memo

To: Dan Euell, V.P. Marketing

From: Allison Pereira

Date: November 14, 2012

Subject: Client Demographics

I thought you might like a preview of the client demographics 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.

|  |  |  |
| --- | --- | --- |
| 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** | River Rafting | 77 |
| Backpacking | 25 |
| Kayaking | 95 |
| Biking | 43 |
| Total | 240 |

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