

# OPINION

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## Our Lady of the Lake studies Winter Texans

Sunday's New Braunfels Herald-

### LETTERS TO THE EDITOR

Zeitung points to the numbers of Winter Texans who come from Minnesota and Iowa. They represent more than a quarter of our guests.

Readers may wonder why those two states predominate.

My group at Our Lady of the Lake University did a marketing study and we found the answer is in another number: 35.

That is, freezing people up there, seeking the sun down here, are most likely to get onto the nearest interstate going south.

In order to go to, say, Arizona, they would have to spend some time driving laterally, which is not the direction they want. These folks wish to leave immediately, and they want to get to their destination as soon as they can!

That means Texas. (New Yorkers, for the same reason, go to Florida.)

Also, we old-timers are more comfortable in our zone (our time zone, that is). For example, Easterners are accustomed to watching the evening news at 11 p.m., while we centralists are used to 10 p.m. Not an easy habit to change.

These are the reasons Golden Gophers, Mavericks, Cyclones and Hawkeyes flock to Texas.

They are all good, solid, patriotic midwesterners — and we at the lake love to have them here.

**Star Carey  
Canyon Lake**