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 night 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 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.