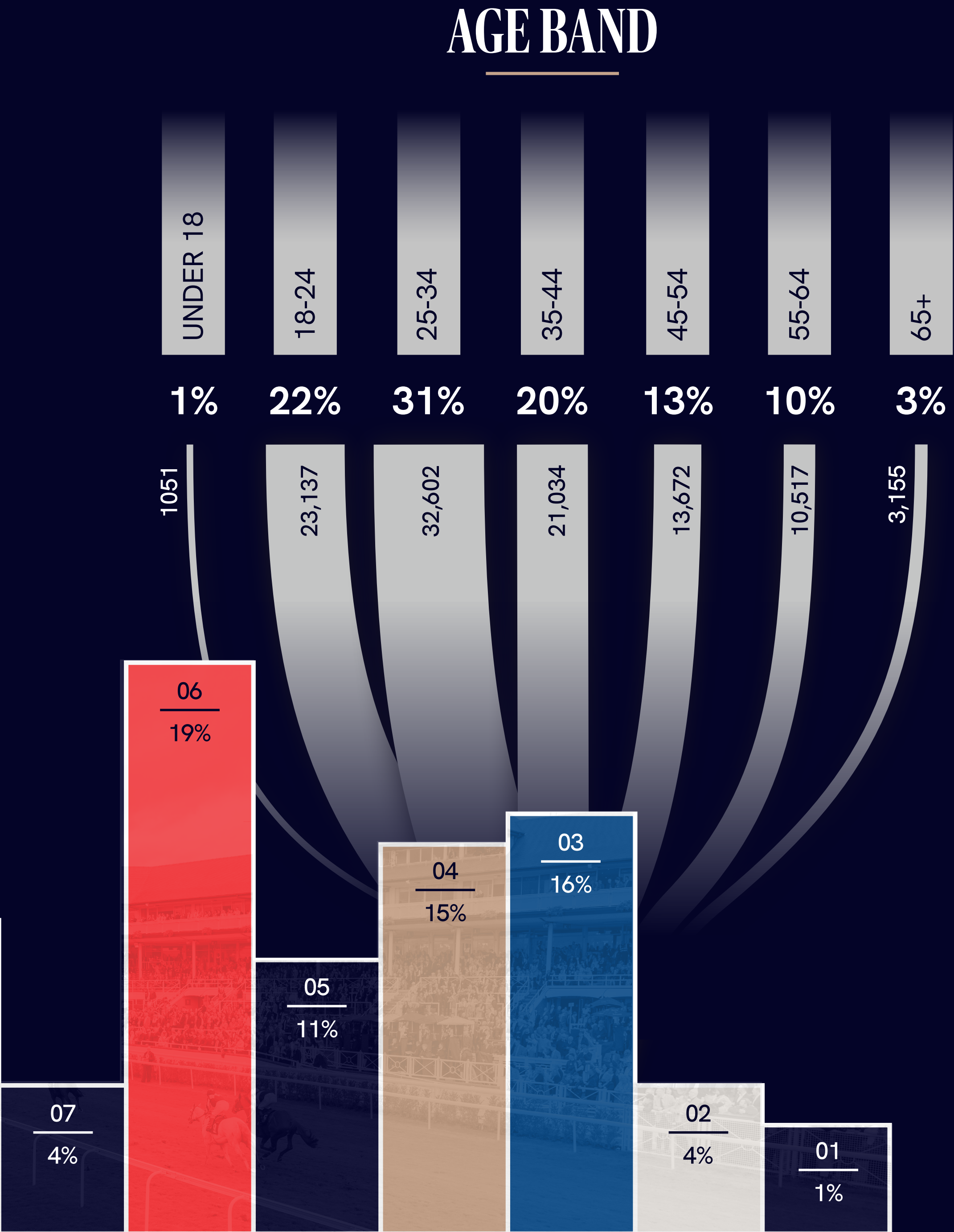
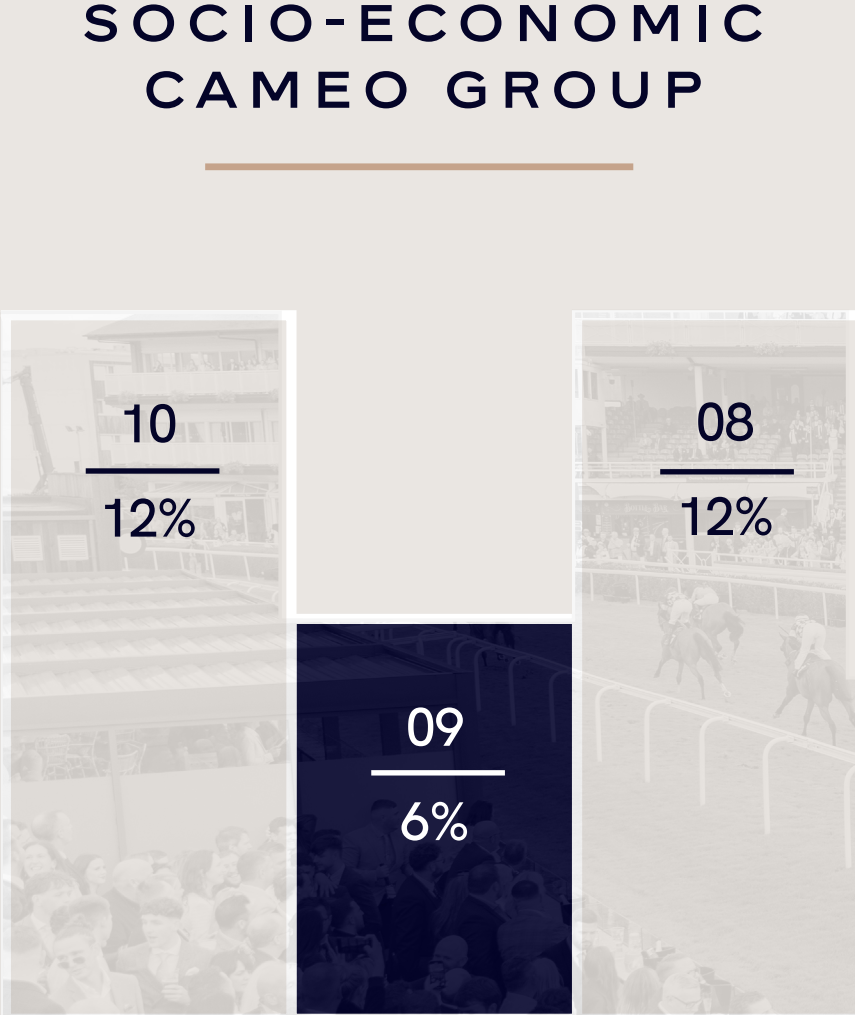
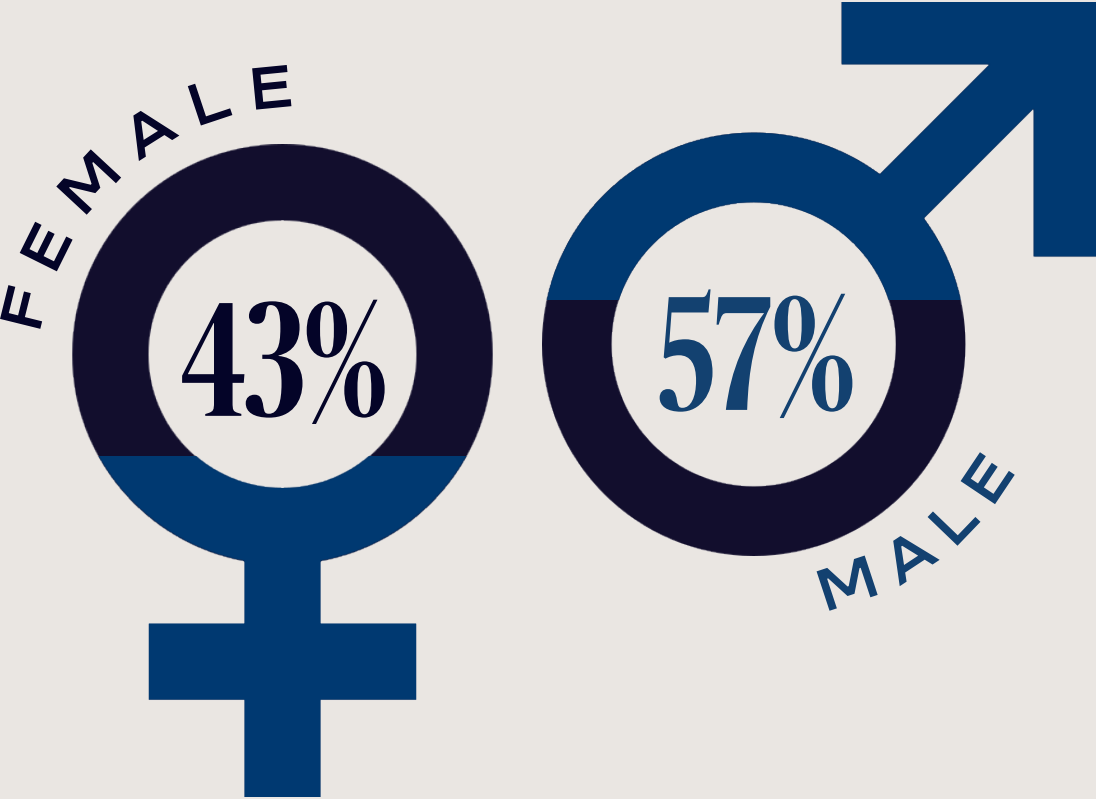
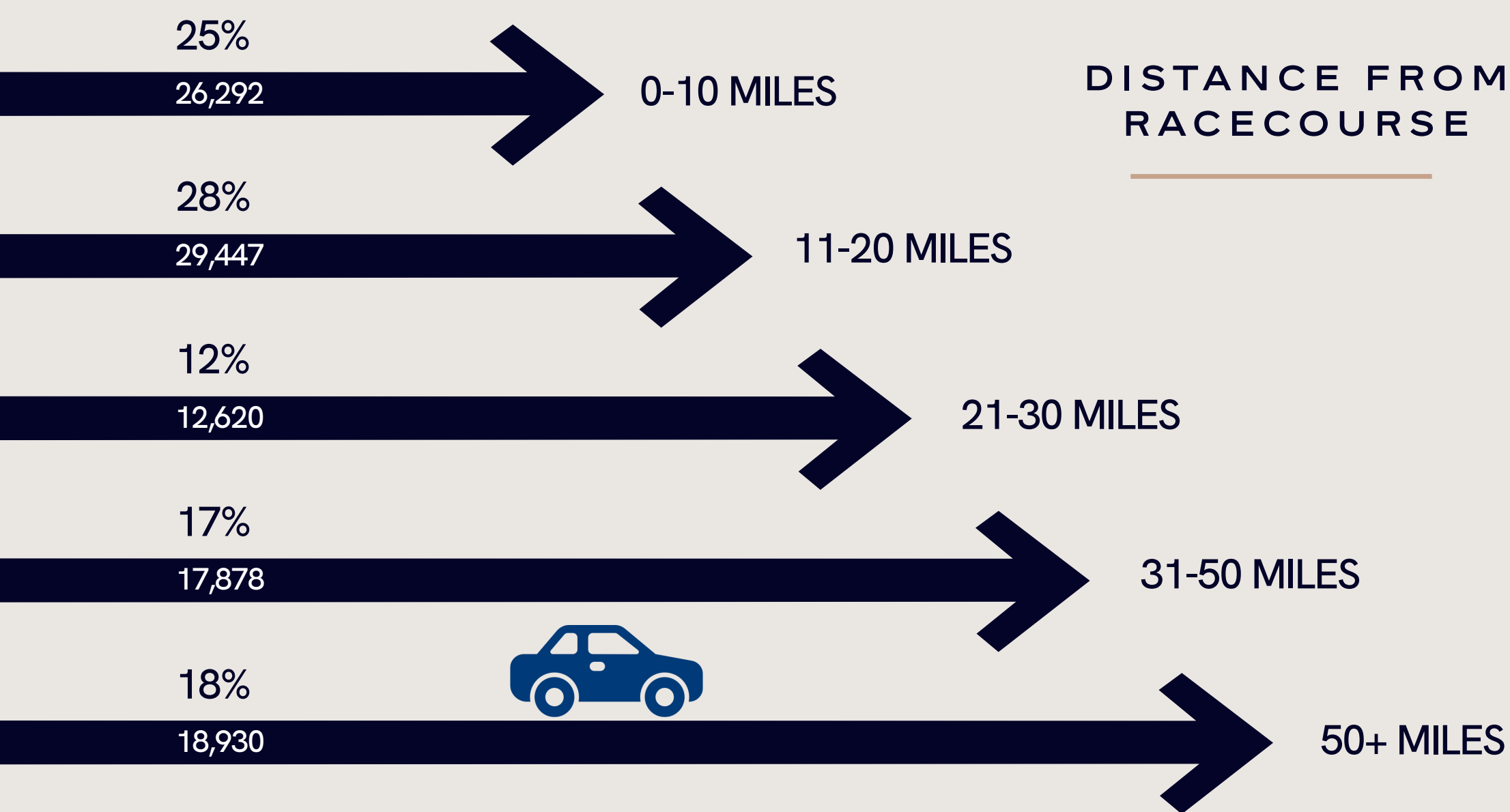
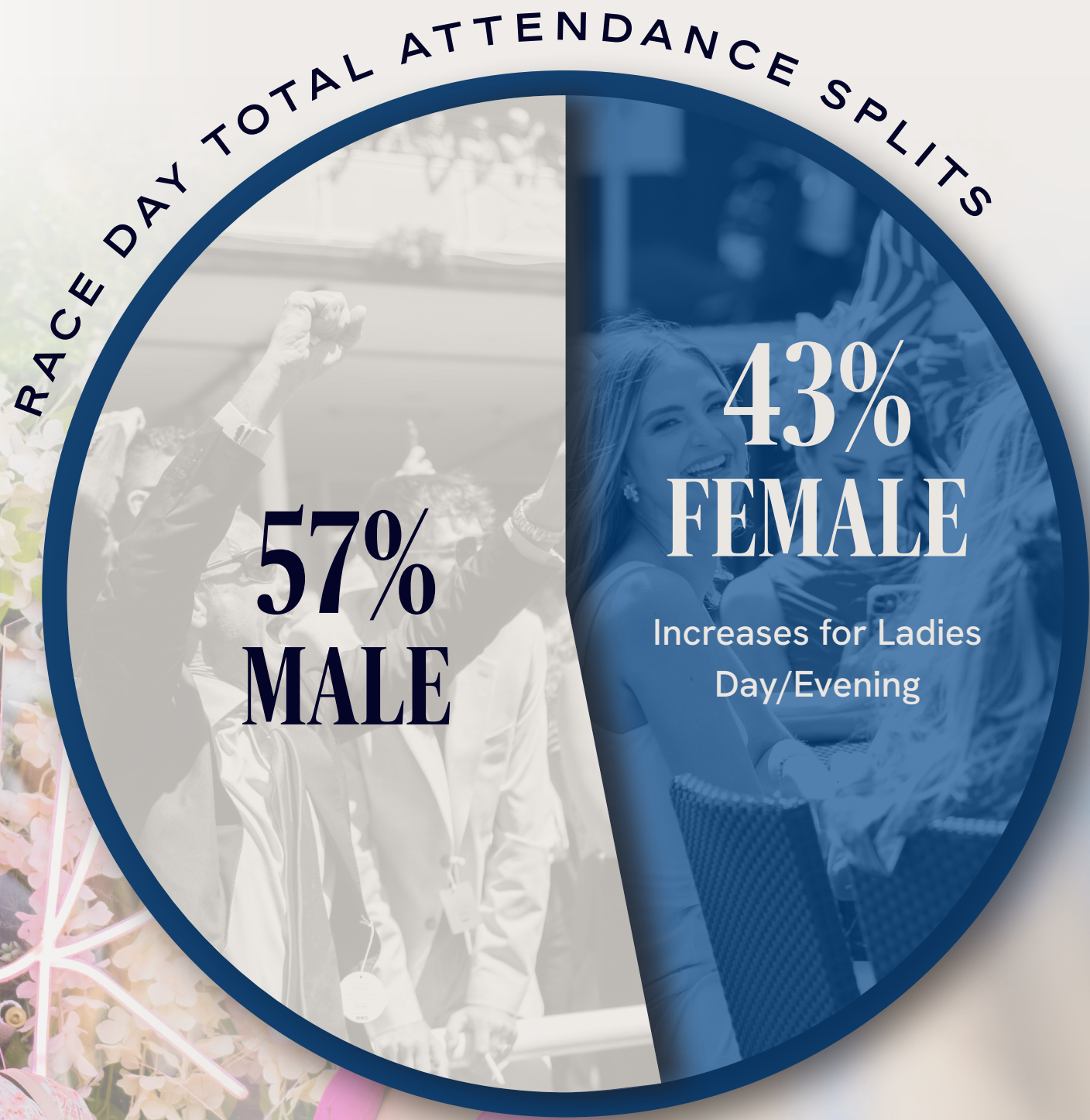


2023 TICKET PURCHASERS



RACEDAY ATTENDEES



50%
of attendees are
under 34 years old
& 46% are classed
as 'Mid Market'

Using Acorn profiling, Chester Racecourse has identified that guests over-index in the Affluent Achievers and Comfortable Communities category profiles.

Affluent Achievers are some of the most financially successful people in the UK.

A high proportion of these people are very well educated and employed in managerial and professional occupations. Many own their own business. Incomes are generally well above average. Many can afford to spend freely and frequently and have also built-up savings and investments. Usually confident with new technology and managing their finances, these people are established at the top of the social ladder. They are healthy, wealthy and confident consumers.

BRAND ASSOCIATIONS:
JOHN LEWIS
WAITROSE
MERCEDES
GAP

LEISURE ASSOCIATIONS:
LUXURY HOLIDAYS
GOLF
SHOPPING

The Comfortable Communities category contains many life stages.

They are mostly stable families and empty nesters, especially in suburban or semi-rural locations. There are also comfortably off pensioners, living in retirement areas around the coast or in the countryside and sometimes younger couples just starting out on their lives together. Incomes overall are average. Those better established might have built up a degree of savings or investments. Employment is in a mix of professional and managerial, clerical and skilled occupations.

BRAND ASSOCIATIONS:
NEXT
ARGOS
ZARA
CO-OP

LEISURE ASSOCIATIONS:
EATING OUT
TRAVEL
DIY
CINEMA

CHESTER RACECOURSE STATISTICS

SOCIAL STATISTICS

