



Lesson 4.4 – Demographics

Marketing Applications

Instructions

Household Income Levels:

Highest Level of Education:

Where they live:

Less than \$25,000-21%
\$25-39,999-25%
\$40-84,999-42%
Over \$85,000-12%

Attended High School-9%
Graduated High School-24%
Attended College-19%
College Graduate-48%

Rent-20%
Own-65%
Live with Parents-12%
Retirement Community-1%

- 1) What are demographics?
- 2) Why are they important to a sports marketing professional?
- 3) What assumptions might a Triple A Baseball marketing executive make based on the demographic information listed above?
- 4) How might a Triple A Baseball franchise use this information in their marketing and sales strategies?