

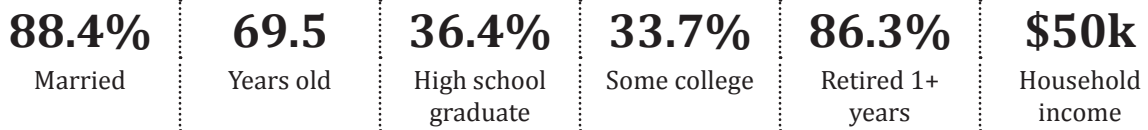
# Winter Texan Study 2007-2008

## 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



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

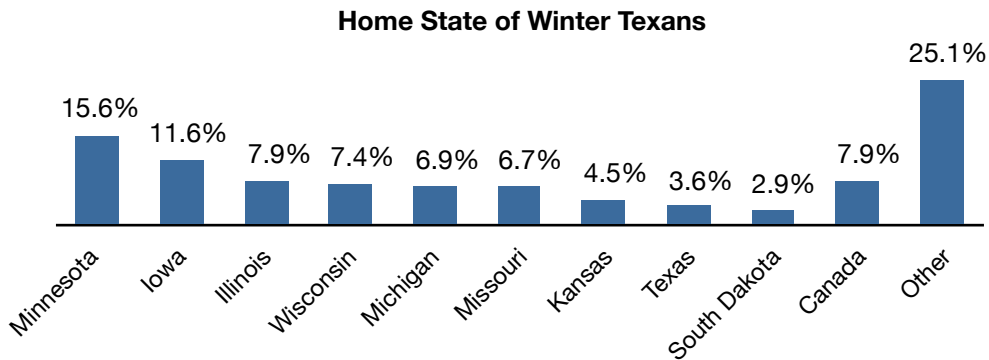


Figure 14: Home state

### Winter Texan Veteran Status

At least one member of 52.7 percent of Winter Texan households is a veteran of the U.S. military.

**Veteran of the U.S. Military**  
 (Respondent or Spouse)

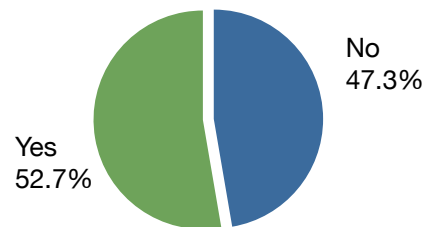


Figure 15: Veteran status

## Valley Stay Characteristics

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

**90.9%**

Climate

**65.6%**

Winter vacation

**54.7%**

Friendly people

**50.4%**

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:

**Housing Type of Winter Texans**

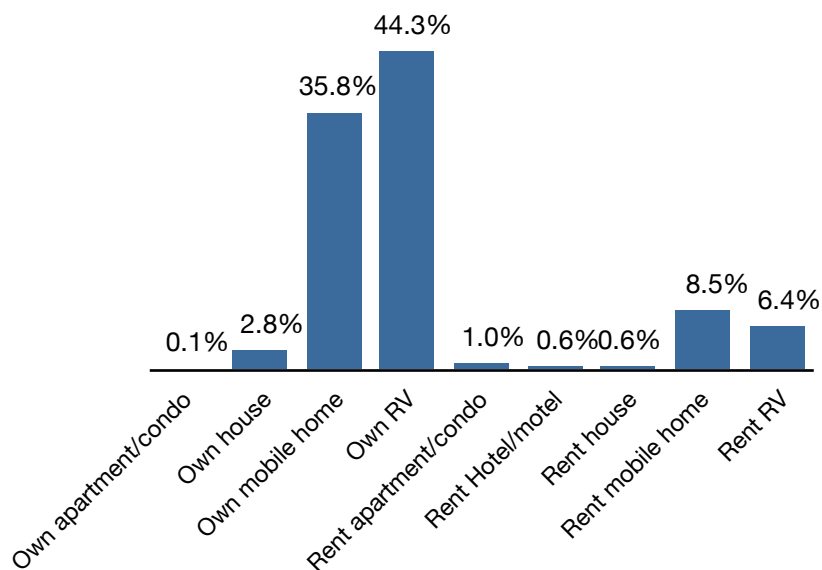


Figure 17: Housing type

## Winter Texan Computer Usage

**70.9%**

Internet subscription @ home state

**36.5%**

Are self-taught computer users

**63.2%**

Have intermediate computer knowledge level

**56%**

Spend 1/2 hour or more each day e-mailing

**66%**

Consider information important or very important in Internet use and gratification

## Winter Texan Health

**54.6%**  
Are in very good to excellent health

**67%**  
Have Medicare A and Medicare B

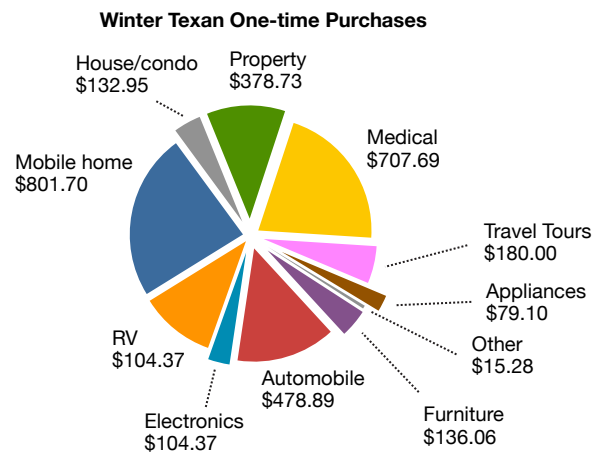
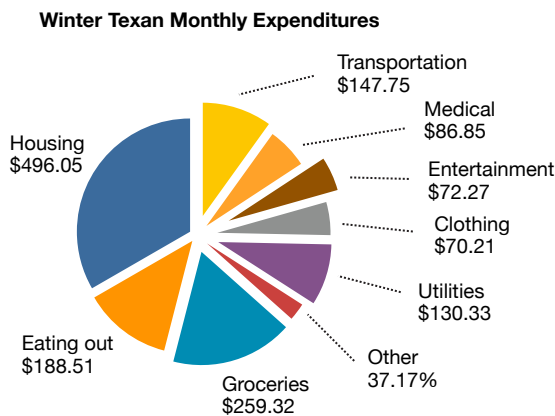
**55.6%**  
Have private insurance

**48%**  
Visited the doctor one or more times while in the Valley in the past two years

**3.0**  
Average visits to the doctor while 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.

Copies of the complete report are available for \$50 by contacting:

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