

Winter Texan Study 2007-2008

Fast Facts

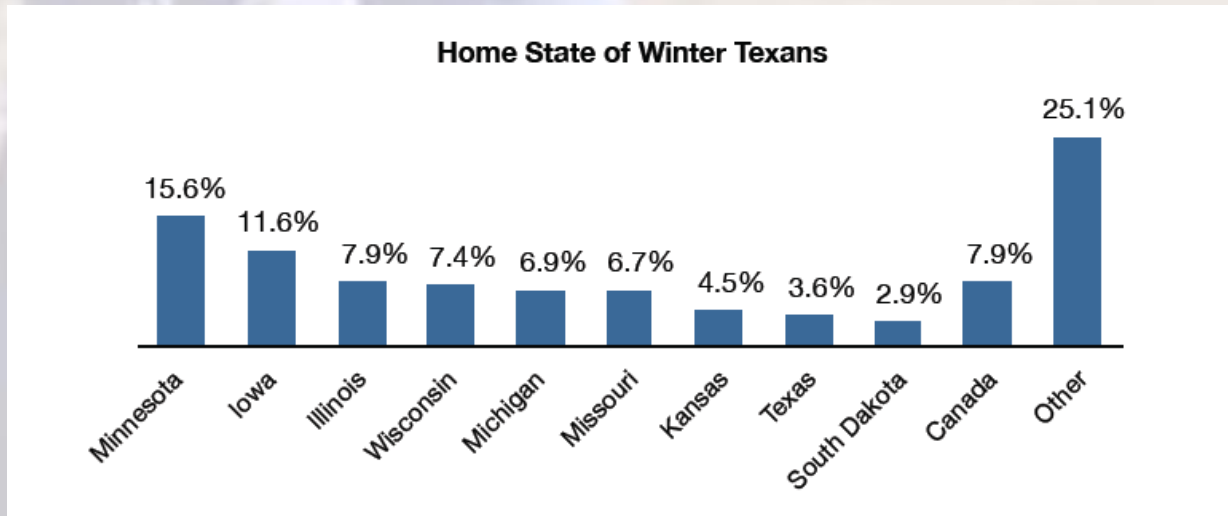
Study Methodology

Place: 25,000 questionnaires distributed in the *Winter Texan Times*
Date: February 2008
Participants: 903 completed questionnaires with 153 of completed online

Winter Texan Demographics

- 87.0% married
- 69.5 years old
- 36.4% high school
- \$50,000 household income
- 33.7% some college
- 86.3 % retired more than one year

Winter Texans are younger, more educated and have higher incomes than the 64+ US population and come from the following states/country:



Valley Stay Characteristics

- Stayed in the Valley 4.2 months
- Had come for 9.1 years, including this year
- Reasons for coming to the Valley:

90.3 % for the climate

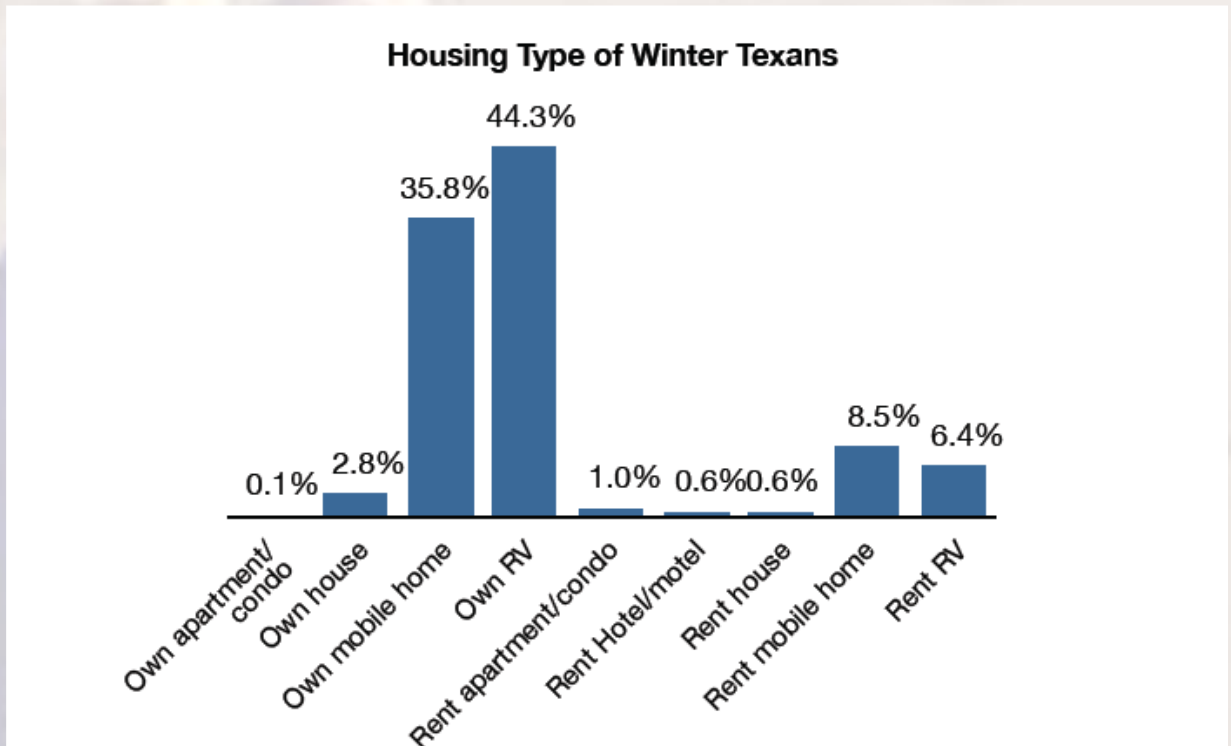
54.7 % for a winter vacation

65.6 % for the friendly people

50.4 % for social reasons

- While in the Valley, Winter Texans visited:

89.3 % flea markets	77.4 % Mexico sites
60.5 % the beach	54.2 % festivals
- While in the Valley, Winter Texans live in:



Winter Texan Computer Usage

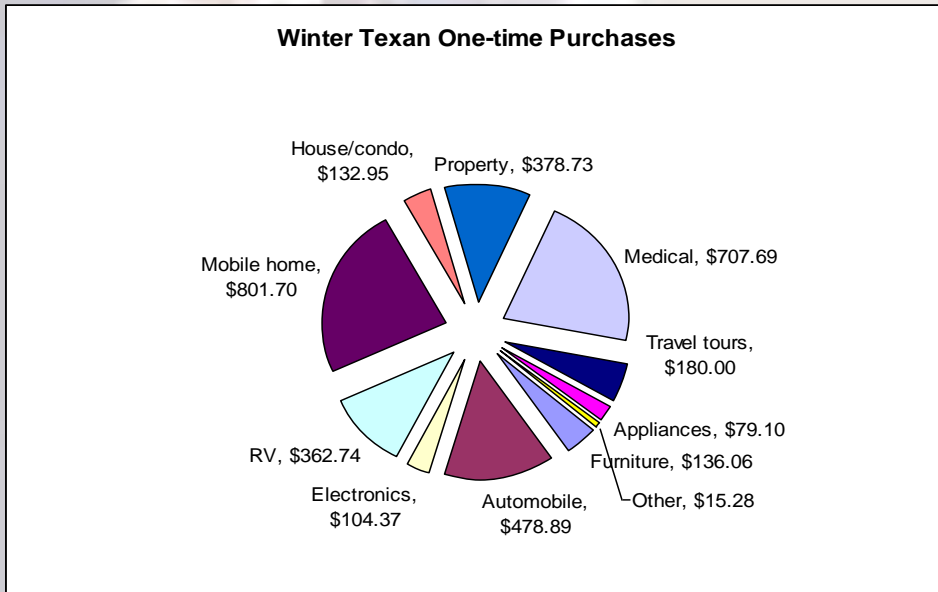
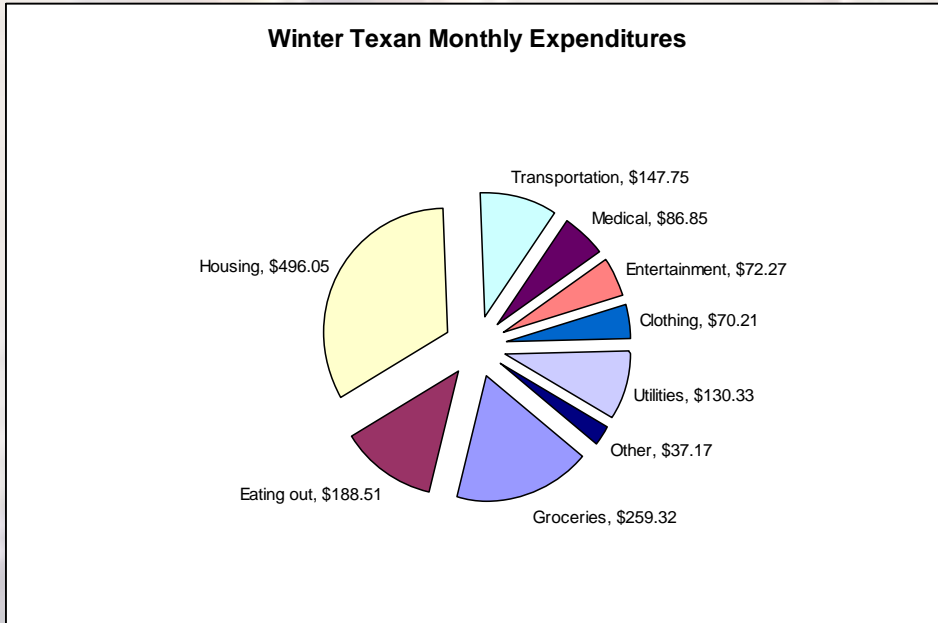
- 70.9 percent subscribe to an Internet service in their home state
- 36.5 percent are self-taught computer users
- 63.2 percent have an intermediate computer knowledge level
- 56 percent spend ½ hour or more each day e-mailing
- 66 percent consider information as important or very important in Internet use and gratification

Winter Texan Health

- 56 percent are in very good to excellent health
- 67 percent have Medicare A and B
- 55.6 percent have private insurance

- 48 percent had visited a doctor one or more times while in the Valley in the past two years
- 3.0 is the average number of visits to a doctor in the Valley

🏠 Winter Texan Valley Spending 2007-2008 = \$9,555 per household



Assuming 63,500 households, the direct economic impact on the Valley economy is about \$606.7 million

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