



## Memphis Tribbies Segment Report

- **Target Market:** Young Families in the Greater Memphis Area
- **Demographic Profile:** Married or single parents, aged 25–39, with one or more children under 12 years old, college educated or skilled professionals, household income \$60,000–\$100,000 per year, living in suburban areas such as Germantown, Bartlett, and Collierville.

### Identifiability

The Tribbies' primary audience, young families, represents one of the most identifiable and valuable market segments for small market sports organizations. In the Memphis metro area, families with children under 18 make up roughly 31% of all households (U.S. Census Bureau, 2023). These families often seek safe, affordable weekend entertainment and community activities close to home.

For the Tribbies, this segment makes sense because it aligns directly with our brand positioning: family-friendly, energetic, and locally rooted. The team's game-day experience emphasizes accessibility and social connection rather than luxury. This makes it ideal for parents looking for shared, budget-friendly entertainment. Memphis's reputation as a family-oriented, mid-sized city with a strong youth sports culture supports this target market (Greater Memphis Chamber, 2024).

### Accessibility

This segment is reachable through targeted local media and digital engagement. According to Pew Research (2023), adults aged 25–39





with children are highly active on Facebook and Instagram. The platforms are used daily by over 70% of parents in that age group. The Tribbies can use these platforms to share family promotions, youth baseball camp information, and kids' themed nights.

Additionally, the team can connect through school partnerships, local radio spots during morning and afternoon commutes, and community sponsorships (Little League and PTA events). The Memphis market's heavy commuter base means drive-time radio and digital billboards along I-240 and connecting expressways are prime channels for exposure (Commuter Trends Report, TDOT, 2023).

## Responsiveness

The responsiveness of this segment will be tracked through measurable engagement and participation metrics. Key indicators will include:

- Ticket sales data from family package promotions
- Attendance at youth baseball clinics or theme nights
- Growth in social media interactions (comments, shares, family-tagged posts)
- Email newsletter open rates for family-oriented content

ROI will be reflected not only in increased ticket revenue but in repeat attendance and merchandise sales from family promotions. According to Minor League Baseball's national fan survey, 65% of families who attend one game return within the same season, compared to only 42% of single adults (MiLB Fan Report, 2022). By focusing on repeat engagement rather than one-time sales, the Tribbies will build long-term loyalty that sustains both community relationships and consistent game-day attendance.

