

# PUERTO RICANS LIVING IN THE UNITED STATES

Prepared for:



PUERTO RICO CHAMBER  
OF COMMERCE





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.

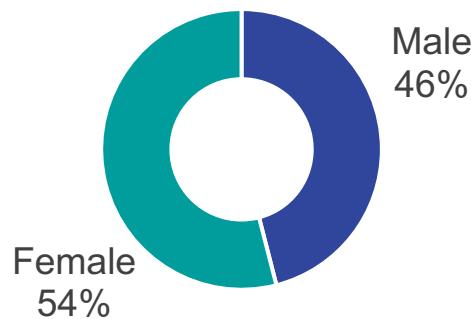
% margin of error: +/- 5.0% at 95% confidence level.



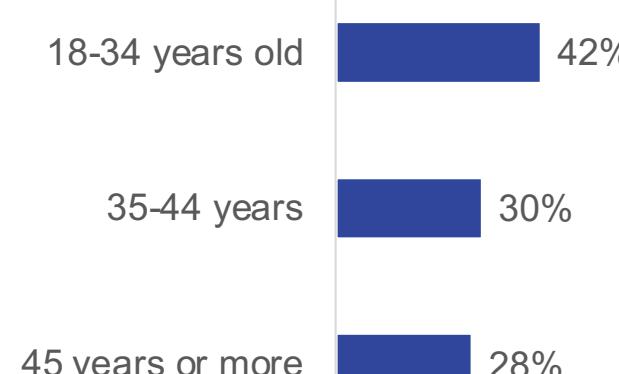
↑ Significant levels 95%

# SAMPLE PROFILE

## GENDER



## AGE



**35.34**  
Average

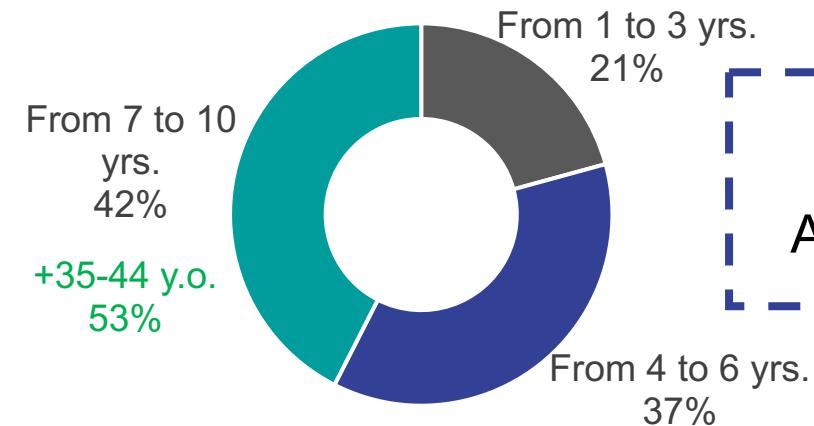
## HOUSEHOLD INCOME



Base: (400)

**\$50,993**  
Average

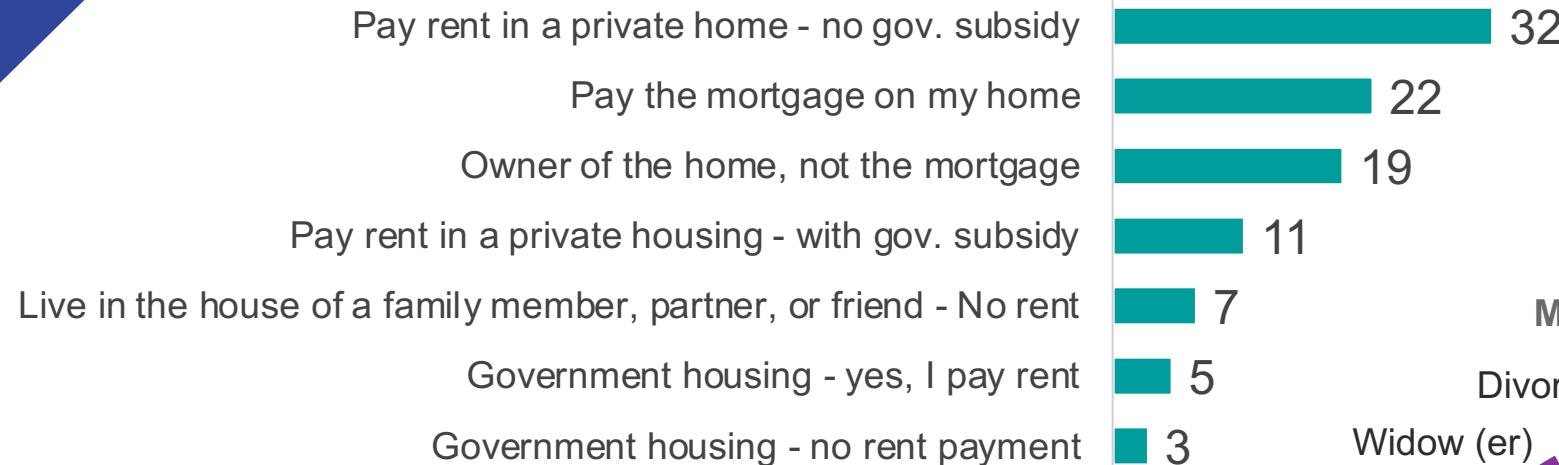
## TIME IN USA



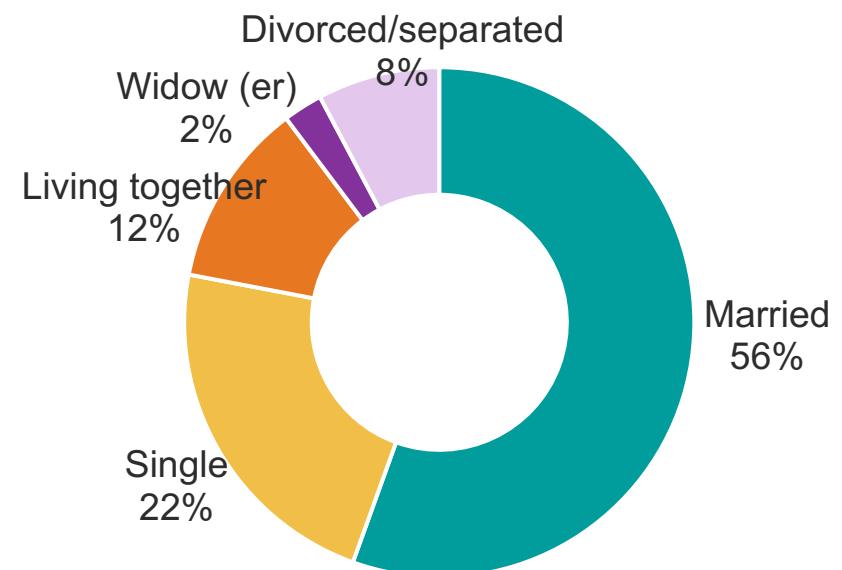
**5.23**  
Average

# COMPOSITION AND HOUSING SITUATION

## HH SITUATION



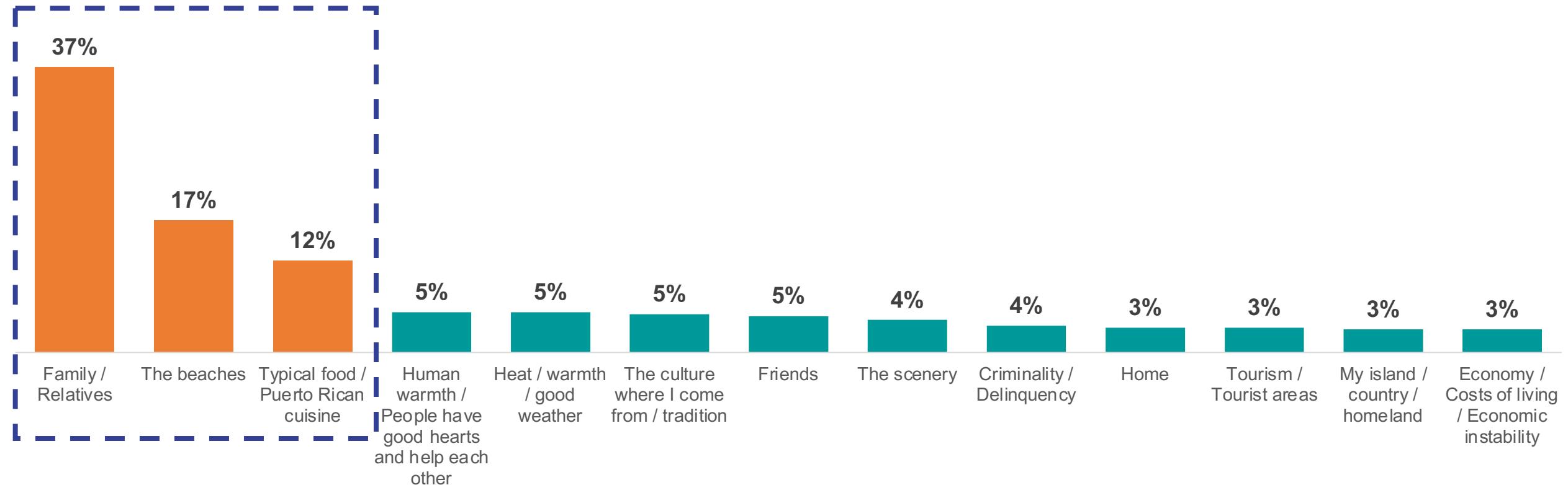
## MARITAL STATUS



**Average  
2.9  
people per  
household**

Base: (400)

# 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?

5 – Puerto Rican Diaspora | December 2023

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.

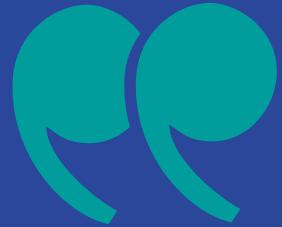
# WHAT COMES TO MIND ABOUT PUERTO RICO



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.

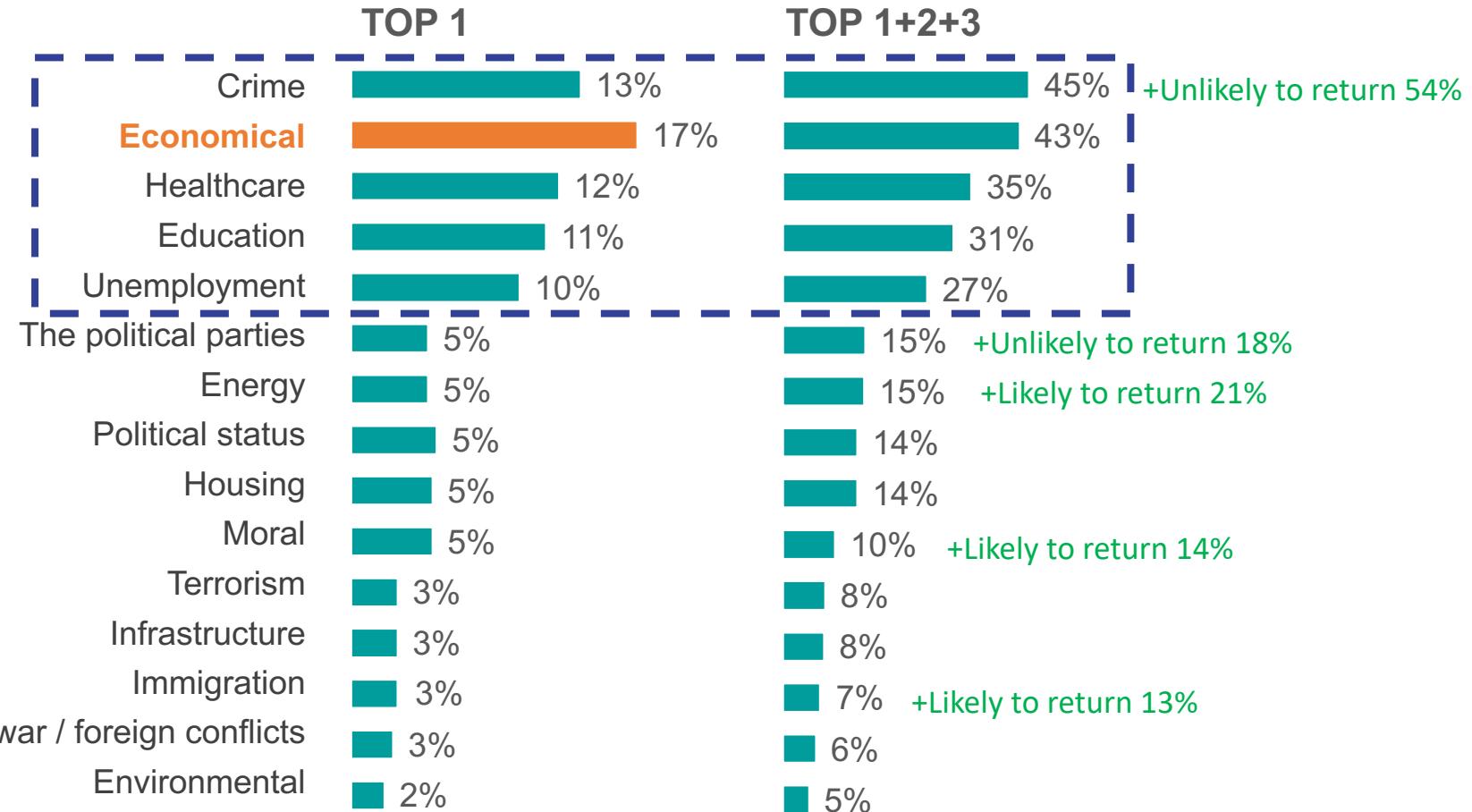
# WHAT COMES TO MIND ABOUT PUERTO RICO



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

CRIMEN, POBREZA, CALLES ROTAS Y  
GOBIERNO CORRUPTO.

# PROBLEMS THAT PUERTO RICO FACES



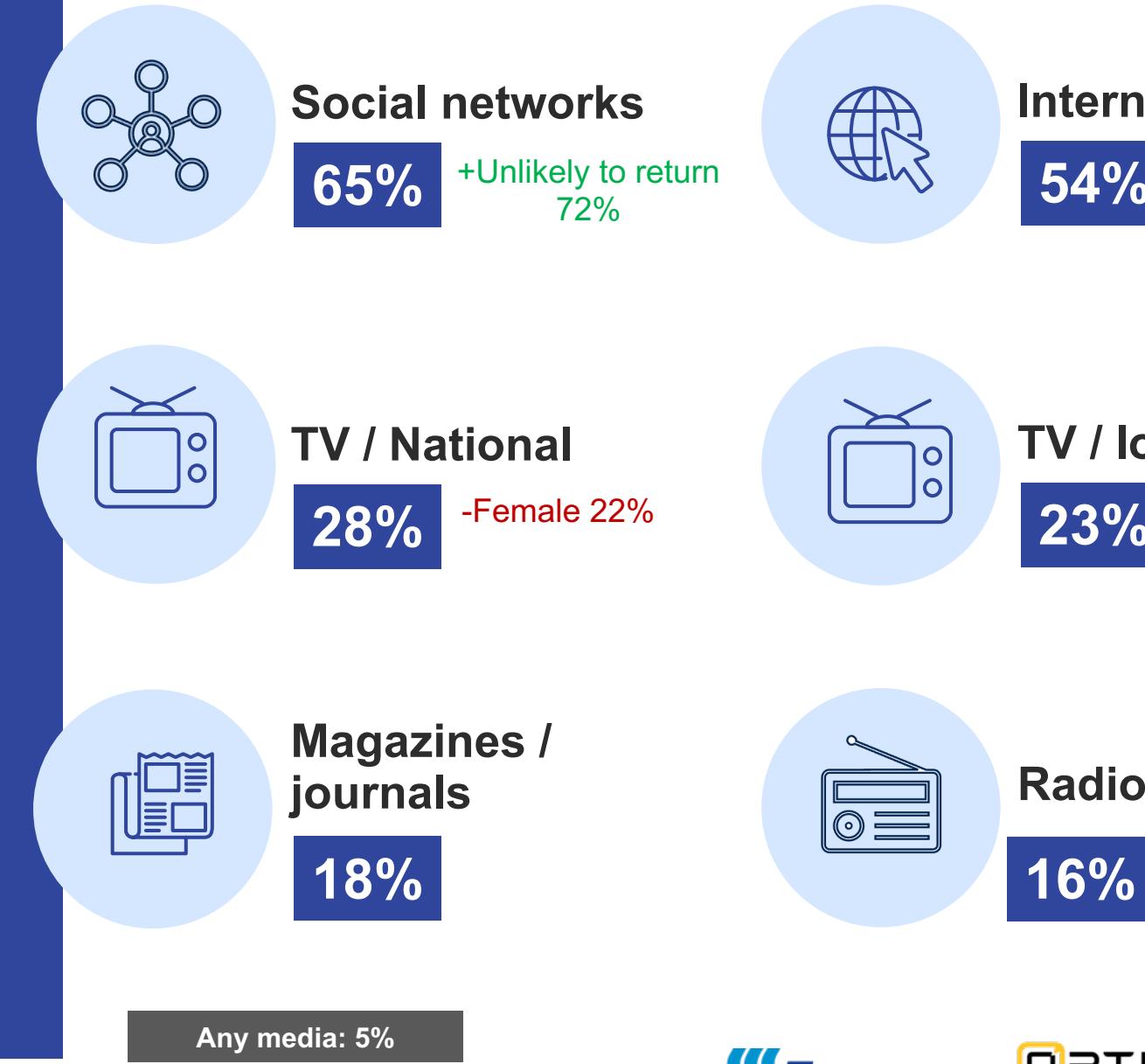
Base: (400)

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

# MEDIA USED TO STAY INFORMED ABOUT PUERTO RICO

Base: (400)

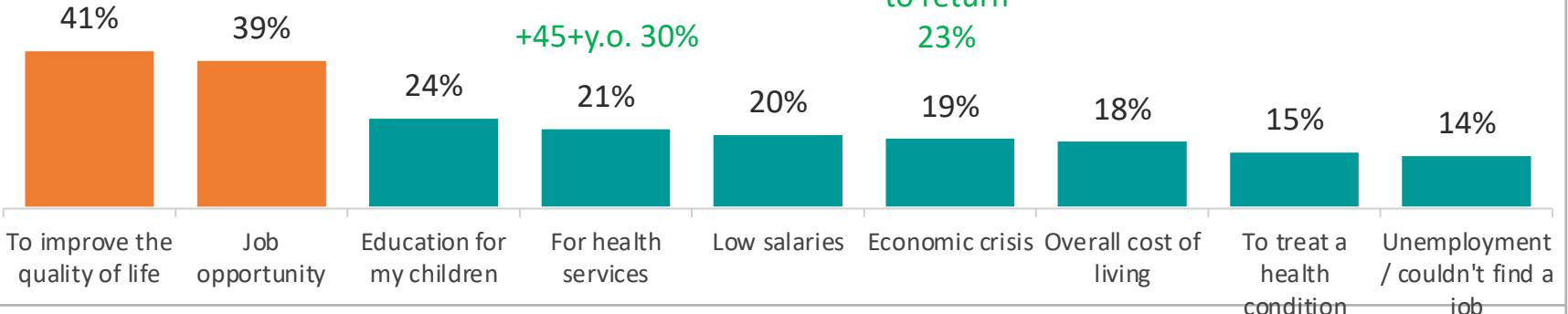
P28. What media do you use to stay informed about public or social issues in Puerto Rico?



# MAIN REASONS FOR MOVING FROM PUERTO RICO

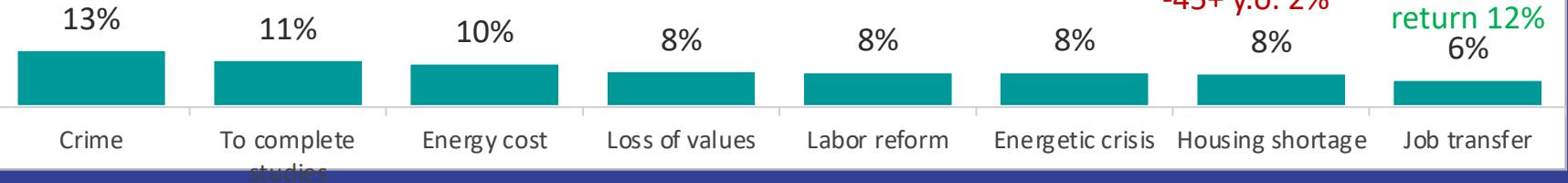
## REASONS

-Likely to return 31%



+Unlikely to return 23%

+Unlikely to return 17%



-45+ y.o. 2%

+Likely to return 12%  
6%

Base: 400

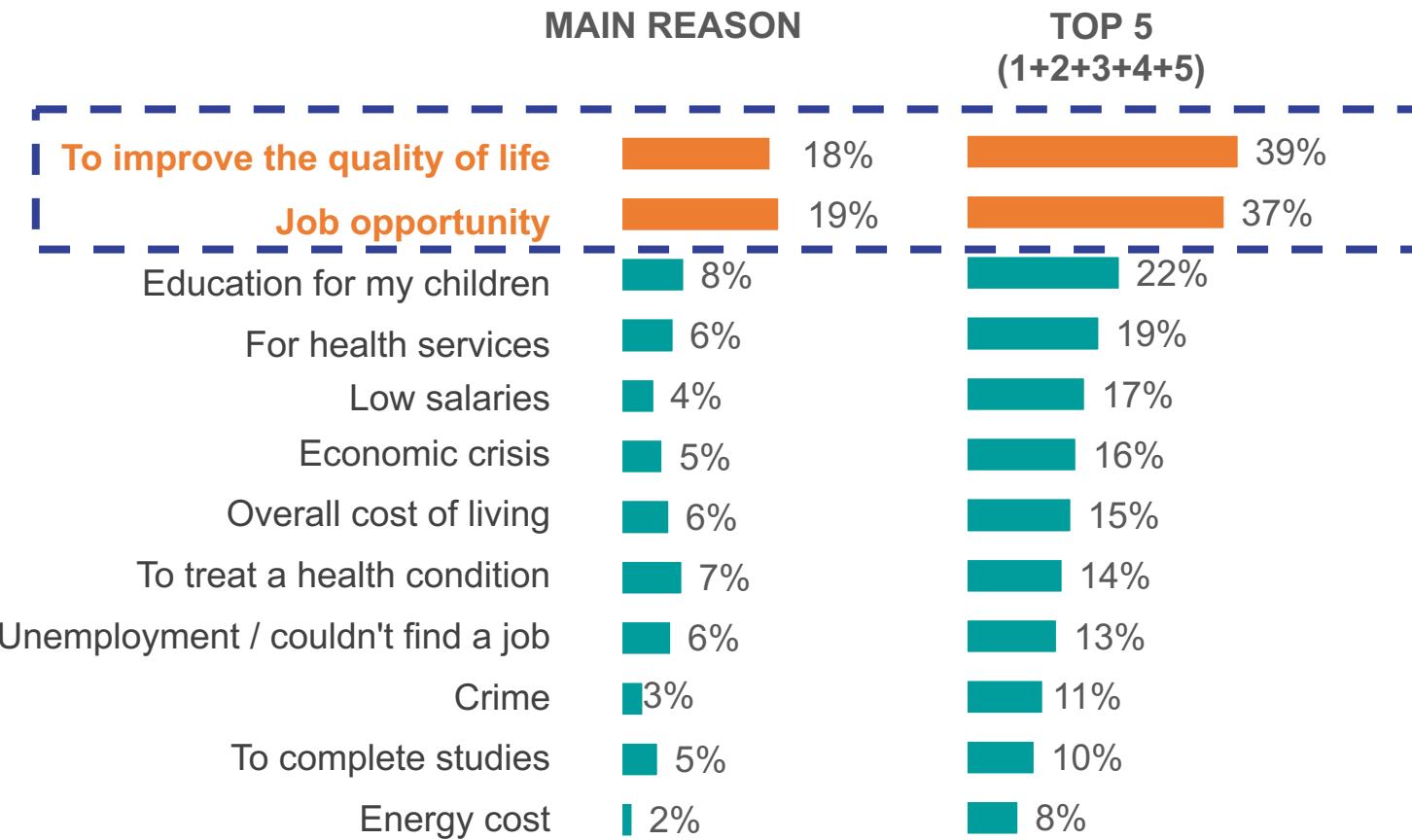
11 – Puerto Rican Diaspora | December 2023

P3. What were the main reasons for your move from Puerto Rico?

Mentions >1%



# REASONS FOR MOVING FROM PR | RANKING



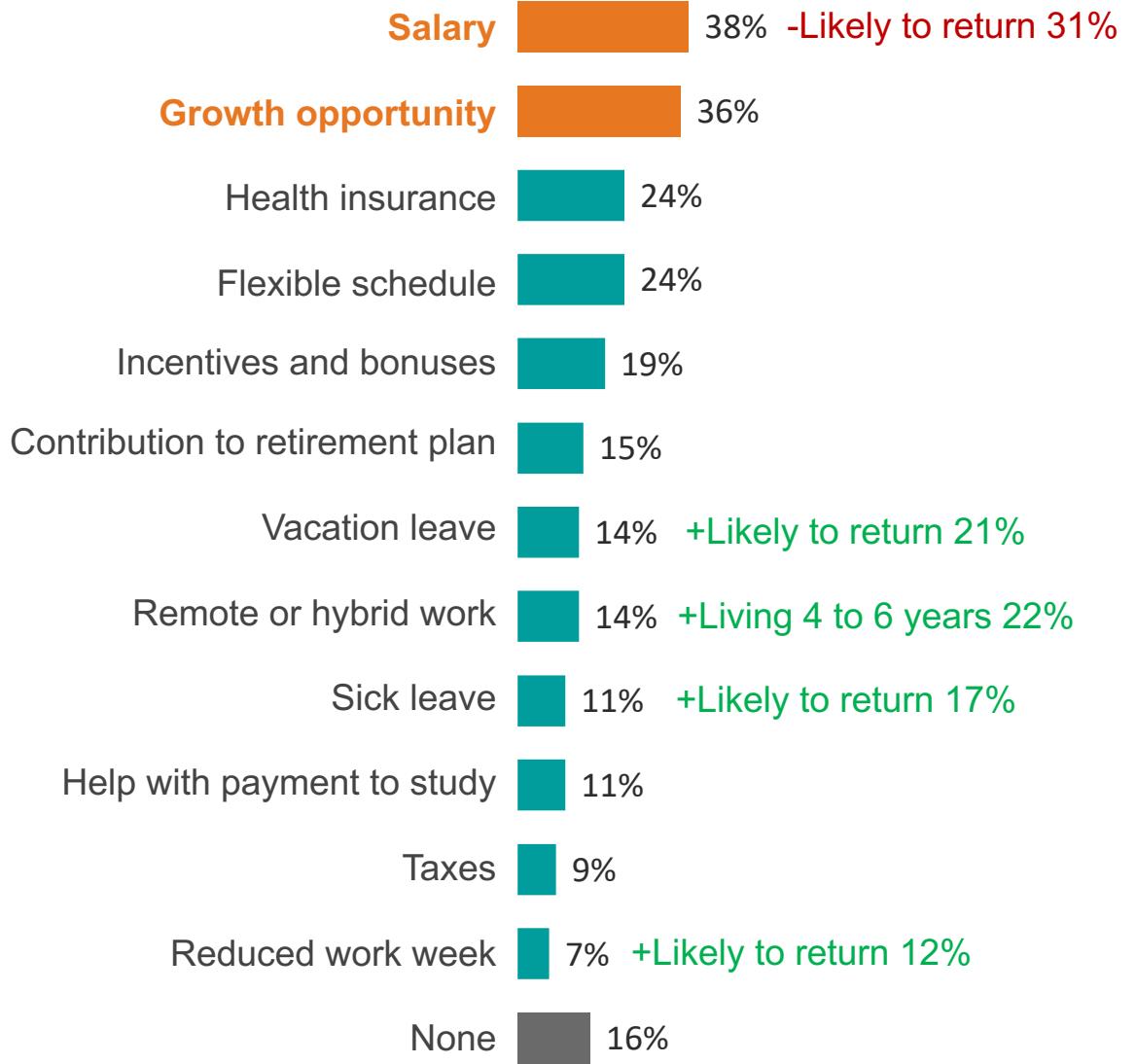
Base: (400)

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?



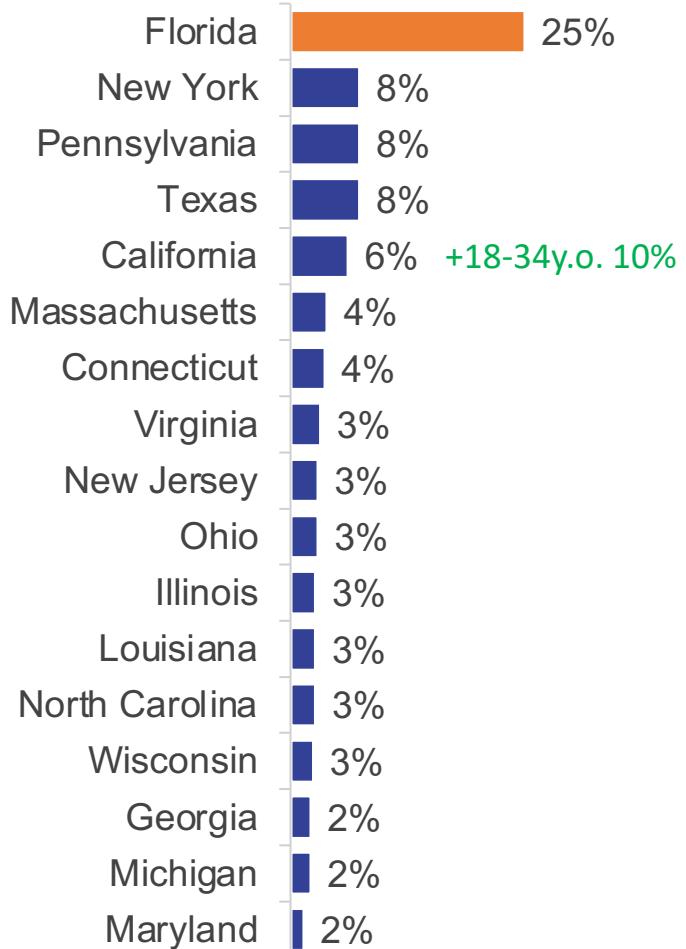


# LIVING IN THE UNITED STATES



# STATES HAVE MOVED TO

## STATE YOU FIRST MOVED

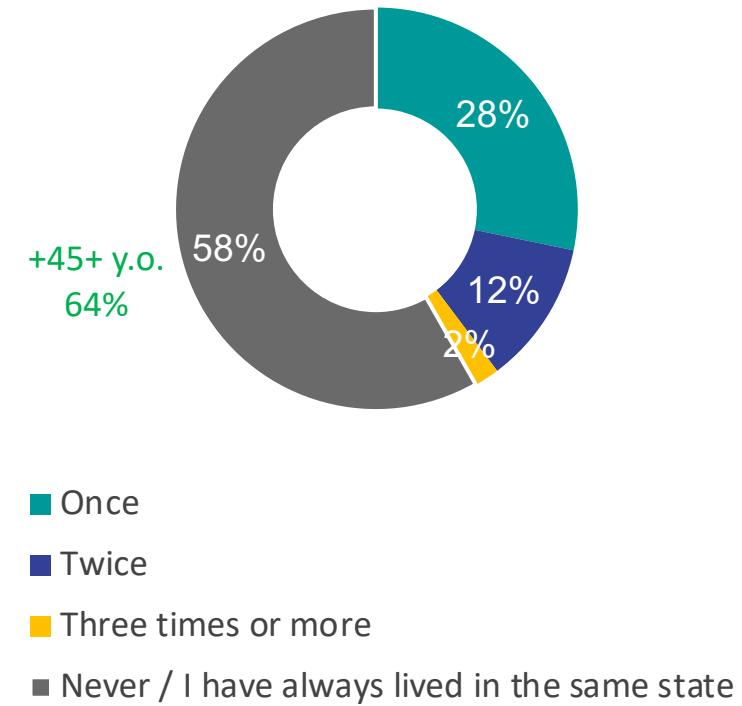


Base: (400)

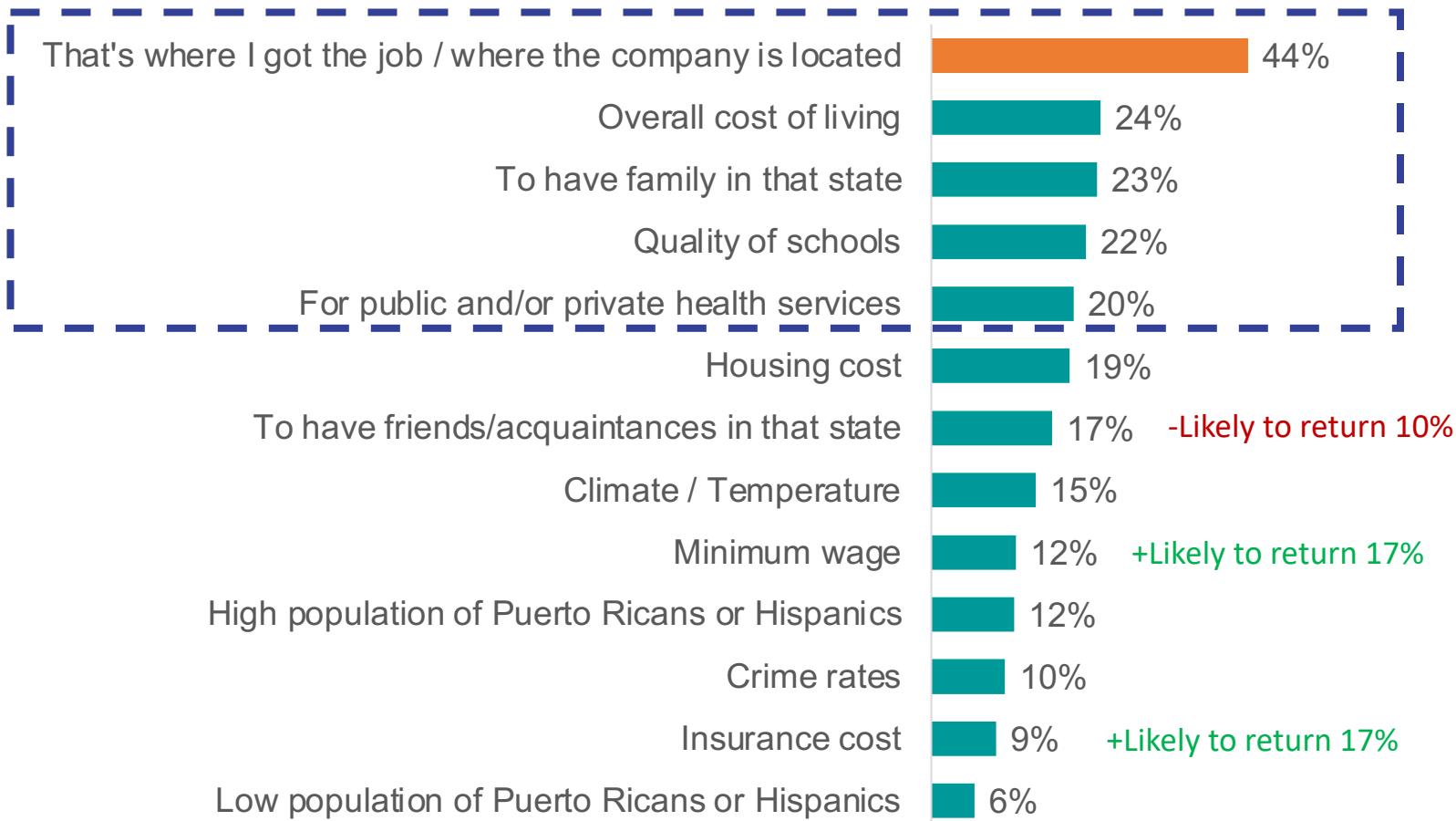
P5. What state did you move to when you left Puerto Rico? P6. How many times have you changed states?

15 – Puerto Rican Diaspora | December 2023

## TIMES YOU HAVE MOVED



# ASPECTS YOU TAKE INTO ACCOUNT WHEN CHOOSING A STATE



Base: (400)

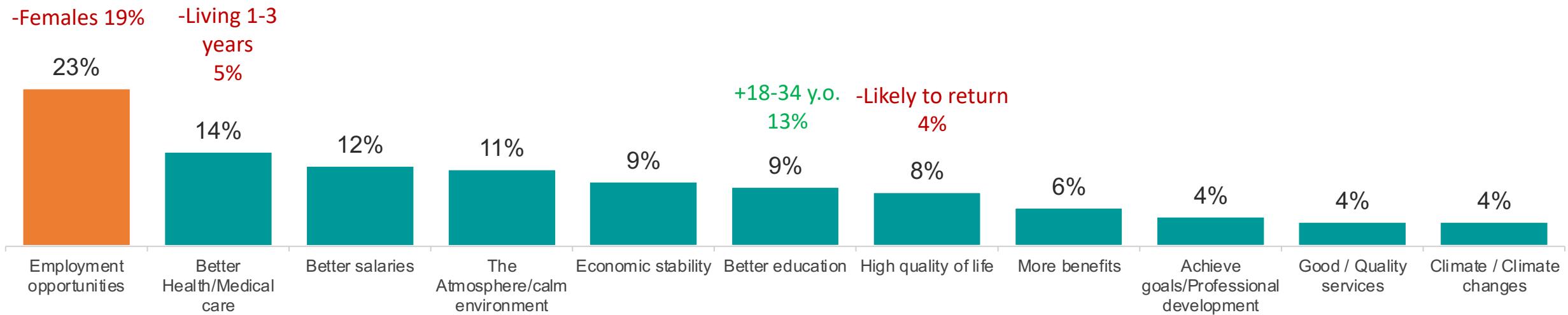
P10. What aspects did you take into account when choosing a state?

16 – Puerto Rican Diaspora | December 2023

Mentions >1%



# LIKES MOST ABOUT USA



Base: (400)

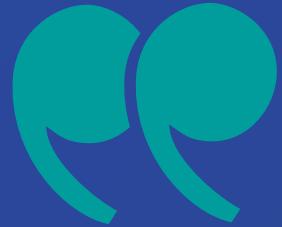
P2. What do you like most about living in the United States?

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.

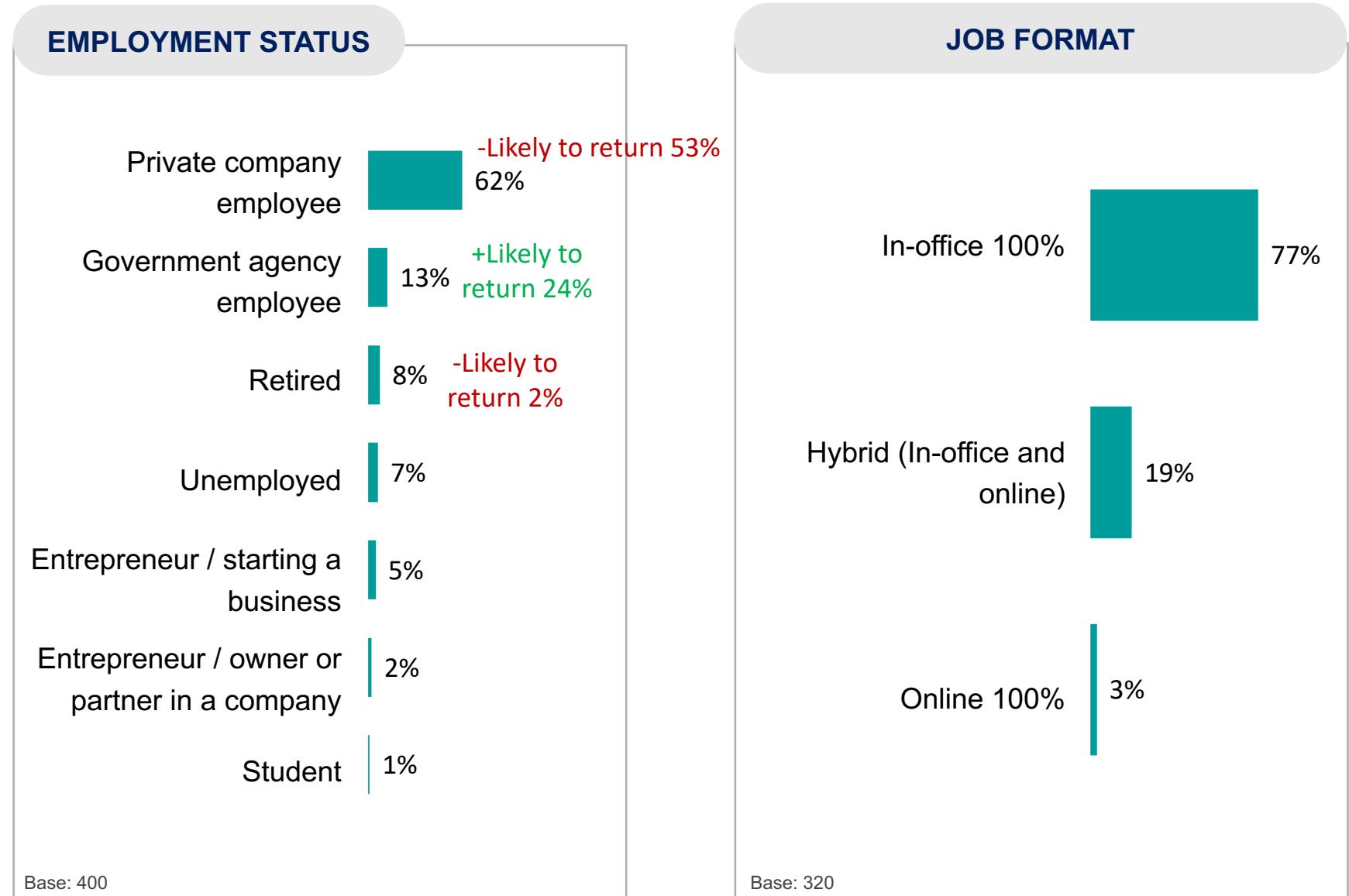
# LIKES MOST ABOUT USA



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%
Completed university	35%
Post-graduate studies	15%
	<b>67%</b>



Base: (320)

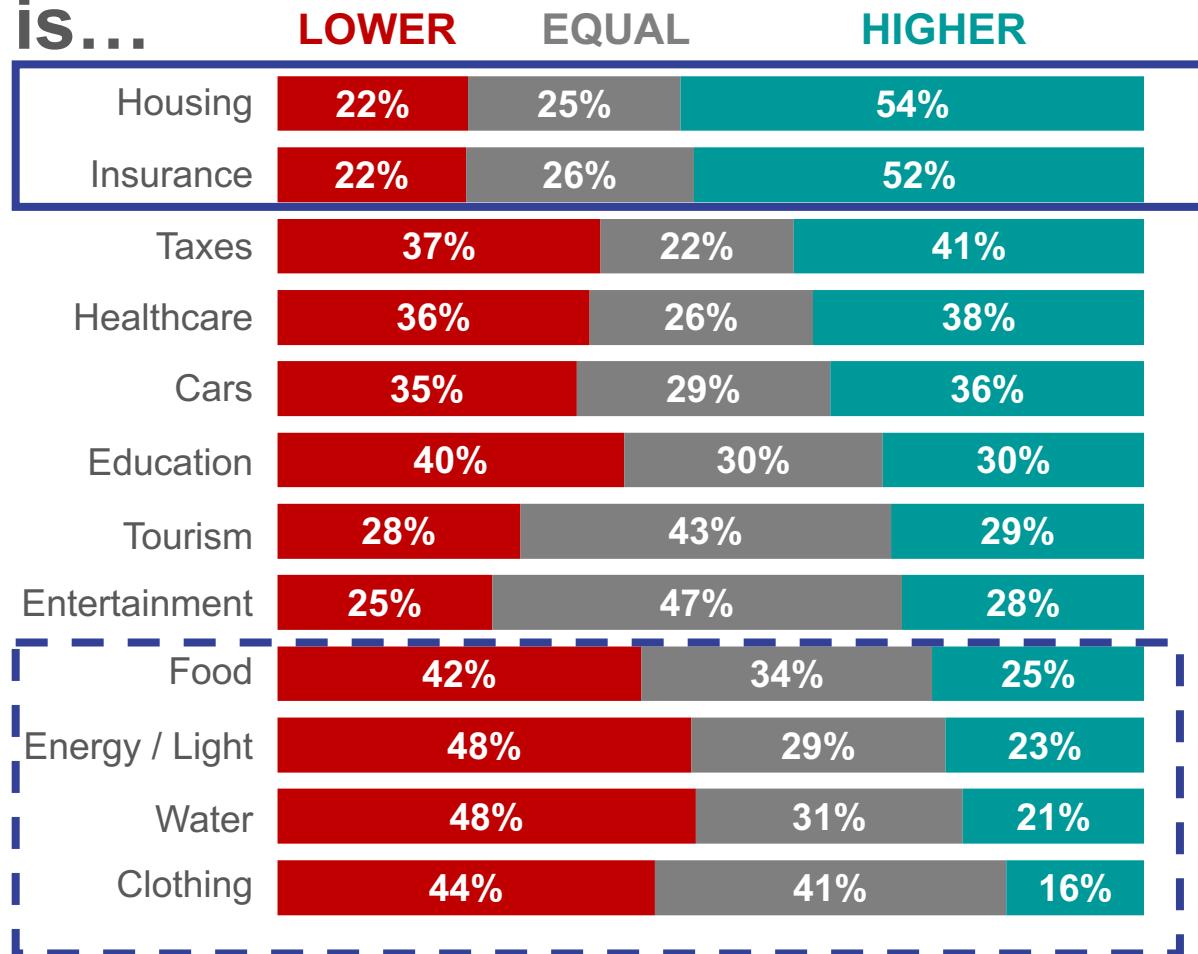
P15. What is your main industry of employment? - The North American Industrial Classification System (NAICS).

21 – Puerto Rican Diaspora | December 2023



# COSTS COMPARISON OF CURRENT STATE VS PUERTO RICO

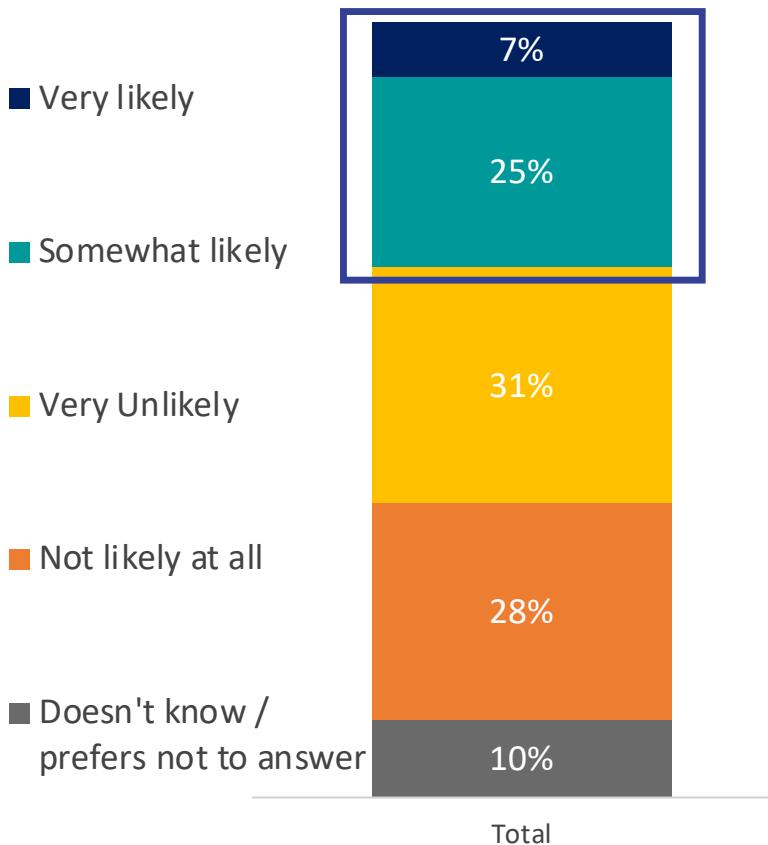
Current State is...



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**

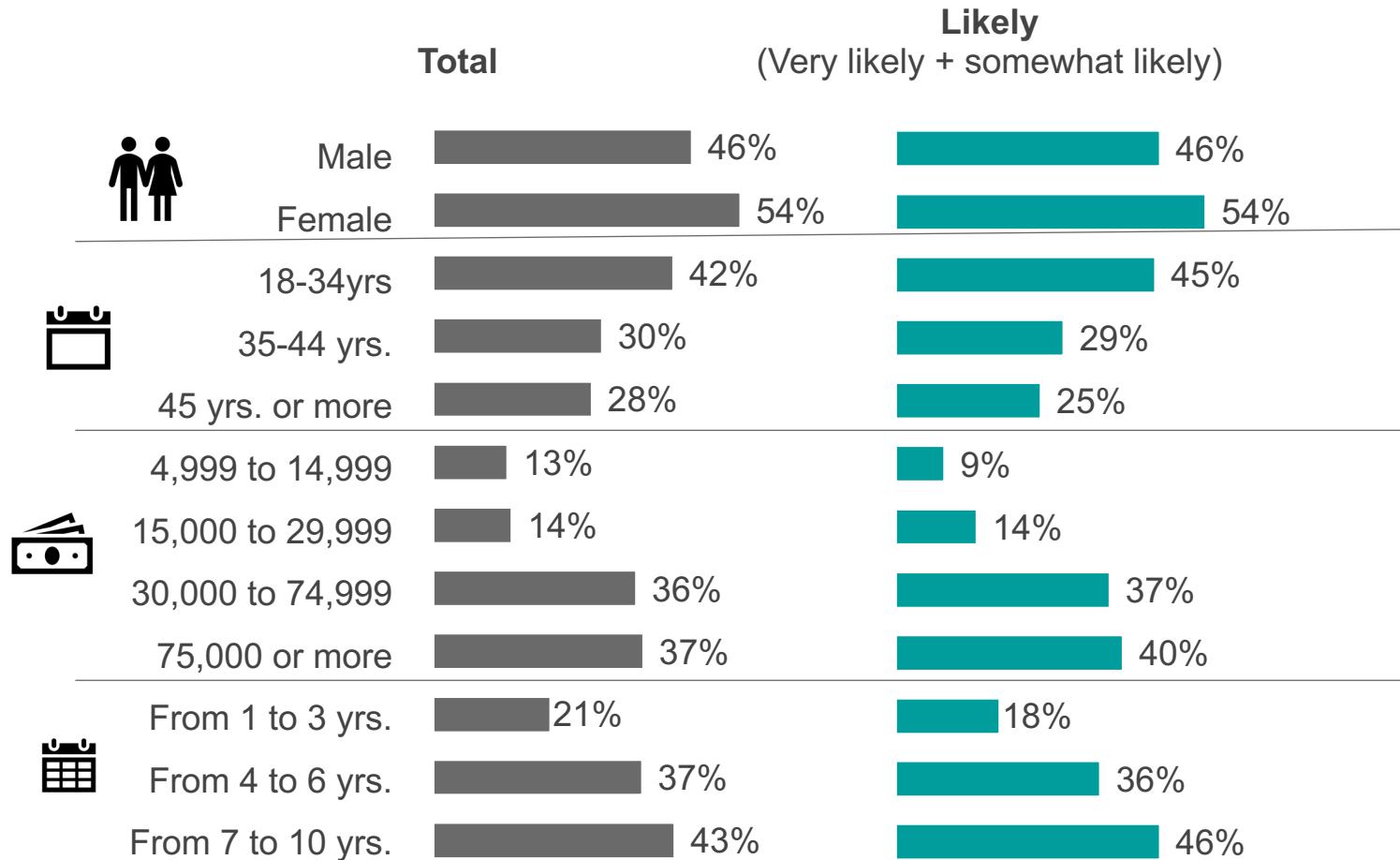
Bases: (400)

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



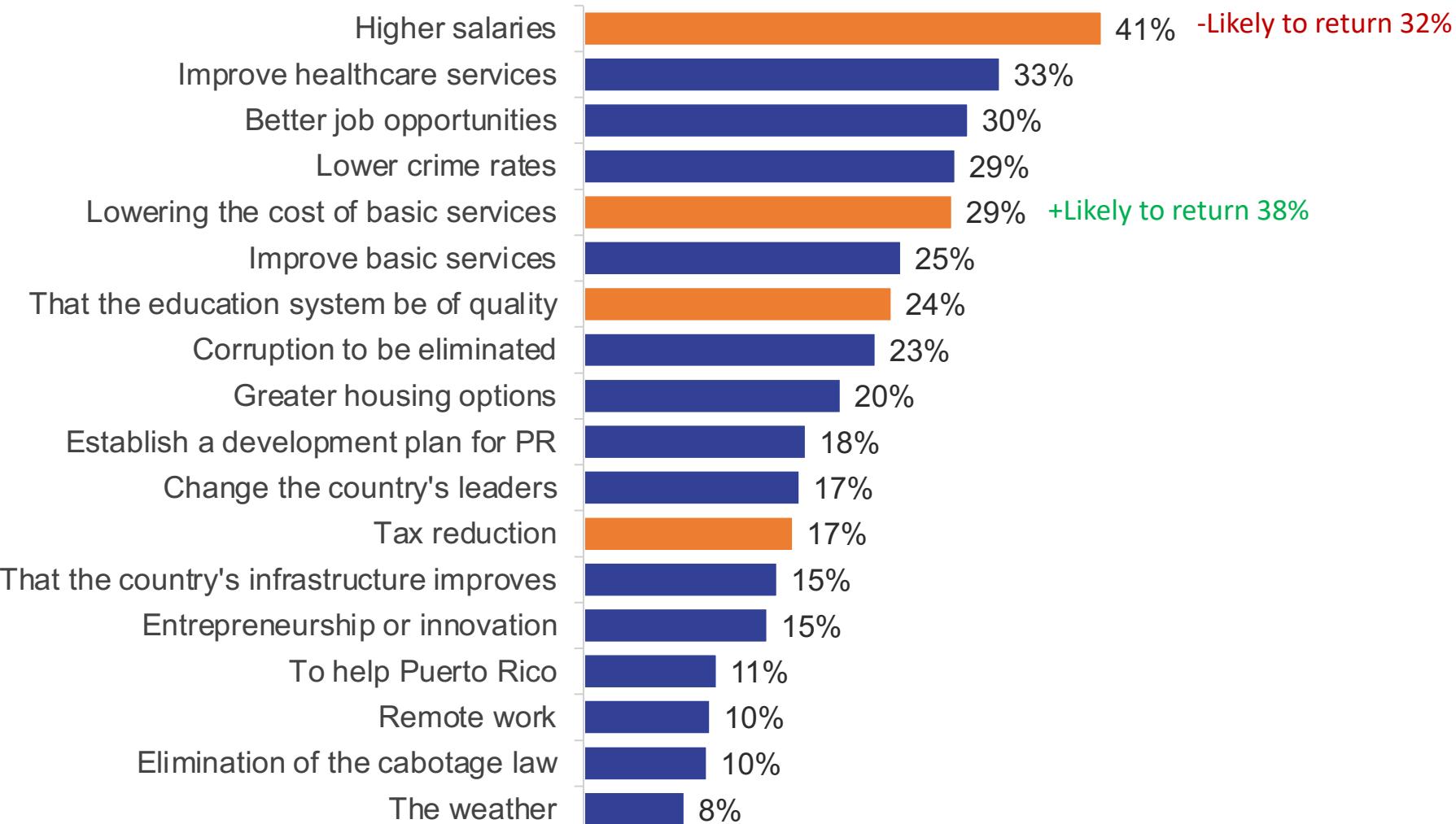
Base: Total=400, Likely=126

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

24 – Puerto Rican Diaspora | December 2023



# 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.

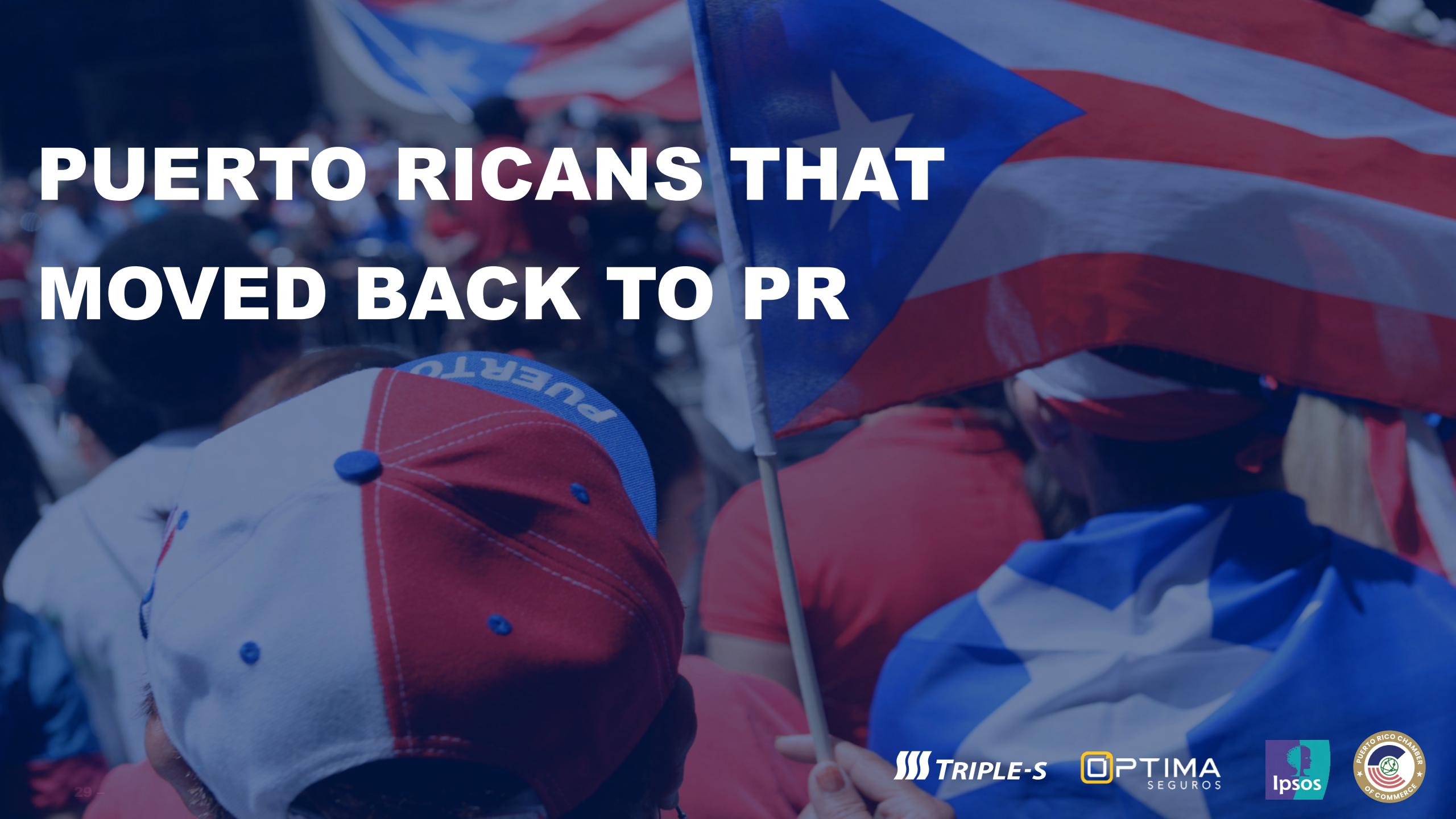
# REASONS FOR CONSIDERING IT



ME HAGAN UN TRANSFER 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

A large, dense crowd of people is shown from behind, holding up Puerto Rican flags. In the foreground, a person wears a red, white, and blue baseball cap with 'PUERTO RICO' printed on the brim. In the background, a large American flag is visible, suggesting a political rally or protest.



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.

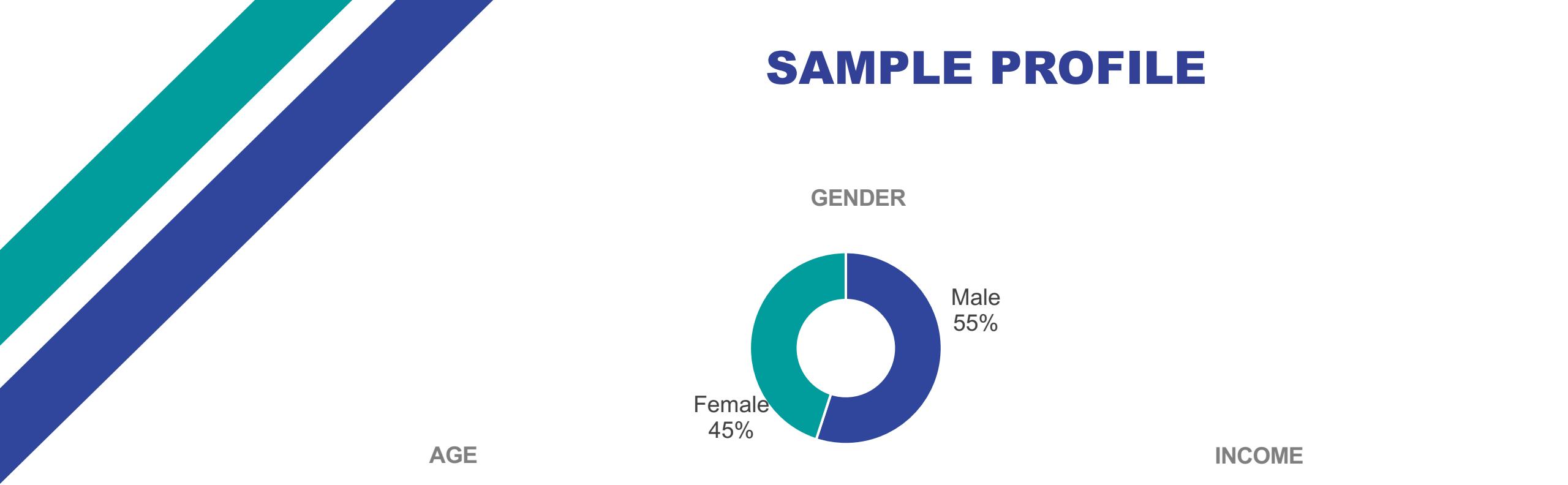
All socioeconomic levels, Country wide, any location.

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



Significant levels 95%

# SAMPLE PROFILE



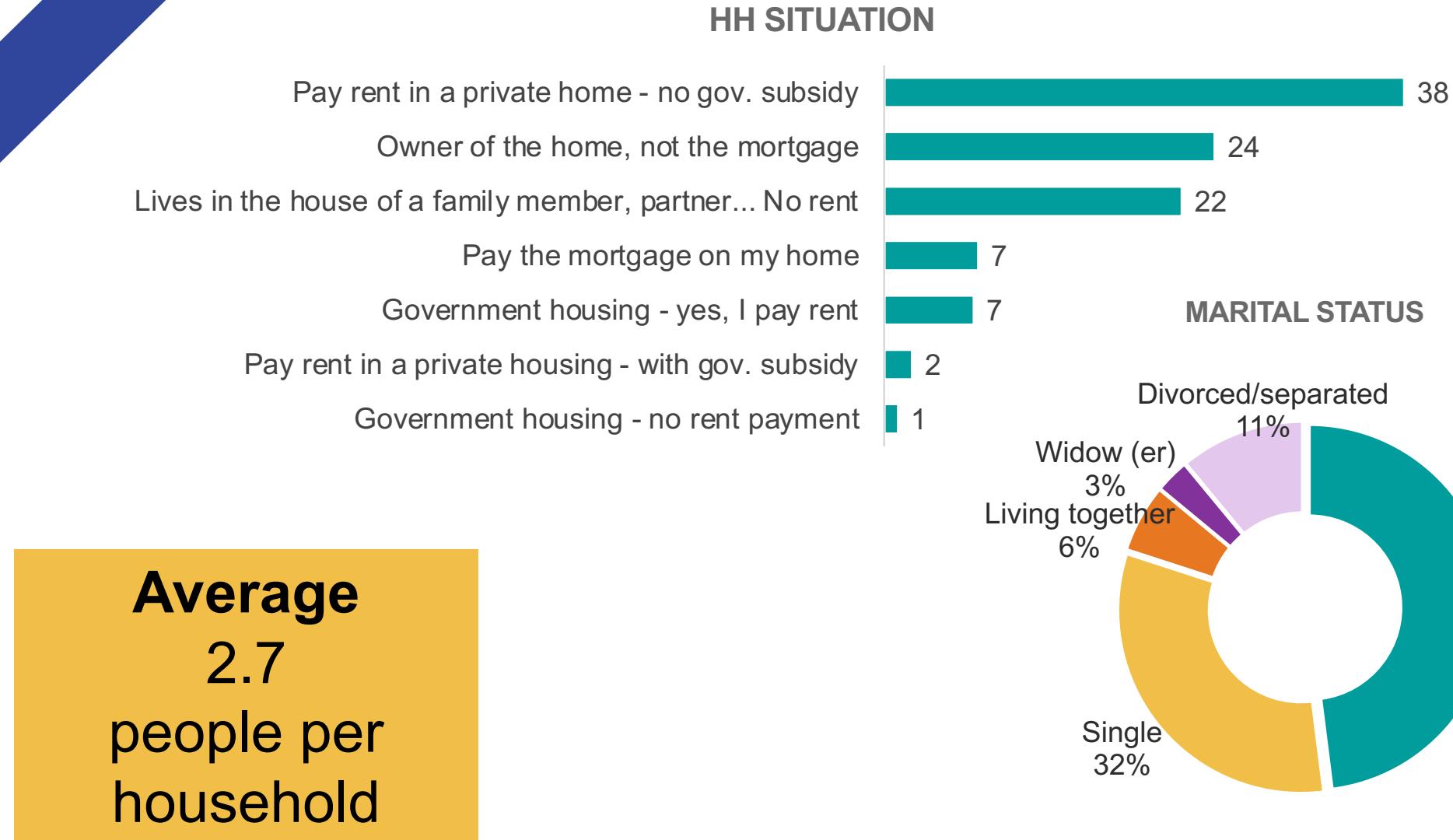
**38.99**  
Average

Base: (291)

31 - 23-077242-01 | Back to PR | December 2023



# COMPOSITION AND HOUSING SITUATION





\* 4.95 years

On average living in the United States

\*21% lived 7 years or more in the US



\* 1.89 years

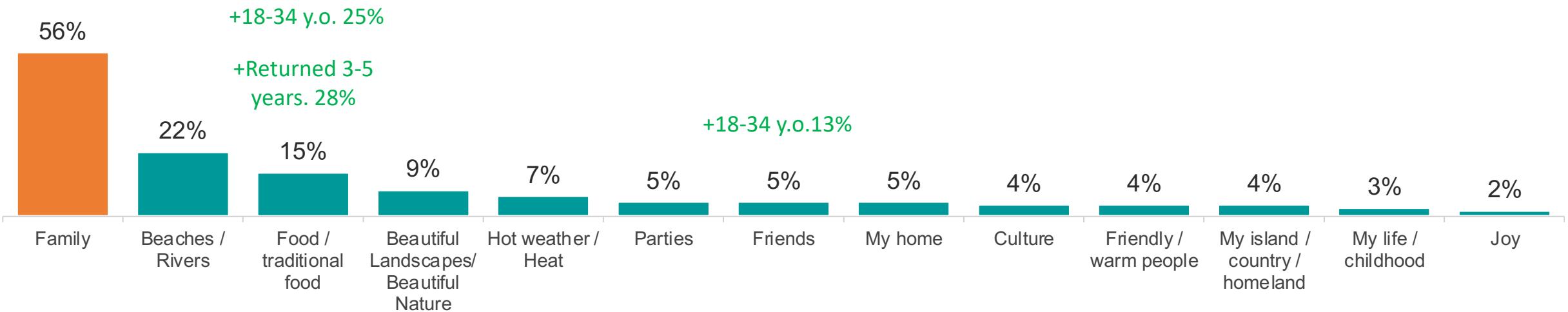
On average living in PR after  
their return

Base: (291)

33 – 23-077242-01 | Back to PR | December 2023



# WHAT COMES TO MIND ABOUT PUERTO RICO



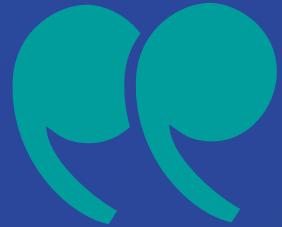
Base: (291)

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

34 – Back to PR | January 2024



# WHAT COMES TO MIND ABOUT PUERTO RICO

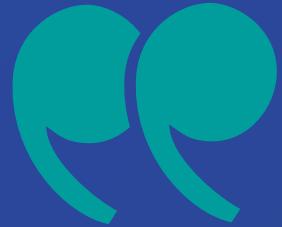


PLAYAS, COMIDA, AMISTADES, FAMILIA, ME SIENTO  
EN MI HOGAR.

PODER COMPARTIR MÁS CON MI FAMILIA.

INSEGURIDAD, BUROCRACIA Y FALTA DE  
PROGRAMAS PARA ADULTOS MAYORES.

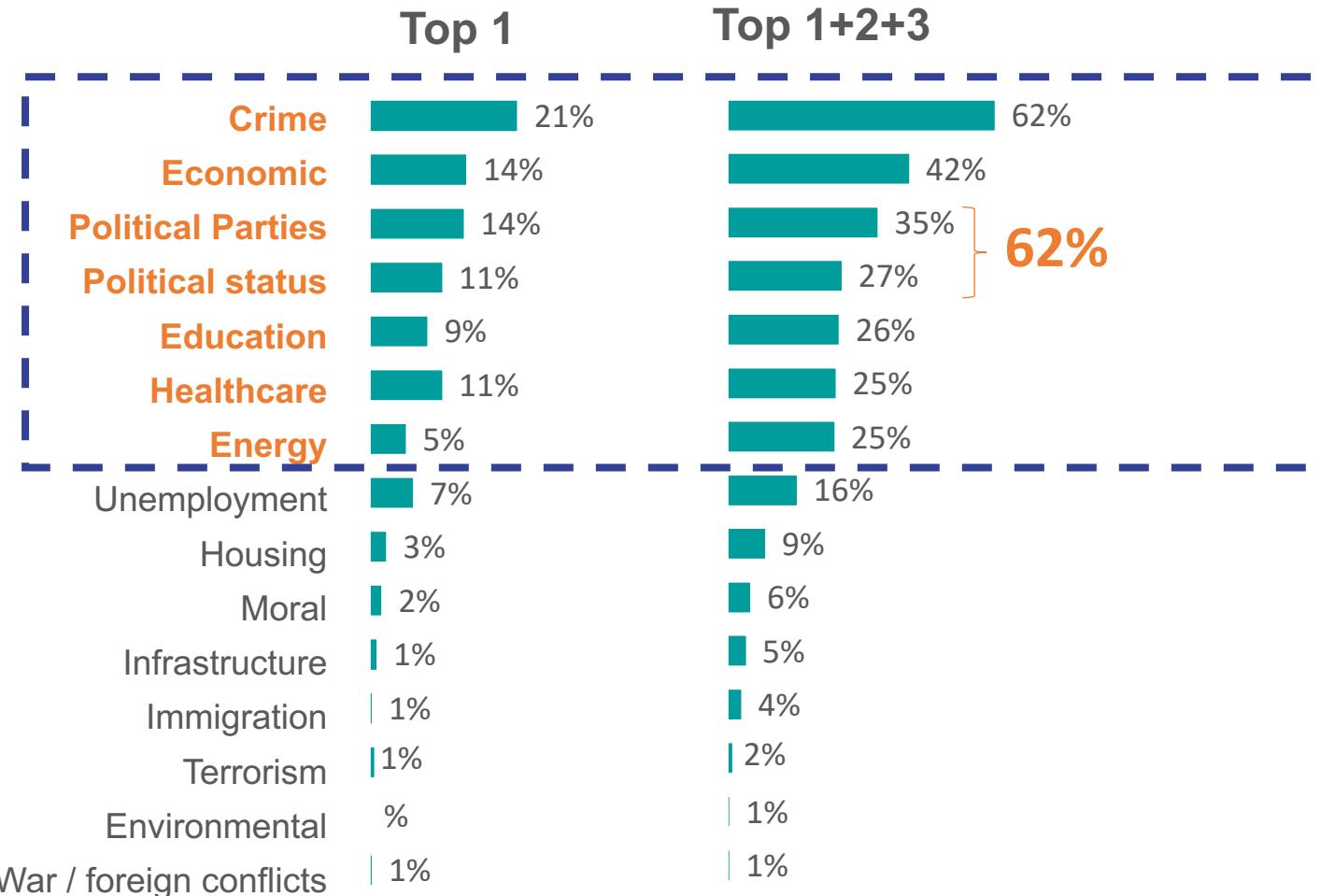
# WHAT COMES TO MIND ABOUT PUERTO RICO



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?

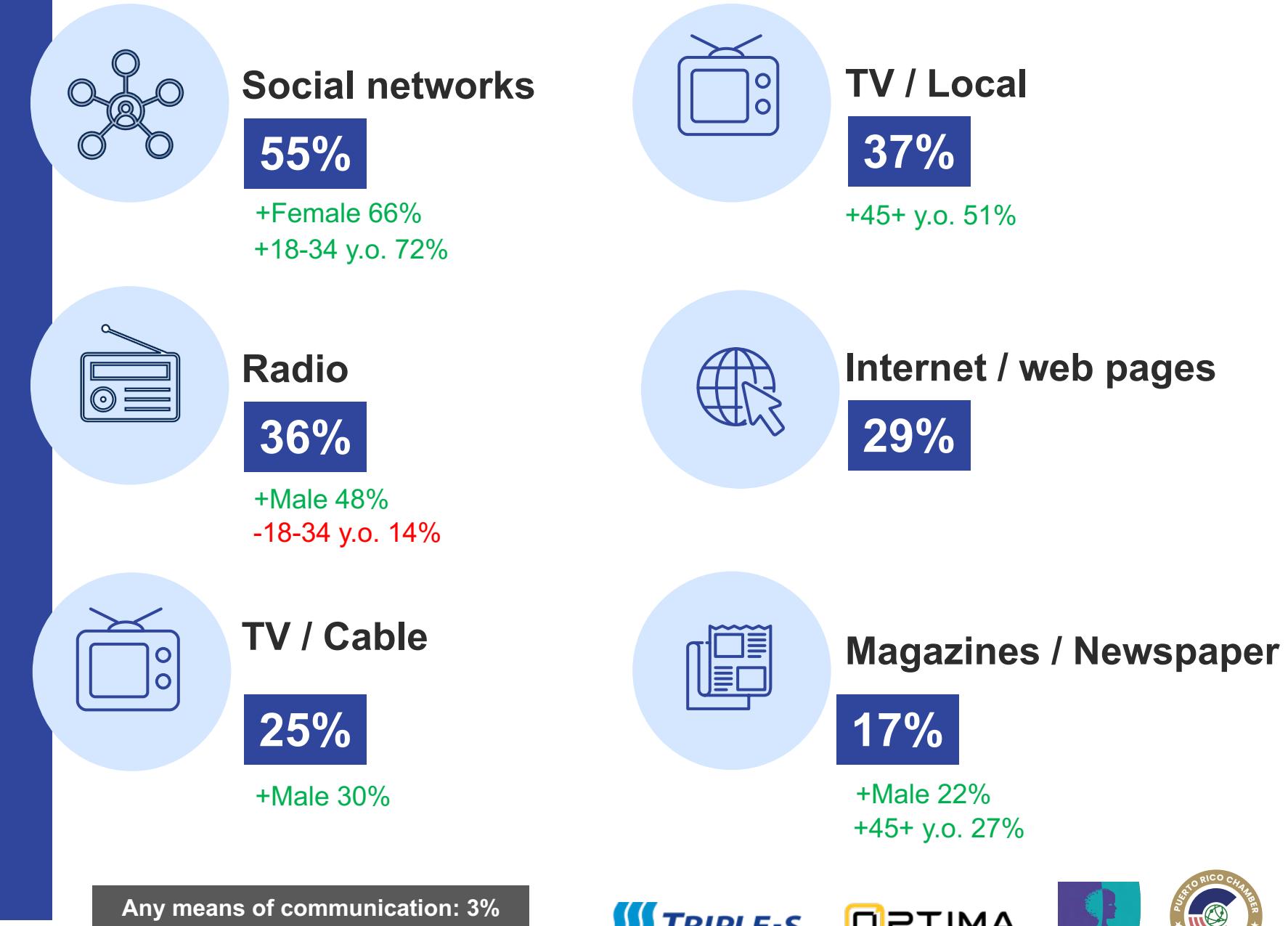
37 – Back to PR | January 2024



# MEDIA USED TO STAY INFORMED ABOUT PUERTO RICO

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

A large, dense crowd of people is visible in the background, many holding up the flag of Puerto Rico, which features red, white, and blue horizontal stripes and a white star in the canton. In the foreground, a person's head is shown wearing a red, white, and blue baseball cap, with the word "puerto" partially visible on the brim. The overall scene suggests a public event or rally.

 **TRIPLE-S**

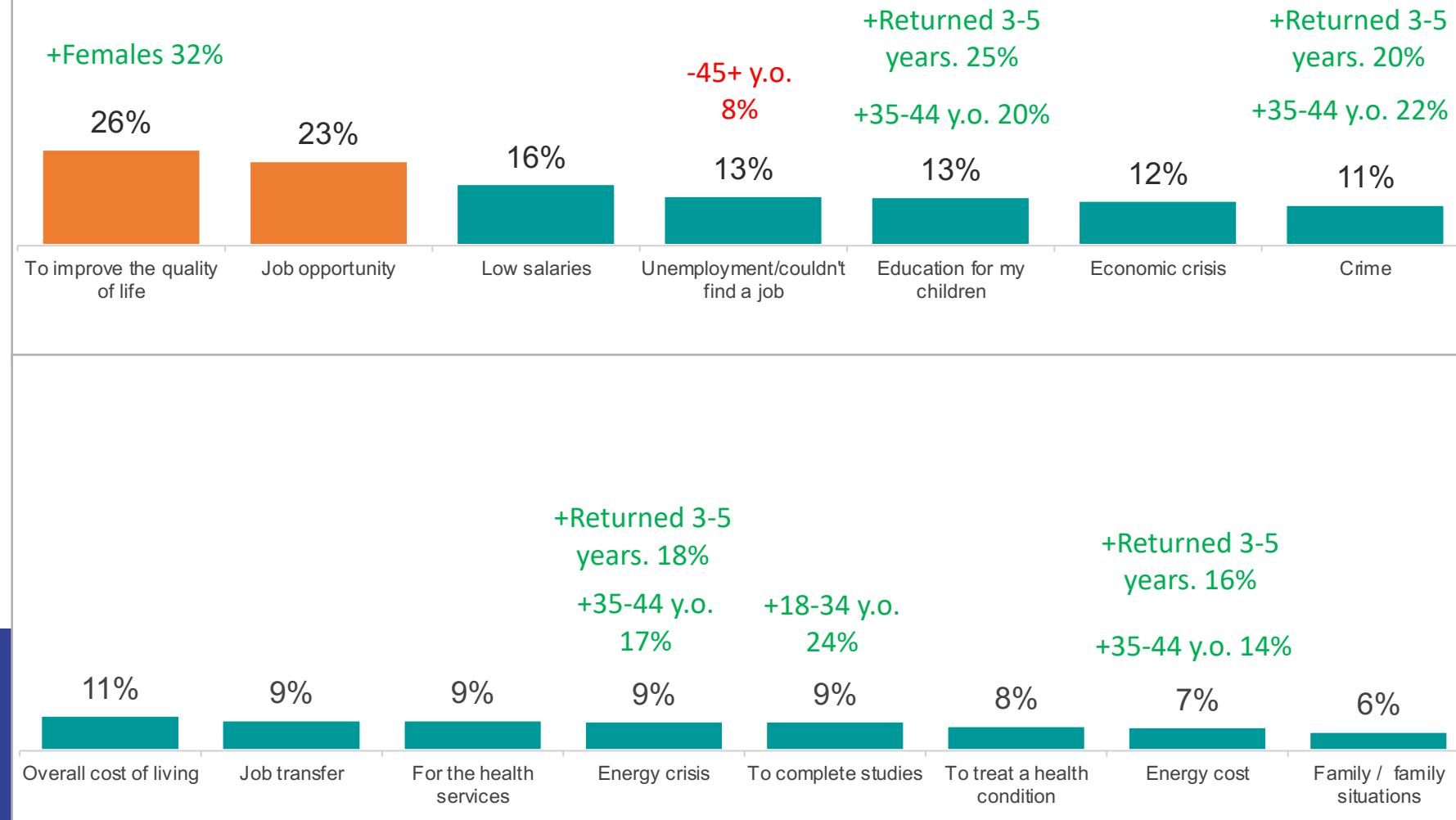
 **OPTIMA**  
SEGUROS

 **Ipsos**



# MAIN REASONS FOR MOVING FROM PUERTO RICO

## Reasons



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



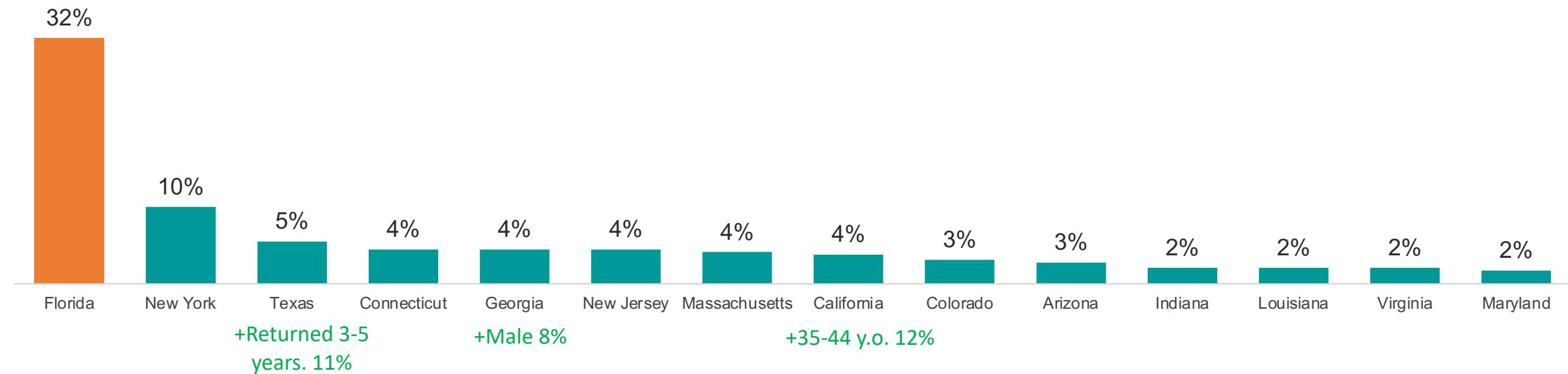
Base: (291)

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

41 – Back to PR | January 2024



# 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%

42 – Back to PR | January 2024





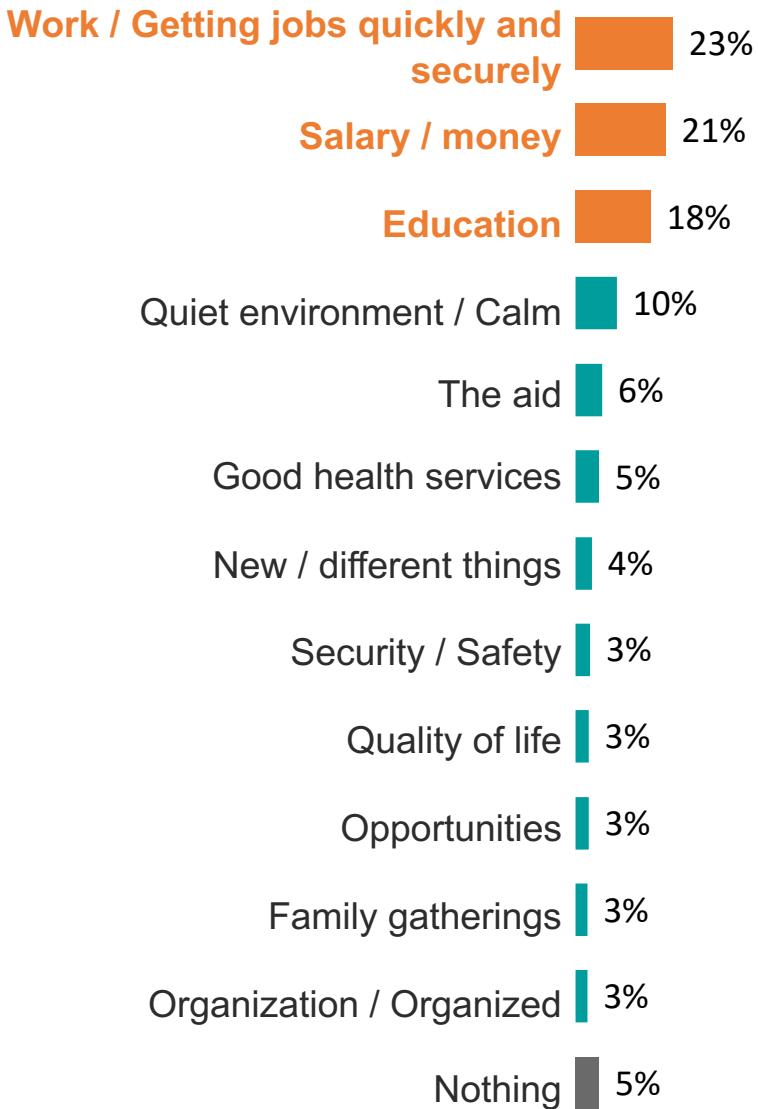
# LIKED MOST ABOUT LIVING IN USA

Base: (291)

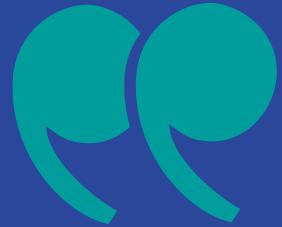
P2. What did you like the most about living in the United States?

Mentions>2%

43 – Back to PR | January 2024



# 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.

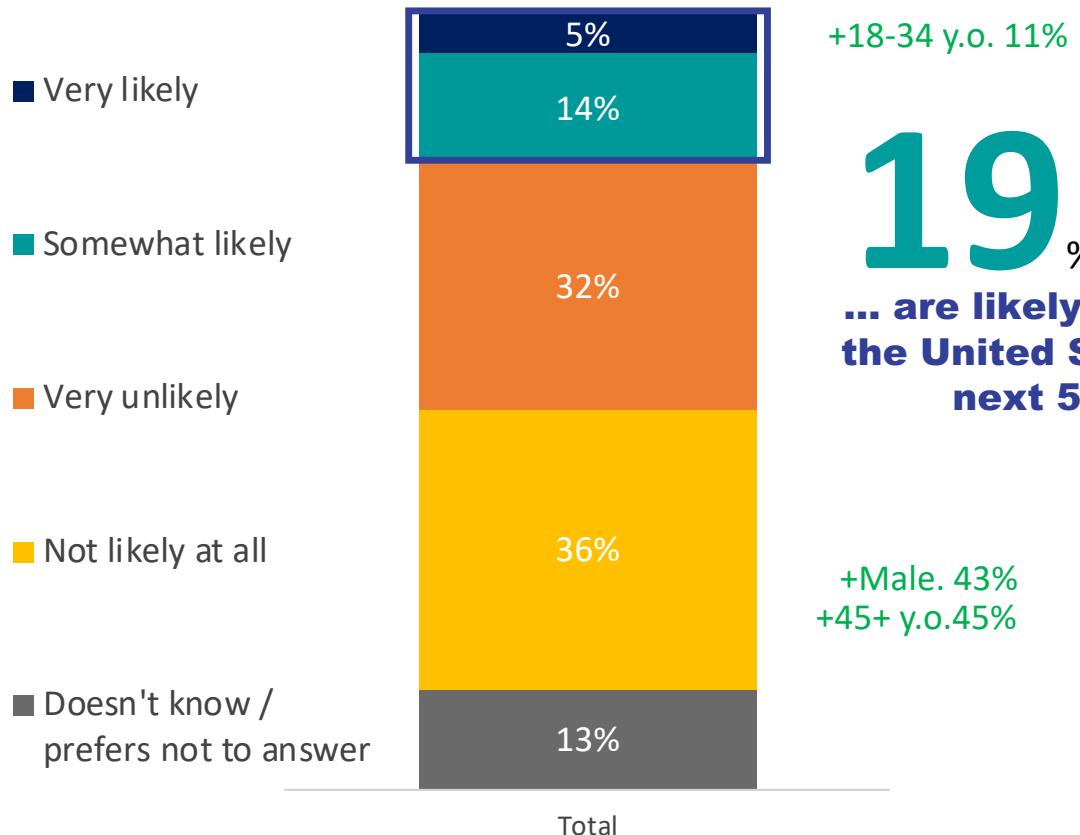
EL SALARIO ESTABA ACORDE CON EL COSTO DE VIDA DE HOY DÍA.

EL FACTOR DINERO, PERO VIVIR ALLÁ ES

CARO Y SACRIFICADoS



# PROBABILITY OF RETURNING TO LIVE IN THE UNITED STATES



Bases: (291)

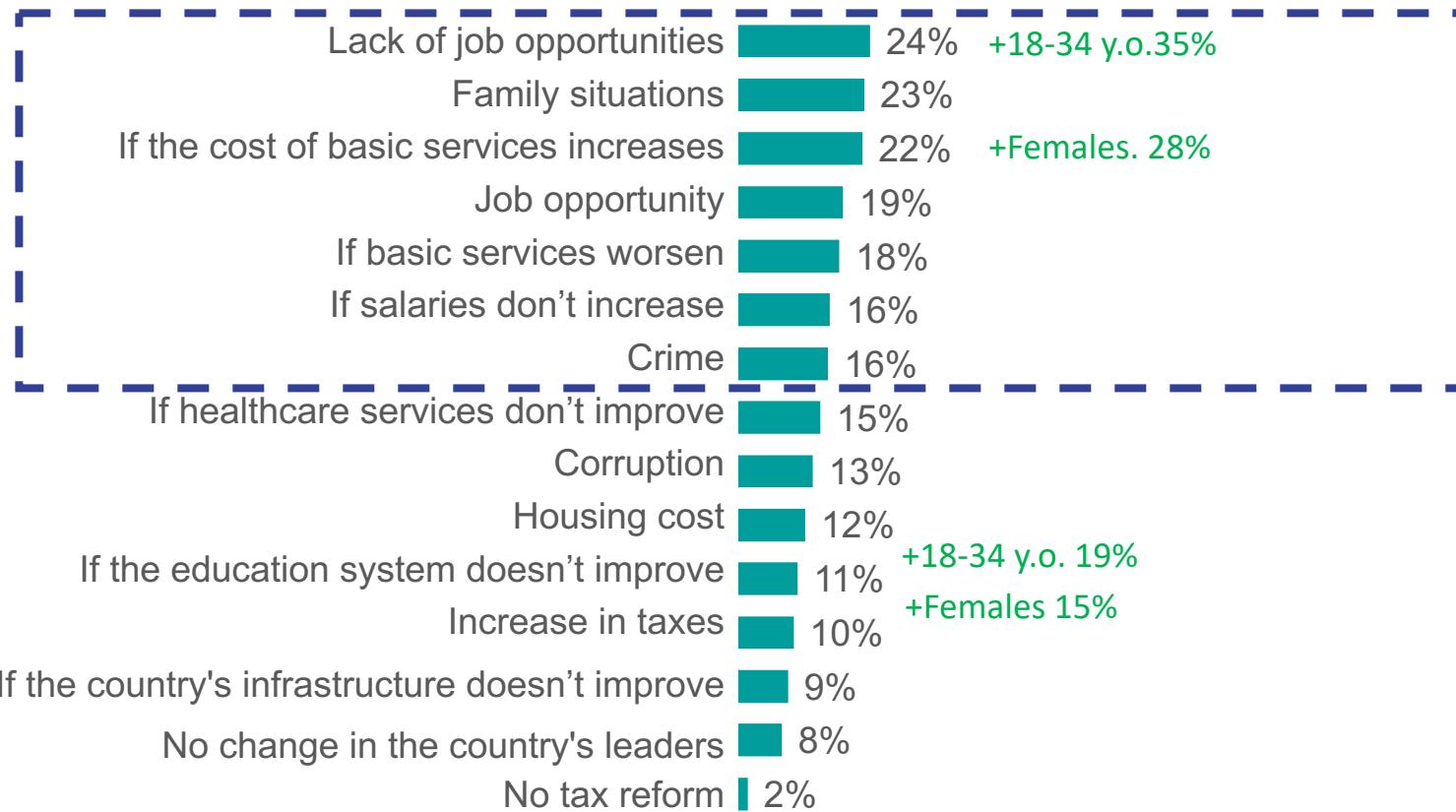
P19. How likely are you to return and live in the United States in the next 5 years?

46 – Back to PR | January 2024



# 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?

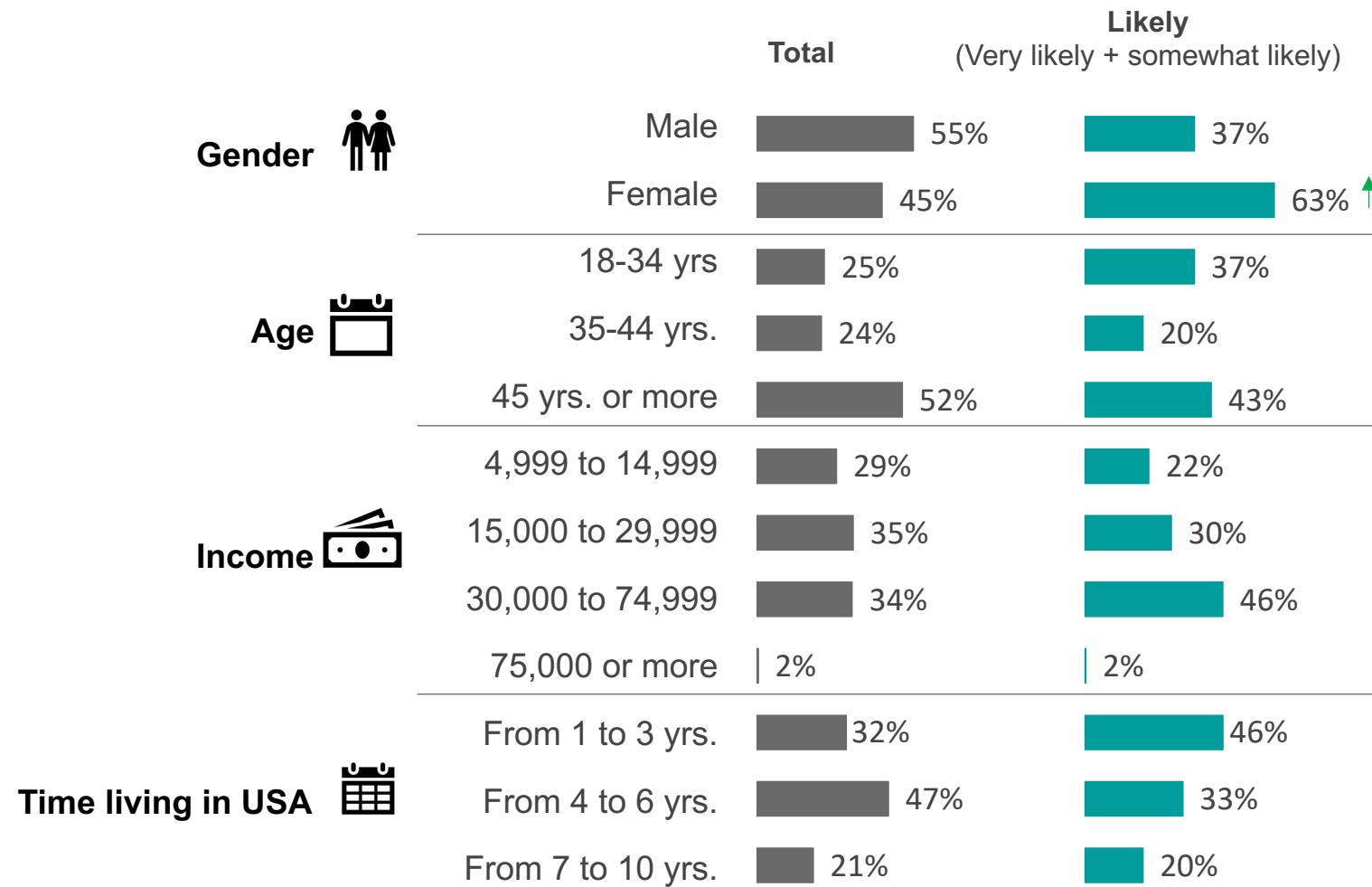
47 – Back to PR | January 2024

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?

48 – Back to PR | January 2024

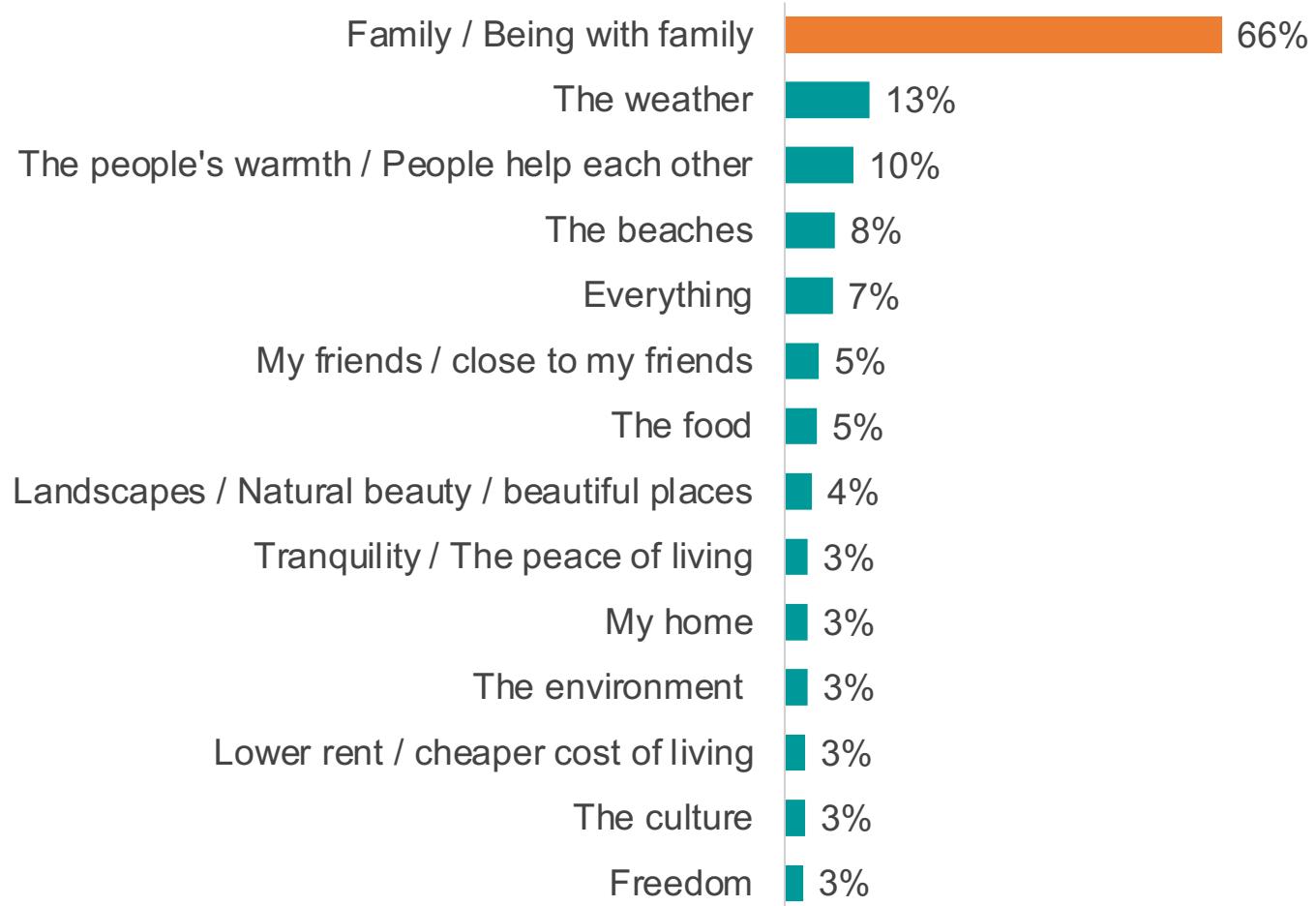




# RETURNING TO PUERTO RICO



# LIKES MOST ABOUT LIVING IN PUERTO RICO



Base: (291)

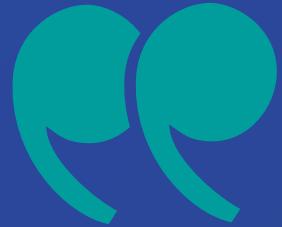
P12. What do you like the most about living in Puerto Rico?

Mentions>2%

50 – Back to PR | January 2024



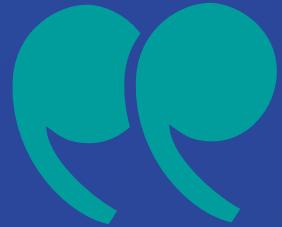
# LIKES MOST ABOUT LIVING IN PUERTO RICO



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.

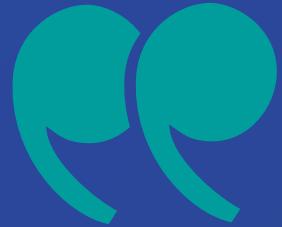
# LIKES MOST ABOUT LIVING IN PUERTO RICO



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.

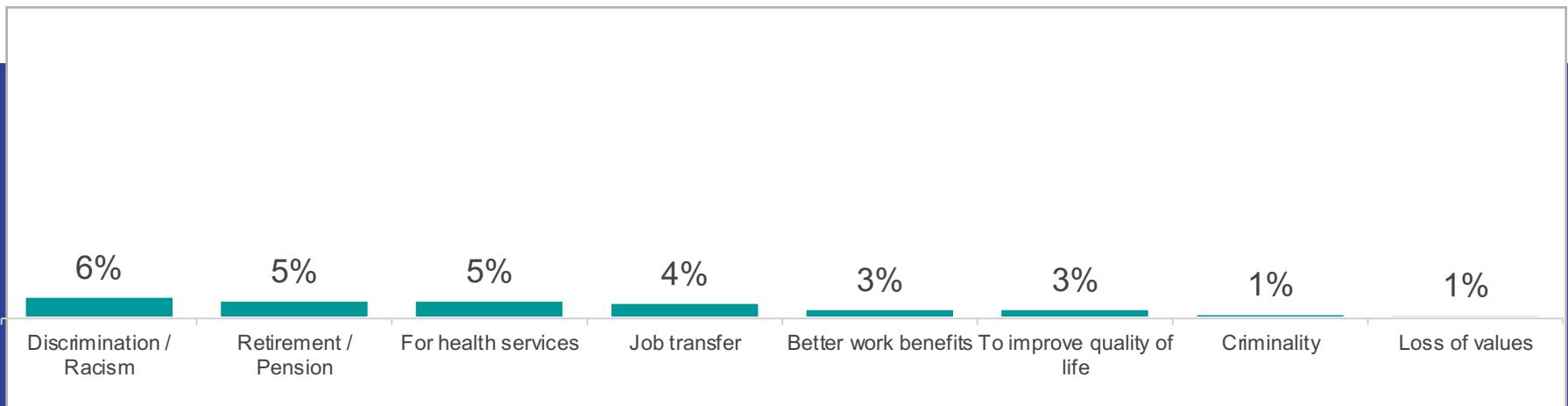
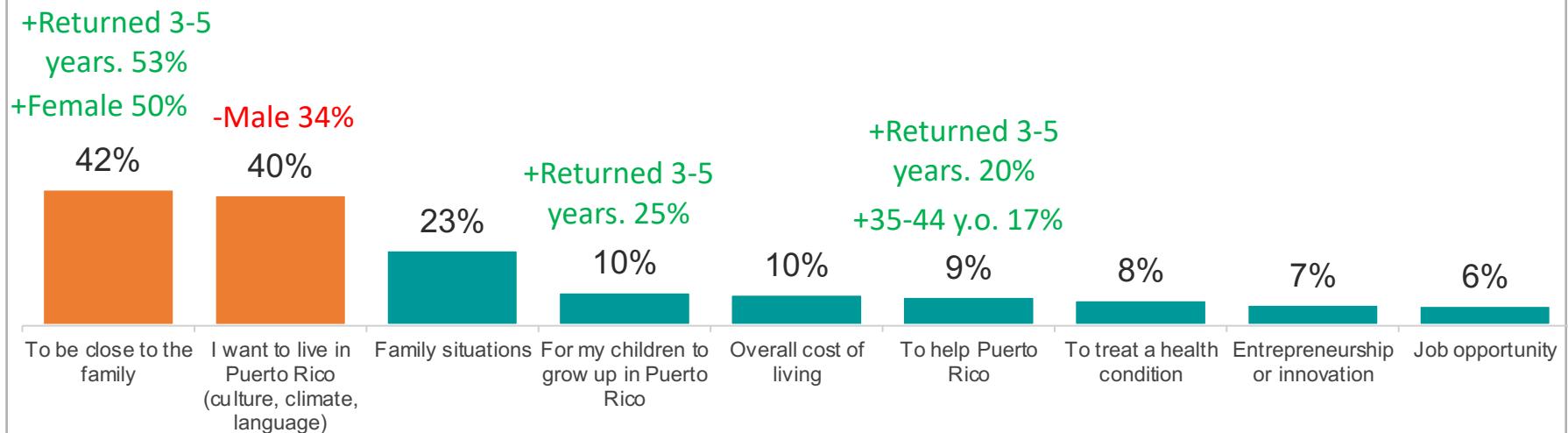
# LIKES MOST ABOUT LIVING IN PUERTO RICO



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

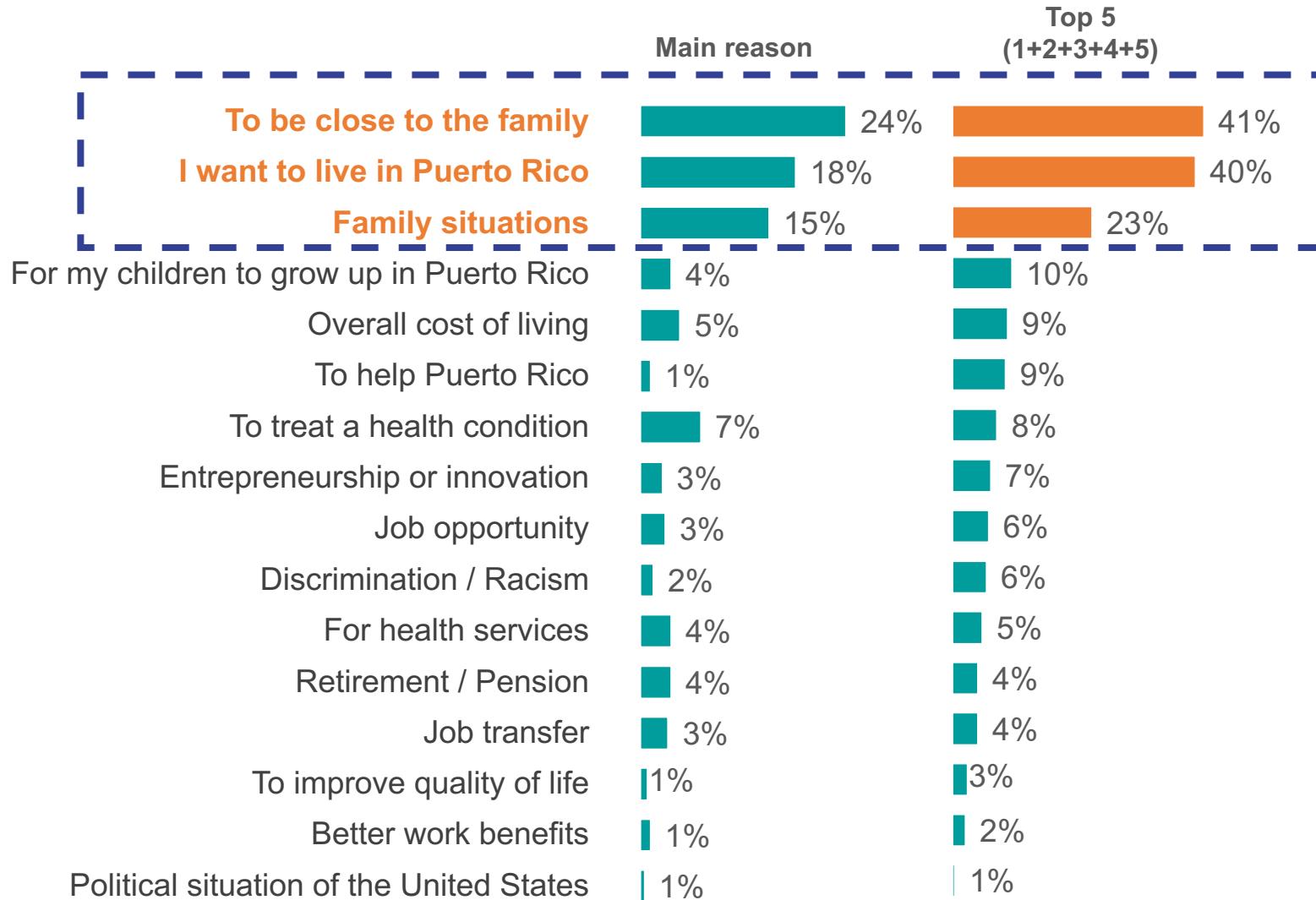
## Reasons



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

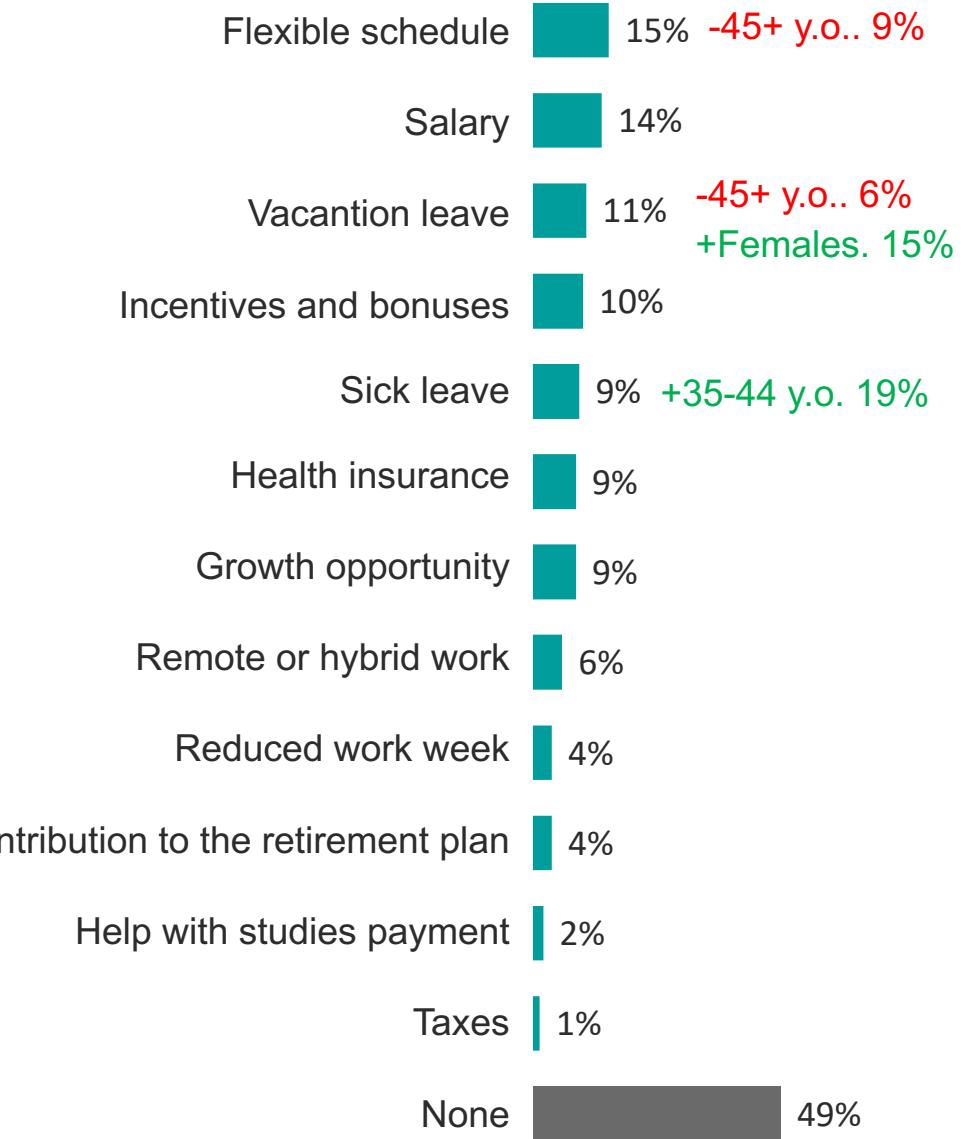
55 – Back to PR | January 2024





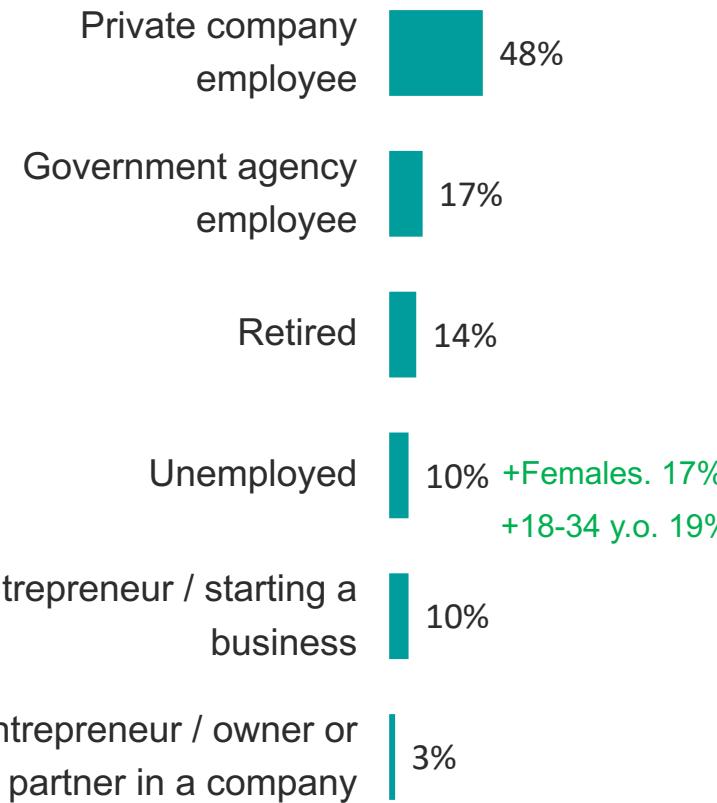
# LABOR BENEFITS CONSIDERED WHEN RETURNING

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



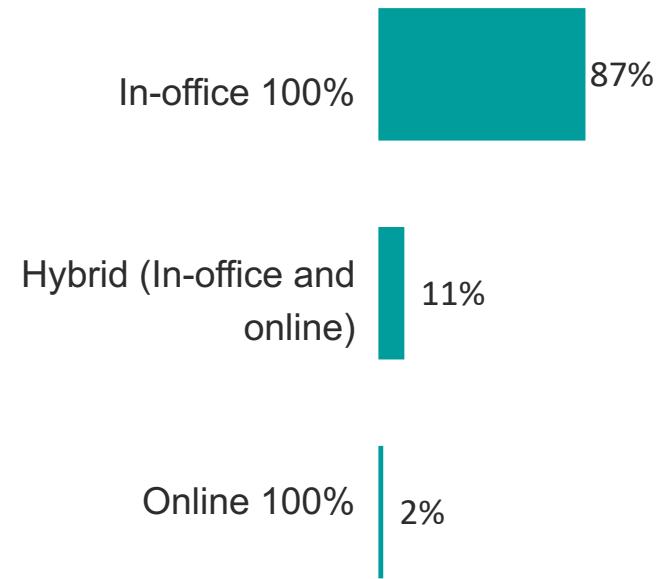
# EMPLOYMENT STATUS AND JOB FORMAT

## EMPLOYMENT STATUS



Base: 291

## JOB FORMAT

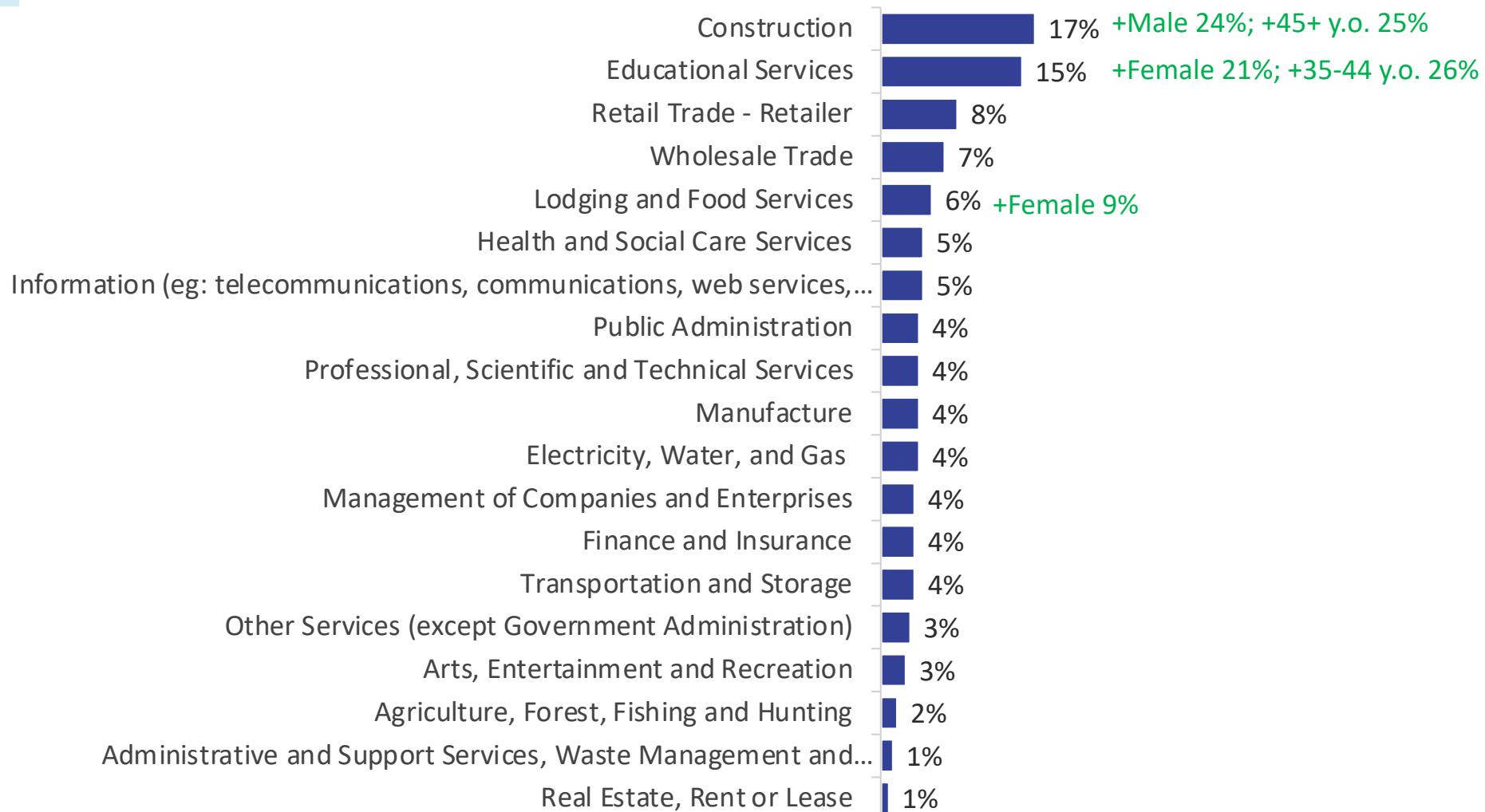


Base: 218

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?

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# 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).

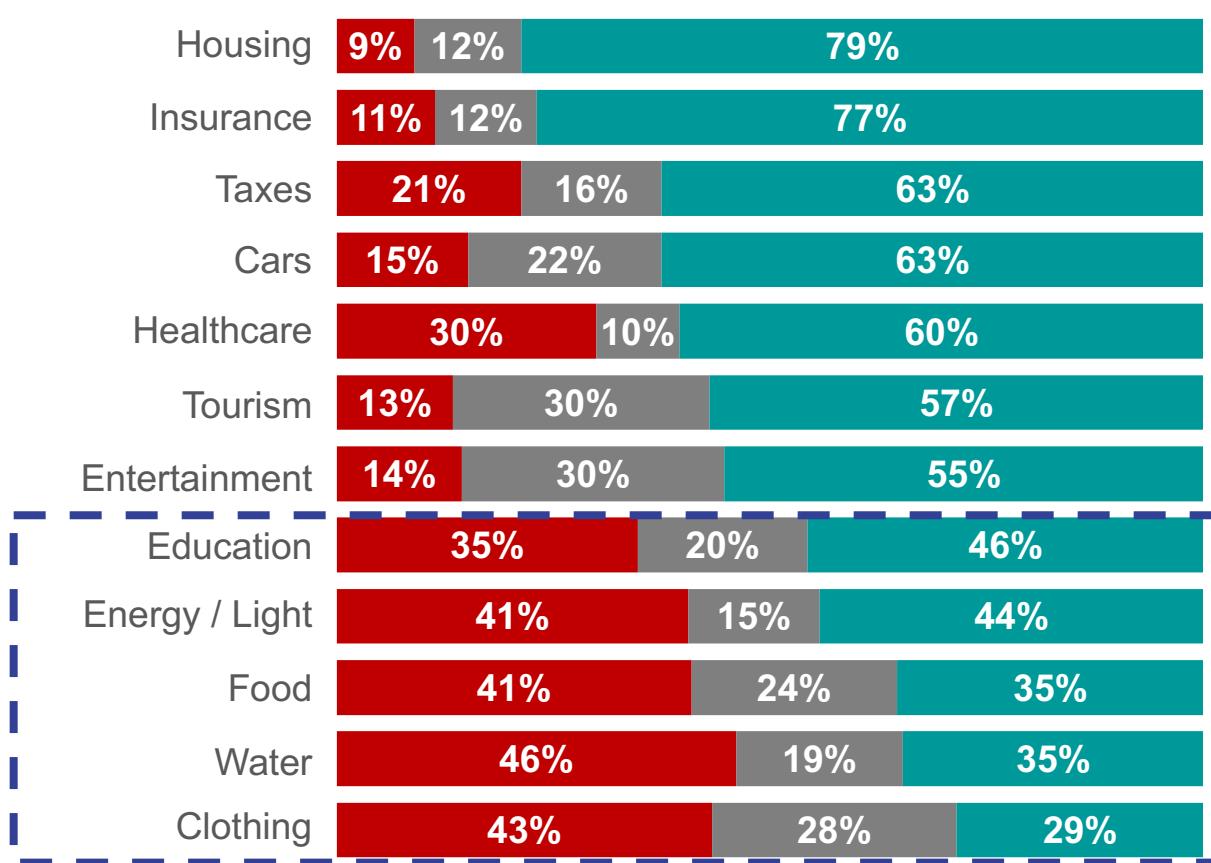
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Base: (218)



# COSTS COMPARISON BETWEEN PUERTO RICO VS UNITED STATES

United States is...



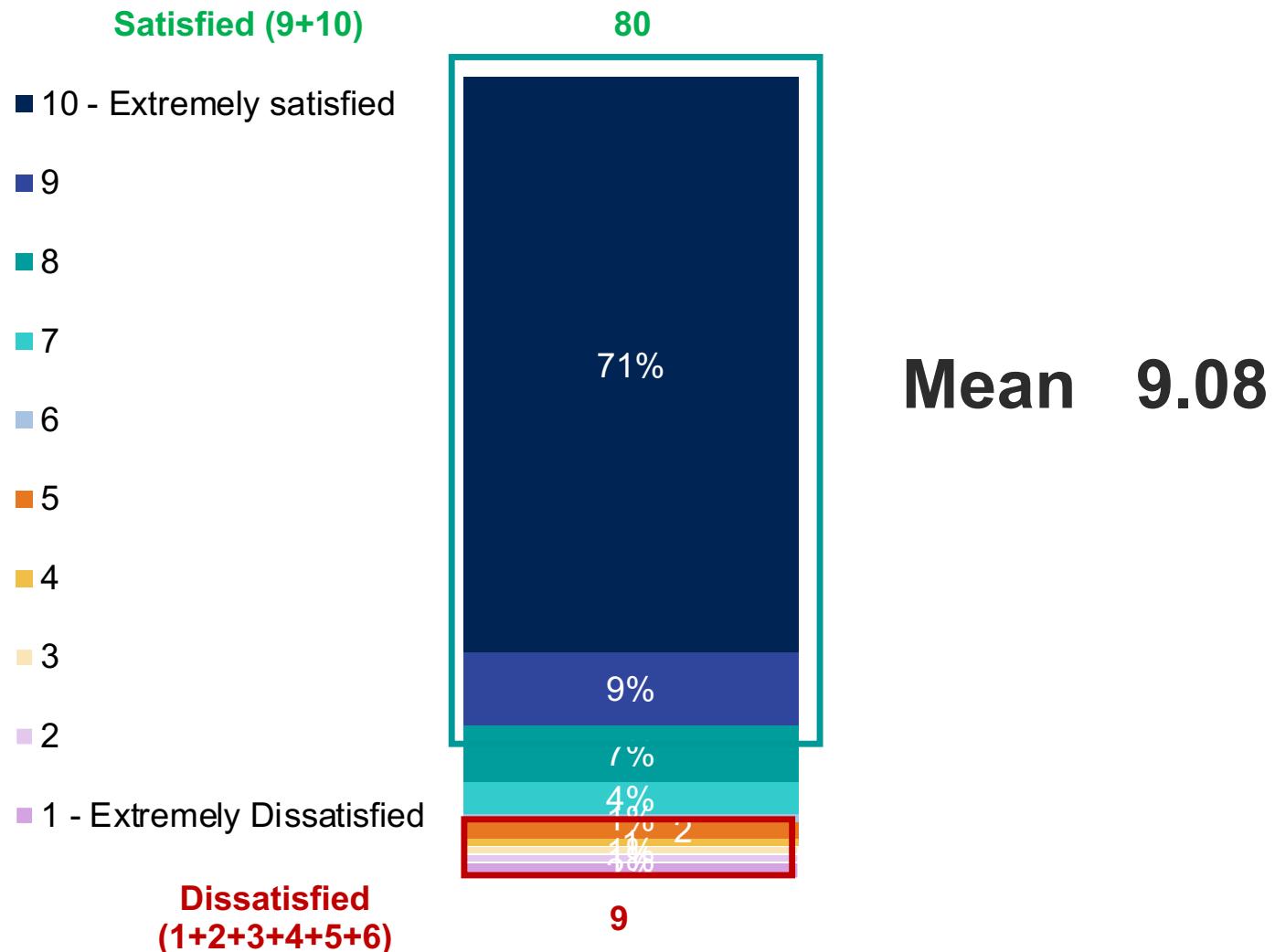
Base: (291)

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

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# SATISFACTION LEVEL AFTER RETURNING



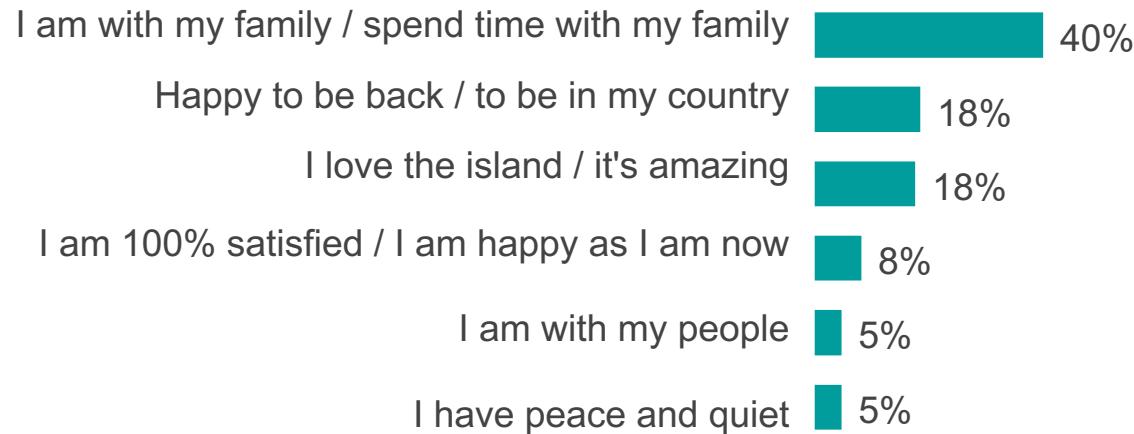
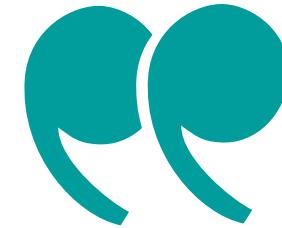
Base: 291

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P13. On a scale of 1 to 10, where 10 is Extremely Satisfied and 1 is Extremely Dissatisfied, how satisfied are you overall with returning to live in Puerto Rico?



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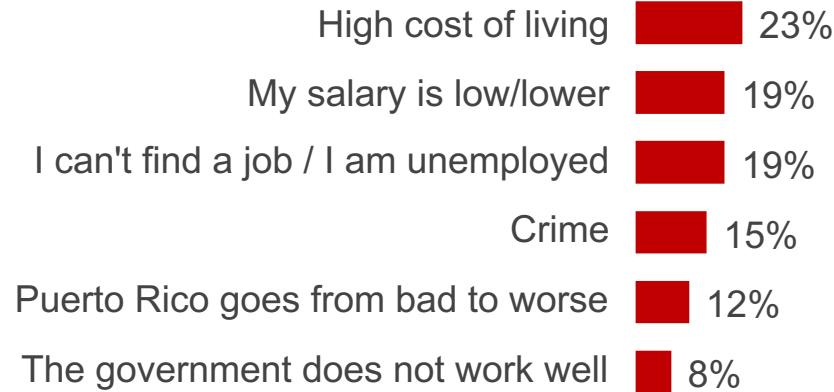
P14. What is the reason for your level of satisfaction?



# REASONS FOR DISSATISFACTION (1 TO 6)



## Reasons for dissatisfaction (1 to 6)



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.

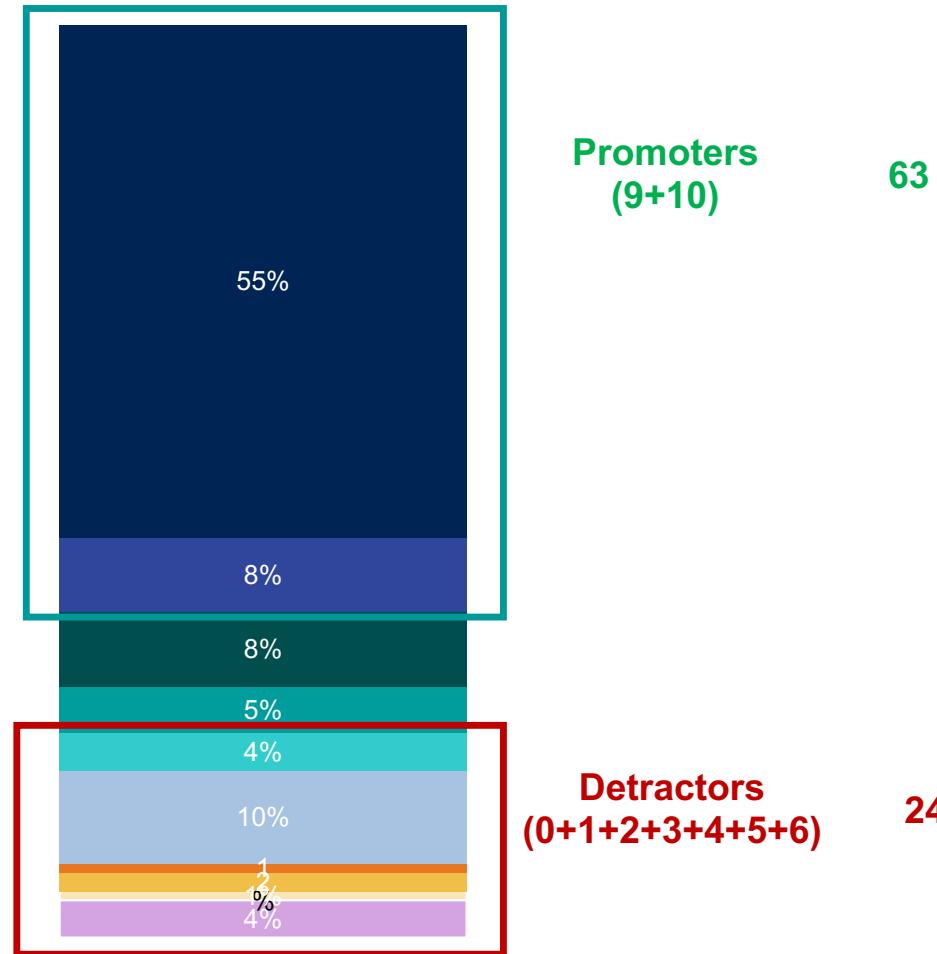
La mejor decisión de todas.

La felicidad de estar aquí.

Es la isla del encanto donde muchos quisieran vivir.

# PUERTO RICO RECOMMENDATION

- 10 Definitely would Recommend
- 9
- 8
- 7
- 6
- 5
- 4
- 3
- 2
- 1
- 0 Definitely Would not recommend



**NET  
PROMOTER SCORE**

**39**

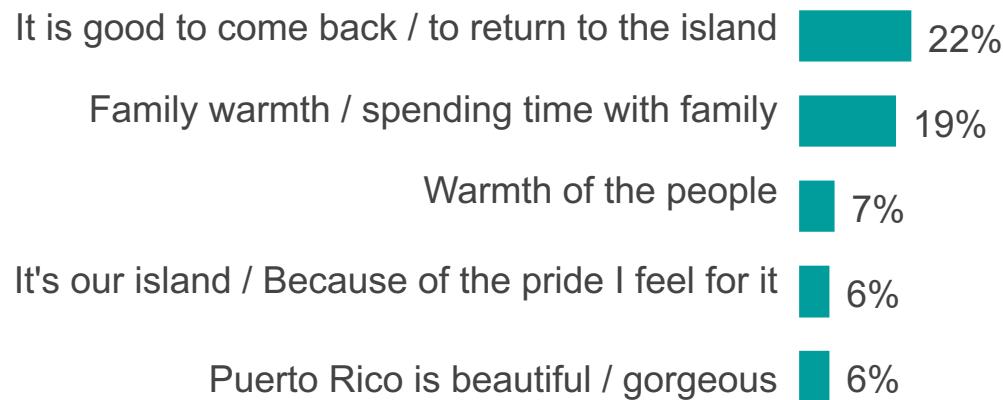
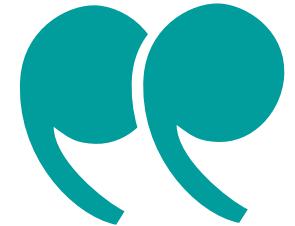
Base: 291

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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)



Mentions>4% Base: 185

**PORQUE HAY QUE LUCHAR 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.**

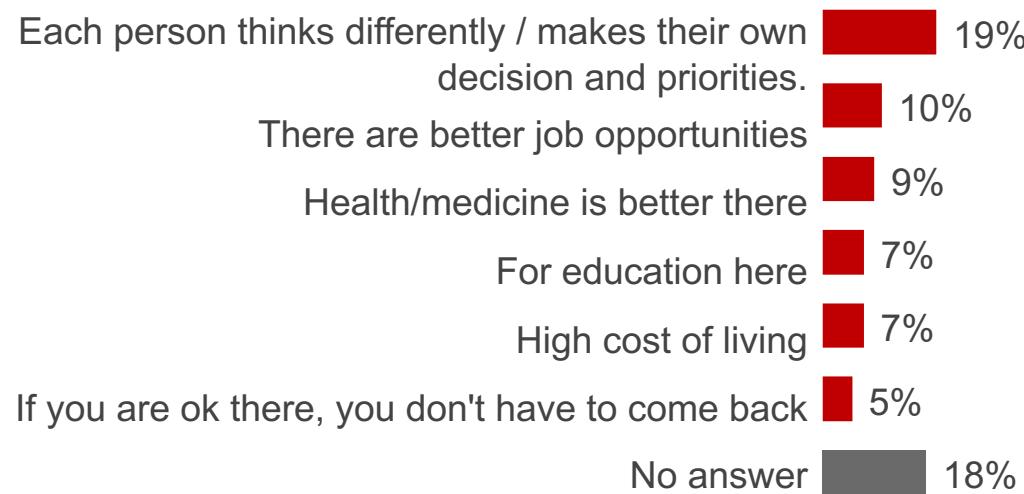
**PORQUE NO HAY MAYOR FELICIDAD QUE ESTAR EN PUERTO RICO.**

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

# REASONS FOR NOT RECOMMENDATION (0 TO 6)



PORQUE EXISTEN MEJORES OPORTUNIDADES EN LOS EEUU PARA UNA MEJOR CALIDAD DE VIDA.



POR LA SITUACIÓN LABORAL, SOCIAL, EDUCATIVA Y DE SALUD TAN POBRE QUE TENEMOS.

TENDRÍA QUE PENSARLO MUY BIEN, ACÁ NO HAY VIVIENDAS PARA ALQUILAR, NI COMPRAR, RENTAS MUY CARAS Y LOS PRECIOS DE TODO EN GENERAL POR LOS CIELOS.

NECESITAMOS UN CAMBIO EN NUESTRO PAÍS. CRIMINALIDAD POR TODAS PARTES. NO HAY TRABAJO. RENTAS MUY ALTAS.

HAY MUCHOS OBSTÁCULOS PARA CONSEGUIR LOS SERVICIOS MÁS BÁSICOS PARA UN BUEN VIVIR. EEUU OFRECE BENEFICIOS CON MÁS ACCESIBILIDAD.

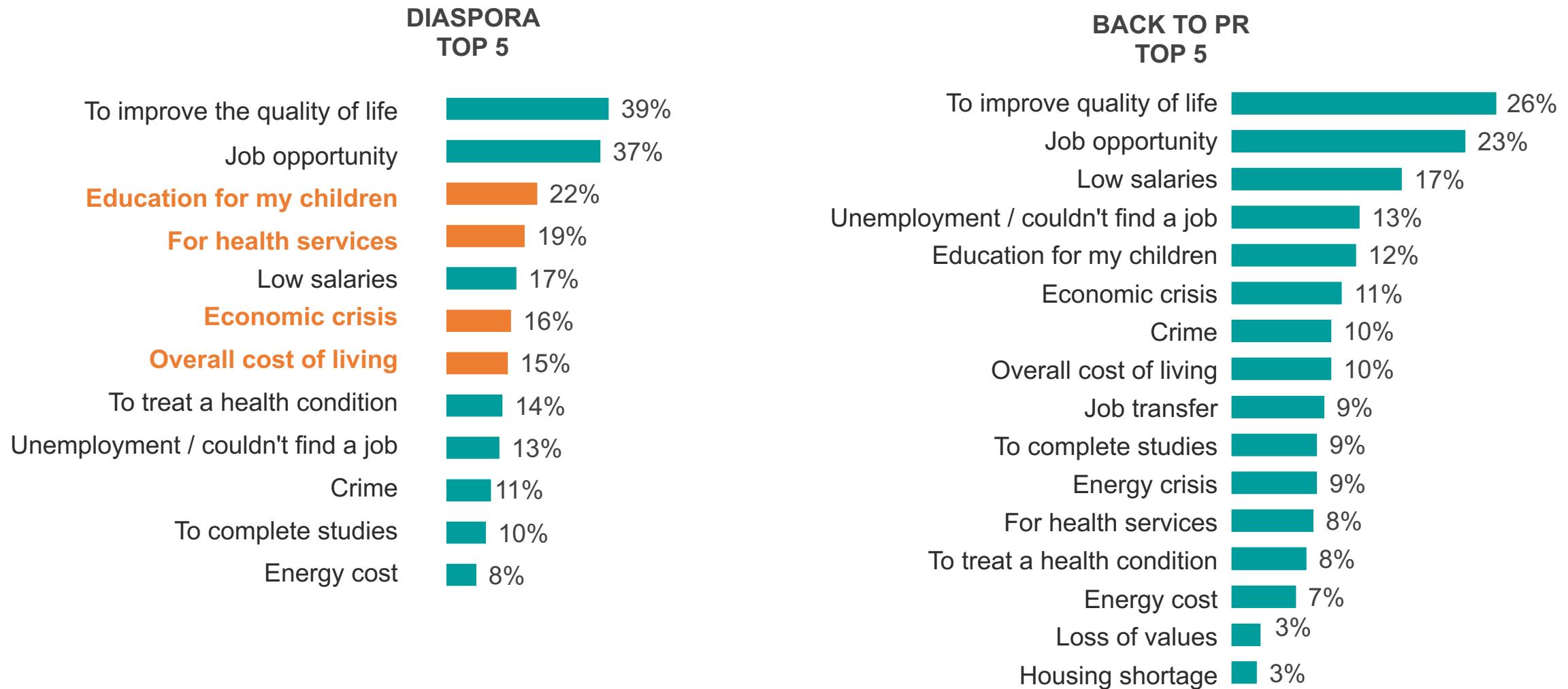
Mentions>4% Base: 57

66 - 03.05.242.01 | BACK TO PAGE | December 2023

P16. Why do you assign that recommendation?

# SUMMARY

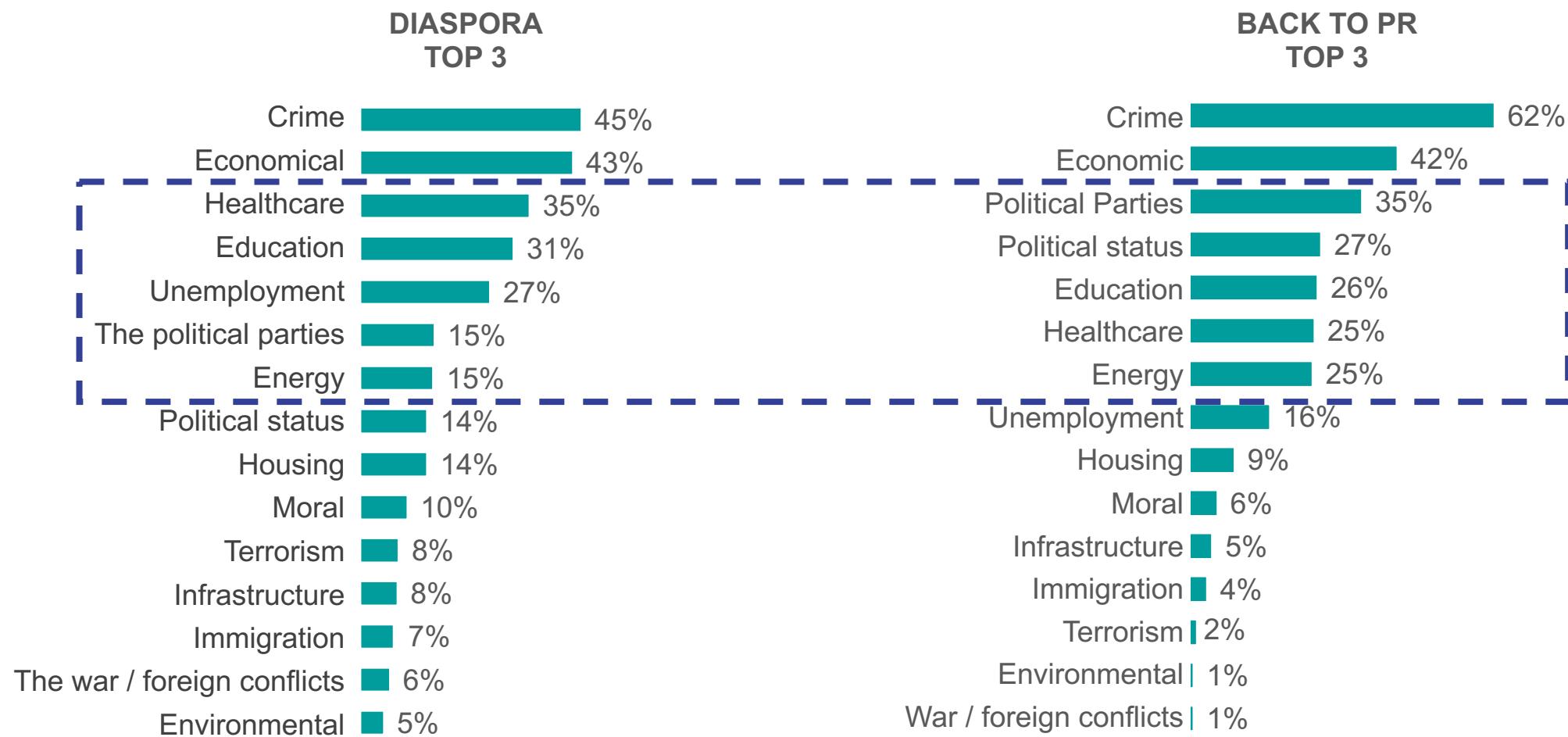
# REASONS FOR MOVING FROM PR | RANKING



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



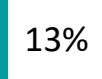
Base: (400) / (291)

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

# EMPLOYMENT STATUS

## DIASPORA EMPLOYMENT STATUS

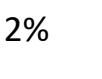
Private company employee  62%

Government agency employee  13%

Retired  8%

Unemployed  7%

Entrepreneur / starting a business  5%

Entrepreneur / owner or partner in a company  2%

Student  1%

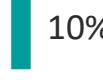
Base: 400

## BACK TO PR EMPLOYMENT STATUS

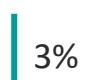
Private company employee  48%

Government agency employee  17%

Retired  14%

Unemployed  10%

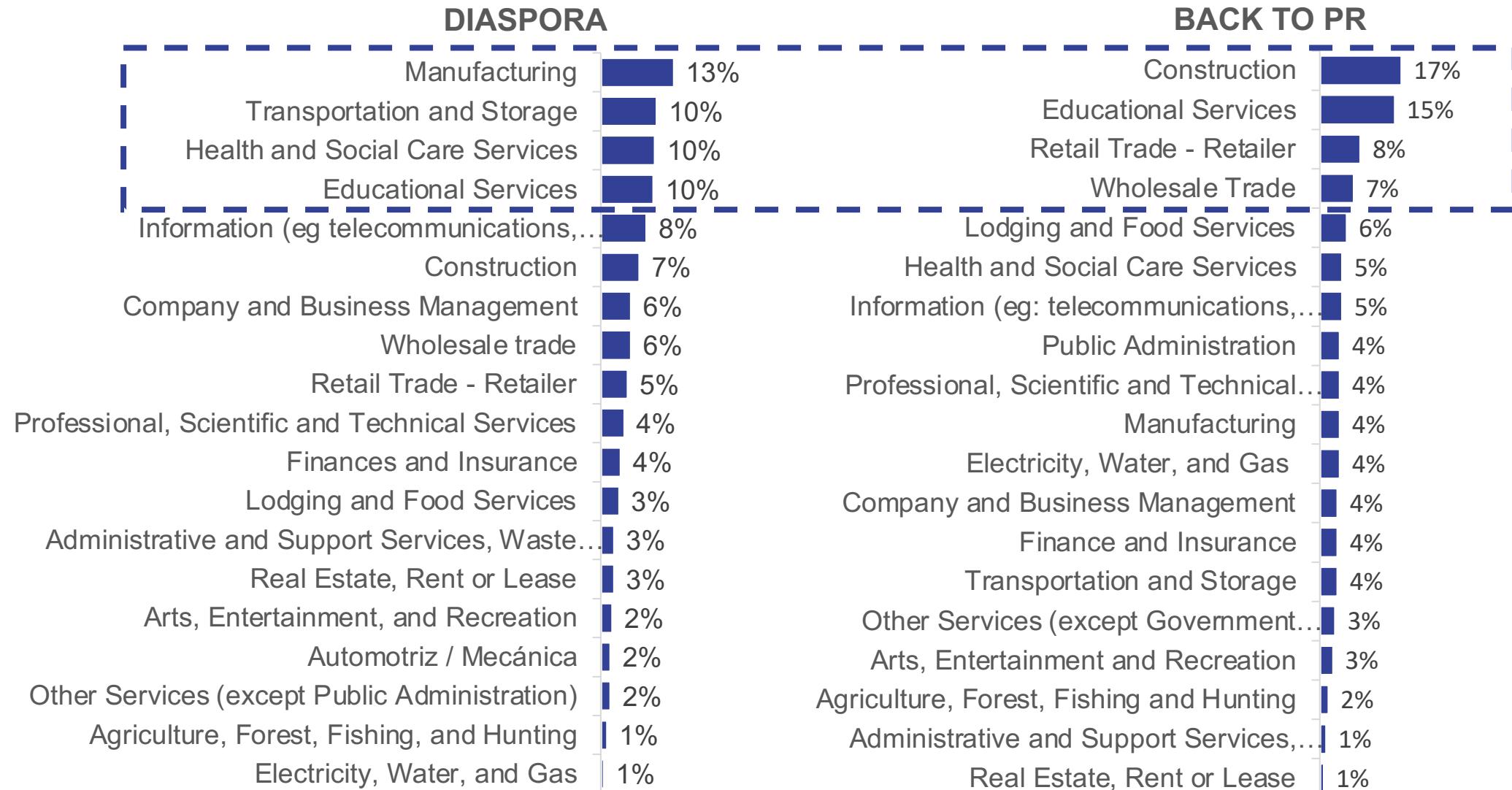
Entrepreneur / starting a business  10%

Entrepreneur / owner or partner in a company  3%

Base: 291

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

# INDUSTRY OF EMPLOYMENT



Base: (320) / (218)

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

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# GRACIAS



GAME CHANGERS

