



## INSTRUCTIONS

Consider the following information regarding the demographics of Triple A Baseball as published by [brandmarketer.com](http://brandmarketer.com):

### Household Income Levels:

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

### 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%

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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?