

# The Puerto Rico Statehood Council Analysis Report

Telephone survey of 1,000 Puerto Ricans living on the Mainland (FL, NY, PA, TX, OH, GA)



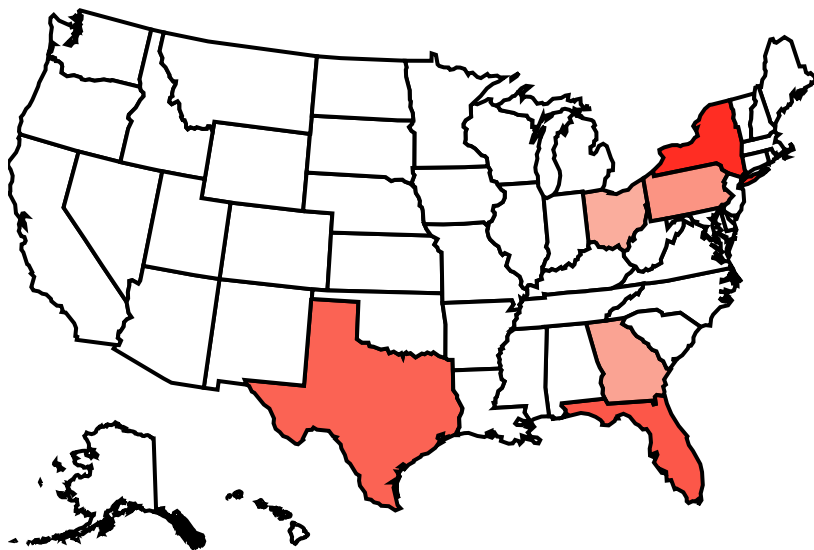
Conducted by KAConsulting LLC  
Field Dates: March 18 - April 11, 2022



**Methodology:** The Puerto Rico Statehood Council recently commissioned a nationwide telephone survey of 1,000 registered Puerto Rican voters. This quantitative research was conducted between March 13 - April 11, 2022 at a Computer-Assisted Telephone Interviewing (CATI) facility (70% mobile phones, 30% landlines). Sampling controls were used to ensure that a proportional and representative number of voters were interviewed from such demographic groups as age, gender, race, and geographic region. The margin of error is  $\pm 4.0\%$  at the 95% confidence interval for overall survey, M.O.E.s for subgroups are larger.

**7 in 10 say the U.S. has gotten off on the wrong track and with intensity, nearly half say strongly wrong track**

*In general, do you think things in the United States are headed in the right direction, or have they gotten off on the wrong track?*



**23% Total Right Direction (NET)**

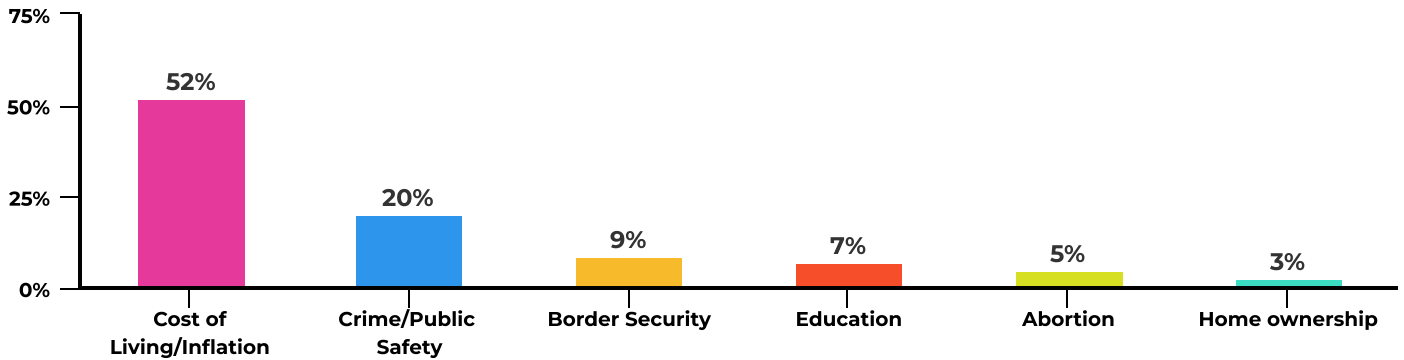
7% Strongly Right Direction  
16% Somewhat Right Direction

**70% Total Wrong Track (NET)**

22% Somewhat Wrong Track  
48% Strongly Wrong Track

7% Unsure (Did Not Read)

**Which of the following six issues would you say is the most important to you?**



**Of the six issues tested, over half said "cost of living/inflation" as their top concern**

**Mainland Puerto Ricans more likely to say Cost of Living/Inflation:** Texas (62%), Ages 30-49 (59%), Some College (59%), Men (58%), Moderate (57%), Suburbs (56%).

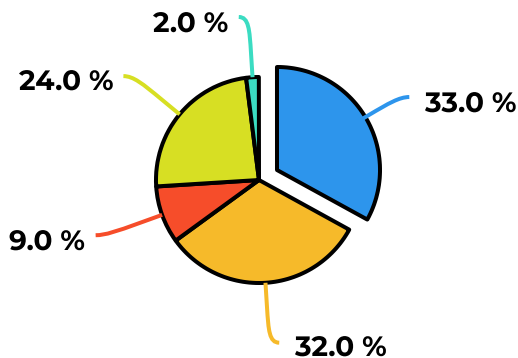
**Mainland Puerto Ricans more likely to say Crime/Public Safety:** Ages 65+ (33%), Conservative Men (32%), HS or less (28%), Ages 18-29 (28%), Republicans (27%), Women 50+ (27%), Urban (27%), Pennsylvania (27%), Voted Trump 2020 (26%), Rural (25%).

**Mainland Puerto Ricans more likely to say Border Security:** Moderates (15%), Independents (13%), Men 50+ (13%), Married (13%).

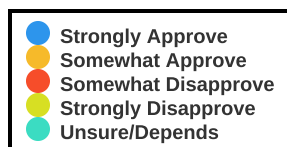
**Mainland Puerto Ricans more likely to say Education:** Democrats (14%), New York (13%), Voted Biden 2020 (12%), College Graduates (12%).

## Tale of Two Presidencies

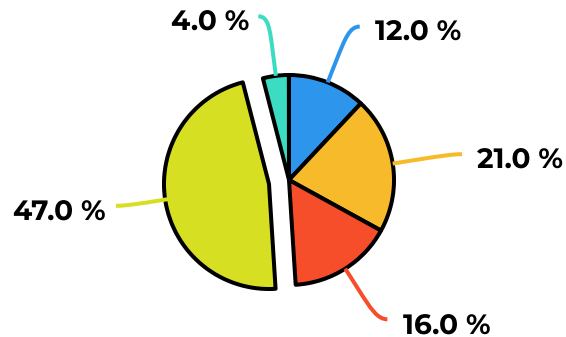
**6 in 10 approve of the job Donald Trump did in office**



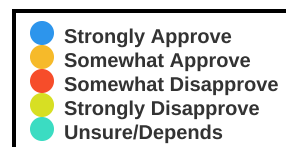
**65%**  
**Trump Approval**



**6 in 10 disapprove of the job Joe Biden is doing**

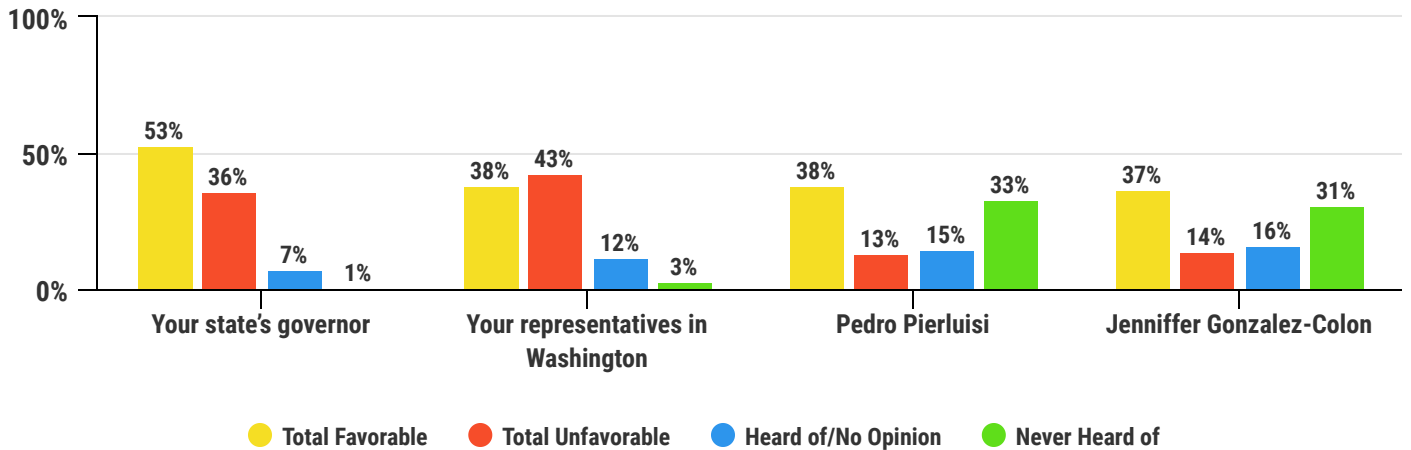


**63%**  
**Biden Disapproval**



Joe Biden's approval among mainland Puerto Ricans is slightly below his average approval rating nationwide. Nearly half (47%) strongly disapprove of Biden; about 2x that say the same about Trump. A third of Puerto Rican's surveyed strongly approve of President Trump's performance in office.

## Image and Awareness series



### A majority of mainland Puerto Ricans are favorable towards their state's governor (4 of the 6 states sampled have a GOP governor)

**Total Favorable:** Pennsylvania (72%), Republicans (63%), Ages 18-29 (63%), Some College (62%), Women 50+ (60%), Voted Trump in 2020 (59%), Married (59%), Moderates (58%), Conservative Women (58%), Ages 65+ (57%), Texas (57%).

**Total Unfavorable:** Ages 50-64 (45%), Democrats (43%), Men 50+ (43%), HS or Less (42%), College Graduates (42%), Conservative Men (41%).

### Representatives in Washington are slightly underwater with a -5% image rating; 12% have no opinion.

**Total Favorable:** Democrats (53%), Voted Biden 2020 (51%), Liberals (51%), Rural (46%), Ages 65+ (45%), Pennsylvania (45%), Women 50+ (44%), Suburbs (43%).

**Total Unfavorable:** Voted Trump 2020 (55%), Ages 50-64 (53%), Moderates (53%), Republicans (50%), Ages 18-29 (49%), Men 50+ (49%), New York (48%), Independents (47%), Conservatives (47%).

**Heard of/No Opinion:** Ages 18-29 (32%), Urban (21%), HS or Less (19%), Single (19%).

### Pedro Pierluisi has a +25% positive rating overall but it's soft; only 6% are strongly favorable toward him. Nearly half have no opinion or have never heard of him.

**Total Favorable:** Rural (60%), Conservative Women (50%), Conservatives (44%), New York (44%), Ages 30-49 (44%), Republicans (43%), Women (42%).

**Never Heard of:** Independents (51%), Florida (46%), Liberals (44%), Urban (42%), Men (41%), Voted Biden 2020 (39%).

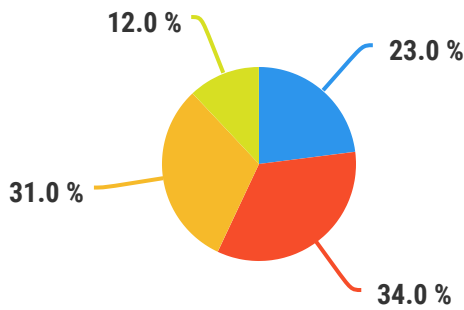
### Jenniffer Gonzalez-Colon is not well known among mainlanders, nearly half of mainland Puerto Ricans surveyed have "no opinion" (16%) of the representative or "have never heard of her" (31%).

If mainlanders did know her, they may be more inclined to support statehood and support true representation, where she can enjoy the same responsibilities other members of Congress have.

**Total Favorable:** Conservative Women (50%), Republicans (47%), Texas (47%), Women (45%), Some College (44%), Moderate (43%), Ages 30-49 (42%), Suburbs (42%).

**Never Heard of:** Florida (46%), Urban (41%), Men 50+ (41%), Liberals (39%), Democrats (38%), Independents (37%), Voted Biden 2020 (39%).

## How much attention do you pay to news coverage of Puerto Rico?

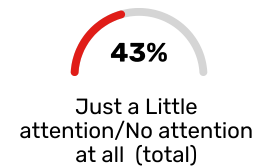


● A great deal of attention    ● A fair amount of attention  
● Just a little bit of attention    ● No attention at all

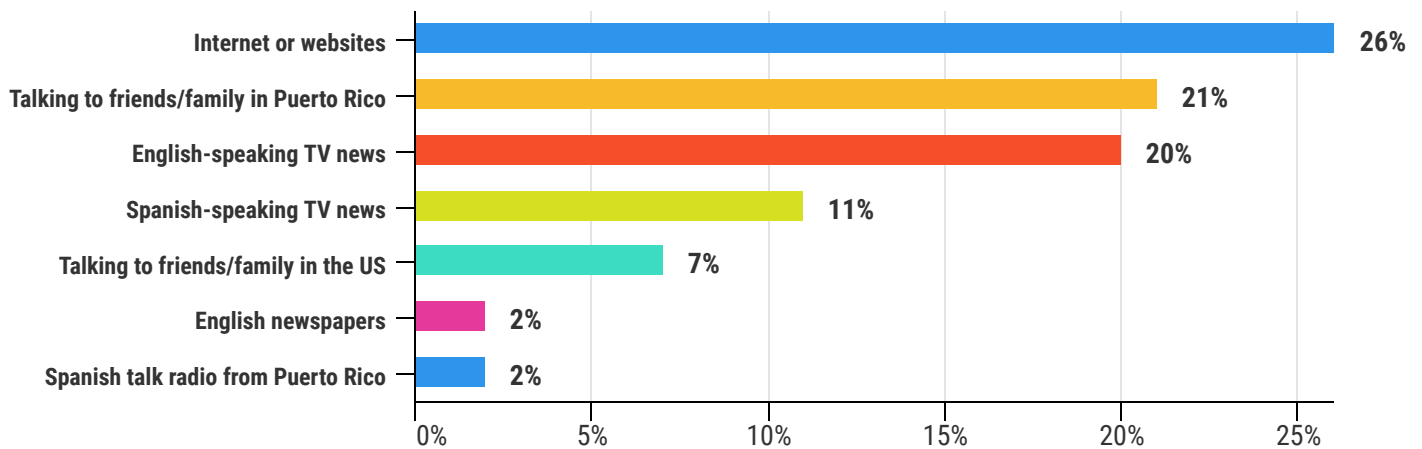
A polite majority pay a "fair/great" amount of attention to news coverage of Puerto Rico. 43% admit to absorbing "little/no attention" of Puerto Rico news coverage.

**Mainland Puerto Ricans more likely to pay Great deal/Fair Amount:** Single (67%), Conservative women (66%), GOP (65%), Urban (64%), Voted Trump 2020 (63%), Ages 50-64 (61%).

**Mainland Puerto Ricans more likely to pay Just a little/None at all:** Independents (57%), Liberal (49%), Florida (48%), Suburbs (47%), Voted Biden 2020 (47%).



## And where do you get most of your news and information about Puerto Rico?



### News Consumption by Demographics

**Mainland Puerto Ricans more likely to watch English speaking TV news:**

Independents (32%), Voted Biden 2020 (30%), Moderate (29%), Single (27%), Men (25%).

**Mainland Puerto Ricans more likely to watch Spanish speaking news:**

Ages 65+ (21%), Women ages 50+ (18%), Voted Biden 2020 (16%).

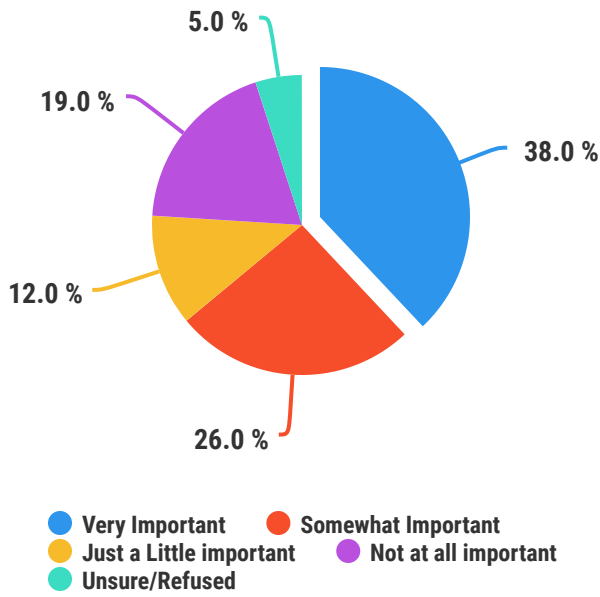
**Mainland Puerto Ricans more likely to use internet/websites:**

Ages 18-29 (45%), Liberal (35%), Democrat (32%), Men (33%), Some college (34%), Single (33%), Pennsylvania (31%), Conservative men (31%).

**Mainland Puerto Ricans more likely to talk with friends/family in Puerto Rico:**

Rural (39%), Texas (32%), College educated (28%), Married (27%), GOP (26%), Ages 50-64 (26%), Women ages 50+ (26%), Conservative women (26%).

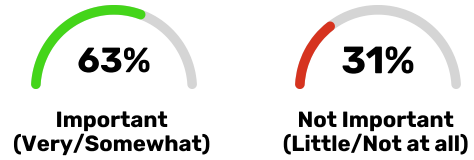
**Puerto Rico is a U.S. territory. How important is it to you that Puerto Rico becomes a state?**



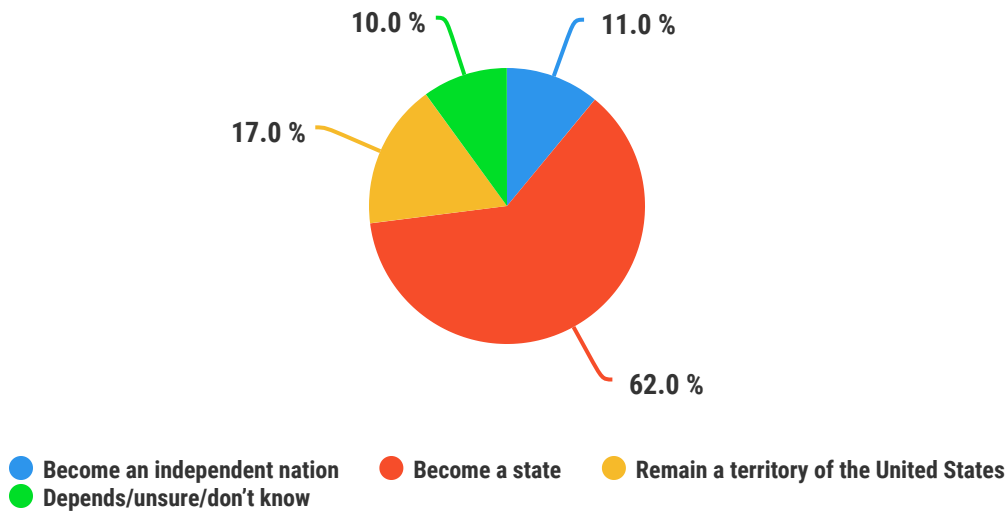
**Over 6 in 10 say Puerto Rico Statehood is important. 1 in 4 say not at all important or are unsure, showing there is room for more engagement among mainlanders**

**Total Important:** Conservative women (79%), Pennsylvania (79%), Liberals (71%), Republicans (70%), Married (70%), Ages 18-29 (69%), Rural (69%), Women 18-49 (68%), Ages 65+ (68%), Texas (68%), Voted Trump 2020 (68%).

**Total Unimportant:** Moderates (43%), Ages 50-64 (41%), Democrats (39%), Single (36%), Men 50+ (35%), New York (35%), College Graduates (34%).



**Which of the following do you think is the best option for Puerto Rico?**



**62% think Puerto Rico should become a state, nearly 4x the number (17%) of Puerto Ricans surveyed who think it should remain a territory of the United States. 1 in 10 say Independent Nation**

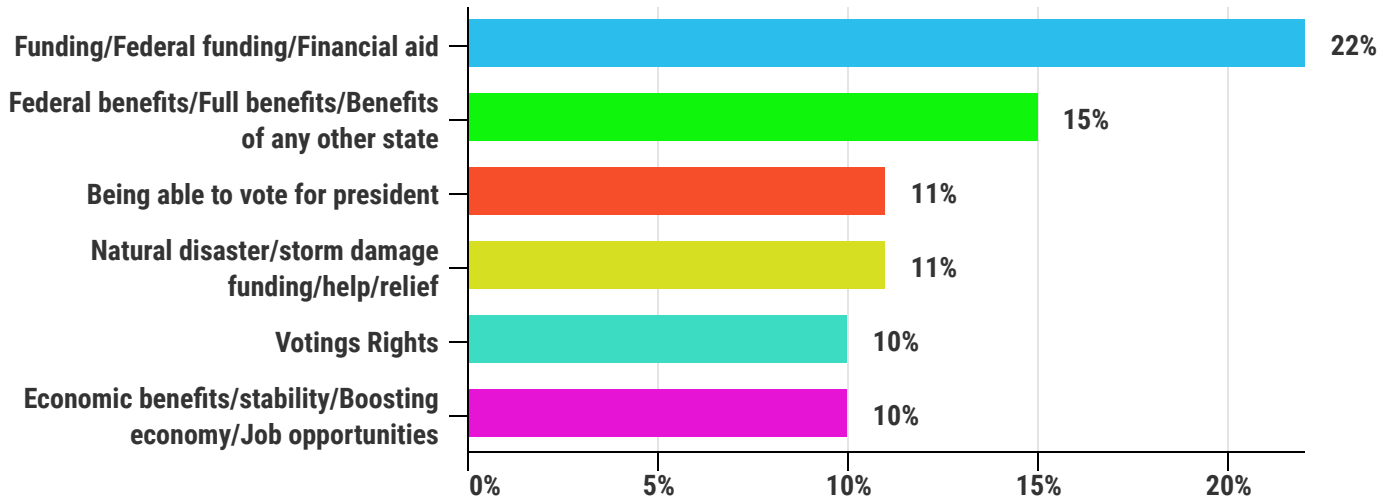
**Independent nation:** Women ages 50+ (21%), Ages 50-64 (20%), Independents (16%).

**Becoming a state:** Conservative Women (75%), GOP (74%), HS or Less (72%), Voted Trump 2020 (71%), Ages 30-49 (69%), Texas (69%), Ages 65+ (67%).

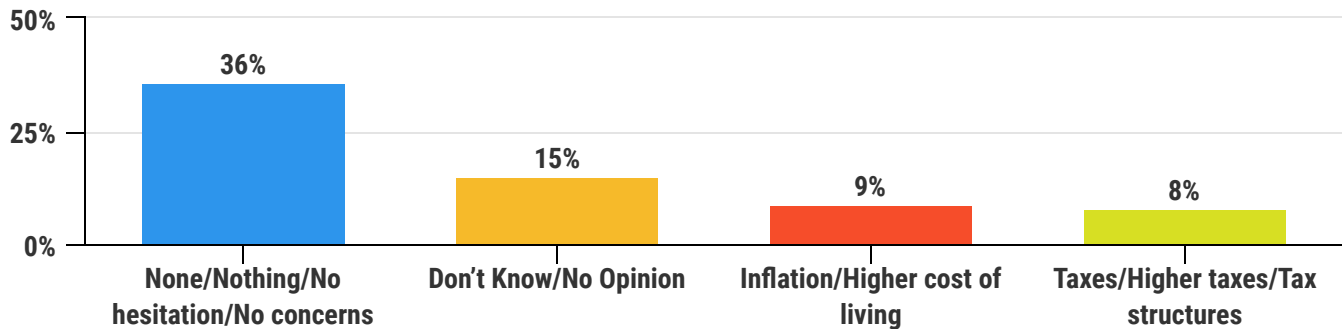
**Remain a territory:** Men ages 18-49 (26%), Independents (22%), College educated (22%), Democrats (21%), Moderate (21%).

## US Federal Funding/Benefits leads as most appealing reason for statehood among mainland Puerto Ricans

*What would you say is the greatest benefit to Puerto Rico becoming a state?  
Anything else? (Open Ended)*



*And what would you say is your main hesitation or concern with Puerto Rico becoming a state? (Open Ended)*



**A combined 51% “don’t know” or have no hesitation or concerns. That is over double the number who say “don’t know” or cite “no benefits” in the previous question. Showing top of mind benefits overwhelmingly outweigh the concerns.**

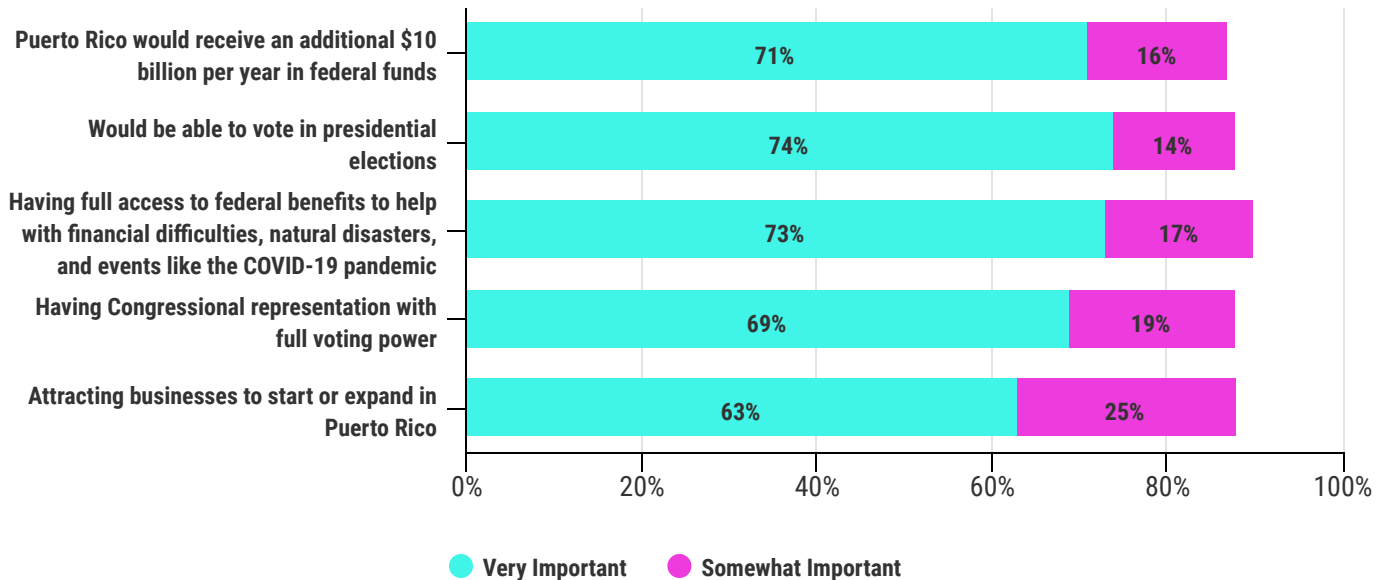
**None/Nothing/No hesitation/No concerns:** Urban (46%), College Graduate (46%), Ages 18-29 (41%), Liberals (41%), HS or less (41%).

**Don't Know/No Opinion:** Liberals (21%), Democrats (19%), Women ages 50+ (19%), Ages 50-64 (18%).

**Inflation/Higher cost of living:** Pennsylvania (16%), Conservative women (16%), Republicans (14%), Ages 30-49 (14%), Women (13%), Voted Trump 2020 (13%).

No ambiguity among mainland Puerto Ricans about the advantages Puerto Rico would receive if it becomes a state. Each statement tested above 87% total important. Respondents were only exposed to positive outcomes the island could expect to receive with statehood.

**Please tell me if this benefit is very important, somewhat important, not very important, or not at all important to you, or if it makes no difference**



Having full access to federal benefits to help with financial difficulties, natural disasters, and events like the COVID-19 pandemic was very important to:

Florida (77%), Protestant (78%), Liberals (81%), Conservative Women (81%), Mainland for 10-20 years (88%), Statehood Important (84%), Spanish Language (86%), Females (77%), Ages 18-29 (81%), Women 18-49 (78%).

Voting in presidential elections was very important to:

Florida (80%), Catholic (77%), Protestant (79%), Conservative Women (83%), Some College (79%), favorable-Representative in DC (79%), favorable-Pierluisi (80%), favorable-Gonzalez-Colon (82%), Statehood Important (85%), Spanish Language (82%), Republicans (78%), Females (78%), Ages 30-49 (79%), Women 18-49 (82%).

Attracting businesses to start or expand in Puerto Rico was very important to:

Texas (68%), Conservatives (71%), Conservative Men (74%), Mainland for 10-20 years (74%), prefer Statehood (75%), favorable-Representative in DC (68%), Spanish Language (70%), Republicans (70%).

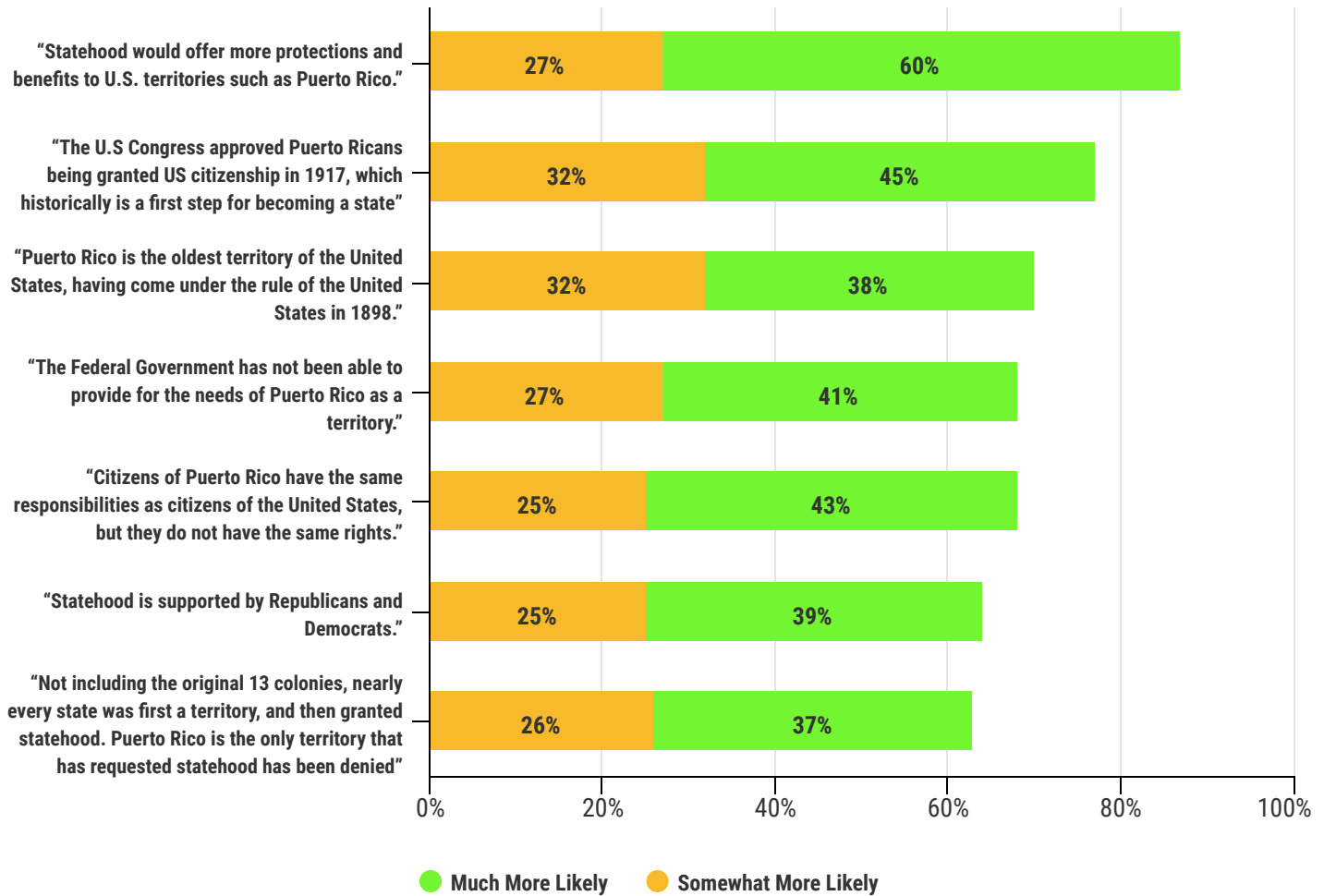
Having Congressional representation with full voting power was very important to:

Florida (72%), Texas (73%), Catholic (74%), Pro-Choice (74%), Liberals (79%), Some College (72%), Mainland for 10-20 years (79%), favorable-Representative in DC (76%), favorable-Gonzalez-Colon (75%), approve-Biden (76%), Statehood Important (83%), Democrats (74%), Ages 65+ (79%).

Puerto Rico would receive an additional \$10 billion per year in federal funds was very important to:

Pennsylvania (74%), Texas (74%), Catholic (76%), attend church monthly (78%), Married (75%), Liberals (75%), Conservative Women (85%), Some College (75%), Mainland for 10-20 years (93%), favorable-Representative in DC (76%), favorable-Gonzalez-Colon (79%), Statehood Important (82%), Spanish Language (82%), Republicans (76%), Ages 18-29 (77%).

## Explaining the benefits of statehood with the right messaging cured the information gap among mainland Puerto Ricans surveyed



**"Statehood would offer more protections and benefits to U.S. territories such as Puerto Rico" received the highest "more likely" (87%), including 60% much more likely.**

- **Mainland Puerto Ricans more likely to support statehood:** Suburbs (91%), Pennsylvania (93%), HS or less (93%), Mainland for 10-20 years (93%), favorable-Gonzalez Colon (93%), favorable-Pierluisi (94%), Ages 30-49 (92%), Women 18-49 (93%).

**"The Federal Government has not been able to fully provide for the needs of Puerto Rico as a territory" received nearly 7 in 10 total more likely including over 4 in 10 much more likely.**

- **Mainland Puerto Ricans more likely to support statehood:** Texas (72%), Protestant (78%), Liberals (76%), Conservative Women (76%), Mainland 10-20 years (84%), pay attention to news (74%), disapprove-Trump (75%), Republicans (74%), Ages 50-64 (79%), Women 50+ (73%).

**"Citizens of Puerto Rico have the same responsibilities as citizens of the United States, but they do not have the same rights" received the highest total less likely at 16% but only 7% much less likely.**

- **Mainland Puerto Ricans more likely to support statehood:** Texas (74%), Protestant (88%), pro-life (72%), Conservatives (75%), Conservative Women (77%), Some College (73%), Mainland for 10-20 years (84%), pay attention to news (78%), favorable-Representative in DC (74%), Republicans (76%).



**“Puerto Rico is the oldest territory of the United States, having come under the rule of the United States in 1898”. 7 in 10 are total more likely, but just 38% are much more likely. 22% say no difference.**

- **Mainland Puerto Ricans more likely to support statehood:** Texas (77%), Conservative Women (83%), Mainland 10-20 years (80%), favorable-state governor (75%), favorable-representative in DC (77%), favorable-Pierluisi (79%), disapprove-Trump (74%), Republicans (77%), 65+ (75%), Men 50+ (75%).
- **Mainland Puerto Ricans more likely to say "no difference" (22%):** Pennsylvania (26%), New York (26%), Single (32%), Moderates (32%), HS or less (28%), prefer remain a territory (41%), heard of no opinion-State governor (33%), heard of no opinion-Representative in DC (31%), statehood not important (34%), Independents (29%), Age 18-29 (38%), Men 18-49 (43%).

**“The U.S Congress approved Puerto Ricans being granted US citizenship in 1917, which historically is a first step for becoming a state” received 77% total more likely including nearly half “much more likely”. 15% say no difference.**

- **Mainland Puerto Ricans more likely to support statehood:** Pennsylvania (80%), Texas (83%), Florida (83%), attend church weekly (83%), Moderates (81%), Conservative Women (86%), Some College (81%), Mainland 10-20 years (88%), no family in PR (84%), favorable-representative in DC (83%), Females (81%), 65+ (82%), Women 18-49 (87%).
- **Mainland Puerto Ricans more likely to say "no difference" (15%):** New York (20%), Pennsylvania (21%), Urban (20%), Conservative Men (20%), HS or less (24%), get news from internet (21%), PR statehood not important (25%), Democrats (20%), Males (20%), Men 18-49 (32%).

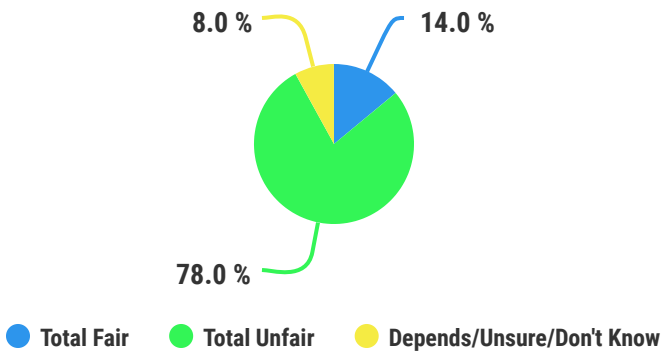
**“Not including the original 13 colonies, nearly every state was first a territory, and then granted statehood. Puerto Rico is the only territory that has requested statehood and has been denied” received the lowest total more likely at 63% including just 37% much more likely. 2 in 10 say no difference.**

- **Mainland Puerto Ricans more likely to support statehood:** Texas (72%), Protestant (81%), Conservative Women (73%), Mainland 10-20 years (80%), No family in PR (71%), Statehood Important (69%), Republicans (72%), 65+ (68%).
- **Mainland Puerto Ricans more likely to say "no difference" (20%):** Pennsylvania (38%), Catholic (25%), Single (29%), Moderates (24%), Conservative Men (27%), statehood not important (26%), Spanish Language (26%), Independents (25%), Males (26%), Ages 50-64 (25%), Men 18-49 (37%).

**“Statehood is supported by Republicans and Democrats” received 64% total more likely but only 39% were much more likely and this statement received the highest “no difference” at 26%.**

- **Mainland Puerto Ricans more likely to support statehood:** Rural (81%), Florida (69%), Pennsylvania (74%), Texas (70%), no religion (74%), pro-life (69%), Conservative Women (75%), College Grads (70%), Mainland for 10-20 (78%), right direction (75%), statehood important (73%), Republicans (74%).
- **Mainland Puerto Ricans more likely to say "no difference" (26%):** New York (31%), never attend church (34%), Single (31%), Moderates (30%), HS or less (31%), pay no attention to news in PR (33%), prefer territory (39%), Ages 18-29 (39%), Men 18-49 (40%).

**Do you believe it is fair or unfair that Washington DC have these rights and Puerto Rican residents do not?**

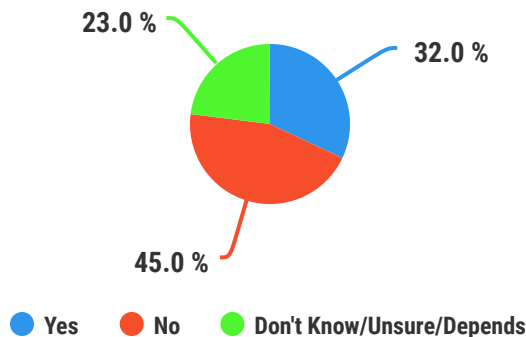


After being read certain benefits that Washington DC receives that Puerto Rico does not, despite both being considered territories, nearly 8 in 10 say it is unfair that Puerto Rican residents do not receive the same benefits that DC residents receive.

**Mainland Puerto Ricans more likely to say unfair:** Conservative Men (83%), Independents (85%), ages 18-29 (90%), Ages 30-49 (84%).

**Mainland Puerto Ricans more likely to say fair:** Moderates (21%), approve-Biden (23%), Democrats (21%), 65+ (19%), Men 50+ (20%)

**Given their actions, do you believe Senators Rubio and Scott support Puerto Rican statehood?**



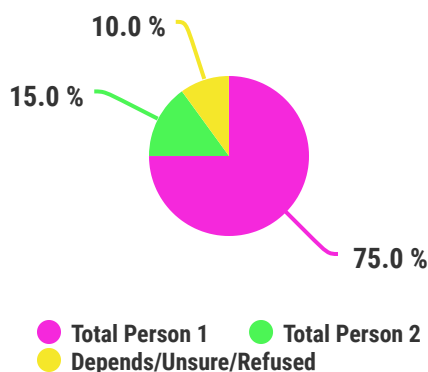
Among Floridians surveyed: 32% believe that Senators Rubio and Scott support Puerto Rican statehood, yet nearly nearly half don't believe they do.

**Mainland Puerto Ricans surveyed more likely to say Yes:** Catholics (42%), Conservatives (43%), Conservative Men (49%), 2020 Trump voter (44%), Republicans (48%), Males (37%), Ages 18-29 (38%), Men 18-49 (47%).

**Mainland Puerto Ricans more likely to say No:** Liberal (71%), College Grads (55%), 2020 Biden voter (64%), Democrat (56%), Independents (65%), Ages 50-64 (51%), Women 50+ (53%).

**Mainland Puerto Ricans more likely to say Don't Know/Depends/Unsure:** HS or less (38%), Ages 30-49 (29%), Women 18-49 (30%).

**Which of the following people do you agree with more?**

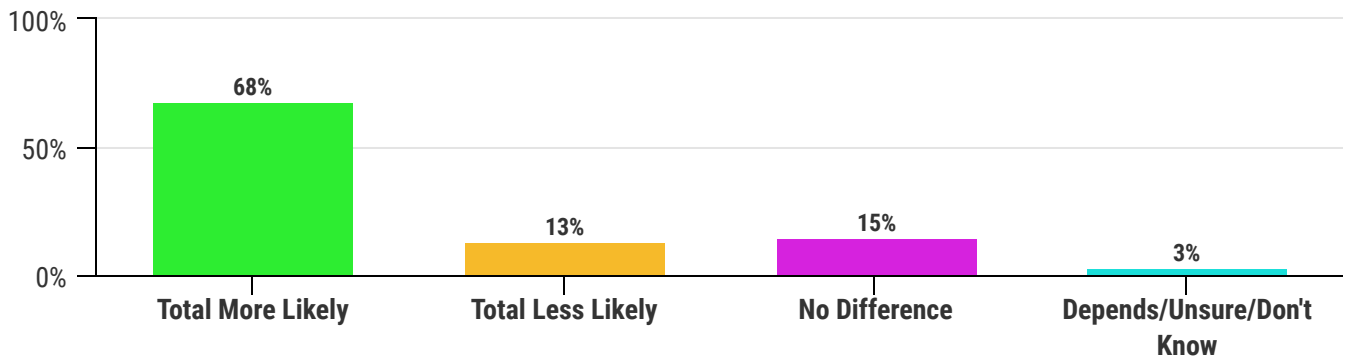


3 in 4 mainland Puerto Ricans agree with statehood argument

"Person 1 would prefer that Puerto Rico become a state, so that it can enjoy the rights and privileges other states have"

"Person 2 would prefer that that Puerto Rico become an independent nation, so that it can be totally separate and not reliant on the United States."

**Are you more or less likely to vote for a candidate that supports Puerto Rico becoming a state?**



**Nearly 7 in 10 are more likely to vote for a candidate that supports Puerto Rico statehood, including nearly half who are much more likely.**

**Mainland Puerto Ricans more likely:** Urban (74%), Texas (73%), Pennsylvania (73%), Catholics (73%), Pro-Choice (78%), Conservative Women (75%), HS or less (82%), Ages 30-49 (79%), Men 18-49 (74%), Women 18-49 (76%).

**Mainland Puerto Ricans less likely:** Attend church weekly (19%), College Grad (21%), 2020 Biden voter (18%), Spanish language (25%), Independents (18%).

**Mainland Puerto Ricans more likely to say no difference:** Rural (24%), Florida (22%), Pro-Life (21%), Moderates (19%), Conservatives (20%), Conservative Men (29%), No family in PR (23%), prefer PR become independent nation (49%), prefer PR remain a territory (22%), 2020 Trump voter (21%), PR statehood not important (28%), Men 50+ (24%).

# Conclusion

Following the Puerto Rico statehood referendum in 2020, where a majority (52.5%) of Puerto Ricans voted in favor of statehood along with The Puerto Rico Statehood Admission Act introduced in the U.S. Congress, elected officials and other stakeholders must be aware of the public opinion among constituents in the United States.

While Puerto Rico may be seen as a Democrat priority, Congresswoman Jenniffer González-Colón (R), and 18 other House Republicans have supported legislation for statehood. Additionally, many prominent Republicans have publicly supported Puerto Rico statehood including Senators Marco Rubio, Rick Scott and President Donald Trump as well as the Republican Party Platform.

Though other Republicans have consistently said Puerto Rico statehood would bring “two liberal senators to DC”, we surveyed *Puerto Ricans living stateside to learn their opinion.*

Mainland Puerto Ricans in these six states mirror the national attitude of the general population we have as evidenced in other public polling. Inflation is the number one issue, 7 in 10 think the country is in the wrong direction and a similar number disapprove of Joe Biden's job as president, and with intensity.

Puerto Rico statehood is important to these voters and a clear majority who believe Puerto Rico becoming a state is the best option.

In two open ended series, there were robust answers to the benefits Puerto Rico would receive if it became a state. Yet, when asked about hesitations, the highest responses were no hesitation (36%) and no opinion (15%). Furthermore, the common resistance among politicians about granting statehood is “Puerto Rico would have two more liberal senators” does not even register in this open ended series.

After being shown a list of benefits Puerto Rico would receive, each benefit garnered high support. But no opposing positions were offered.

In a list of statements asking voters what would make them more or less likely to support statehood, we find each statement receives overwhelming majority support. The more simple the benefit or historical context, the higher the support. Some of the more complicated statements as well as mentioning statehood has bipartisan support, the intensity for support is much lower.

Decoupling DC statehood and Puerto Rico statehood is important. Nearly 8 in 10 think it is unfair that DC receives many benefits that Puerto Rico does not, despite both being considered territories.

After being read many benefits statehood would offer and statements providing context to Puerto Rico statehood, 75% agree with person 1 that Puerto Rico should become a state so it can enjoy the rights and privileges other states have.

Furthermore, nearly 7 in 10 are more likely to support a candidate that supports Puerto Rico becoming a state. Just 13% are less likely to support a candidate who does not support statehood.

While mainly benefits were tested as to why Puerto Rico should become a state, we find clear majority support among all mainland Puerto Ricans for statehood.

Despite resistance from Republican elected officials, **conservative women consistently were found to be among the highest supporters of the benefits tested and statehood.** Republicans, HS or less, Texas residents, younger voters, those in the mainland for greater than 10 years consistently showed higher support than any other demographics.

The results in the survey show not only are those who identify as Republicans not allergic to statehood, they support it. In fact, they are more generous in their support than Liberal or 2020-Biden voters.

Republicans showed growth among all Hispanic voters in 2020 up and down the ticket. Puerto Rico statehood could be another step in the right direction in their focus to deliver for key constituencies in swing states that are aligning more with Republicans views and values, Puerto Ricans.