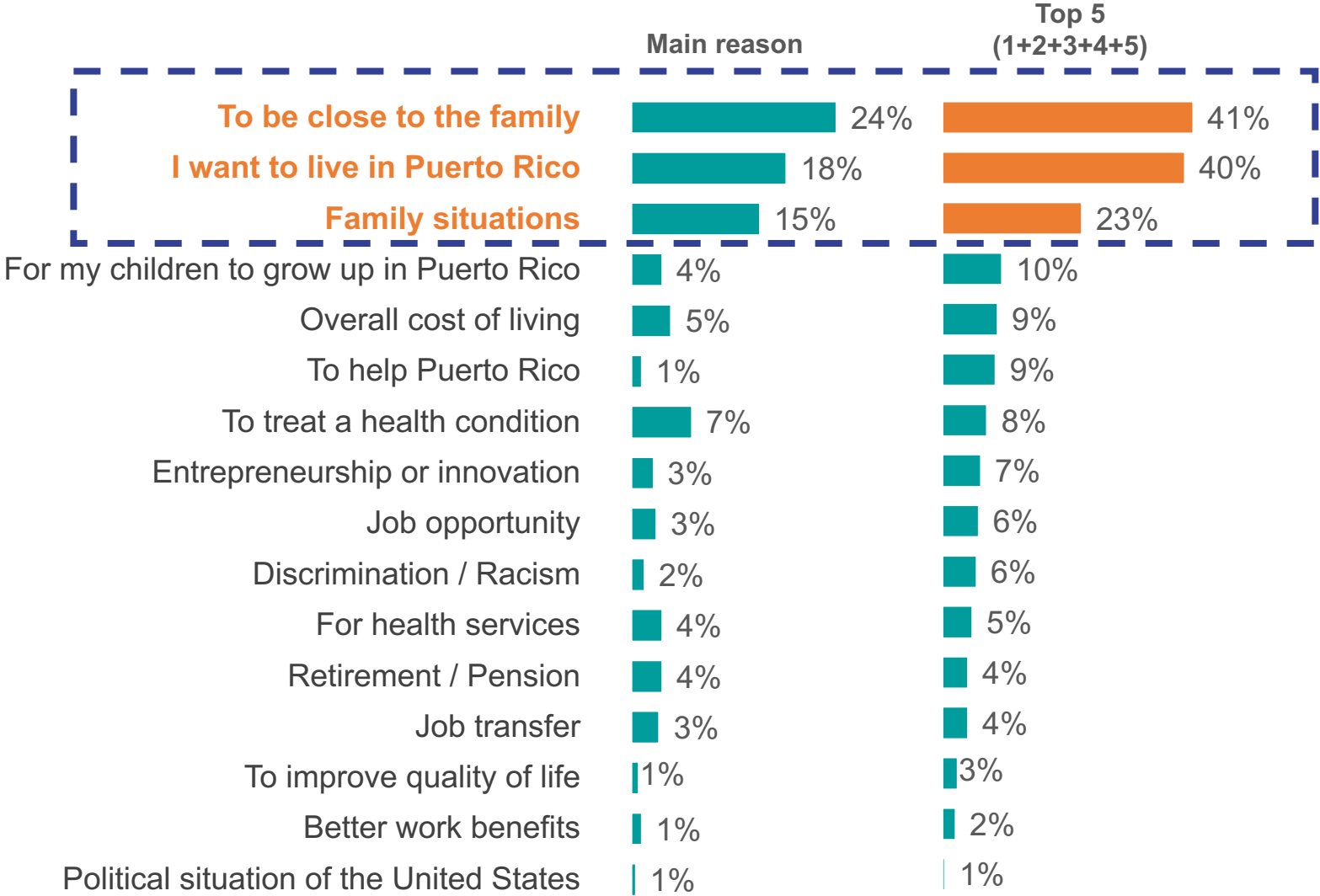
MAIN REASONS FOR RETURNING TO PUERTO RICO



S7. How long ago did you return to live in Puerto Rico? P5. What were the main reasons for your return to Puerto Rico?

Base: 291

MAIN REASONS FOR RETURNING TO PUERTO RICO - RANKING



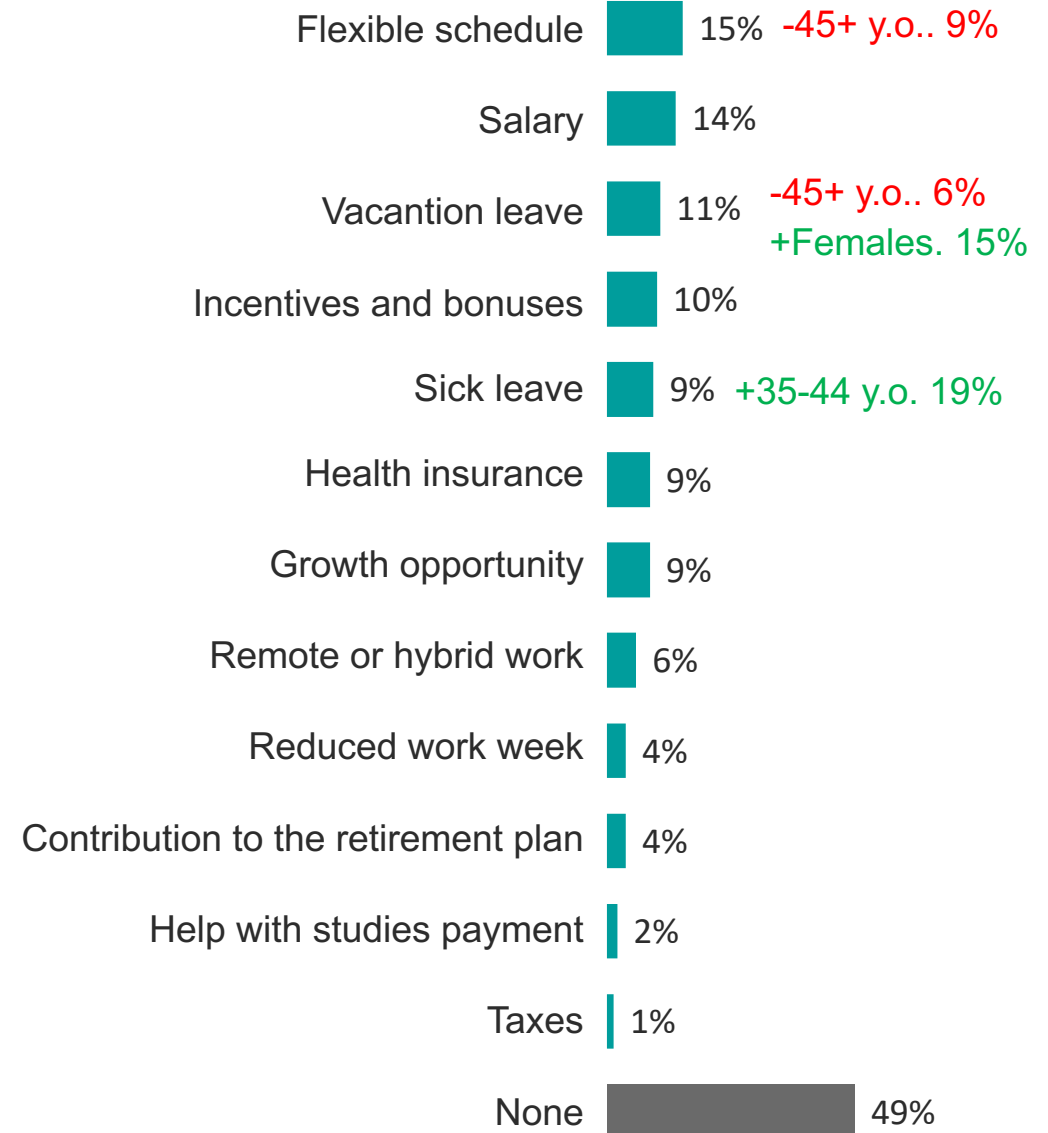
Base: (291)

P6. Now please order the selected reasons according to the importance they had for you with 1 being the most important

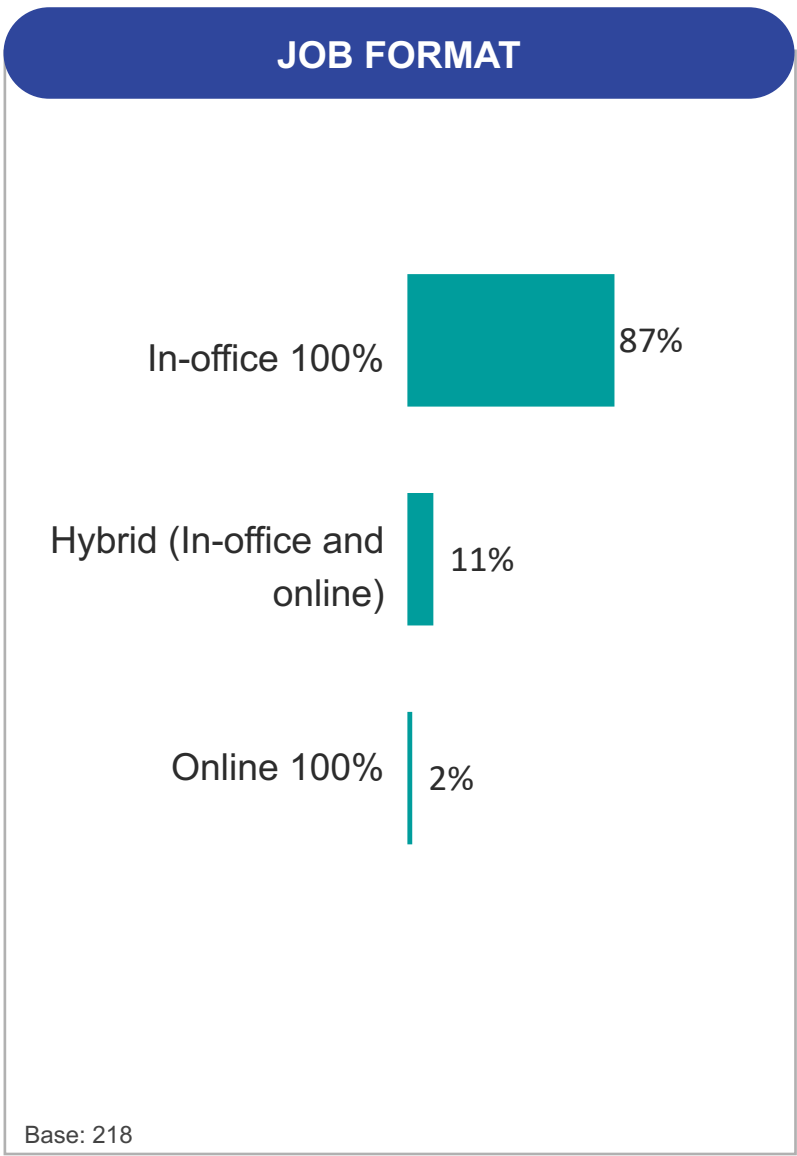
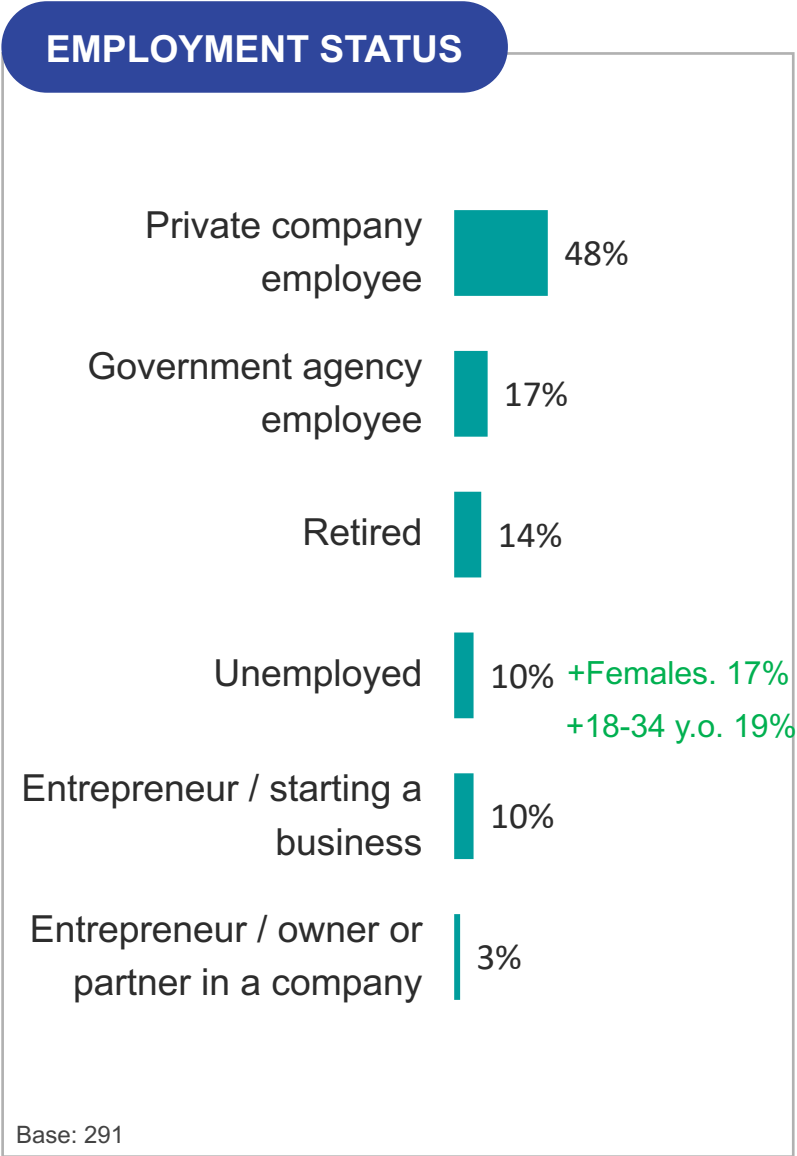


LABOR BENEFITS CONSIDERED WHEN RETURNING

P7. What labor benefits, if any, did you take into consideration when returning to Puerto Rico?

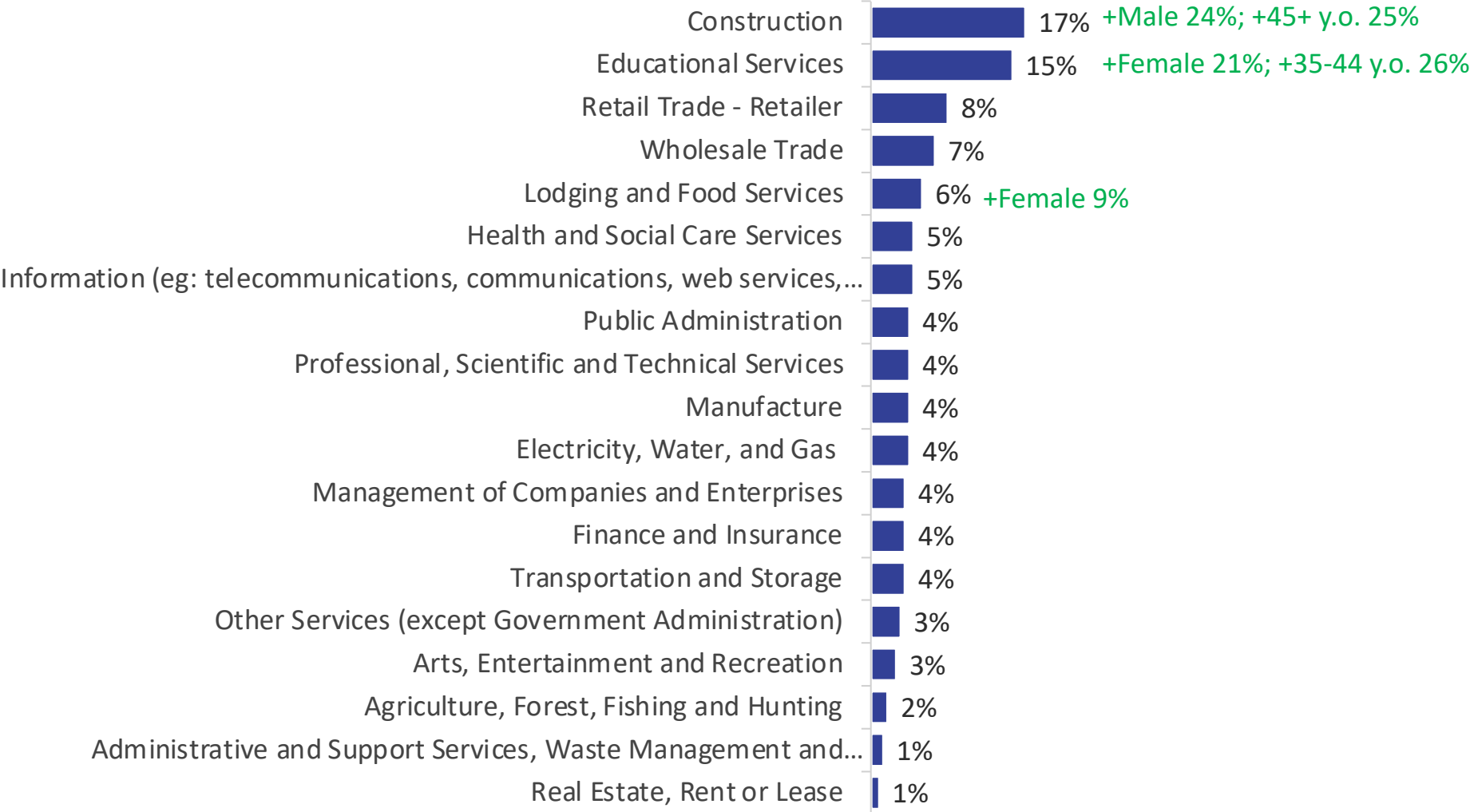


EMPLOYMENT STATUS AND JOB FORMAT



P8 Which of the following options best describes your current employment situation? P10 Which of the following options best describes the format of your main employment?

INDUSTRY OF EMPLOYMENT

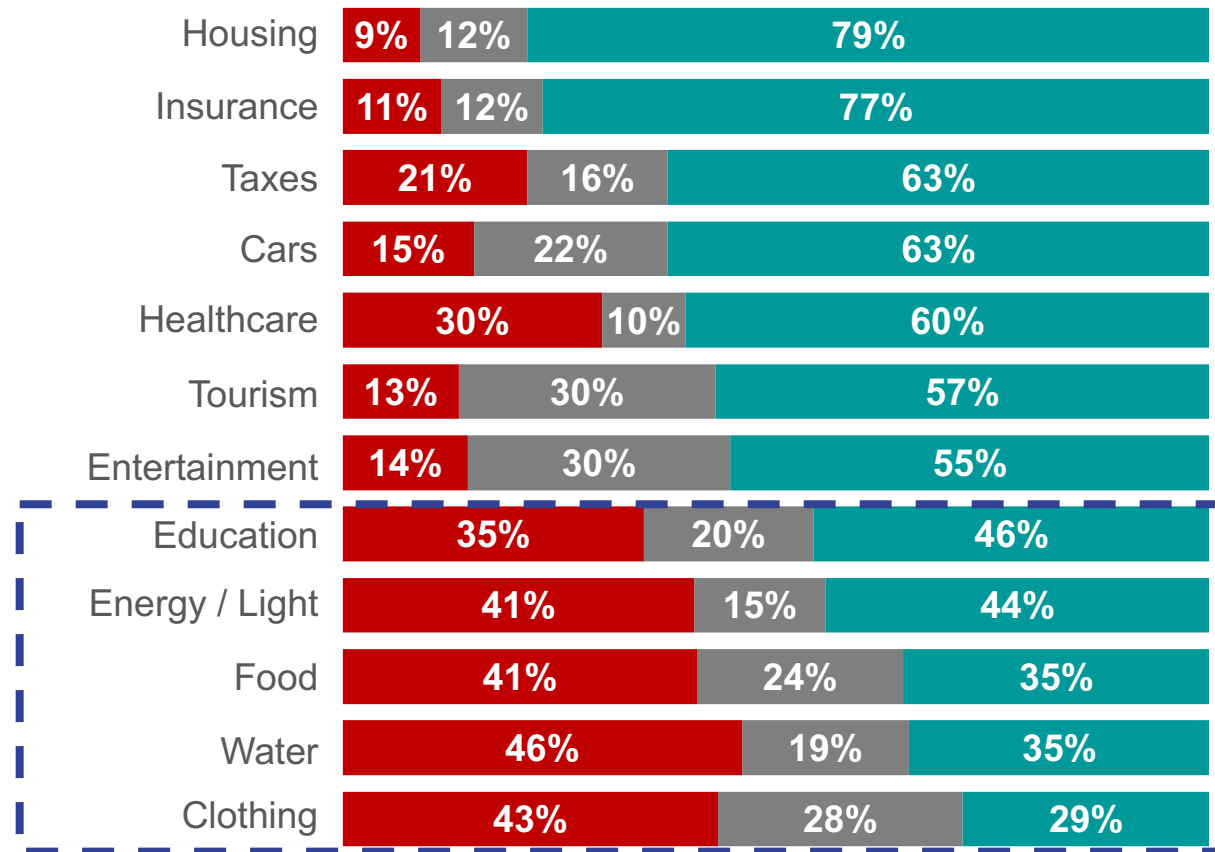


Base: (218)
P9 How many jobs do you currently have? P11. What is your main industry of employment? - The North American Industrial Classification System (NAICS).

Base: (218)

COSTS COMPARISON BETWEEN PUERTO RICO VS UNITED STATES

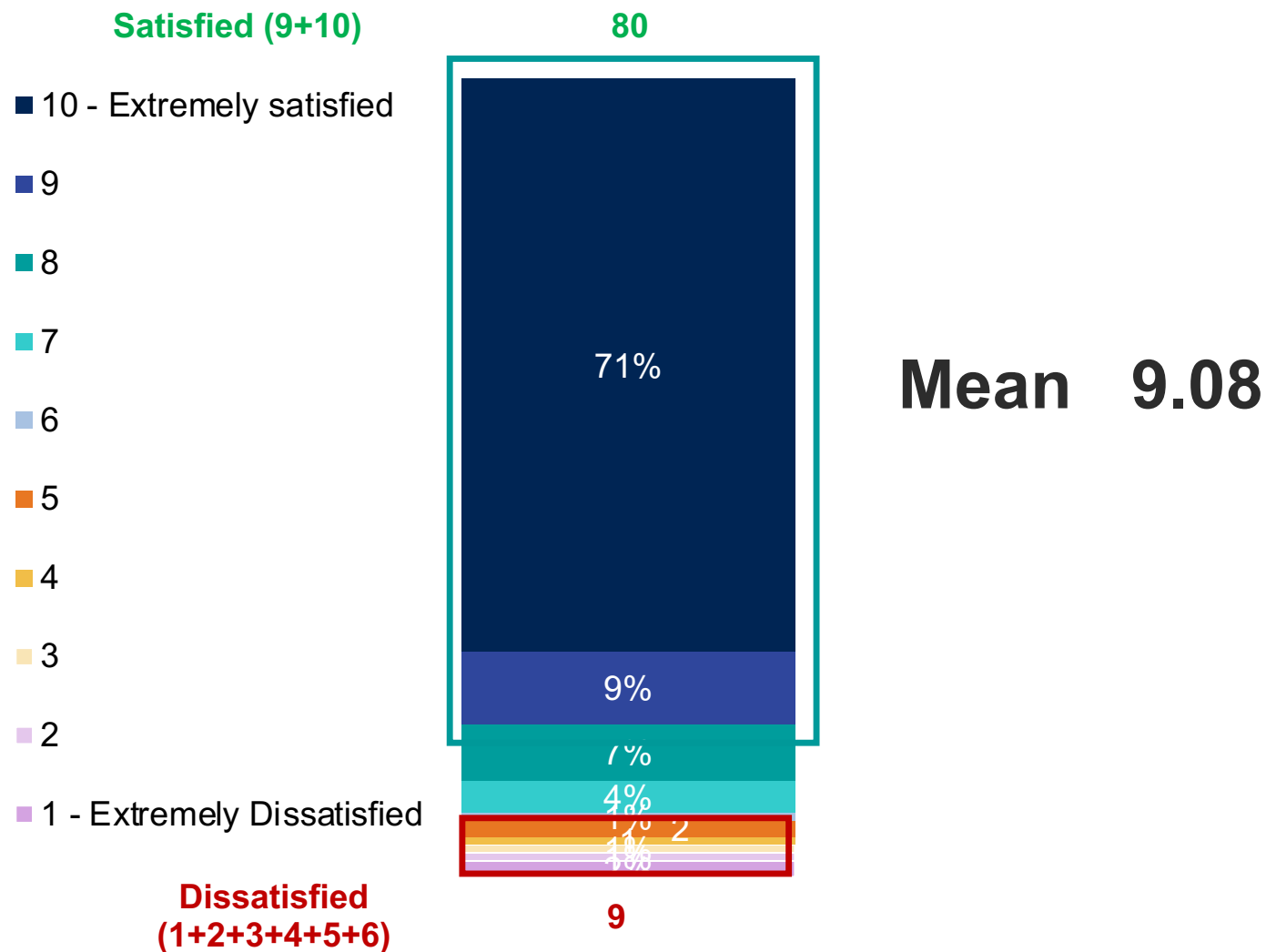
United States is... **Lower** Equal **Higher**



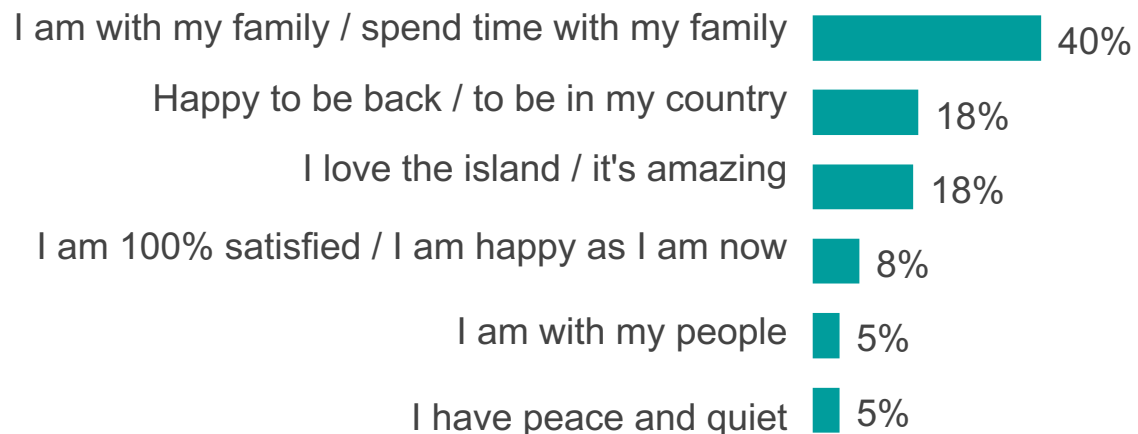
Base: (291)

P17. From what you remember, how do you compare the cost of the following items between Puerto Rico and the United States?

SATISFACTION LEVEL AFTER RETURNING



REASONS FOR SATISFACTION (9 TO 10)



CUANDO LLEGUÉ ENCONTRÉ TRABAJO RÁPIDO Y UN LUGAR PARA VIVIR CON MIS HIJOS Y ME SIENTO MEJOR DE SALUD.

QUE ESTOY EN MI ISLA Y LAS GANAS QUE TENGO DE SEGUIR CRECIENDO EN MI PAÍS.

ME GUSTA AQUÍ, AUNQUE TODO ES CARO UNO SABE SOBREVIVIR AQUÍ.

PORQUE ME SIENTO A GUSTO CON MI NUEVA VIDA. ESTOY CERCA DE TODA MI FAMILIA. PUEDO GOZAR DE LAS TRADICIONES PUERTORRIQUEÑAS. YA NO SIENTO NOSTALGIA.

Mentions>4% Base: 234

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P14. What is the reason for your level of satisfaction?



REASONS FOR DISSATISFACTION (1 TO 6)



Reasons for dissatisfaction (1 to 6)

High cost of living	23%
My salary is low/lower	19%
I can't find a job / I am unemployed	19%
Crime	15%
Puerto Rico goes from bad to worse	12%
The government does not work well	8%

QUISIERA ESTAR FUERA DE PR POR LA EDUCACIÓN DE MI HIJA, PERO QUIERO ESTAR CERCA DE MI FAMILIA.

NO HAY OPORTUNIDADES LABORALES, NI DE VIVIENDA SEGURA.

CARGAN DEMASIADO A LOS EMPLEADOS Y EL COSTO DE VIDA ES MUY ELEVADO PARA EL SALARIO MÍNIMO.

TODO LO HACEN DEMASIADO COMPLICADO. QUIEREN SACAR DINERO DE TODO.

Mentions > 4% Base: 26*

*Low base

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P14. What is the reason for your level of satisfaction?



Reasons for satisfaction (9 to 10)



Cuando llegué encontré trabajo rápido y un lugar para vivir con mis hijos y me siento mejor de salud.

Que estoy en mi isla y las ganas que tengo de seguir creciendo en mi país.

Pues cuando uno está cerca de la familia uno se siente mejor y más tranquilo, tienes más cerca a quien te ayude.

Porque me gusta más mi isla cálida, el ambiente y mi familia.

Cada persona toma la mejor decisión y si es volver por qué no hacerlo.

Me gusta aquí, aunque todo es caro uno sabe sobrevivir aquí.

Porque tengo paz, tranquilidad algo que el dinero no lo compra.

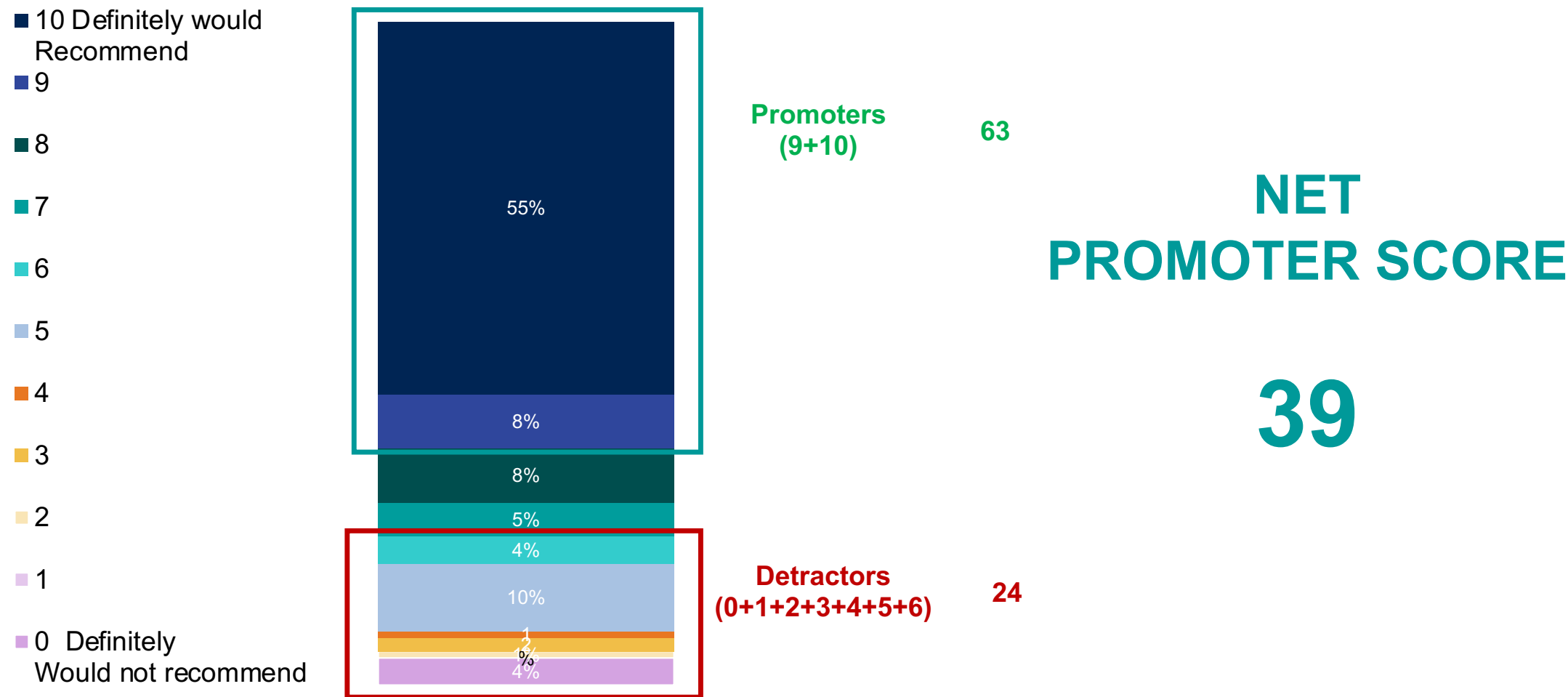
Porque me siento a gusto con mi nueva vida. Estoy cerca de toda mi familia. Puedo gozar de las tradiciones puertorriqueñas. Ya no siento nostalgia.

La mejor decisión de todas.

La felicidad de estar aquí.

Es la isla del encanto donde muchos quisieran vivir.

PUERTO RICO RECOMMENDATION



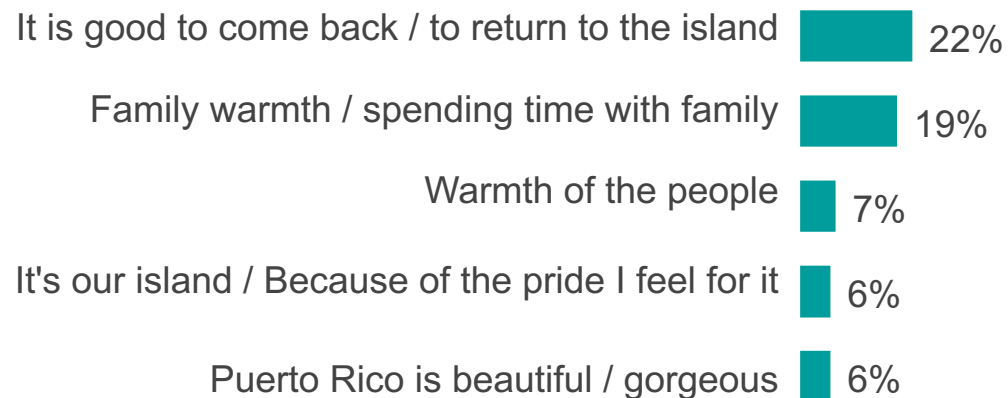
Base: 291

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P15. On a scale of 10 points, where 10 is Definitely would Recommend and 0 is Definitely would not Recommend, how likely are you to recommend a Puerto Rican living in the United States to return to Puerto Rico?



REASONS FOR RECOMMENDATION (9 TO 10)



PORQUE HAY QUE LUCRAR Y SI HAY QUE TRABAJAR EL DOBLE POR UN PR MEJOR SE HACE CON DIGNIDAD Y ESFUERZO.

LA MAYORÍA SE VA PORQUE NO ENCUENTRA EMPLEO. PERO LA REALIDAD ES QUE EN ESTADOS UNIDOS SE ESFUERZAN POR CONSEGUIR EMPLEO Y EN PUERTO RICO SE DESMOTIVAN. SI PONEN EL MISMO EMPEÑO PUEDEN LOGRARLO EN PR.

PORQUE NO HAY MAYOR FELICIDAD QUE ESTAR EN PUERTO RICO.

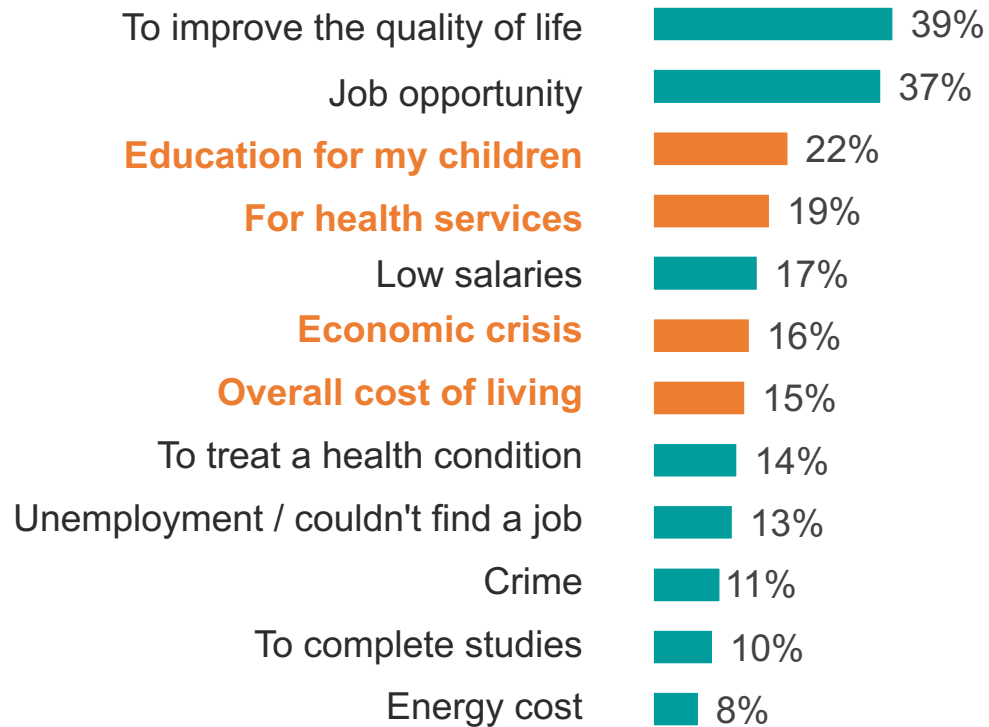
PORQUE NOSOTROS TENEMOS QUE ECHAR PARA ADELANTE A NUESTRO PAÍS Y NOSOTROS LOS JÓVENES TENEMOS QUE HACER EL CAMBIO.

Mentions>4% Base: 185

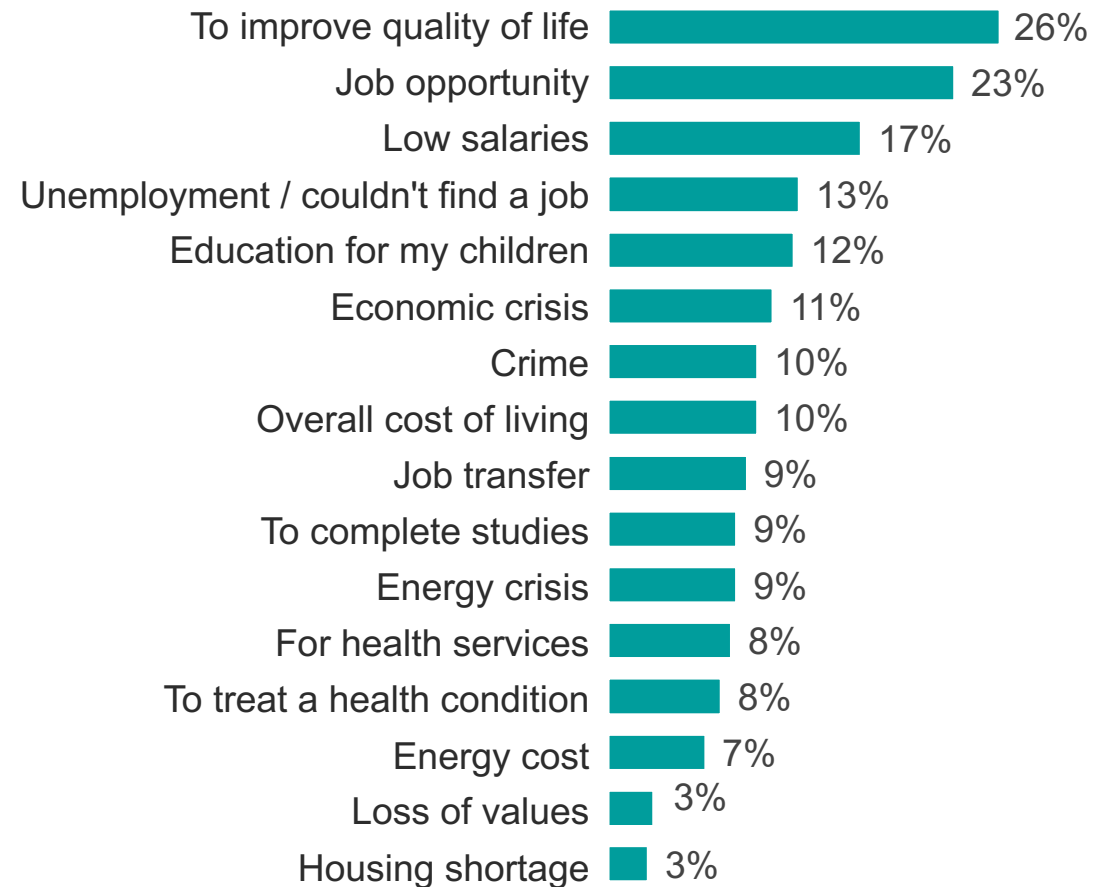
SUMMARY

REASONS FOR MOVING FROM PR | RANKING

DIASPORA TOP 5



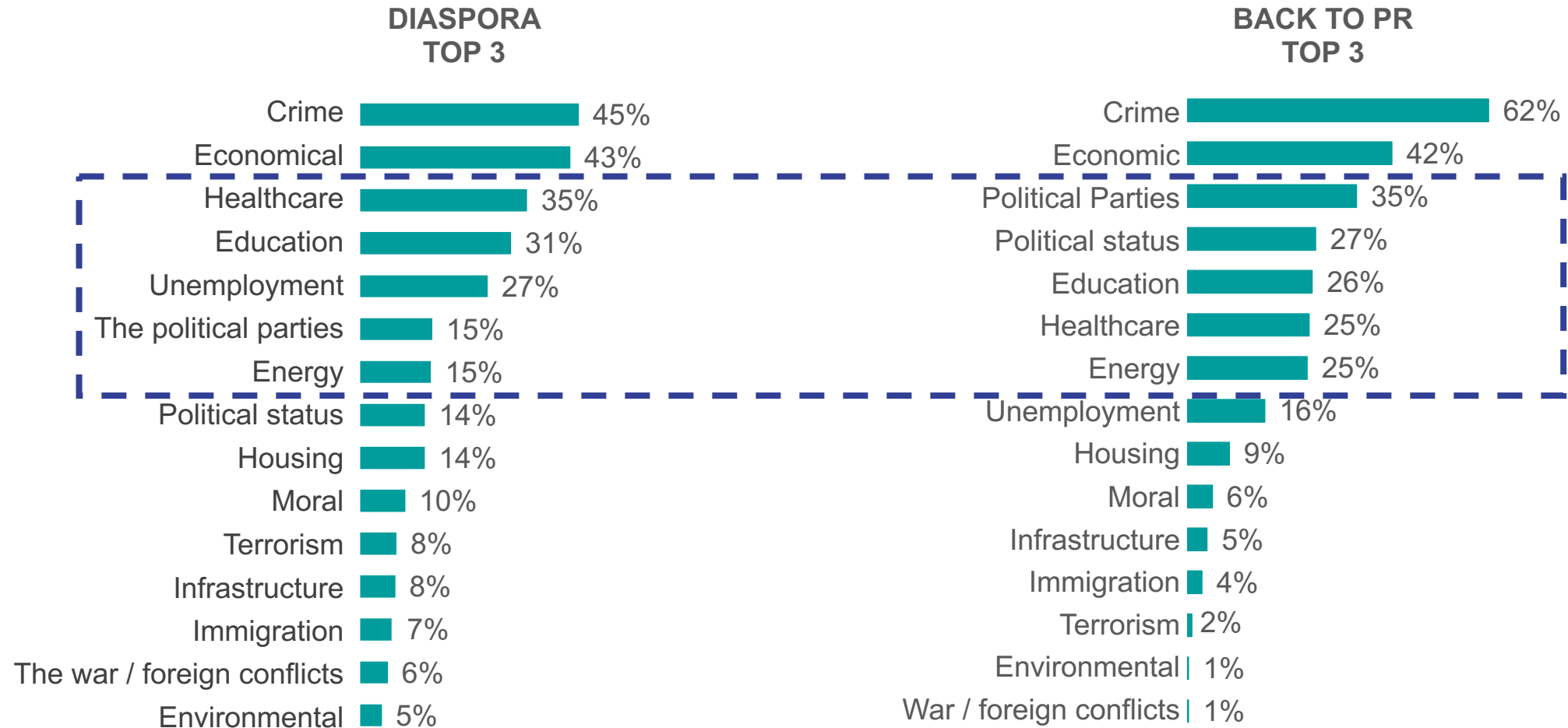
BACK TO PR TOP 5



Base: (400) / (291)

P4. Now please order the selected reasons according to the importance they had for you With 1 being the most important

PROBLEMS THAT PUERTO RICO FACES

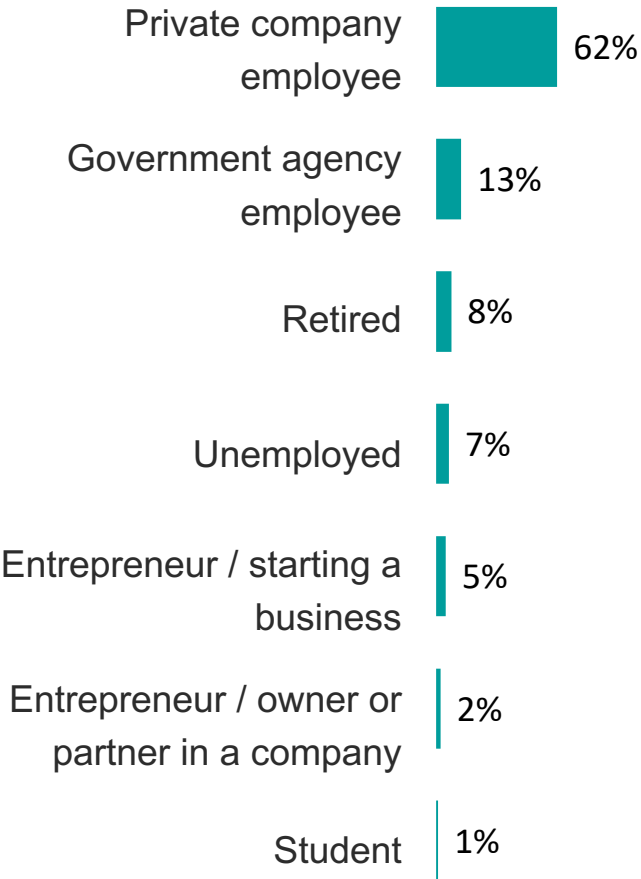


Base: (400) / (291)

P17. In your opinion, what are the three main problems that Puerto Rico is currently facing?

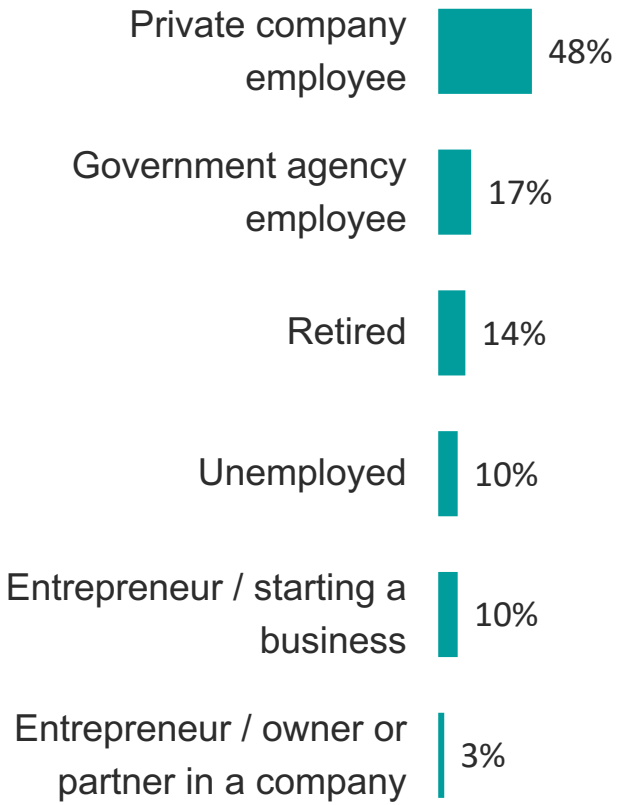
EMPLOYMENT STATUS

DIASPORA EMPLOYMENT STATUS



Base: 400

BACK TO PR EMPLOYMENT STATUS

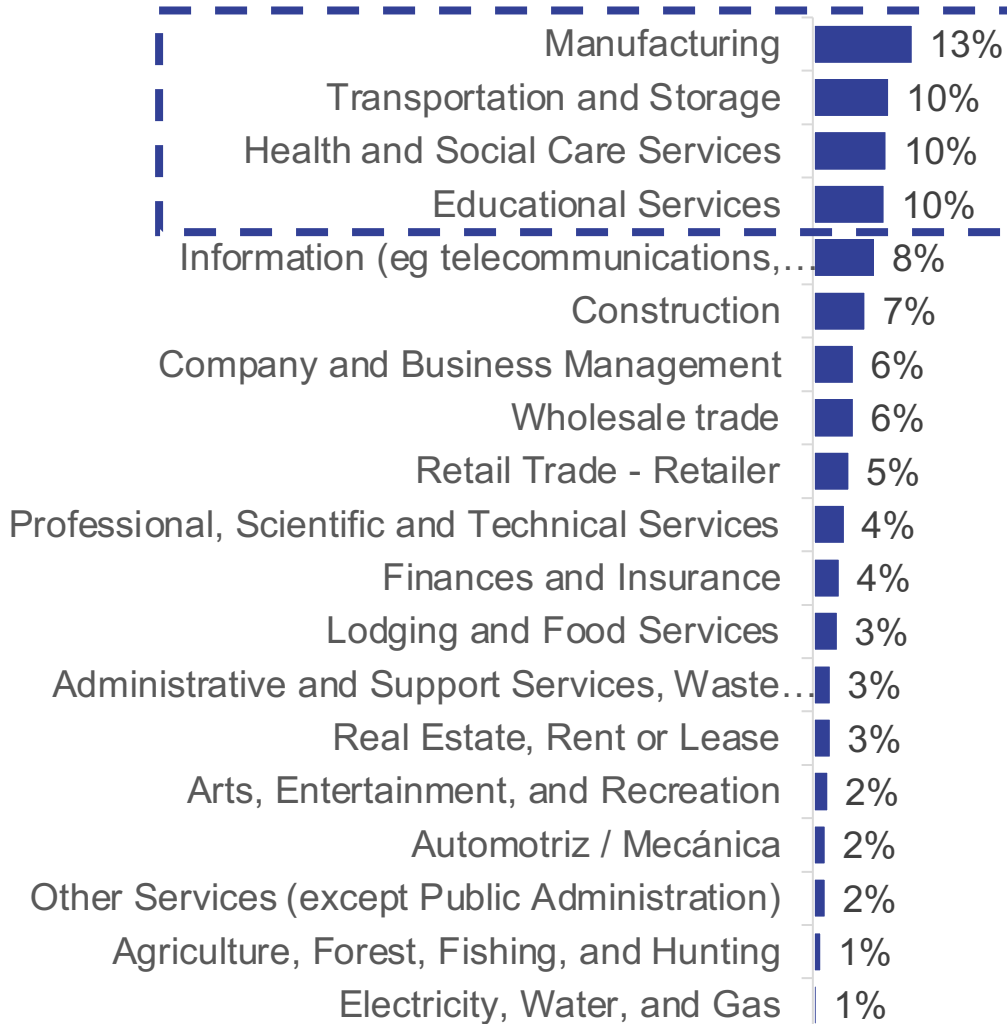


Base: 291

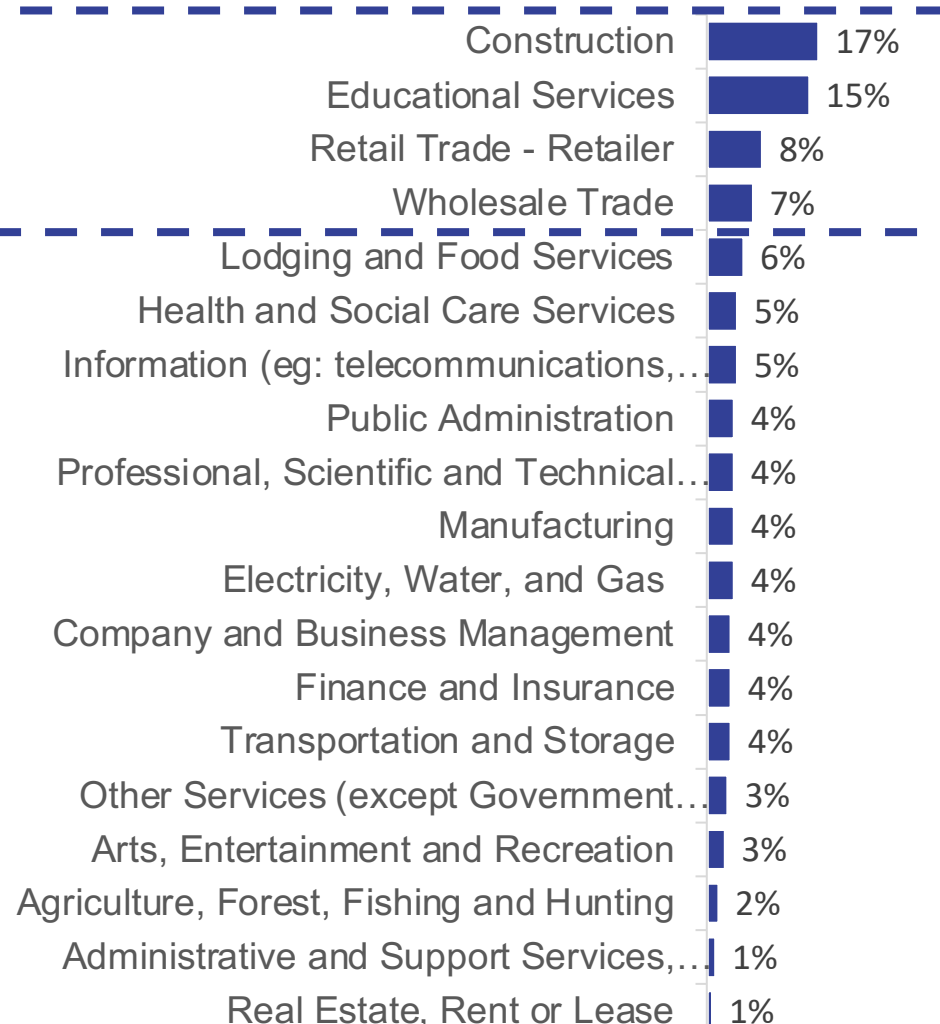
P12. Which of the following options best describes your current employment status?

INDUSTRY OF EMPLOYMENT

DIASPORA



BACK TO PR



Base: (320) / (218)

P13. How many jobs do you currently have? P15. What is your main industry of employment?

GRACIAS



Roxana Trabanco

GAME CHANGERS

