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 data 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.

|  |  |  |
| --- | --- | --- |
| Favorite Activity perRespondent | Backpacking | 25 |
| Biking  | 3 |
| 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.