MEMO

To: Dan Euell, V.P. Marketing

From: Your Name

Date: Today’s Date

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.

Also of note: based on the data you see in the table below, our clients would most like to experience tours that involve water.

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