MEMO

To: Dan Euell, V.P. Marketing

From: Kelly Murphy

Date: December 19, 2012

Subject: Client Demographics

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

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| CLIENT DEMOGRAPHICS |
| Age | 0-18 | 3% |
|  | 9-25 | 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.