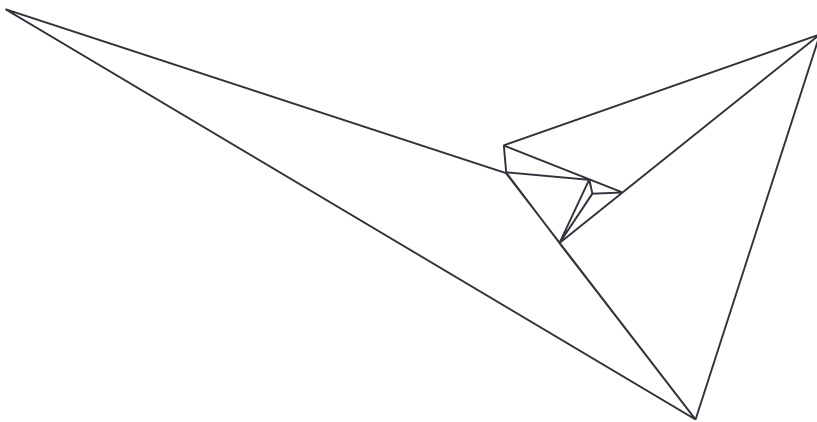


2023 STATISTICAL YEARBOOK

**Art, Culture, and Creative Industries
in Puerto Rico**



2023



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INTRODUCTION

The Centro de Economía Creativa, Inc. was founded in 2020 with the purpose of contributing to the development of the creative ecosystem through areas where we have identified gaps, among these, the organization, analysis, and publication of statistical data on the sector. Based on this need, the LabCultural was born, a project conceptualized in 2013 that materialized in 2020 in response to the lack of updated data on the cultural sector beyond the work carried out by the Puerto Rico Institute of Statistics under the mandate of Act 173.

LabCultural is conceptualized as an observatory of arts, culture, and creative economy, which is why their main objective is to generate research and data analysis that supports the sector's decision-making process. During the first two years, LabCultural updated much of the data that had been originally generated by Inversión Cultural such as the Profile of the Creative Economy in Puerto Rico (Perfil de la Economía Creativa en Puerto Rico) in 2013 and CODECU with the Study of the Cultural Ecosystem in Puerto Rico (Estudio del Ecosistema Cultural en Puerto Rico) in 2015.

Following this update, we propose the publication of a Statistical Yearbook that would bring together all publications in a single document each year. Simplifying and standardizing this report will allow it to serve as a basis for what we believe should be the main focus of the project: to generate dialogues through research based on this data. Likewise, it will complement quantitative analysis with the qualitative one through interviews and case studies on the performance of the cultural and creative sector of Puerto Rico.

The creative sector continues to experience multiple transformations worldwide, but also as a result of the crisis scenarios at the local level and the changes in the availability of funds for its growth. These

databases make it possible for a starting point to be established, to subsequently assess the impact of these events, investments, public policies or initiatives for the development of the sector. The data continues to show that the creative sector represents an employment ecosystem and an important economic and social impact for Puerto Rico, despite the lack of cultural policies based on its needs and structure.

Ten years after the publication of the *Profile of the Creative Economy in Puerto Rico (Perfil de la Economía Creativa en Puerto Rico)* by Inversión Cultural and eight years after the *Study of the Cultural Ecosystem in Puerto Rico (Estudio del Ecosistema Cultural en Puerto Rico)* by CODECU we understand that the Country is ready to institutionalize a *Cultural Information System* through the public entity that is designed to ensure access to reliable data sources for public policy and private sector decision-making, which is the Puerto Rico Institute of Statistics (IEPR, in Spanish). Since the passing of Act 173 of 2014 the IEPR has continued to update its report on the creative industries as mandated by law.

Now it is time to broaden the scope of its work by aligning the sector's definitions so that they can be comparable with the *United States Arts and Cultural Production Satellite Account* and with international organizations like the United Nations. This will allow comparability and direct support to public policies required by the creative sector in Puerto Rico. Of course, this assignment of responsibilities must be accompanied by the recurrent budget allocation that allows these works to be carried out. These allocations must come from the Institute of Puerto Rican Culture and the Department of Economic Development and Commerce, which are the agencies responsible for the use of information and the implementation of cultural policies.

As part of this LabCultural phase, the Centro de Economía Creativa developed a Strategic Plan for that Cultural Information System (SIC), recommending strategic focal points, responsible parties, and a plan

of action. As the the experience in the past years, the Centro de Economía Creativa also assumes its role in this process through the research agenda and the dissemination of these databases and reports so that the sector and philanthropy can use it in their strategic decision-making.

We are confident that this Statistical Yearbook on the cultural and creative sector will continue to help understand the sector and make decisions to support its sustainability and growth. Very few industries have the cross-sectoral approach of art and culture to contribute to the economic, social, and cultural development of Puerto Rico. Nevertheless, the complexity of the value dynamics they generate and the challenges of capturing that value in economic wealth require social investments to compensate for the limitations that the market fails to meet. From the Centro de Economía Creativa we will continue to develop projects to close this gap and achieve a healthier, more sustainable sector that places people (artists, managers, and creatives) at the center of their development.

SUMMARY OF KEY FINDINGS

- 1** 48.0% of artists are self-employed, compared to 12.4% in the rest of the labor market.
- 2** 48.2% of the labor market are women. This proportion is lower in artistic occupations with 34.2%. Almost the same proportion as in the 2013-2017 period.
- 3** Employment in creative industries represents 3.9% of the total employment in Puerto Rico, reflecting an increase of 30% compared to the 2013-2017 period.
- 4** 55.8% of creatives have a university degree, while the rest of the labor market is at 36.3%.
- 5** In total, the creative ecosystem represents approximately 57,125 direct jobs.
- 6** It is estimated that there are 18,330 creative occupations according to data from the period 2016-2020. There was a decrease of 2,261 creatives compared to the 2011-2015, which represents 11% less.
- 7** It is estimated that there are 2,124 establishments related to cultural and creative industries and that they reflect a total of 23,872 jobs with a total payroll of \$898 million. Total sales are estimated to be \$4,032 million for 2020.
- 8** The budget allocated to the six government entities directly related to the arts and culture was \$61.3 million for the fiscal year 2022-2023. This represents an increase of 23.4% compared to the previous fiscal year.
- 9** In the 2011-2015 period, for every dollar that a male creative received in self-employment income, women received 70 cents on the dollar. During 2016-2020 this gap decreased to a ratio of 1:0.9.
- 10** It is estimated that 1,687 people (9.2%) with creative occupations have at least one impairment (self-care, hearing, visual, independent living, ambulatory, cognitive difficulties). In the rest of the labor market, this percentage is 10.6%.

METHODOLOGY

One of the main objectives at LabCultural is to achieve comparability in statistical analysis with information sources used by different agencies in the United States and that in many cases do not record information related to Puerto Rico, such as the National Endowment for the Arts (NEA), the U.S. Bureau of Economic Analysis (BEA) and the U.S. Census Bureau. For this reason, the following LabCultural reports were updated as part of this yearbook:

1. Profile of Artistic Occupations in Puerto Rico (2016-2020).
2. Profile of Creative Occupations in Puerto Rico (2016-2020).
3. Employment in the Creative Ecosystem.
4. Higher Education in the Creative Ecosystem.
5. Comparative Analysis of Creative Occupations in Puerto Rico (2011-2015) and (2016-2020).
6. Profile of Cultural and Creative Entities in Puerto Rico (2020).
7. Comparative Analysis of Cultural and Creative Entities in Puerto Rico (2005-2020).
8. Economic Impact of Cultural and Creative Activity in Puerto Rico (2020).
9. Budgets of Public Cultural Institutions in Puerto Rico (2022).
10. Profile of Equity, Diversity, and Inclusion in the Creative Sector.

In the first four reports the data source corresponds to public use microdata samples (PUMS) on the Puerto Rico Community Survey carried out by the United States Census Office. Since 2010, the Census Office started publishing 5-year PUMS files, which combine previously published 1-year files (representing 1% of the population per year). Therefore, this documents a total of 5% of the population, allowing for a much more reliable analysis with information condensed into more than 100 sociodemographic, geographic, economic, and health variables.

For the study the files of the most recent years available to date 2016 to 2020 were used. (PUMS16_20_5y) available at <https://www2.census.gov/programs-surveys/acs/data/pums/2020/5-Year/>.

These data were processed in different statistical software programs such as SPSS, Tableau Prep, and Excel completing the entire data preparation process where new interest variables are defined, such as the categorization of artistic and creative occupations, as well as the categorization of creative industries following the definition used by the United States Arts and Cultural Production Satellite Account, the framework used to understand and measure the creative economy in that country. The methodology of this framework defines the industrial and occupational codes corresponding to the sector, using specific occupations (SOC) and codes (NAICS). On the other hand, the National Endowment for the Arts (NEA) also has its own definition for artistic occupations, but focuses only on 11 occupations, mostly creative, unlike the 27 occupation codes used in the Satellite Account.

In the various statistical analyses, the sample was weighted using the PWGTP variable to generate accurate population estimates and standard errors, using a confidence level of 90%.

Report 5 follows the same methodology applied to the PUMS files for the years 2011 to 2015 (PUMS11_15_5y) is subsequently merged with

the PUMS16_20_5y data for respective comparative analysis taking into account equivalencies among different variables, such as for example, the SOC occupational codes, in the first period 2010 SOC codes are used and in the second period the 2018 SOC codes are updated.

For the analysis of cultural and creative entities corresponding to reports 6 and 7, the County Business Patterns (CBP) is used, which annually publishes economic data, such as the total of establishments, annual payroll, and employees per industry, available at <https://www.census.gov/programs-surveys/cbp.html>.

This allows the calculation of new variables in the average number of employees per establishment and average income per person used in the analysis. The same definition of the United States Arts and Cultural Production Satellite Account is used for the study of cultural and creative entities of Puerto Rico for the years 2005 to 2020.

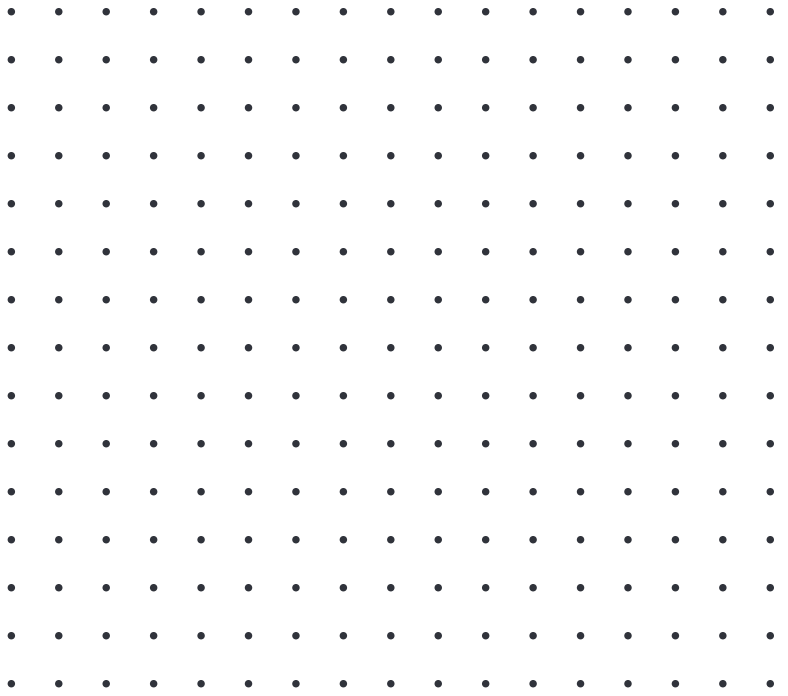
To estimate the Economic Impact of Cultural and Creative Activity in Puerto Rico Economic Census (report 8) data from the Economic Census is used:

<https://www.census.gov/data/tables/2017/econ/economic-census/puerto-rico.html> which is published every 5 years (for the years ending in 5 and 7) and adds the information reflected in the CBP, which is the volume of sales. Due to the inability of obtaining sales information for the latest available CBP (year 2020), by means of a linear regression analysis of the data from the Economic Census, the high correlation between the annual payroll variable and main sector sales (correlation coefficient) was determined and a linear model was fitted to estimate sales as a function of payroll. This model allows for the sales of the year 2020 to be estimated using the payroll information in the 2020 CBP.

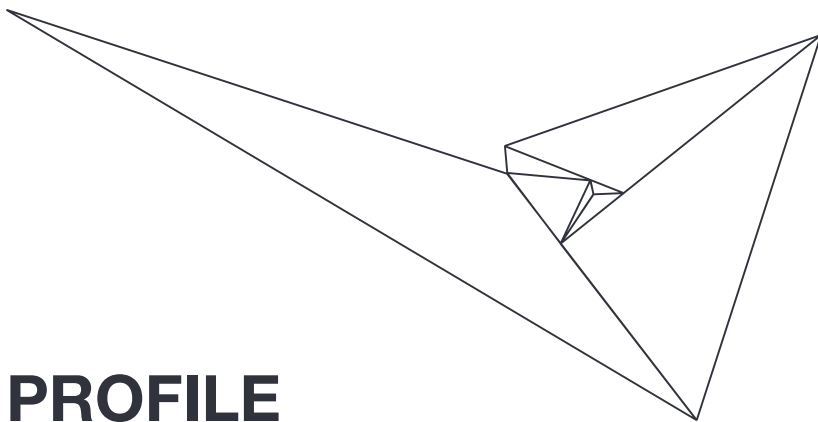
Report 9 uses information that comes from historical records available in the official website for certified budgets of the Government of Puerto

Rico: <http://www.presupuesto.pr.gov> and the Financial Oversight and Management Board for Puerto Rico page: <https://juntasupervision.pr.gov/>.

The latest report has incorporated the PUMS16_20_5y samples supplemented with other sources of information such as the World Values Survey for Puerto Rico – 2018 <https://www.worldvaluessurvey.org/WVSONline.jsp> and the 2021 Census of Cultural and Creative Work in Puerto Rico of the Centro de Economía Creativa.



01



PROFILE

OF ARTISTIC

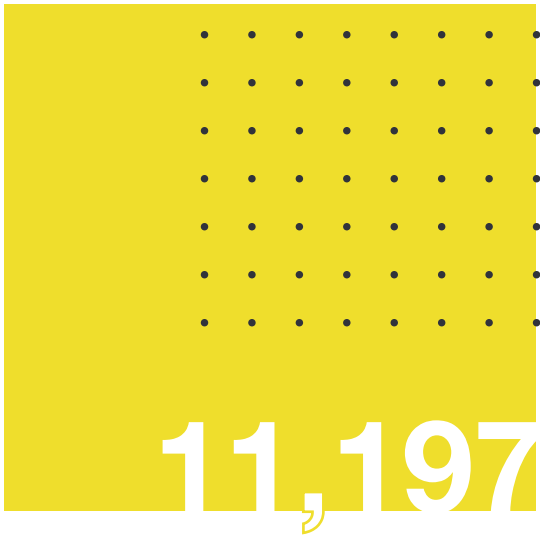
OCCUPATIONS

IN PUERTO RICO (2016-2020) .





HOW MANY ARTISTS ARE IN PUERTO RICO?



people whose main occupation is the arts

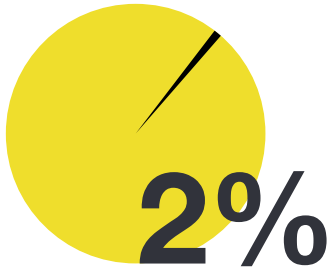


It is estimated that in Puerto Rico there are around 11,197 (± 936) people whose main occupation is the arts (2016-2020 period). This represents an increase of 10% compared to the 2013-2017 period.

HOW MANY ARTISTS ARE PER OCCUPATION?



The category of *Design* continues to be the occupation with the highest representation (36.1%) with an estimate of **4,042 people**, 75 less that in the previous period of 2013-2017.



Actors, Dancers And Choreographers, Entertainers And Interpreters, Sports and Related Workers, Writers and Authors, Are the categories with the lowest representation; less than 2% per category.

HOW OLD ARE THE ARTISTS?



The average age is **43** years
29% are between the ages of **26-35** years.

9.5% are older than **65** years.

On average, *the Writers And Authors* are older in age than the rest of the artists with **an average of 53 years.**

The youngest group consists of *Dancers And Choreographers* with **an average age of 30 years.**

WHAT DID THE ARTISTS STUDY?



In the group of artists with a bachelor's degree, the most pursued careers are **Graphic Design & Commercial Art And Architecture**.

This represents, respectively, **17.8% and 15.9%** of that population.

62%

62% of the “artists” with a bachelor’s degree pursued a career related to the artistic sector. The same proportion in the 2013-2017 period.

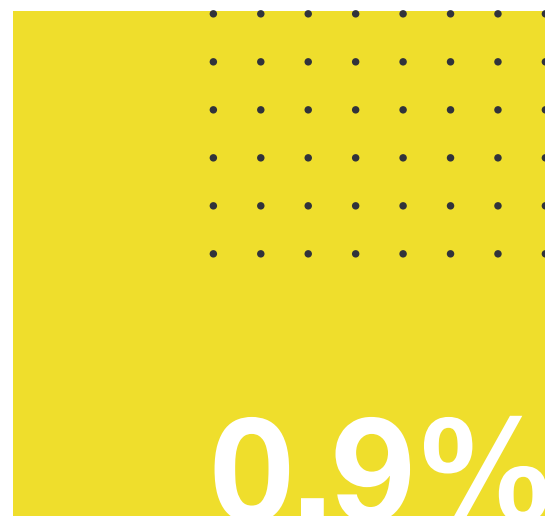
Writers And Authors is the artistic occupation in which all are professionals, of which **52.8%** pursued artistic and/or cultural degrees.



WHO WORKS IN THE CREATIVE INDUSTRIES?

Artistic occupations represent approximately **0.9%** of the total employment.

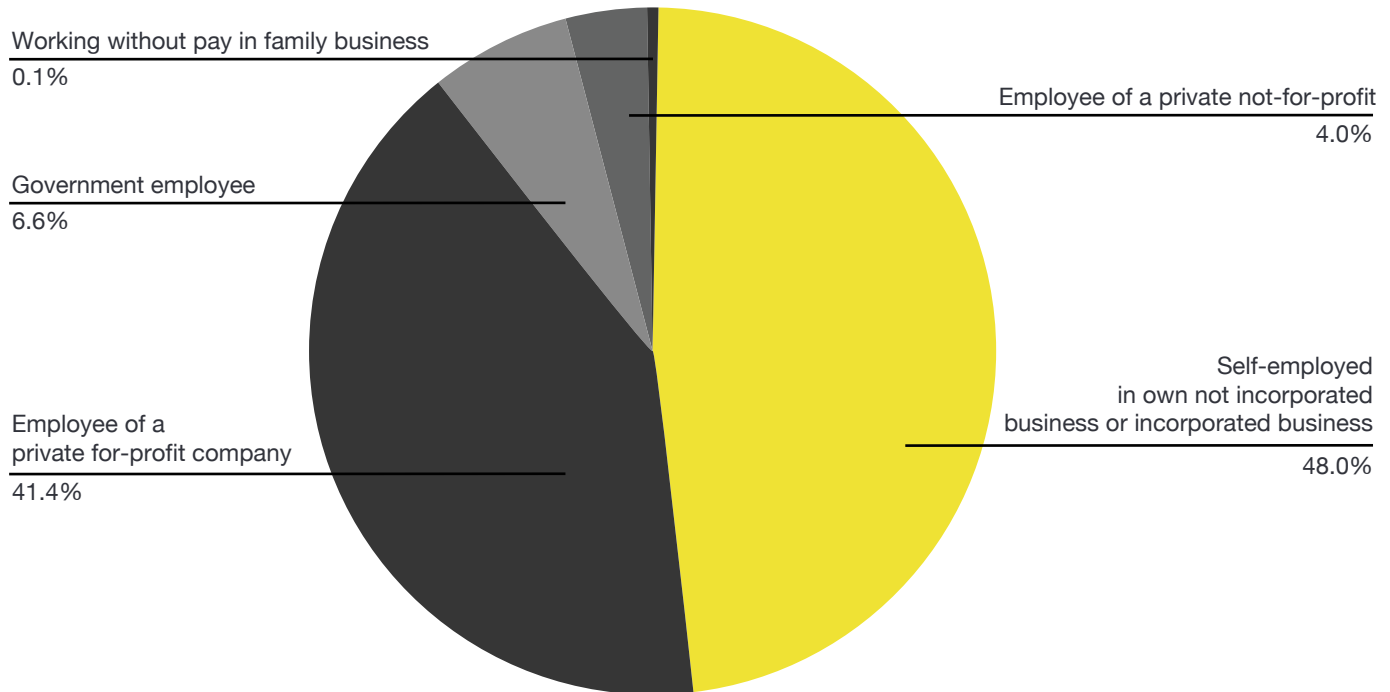
The same proportion as the **2013-2017** period.



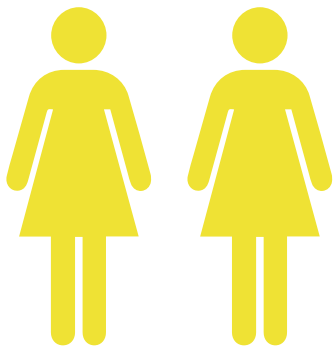
71.8% of artists work within the creative industries.

WHAT TYPE OF EMPLOYMENT DO ARTISTS HAVE?

48.0% of artists are self-employed, compared to **12.4%** in the rest of the labor market.



WHAT IS THE DISTRIBUTION BY GENDER?



48.2% of the labor market are women.

This proportion is lower in artistic occupations with 34.2%. Almost the same proportion in the 2013-2017 period.

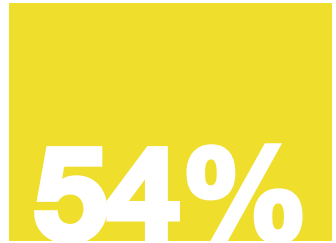


90.1%

of Musicians, Singers, And Related Workers are men.

WHAT IS THE EDUCATIONAL LEVEL OF ARTISTS?

About **54.0%** of artists have a bachelor's degree or postgraduate studies. This proportion is lower in the rest of the occupations where it represents **36.4%**.



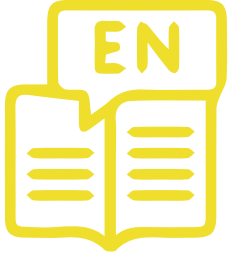
About **2.3%** of artists do not have a school diploma, compared to 8.1% in the rest of the labor market.

WHAT IS THE CITIZENSHIP OF ARTISTS IN PUERTO RICO?



3.9% of artists are naturalized **US citizens**. This proportion is lower in the rest of the occupations with 1.9%.

HOW WELL DO ARTISTS SPEAK ENGLISH?



35.8% of artists state that they speak English “very well”, compared to 22.5% in the rest of the labor market.

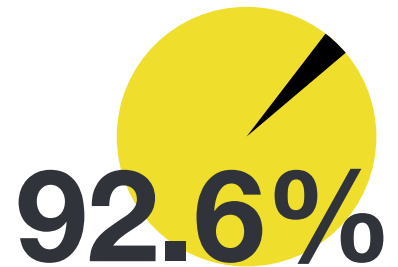
WHEN WAS THE LAST TIME THEY WORKED?



9.8% of artists last worked 1 to 5 years ago.

HOW MANY ARE OF HISPANIC ORIGIN?

92.6% of artists are of Puerto Rican origin.

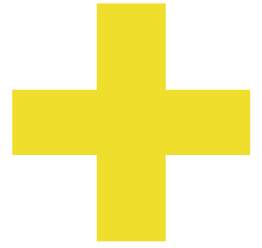


The percentage of “Non-Spanish/Hispanic/Latino” is **greater** in the artistic sector than in the non-artistic sector,

2.6% vs 1.6%.

DO THEY HAVE HEALTH COVERAGE?

82.9% of artists have health insurance coverage. 54% have private health insurance coverage.

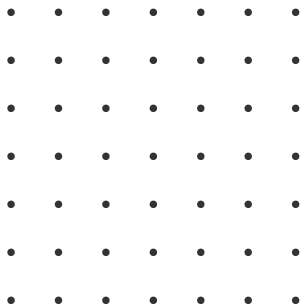


¿HOW MANY WERE BORN IN PUERTO RICO?



5.7% of artists were born abroad.

WHAT IS THE MARTIAL STATUS OF ARTISTS?



37.9%

37.9% of people in the artistic sector are married.

WHAT PERCENTAGE OF ARTISTS ARE LOOKING FOR WORK?

In the artistic sector, **13.5%** state that they are looking for work.



WHAT IS THEIR EMPLOYMENT STATUS?

13.3% of artists state that they are unemployed, in contrast with other occupations with 6.7%.

6.2% HOW MANY OF THE ARTISTS ARE GOING TO SCHOOL?

of artists are enrolled in school or the university, of which **56.3%** go to private school, private university, or “home school”..

WHAT WAS THE LEVEL OF INCOME IN THE PAST 12 MONTHS?



In the artistic sector, **the average total income*** is **\$28,248**. In all other occupations, the average income is \$25,343.

* This includes: Self-employment, salary or wage, social security, supplemental income security, retirement income, interests, dividends, and net rent, public assistance and all other income. (Inflation Adjustment Factor - 2020 dollars)

In the artistic sector, **the average salary income*** is **\$33,667**. In all other occupations, the average income is \$26,148.



* Only company (or government or non-profit) employees who earn more than \$0 per year are included in these calculations. (Inflation Adjustment Factor - 2020 dollars)



In the artistic sector, the average **self-employment income*** is **\$16,652**. In all other occupations, the average income is \$21,094.

* Only self-employed workers who earn more than \$0 per year are included in these calculations. (Inflation Adjustment Factor - 2020 dollars)

6.5% of artists earned a **total income** higher than **\$72,000**.

WHAT IS THEIR HEALTH STATUS?



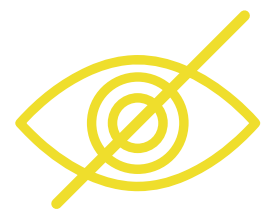
Self-care
difficulty
0.5%

Hearing
difficulty
2%



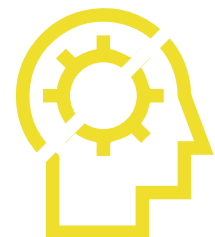
Independent living
difficulty
1.4%

Visual
difficulty
2.7%



Ambulatory
difficulty
2.6%

Cognitive
difficulty
1.4%



WHERE DO ARTISTS WORK?

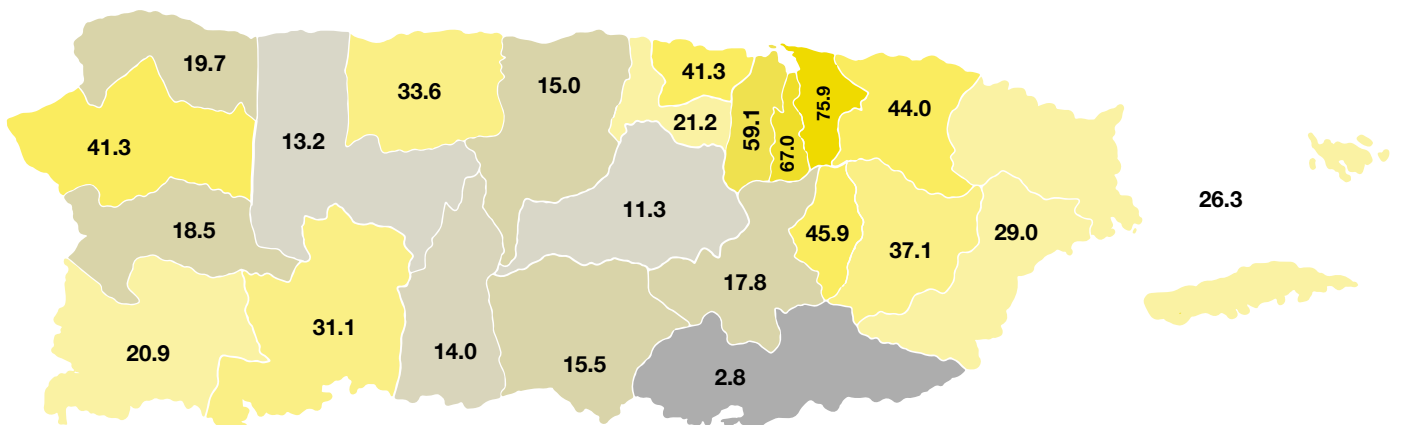
15% of artists work from home, compared to 3% in other occupations.

HOW MANY ARTISTS ARE THERE BY PUMA SECTORS?

- ◆ It is estimated that in San Juan there are approximately 76 artists per 10,000 inhabitants.
- ◆ It is estimated that in the municipality of Bayamón there are around 59 artists per 10,000 inhabitants.
- ◆ The region that includes the Guayama, Salinas, Arroyo, Patillas, and Maunabo municipalities is the one with the lowest rate of artists, with approximately 3 per 10,000 inhabitants.

RATE OF ARTISTS IN PUERTO RICO

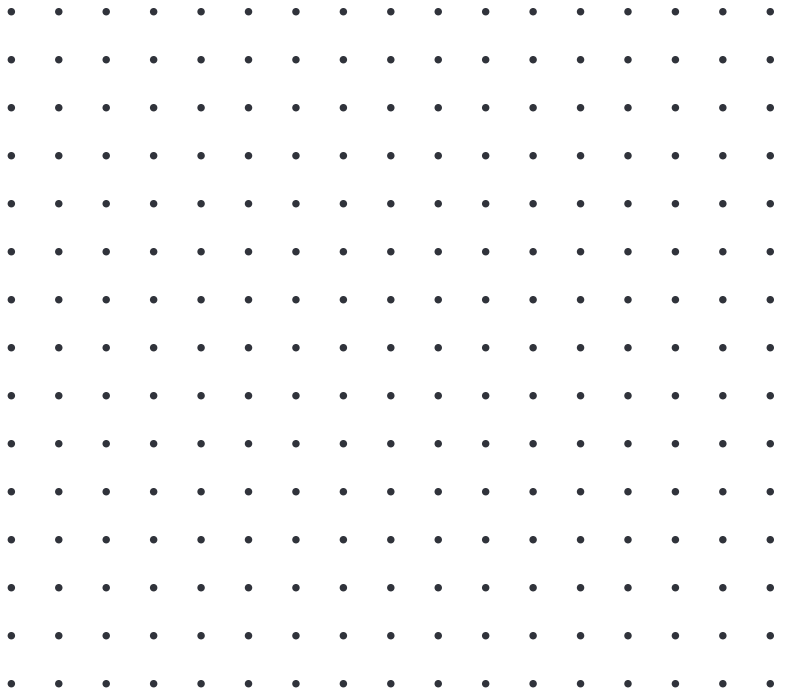
Rate of artists by geographic unit PUMA per 10,000 inhabitants



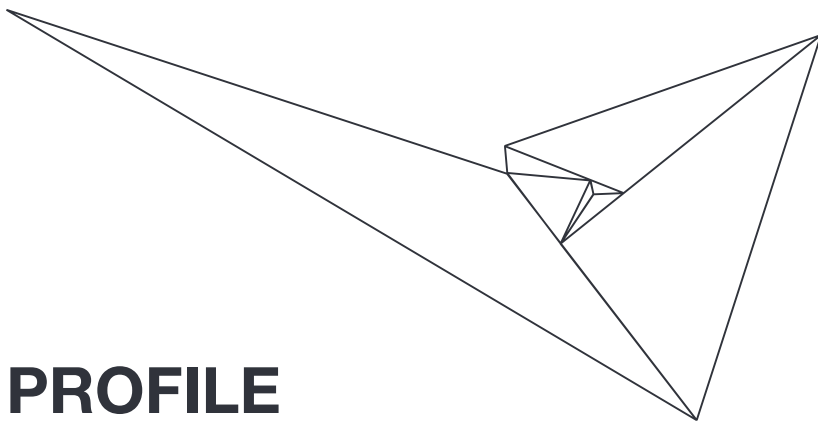
Rate: 2.8



75.9



02



**PROFILE
OF CREATIVE
OCCUPATIONS
IN PUERTO RICO**







¿HOW MANY CREATIVES ARE IN PUERTO RICO?



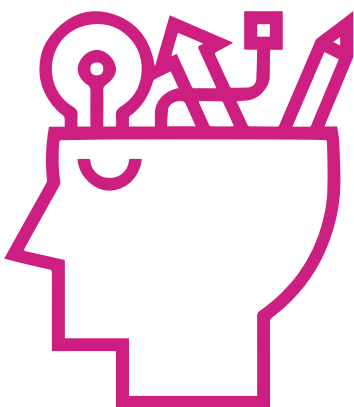
18,330

people in **creative** occupations

Estimate	Margin of Error (90%)
18,330	±1,271

It is estimated that in Puerto Rico there are around **18,330 people** in creative occupations, relatively the same as in the 2013-2017 period.

HOW MANY CREATIVES ARE PER OCCUPATION?



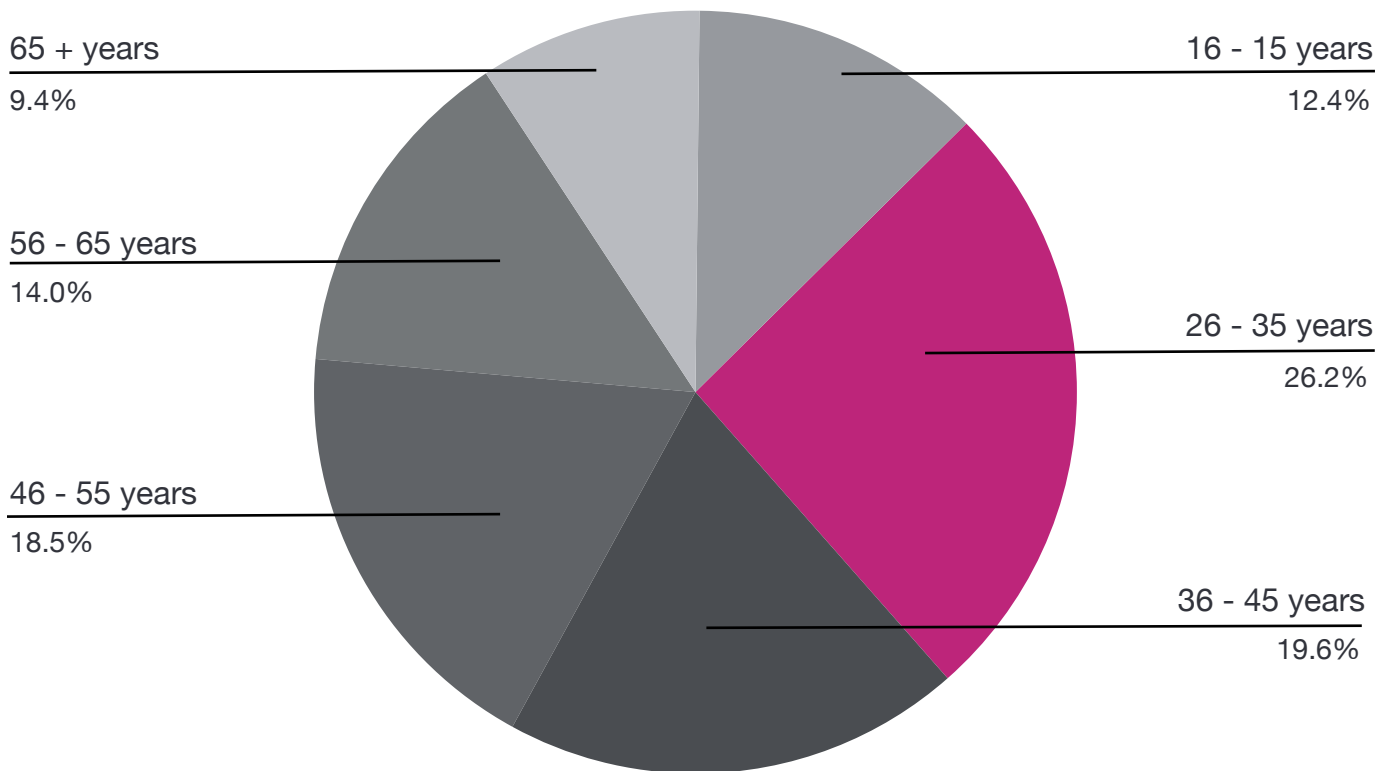
It is estimated that there are around **2,048 *Graphic Designers***, the largest group within the creative occupations.

HOW OLD ARE THE CREATIVES?



The average age is **43** years
9.4% are older than **65** years.

Age (Binned)



WHAT DID THE CREATIVES STUDY?

• • • • • • • • • •

• • **6.7% of professionals in other industries**

• • • • • pursued a degree related to the cultural and creative sector.

• • • • • • • • • •

In the creative sector,
55.8% have a bachelor's degree,
compared to **36.3% in other industries.**

49.8%

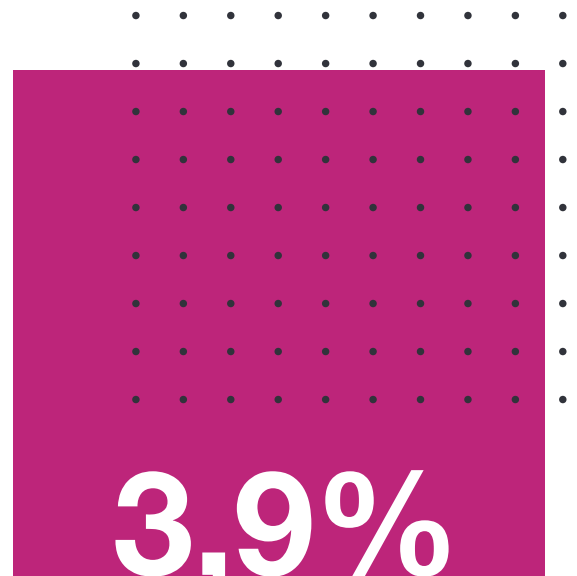
49.8% **pursued a degree** related to the cultural and creative sector.

11.9% of those who pursued a degree in communications in the creative sector.

11.9%

WHO WORKS IN THE CREATIVE INDUSTRIES?

Employment in the creative industries represents **3.9%** of the total employment in Puerto Rico, this represents an **increase of 30%** with respect to the 2013 - 2017 period.

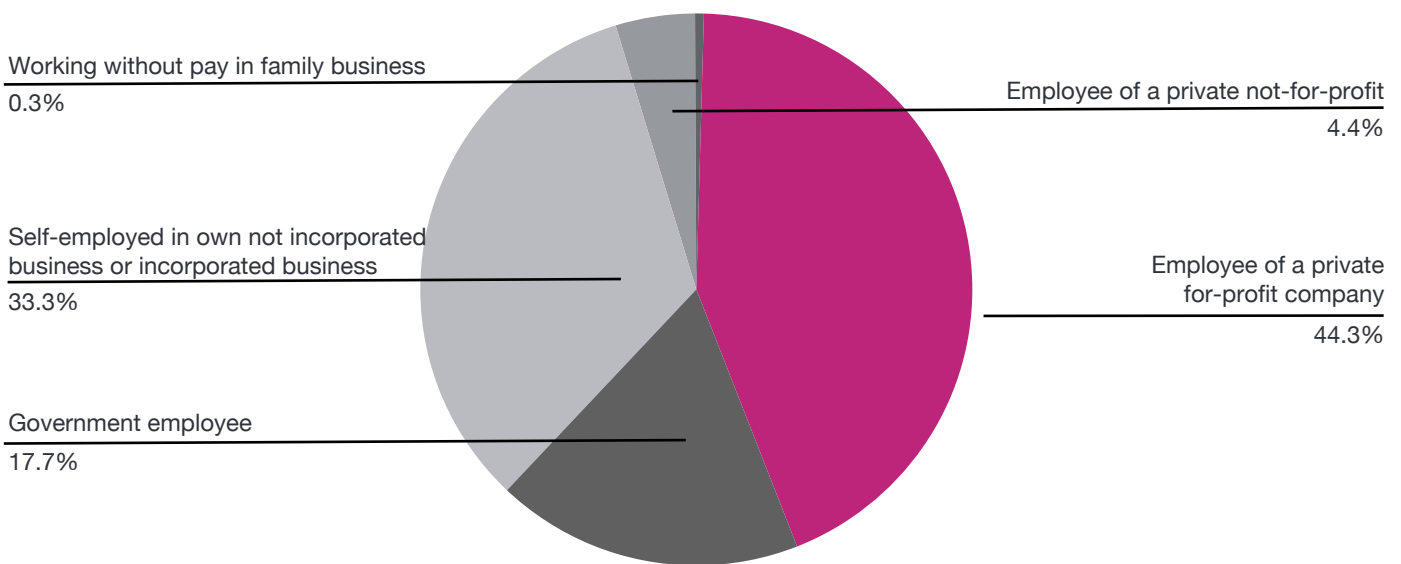


Creative occupations represent 1.4% of the total employment in Puerto Rico.

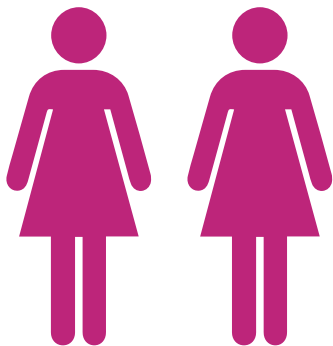
WHAT TYPE OF EMPLOYMENT DO CREATIVES HAVE?

33.3% of creatives are self-employed, an increase of 12.8% compared to the previous period. In the rest of the labor market, 12% report being self-employed.

Class of worker



WHAT IS THE DISTRIBUTION BY GENDER?



35.6% of creative professionals are women, in the labor market they represent **48.2%**.

Creative occupations dominated by women	
Occupation	Percent
Fashion Designers	100.0%
Floral Designers	89.1%
Library Technicians	80.8%
Librarians And Media Collections Specialists	71.6%
Archivists, Curators, And Museum Technicians	70.7%
Interior Designers	69.9%
Entertainers And Performers, Sports And Related Workers, All Other	57.0%
Artists And Related Workers	52.6%
Other Designers	51.6%

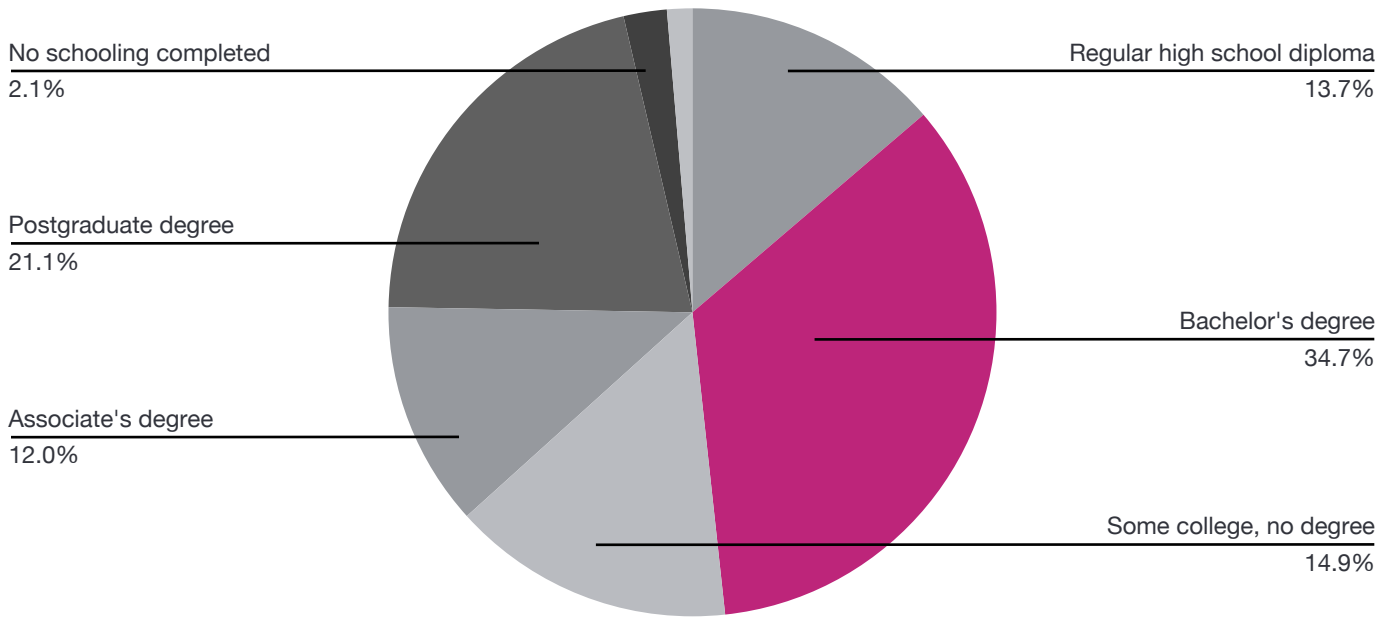
WHAT IS THE EDUCATIONAL LEVEL OF CREATIVES?

Only **2.1%** of creatives have no high school diploma, while in the rest of the labor market it is **8.1%**.

2.1%

55.8% of creatives have at least a university degree, while in the rest of the labor market it is **36.3%**.

Educational attainment



WHAT IS THE CITIZENSHIP OF CREATIVES IN PUERTO RICO?

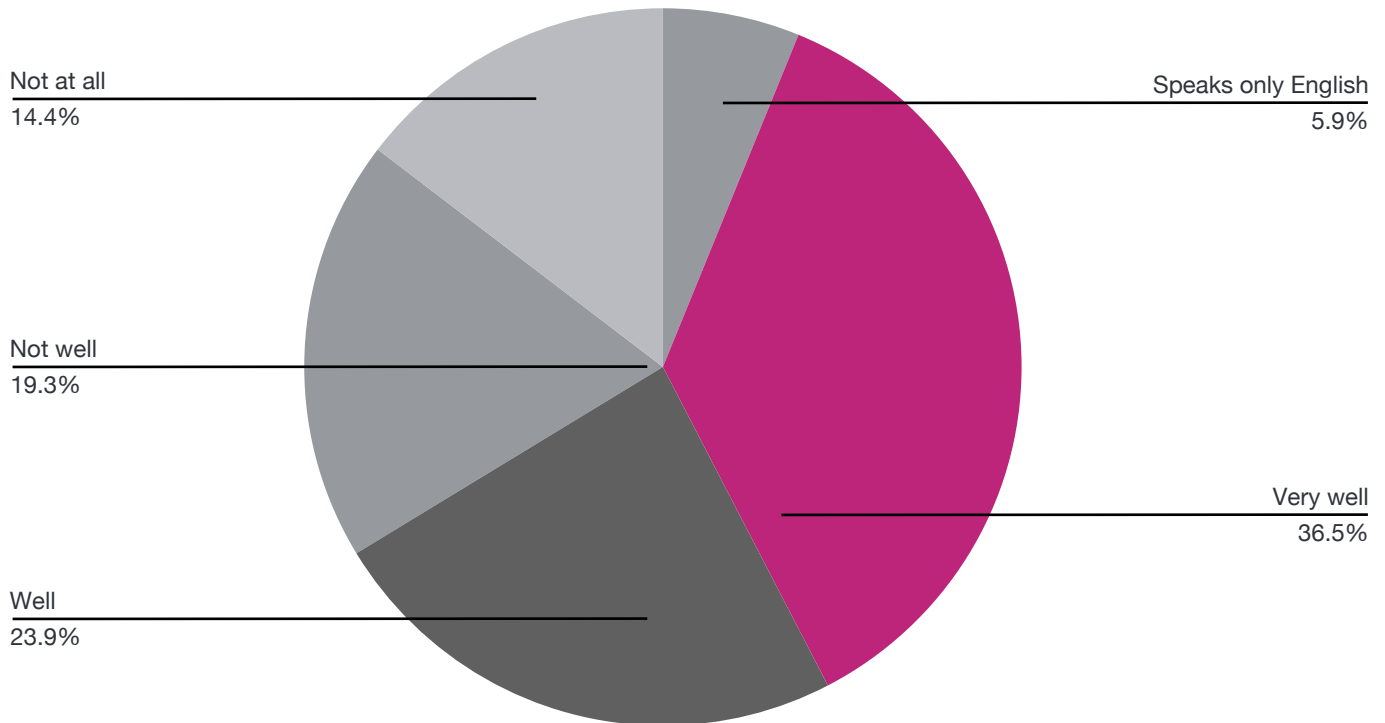


HOW WELL DO CREATIVES SPEAK ENGLISH?



36.5% of creatives state that they speak English “very well”, compared to **22.4%** in other occupations.

Ability to speak English



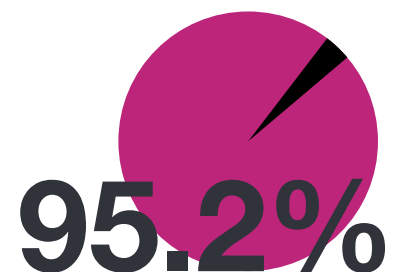
WHEN WAS THE LAST TIME THEY WORKED?



10% of creatives have not worked in the past 12 months.

HOW MANY ARE OF HISPANIC ORIGIN?

95.2% of creatives are of Puerto Rican origin.



DO THEY HAVE HEALTH COVERAGE?

86.2% of creatives have health insurance coverage. 61% have private health insurance coverage.



WHAT PERCENTAGE IS LOOKING FOR WORK?

In the creative sector, **11%** state that they are looking for work.

WHAT IS THE EMPLOYMENT STATUS OF CREATIVES?

11.1% state that they are unemployed, in the rest of occupations the percentage is reduced to 6.7%.

HOW MANY CREATIVES ARE CURRENTLY IN SCHOOL?

11%

11% of creatives are currently enrolled in a school or university.

WHAT IS THE LEVEL OF INCOME IN THE PAST 12 MONTHS?

The median income in creative occupations is \$21,481, while in the rest of the labor market it is \$21,065.

3.4%

3.4% of creatives earned income higher than **\$72,000.**



In the creative sector, **the average total income*** is **\$27,154.** In all other occupations, the average income is \$25,342.

*This includes: Self-employment, salary or wage, social security, supplemental income security, retirement income, interests, dividends, and net rent, public assistance, all other income. (Inflation Adjustment Factor - 2020 dollars)

In the creative sector, **the average wage income*** is **\$29,429.** In all other occupations, **the average income is \$26,155.**



* Only company (or government or non-profit) employees who earn more than \$0 per year are included in these calculations. (Inflation Adjustment Factor - 2020 dollars)



In the creative sector, the average self-employment income* is \$16,438. In all other occupations, the average income is \$21,130.

* Only self-employed workers who earn more than \$0 per year are included in these calculations. (Inflation Adjustment Factor - 2020 dollars)

HOW MANY CREATIVES ARE THERE BY PUMA SECTORS?

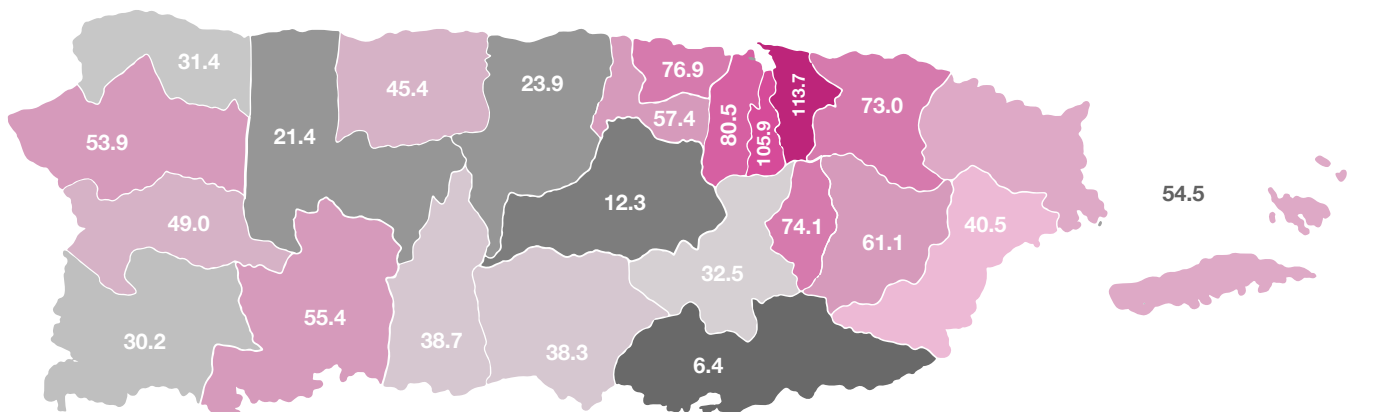
It is estimated that in **San Juan** there are approximately **114 creatives** for every **10,000 inhabitants**.

It is estimated that in the municipality of **Bayamón** there are around **81 creatives** for every **10,000 inhabitants**.

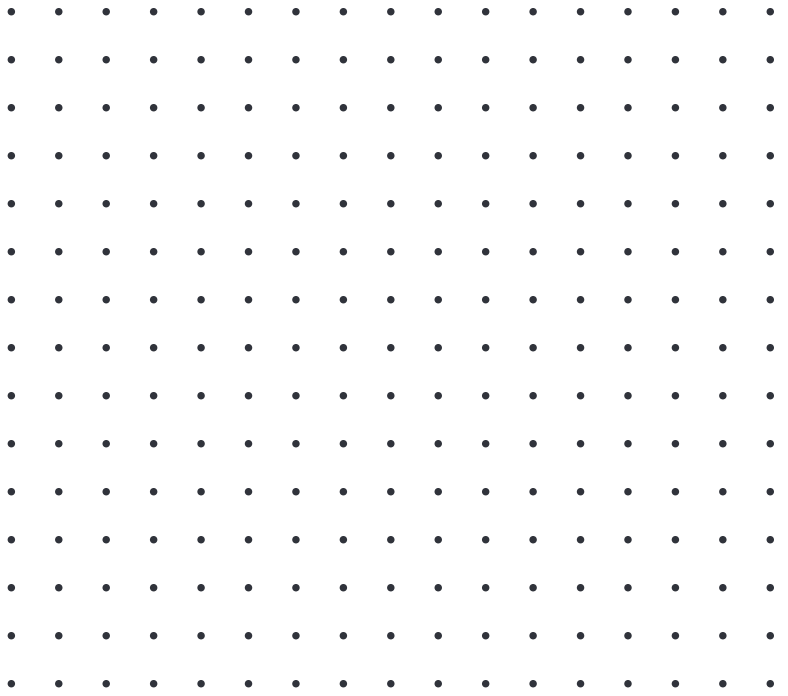
The region that includes the **Guayama, Salinas, Arroyo, Patillas, and Maunabo** municipalities is the one with the lowest rate of creatives, with approximately **six for every 10,000 inhabitants**.

RATE OF CREATIVES IN PUERTO RICO

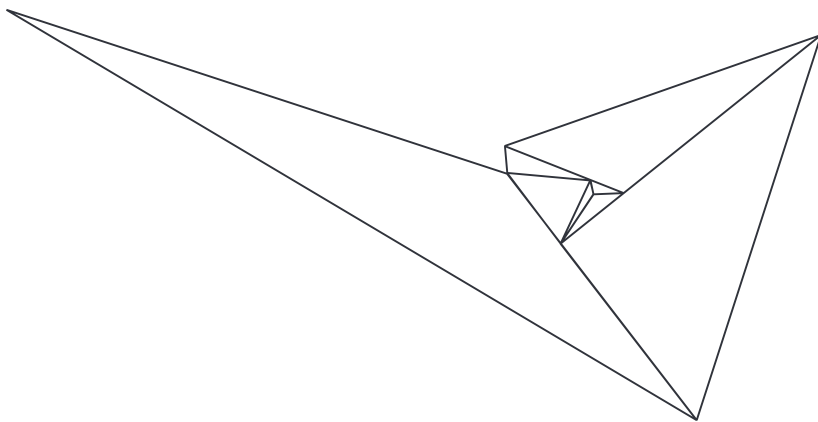
Rate of creatives by geographic unit PUMA per 10,000 inhabitants



Rate: 6.4 113.7



03

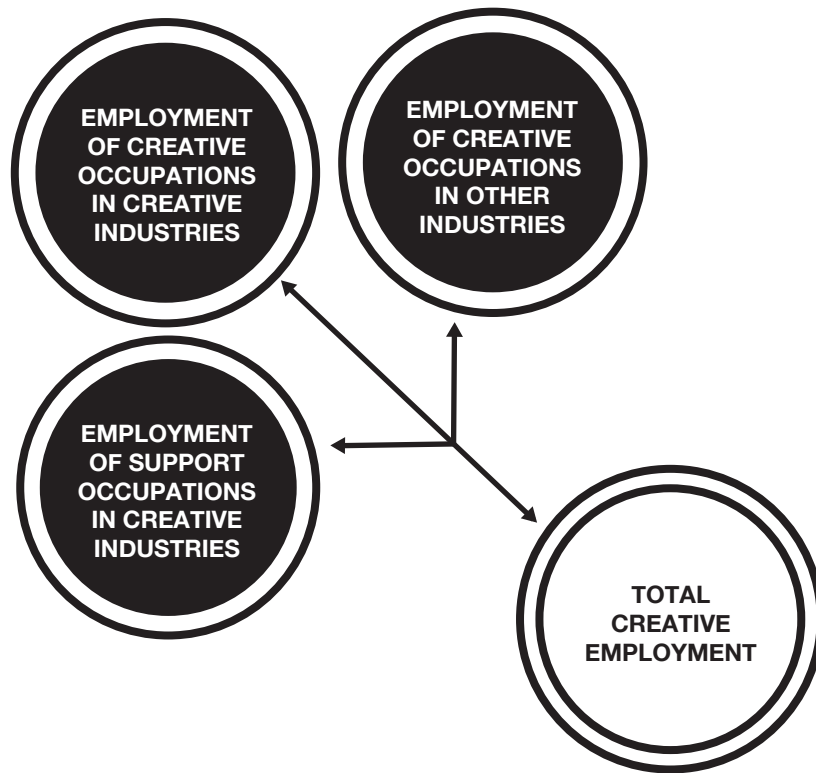


EMPLOYMENT IN THE CREATIVE ECOSYSTEM





The triad combines direct employment generated by creative industries.



It is estimated that there are:

10,812 creatives within creative industries,
7,518 creatives in other industries,
38,795 supporting occupation jobs
in creative industries.

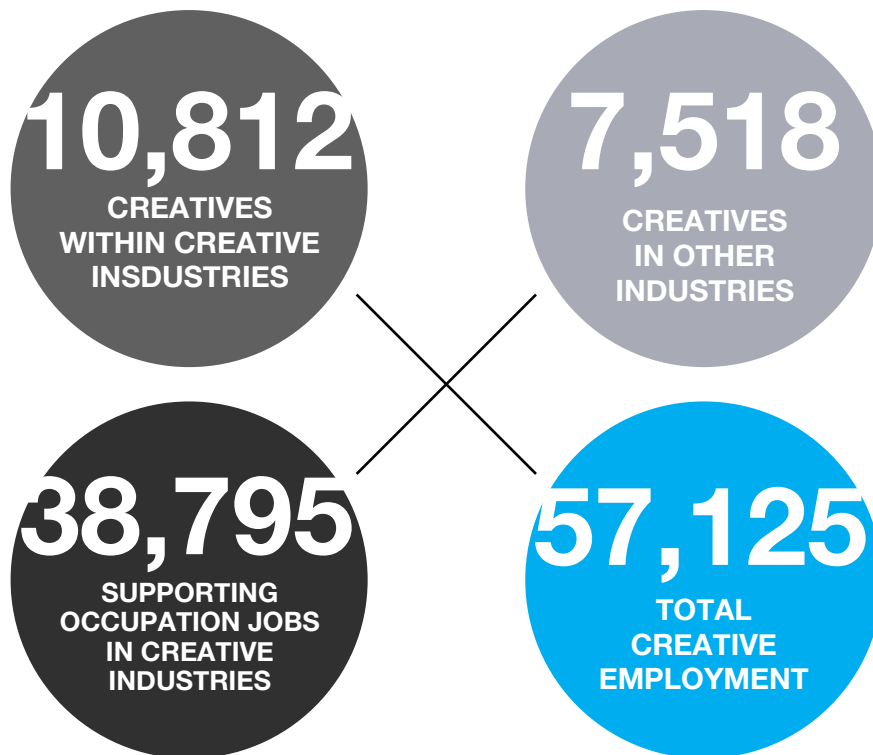
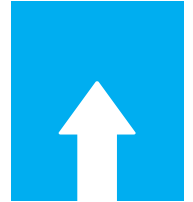
		Creative industry	
		No	Yes
Creative occupation	No	Estimate: 1,213,551 Margin of Error (90%): ±6,874	Estimate: 38,795 Margin of Error (90%): ±1,907
	Yes	Estimate: 7,518 Margin of Error (90%): ±860	Estimate: 10,812 Margin of Error (90%): ±1,108

In total, the creative ecosystem represents approximately 57,125 direct jobs.

29%

This represents an increase of 29% compared to the 2013 – 2017 period.

The non-creative occupations that most contributed to this increase were *Information Technology and Mathematics, Installation, Maintenance And Repair, Management, Administrative, and Sales Occupations*

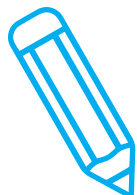


WHAT ARE THE MAIN SUPPORTING OCCUPATIONS IN CREATIVE INDUSTRIES?

16.8% of supporting occupations are in the areas of *Office and Administration*.

15.3% of supporting occupations are in *Management areas* and **14.5%** in *Sales and Related Occupations*.

IN WHAT OTHER INDUSTRIES DO CREATIVES WORK?



37.9% of creatives outside of creative industries work in educational services, while **11.6%** work in retail sales.

WHAT DID PEOPLE IN SUPPORTING OCCUPATIONS WHO ARE IN THE CREATIVE INDUSTRIES STUDY?

Approximately **11%** pursued a cultural and/or creative career.

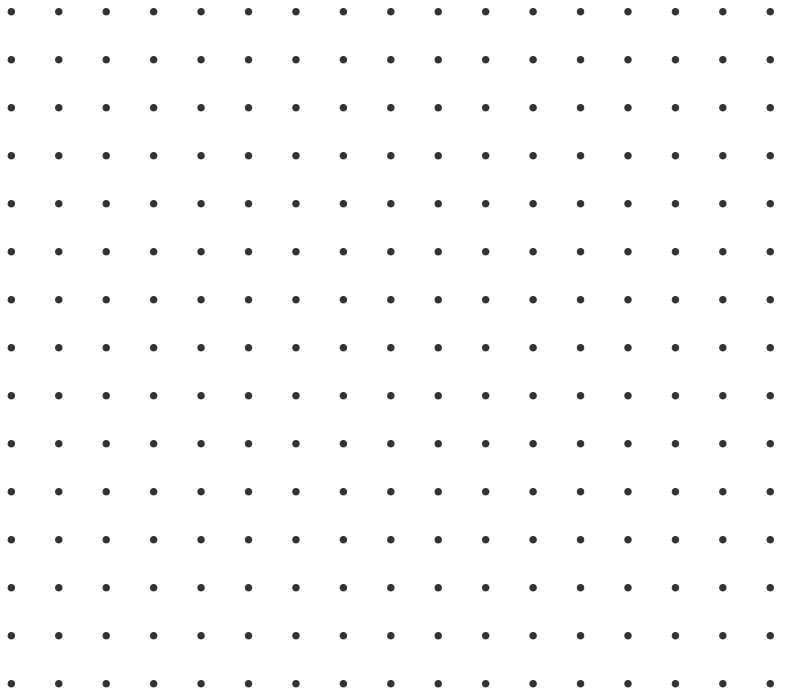
11%

Within the category of *Personal Care and Service Occupations*, **38%** have a creative background.

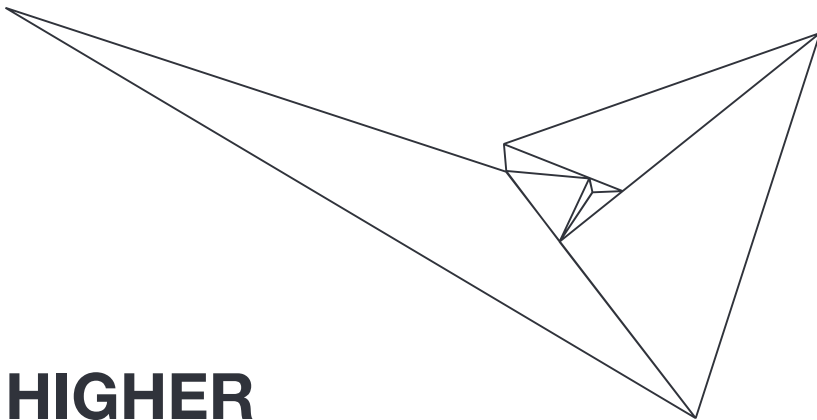
Within the category of *Protective Services Occupations*, **25%** have a creative background.


Percentage of people in support occupations in creative industries who studied cultural and creative careers

Occupation	Percent	Estimate	Margin of Error (90%)
27-0000 Arts, Design, Entertainment, Sports, and Media Occupations	53.8%	367	±168
39-0000 Personal Care and Service Occupations	38.1%	48	±77
33-0000 Protective Service Occupations	25.0%	22	±35
19-0000 Life, Physical, and Social Science Occupations	17.5%	40	±70
11-0000 Management Occupations	16.2%	763	±274
13-0000 Business and Financial Operations Occupations	15.7%	322	±187
41-0000 Sales and Related Occupations	13.0%	275	±141
43-0000 Office and Administrative Support Occupations	9.0%	246	±134
25-0000 Education, Training, and Library Occupations	8.9%	28	±46
51-0000 Production Occupations	7.6%	7	±11
49-0000 Installation, Maintenance, and Repair Occupations	6.6%	35	±42
47-0000 Construction and Extraction Occupations	4.8%	19	±35
17-0000 Architecture and Engineering Occupations	2.1%	69	±74
15-0000 Computer and Mathematical Occupations	2.0%	71	±59



04



**HIGHER
EDUCATION
IN THE CREATIVE
ECOSYSTEM** . 



WHAT IS THE EDUCATIONAL PROFILE OF PEOPLE WHO WORK IN CREATIVE INDUSTRIES?

A total of **35,604** people have a university degree in disciplines related to art, culture and creativity.

16.8% of people who pursued a field related to the **Arts and Creativity** work in creative industries.

20.7% of people who pursued a field related to Communications work in creative industries.

Professional careers related to the **Arts** represent **2.0%** of the total occupations in Puerto Rico.

The most common general area of study in creative industries is **Business Administration** with around **30%**; similar to other industries where it represents **32.4%**.

WHAT IS THE EDUCATIONAL PROFILE OF CREATIVE OCCUPATIONS?

42.2% **42.2 %** of people who pursued a field related to **Design and Architecture** are in creative occupations.

21% **21%** of people who pursued a field related to the **Arts** are in creative occupations.

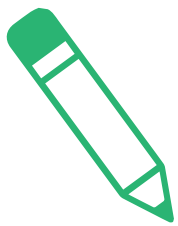
11.4%

11.4% of people who pursued a field **related to *Communications*** are in creative occupations.

18.7%

The most common general areas of study within creatives are: ***Arts and Communications*** with **18.7% and 15.6%** respectively.

EDUCATIONAL LEVEL IN CREATIVE OCCUPATIONS



21.1% vs 10.8% There are more creatives with post-graduate degrees than in the rest of the occupations.

2.1% of creatives do **not have a high school diploma**. This proportion is higher than in other occupations, with **8.1%**.



34.7% of people in creative industries **have a bachelor's degree**.

13.7% of people in creative occupations **only have a regular high school diploma**. From that total, **66.7%** are men.

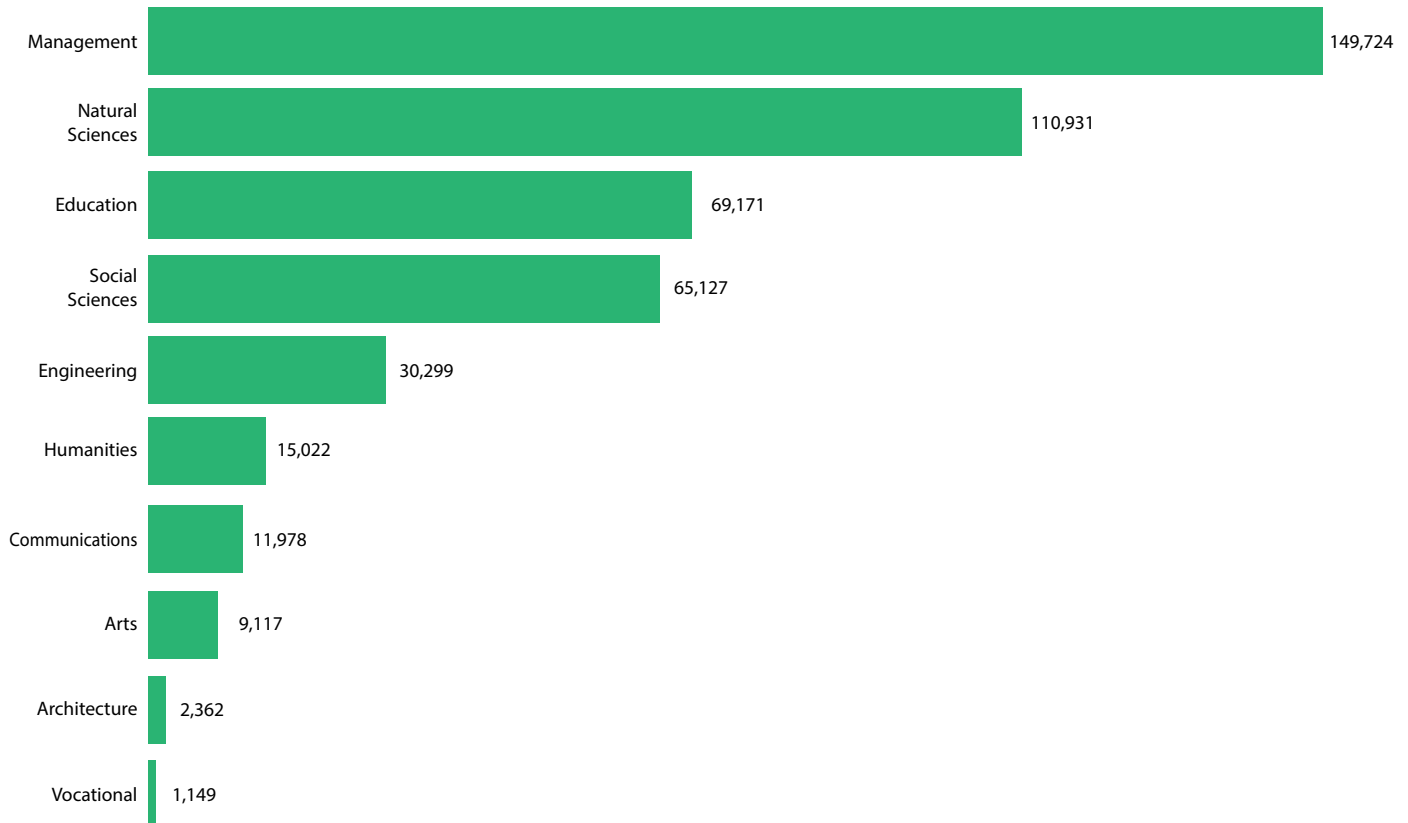


21.1% of people in creative occupations **have a postgraduate degree**, of which **57.7%** are women. In all other industries, **61.5%** of postgraduate degrees are from women.



It is estimated that there are around **9,117** people who pursued **degrees related to the Arts.**

Estimate of Areas of Study in all Industries



DISTRIBUTION OF AREAS OF STUDY IN ARTS AND CREATIVITY

It is estimated that there are **around 11,978** individuals who **studied Communications.**

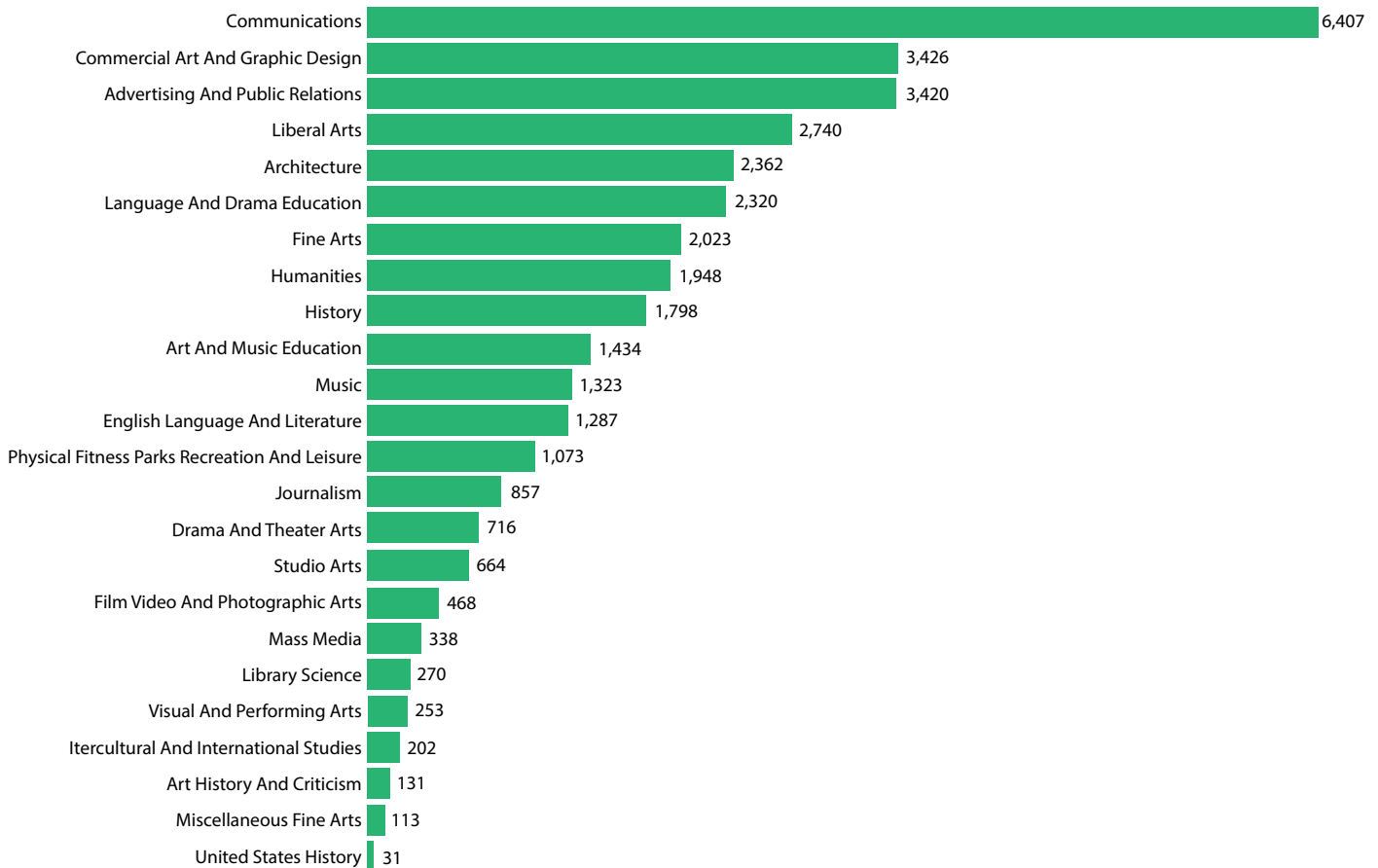
Within the area of study related to arts and creativity, **the most common career is *Communications***, representing **18.0%** of the total.

18%

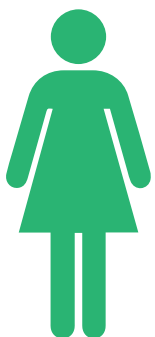


7.7% of people with university degrees pursued areas related to art and creativity.

Estimate of Areas of Study in Arts and Creativity



AREAS OF STUDY AMONG CREATIVES BY GENDER

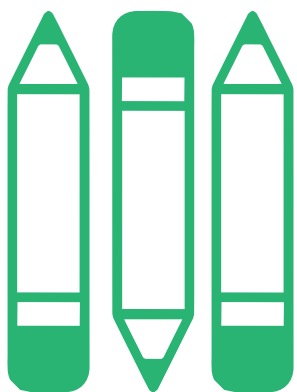


Within creative occupations, the general areas of study where the proportion of women is higher compared to men are ***Education and Natural Sciences***, with **77.4%** and **52.8%**, respectively. The area with less representation is the **Arts**, where only **30.6%** corresponds to women

64.6% of those who studied Design and Architecture are men.

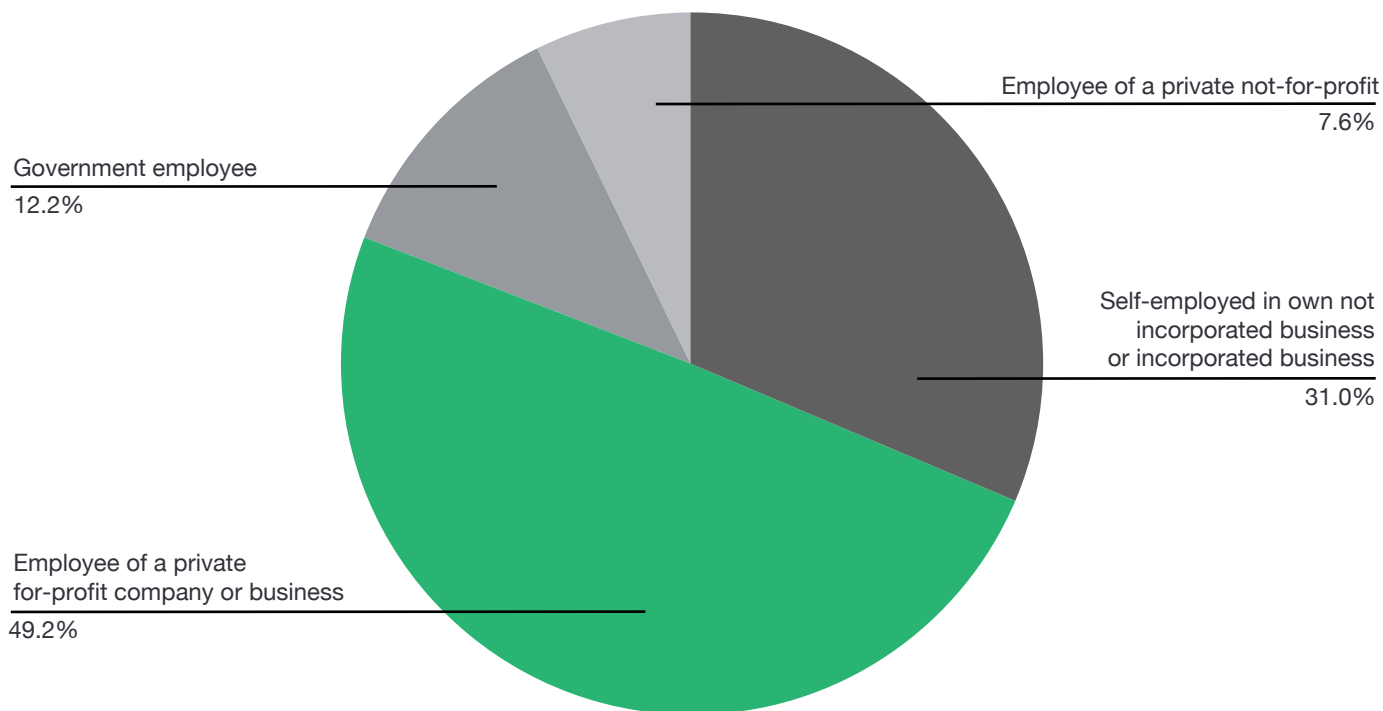
64.6%

EDUCATION BY TYPE OF EMPLOYMENT

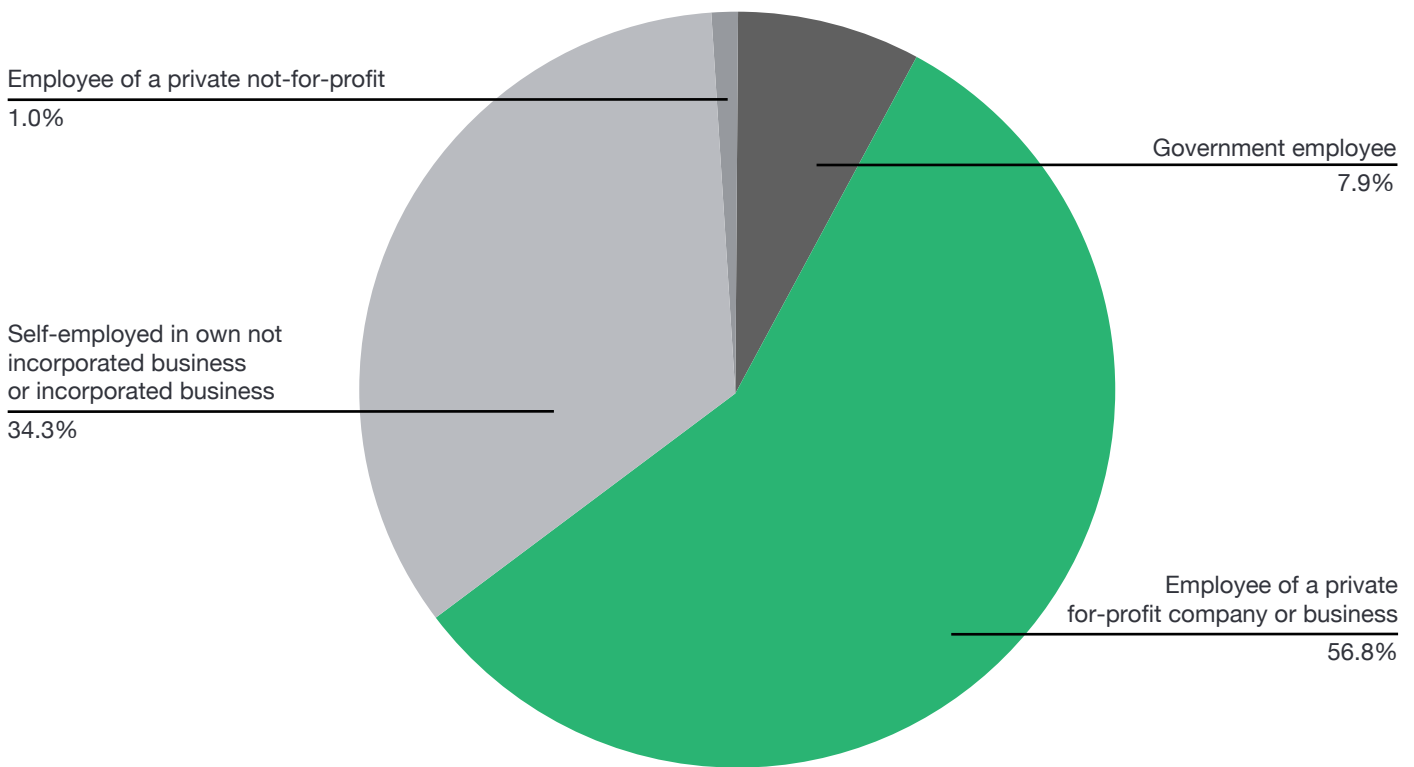


The area with the highest proportion of self-employment is **Design and Architecture** with **39.5%**, followed by Social Sciences with **38.9%**. The percentage corresponding to the general area of study in Arts is **31.0%**.

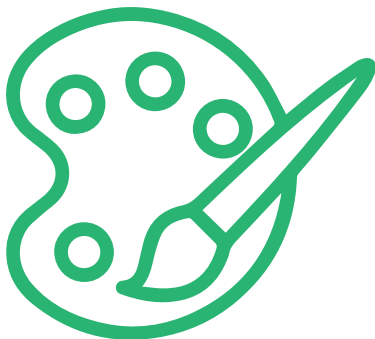
Type of Employment by General Area of Study in the Arts



Type of Employment by Area of Study in Communications



EDUCATION AND AVERAGE TOTAL INCOME*



The Arts are the main area of study with the lowest average total income **(\$25,337)**.

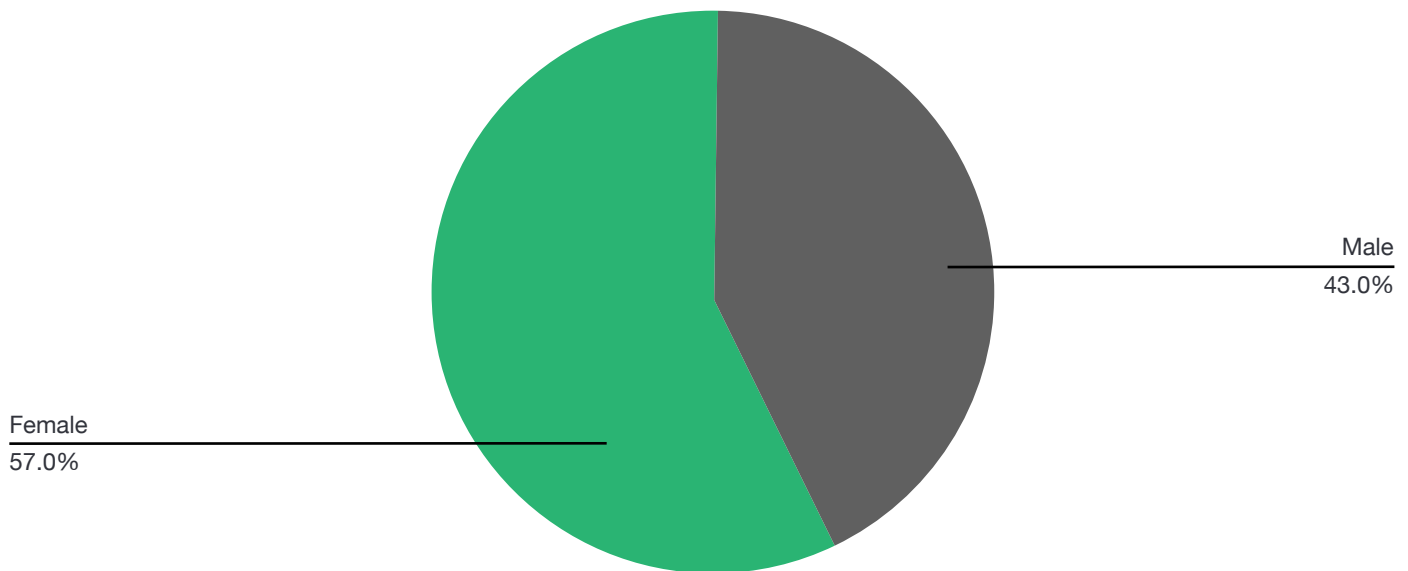
Design and Architecture is the area of study with the highest average income **(\$56,336)**.

*Total income includes: Self-employment, salary, social security, supplemental income security, retirement income, interests, dividends, and net rent, public assistance, all other income. Inflation adjustment factor was applied (2020 dollars)

EDUCATION BY GENDER

- ◆ **62%** of those who studied *Communications* **are men.**
- ◆ **53%** of those who studied *Fine Arts* **are women.**
- ◆ **100%** of those who *studied Music* **are men.**

Distribution by Gender in Arts and Creativity Degrees (All Industries)



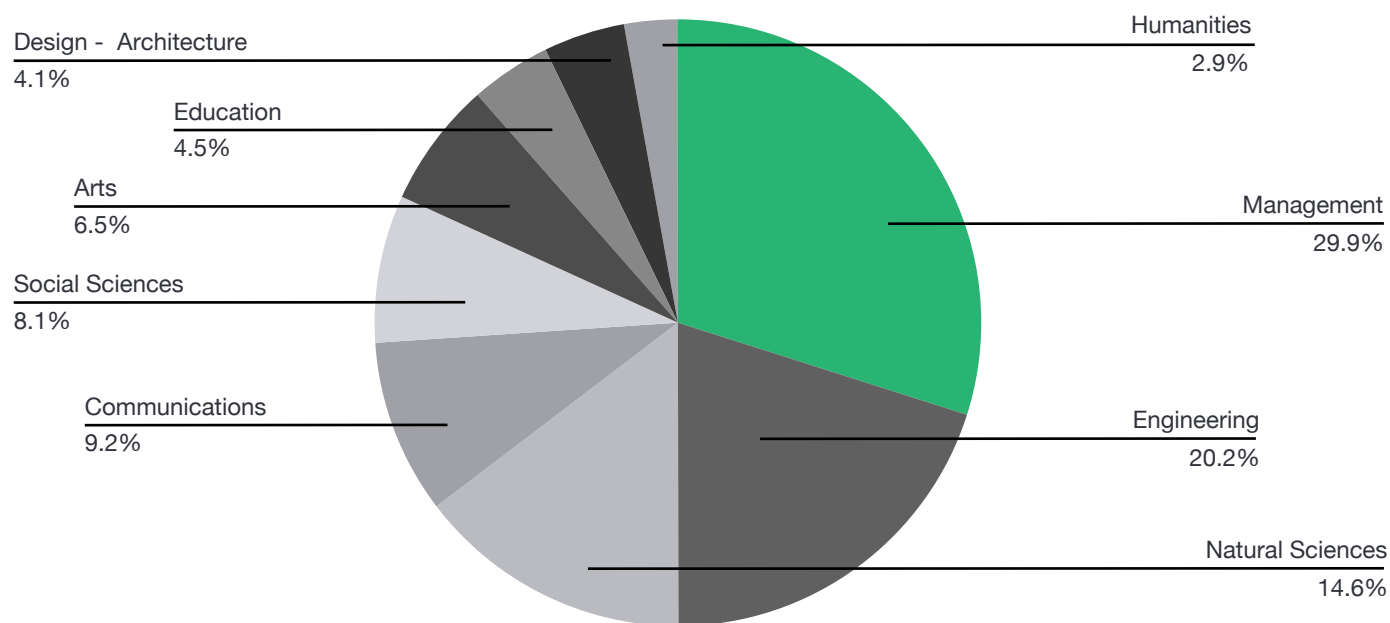
AVERAGE TOTAL INCOME OF PROFESSIONALS WITH DEGREES IN ARTS AND CREATIVITY

Within the arts and creativity studies in all industries, **the areas with the highest average income are *History and Art Criticism, Architecture and Humanities.***

EI 50% of individuals in creative occupations **pursued a degree related to the cultural and creative sector.**

EI 22% of people in creative industries pursued a degree related to the cultural and creative sector.

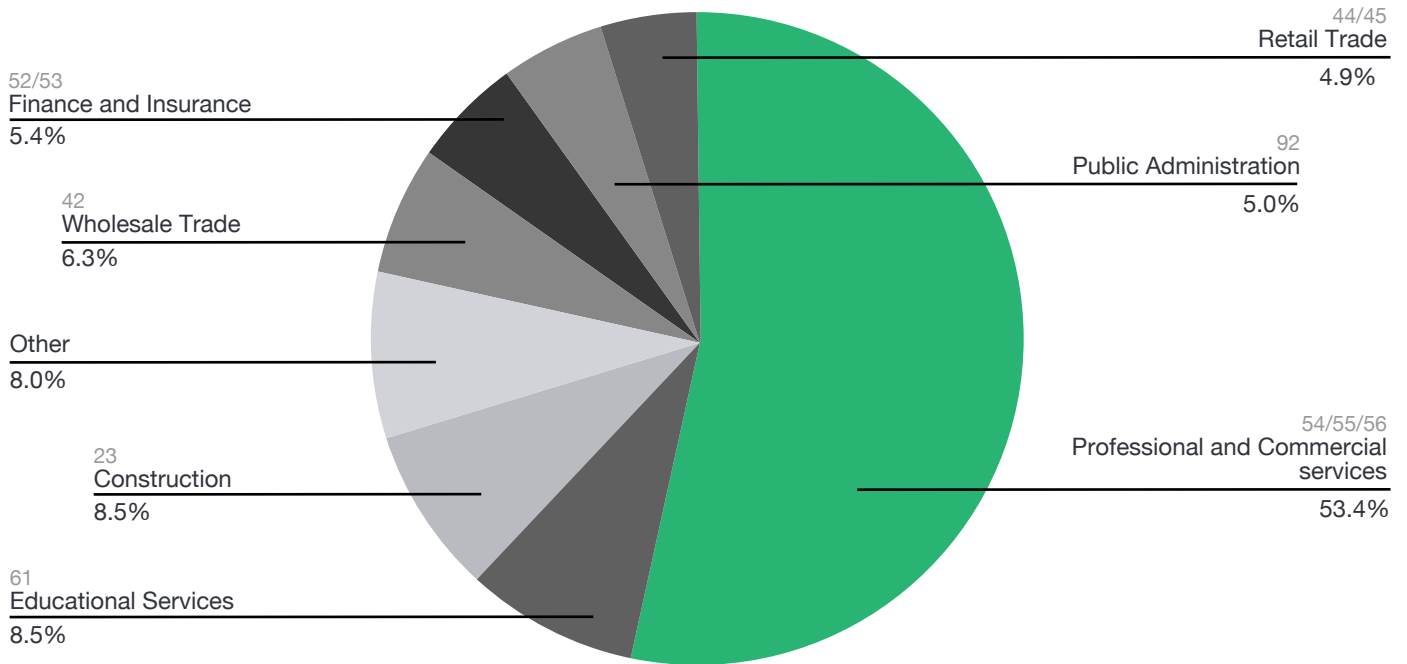
Distribution by Area of Study of Individuals Belonging to Creative Industries



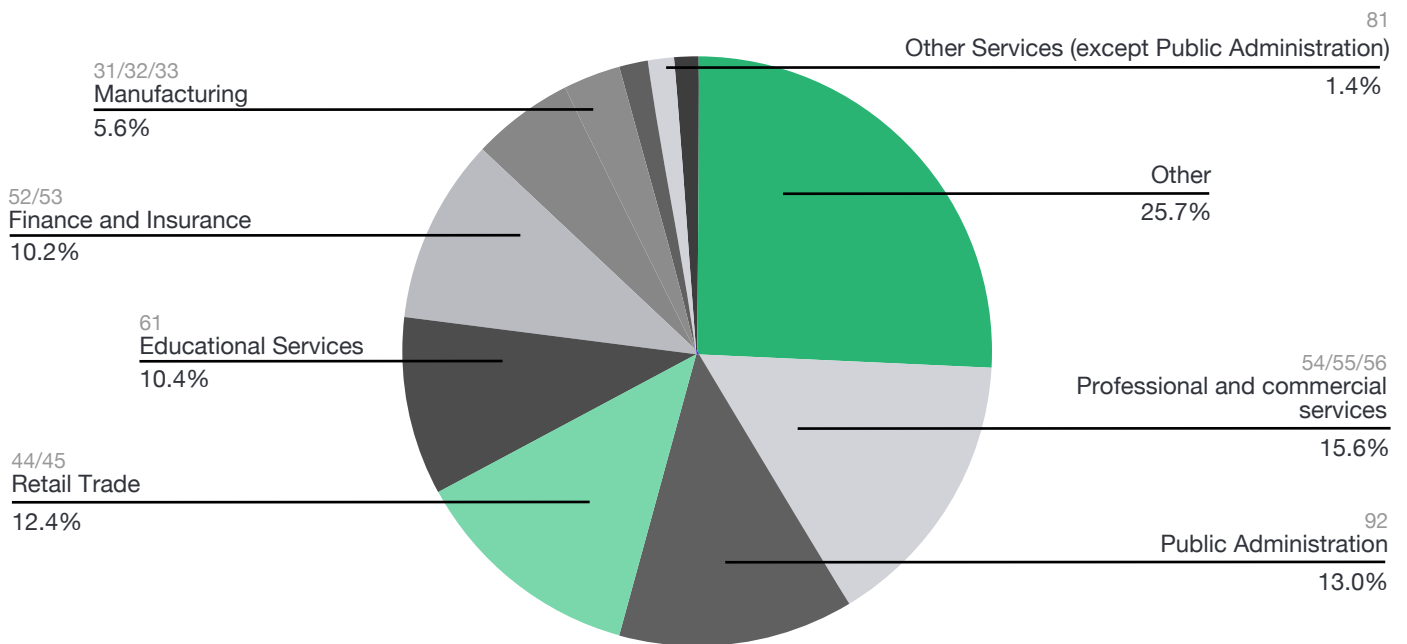
INDUSTRIES IN WHICH THOSE WHO STUDIED ARTS AND CREATIVITY WORK

EI 53% of those who studied *Design and Architecture* work in the industries of **Professional and Commercial Services.**

Industries for Design and Architecture Graduates

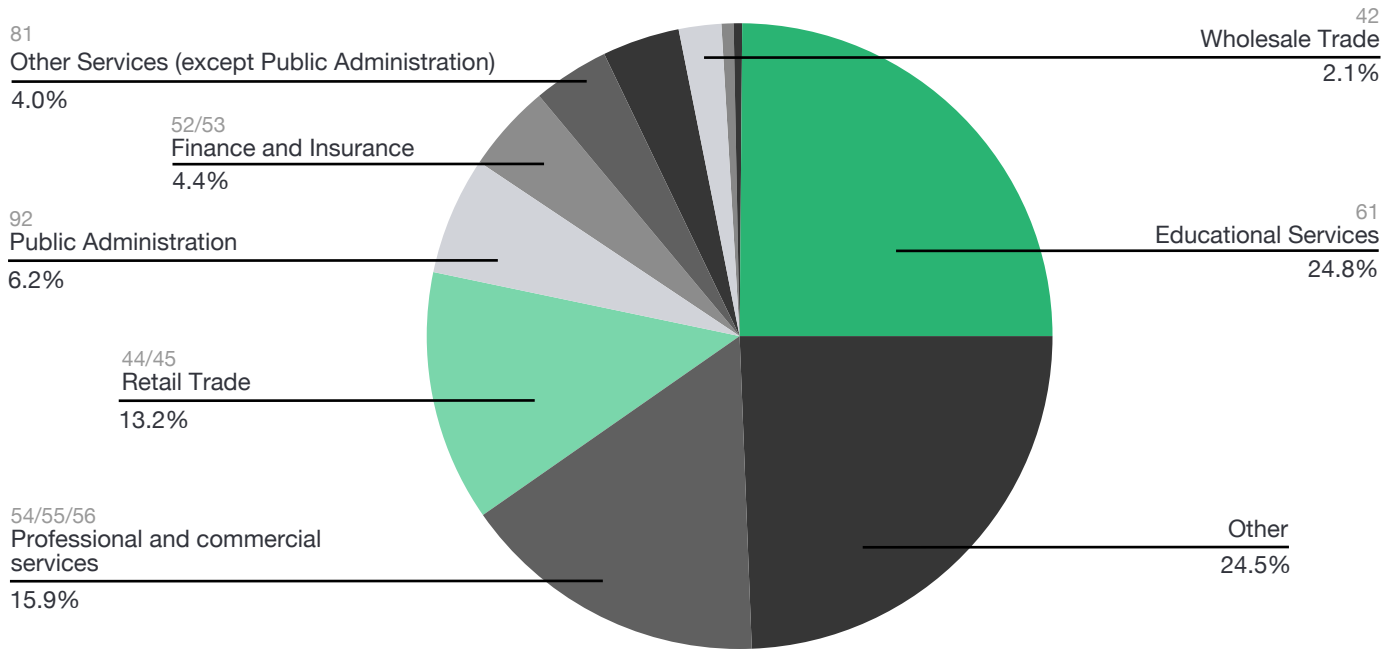


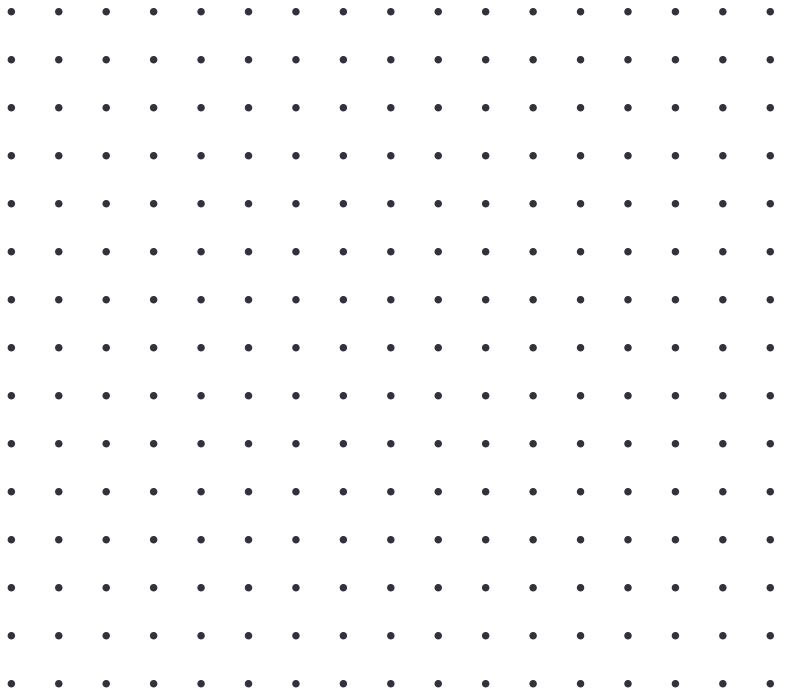
Industries for Communications Graduates



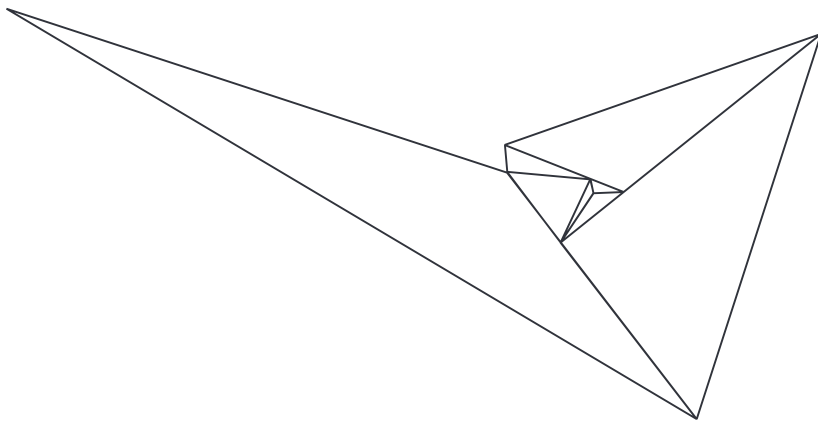
25% of those who studied *Art work* in *Educational services*.

Industries for Arts Graduates





05

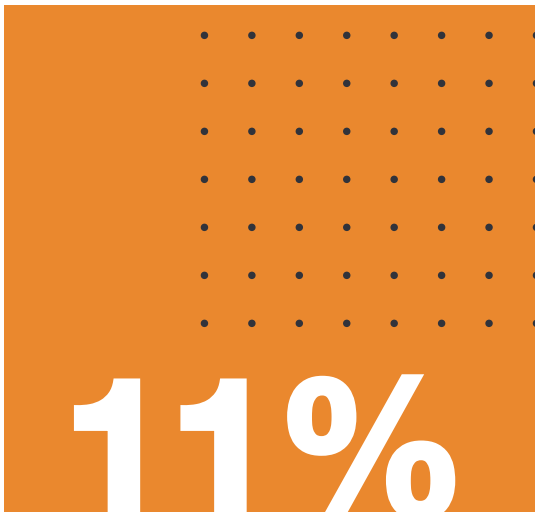


**COMPARATIVE ANALYSIS
OF CREATIVE OCCUPATIONS
IN PUERTO RICO**

2015-2020







HOW MUCH HAS THE TOTAL NUMBER OF CREATIVES CHANGED IN PUERTO RICO?

There was a reduction of **2,261 creatives**, which represents **11%**.

Period	Estimate	Margin of error (90%)
2011 - 2015	20,591	±1,353
2016 - 2020	18,330	±1,271

HOW MUCH HAS THE TOTAL NUMBER OF CREATIVES CHANGED BY OCCUPATION?

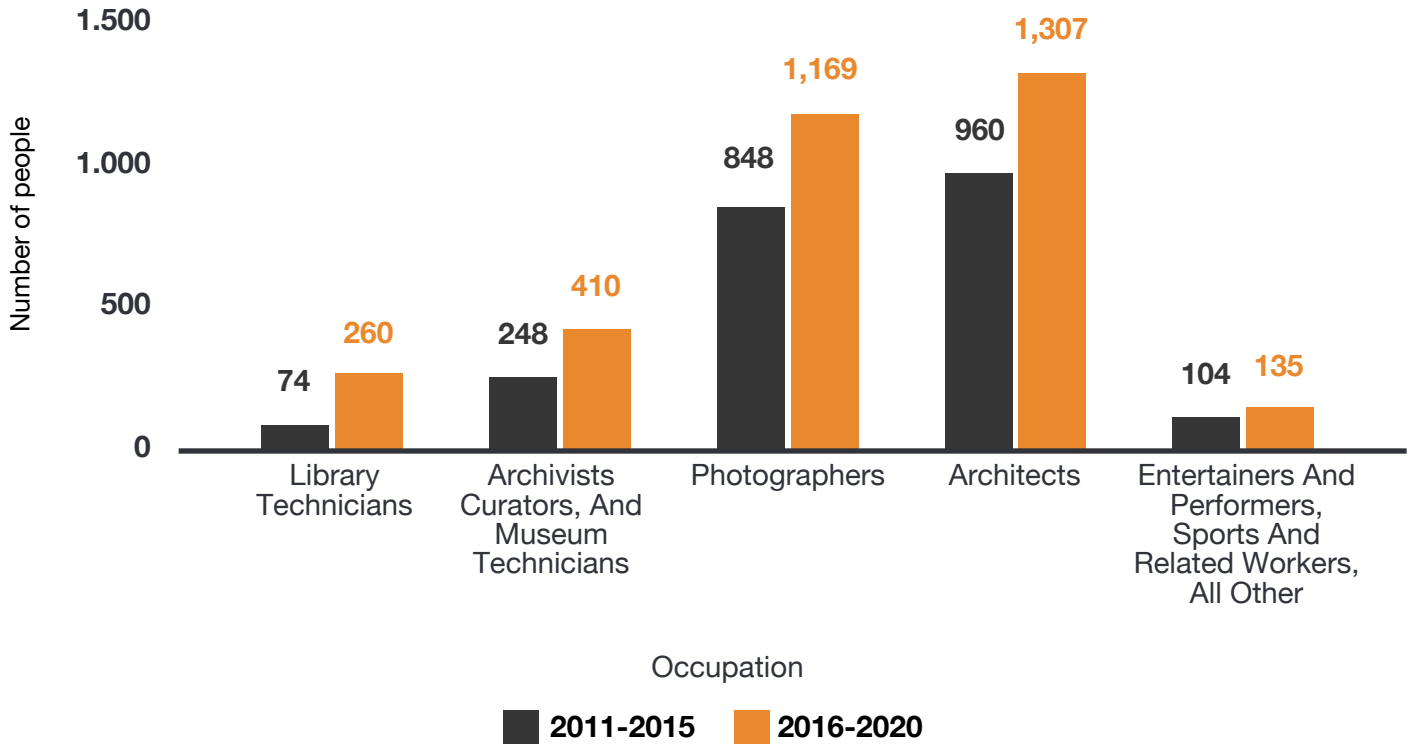
The *Library Technicians* occupation increased by **251%**, followed by Archivists, Curators, and Museum Technicians, with **65%**.

The *Photographers* occupation increased by **38%**.

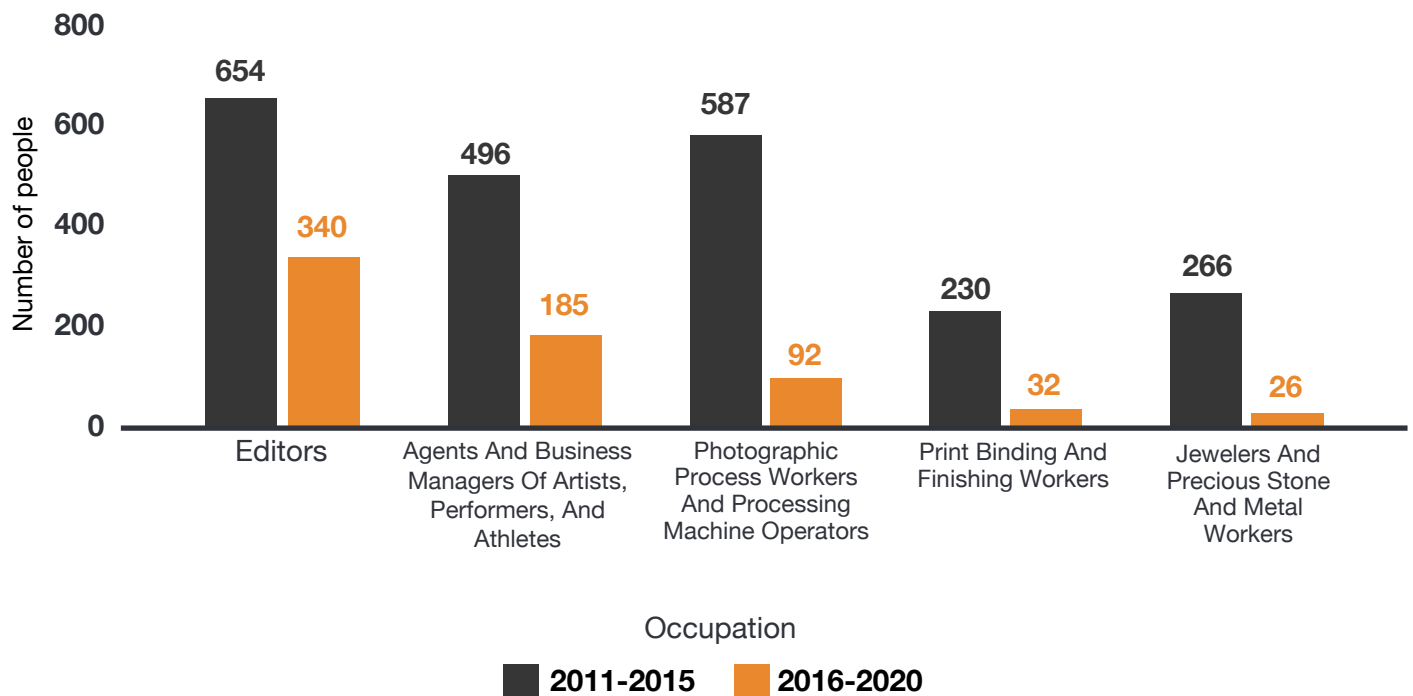


The *Architecture* sector has seen an increase of **36%**.

Occupations with the highest increase in creatives

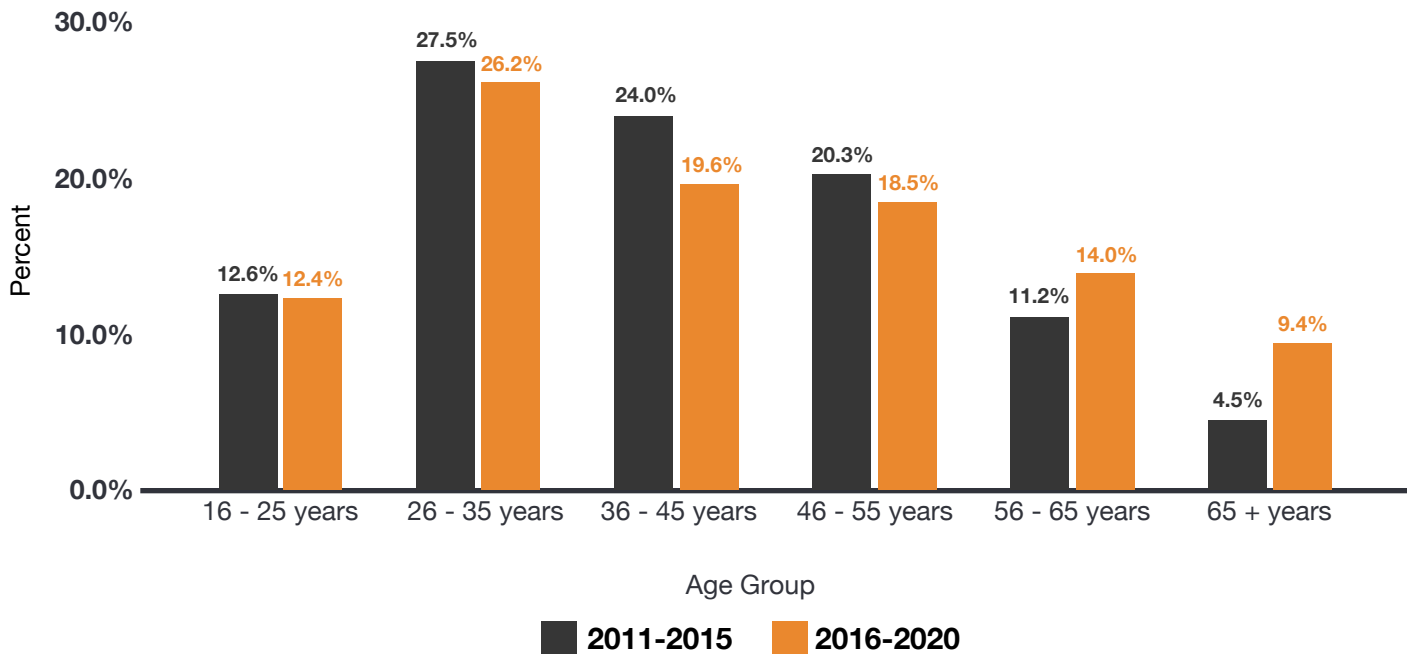


Occupations with the highest reduction of creatives

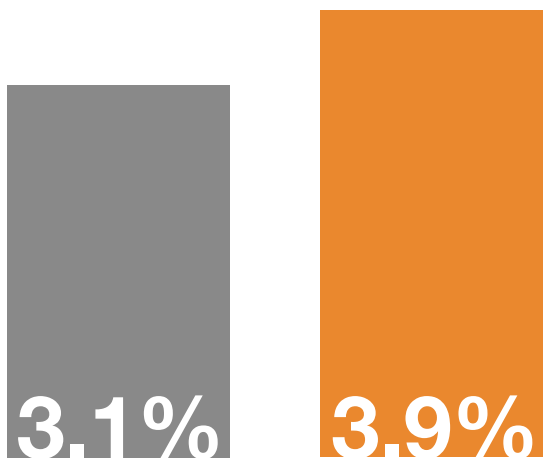


HOW HAS AGE DISTRIBUTION CHANGED?

Age Distribution Comparison



HOW MUCH DOES EMPLOYMENT REPRESENT IN CREATIVE INDUSTRIES?



In the 2011-2015 period, creative industries represented 3.1% of total employment; in the last 2016-2020 period, it **represented 3.9%.**

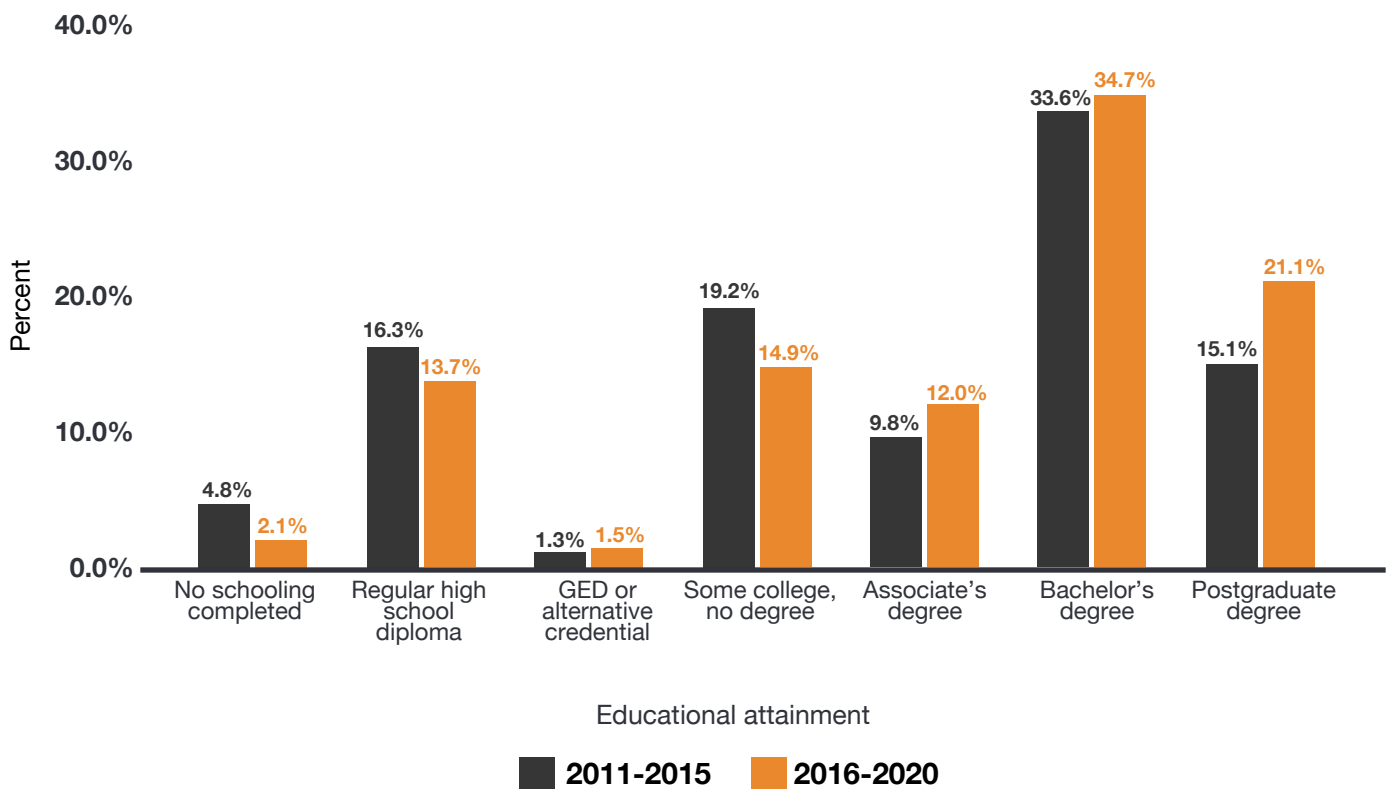
HOW MUCH HAS FEMALE PARTICIPATION CHANGED IN CREATIVE OCCUPATIONS?

In both periods the proportion of female creatives is **around 36%.**

The total of female photographers **increased by 106.4%**, while **female musicians and singers decreased by 17%.**

The total of **female editors decreased by 56%.**

HOW HAS THE EDUCATIONAL LEVEL OF CREATIVES CHANGED?



HOW HAS THE INCOME OF ARTISTS AND CREATIVES CHANGED?



The average **self-employment income*** remained relatively unchanged in both periods: **\$16,834 and \$16,438.**

*Only self-employed workers who earned more than \$0 per year are included in these calculations.

The average salary income* increased by **13.1%.**

*Only company (or government or non-profit) employees who earned more than \$0 per year are included in these calculations.

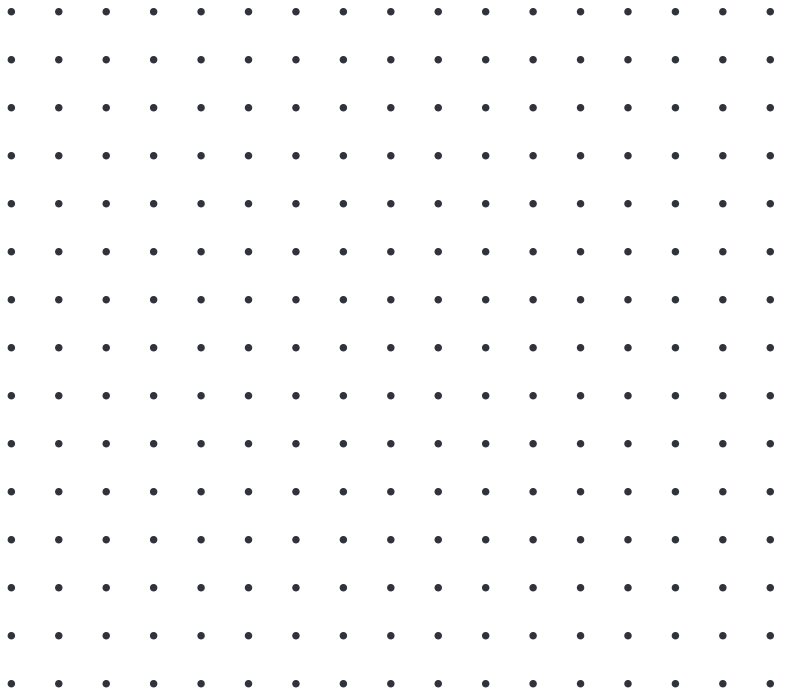
HOW HAS THE AVERAGE INCOME CHANGED BY GENDER?

In the 2011-2015 period, for each dollar that a male creative received in self-employment income*, female creatives received 70 cents on the dollar. **In 2016 - 2020, this gap decreased to a ratio of 1:0.9.**

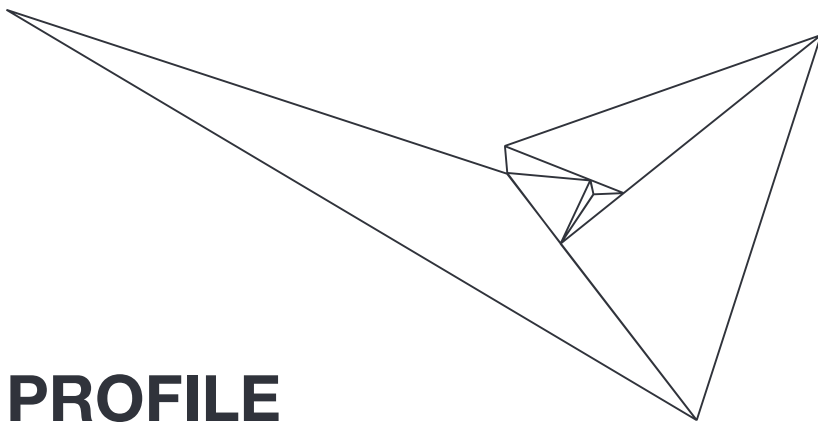
*Only self-employed workers who earned more than \$0 per year are included in these calculations.

Conversely, in the 2011-2015 period, for each dollar that a male creative received in salary income*, female creatives received 1.02 dollars. **In the 2016-2020 period, the ratio was 1:1.01.**

* Only company (or government or non-profit) employees who earned more than \$0 per year are included in these calculations.



06



**PROFILE
OF CULTURAL
AND CREATIVE ENTITIES
IN PUERTO RICO 2020**





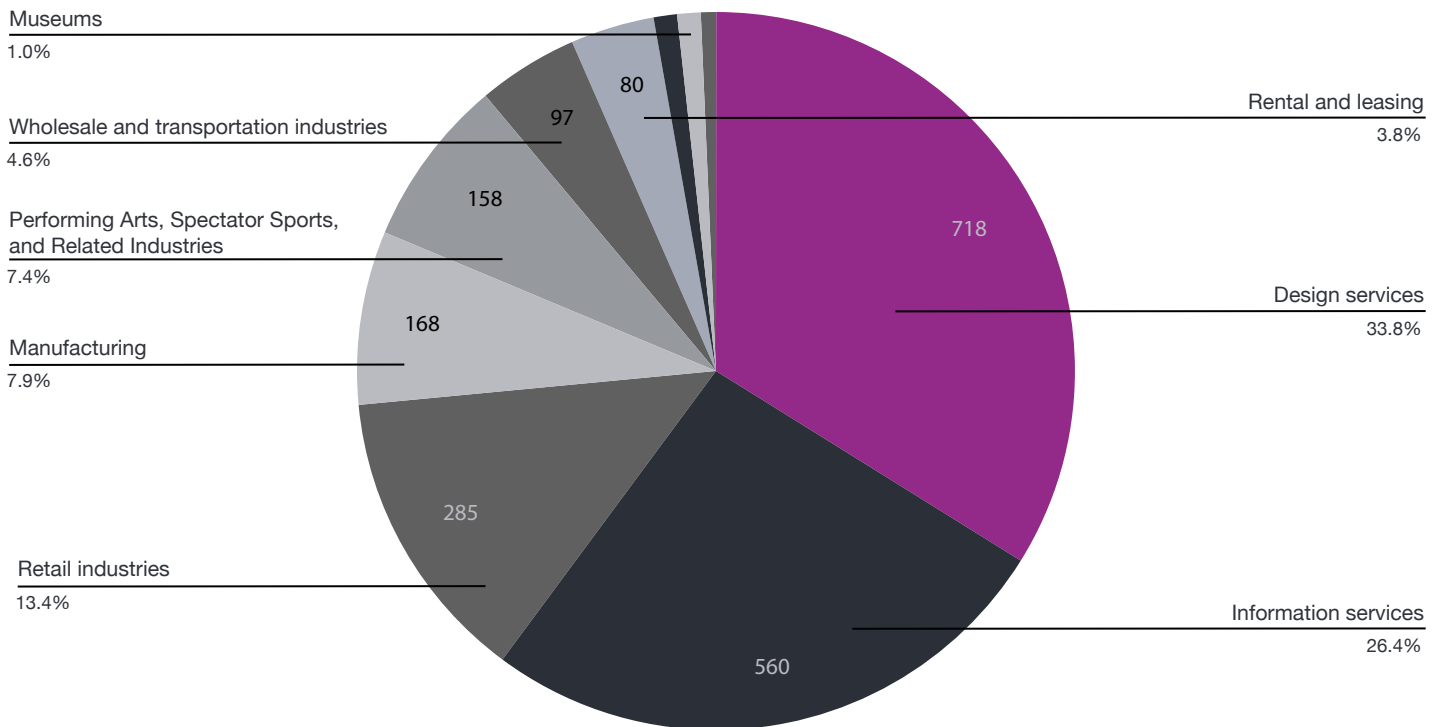
HOW MANY CULTURAL AND CREATIVE ESTABLISHMENTS ARE THERE IN PUERTO RICO?

2,124 establishments related to cultural and creative industries.

The *Design Services* sector represents **33.8%**.

Establishments

Total establishments in the 10 sectors of the creative industries



158 establishments in the *Performing Arts* which represent 7.4% of the total.

HOW MANY JOBS DO THESE ESTABLISHMENTS GENERATE?



The establishments reflect a total of **23,872** jobs.

Subsectors with the highest total number of jobs within the main industries:

- ◆ *Advertising:* **1,647**
- ◆ *Information Systems Design And Related Services:* **1,350**
- ◆ *Architectural services:* **528**

Subsectors with the highest total number of jobs within the supporting industries:

- ◆ *Wireless Telecommunications Operators:* **4,395**
- ◆ *Wireless telecommunications operators, except satellite:* **2,231**
- ◆ *Movie theaters:* **1,467**

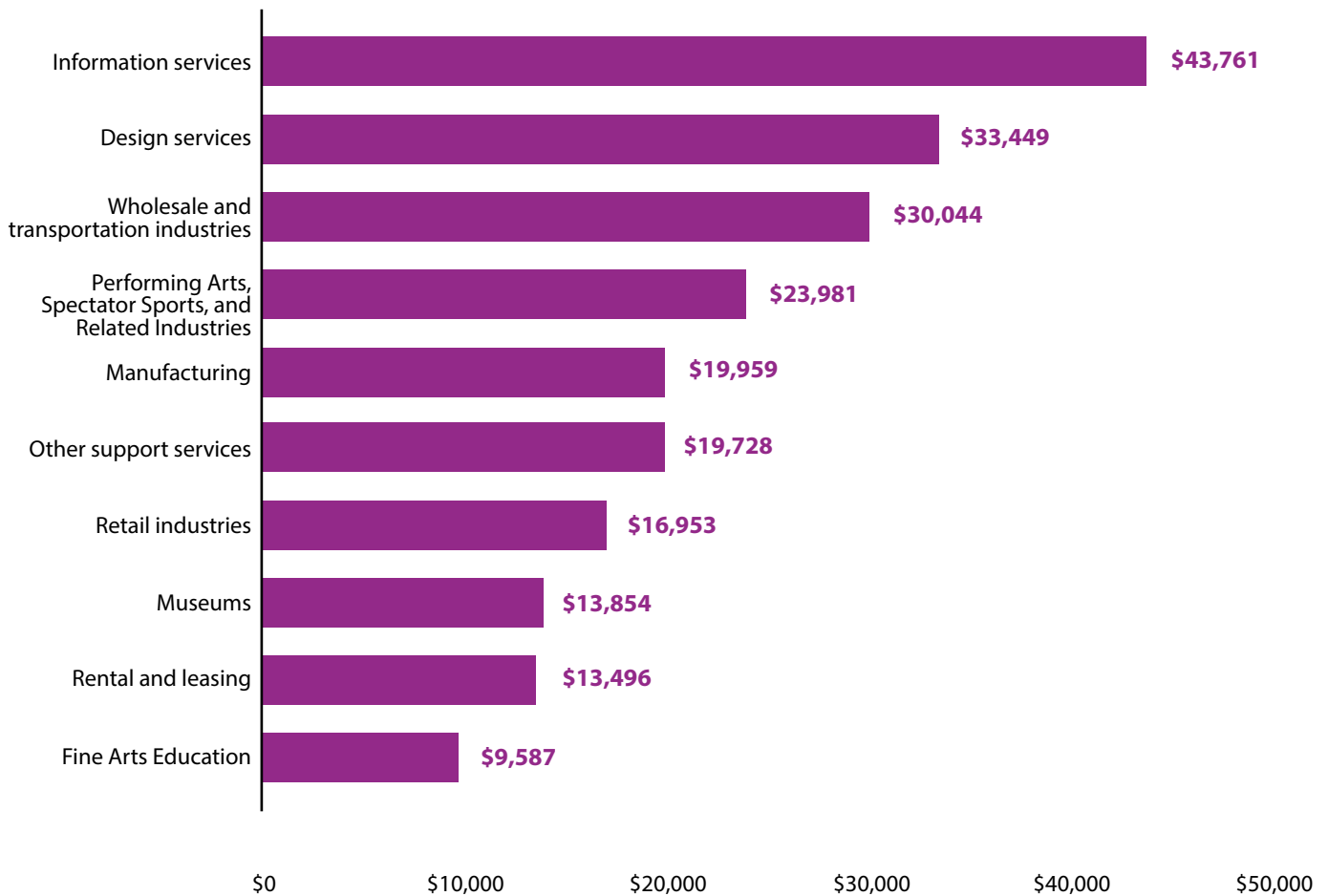
HOW MUCH DO THEY SPEND ON PAYROLL?

Cultural and creative industries generate \$898 million in payroll.

WHAT IS THE AVERAGE INCOME?

The average income of cultural and creative industries **is \$30,102.**

Average income by sector



ANALYSIS OF SECTORS

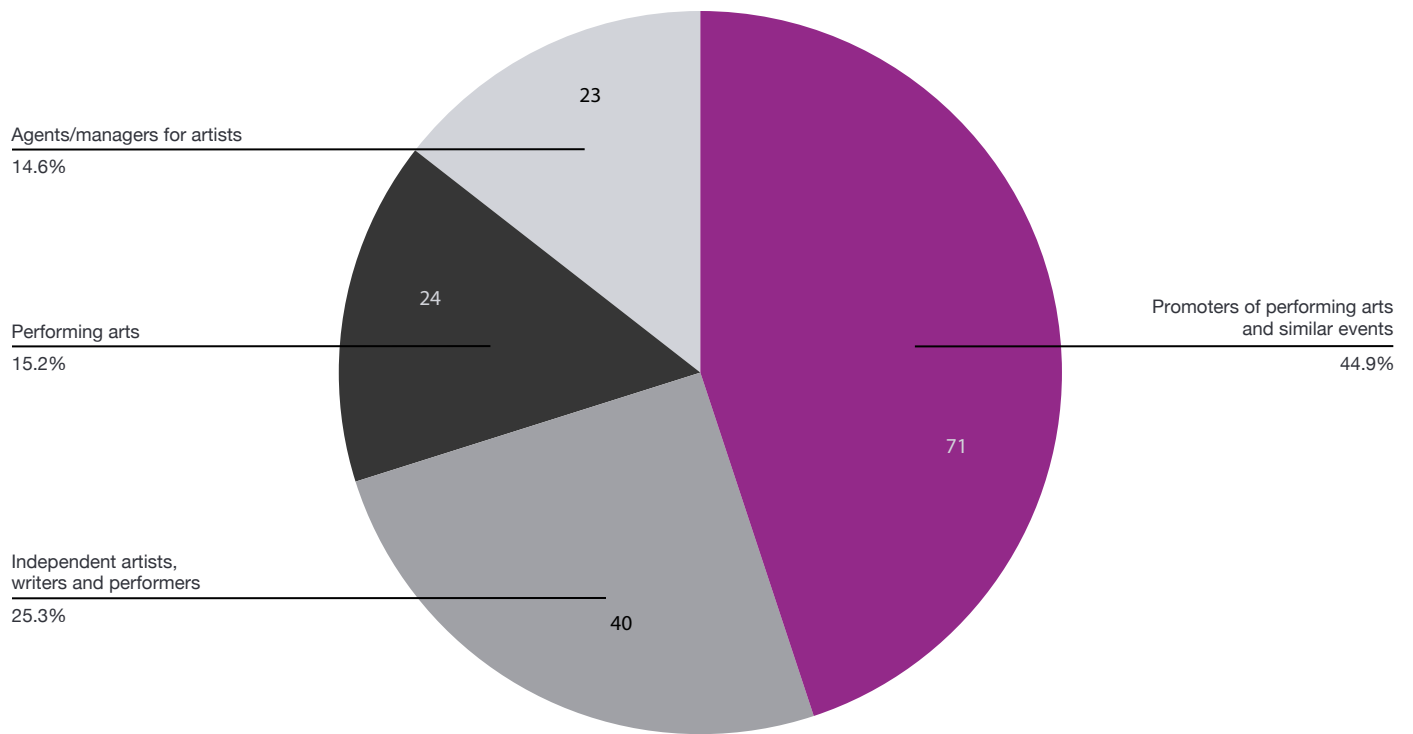
MAIN INDUSTRIES

920 establishments and 6,868 employees with a total payroll of \$259 million are accounted for, distributed into four sectors:

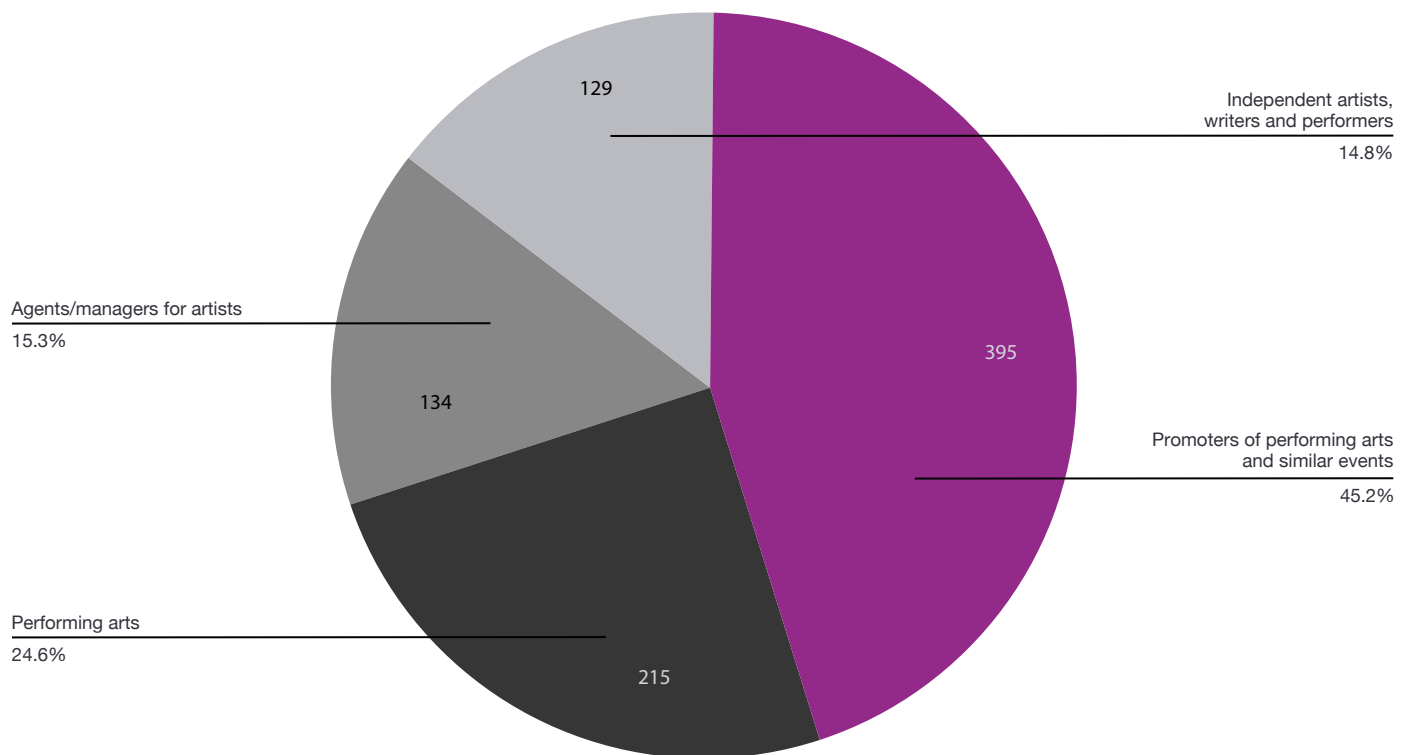
PERFORMING ARTS

The broadest category is that of *Promoters of Performing Arts*, with a total of 71 establishments and 395 employees.

Performing Arts Establishments

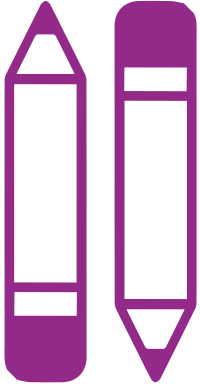


Jobs in Performing Arts



MUSEUMS

There are 22 museum establishments, historical sites, and similar institutions that generate 317 jobs.

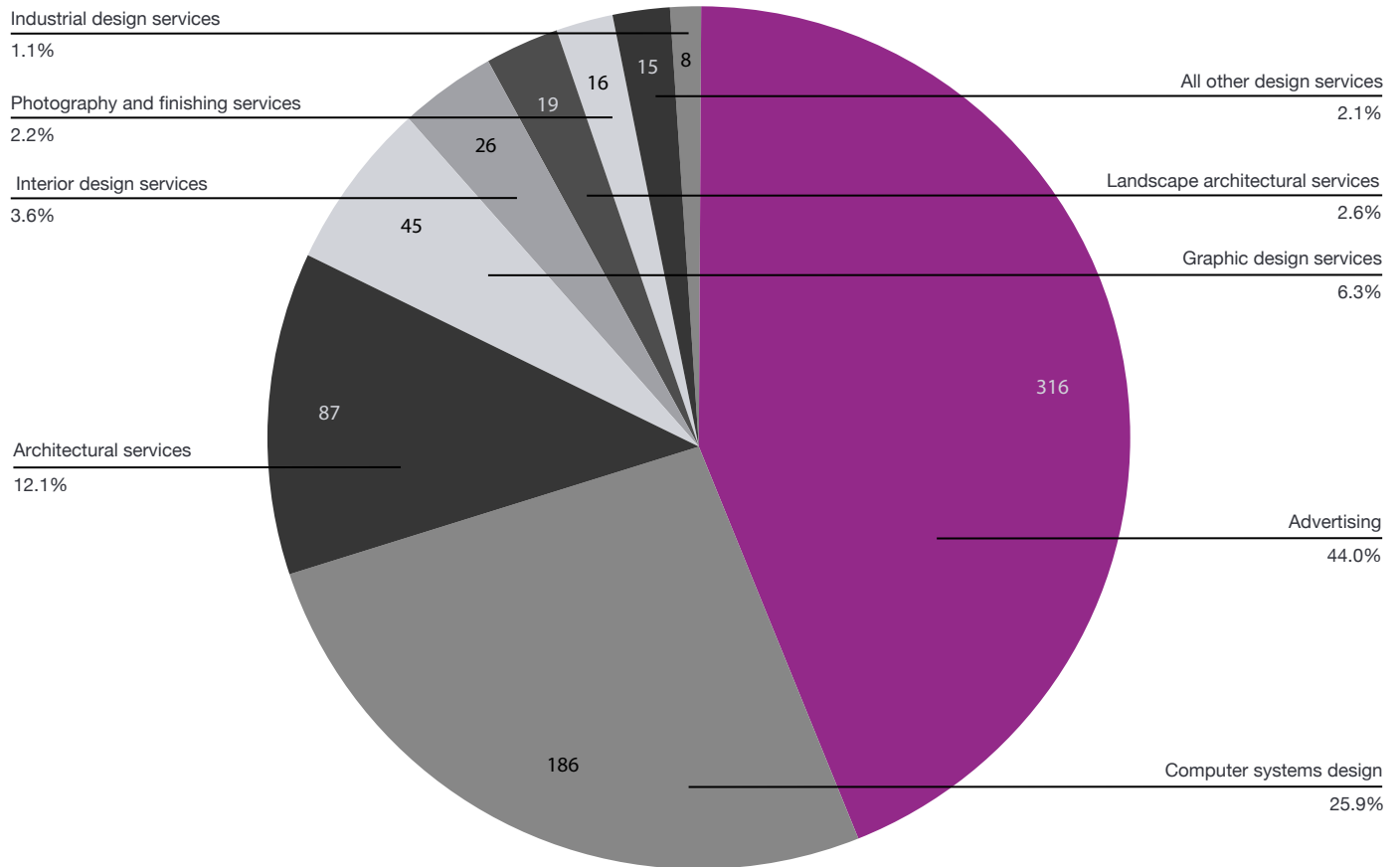


DESIGN SERVICES

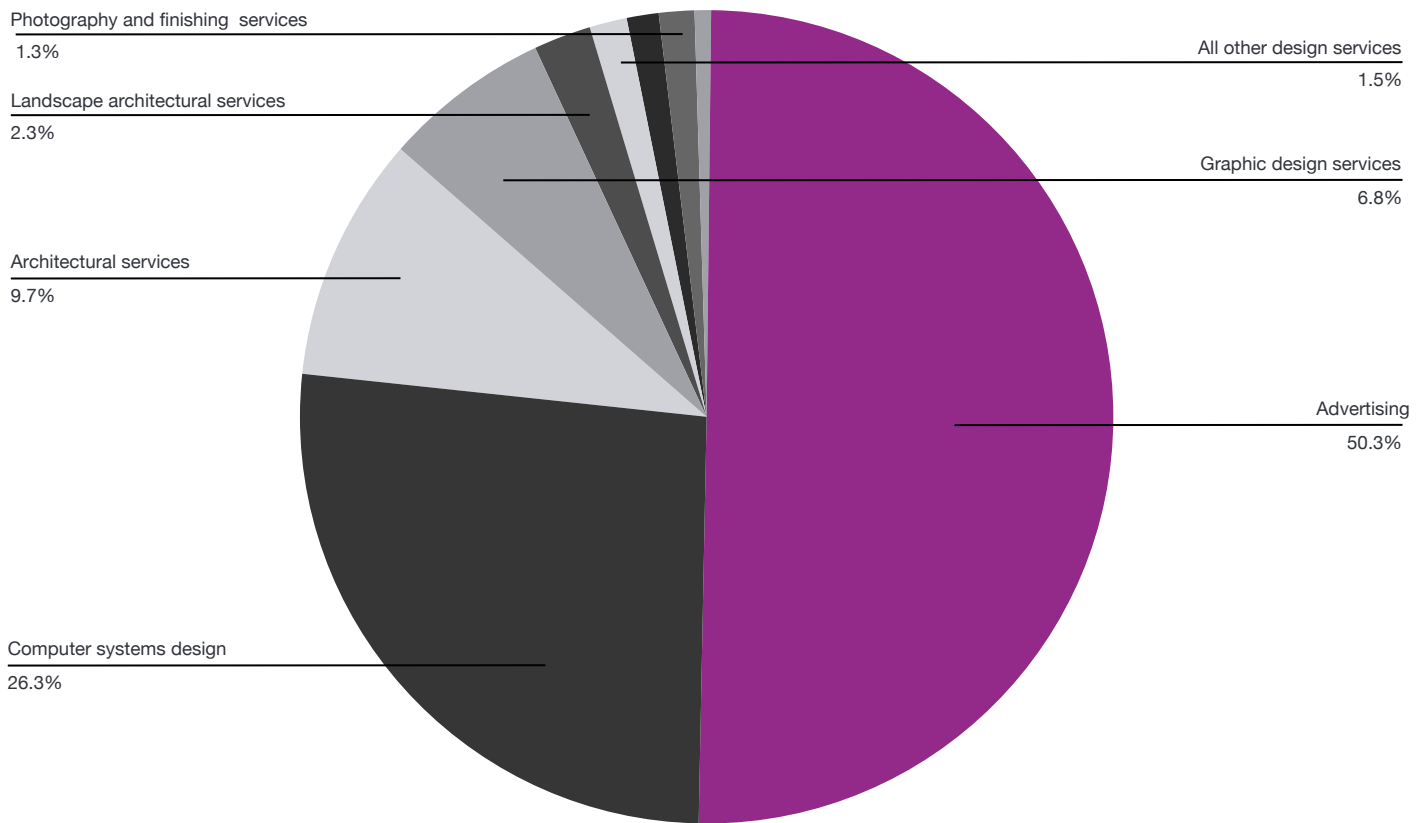
Information Systems Design establishments represent 25.9% of this sector.

The *Information Systems Design* and *Advertising* categories represent 50.3% and 26.3% of jobs in the sector, respectively.

Establishments in Design Services



Jobs in Design Services



EDUCATION IN FINE ARTS

There are 22 establishments that generate **218 jobs**.

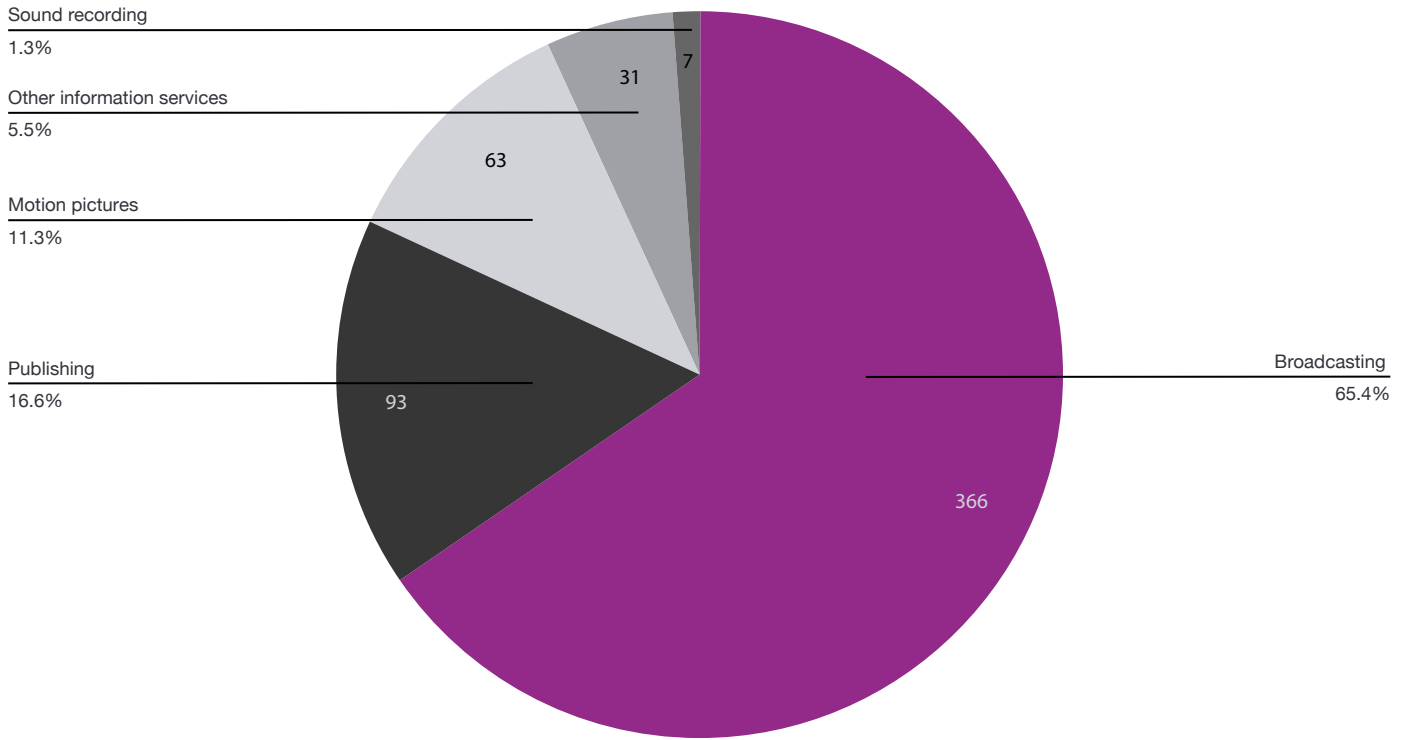
SECONDARY INDUSTRIES

1,204 establishments and 17,004 employees with a total payroll of **\$898 million** are accounted for, distributed in six sectors:

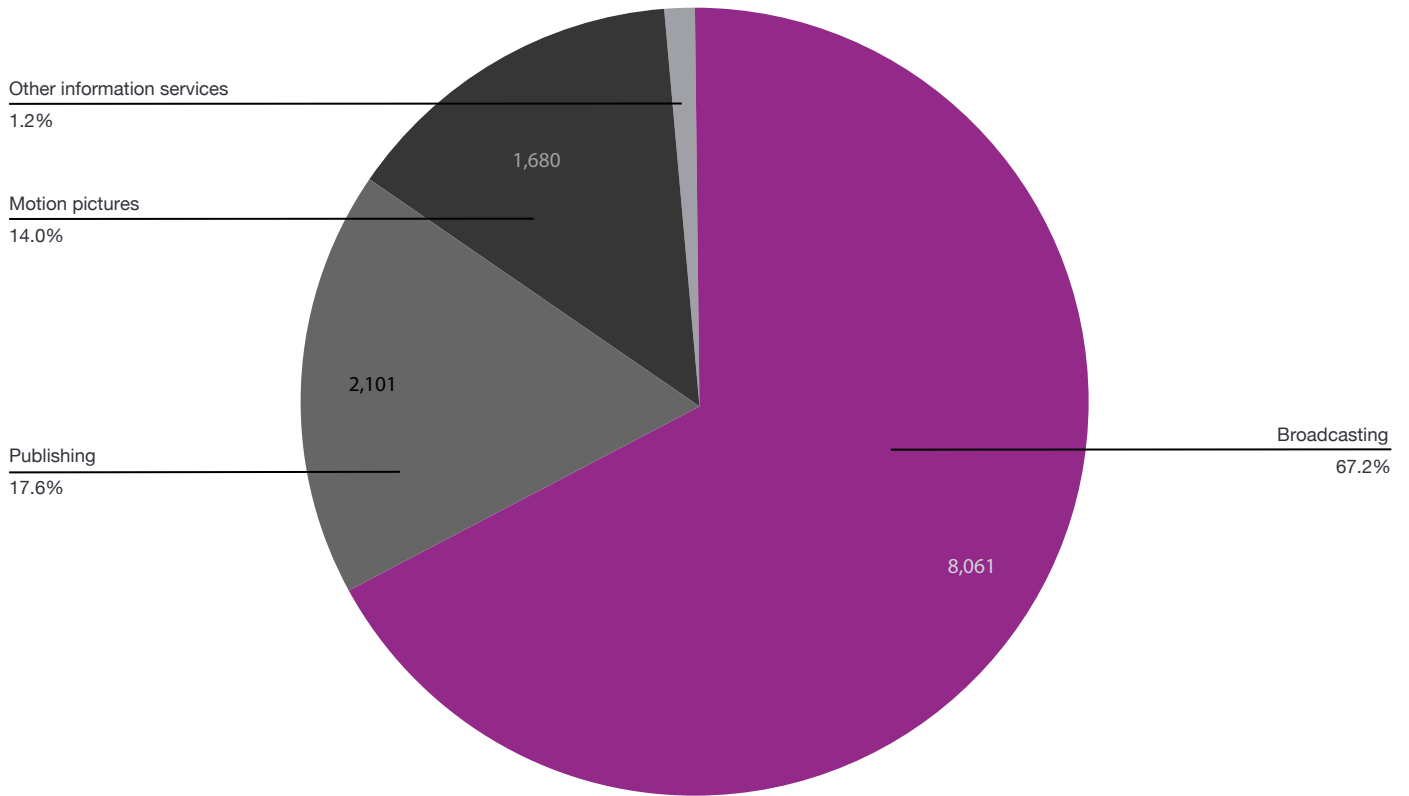
INFORMATION SERVICES

Radio Broadcasting establishments represent **65.4%** of the total.

Establishments in Information Services



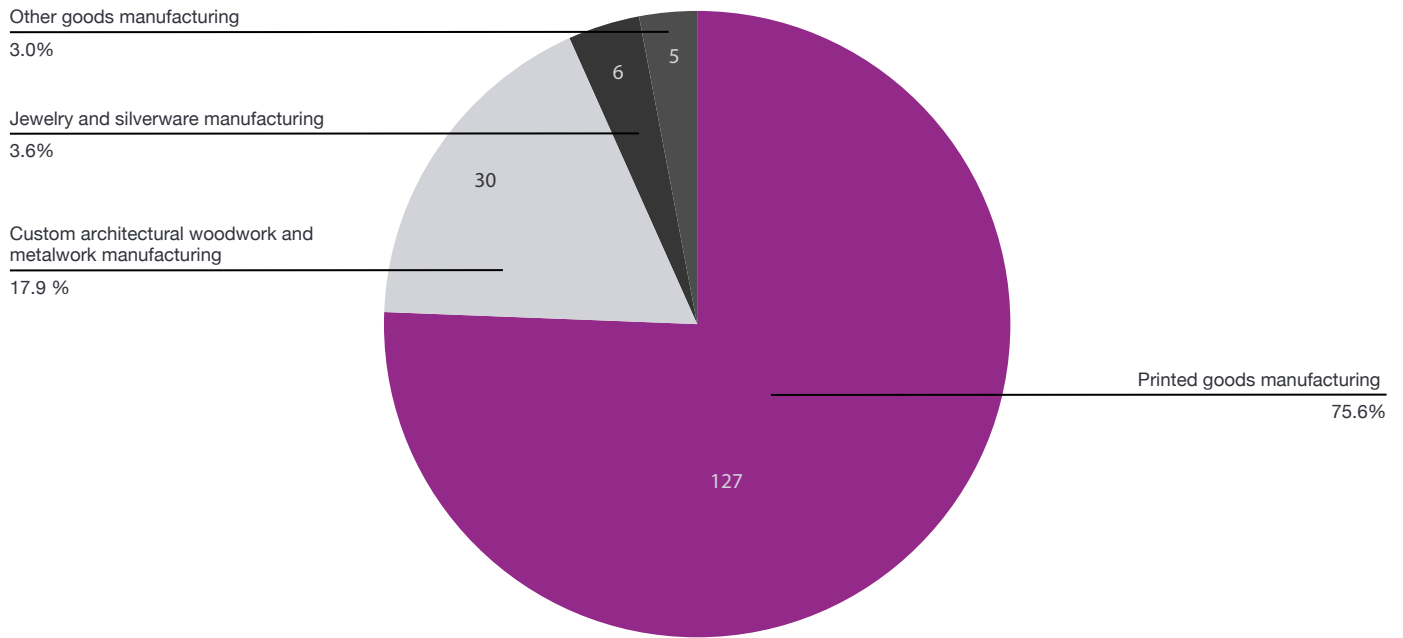
Jobs in Information Services



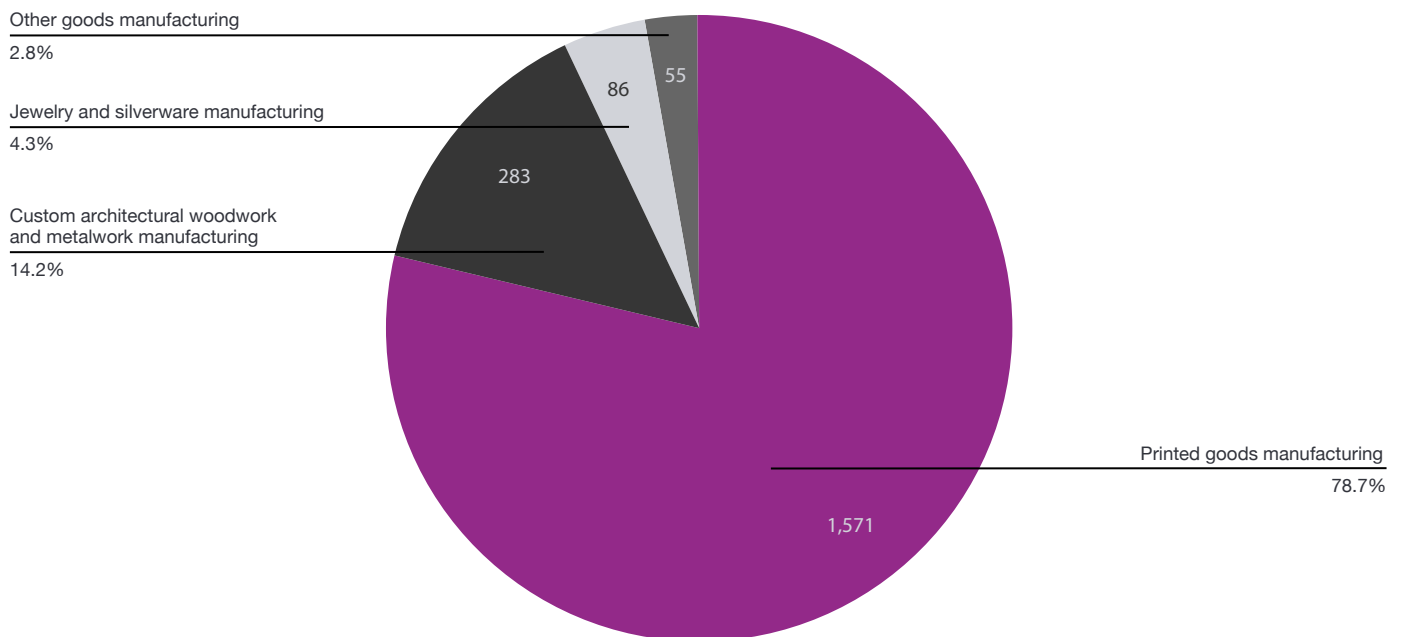
MANUFACTURING

Printed goods manufacturing represents 75.6% of establishments in this sector and **78.7%** of jobs.

Establishments in Manufacturing



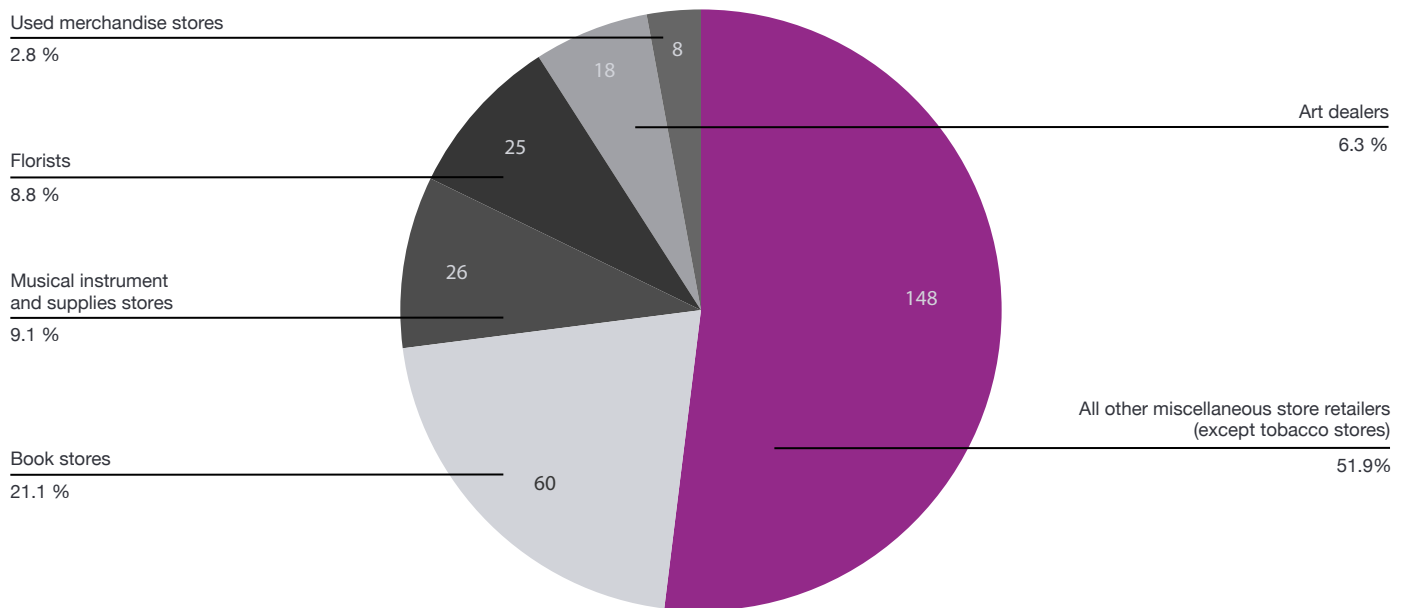
Jobs in Manufacturing



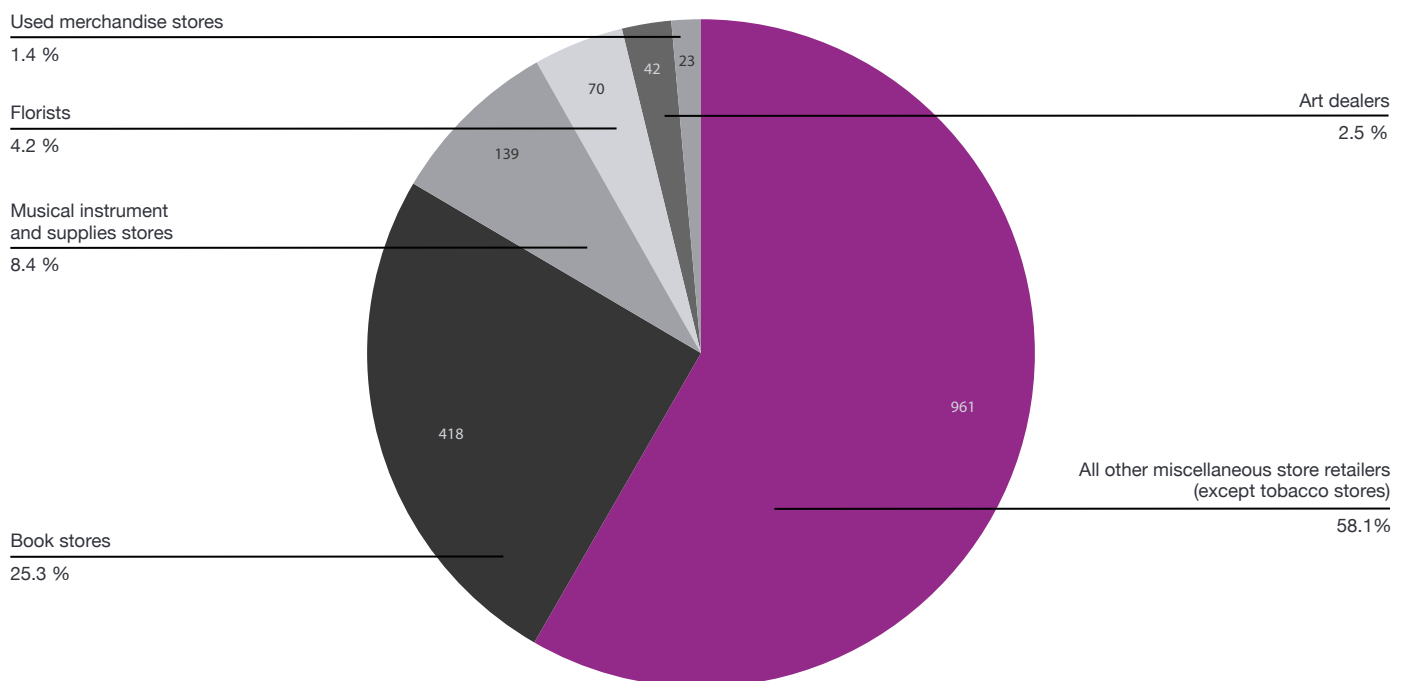
RETAIL SALES

285 locations and **1,653** retail sales employees are accounted for and distributed as follows:

Establishments in Retail Sales



Employees in Retail Sales



WHOLESALE INDUSTRIES

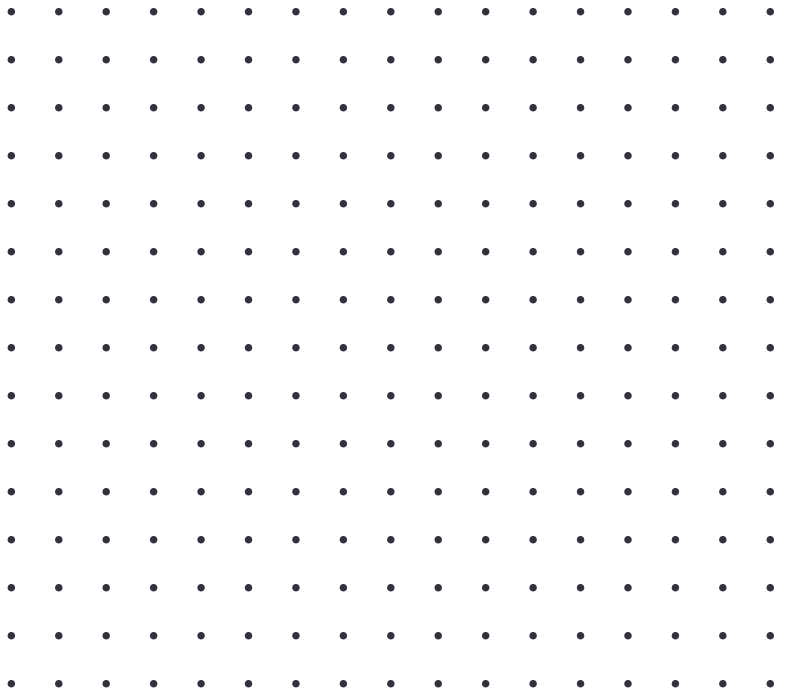
97 establishments that generate
814 jobs are accounted for.

RENT AND LEASE

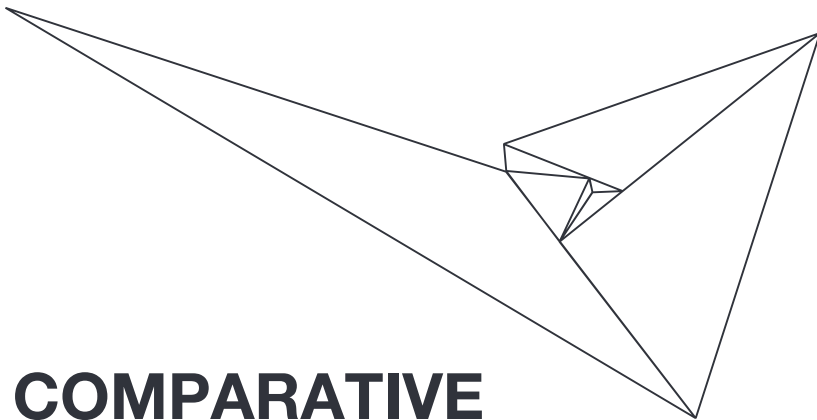
80 establishments that **generate**
406 jobs are accounted for.

OTHER SUPPORT SERVICES (Travel arrangements)

14 establishments that **generate 136**
jobs are accounted for.



07



**COMPARATIVE
ANALYSIS OF CULTURAL
AND CREATIVE ENTITIES
IN PUERTO RICO (2005-2020)**



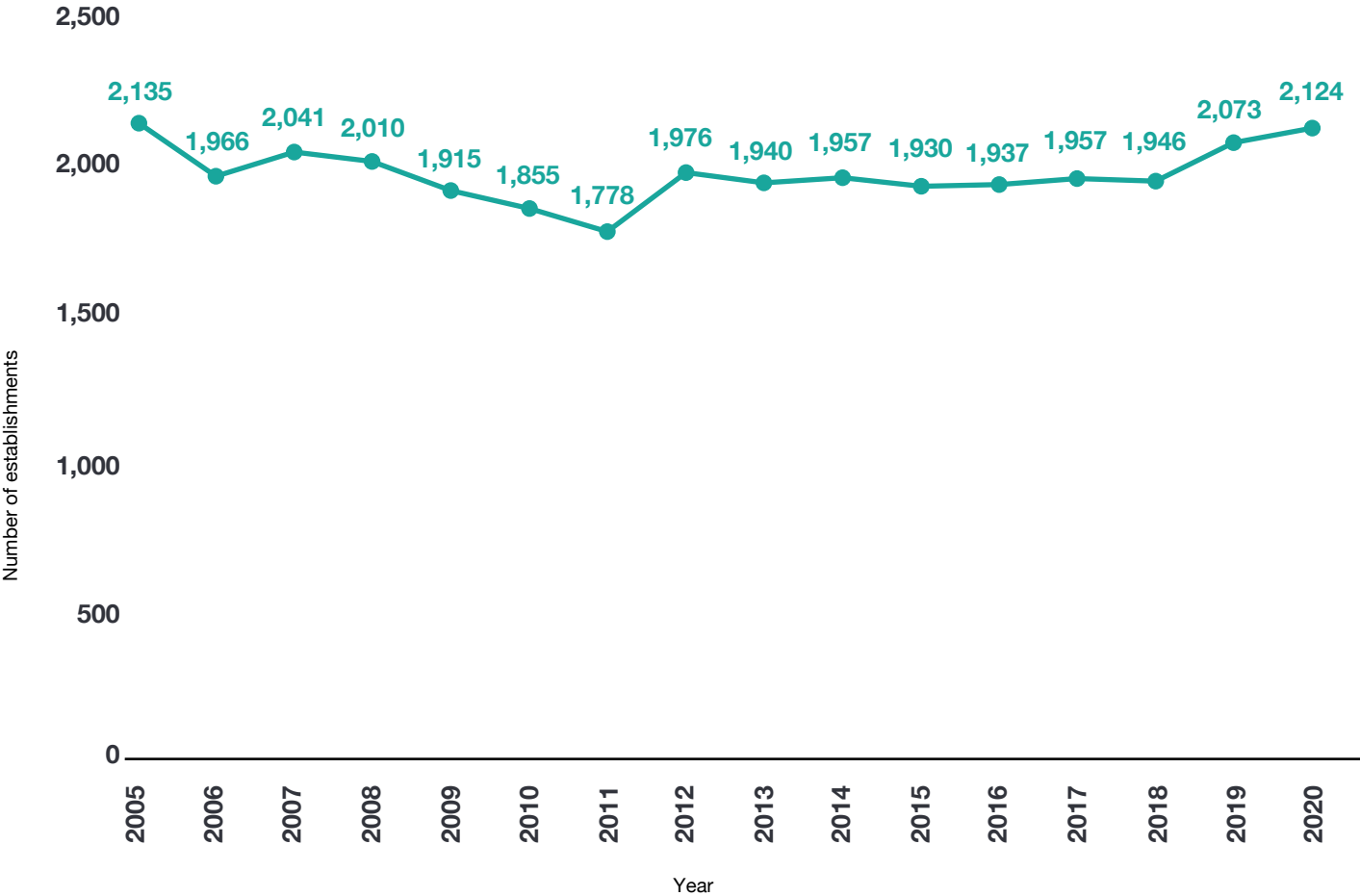
07

HOW MANY CULTURAL AND CREATIVE ESTABLISHMENTS ARE THERE IN PUERTO RICO?

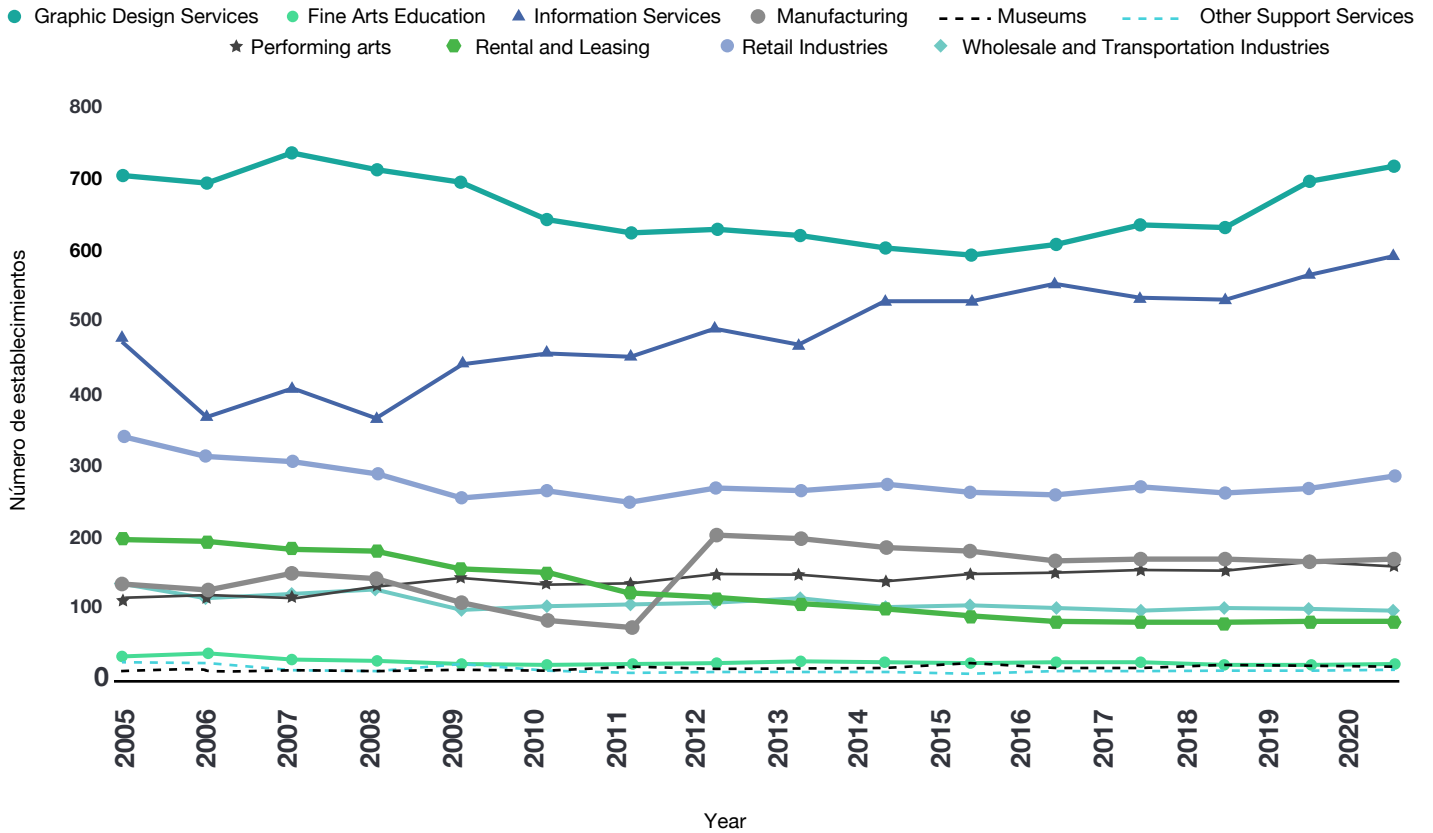
There are **2,124** establishments in the cultural and creative industries.

In the past 15 years the sector has had a slight reduction of **0.52%**.

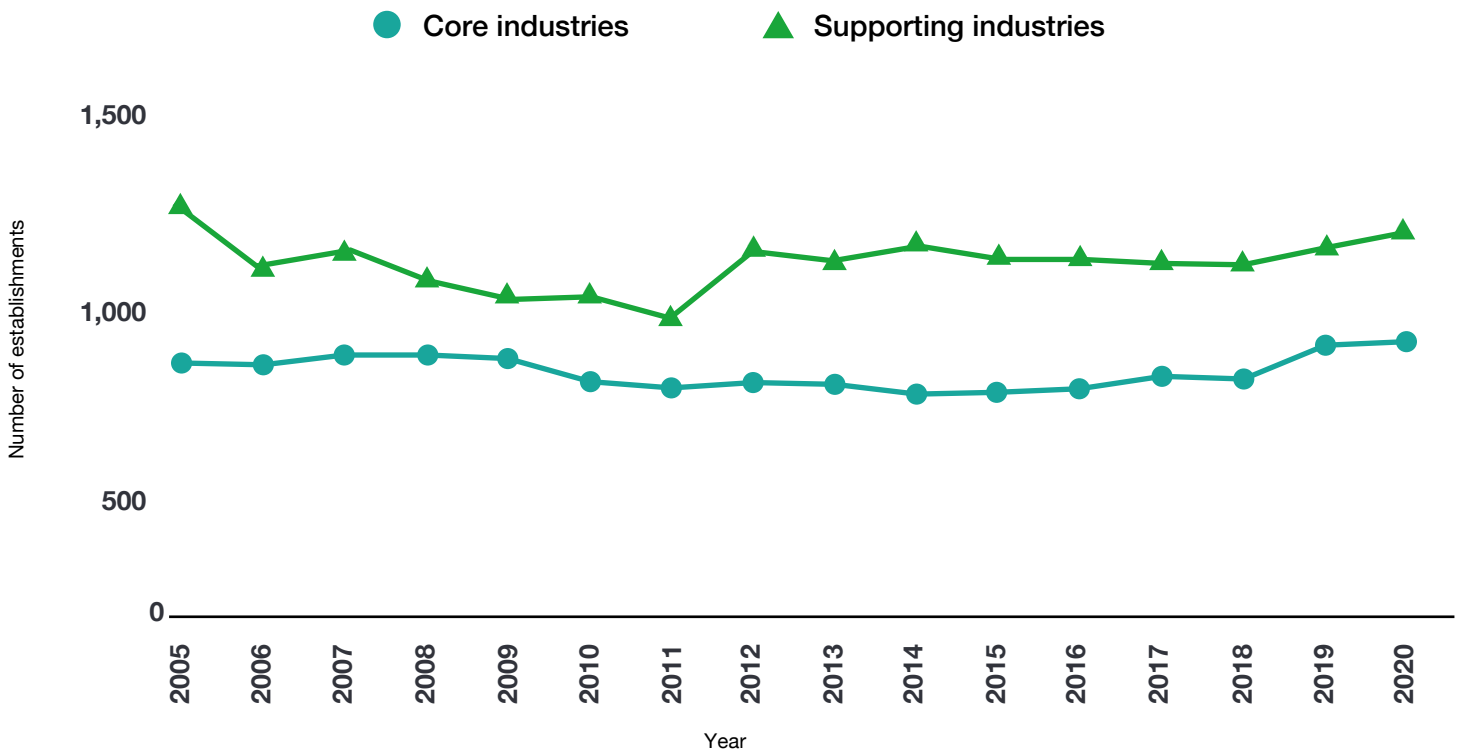
Total establishments in the cultural and creative industries



Establishments by sector in the cultural and creative industries



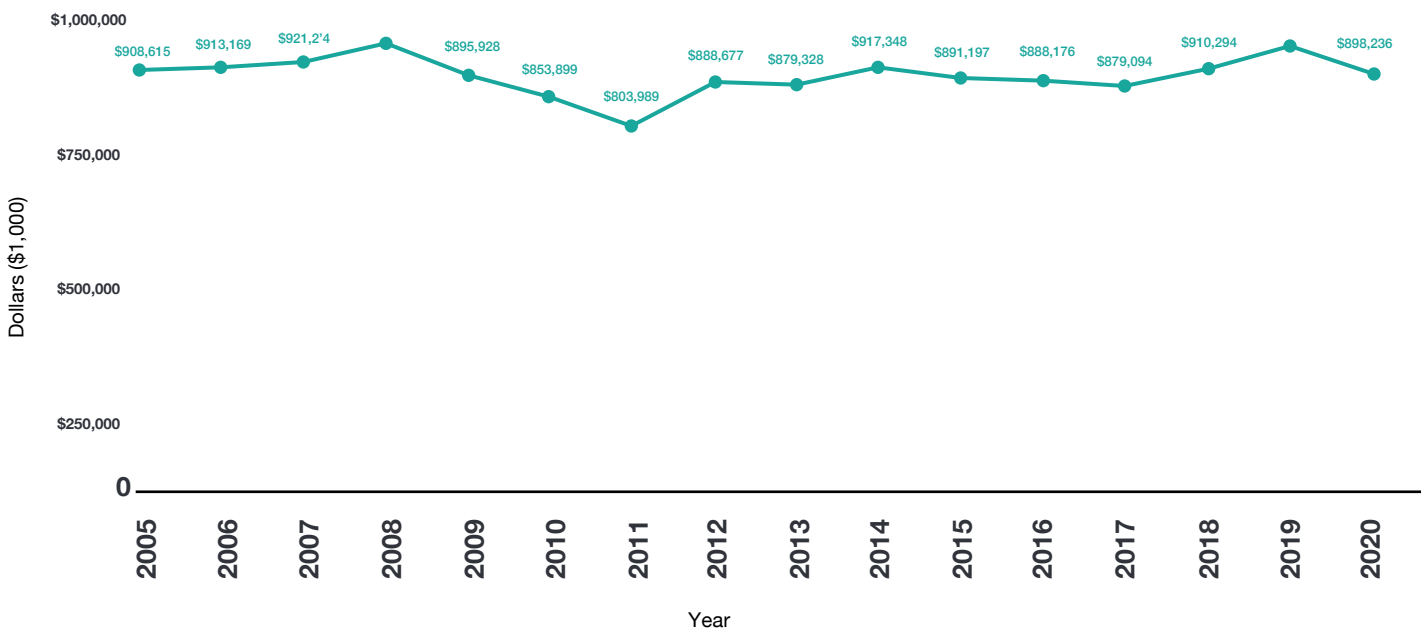
Number of establishments by core and support industries



HOW MUCH DO THEY SPEND ON PAYROLL?

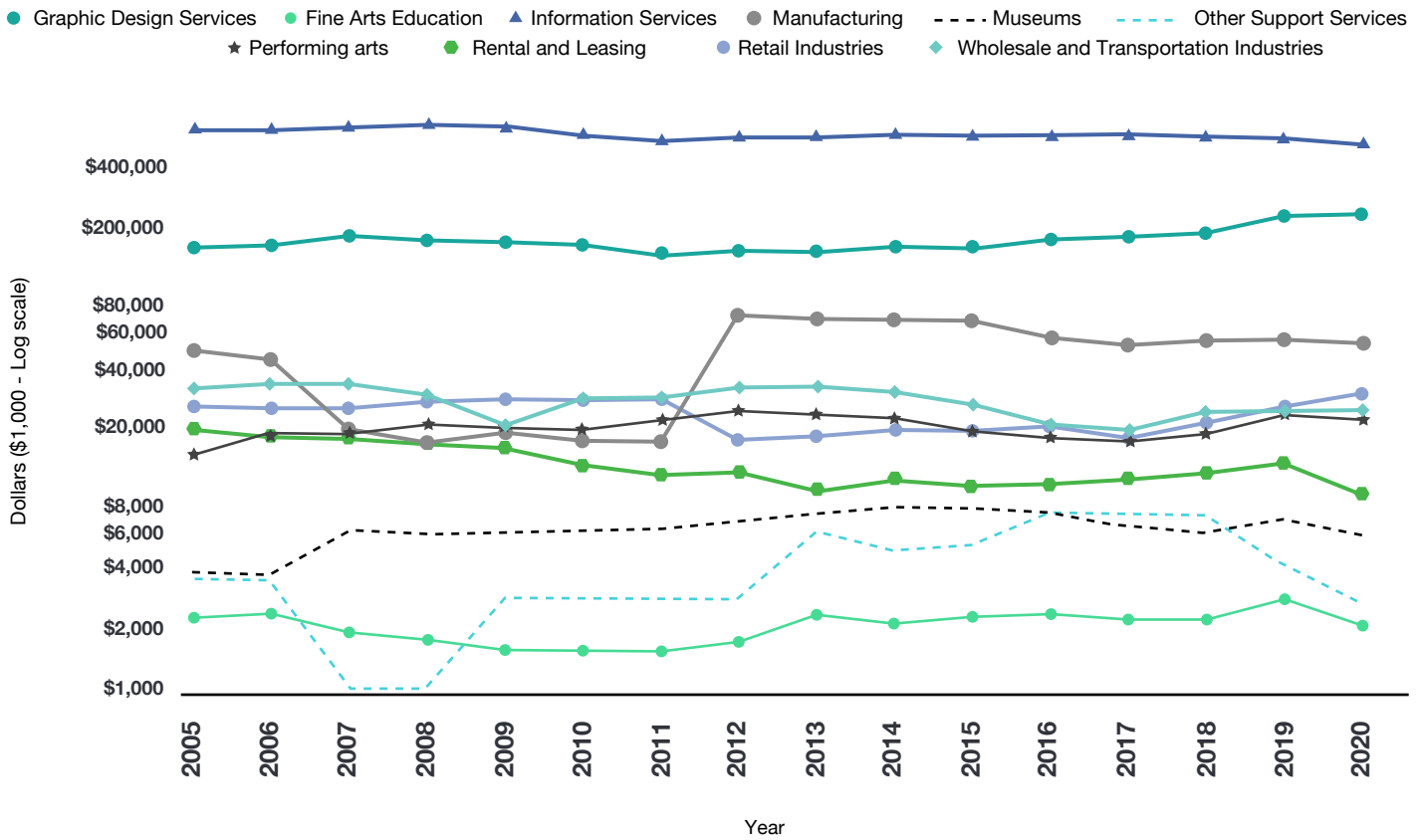
- ◆ The total payroll for cultural and creative industries is **\$898.2** million, which represents a reduction of **1.14%** compared to the year 2005.
- ◆ The total payroll in core industries amounts to **\$259.5** million and in support industries to \$638,7 million, this equals an increase of 44.4% and a decrease of 12.4% compared to the year 2005, respectively.
- ◆ The *Information* sector has the highest payroll with **\$521** million.
- ◆ The *Performing Arts* has had an increase of **41.2%** compared to the year 2005.
- ◆ The *Museums* industry is the sector with the highest growth in payroll: **58.2%** compared to the year 2005.

Total payroll of cultural and creative industries (\$1,000)

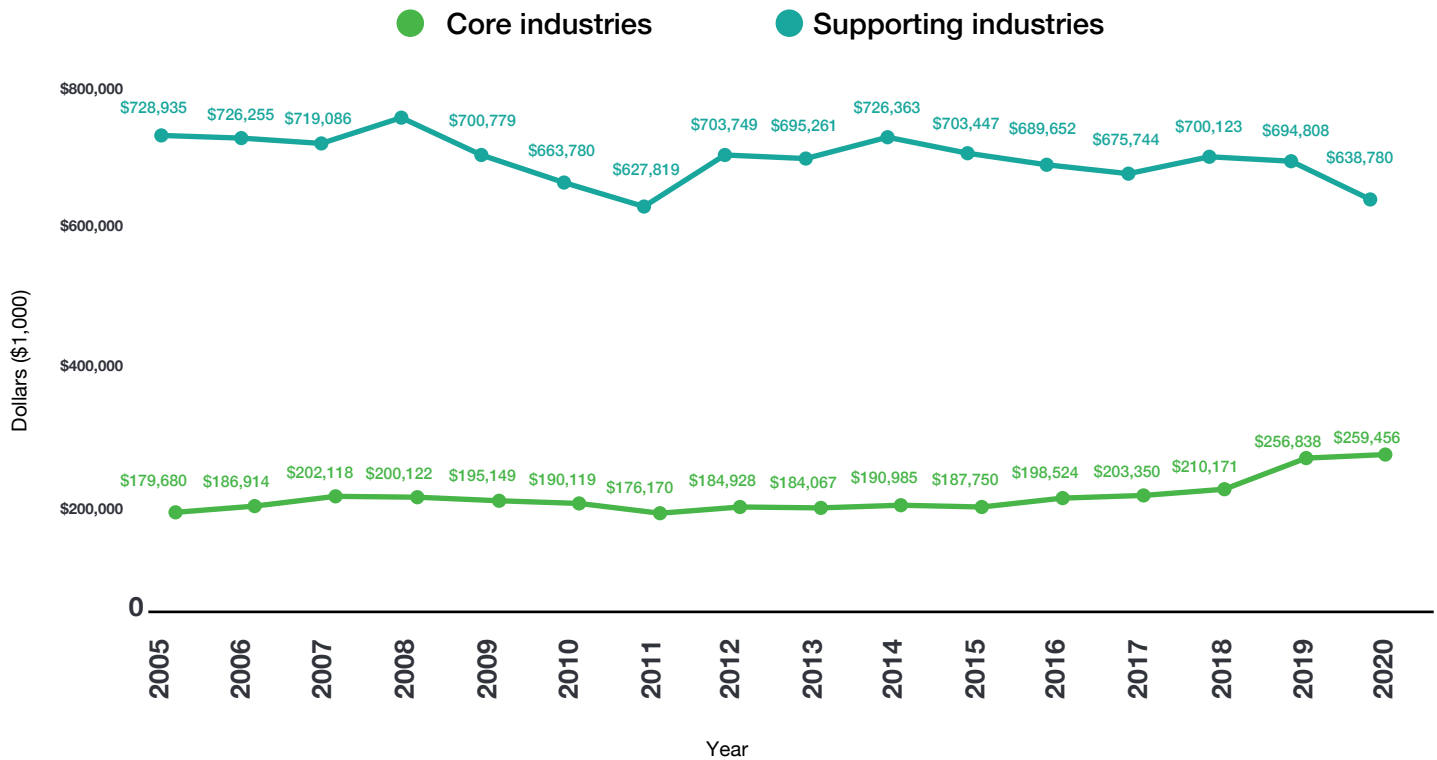


Payroll by sector in the cultural and creative industries

(\$1,000 - logarithmic scale)



Payroll (\$1,000) by core and support industries



HOW MANY JOBS DO THESE ESTABLISHMENTS GENERATE?

It is estimated that there are **23,872** employees in creative industries.

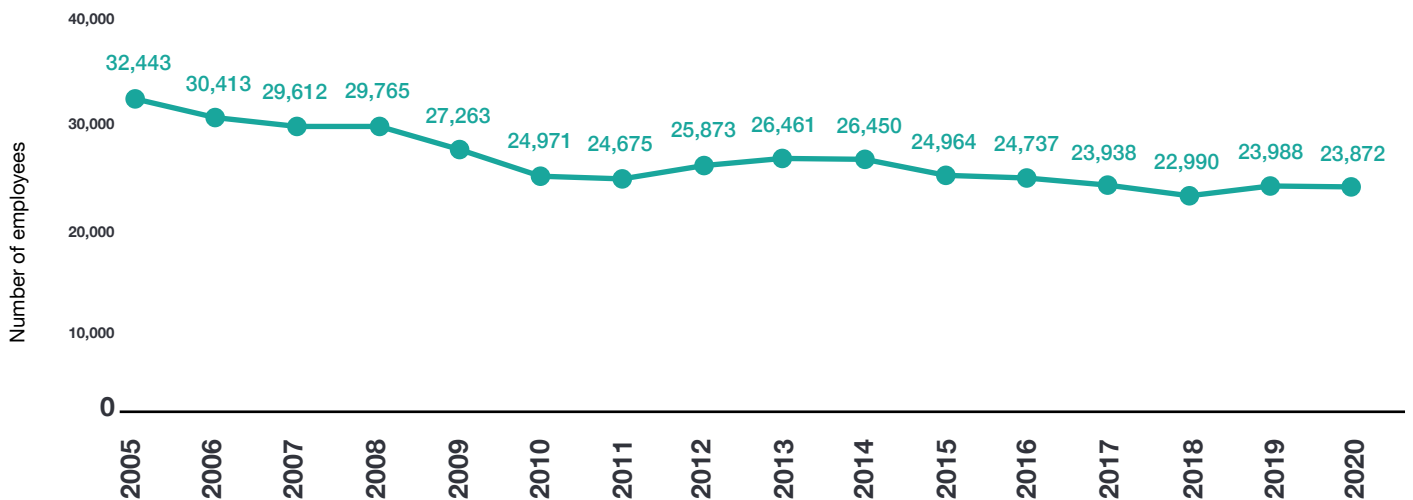
The total number of jobs for the year 2005 was **32,443**, which represents a reduction of 26.4% compared to the estimate for the year 2020.

A yearly (linear) reduction trend is observed in the total number of jobs. A reduction of **513** jobs is estimated per year.

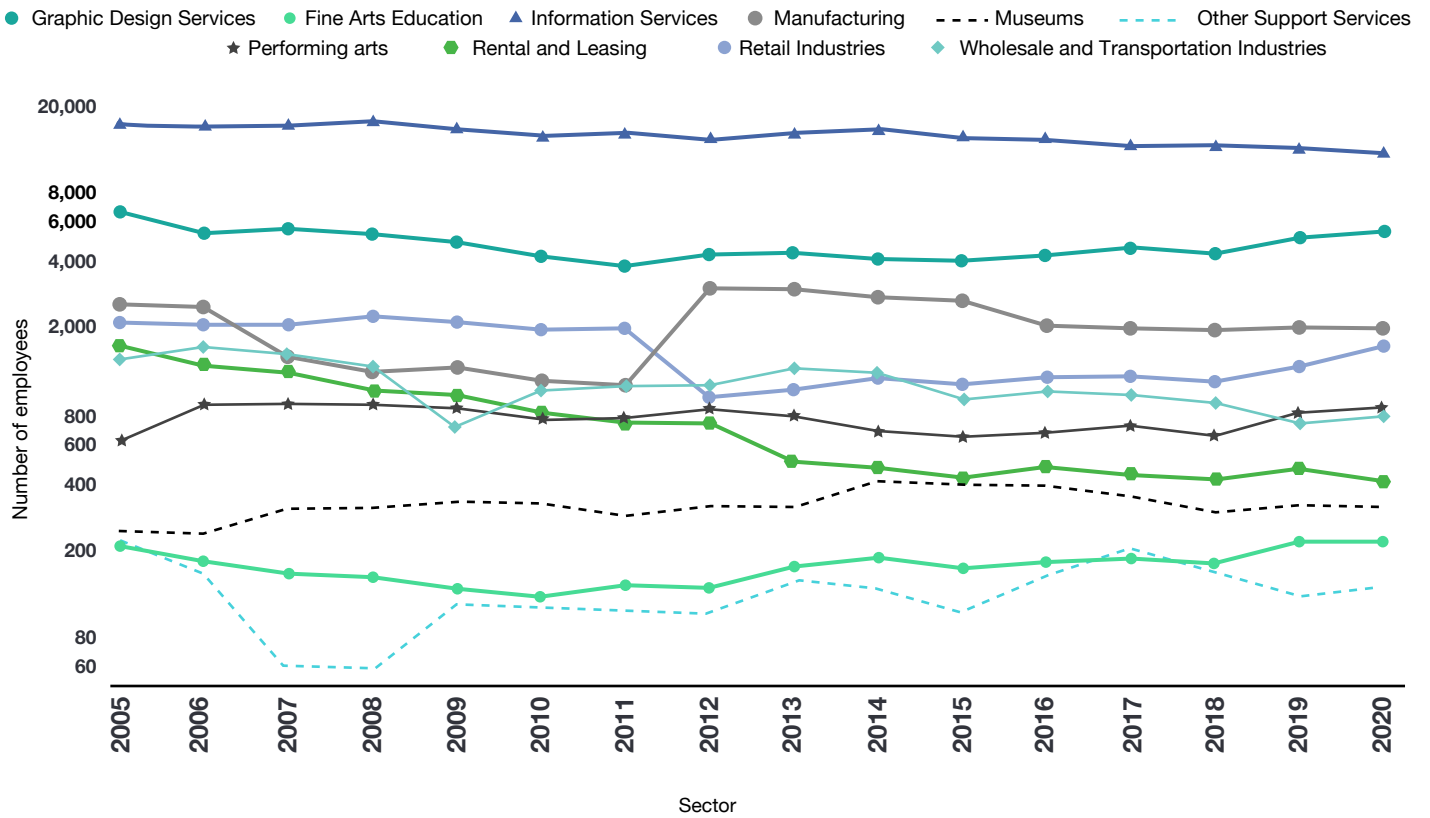
Unlike in the supporting industries, the total number of jobs in the main industries has increased in the past three years (2018-2020), with an average of **703** new jobs per year.

The sectors that increased the total number of employees between 2005-2020 were ***Performing Arts, Museums, and Fine Arts Education***.

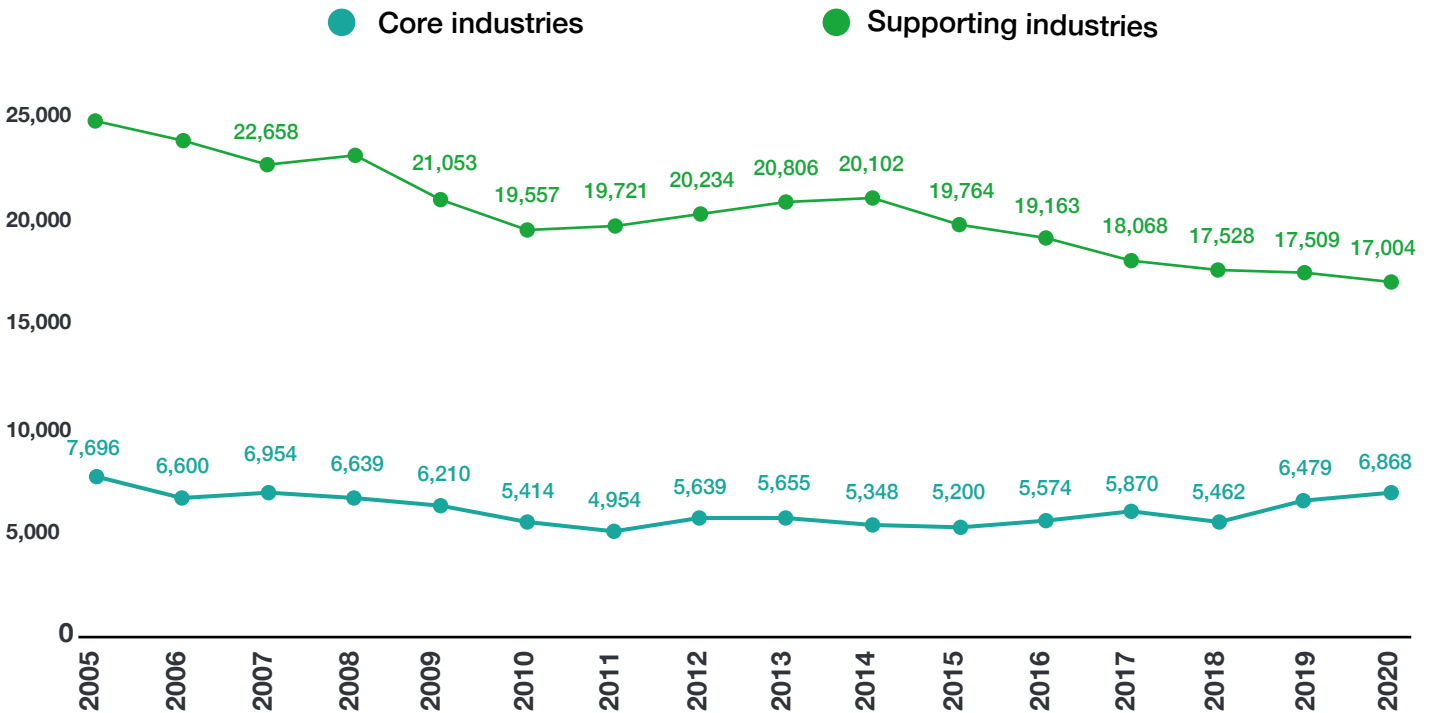
Total employment of cultural and creative industries



Jobs by sector in the cultural and creative industries (Log scale)



Total employment in the cultural and creative industries by main and supporting industries



WHAT IS THE AVERAGE SALARY?

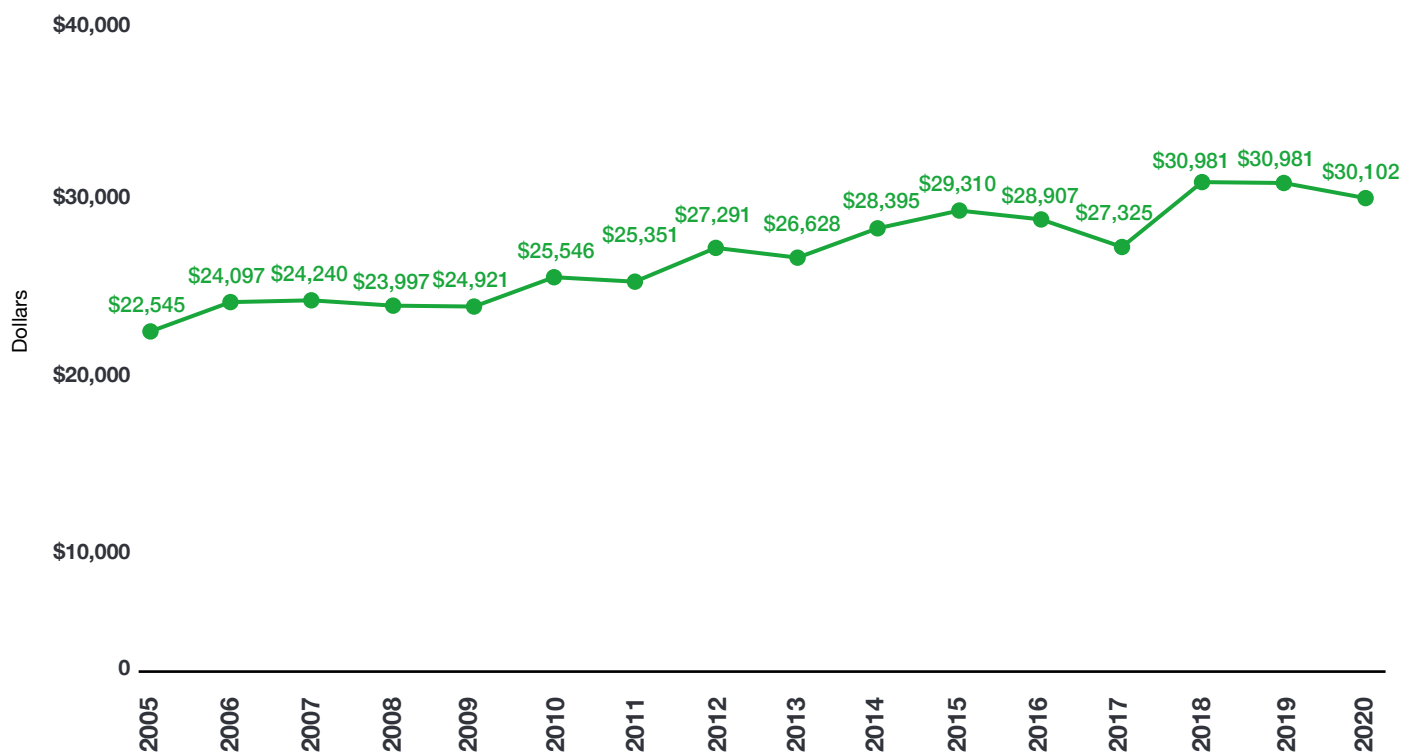
The highest average salary in the year 2020 was in the *Information Services* sector with **\$43,761** and at the same time, it is the only sector with an increase in average salary compared to the prior year.

The lowest average salary is in Fine Arts Education with **\$9,587**.

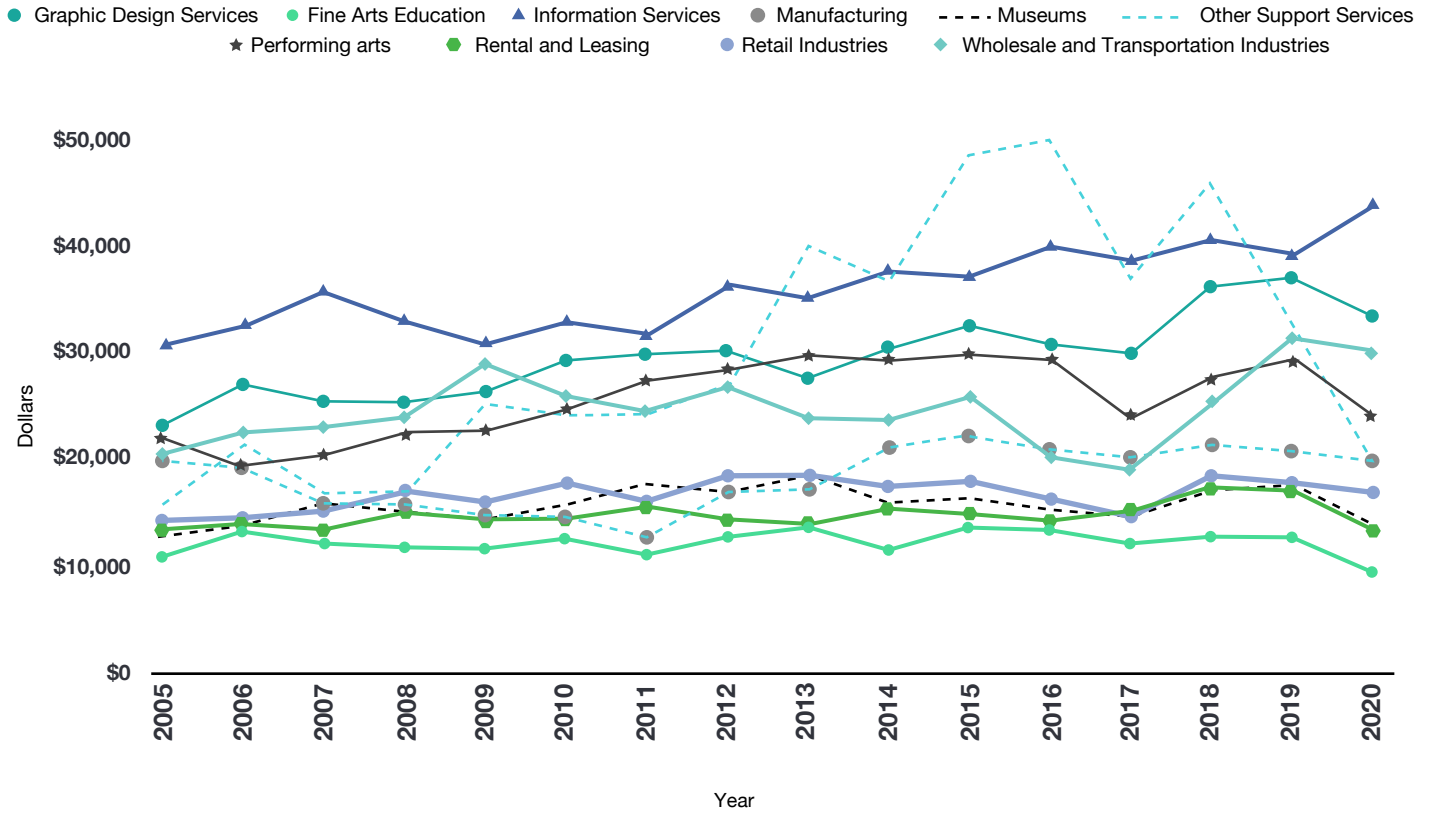
The average salary increased by **33.5%** compared to the year 2005.

An increase of **\$543** in average salary is estimated per year.

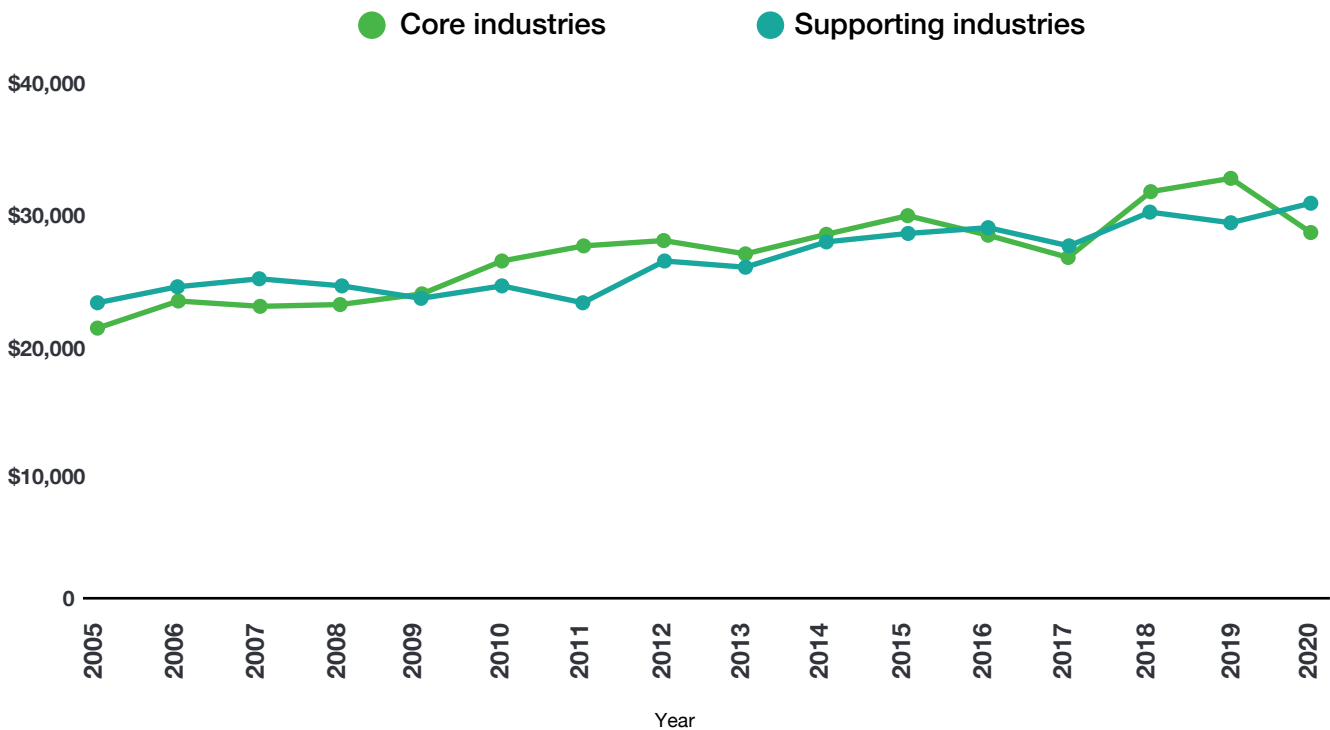
Average salary in the cultural and creative industries



Salario promedio por sector en las industrias culturales y creativas



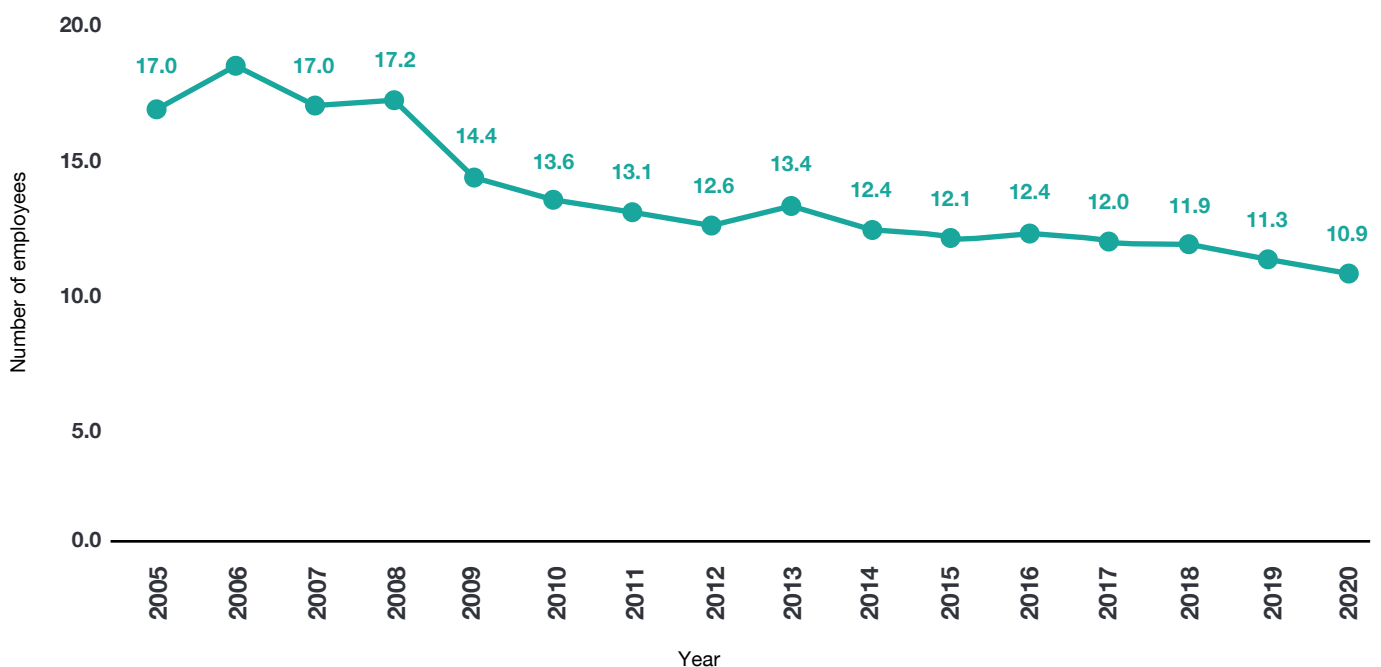
Total average salary of the cultural and creative industries by core and supporting industries



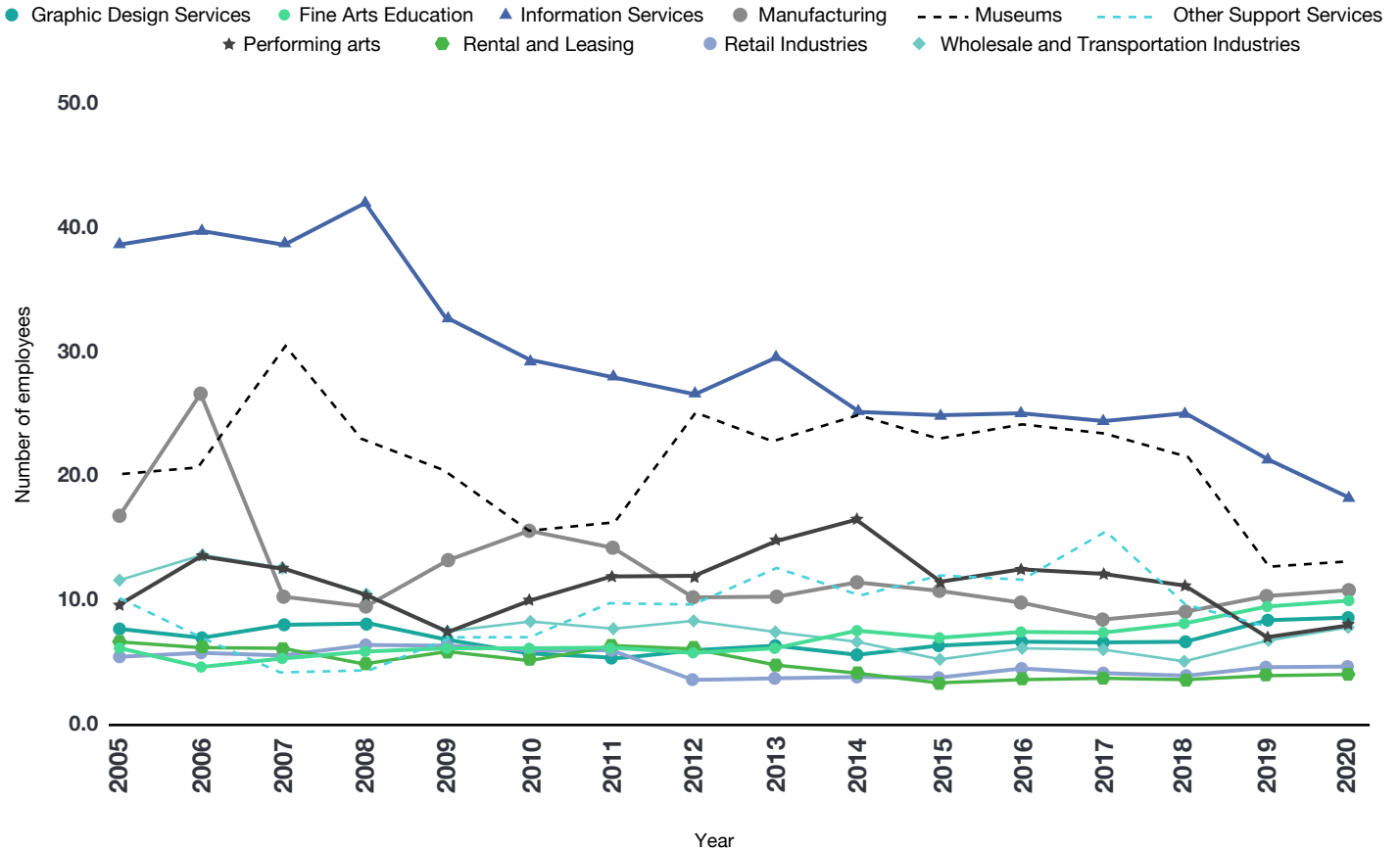
WHAT IS THE AVERAGE NUMBER OF EMPLOYEES PER ESTABLISHMENT?

- ◆ The average number of employees per establishment is **10.9**.
- ◆ The highest average is in the *Information Services* sector with **18.2**, followed by *Museums* with **13.3**
- ◆ In the supporting industries, since 2005 there has been a decrease in the average number of jobs per establishment at a rate of **0.8** per year.
- ◆ The lowest average number of employees per establishment is in the *Rent and Lease sectors* with **4.2**, followed by *Retail Industries* with an average of **4.5**.

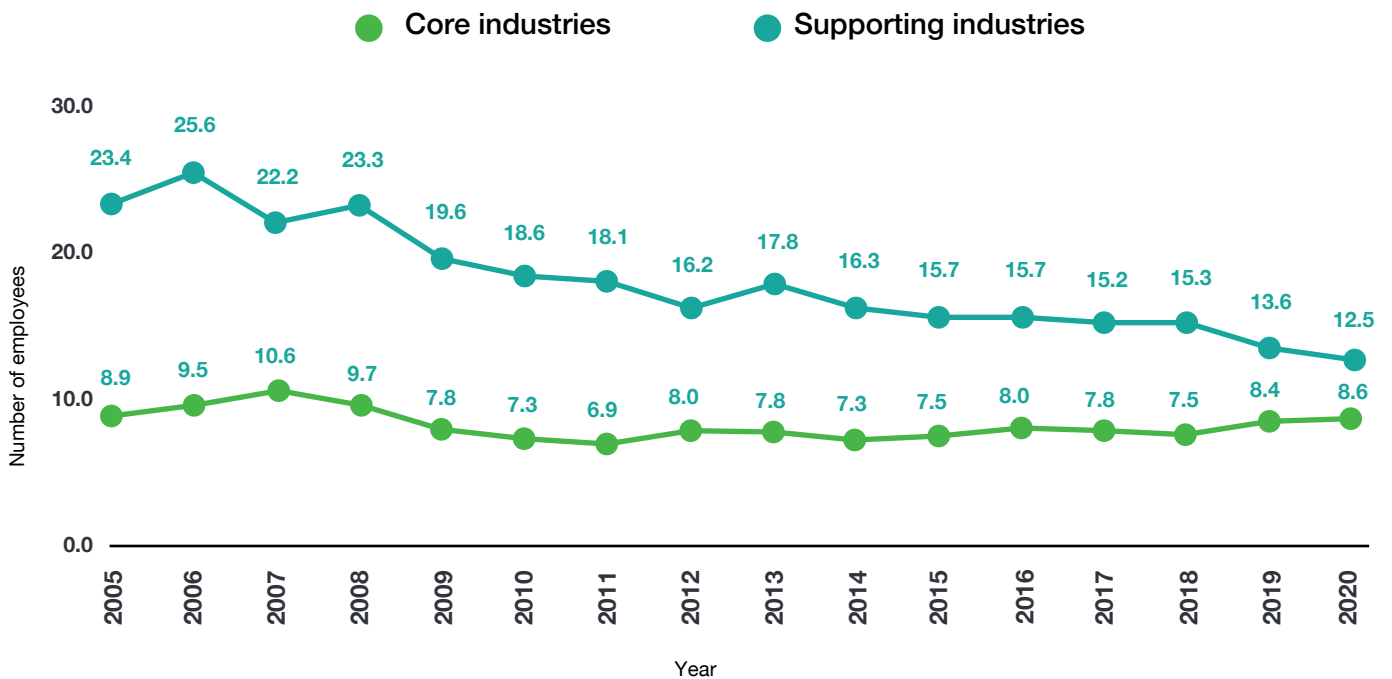
**Total average number of employees per establishment
in the cultural and creative industries**



Average number of employees per establishments by sector



Average number of employees per establishment in core and supporting industries

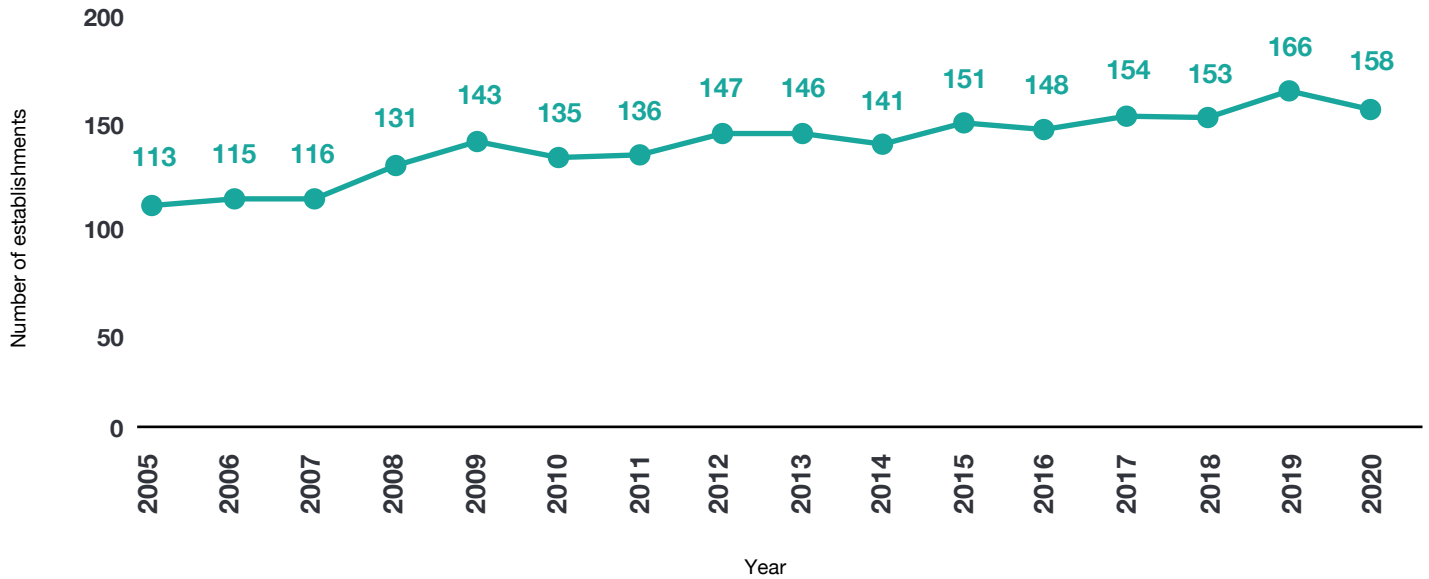


ANALYSIS BY SECTOR

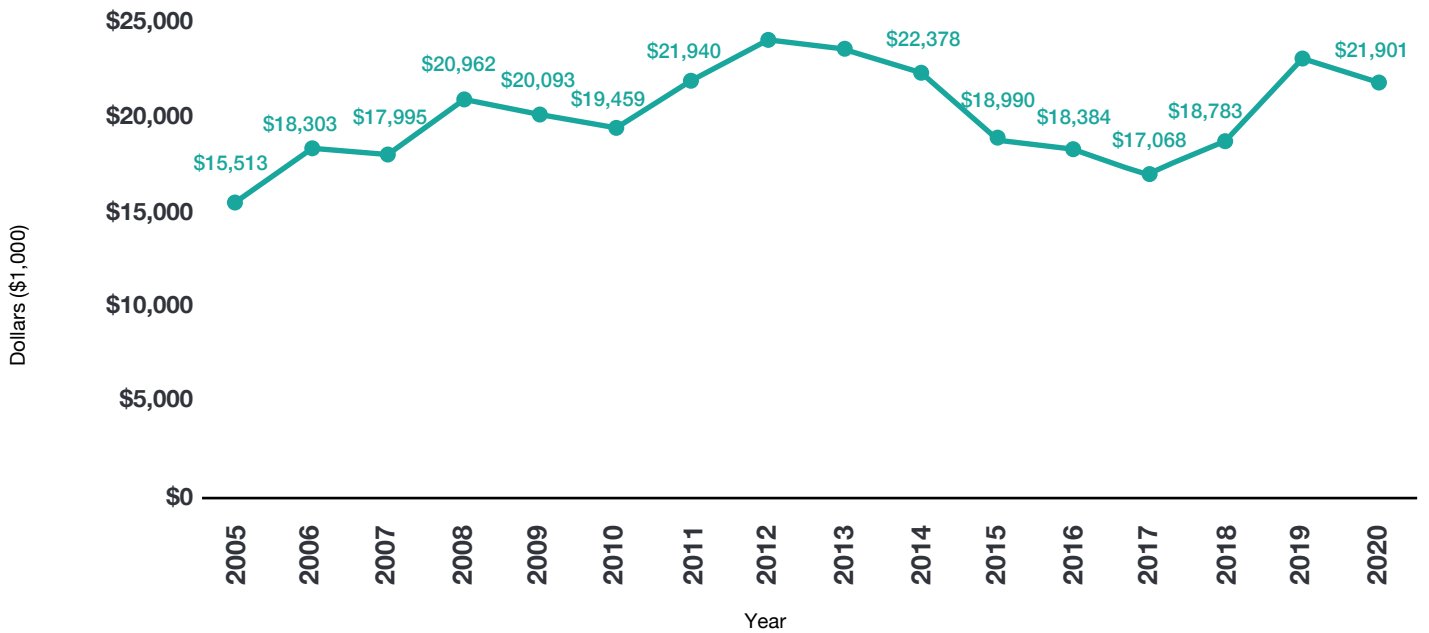
MAIN INDUSTRIES

PERFORMING ARTS

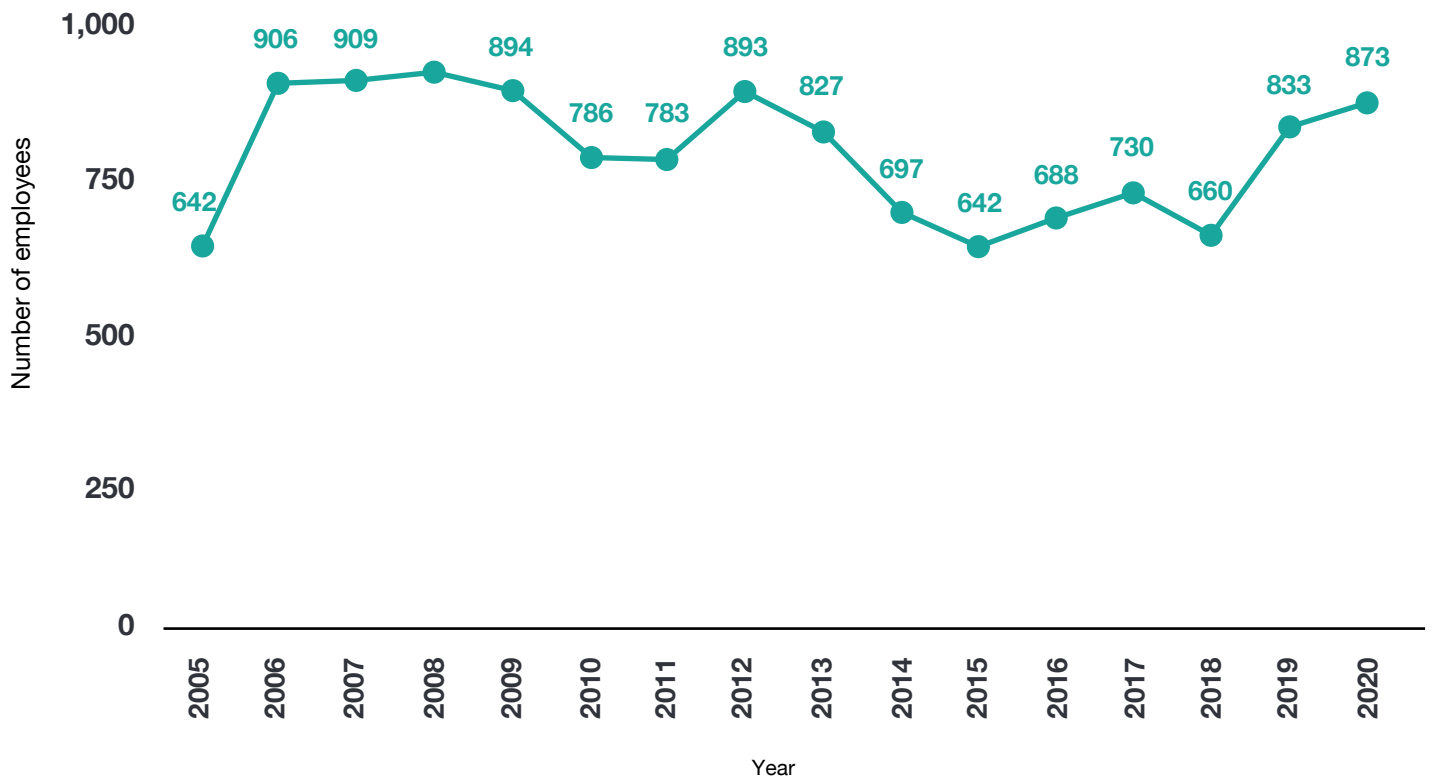
Total establishments in performing arts



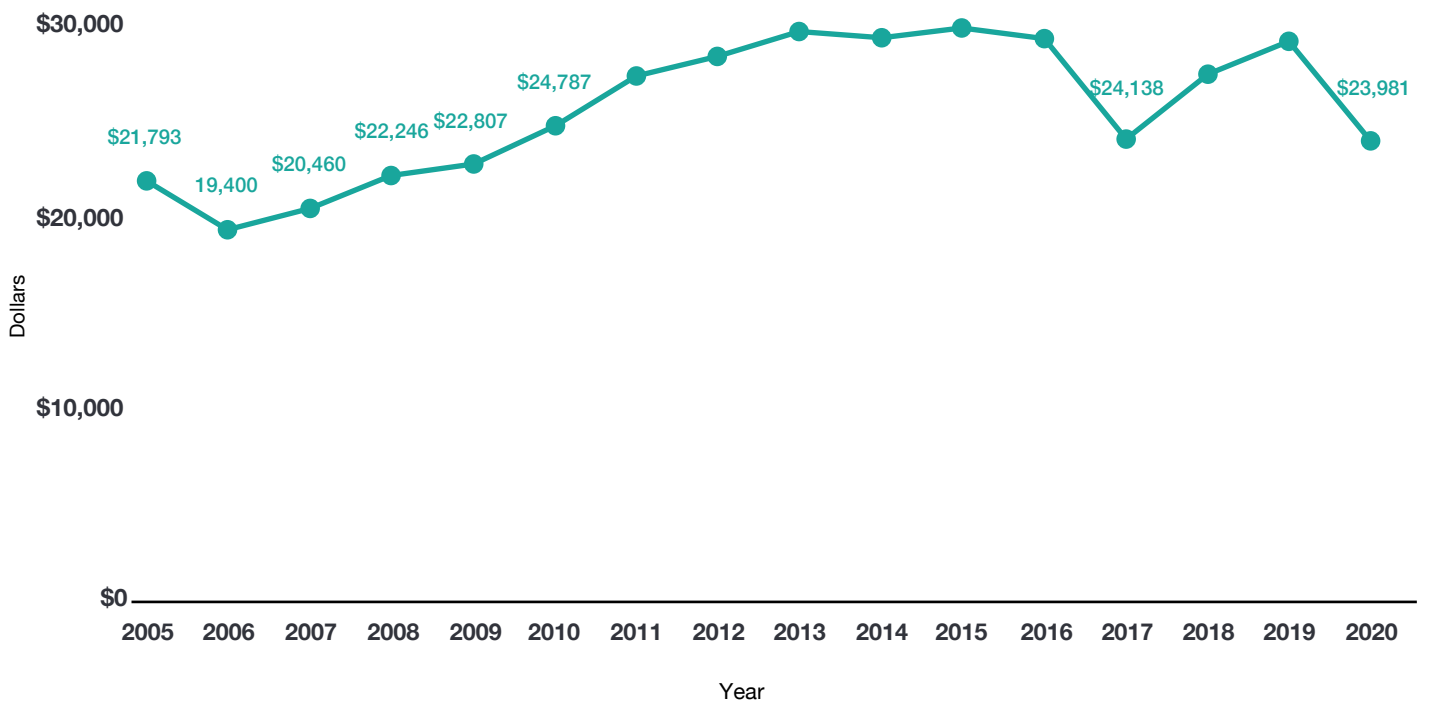
Total payroll in performing arts (\$1,000)



Total employees in performing arts



Average salary in performing arts

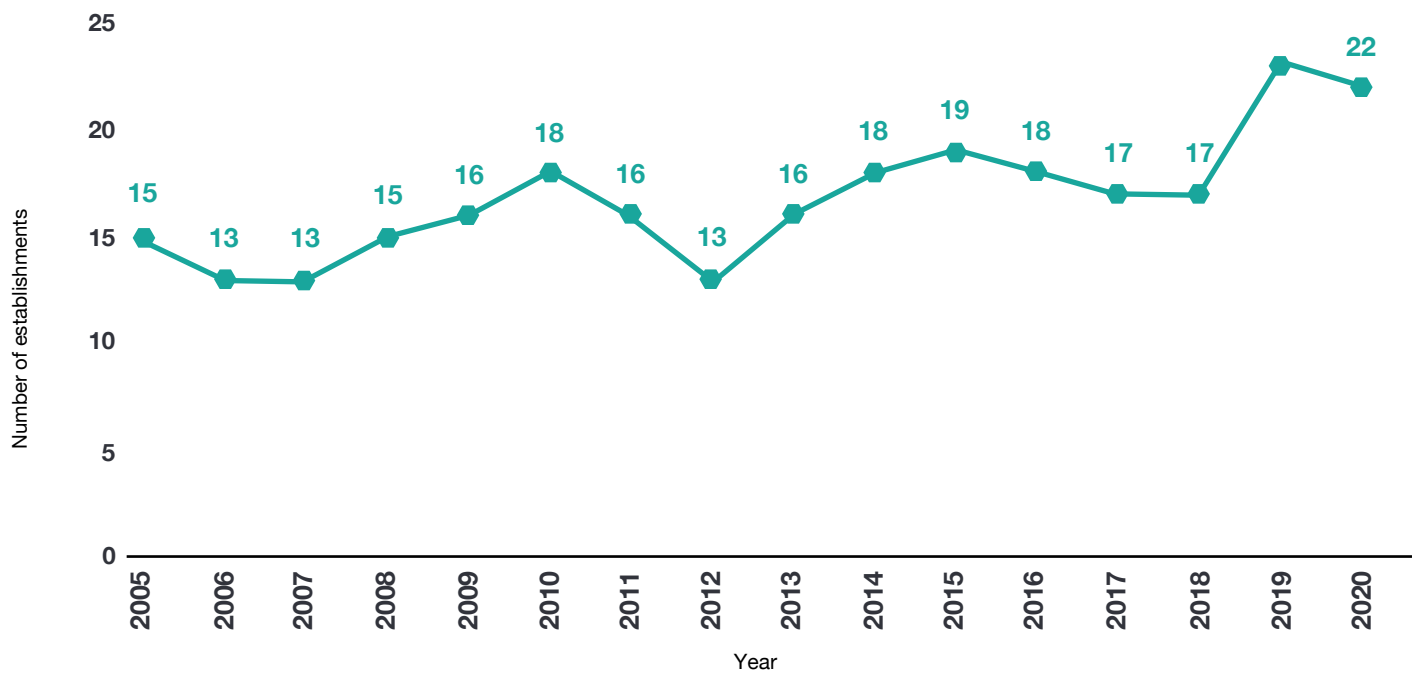


Average number of employees per establishments in performing arts

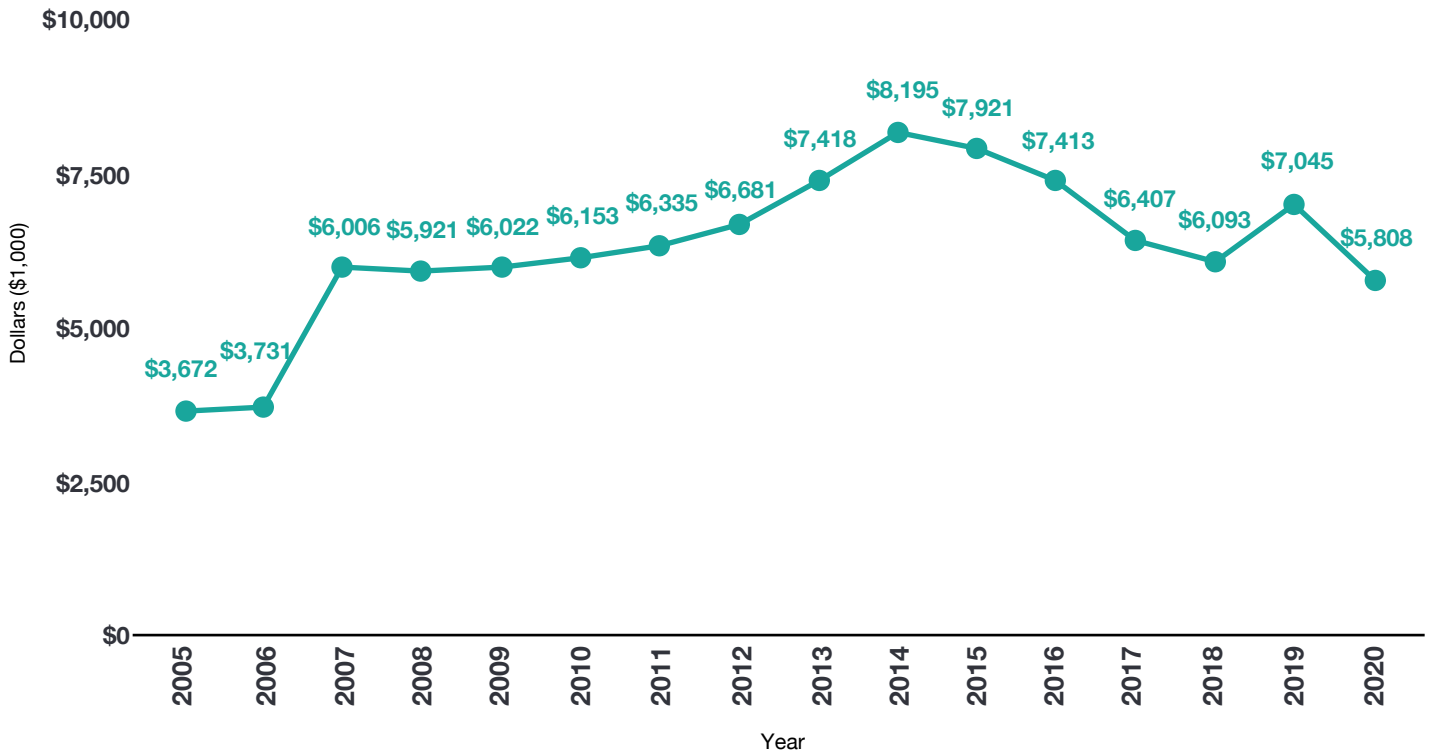


MUSEUMS

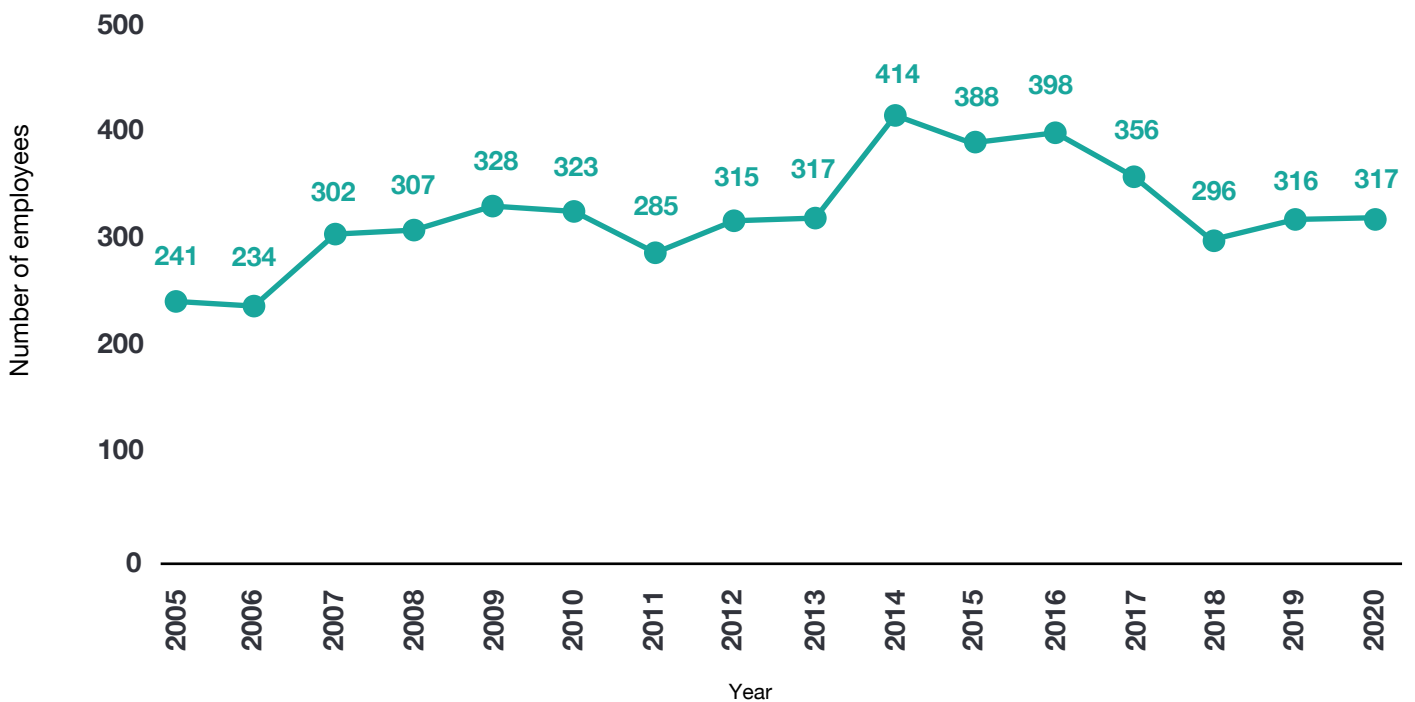
Total establishments in museums



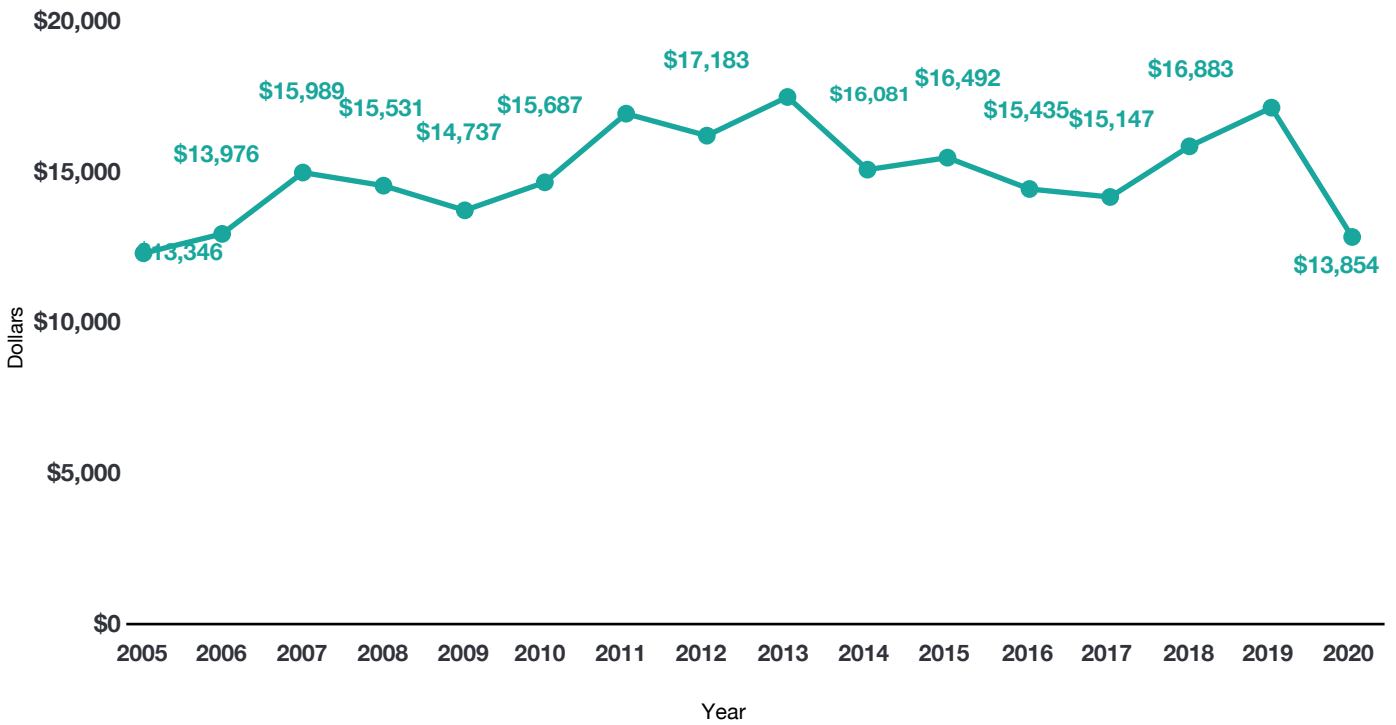
Total payroll in museum (\$1,000)



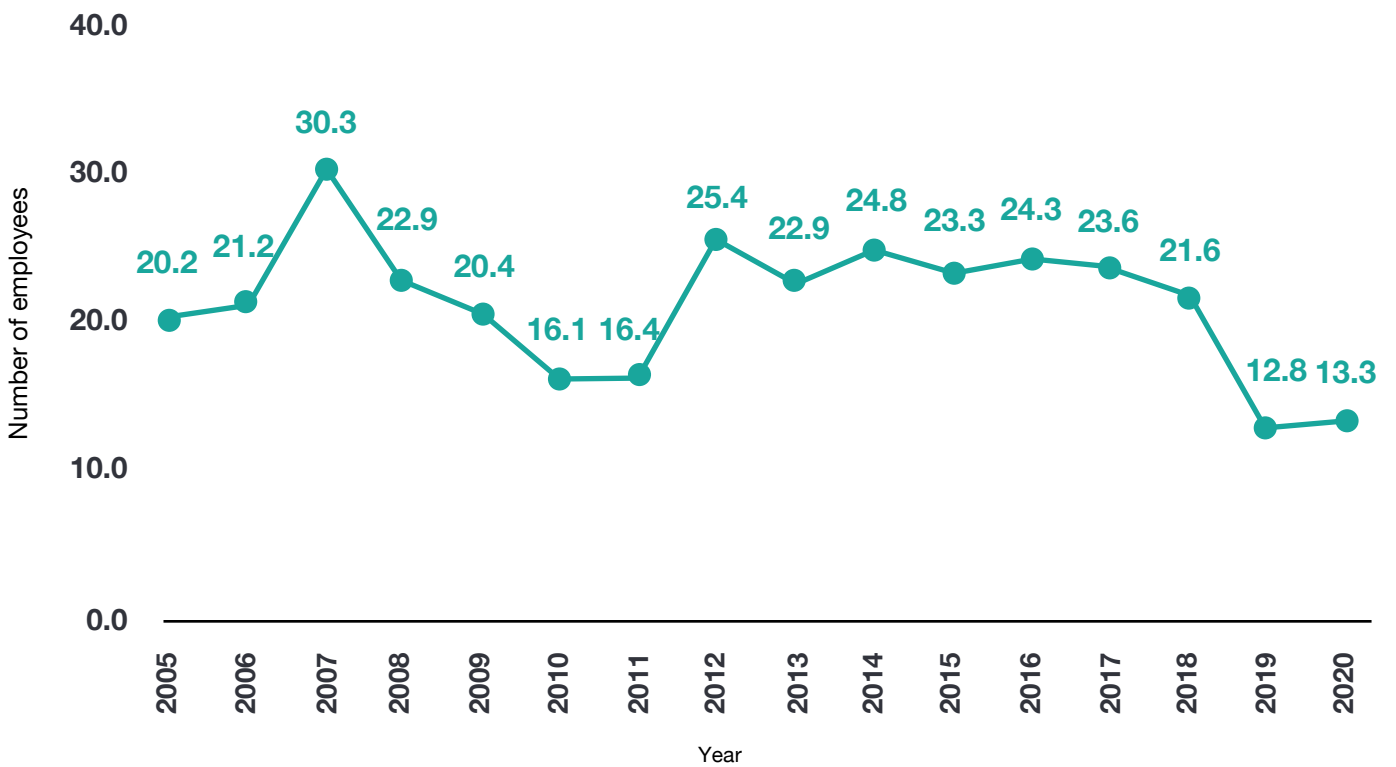
Total employees in museums



Average salary in museums

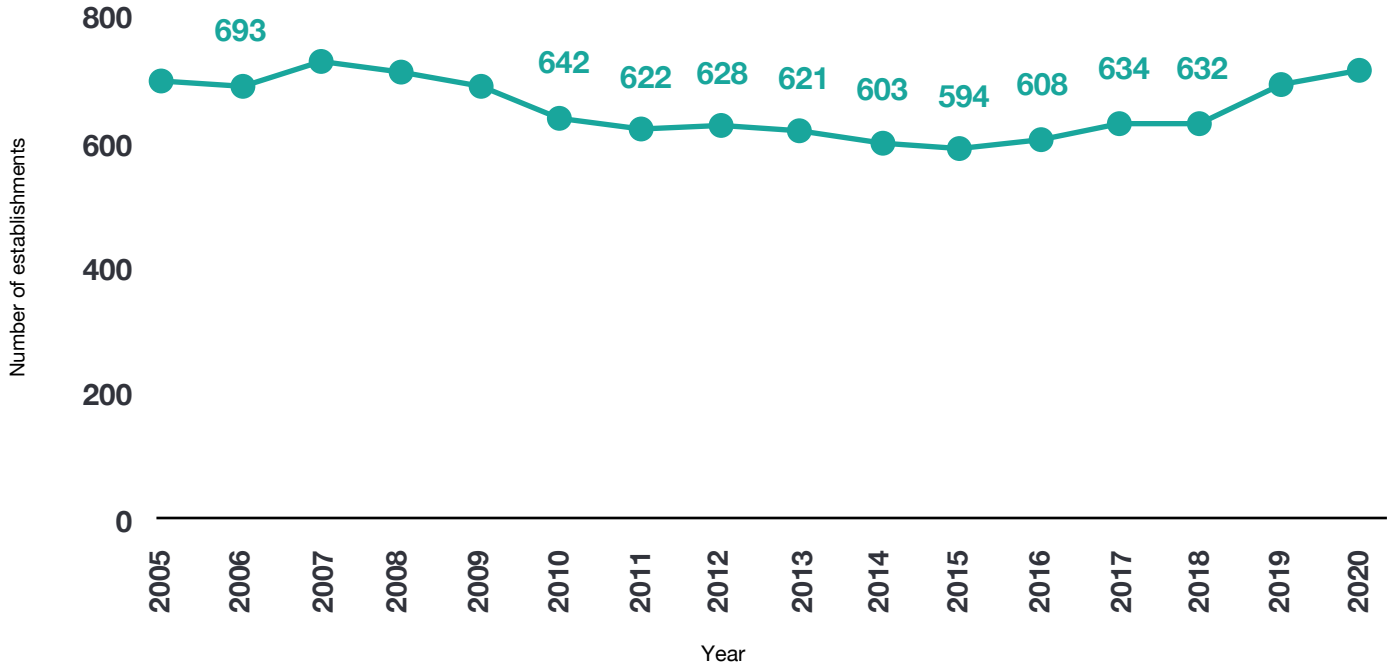


Average number of employees per establishments in museums

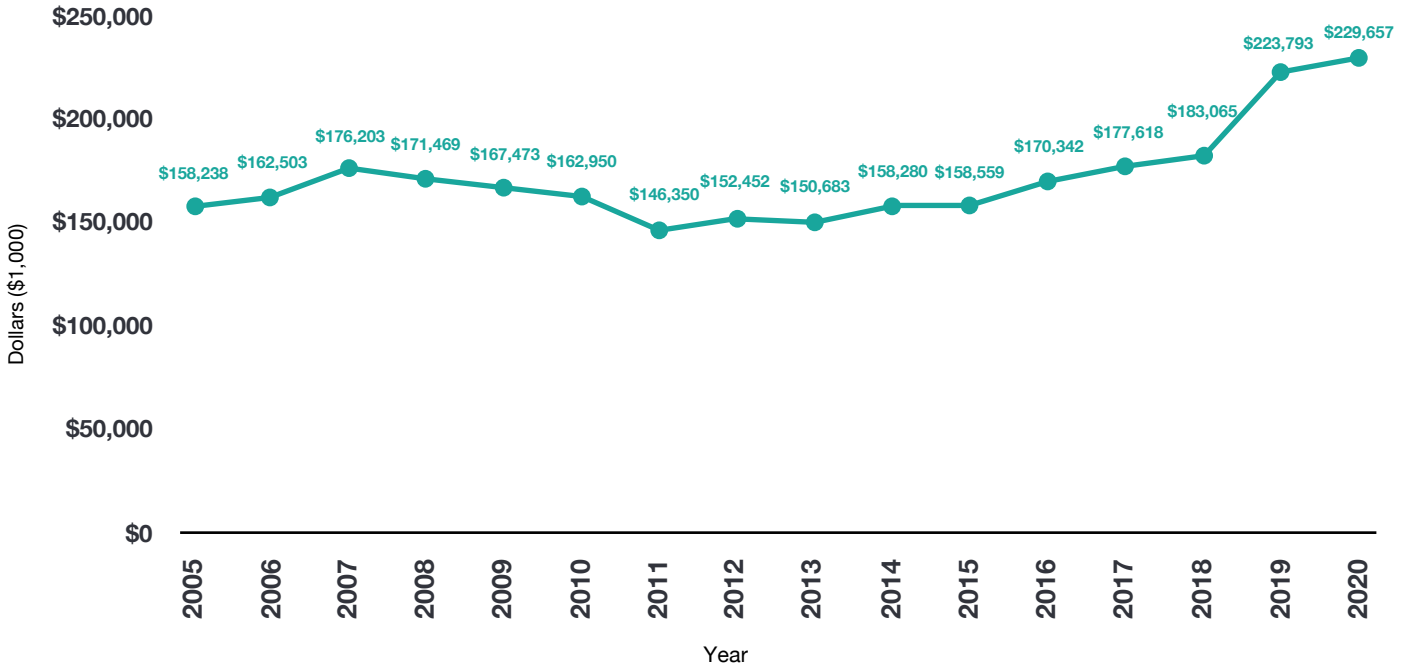


DESIGN SERVICES

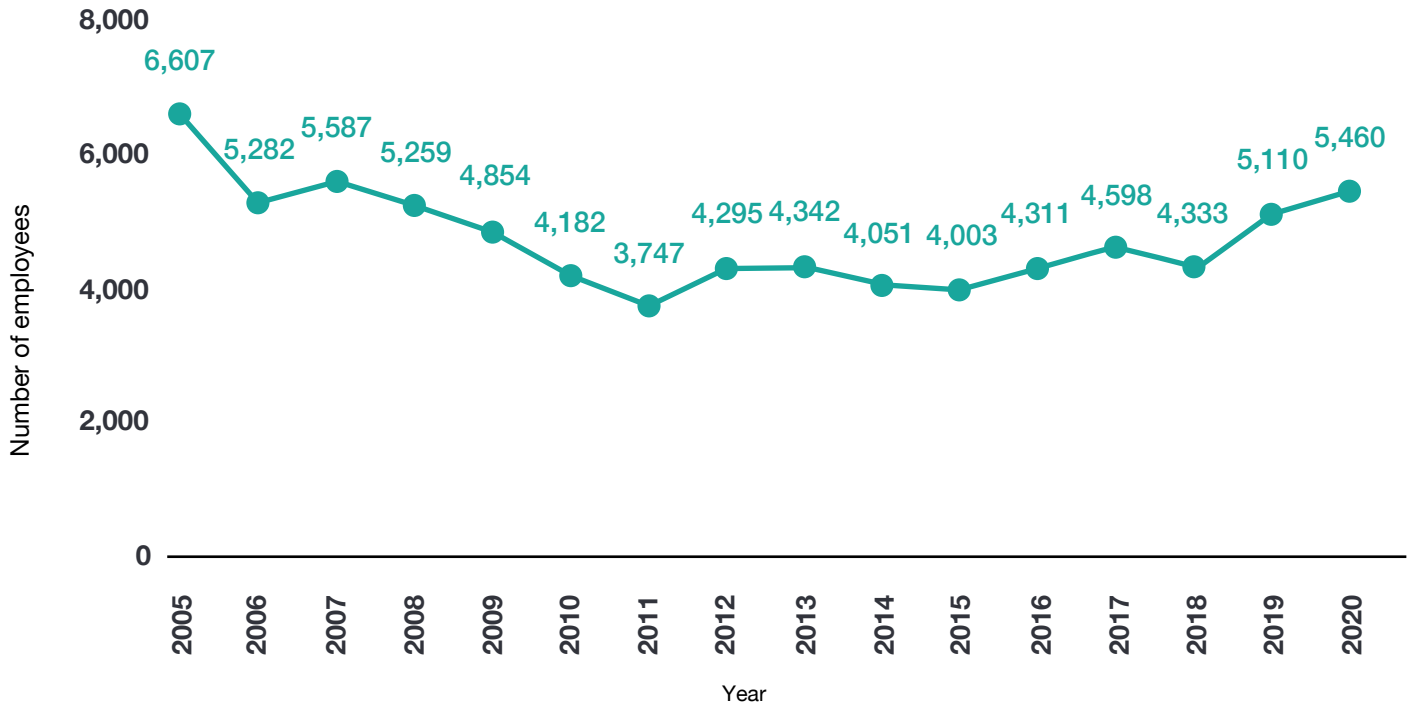
Total establishments in design services



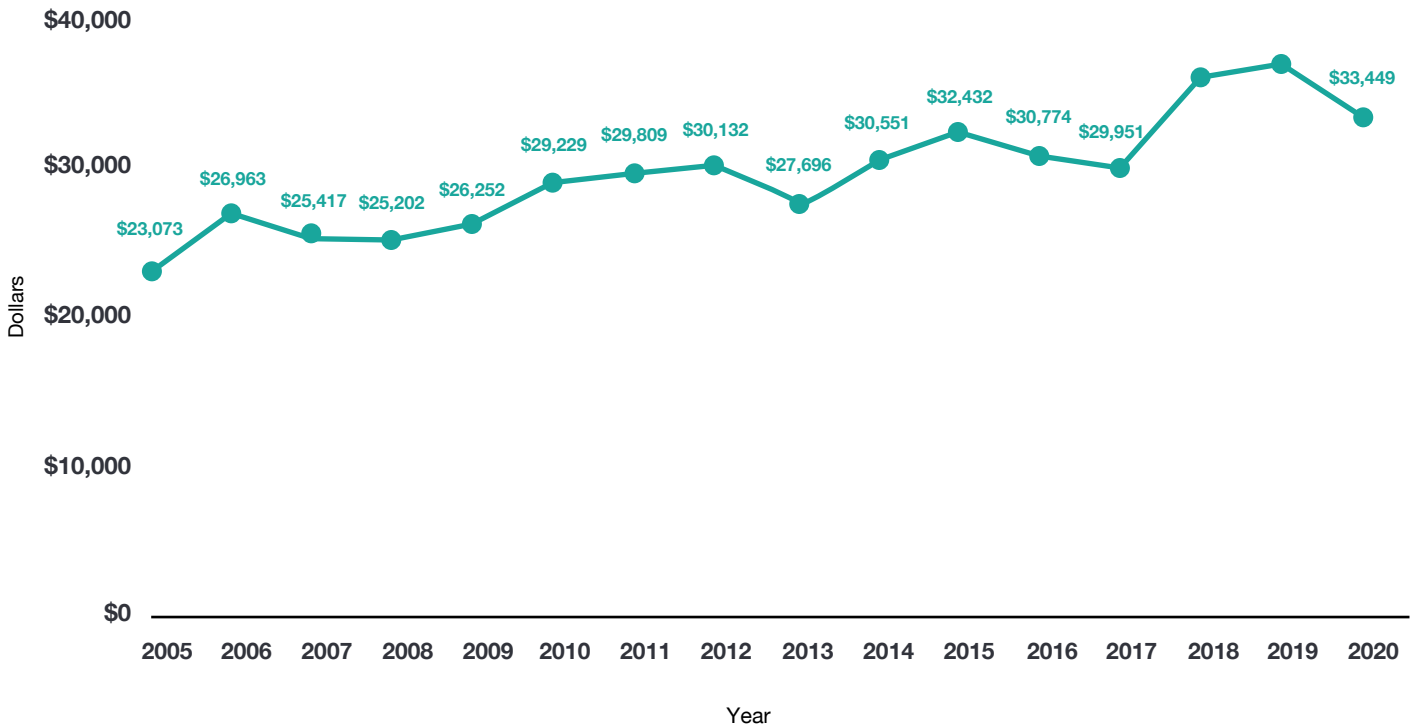
Total payroll in design services (\$1,000)



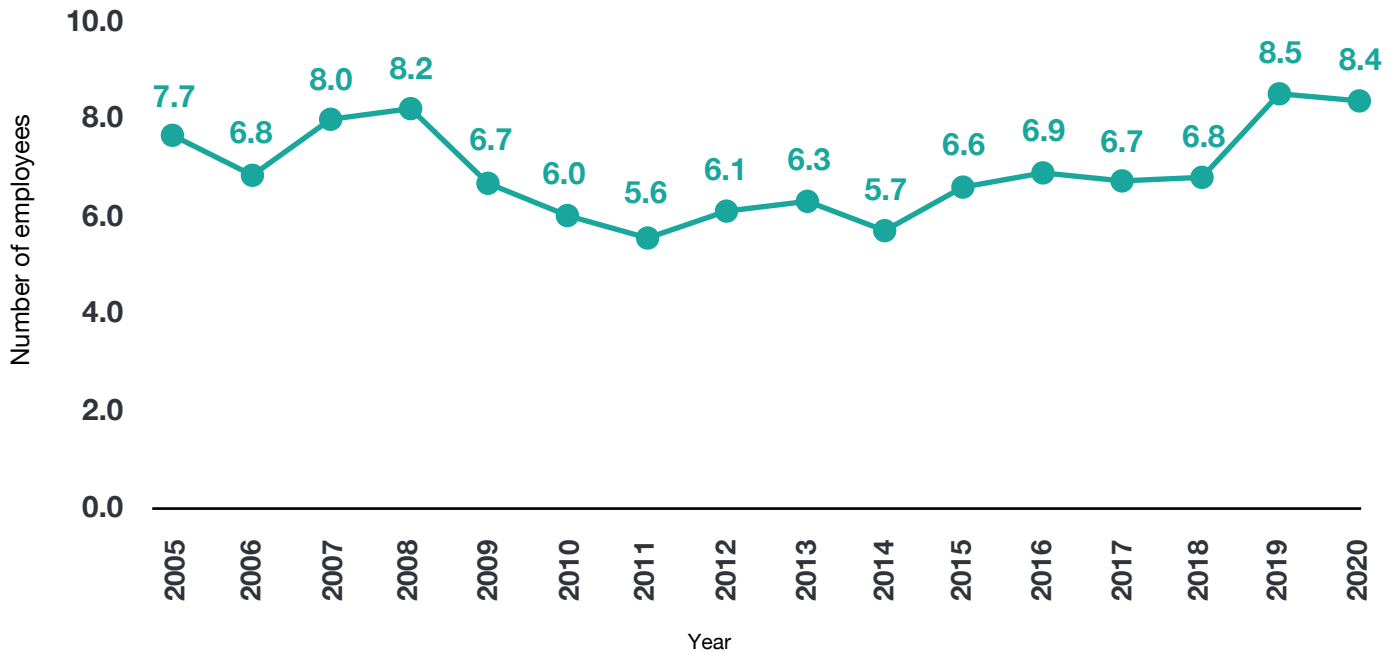
Total employees in design services



Average salary in design services

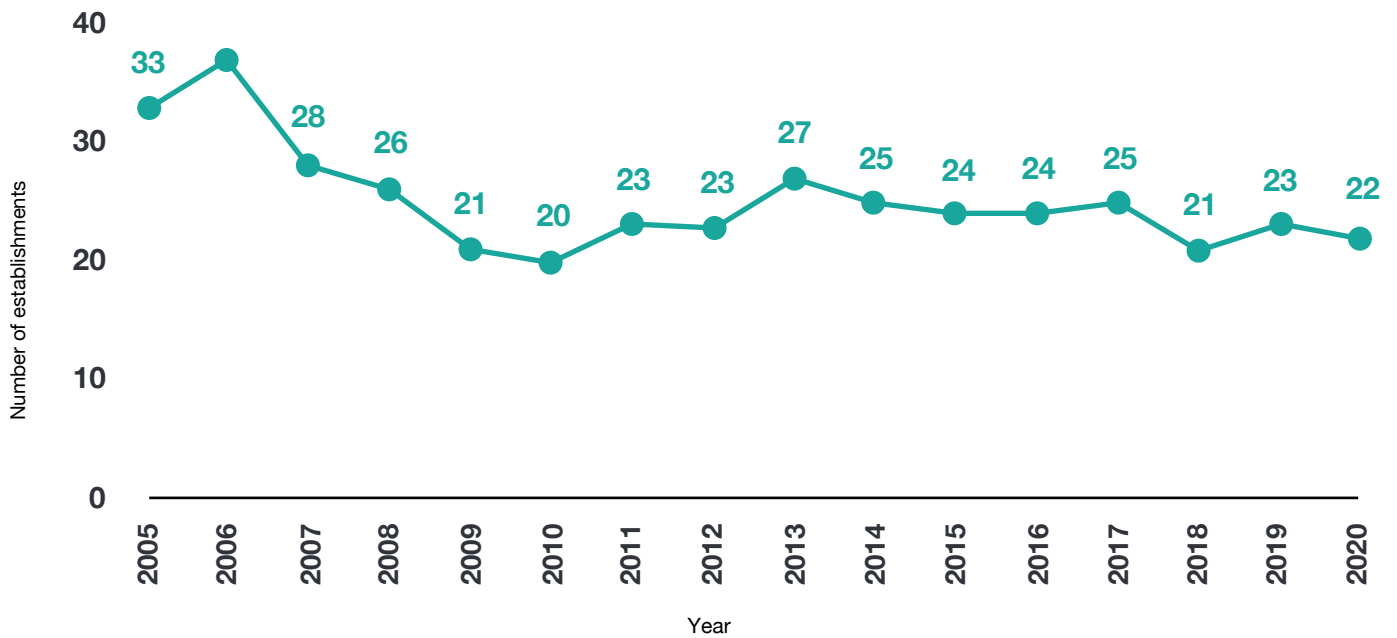


Average number of employees per establishment in design services

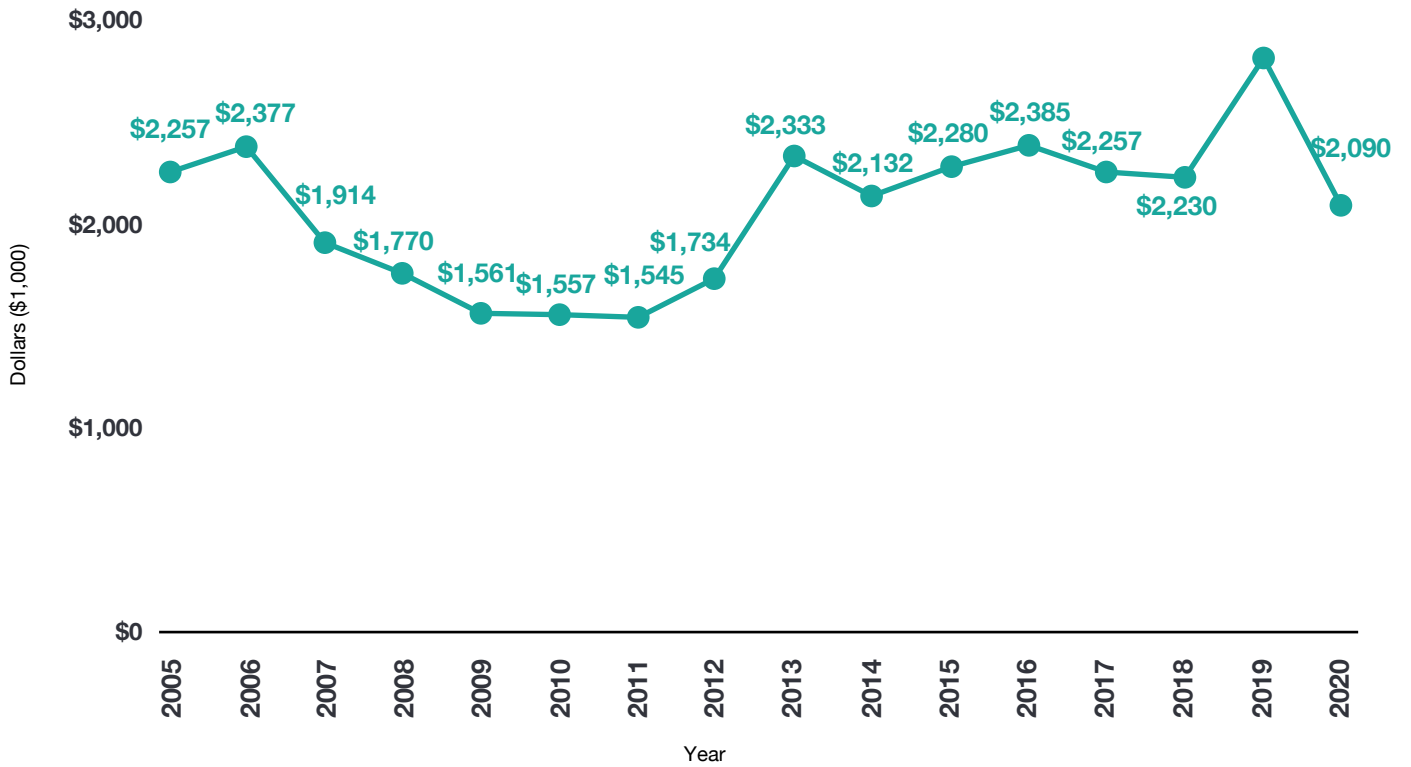


FINE ARTS EDUCATION

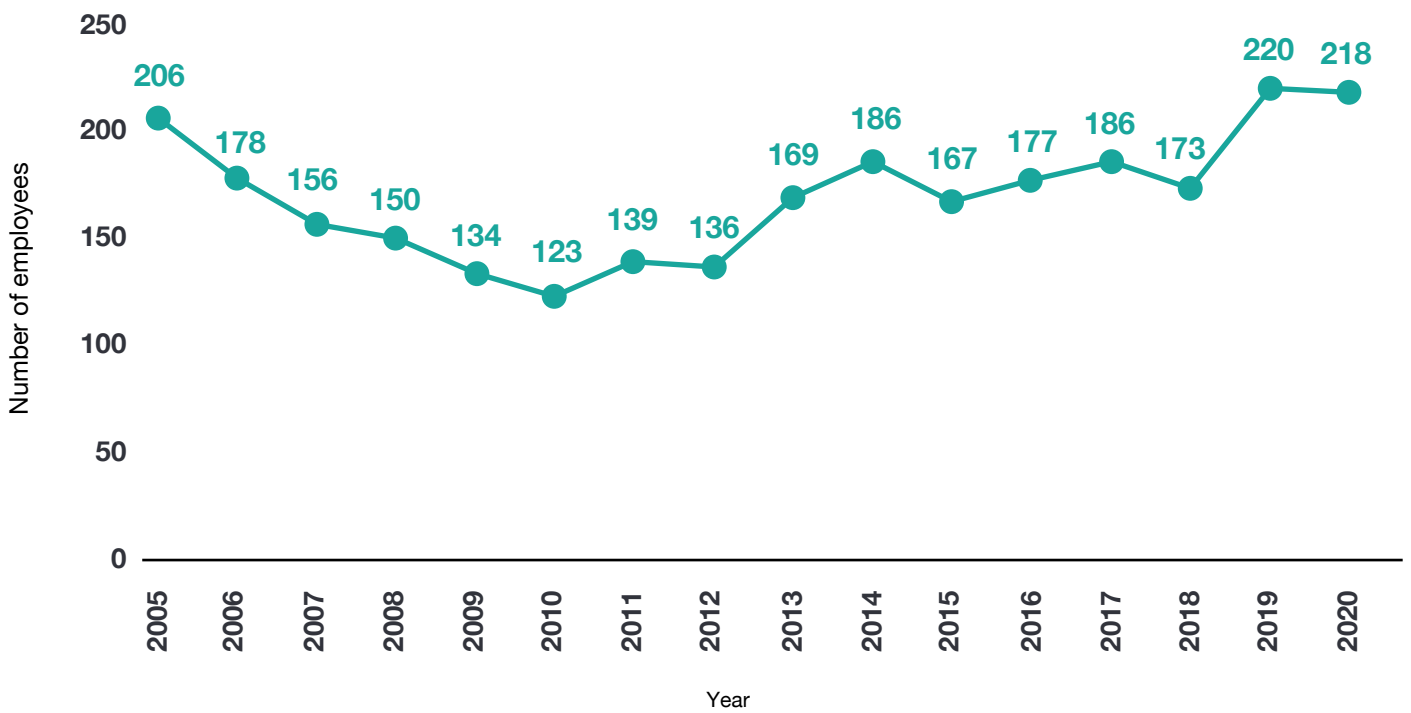
Total establishments in Fine Arts education



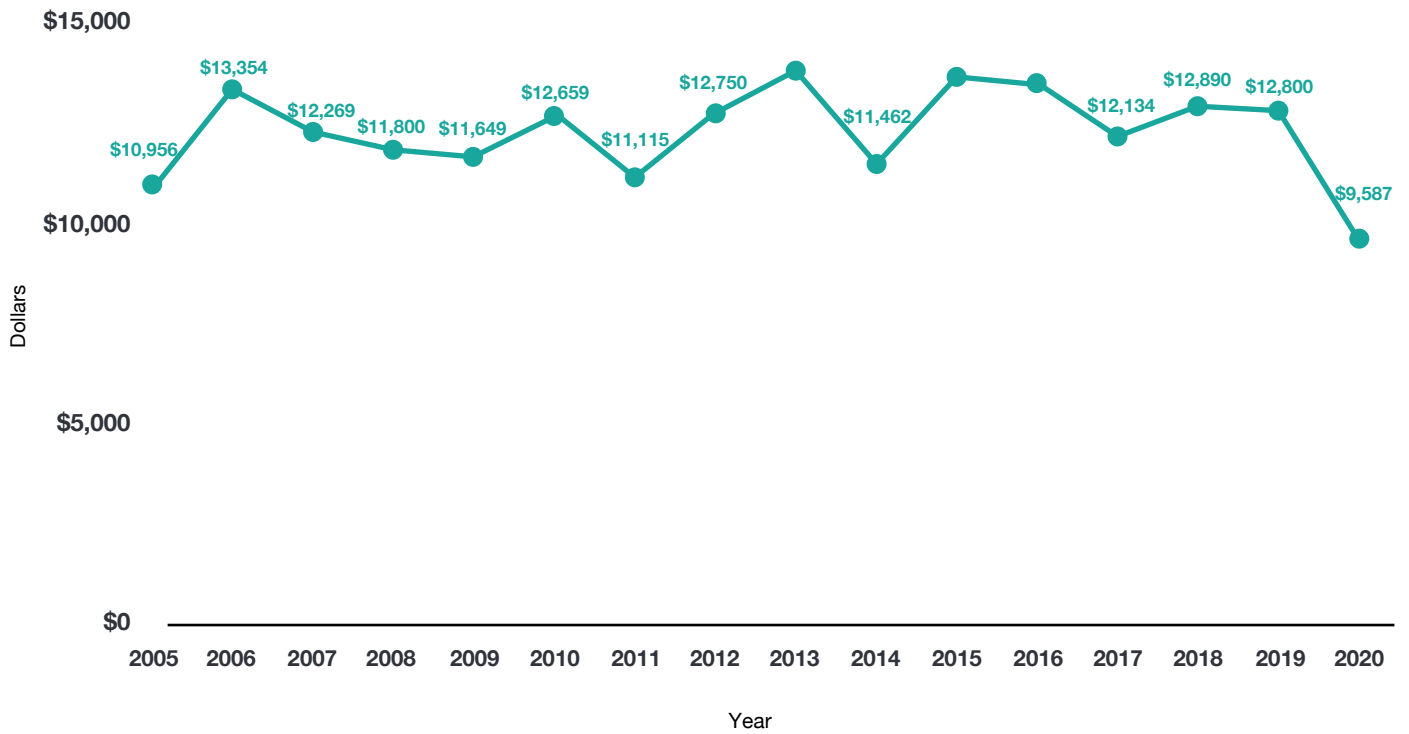
Total payroll in Fine Arts education (\$1,000)



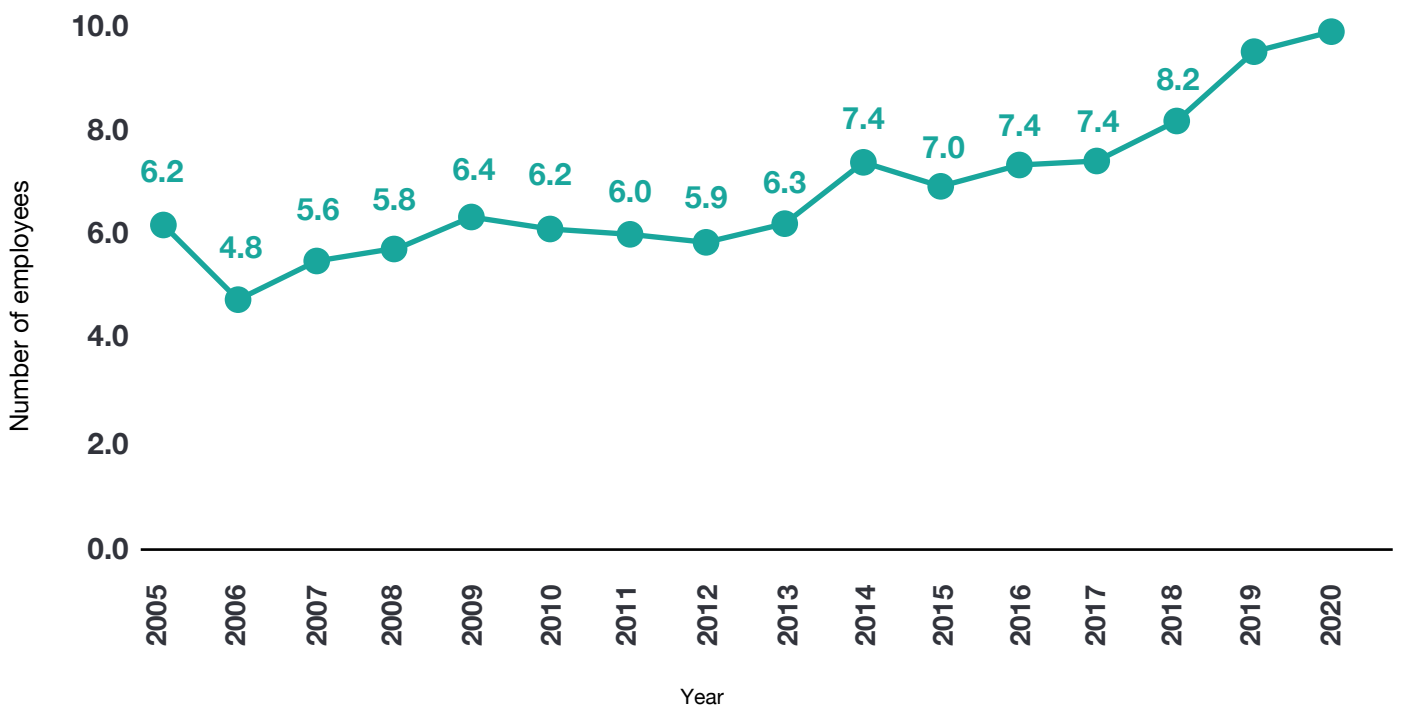
Total employees in Fine Arts education



Average salary in Fine Arts Education



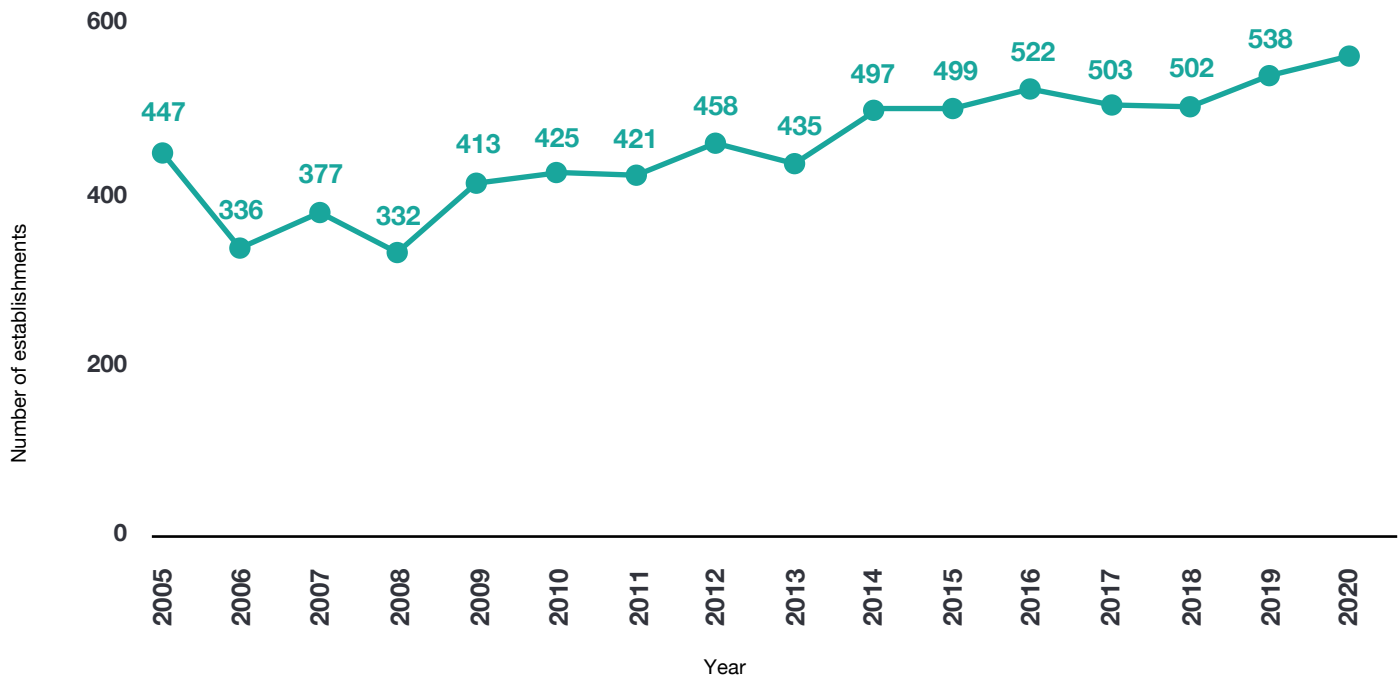
Average number of employees per establishment in Fine Arts education



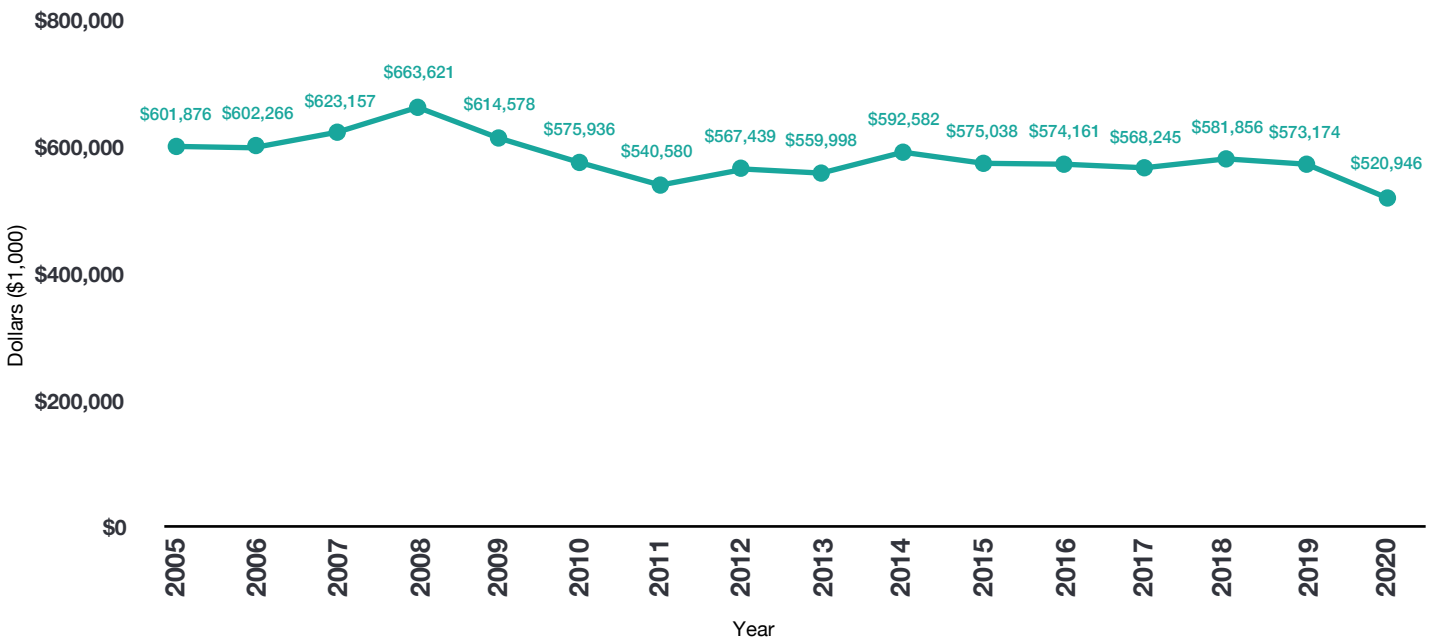
SUPPORTING INDUSTRIES

INFORMATION SERVICES

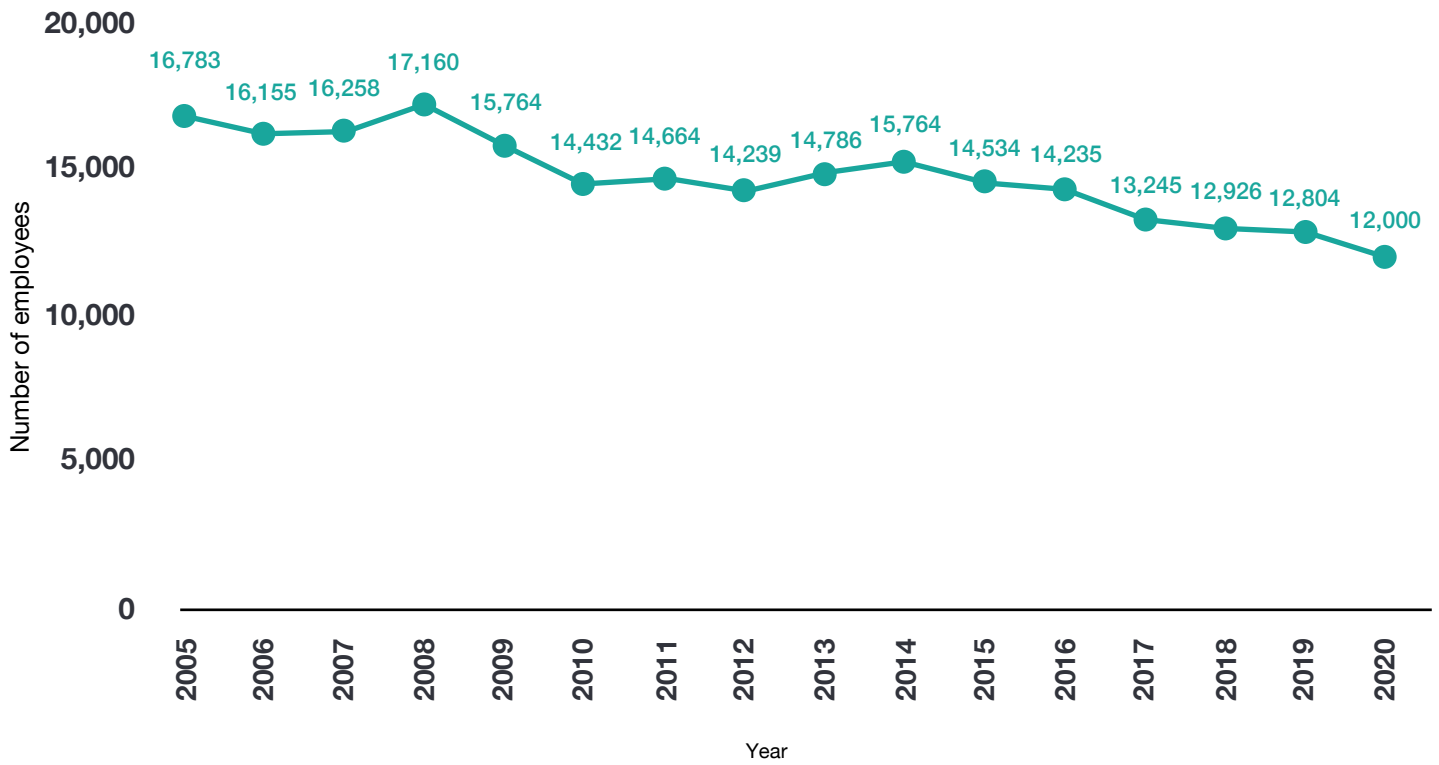
Total establishments in information services



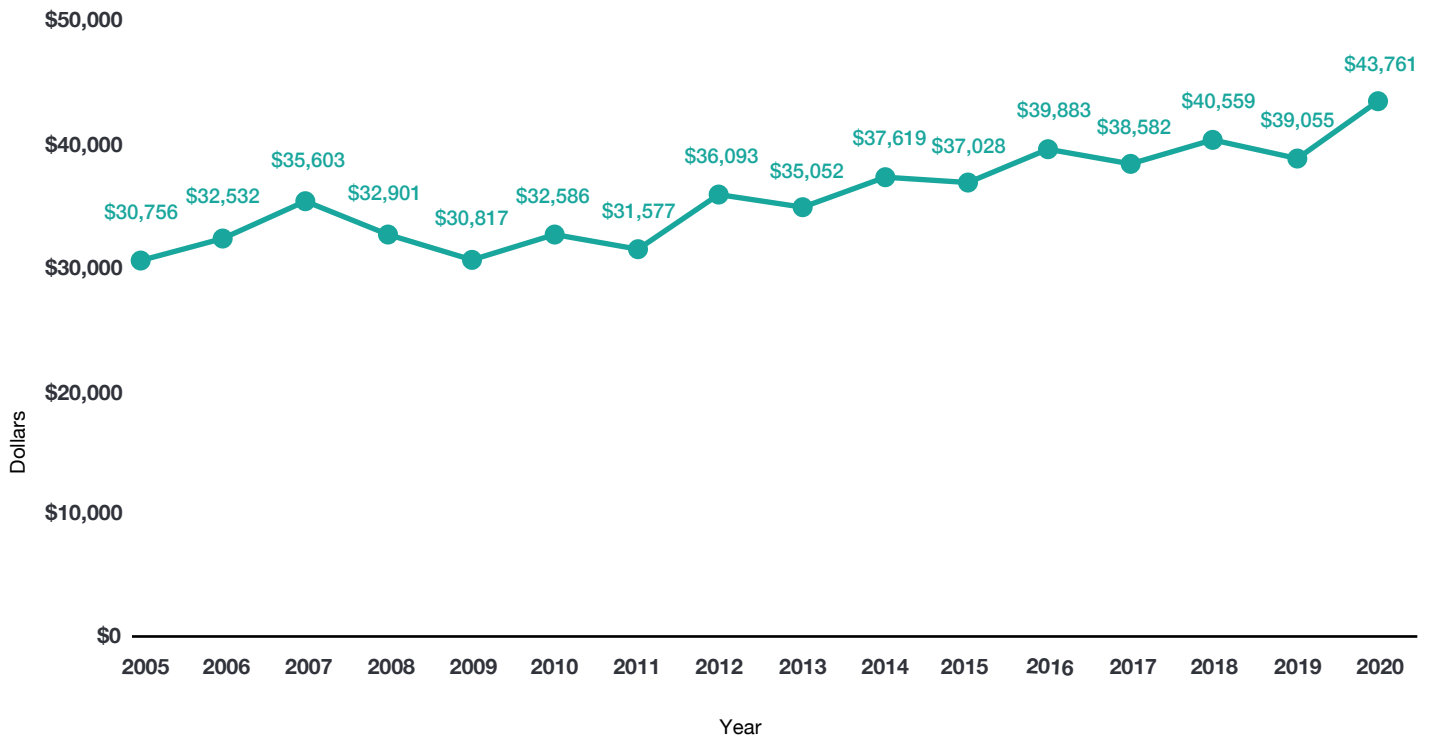
Total payroll in information services (\$1,000)



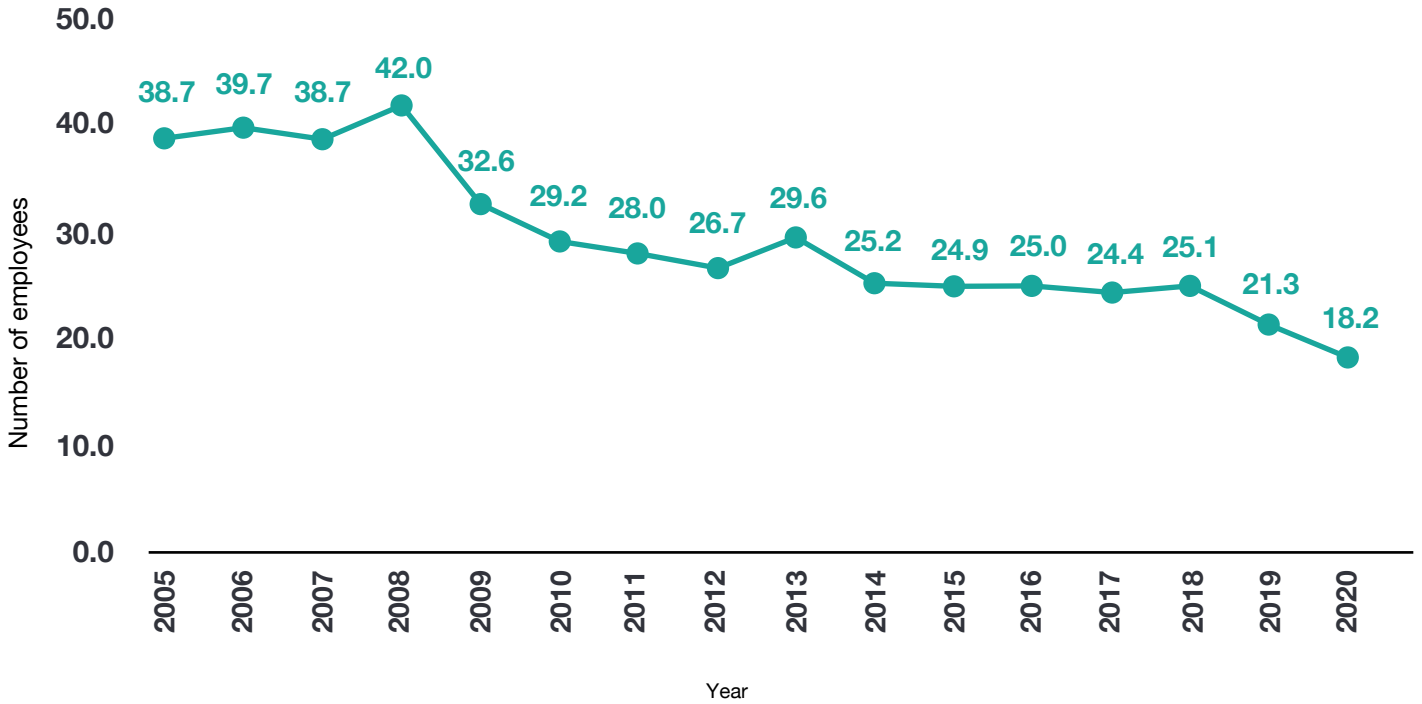
Total employees in information services



Average salary in information services

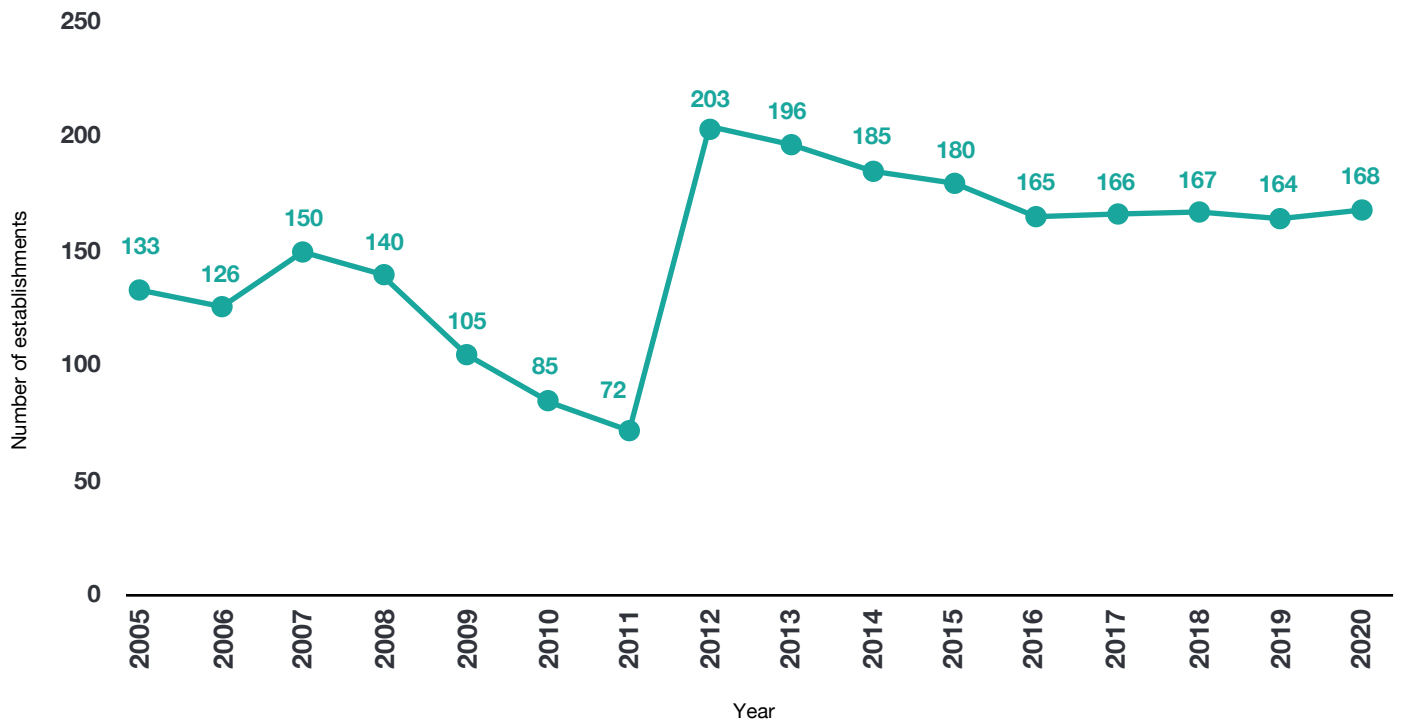


Average number of employees per establishments in information services

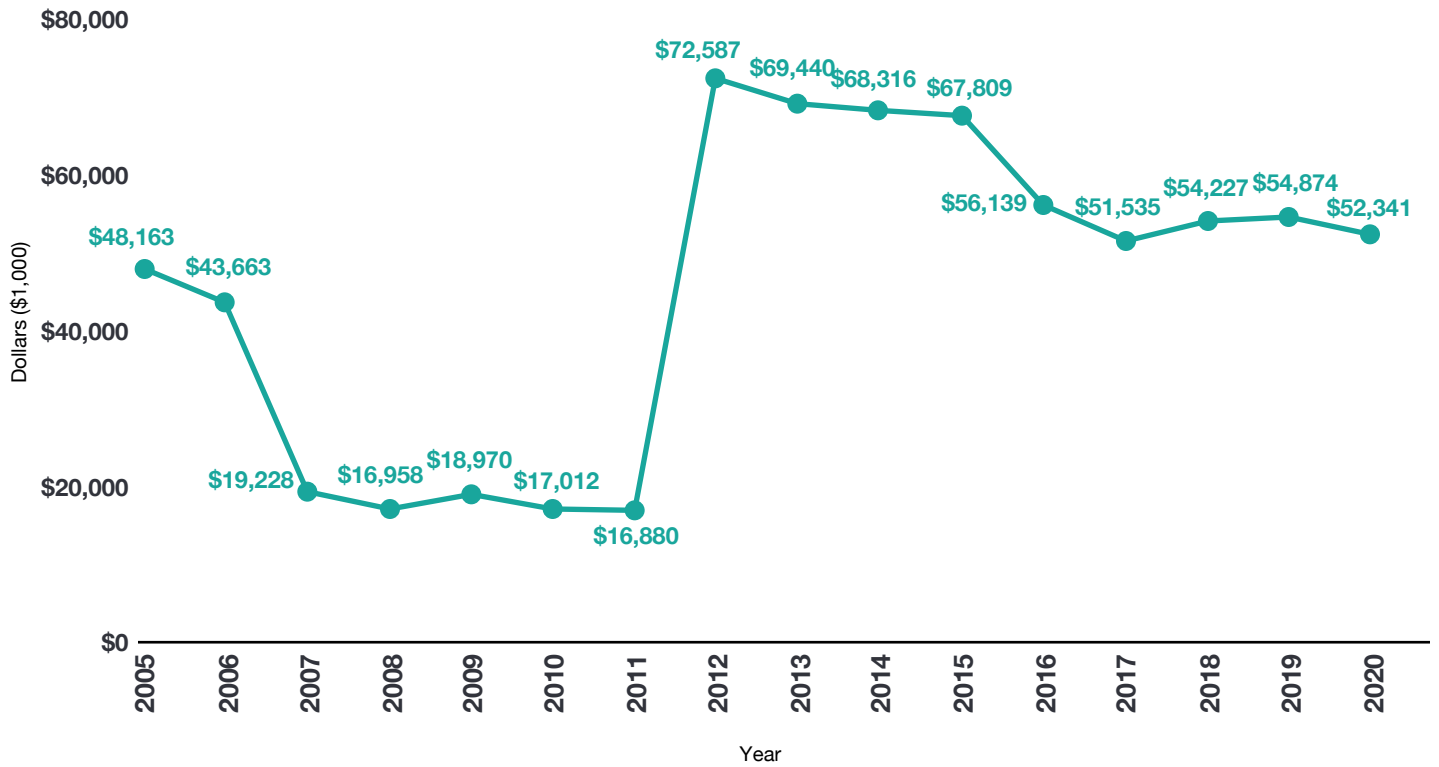


MANUFACTURING

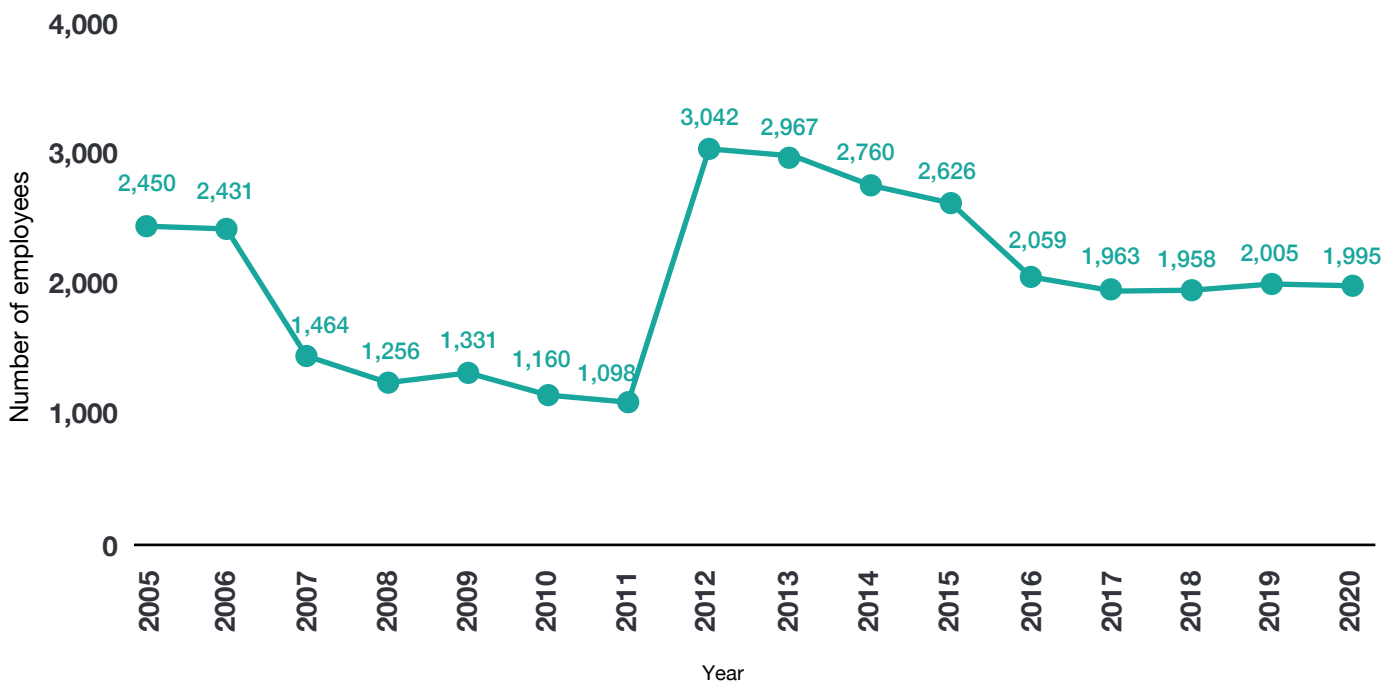
Total establishments in manufacture



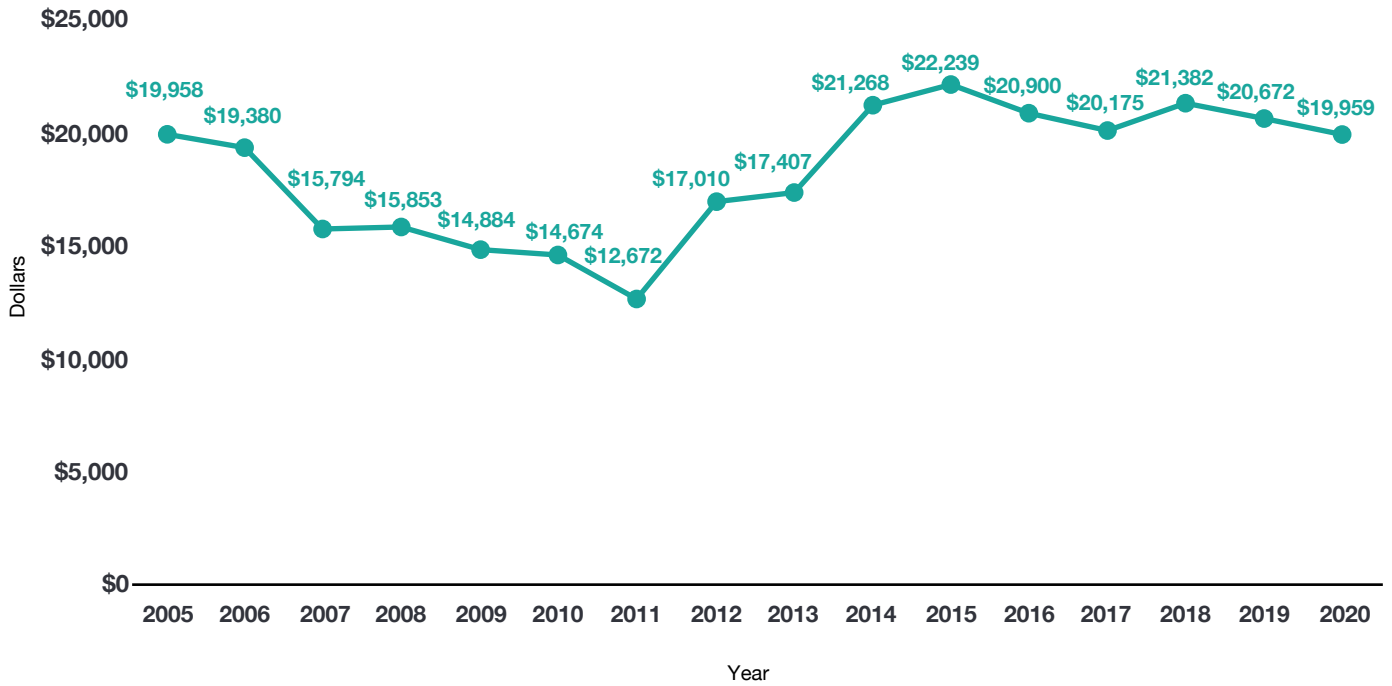
Total payroll in manufacture (\$1,000)



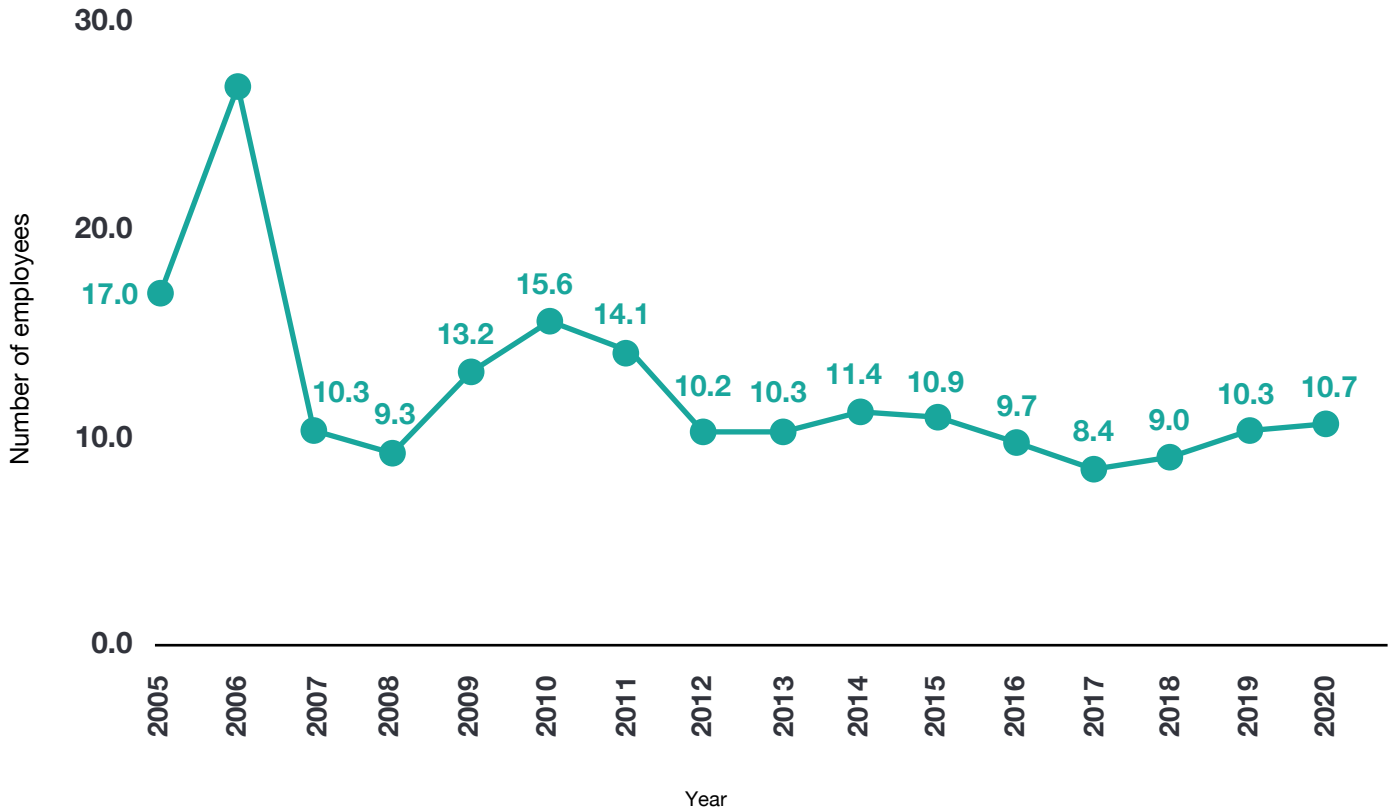
Total employees in manufacturing



Average salary in manufacturing

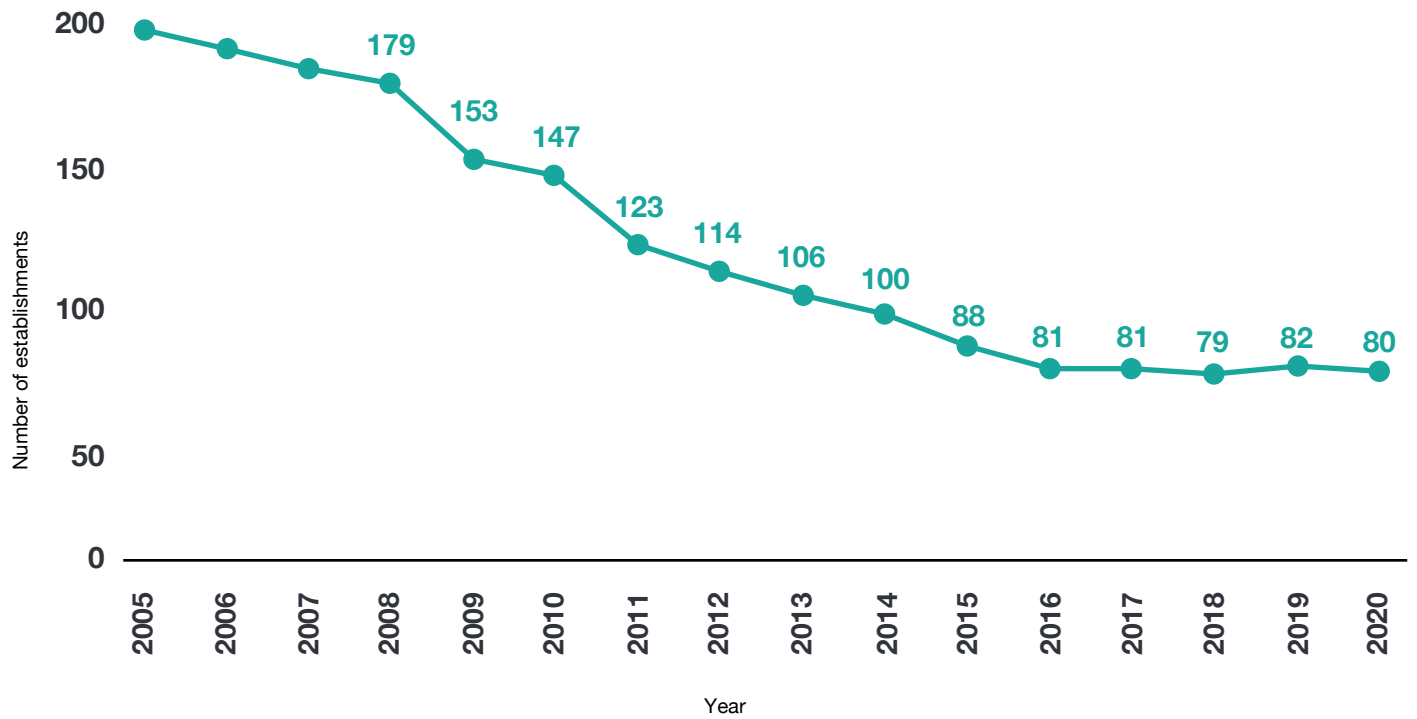


Average number of employees per establishments in manufacturing

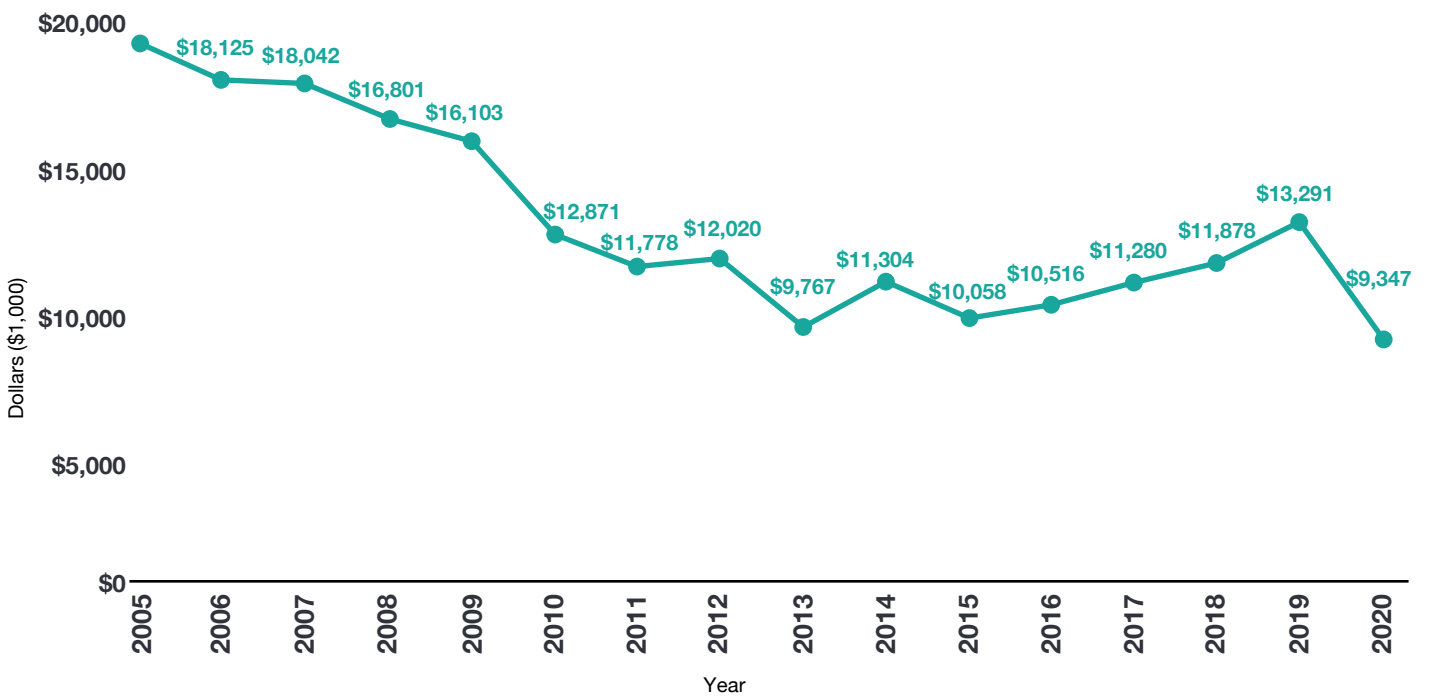


RENT AND LEASE

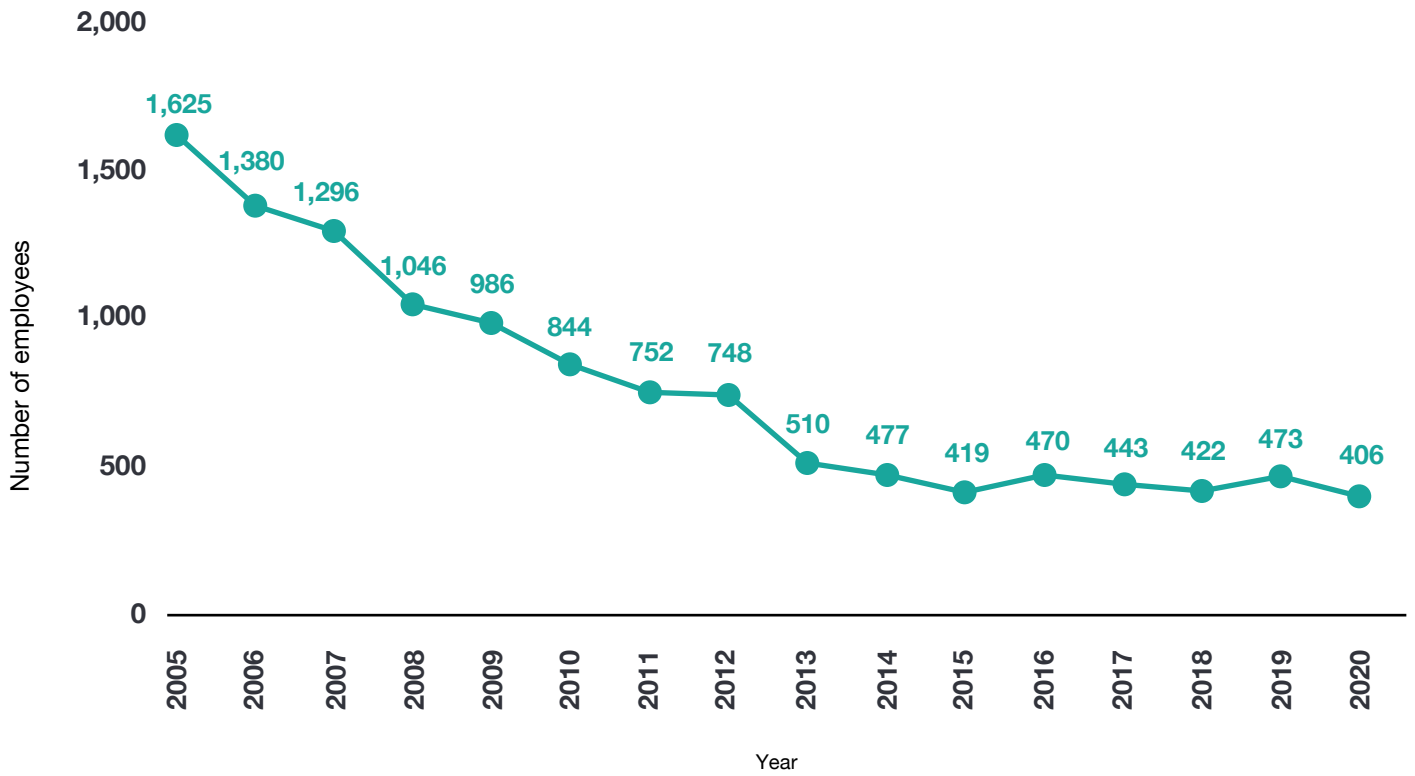
Total establishments for rent and lease



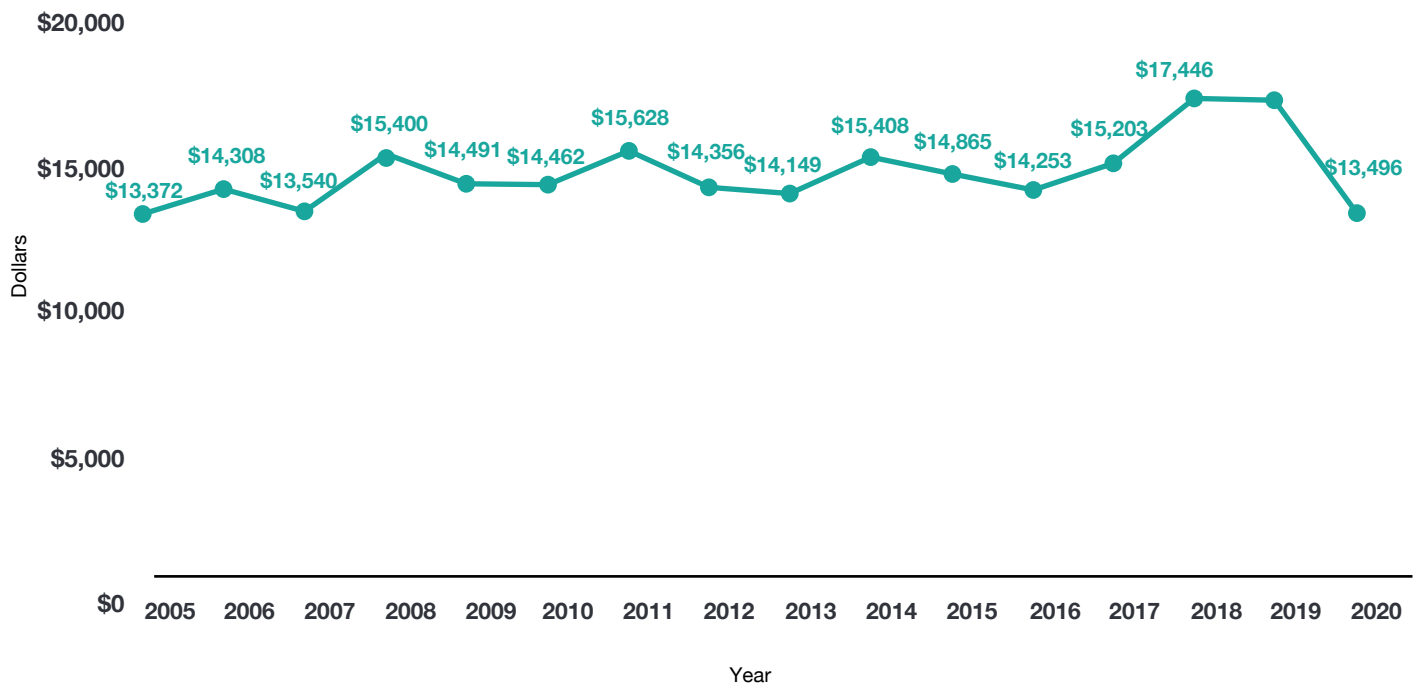
Total payroll in rent and lease (\$1,000)



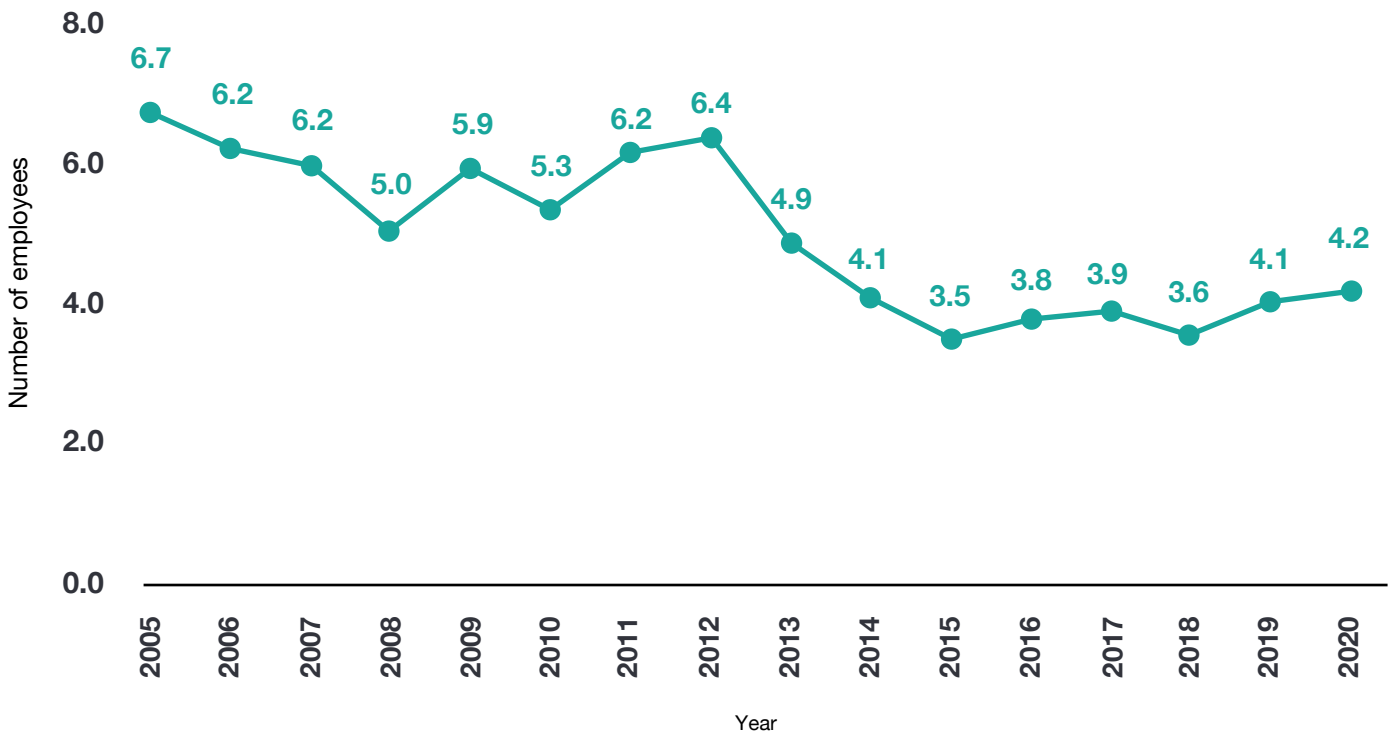
Total employees in rent and lease



Average salary in rent and lease

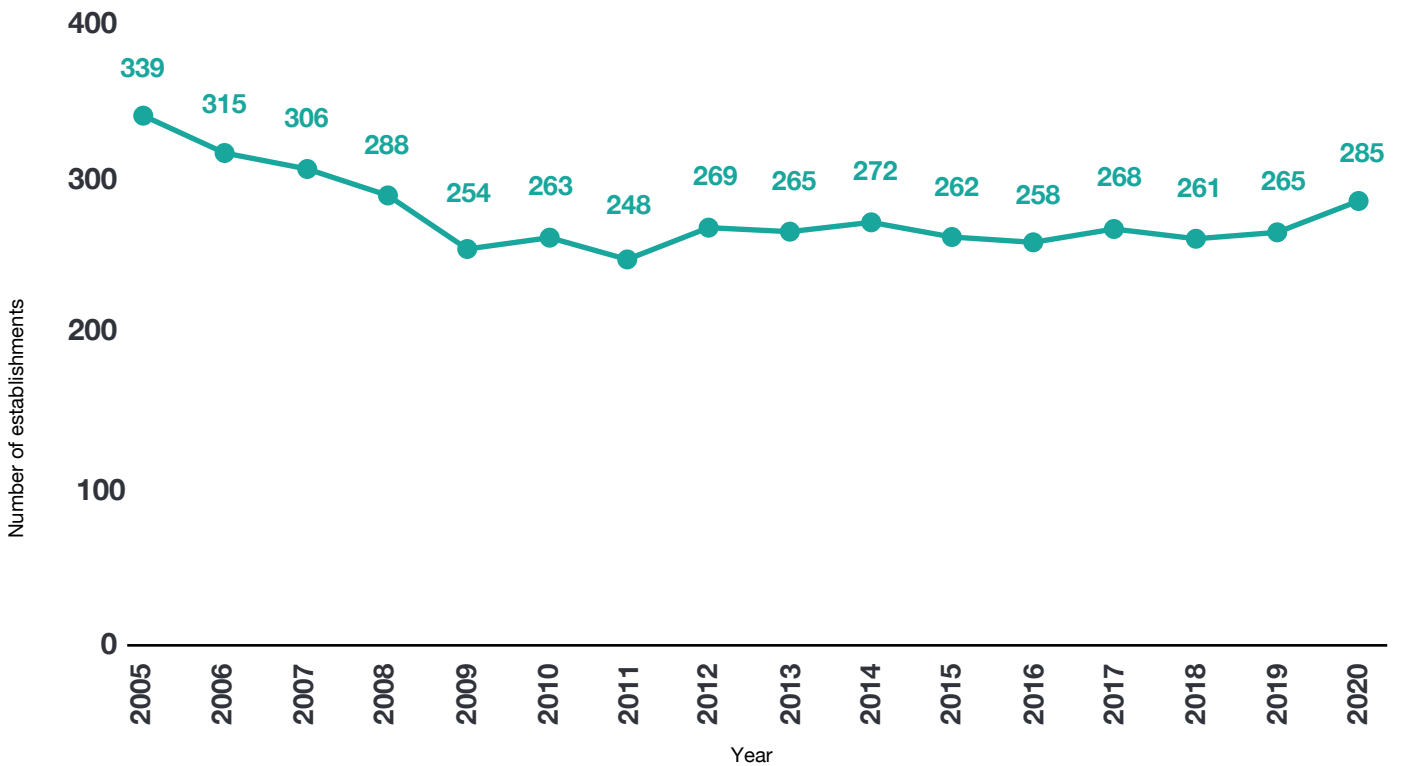


Average number of employees per establishments in the rent and lease sector

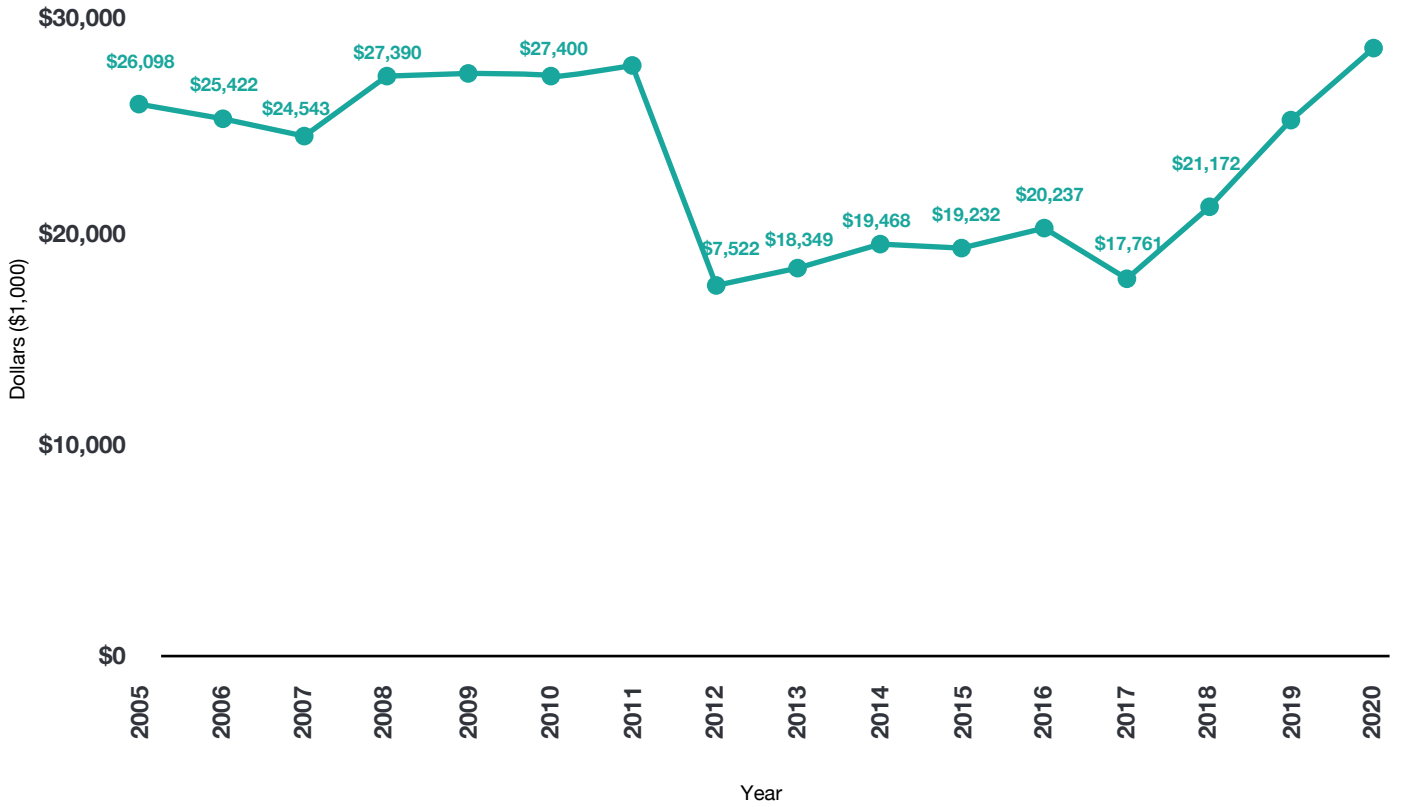


RETAIL SALES

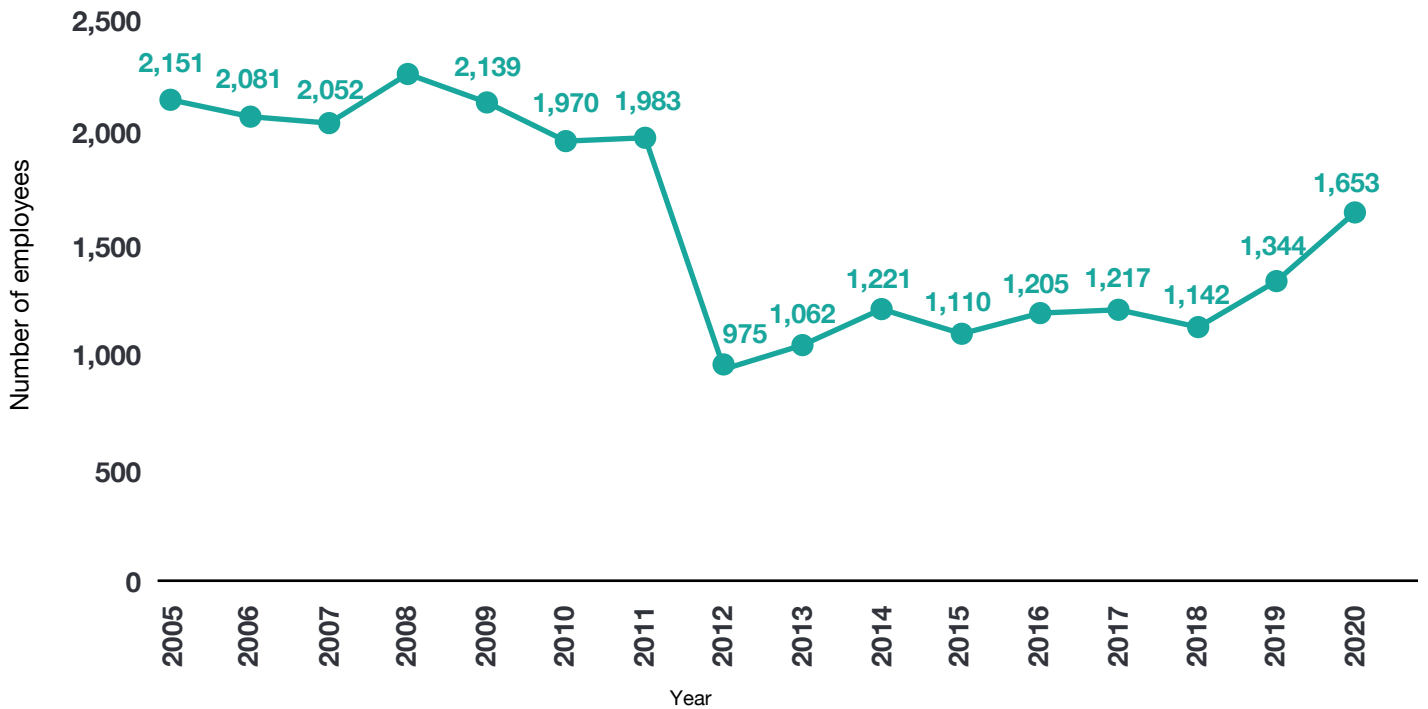
Total establishments in retail industries



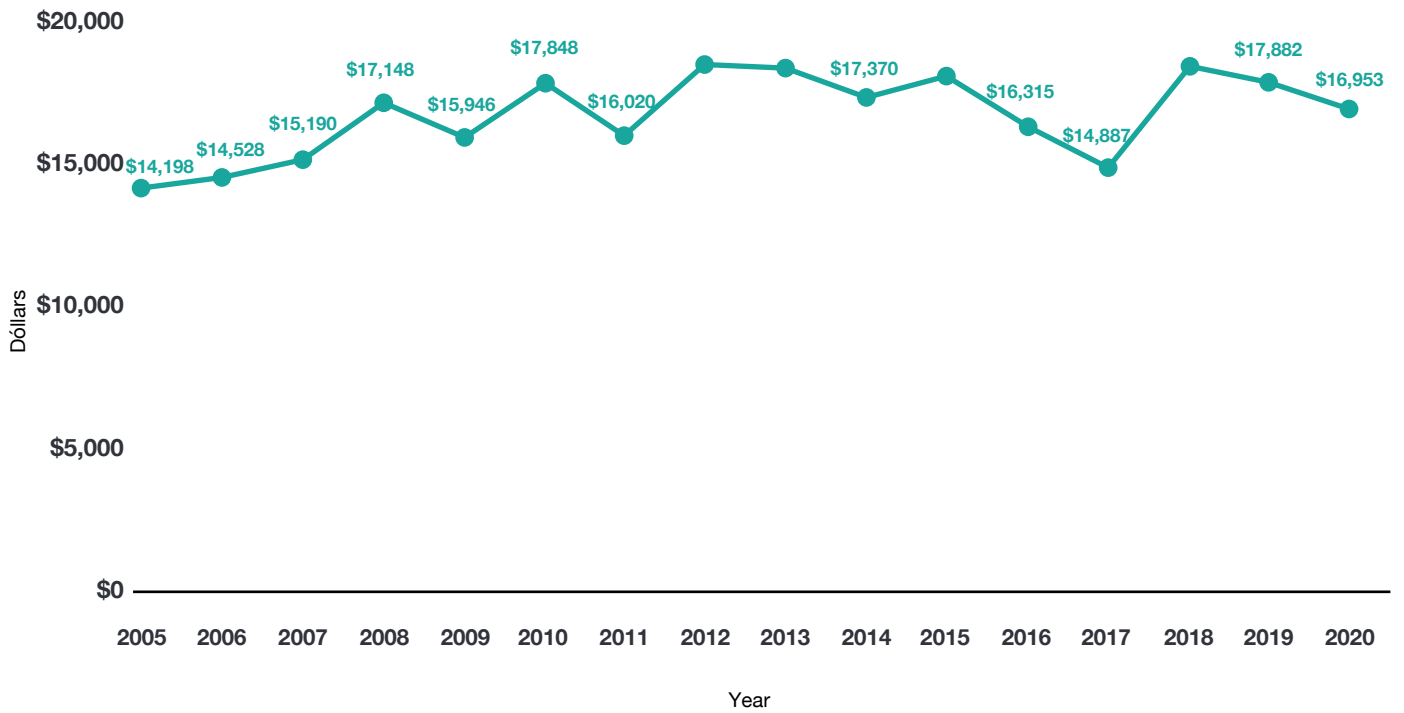
Total payroll in retail industries (\$1,000)



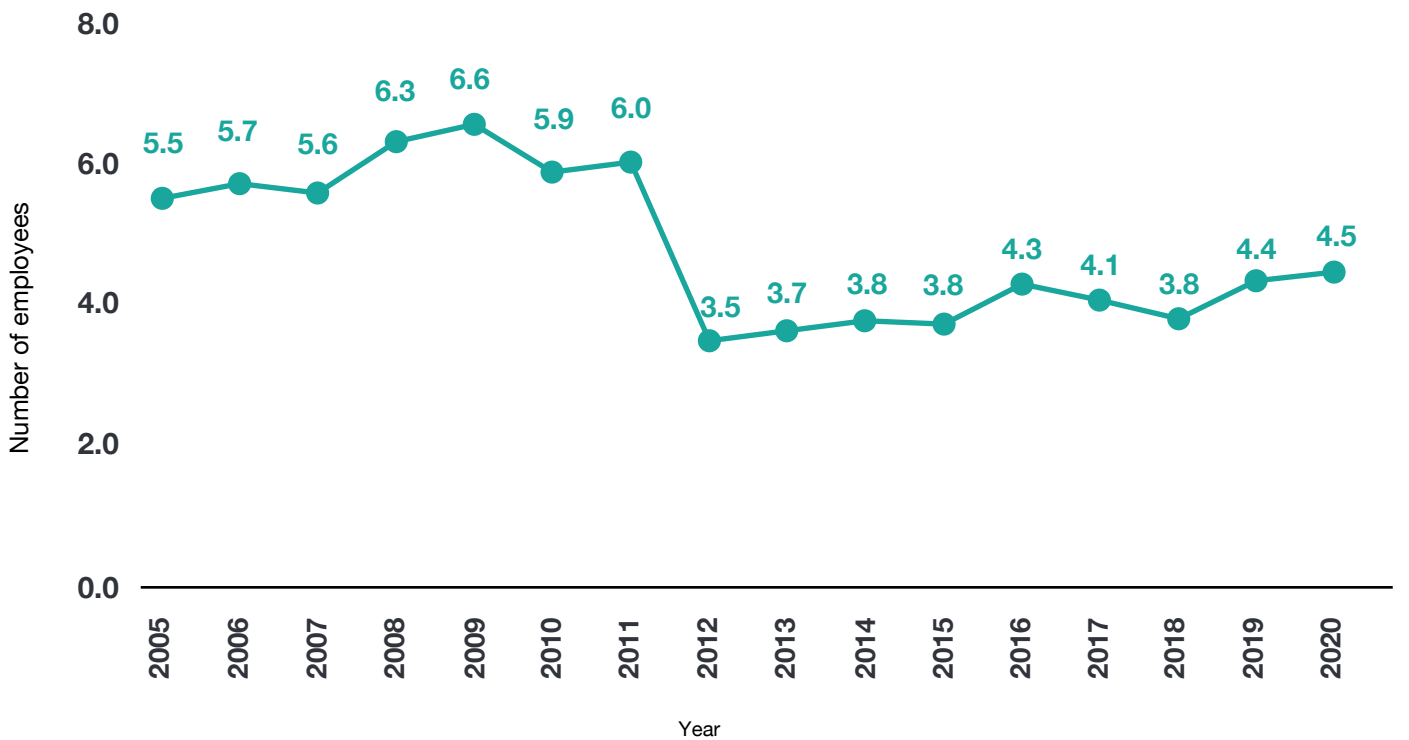
Total employees in retail industries



Average salary in retail industries

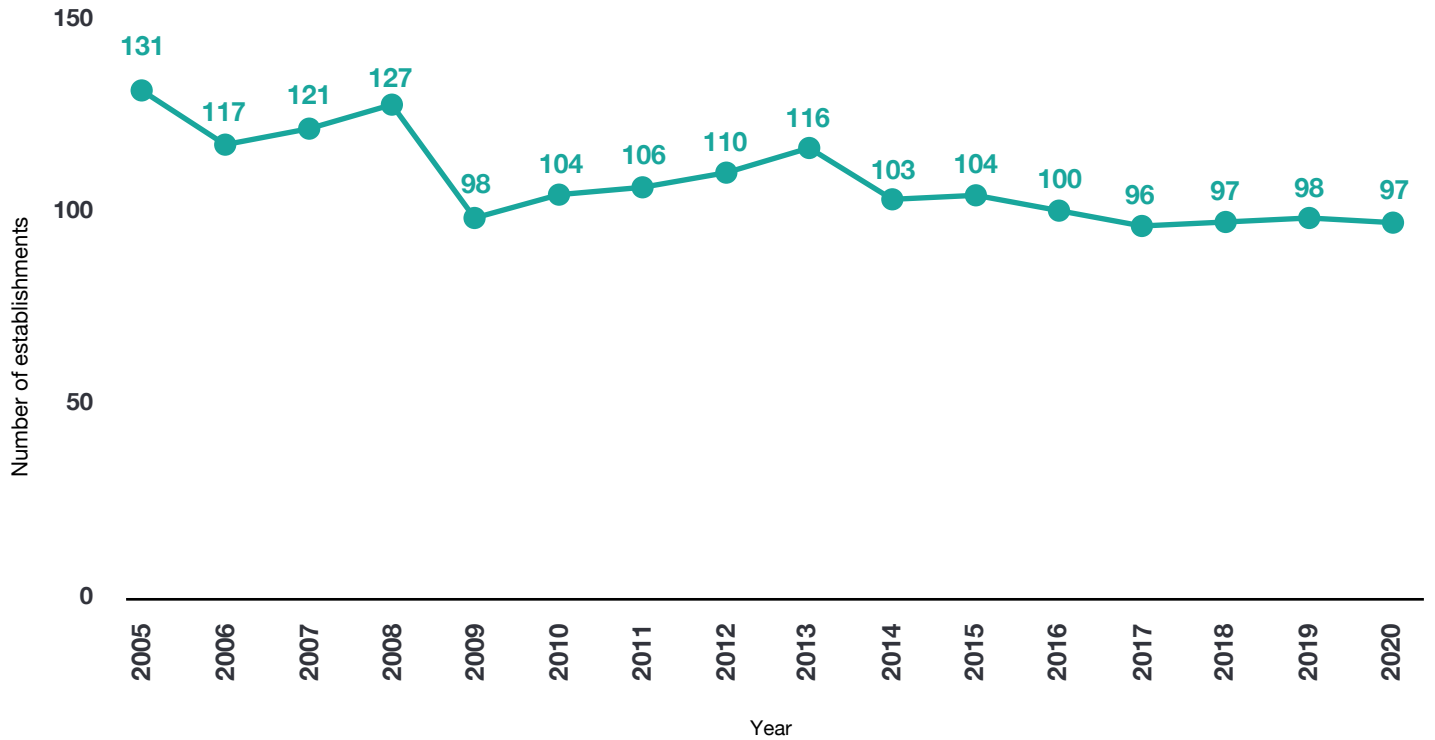


Average employees per establishments in retail Industries

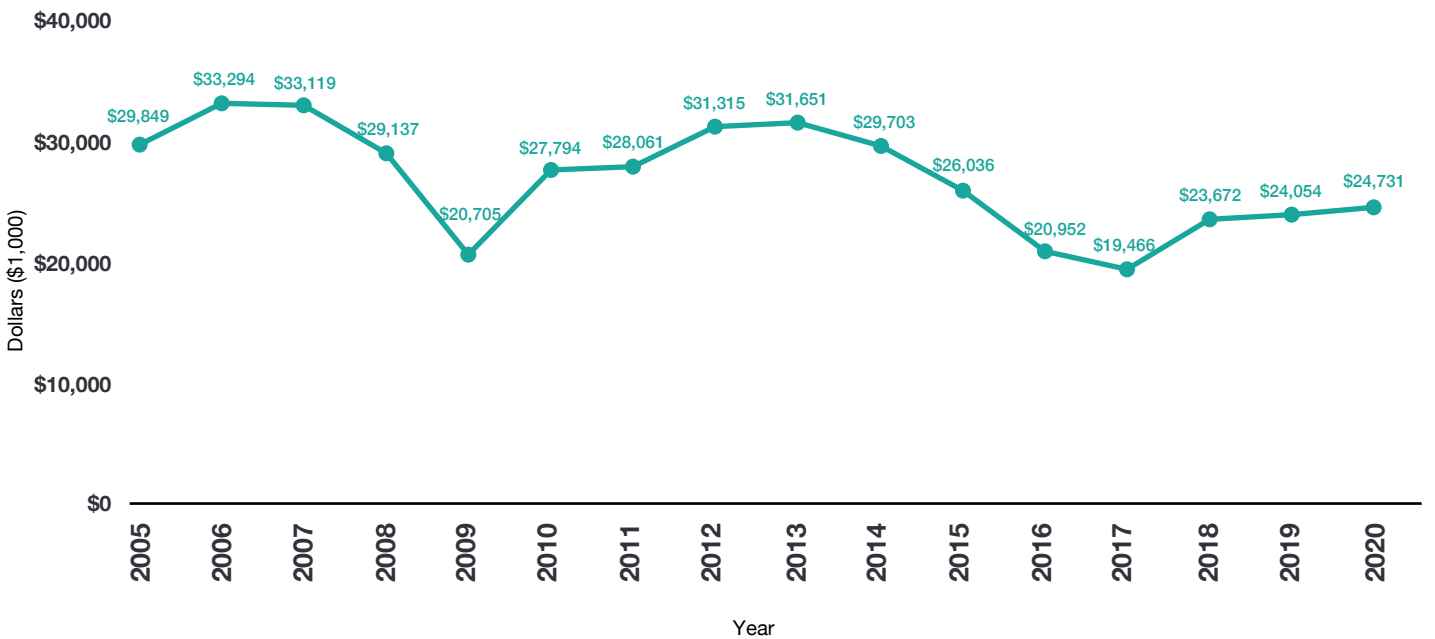


WHOLESALE AND TRANSPORTATION INDUSTRIES

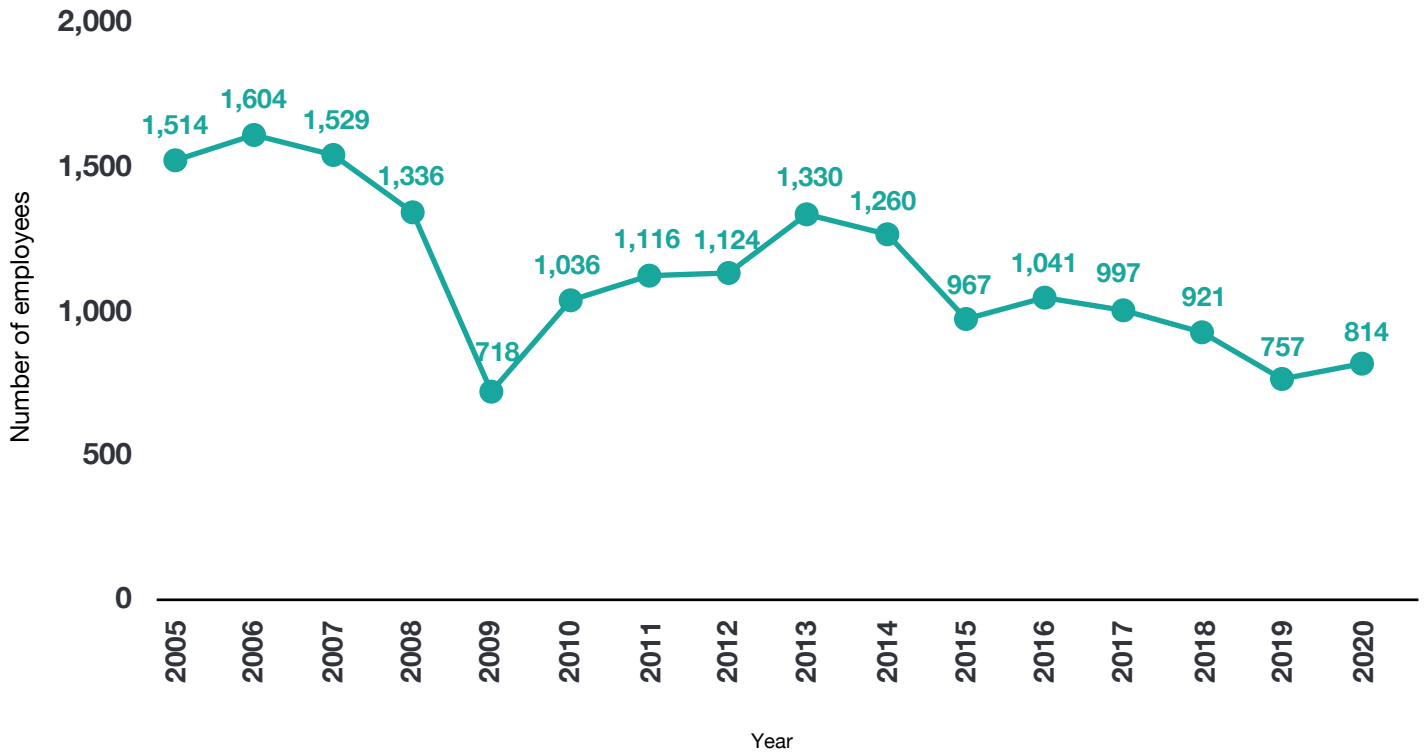
Total establishments in wholesale and transportation industries



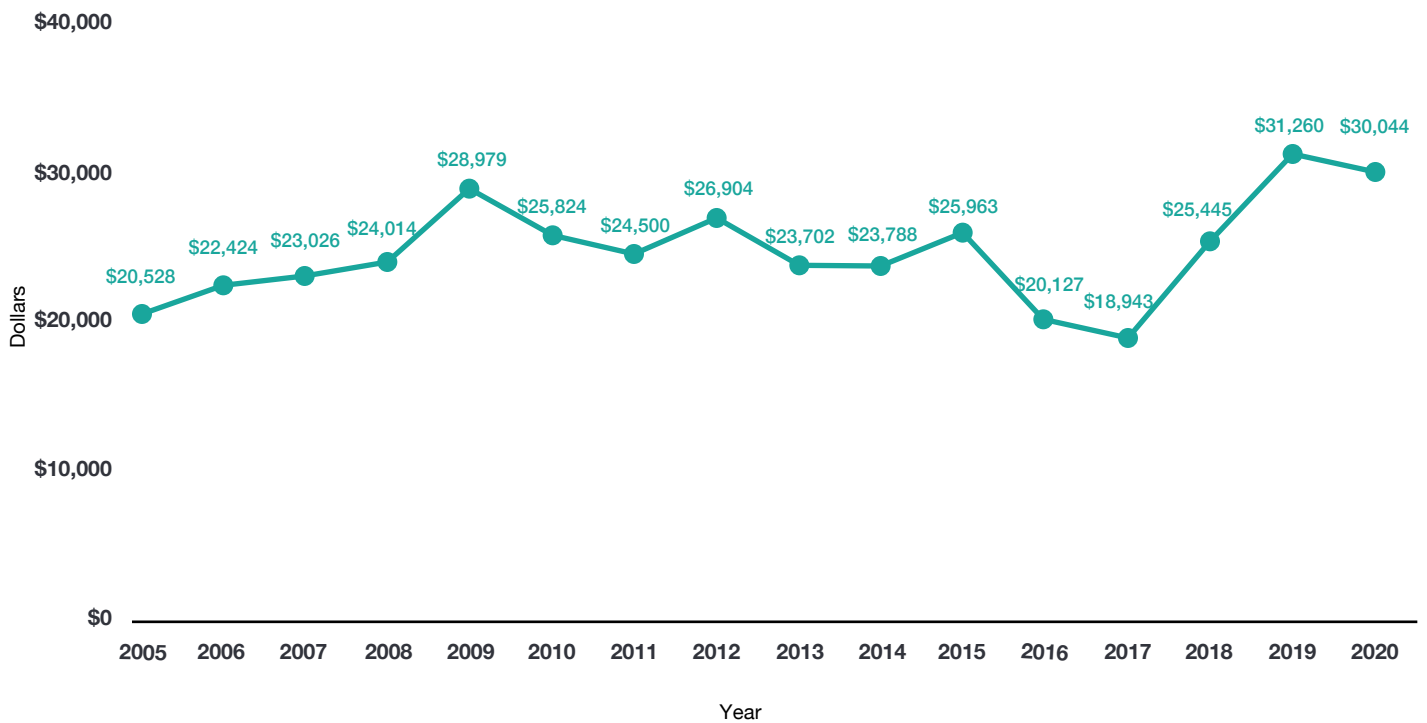
Total payroll for wholesale and transportation industries (\$1,000)



Total employees in wholesale and transportation industries



Average salary in wholesale and transportation industries

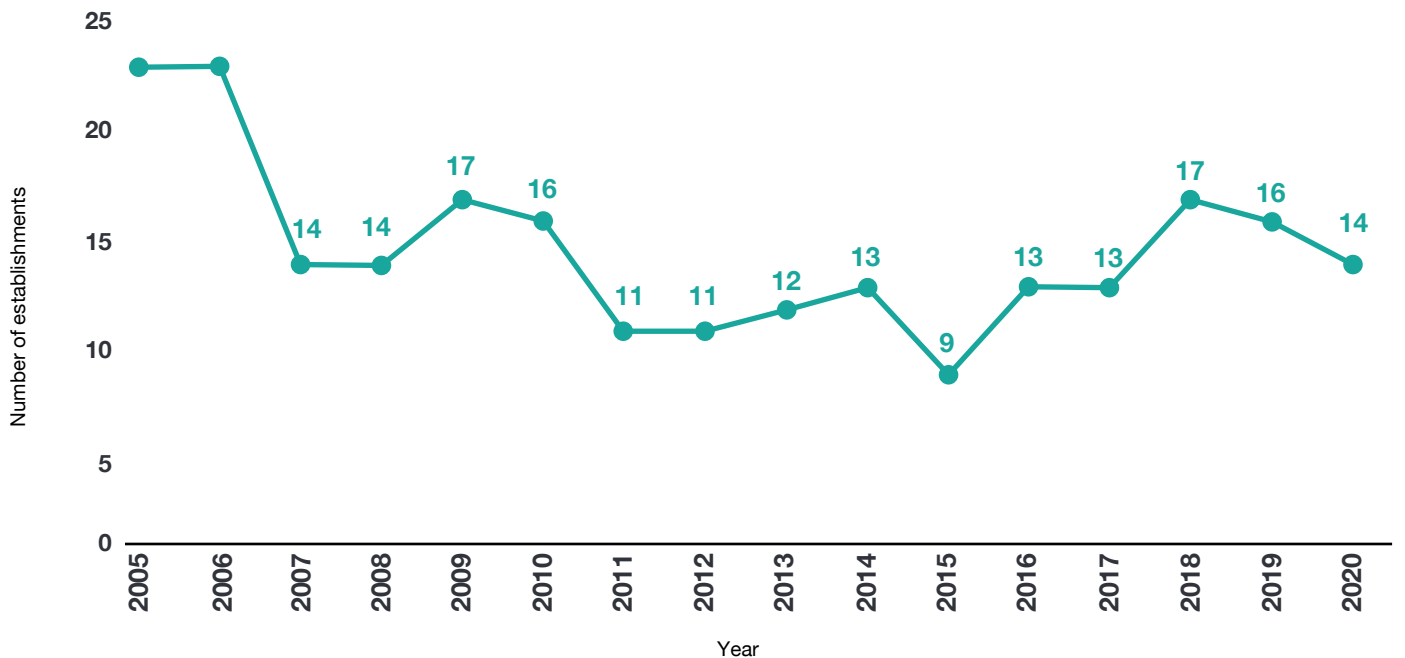


Average number of employees per establishments in wholesale and transportation industries



OTHER SUPPORTING SERVICES (All other travel arrangements)

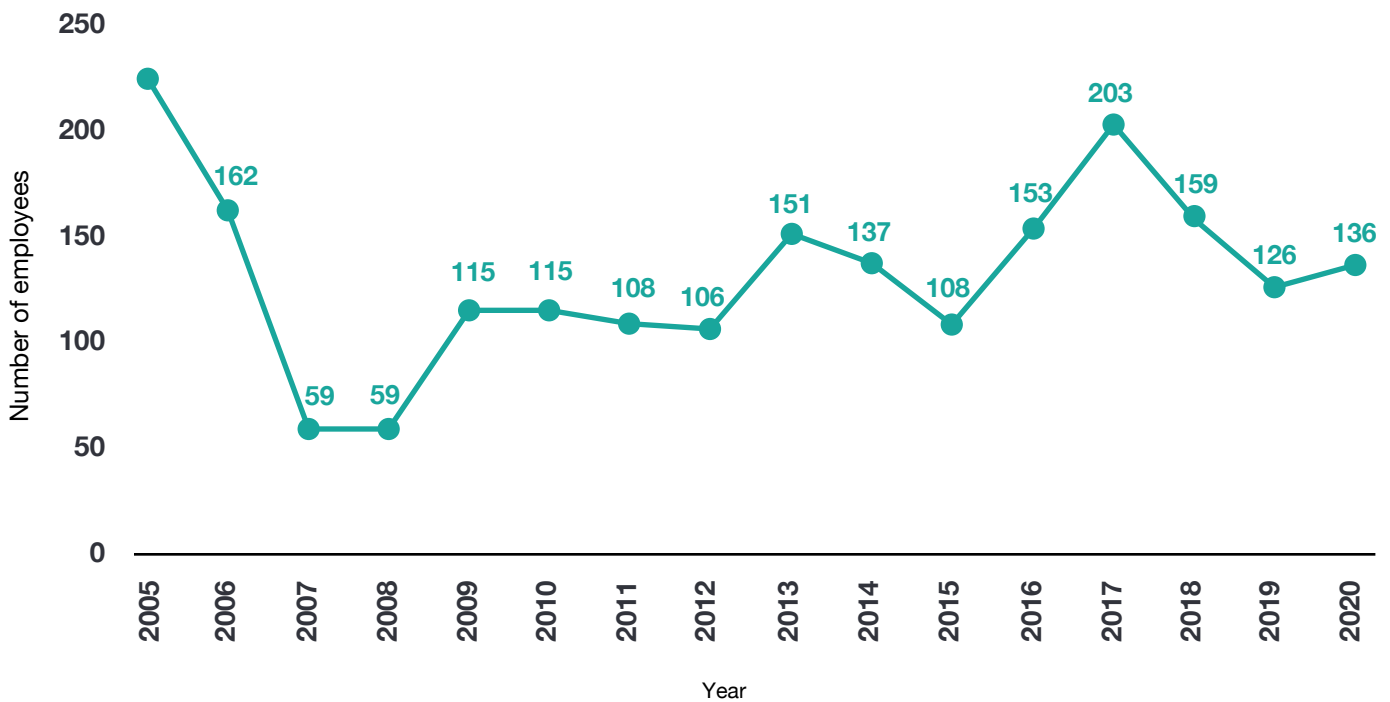
Total establishments in other support services



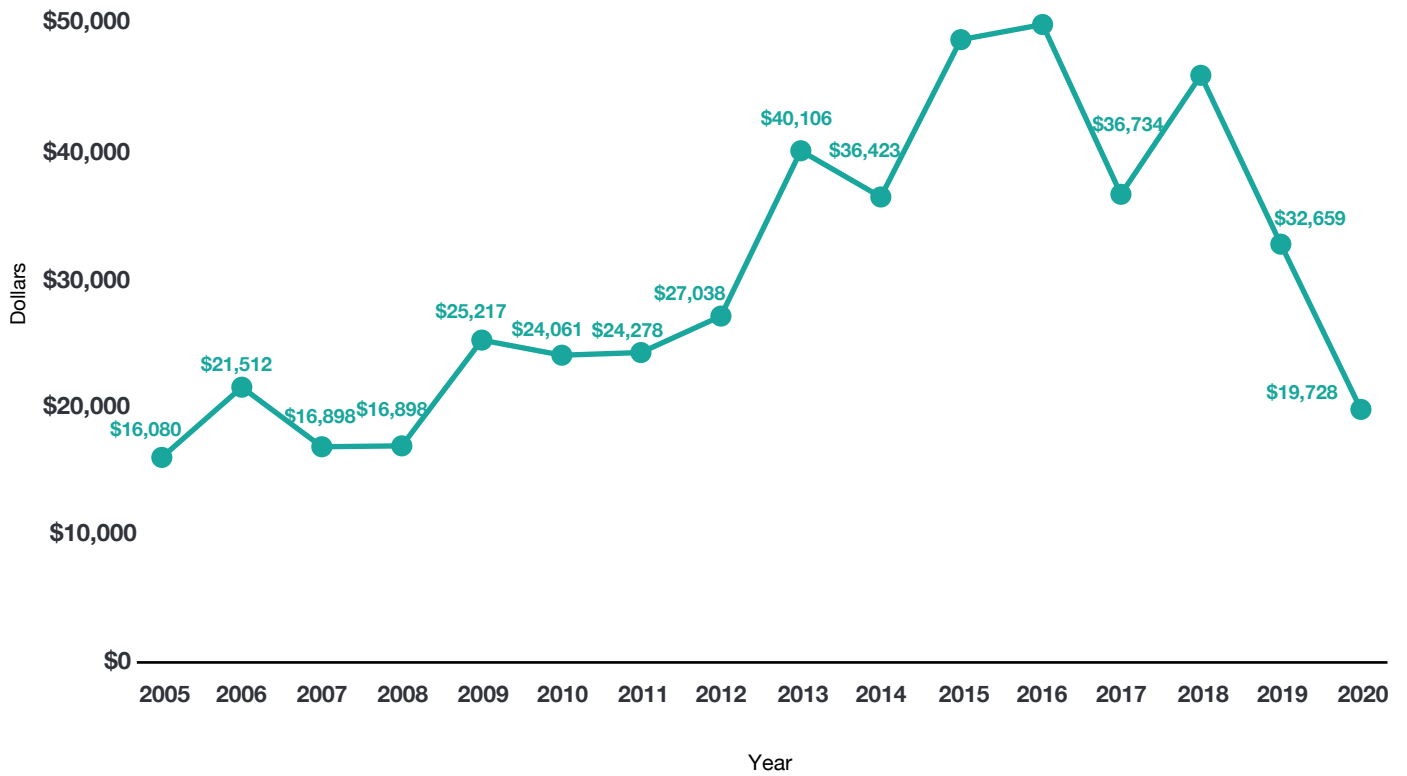
Total payroll in other support services (\$1,000)



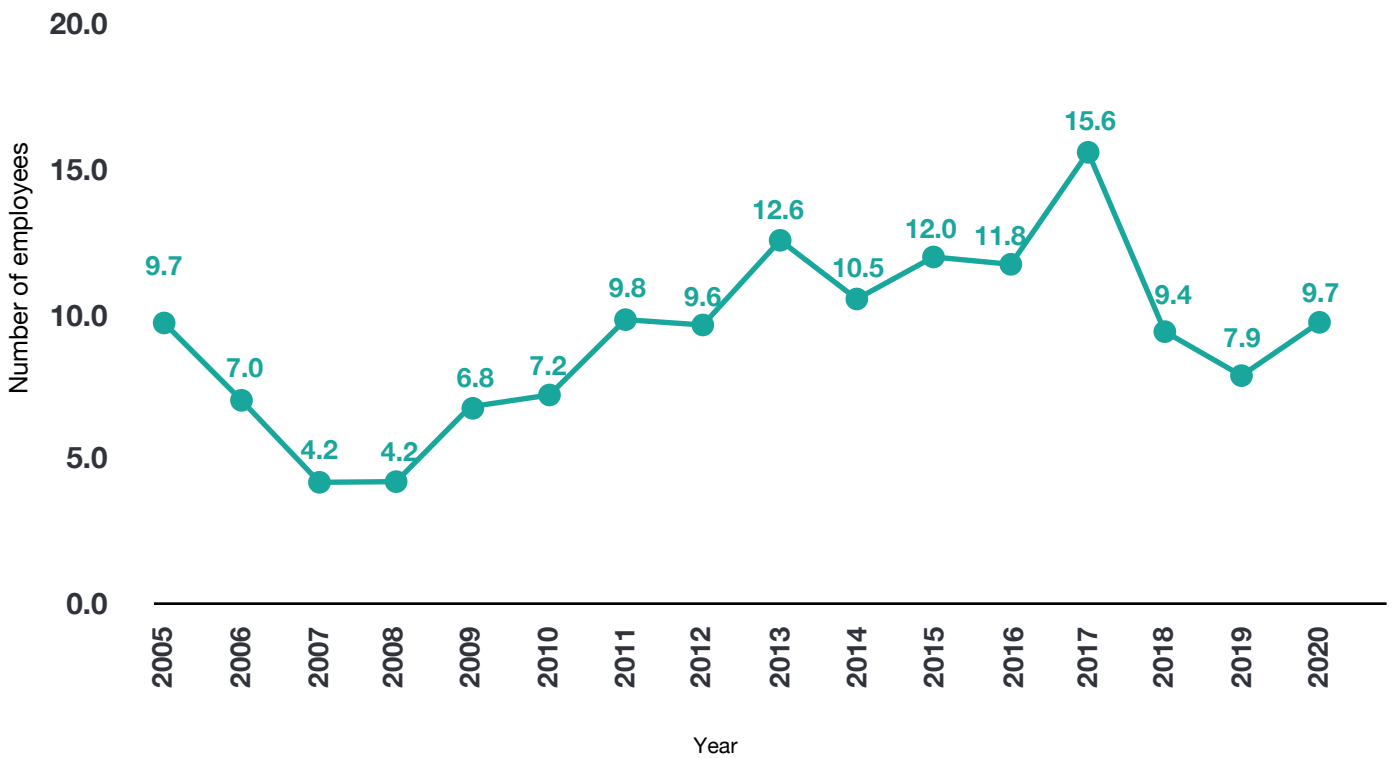
Total employees in other support services

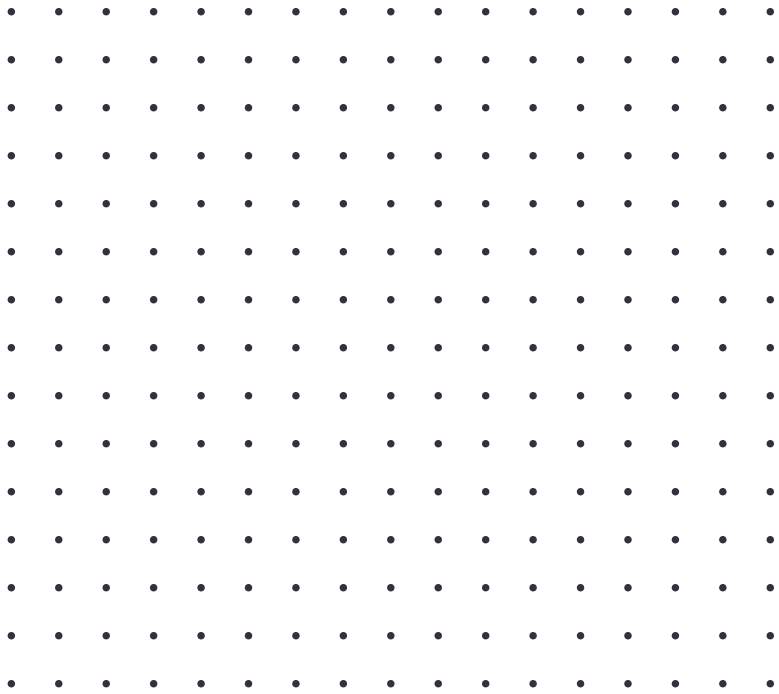


Average salary in other support services

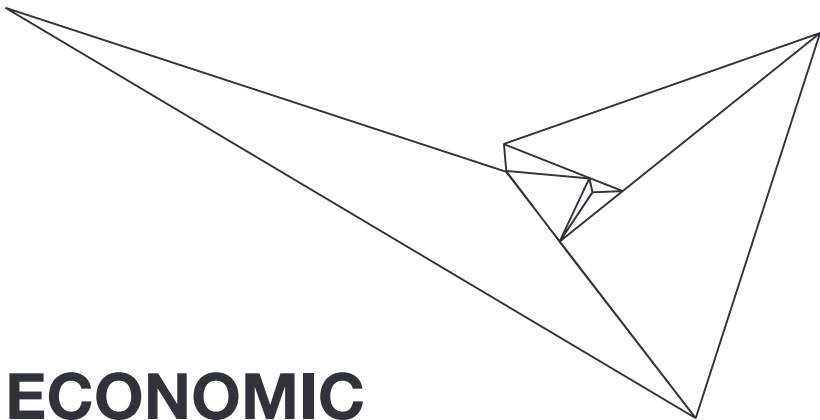


Average number of employees per establishments in other support services





08



**ECONOMIC
IMPACT OF CULTURAL
AND CREATIVE ACTIVITY
IN PUERTO RICO (2020)**





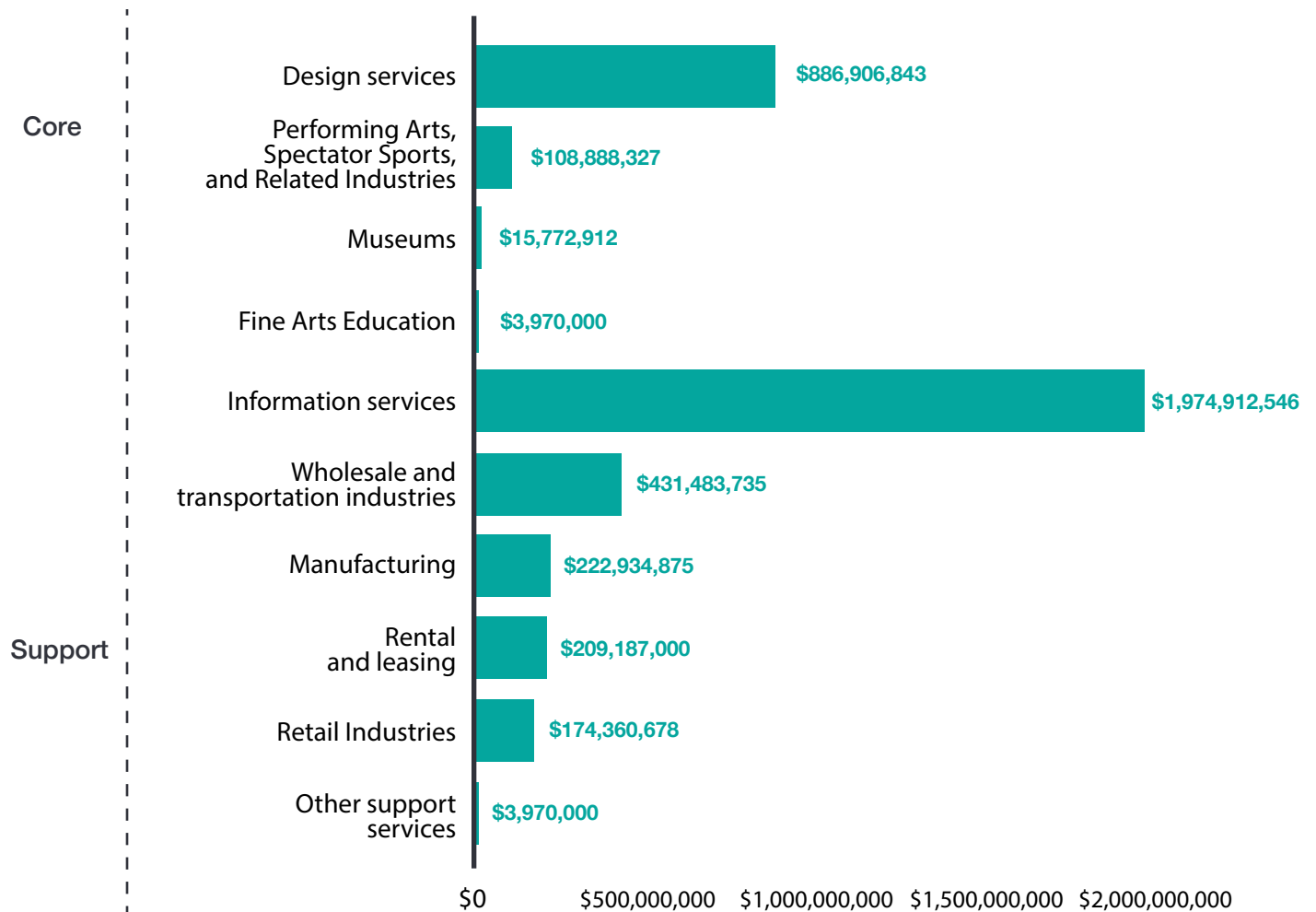
It is estimated that cultural and creative activity had **total sales of \$4,032** million in the year 2020, according to data from the 2017 Economic Census and the 2020 County Business Patterns.

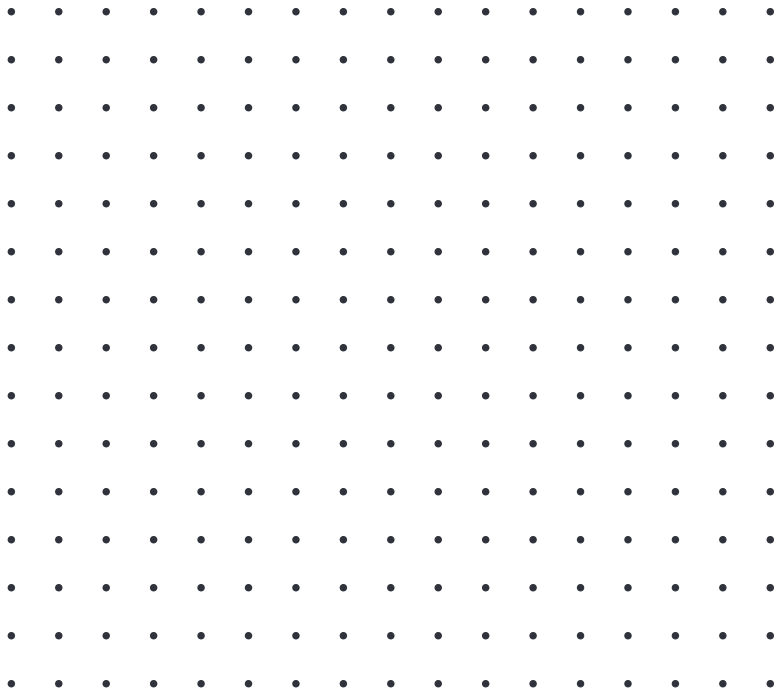
The main industries contribute \$1,015 million, and the supporting industries, **\$3,016 million** in sales.

This represents 3.8% of the GDP (Gross Domestic Product) for the same year* (\$105,428 million).

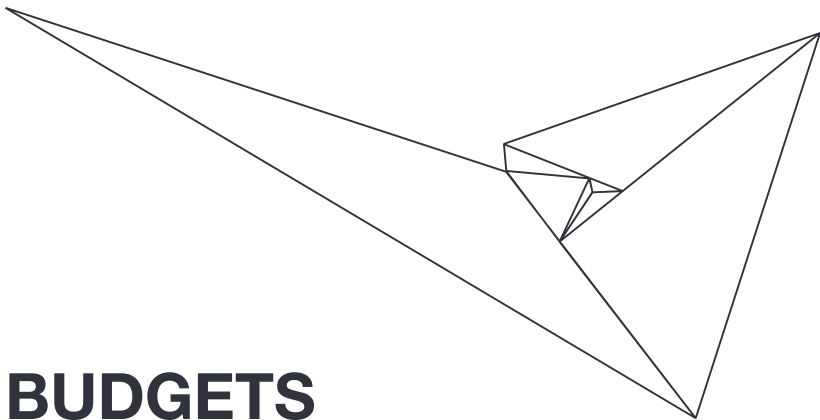
*preliminary data from the 2022 U.S. Bureau of Economic Analysis

Analysis by Cultural and Creative Sector (Sales, Value of Shipments, or Revenues)





09



**BUDGETS
OF PUBLIC
CULTURAL INSTITUTIONS
IN PUERTO RICO (2022)**





The information originates from historical records available in the official budget webpage of the Government of Puerto Rico: <http://www.presupuesto.pr.gov> and the Financial Oversight and Management Board for Puerto Rico webpage: <https://juntasupervision.pr.gov/>.

Although it is **estimated that there are around 65 government entities** that, in one way or another, are related to the cultural field, this assessment is focused on nine of them in which we can accurately measure the budgetary contribution. **The 9 entities assessed were:**

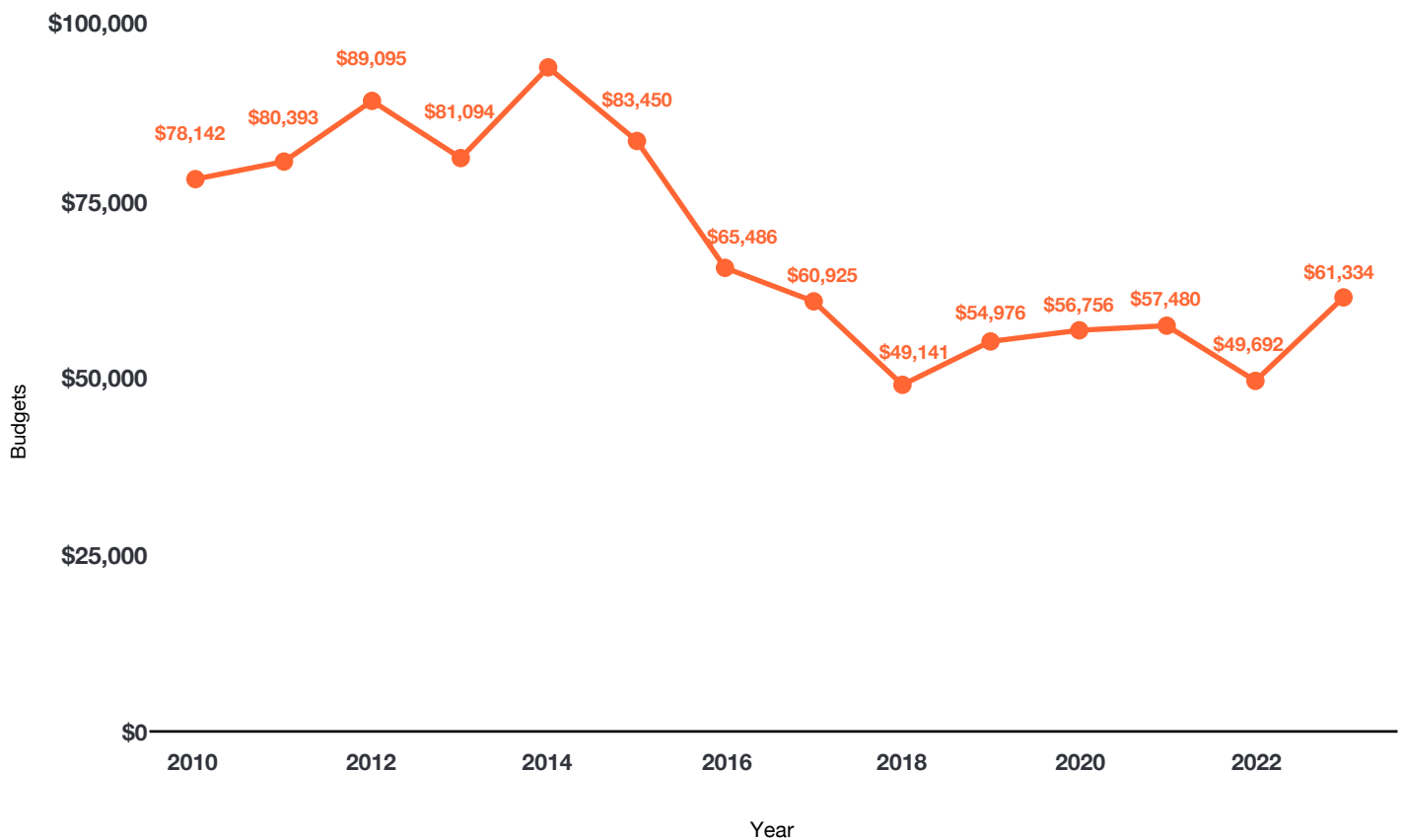
- ◆ **Contributions to the Puerto Rican Fund for the Financing of Culture (information up to the year 2016).**
- ◆ **Musical Arts Corporation.**
- ◆ **Puerto Rico Public Broadcasting Corporation (WIPR).**
- ◆ **Puerto Rico Fine Arts Center Corporation.**
- ◆ **Puerto Rico Conservatory of Music Corporation.**
- ◆ **Corporation for the Development of the Arts, Sciences, and Film Industry of Puerto Rico (information up to the year 2016).**
- ◆ **School of Plastic Arts.**
- ◆ **Institute of Puerto Rican Culture.**
- ◆ **State Historic Preservation.**

The total budget approved for public cultural institutions in fiscal year 2022-2023 has been reduced by **21.5%** compared to fiscal year 2009-2010.

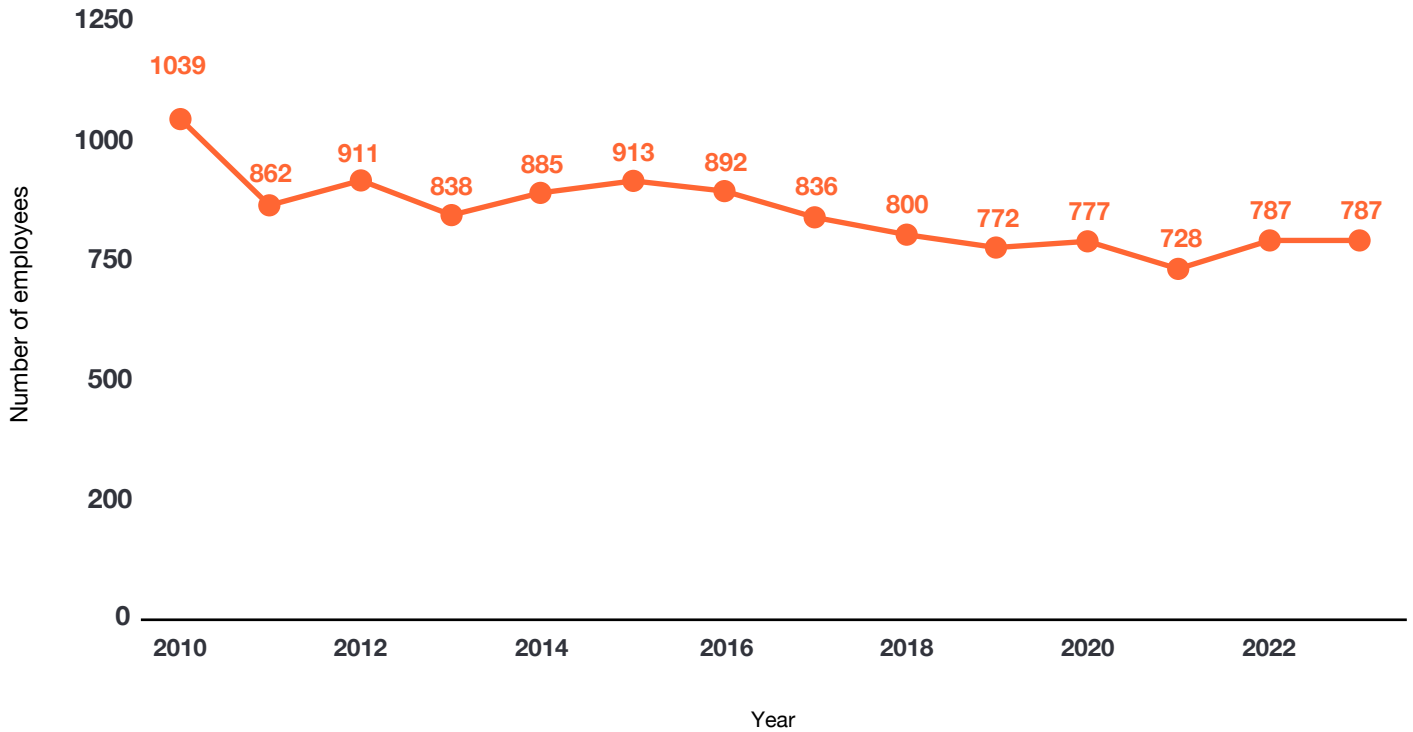
2018 and 2022 – During these years the lowest budgets were recorded, with **\$49,141,000** and **\$49,692,000**, respectively.

2014 – This year the highest budget was recorded, with approximately **\$94,000,000**.

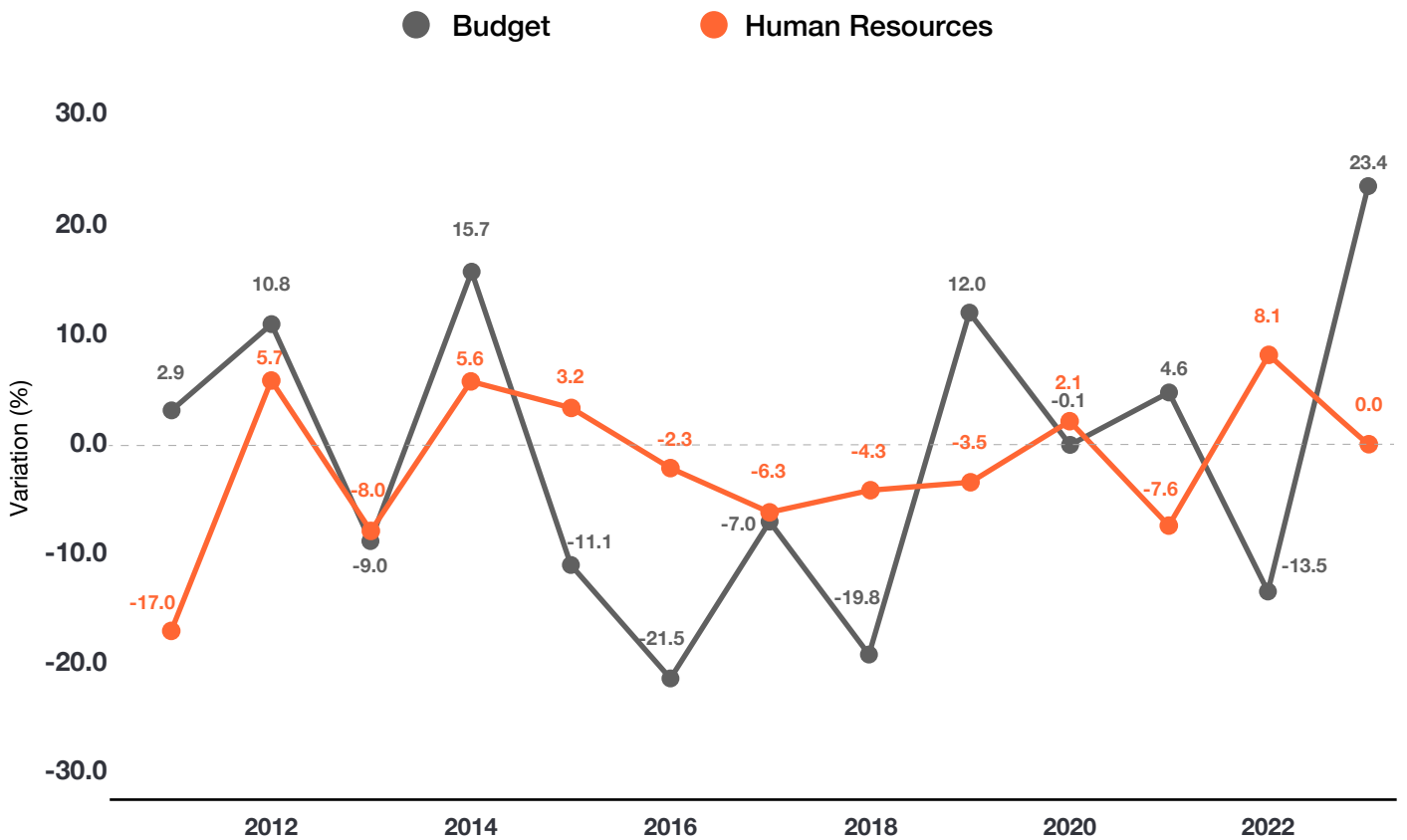
General budget of public cultural institutions (in thousands of dollars)



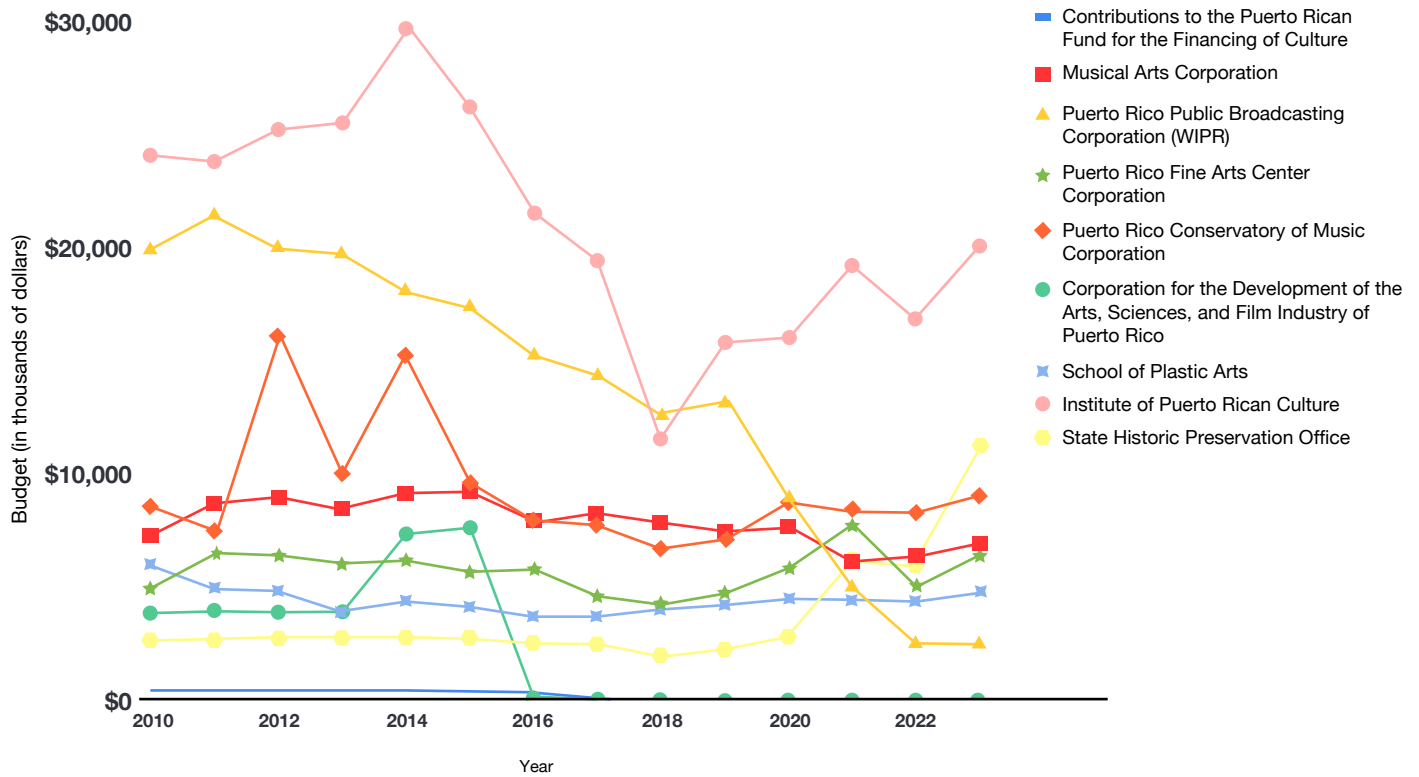
Human resources in cultural institutions



Annual variation of the budget and human resources in the cultural institutions of Puerto Rico

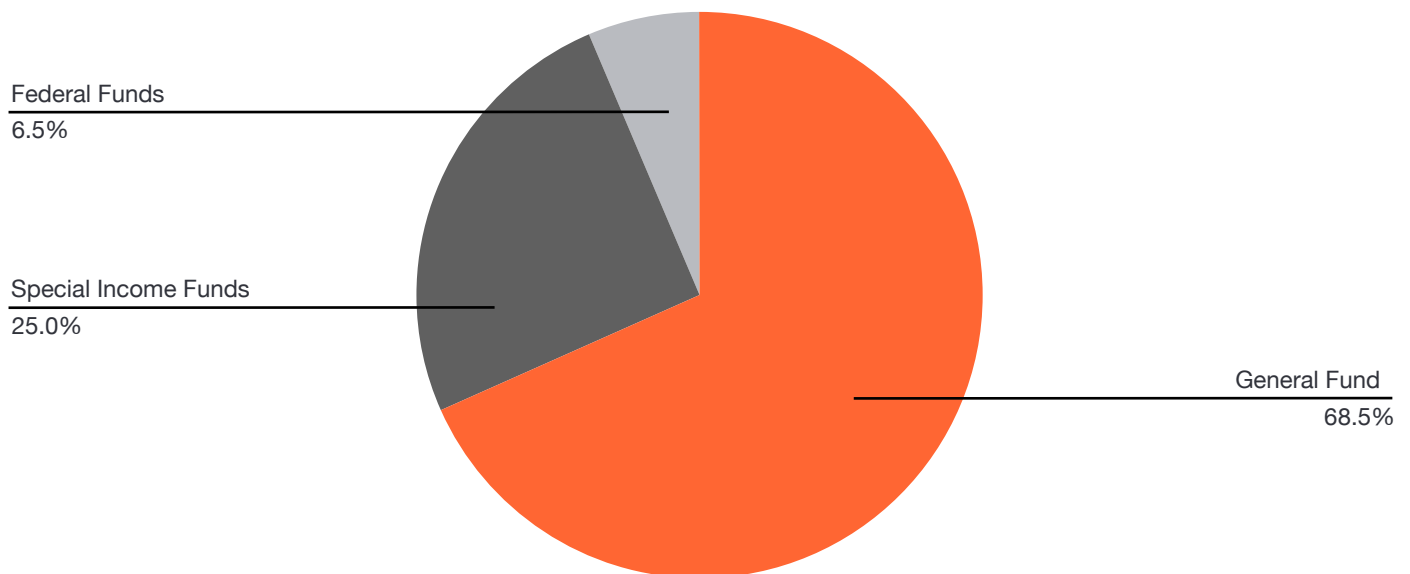


Budget by agency

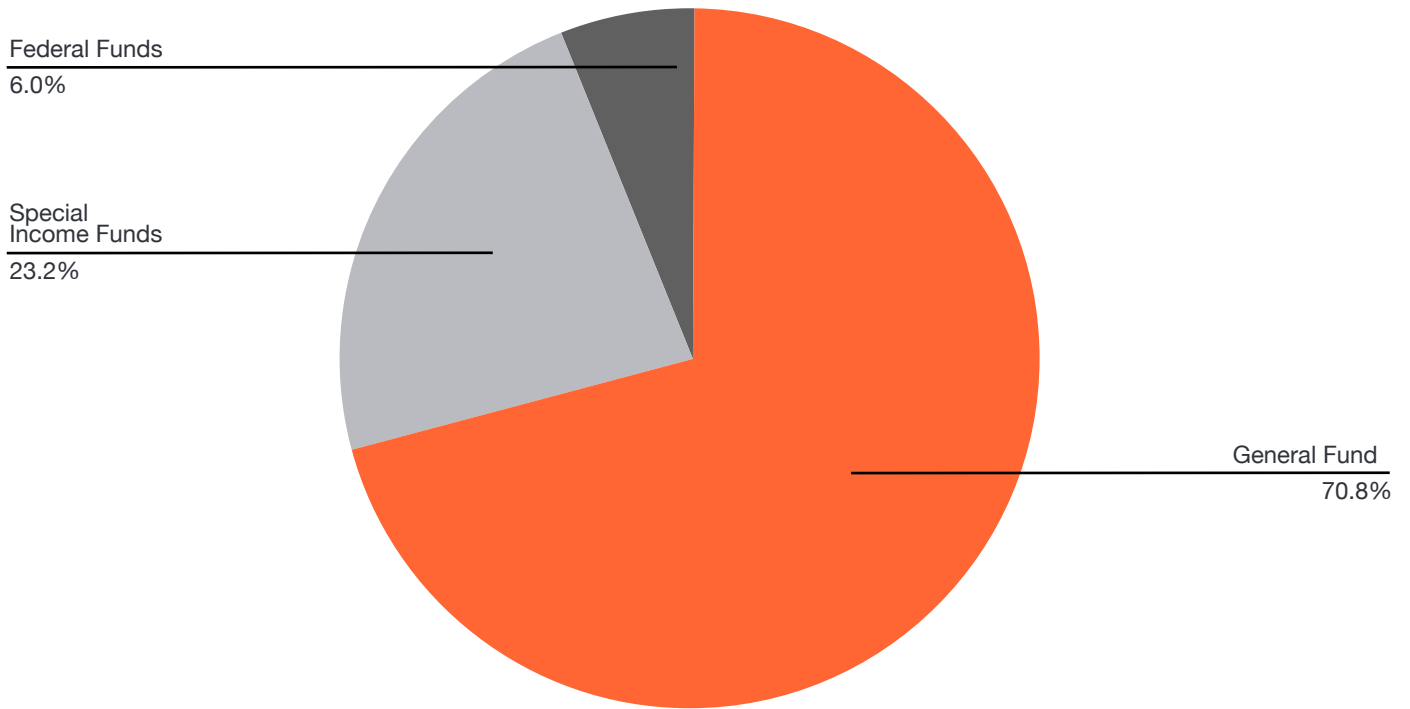


DISTRIBUTION OF FUNDS

Distribution of Funds FY 2022-2023



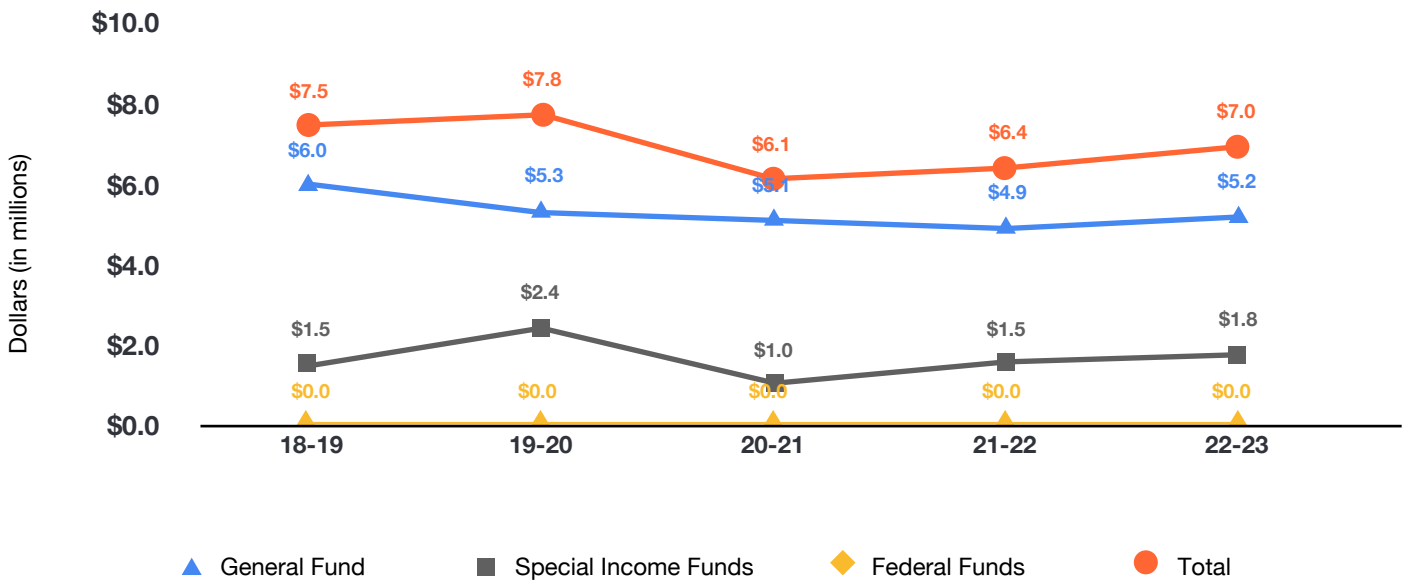
Distribution of Funds FY 2018-2019



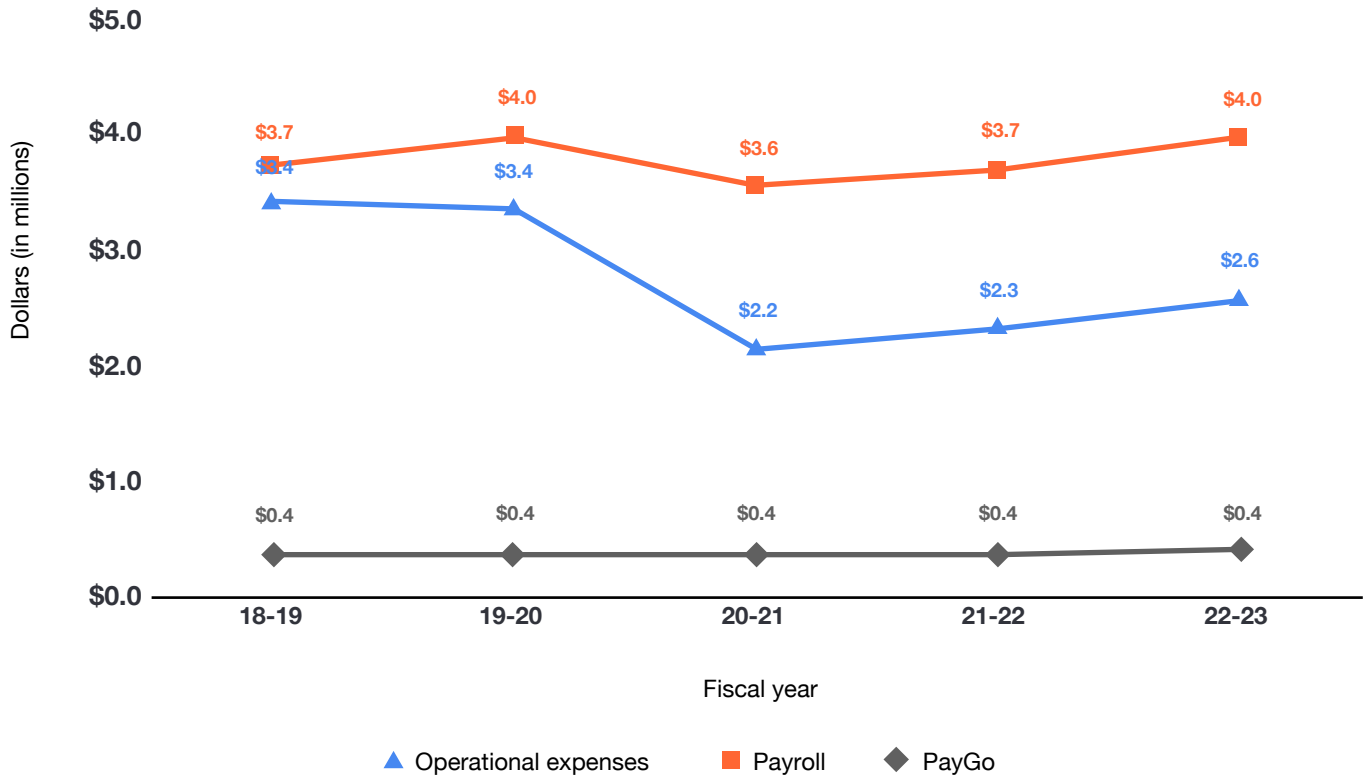
ANALYSIS BY PUBLIC INSTITUTION

MUSICAL ARTS CORPORATION

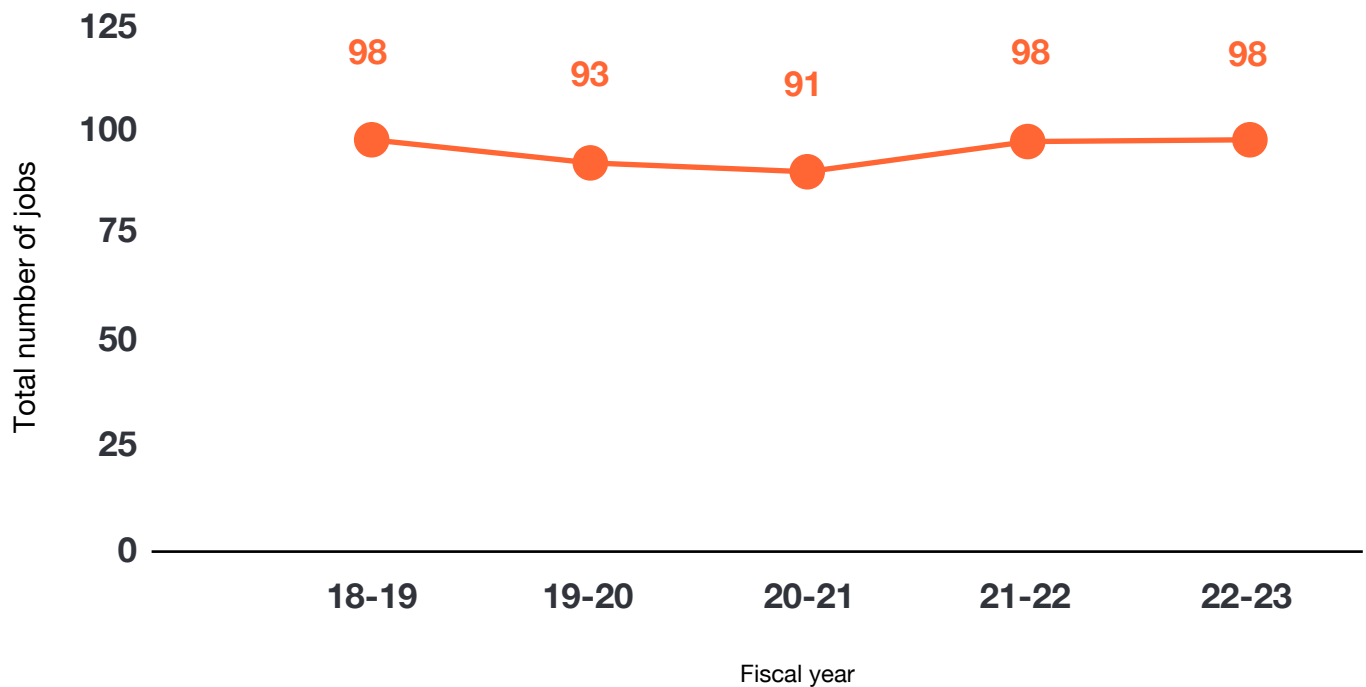
Distribution of the budget by fund in fiscal years 19 - 23



Distribution of the budget by type of expense in fiscal years 19 - 23

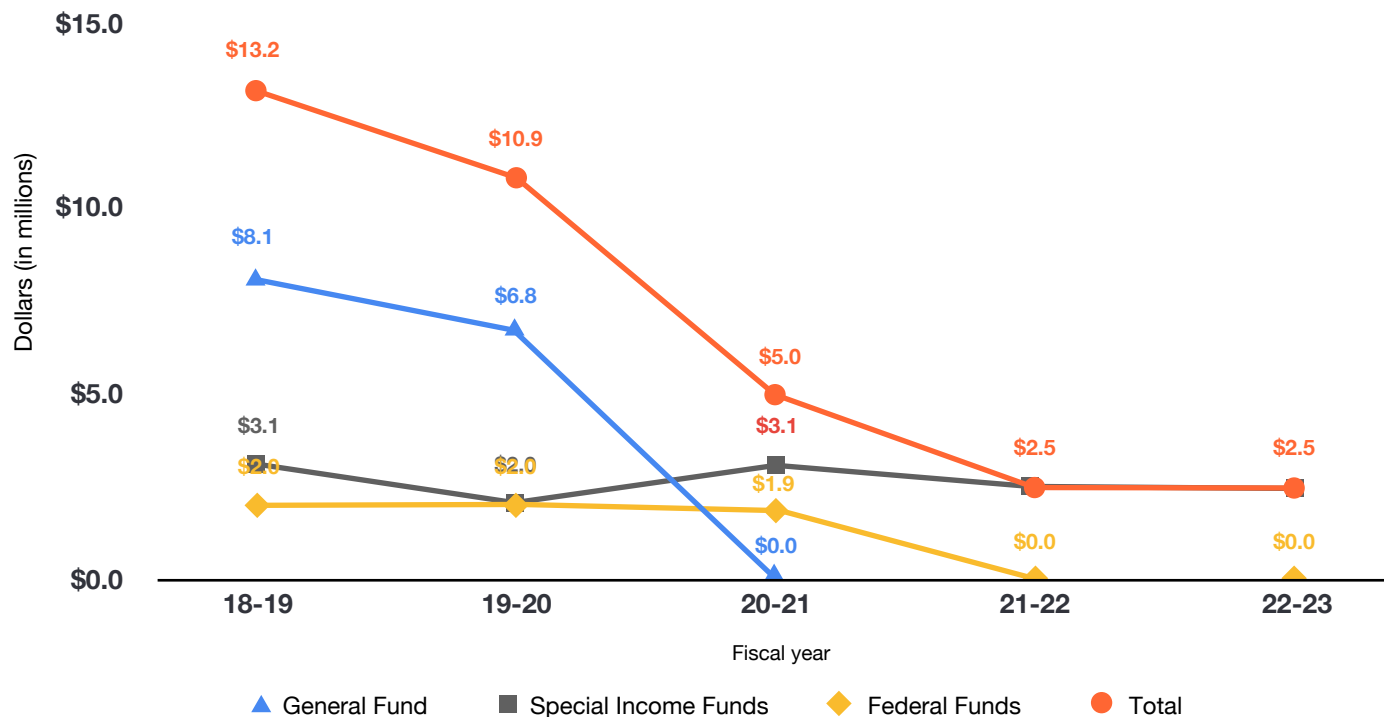


Human Resources

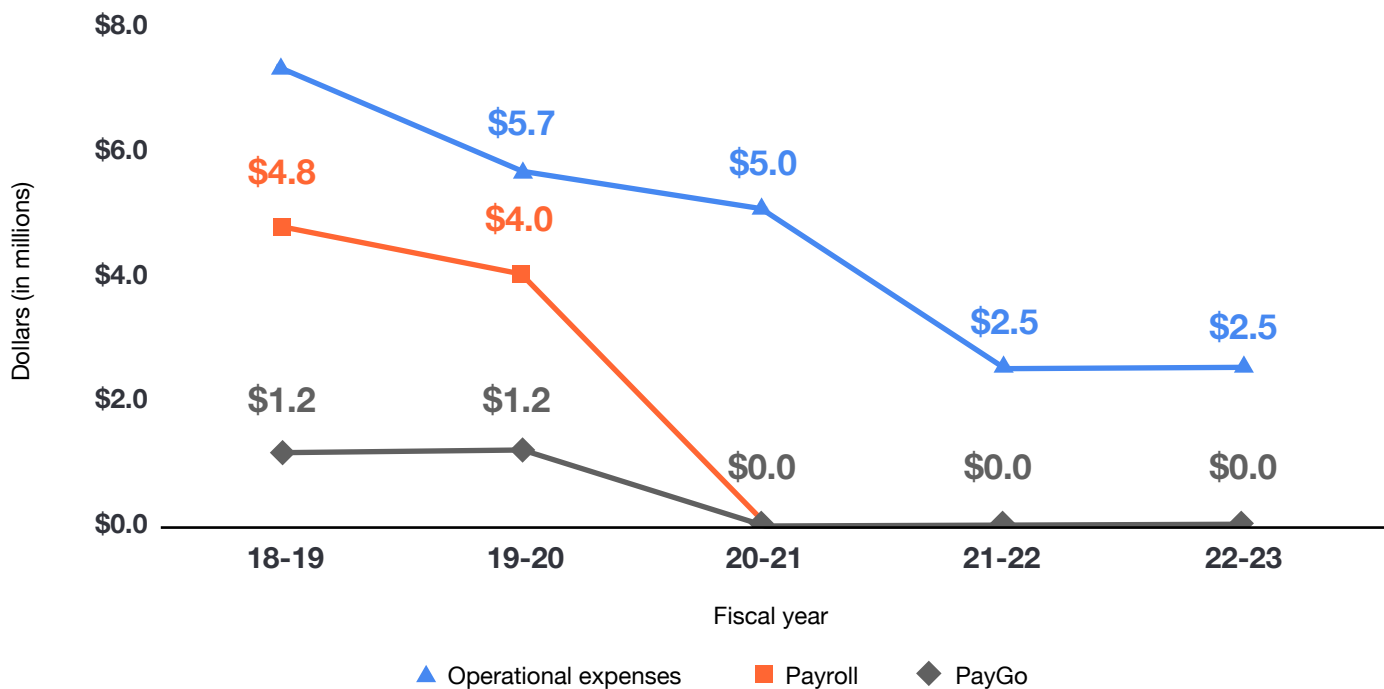


PUERTO RICO PUBLIC BROADCASTING CORPORATION

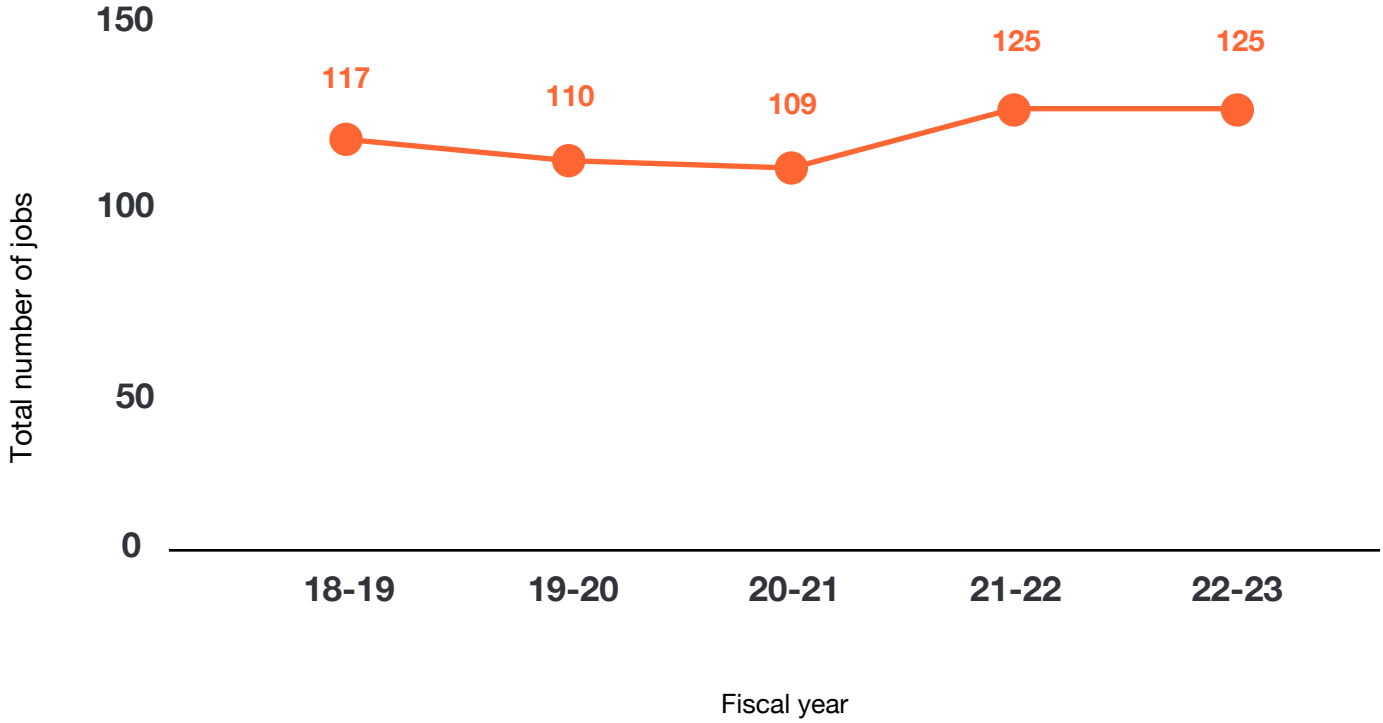
Distribution of the budget by fund in fiscal years 19 - 23



Distribution of the budget by type of expense in fiscal years 19 - 23

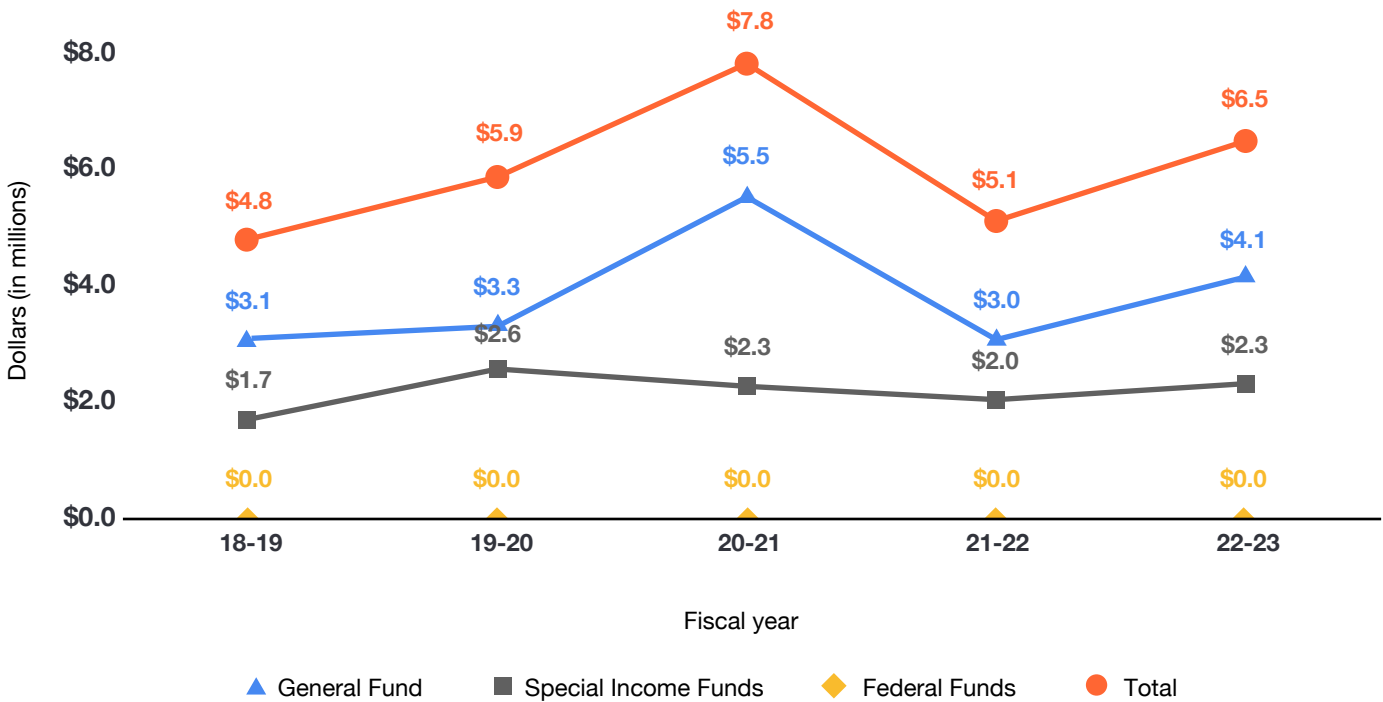


Human Resources

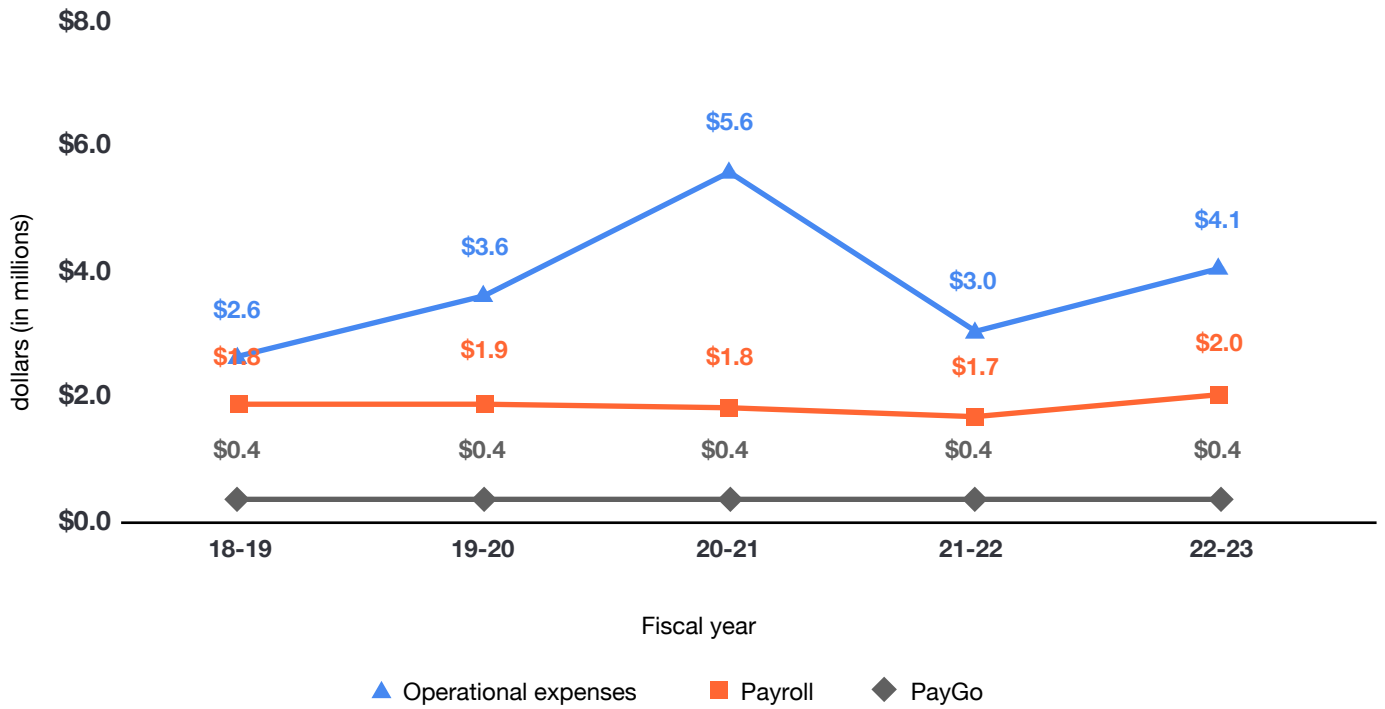


PUERTO RICO FINE ARTS CENTER CORPORATION

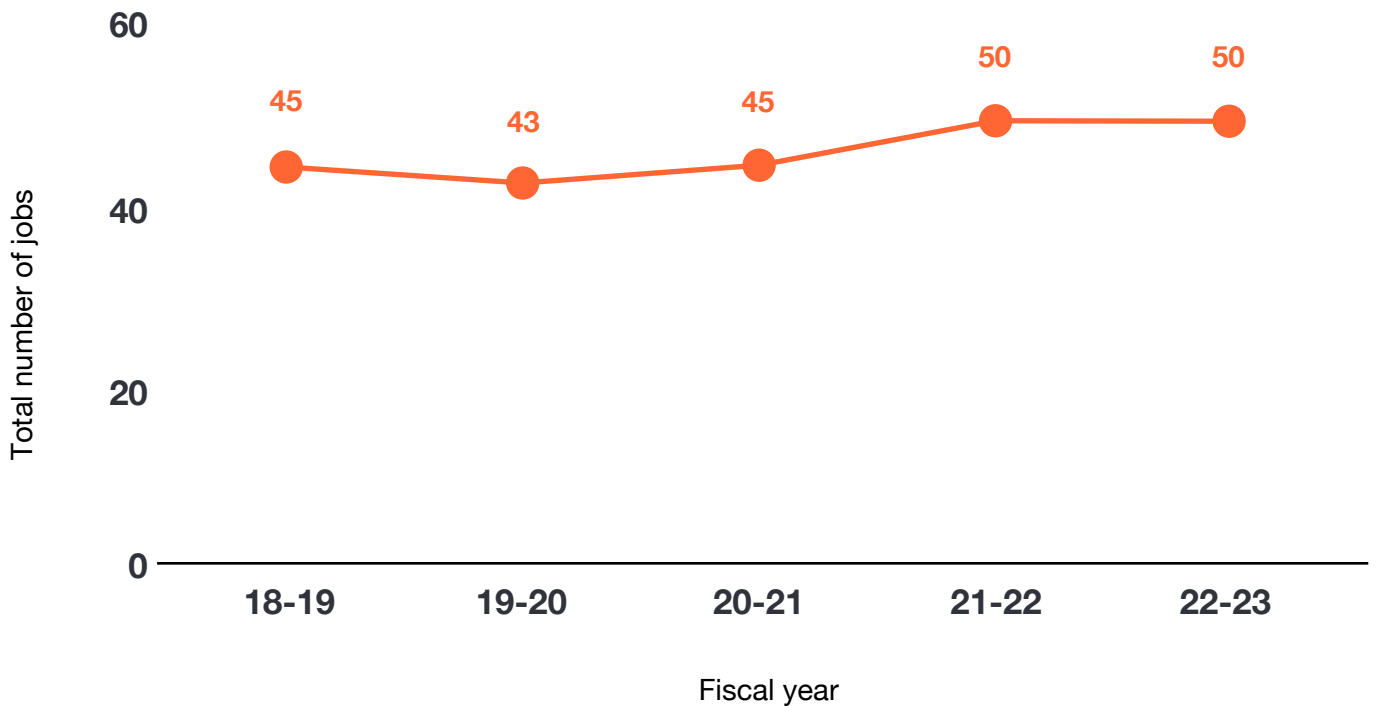
Distribution of the budget by fund in fiscal years 19 - 23



Distribution of the budget by type of expense in fiscal years 19 - 23

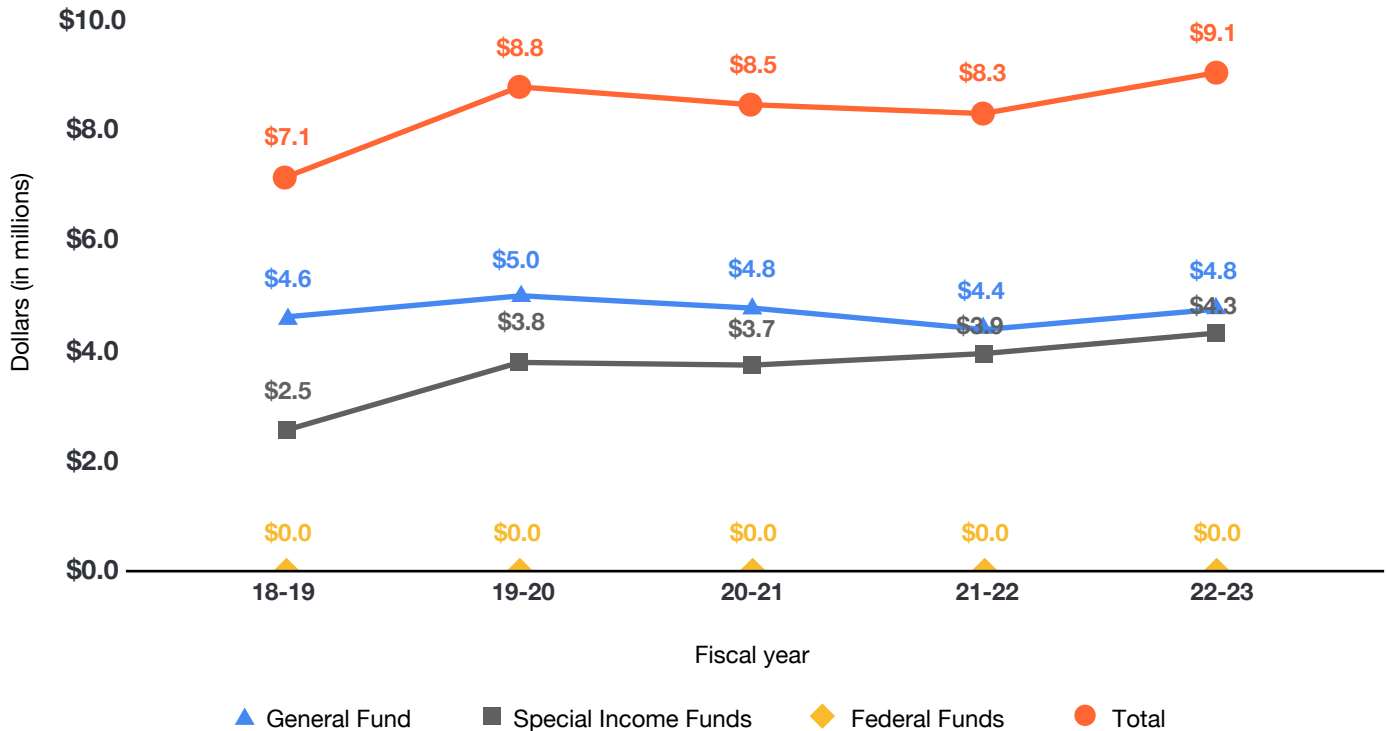


Human Resources

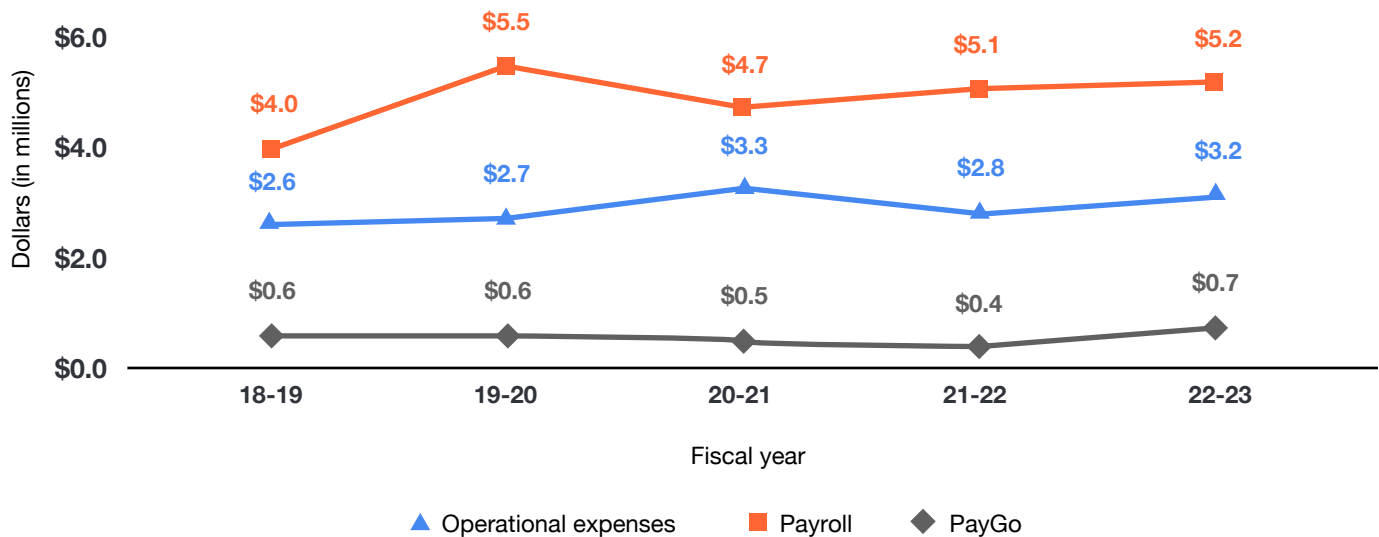


PUERTO RICO CONSERVATORY OF MUSIC CORPORATION

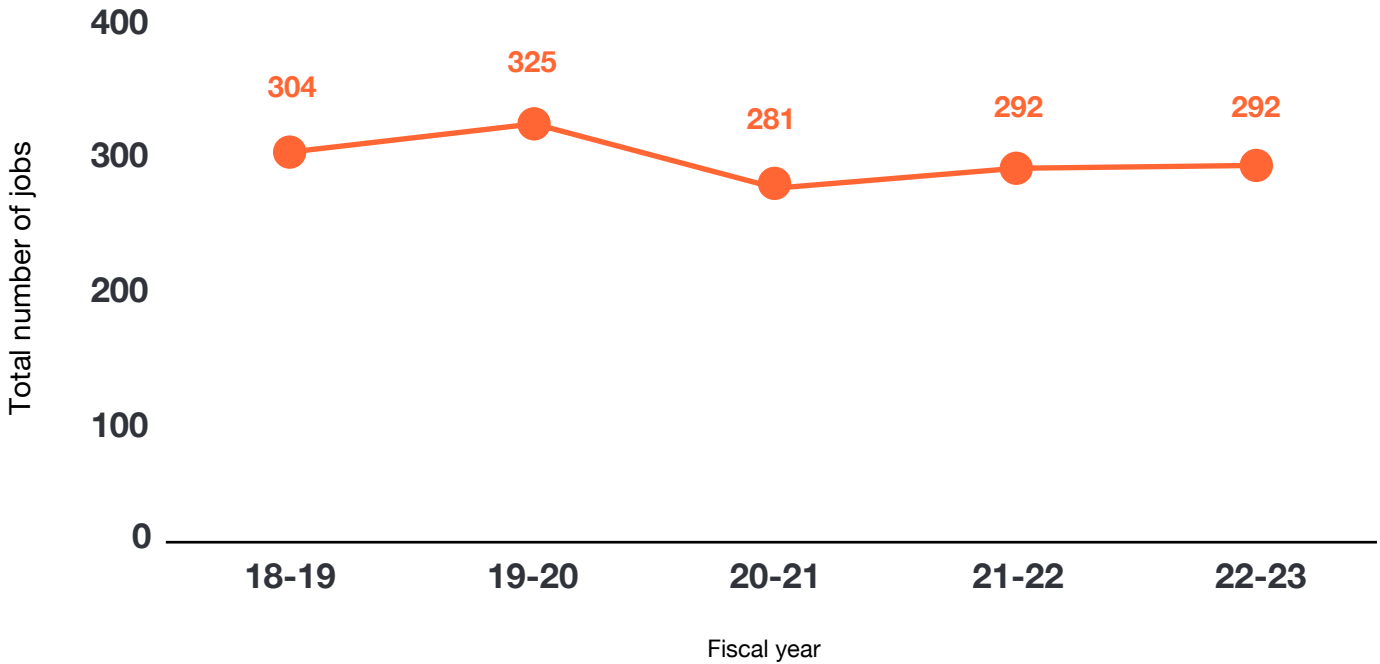
Distribution of the budget by fund in fiscal years 19 - 23



Distribution of the budget by type of expense in fiscal years 19 - 23

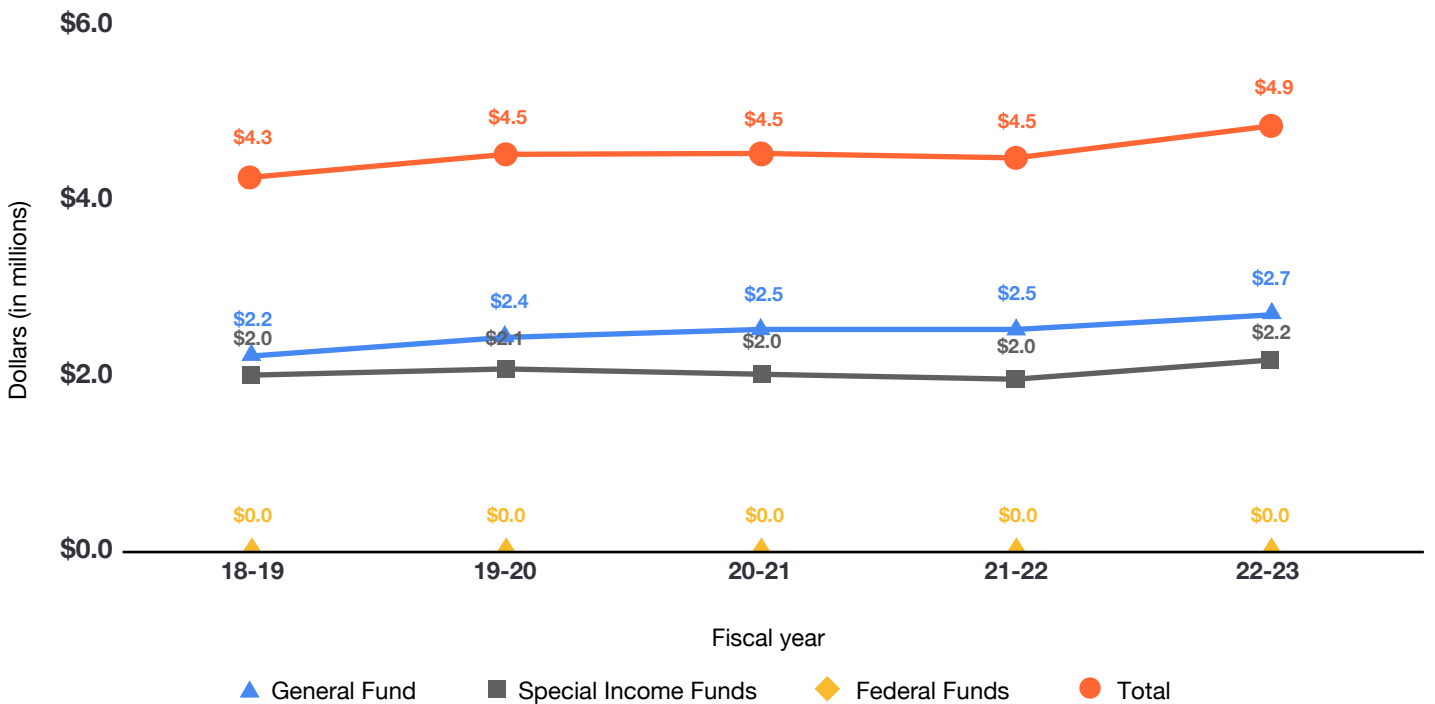


Human Resources

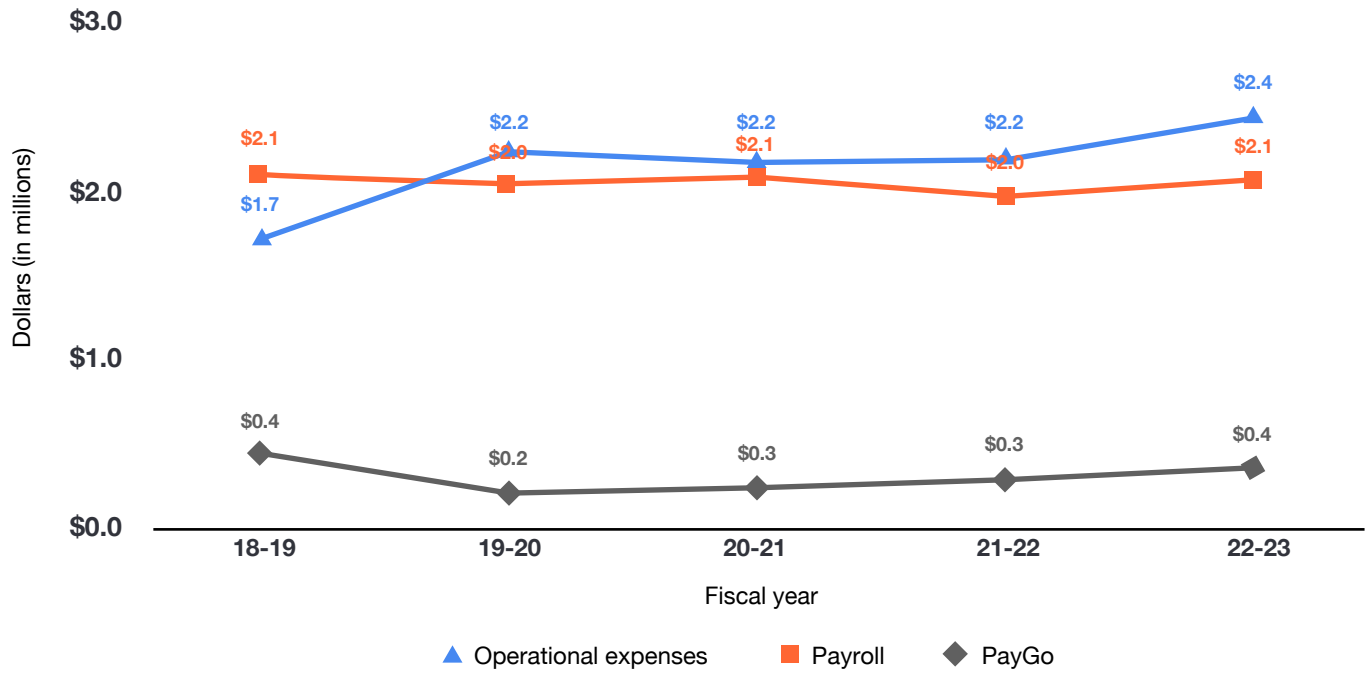


SCHOOL OF PLASTIC ARTS AND DESIGN OF PUERTO RICO

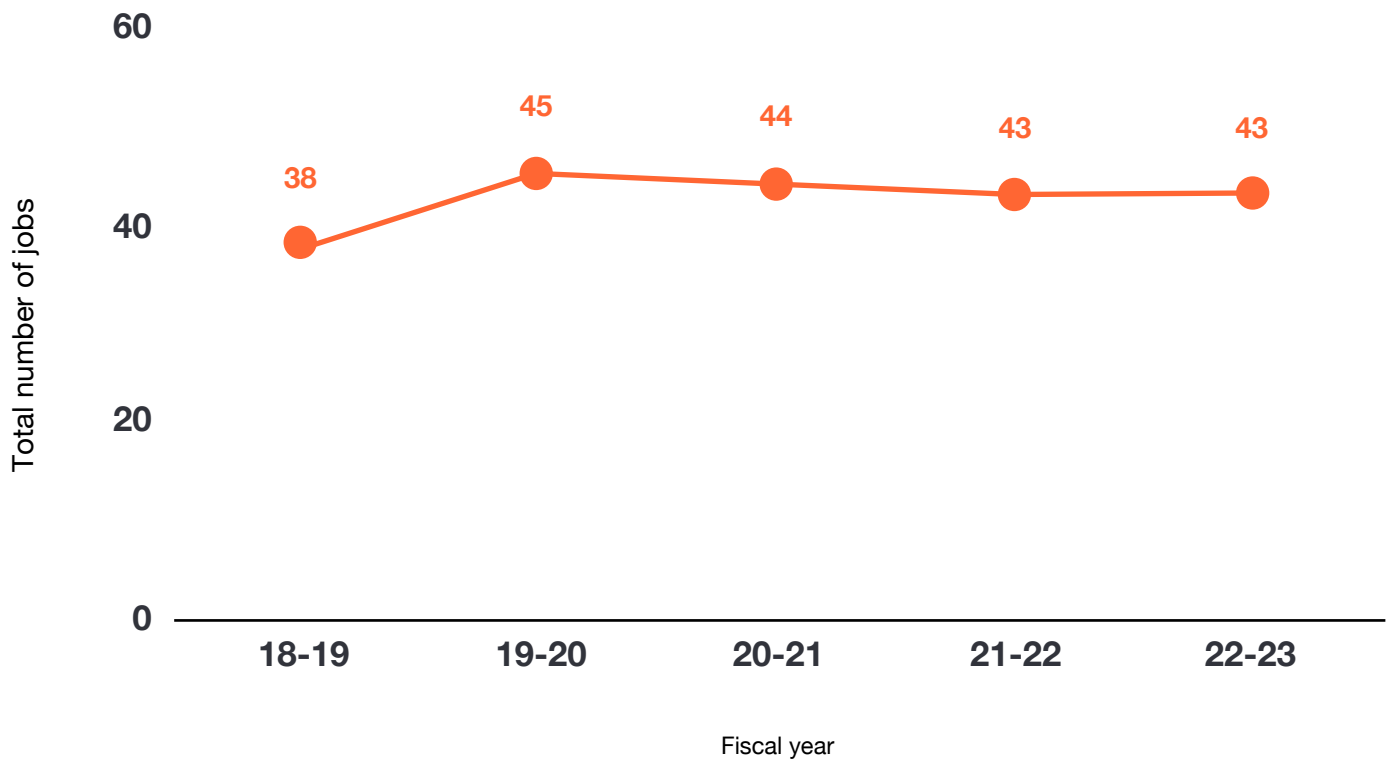
Distribution of the budget by fund in fiscal years 19 - 23



Distribution of the budget by type of expense in fiscal years 19 - 23

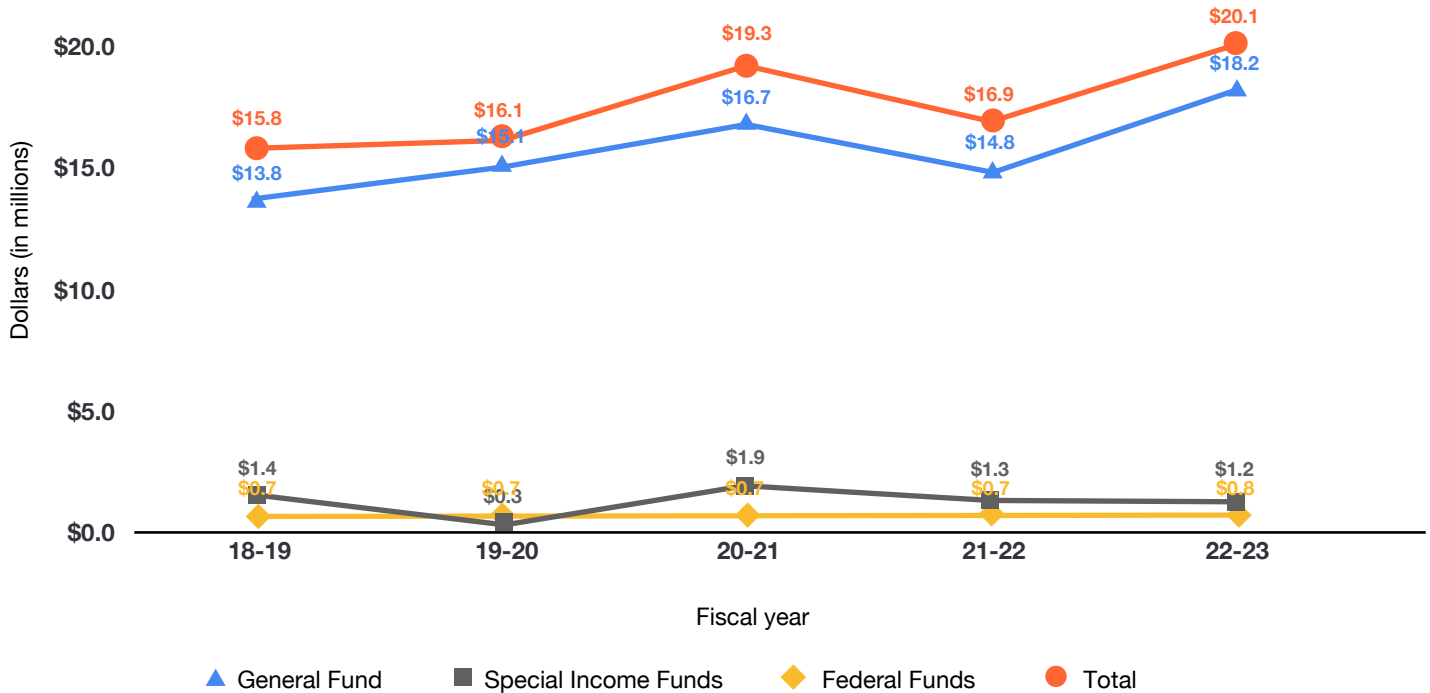


Human Resources

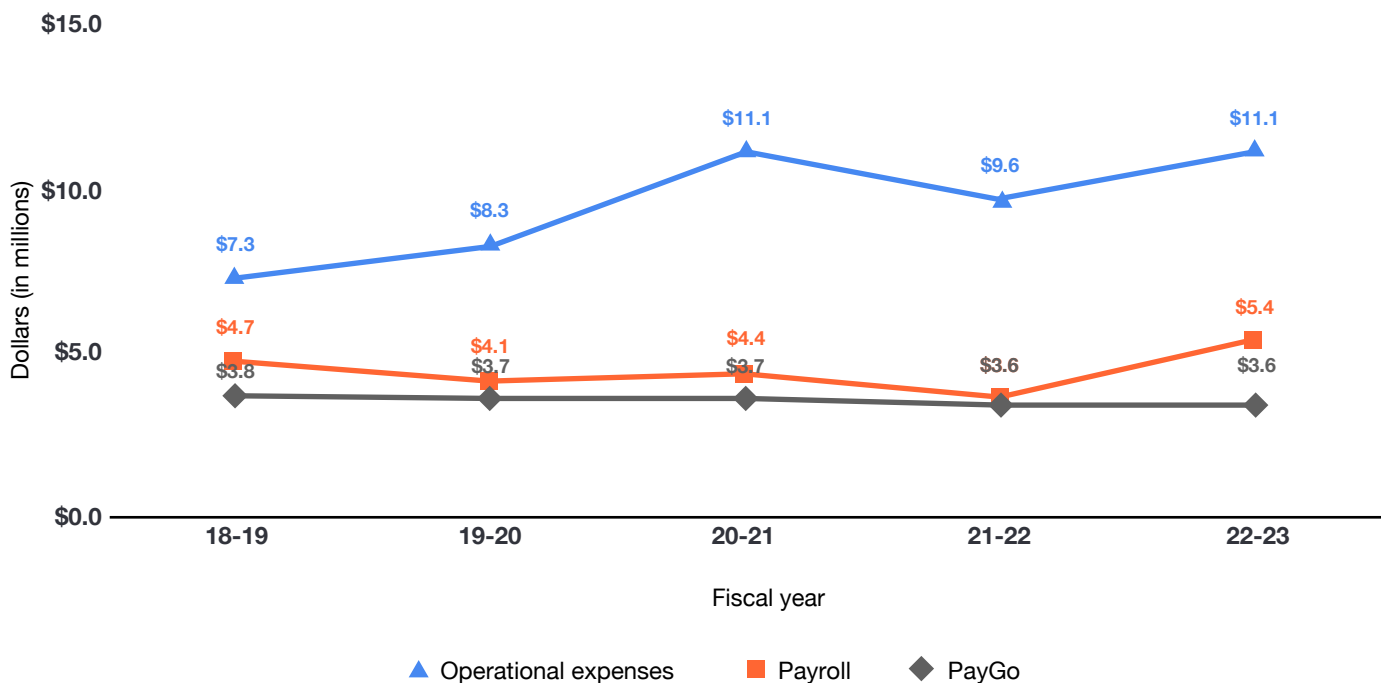


INSTITUTE OF PUERTO RICAN CULTURE

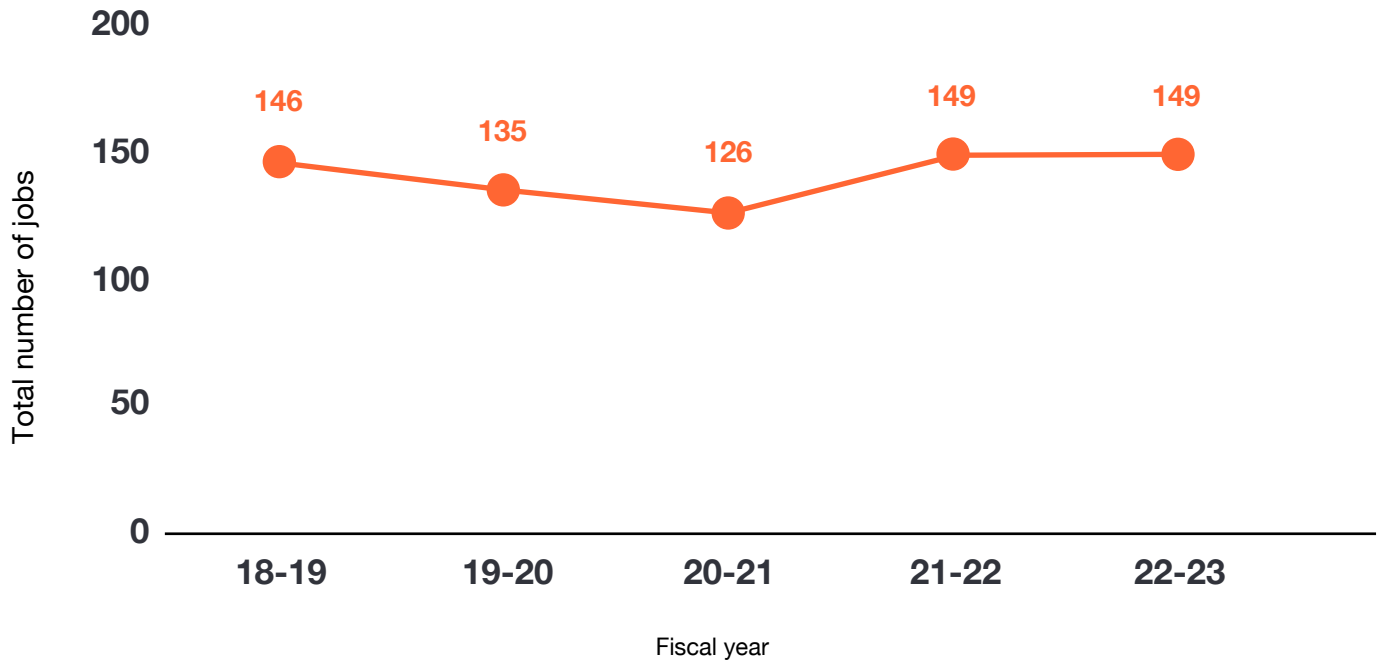
Distribution of the budget by fund in fiscal years 19 - 23



Distribution of the budget by type of expense in fiscal years 19 - 23

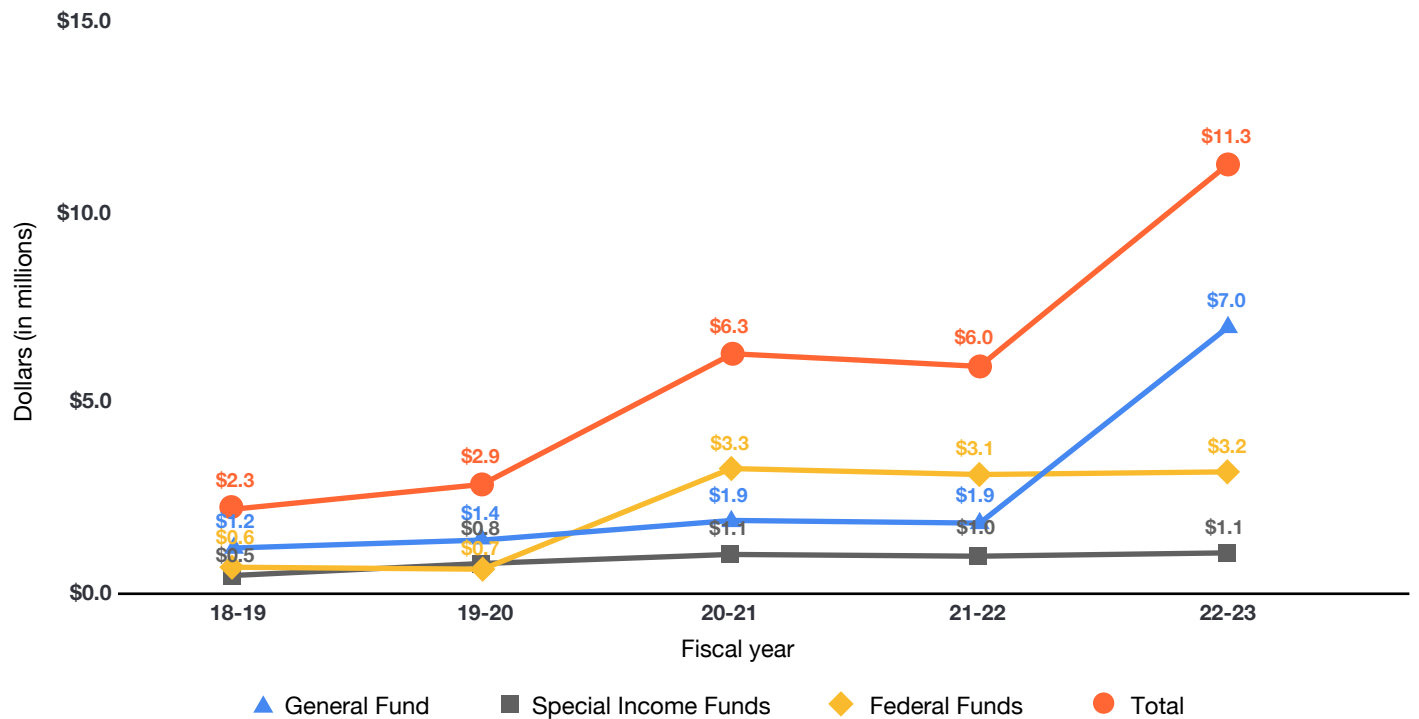


Human Resources

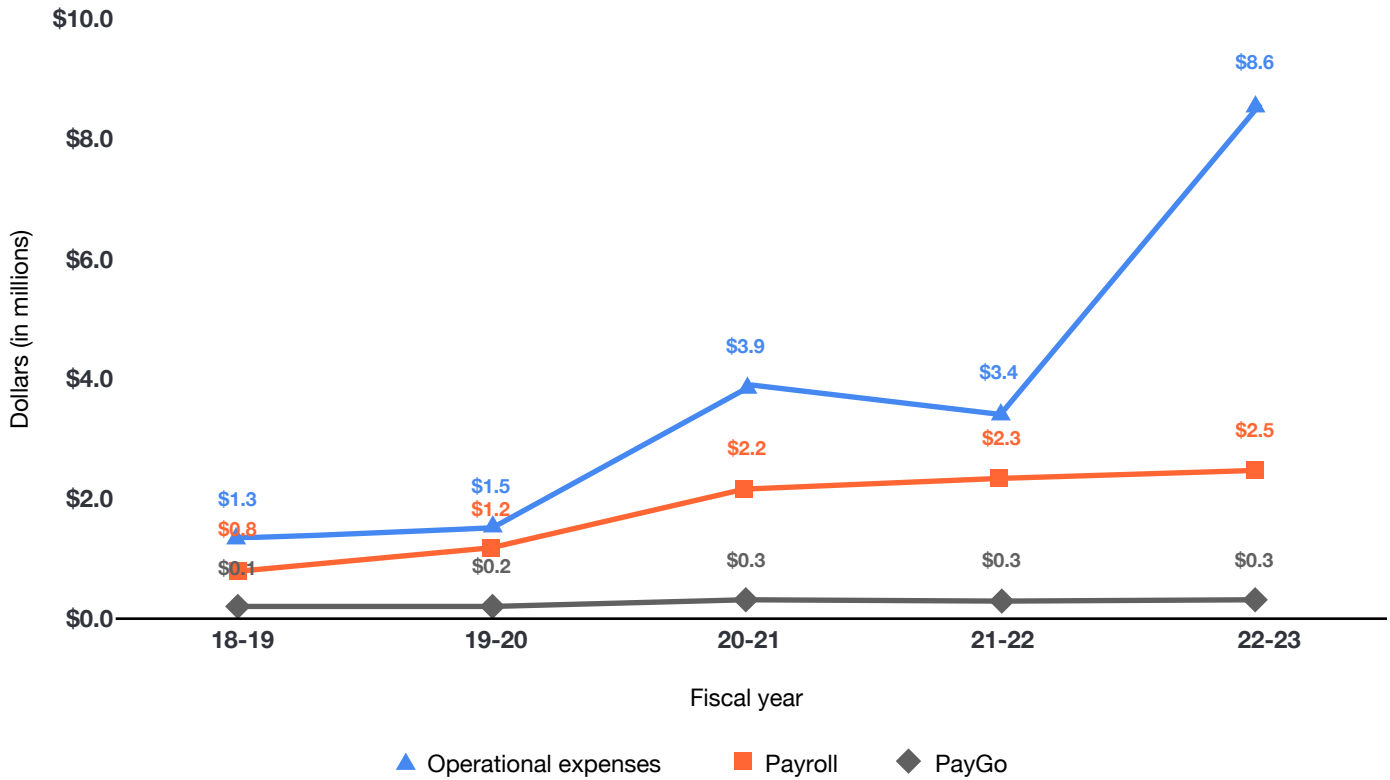


STATE HISTORIC PRESERVATION OFFICE

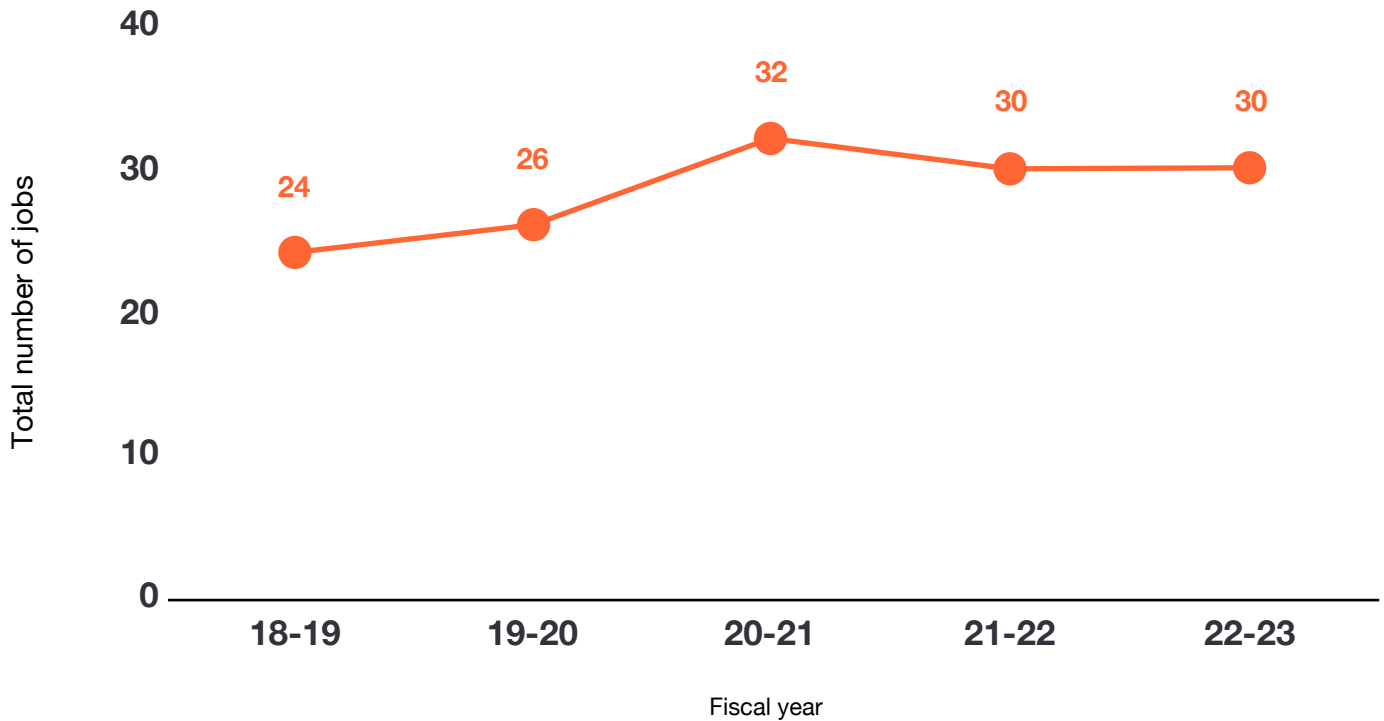
Distribution of the budget by fund in fiscal years 19 - 23

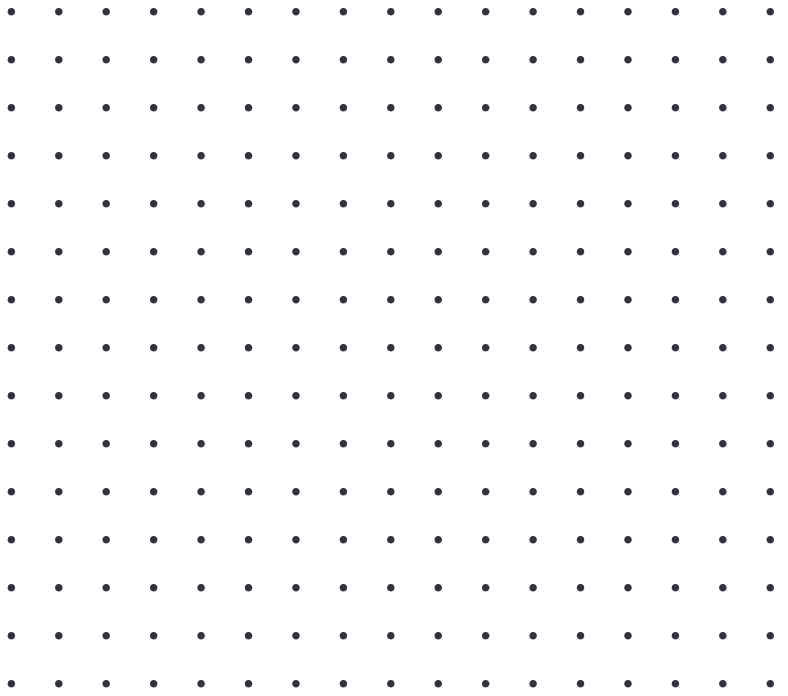


Distribution of the budget by type of expense in fiscal years 19 - 23

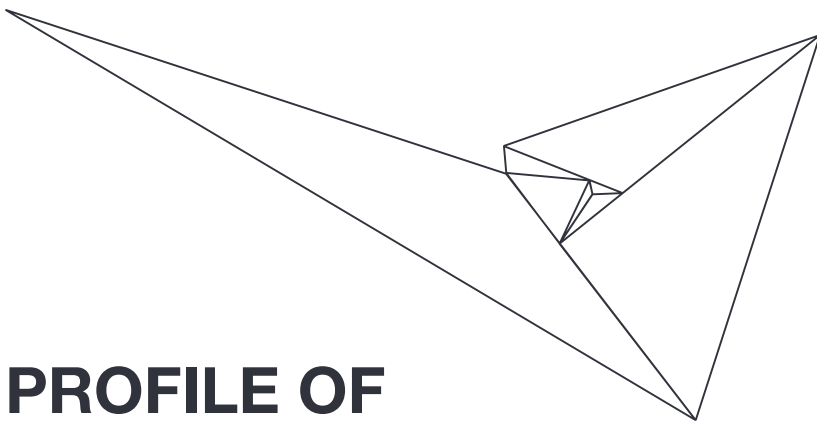


Human Resources





10



**PROFILE OF
EQUITY, DIVERSITY,
AND INCLUSION IN THE
CREATIVE SECTOR**





GENDER EQUALITY

In creative occupations, **35.6%** are women.

In the rest of the labor market, **this percentage is 48.2%.**



Creative occupation						
	YES			NO		
Sex	Percent	Estimate	Margin of Error (90%)	Percent	Estimate	Margin of Error (90%)
Female	35.6%	6,533	±649	48.2%	604,168	±5,269
Male	64.4%	11,797	±1,131	51.8%	648,178	±4,025
Total	100.0%	18,330	±1,271	100.0%	1,252,346	±6,726

Within creative industries, *Performing Arts Companies and Musical Instruments and Supplies Stores* are the industries with the lowest percentage of women, with **17.5%** and **11.9%**, respectively.



The industries with the highest female representation are *Software Editors and Libraries and Archives*, with **90.8%** and **75.3%**, respectively.

Industry	Women creative industries participation rate
Software Publishers	90.8%
Libraries And Archives	75.3%
Used Merchandise Stores	71.6%
Book Stores And News Dealers	67.9%
Florists	67.5%
Advertising, Public Relations, And Related Services	62.6%
Internet Publishing And Broadcasting And Web Search Portals	59.0%
Periodical, Book, And Directory Publishers	52.9%
Specialized Design Services	41.1%
Broadcasting (Except Internet)	38.3%
Motion Pictures And Video Industries	38.3%
Newspaper Publishers	37.0%
Wired Telecommunications Carriers	33.4%
Museums, Art Galleries, Historical Sites, And Similar Institutions	28.7%
Printing And Related Support Activities	27.3%
Architectural, Engineering, And Related Services	25.6%
Independent Artists, Writers, And Performers	23.9%
Computer Systems Design And Related Services	23.4%
Sound Recording Industries	21.0%
Promoters Of Performing Arts, Sports, And Similar Events, Agents And Managers For Artists, Athletes, Entertainers, And Others	19.4%
Performing Arts Companies	17.5%
Musical Instrument And Supplies Stores	11.9%

Within the creative industries, on average, for every dollar that a man receives from self-employment income, a woman receives \$0.89 cents on the dollar for the same.

	Creative industry		Other industries	
	Female	Male	Female	Male
Mean salary income (1)	\$29,645	\$29,315	\$24,163	\$28,091
Mean self-employment income (2)	\$15,251	\$17,073	\$18,522	\$22,361
Mean total income (3)	\$28,225	\$28,722	\$24,538	\$28,884
(1) Only employees of a business (or government or non-profit) earning more than \$0 per year are included. (Inflation Adjustment Factor - 2020 dollars)				
(2) Only self-employed workers earning more than \$0 per year are included. (Inflation Adjustment Factor - 2020 dollars)				
(3) Self-employment, wages and salaries, Social Security, Supplemental Security Income, Retirement income, Interest-dividends and net income, Public assistance, All other income. Does not include people with total income equal to zero (Inflation Adjustment Factor - 2020 dollars)				

The average salary income is slightly higher in creative industries compared to other industries. On the other hand, the average self-employment income is much higher in other industries.



	Creative industry	Other industries
Mean salary income (1)	\$29,429	\$26,155
Mean self-employment income (2)	\$16,438	\$21,130
Mean total income (3)	\$24,924	\$24,151
(1) Only employees of a business (or government or non-profit) earning more than \$0 per year are included. (Inflation Adjustment Factor - 2020 dollars)		
(2) Only self-employed workers earning more than \$0 per year are included. (Inflation Adjustment Factor - 2020 dollars)		
(3) Self-employment, wages and salaries, Social Security, Supplemental Security Income, Retirement income, Interest-dividends and net income, Public assistance, All other income. Does not include people with total income equal to zero (Inflation Adjustment Factor - 2020 dollars)		

RACIAL EQUITY

The proportion of people who identify only as Black is relatively the same in the creative and non-creative industries (17.2%).

17.2%

32%

27%

The proportion of people who consider themselves to be a mix of one or more races is higher in the creative industries than in other industries: 32% vs 27%.

	Creative occupation	
	No	Yes
Combination with one or more other races	31.7%	26.6%
White alone	68.3%	73.4%

	Creative occupation	
	Yes	No
Combinación con una o más razas	31.7%	26.6%
Black alone	68.3%	73.4%

- ◆ **67.1 % of *Dancers and Choreographers*** identify as only Black.
- ◆ **56.4% of Music Directors and Composers** identify as only Black while Musicians and Singers make up 8.7%.
- ◆ **Architecture** is the creative occupation with the greatest number of people who **identify only as Black. (18.7%)**. Within the people who consider themselves to be a mix of one or more races, **Musicians and Singers** is the most frequent occupation (17.4%)



Within the creative occupations, the total salary and self-employment incomes are lower in the group of people who identify only as Black, compared to the group who are only White. A difference of about **\$4,000**.

	Total income*	
	Creative occupation	
	Yes	No
Combination with one or more other races	\$21,499	\$22,194
White alone	\$29,206	\$26,805

*Self-employment, wages and salaries, Social Security, Supplemental Security Income, Retirement income, Interest-dividends and net income, Public assistance, All other income. Does not include people with total income equal to zero (Inflation Adjustment Factor - 2020 dollars)

	Total income*	
	Creative occupation	
	Yes	No
Combination with one or more other races	\$27,399	\$26,118
Black alone	\$25,978	\$21,738

*Self-employment, wages and salaries, Social Security, Supplemental Security Income, Retirement income, Interest-dividends and net income, Public assistance, All other income. Does not include people with total income equal to zero (Inflation Adjustment Factor - 2020 dollars)

	Salary income*	
	Creative occupation	
	Yes	No
Combination with one or more other races	\$23,728	\$23,586
White alone	\$31,212	\$27,329

* Only employees of a business (or government or non-profit) earning more than \$0 per year are included. (Inflation Adjustment Factor - 2020 dollars)

	Salary income*	
	Creative occupation	
	Yes	No
Combination with one or more other races	\$29,987	\$26,789
Black alone	\$27,034	\$23,151

Only employees of a business (or government or non-profit) earning more than \$0 per year are included. (Inflation Adjustment Factor - 2020 dollars)

	Self-employed income*	
	Creative occupation	
	Yes	No
Combination with one or more other races	\$14,837	\$17,872
White alone	\$17,239	\$22,852

*Only self-employed workers earning more than \$0 per year are included. (Inflation Adjustment Factor - 2020 dollars)

	Self-employed income*	
	Creative occupation	
	Si	No
Combination with one or more other races	\$16,759	\$22,343
Black alone	\$14,633	\$16,085

*Only self-employed workers earning more than \$0 per year are included. (Inflation Adjustment Factor - 2020 dollars)

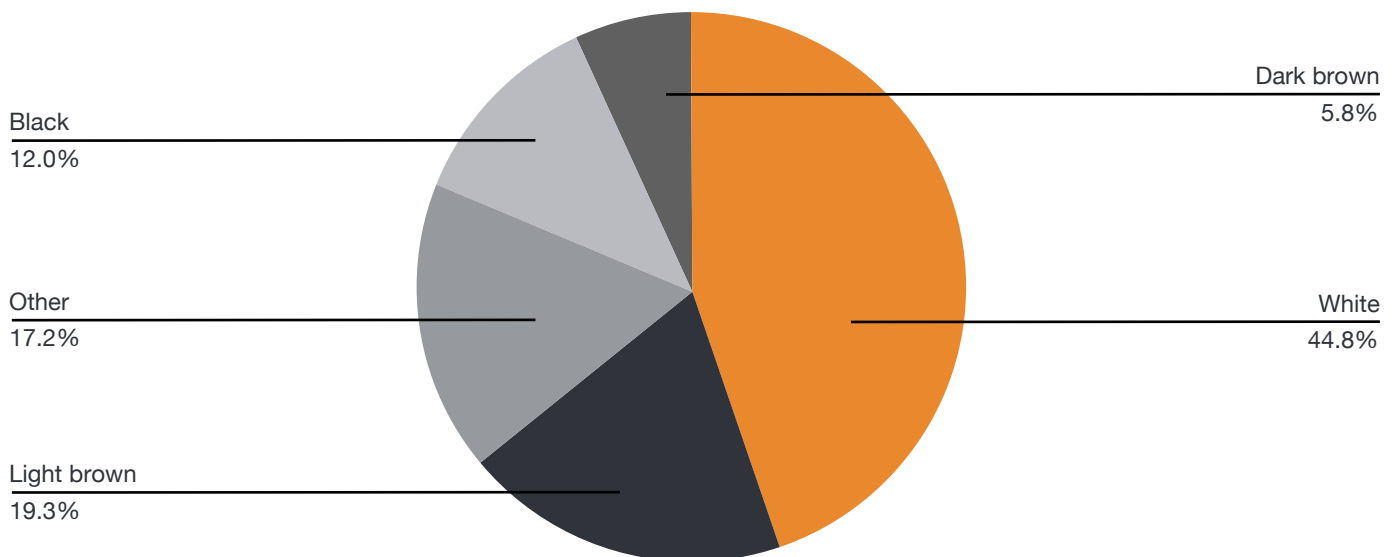
According to Cultural Census data, **76.2%** of projects have a woman as part of the management team in the organization.



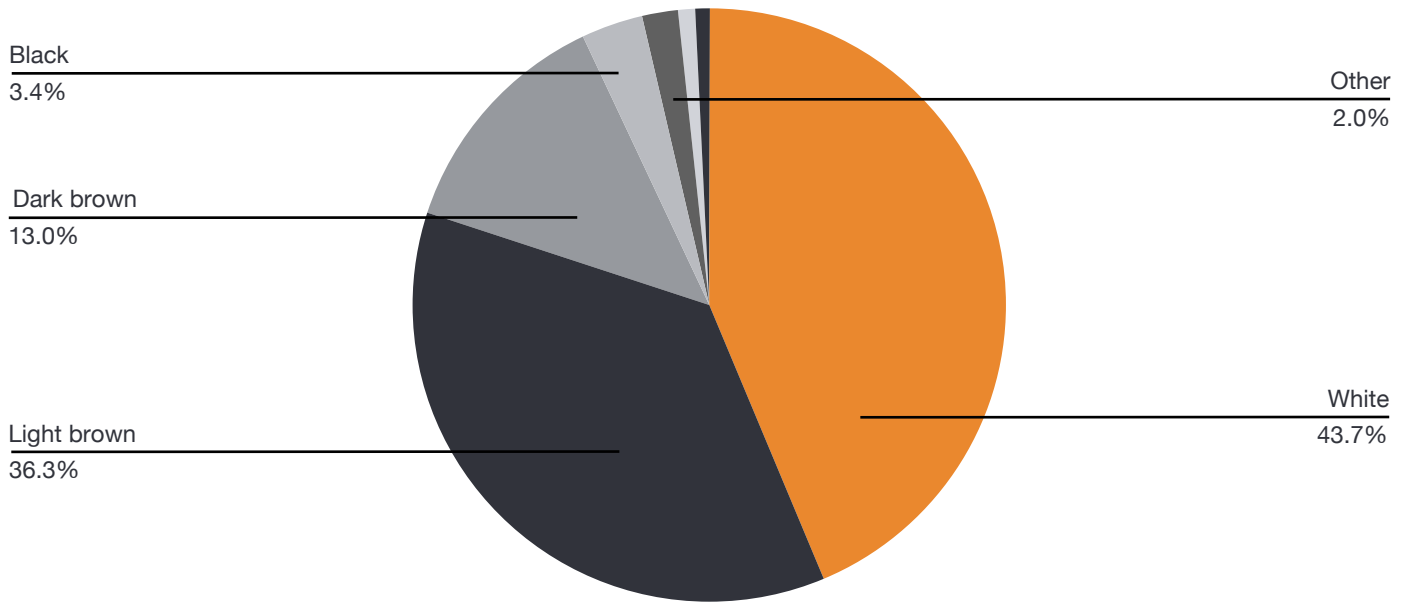
30% of organizations have a Black person as part of the management team, the same proportion as in the non-management team.

DISTRIBUTION OF RESPONDENTS IN CULTURAL CENSUS

In terms of race, do you consider yourself?



Distribution of Respondents in World Values Survey Wave 7: 2017-2022



FUNCTIONAL DIVERSITY / HEALTH CONDITION



It is estimated that **1,687** people, that is, **9.2%** of people with creative occupations, have at least one impairment (self-care, hearing, visual, independent living, ambulatory, cognitive difficulties). **In the rest of the labor market, this percentage is 10.6%.**



The ***Floral Arrangement Design*** occupation has the highest proportion of people with at least one impairment or difficulty, close to **42%**. Followed by ***Writers and Authors***, with **26%**.



The occupation of ***Photographer*** registers the lowest proportion of people with at least one impairment or difficulty (**4.6%**).



Among the people with creative occupations who have at least one impairment, **36.4%** are women. This percentage in other occupations is **48.7%**.



Among the people with creative occupations who have at least one impairment, **48.6%** are older than 55 years. This percentage in other occupations is **35.7%**.



Among the people with creative occupations who have at least one impairment, **28.5%** are self-employed. This percentage in other occupations is reduced by half.



According to the latest data from the World Values Survey for Puerto Rico (2018) **90.5%** of people state that they are happy or fairly happy. A similar proportion to the results of the Census of Cultural and Creative Work of Puerto Rico with **89.6%**.



In terms of subjective health, according to the Census of Cultural Work, **64.1%** of people are in good or very good health. A result that is comparable with the data from the World Values Survey, with a percentage of **66.2%**.



Citation:

Hernández-Acosta, J. & Gómez-Herazo, C. (2023). 2023 Statistical Yearbook: *Arts, Culture and Creative Industries in Puerto Rico*. San Juan: Centro de Economía Creativa. Retrieved at <https://www.labcultural.com>.