MEMO

To: Dan Euell, V.P. Marketing

From: Savannah Silva

Date: November 19th, 2012

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 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.