

**RECAP OF SOUTHERN OREGON VISITOR RESEARCH**

**SOVA RESEARCH  
SUMMER (1991) AND OFF-SEASON (1996) - JACKSON-JOSEPHINE**

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<b>SOVA Visitors Come From</b>	<b>Summer (Jun-Sep)</b>	<b>Off Season (Oct-Apr)</b>	<b>Age of the SOVA Visitor</b>	<b>Summer (Jun-Sep)</b>	<b>Off Season (Oct-Apr)</b>
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<b>California</b>	<b>45.5%</b>	<b>34.1%</b>	Under 30	4.0%	5.4%
<b>Oregon</b>	<b>26.6%</b>	<b>33.4%</b>	30-39	20.7%	15.0%
<b>Washington</b>	<b>11.0%</b>	<b>18.0%</b>	<b>Boomers 40-59</b>	<b>52.1 %</b>	<b>48.8%</b>
<b>All Other Locations</b>	<b>16.9%</b>	<b>14.5%</b>	Over 60	23.7 %	30.8%
East, Mountain West, Midwest,					
Alaska/Hawaii, Foreign					
 No. California	34.0%	24.8%			
So. California	11.5%	9.3%			
			<b>SOVA Visitor Household</b>		
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<b>California (Summer)</b>		<b>Oregon (Summer)</b>	<b>Single</b>	<b>17.0%</b>	<b>15.9%</b>
Sacramento 6.3%		Eugene 8.3%	<b>Couple</b>	<b>82.0%</b>	<b>84.1%</b>
Los Angeles 6.2%		Salem 6.8%	No Children At Home	65.4%	71.0%
Redding 5.8%		Portland 4.8%	With Children	34.6%	29.0%
Oakland 5.2%					
San Francisco 4.4%					
<b>California (Off-Season)</b>		<b>Oregon (Off-Season)</b>			
Los Angeles 5.3%		Portland 16.2%			
Sacramento 3.4%		Eugene 7.8%			
San Francisco 3.2%		Salem 5.1%			
Redding 3.2%					
Oakland 2.9%					

NOTES: Research was conducted by Southern Oregon University. The 1991-92 study covered for counties (Jackson, Josephine, Douglas and Curry). The 1996 study covered two counties (Jackson and Josephine)