MEMO

To: Dan Euell, V.P. Marketing

From: Elanur Akin

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. 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.

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| **Favorite Activity per Respondent** | Backpacking | 25 |
| Biking | 43 |
| Kayaking | 95 |
| River Rafting | 77 |
| Total | 240 |