

Winter Texan Study 2011-2012

Fast Facts

Study Methodology

Place: 25,000 questionnaires distributed in the *Winter Texan Times*
 Date: January 28, 2012
 Participants: 1443 completed Winter Texan questionnaires
 75 RV/Mobile home park questionnaires

Winter Texan Demographics

89%
married

71
Years old

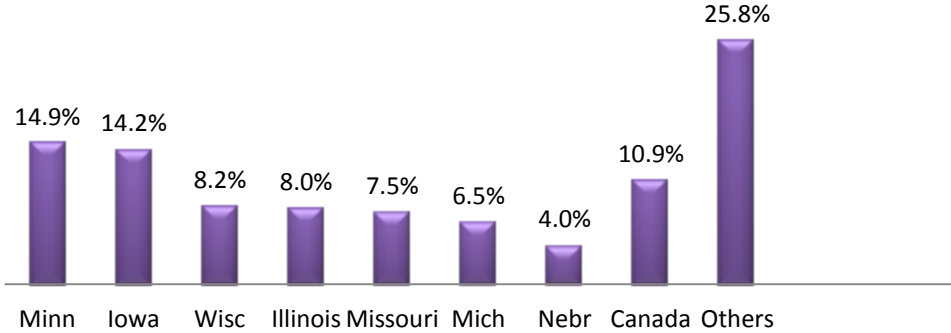
62.2%
Some college

89.2%
Retired 1+
years

\$54,000
Household
income

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

Home State



Valley Stay Characteristics

- Stayed in the Valley 132 days (4.4 months)
- Had come for 10.4 years, including this year
- Reasons for coming to the Valley:

88.6%
Climate

66.9%
Friendly
people

52.7%
Social
activities

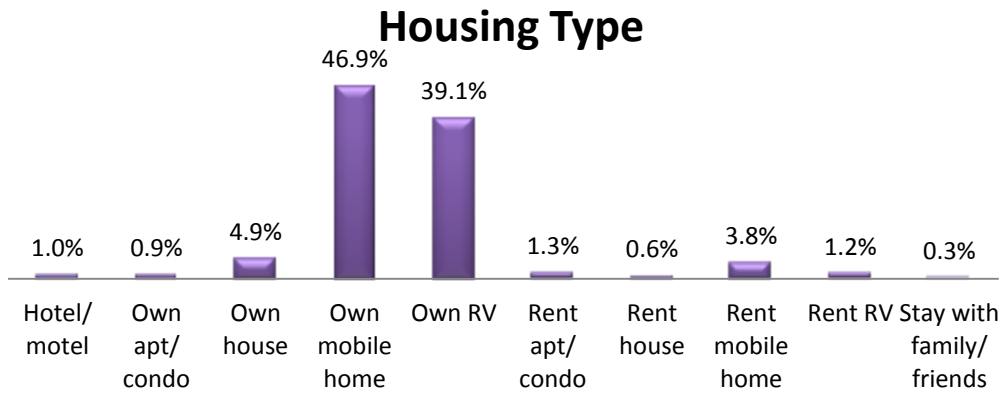
49.7%
Winter
vacation

38.4%
To visit Mexico

- While in the Valley, Winter Texans visited:

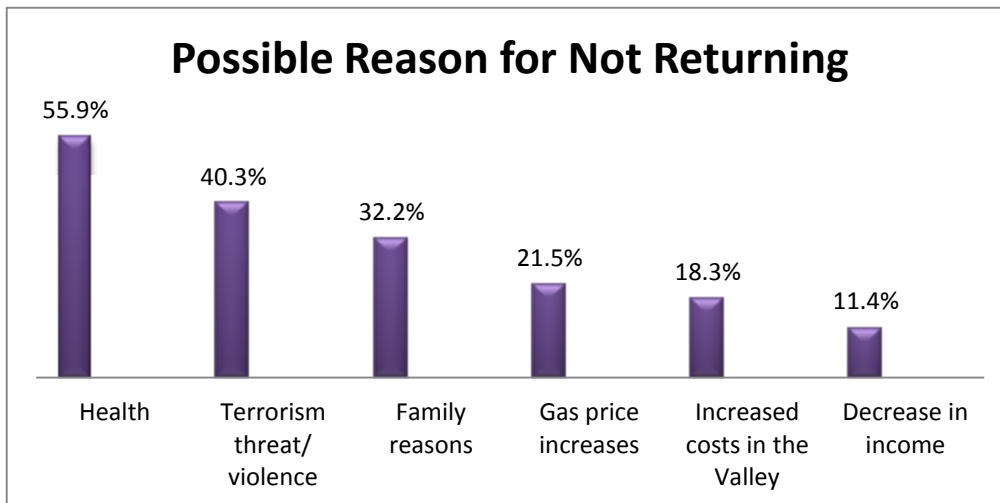


- While in the Valley, Winter Texans live in:



Winter Texan Return Likelihood

- 95.8% of Winter Texans plan to return to the Valley next year

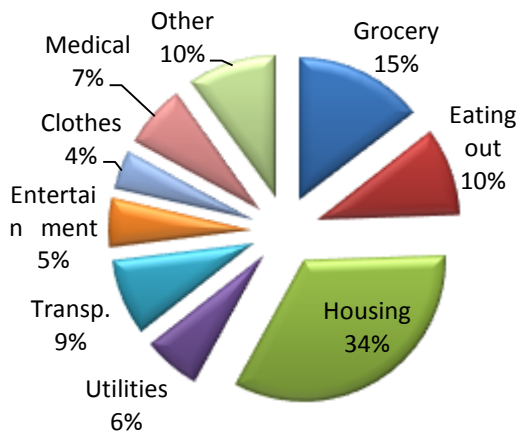


Winter Texan Visits to a Mexico Border Town

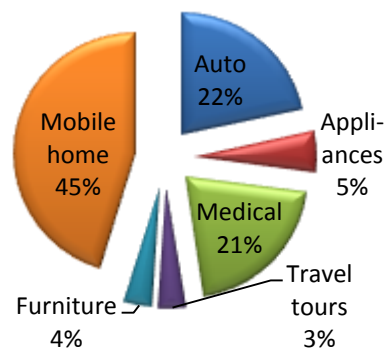
- 84% of Winter Texans made a trip to a Mexico Border town
- Average number of trips was 4.8
- Spent an average of \$77 per trip

Winter Texan Valley Spending 2011-2012 = \$10,800 per household

Monthly Expenditures



One-time Major Purchases



Assuming 69,500 households, the direct economic impact on the Valley economy is about \$751 million.



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