MEMO

To: Dan Euell, V.P. Marketing

From: Emma Bodner

Date: November 16, 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. Bases 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.

|  |  |  |
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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.