MEMO

To: Dan Euell, V.P. Marketing

From: Student’s Name

Date: Today’s Date

Subject: Client Demographics

I thought you might like a preview of the client demographic date we have been collecting. I find the age breakdowns quite interesting. Based on what we know of spending patterns, we might want to consider targeting some tours to families with teenagers.

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| --- | --- | --- |
|  | Client Demographics |  |
|  | Age: 0-18 **3%** |  |
|  | 19-25 **17%** |  |
|  | 26-35 **20%** |  |
|  | 36-45 **30%** |  |
|  | 46-55 **20%** |  |
|  | 55+ **10%** |  |
|  |  |  |
|  | Gender Male **54%** |  |
|  | **Female** **46%** |  |

Also of note: based on the data you see in the table below, our clients would most like to experience tours that involve water.

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| --- | --- | --- |
| **Favorite**  **Activity per**  **Respondent** | Backpacking | 25 |
| Biking | 43 |
| Kayaking | 95 |
| River Rafting | 77 |
| Total | 240 |

We should have the complete report by the end of next week. We’ll meet then to go over the results.