Instructions

*Consider the following information regarding the demographics of Triple A Baseball as published by brandmarketer.com:*

Highest Level of Education:

*Attended High School-9%*

*Graduated High School-24%*

*Attended College-19%*

*College Graduate-48%*

Where they live:

*Rent-20%*

*Own-65%*

*Live with Parents-12%*

*Retirement Community-1%*

Household Income Levels:

*Less than $25,000-21%*

*$25-39,999-25%*

*$40-84,999-42%*

*Over $85,000-12%*

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?