

Winter Texan Study 2009-2010

Fast Facts

Study Methodology

Place: 25,000 questionnaires distributed in the *Winter Texan Times*
 Date: January 2010
 Participants: 1138 completed Winter Texan questionnaires
 84 RV/Mobile home park questionnaires

Winter Texan Demographics

87.2%
married

70
Years old

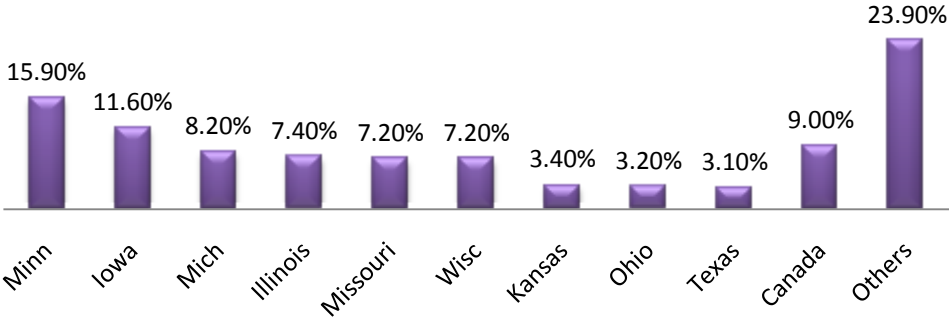
66.3%
Some college

88.1%
Retired 1+
years

\$50,400
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 4.43 months
- Had come for 9.1 years, including this year
- Reasons for coming to the Valley:

88.4%
Climate

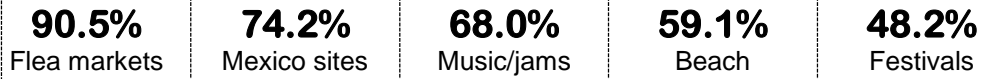
63.9%
Friendly
people

52.7%
Winter
vacation

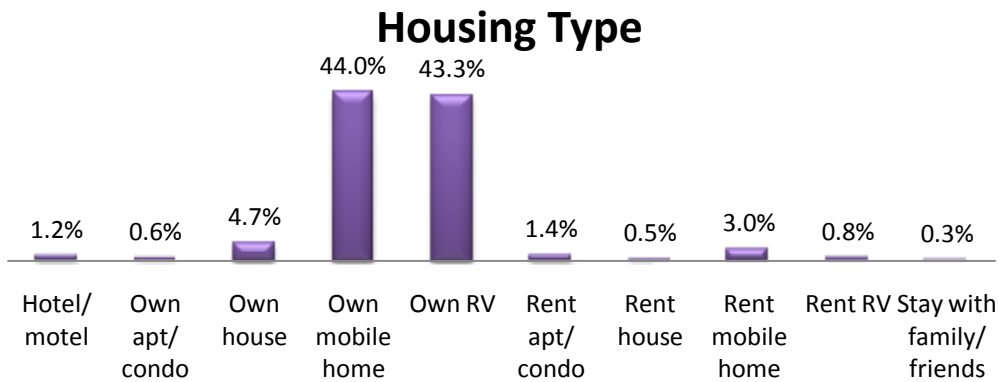
49.8%
Social
activities

42.5%
To visit Mexico

- While in the Valley, Winter Texans visited:



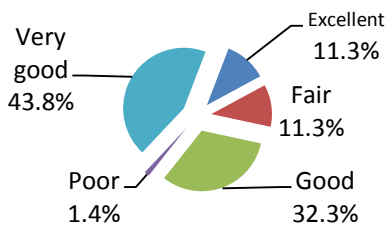
- While in the Valley, Winter Texans live in:



Winter Texan Health

- 55.1% of Winter Texans are in very good to excellent health
- 36.2% of Winter Texans were vaccinated for the H1N1 flu

Perceived Health Status



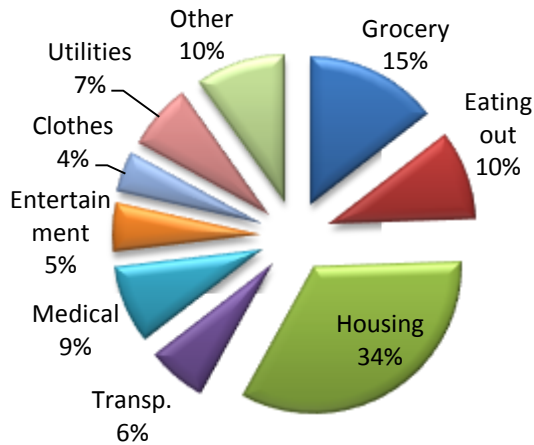
Winter Texans Getting a H1N1 Flu Vaccine



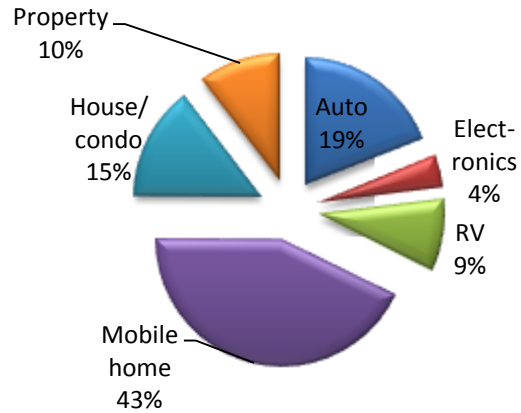
- 68% of Winter Texans have Medicare A and B
- 53.3% of Winter Texans have private insurance
- 75% of Winter Texans believe that the quality of prescriptions and dentists in Mexico meet or exceed their expectations
- 89.7% of Winter Texans get healthcare information from healthcare professionals
- 73.9% of Winter Texans get healthcare information from friends and family
- 39.8% of Winter Texans get healthcare information from the Internet

Winter Texan Valley Spending 2009-2010 = \$10,700 per household

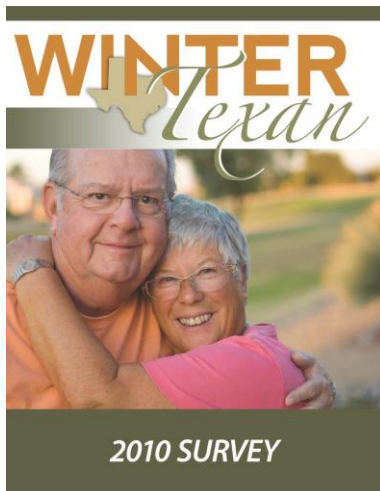
Monthly Expenditures



One-time Major Purchases



Assuming 75,000 households, the direct economic impact on the Valley economy is about \$802.5 million



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