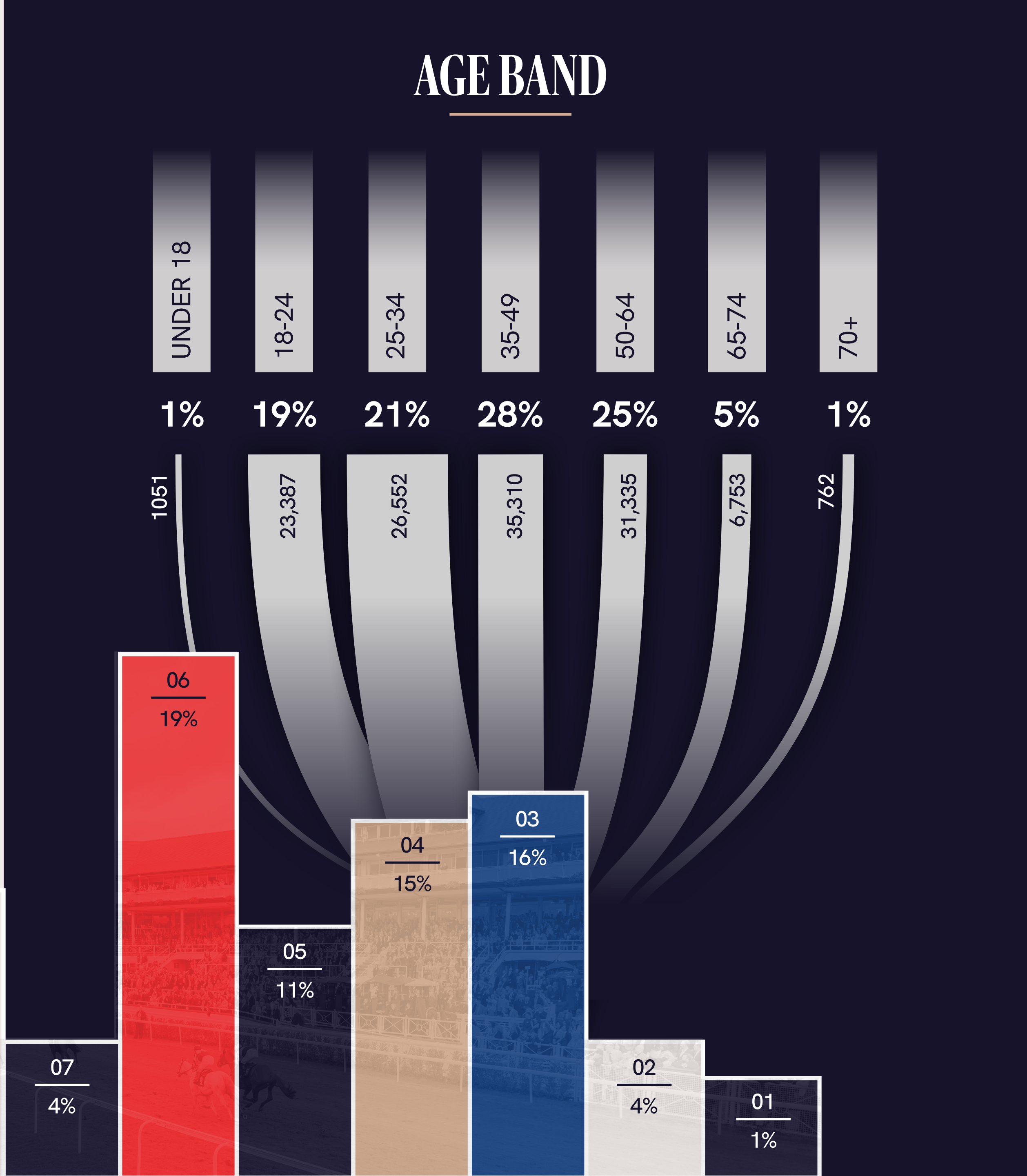
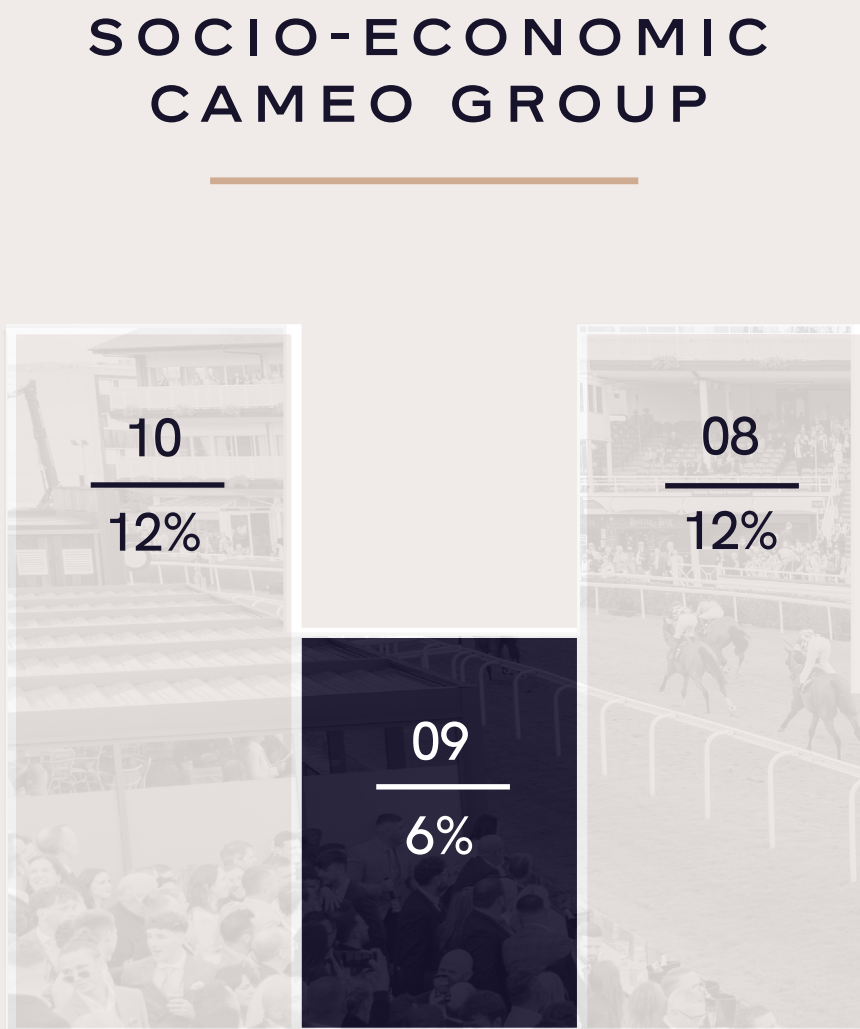
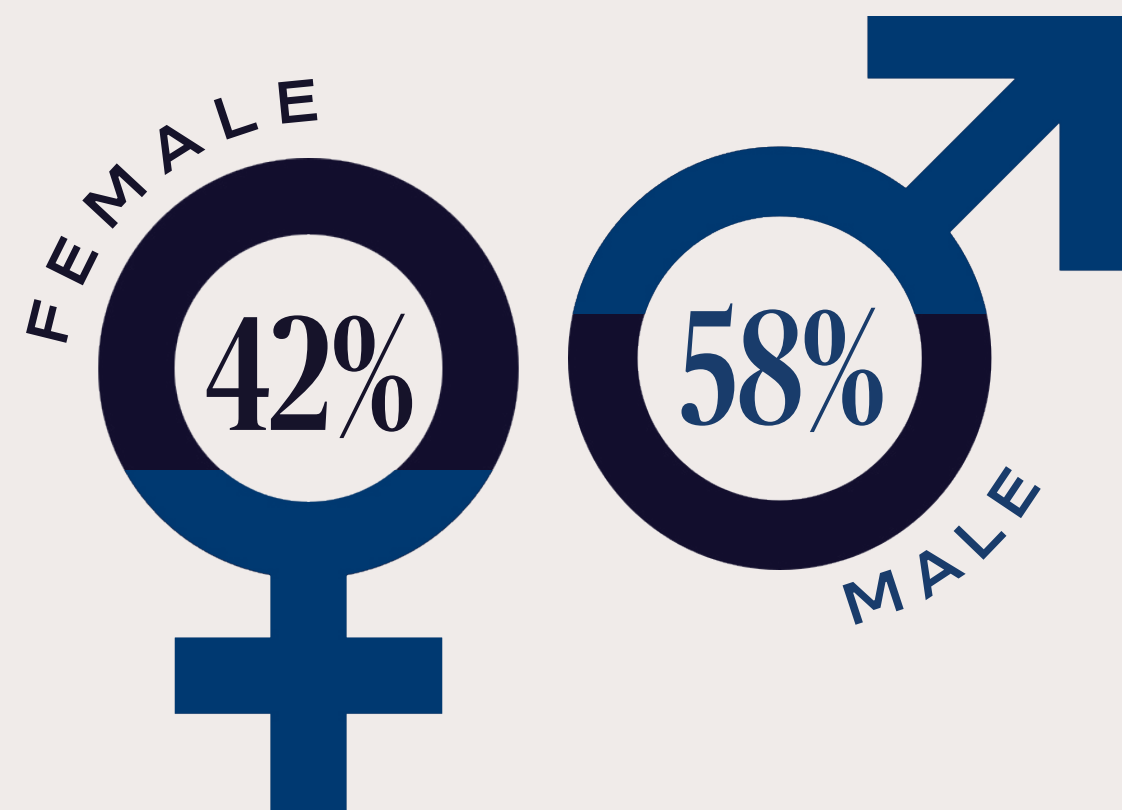
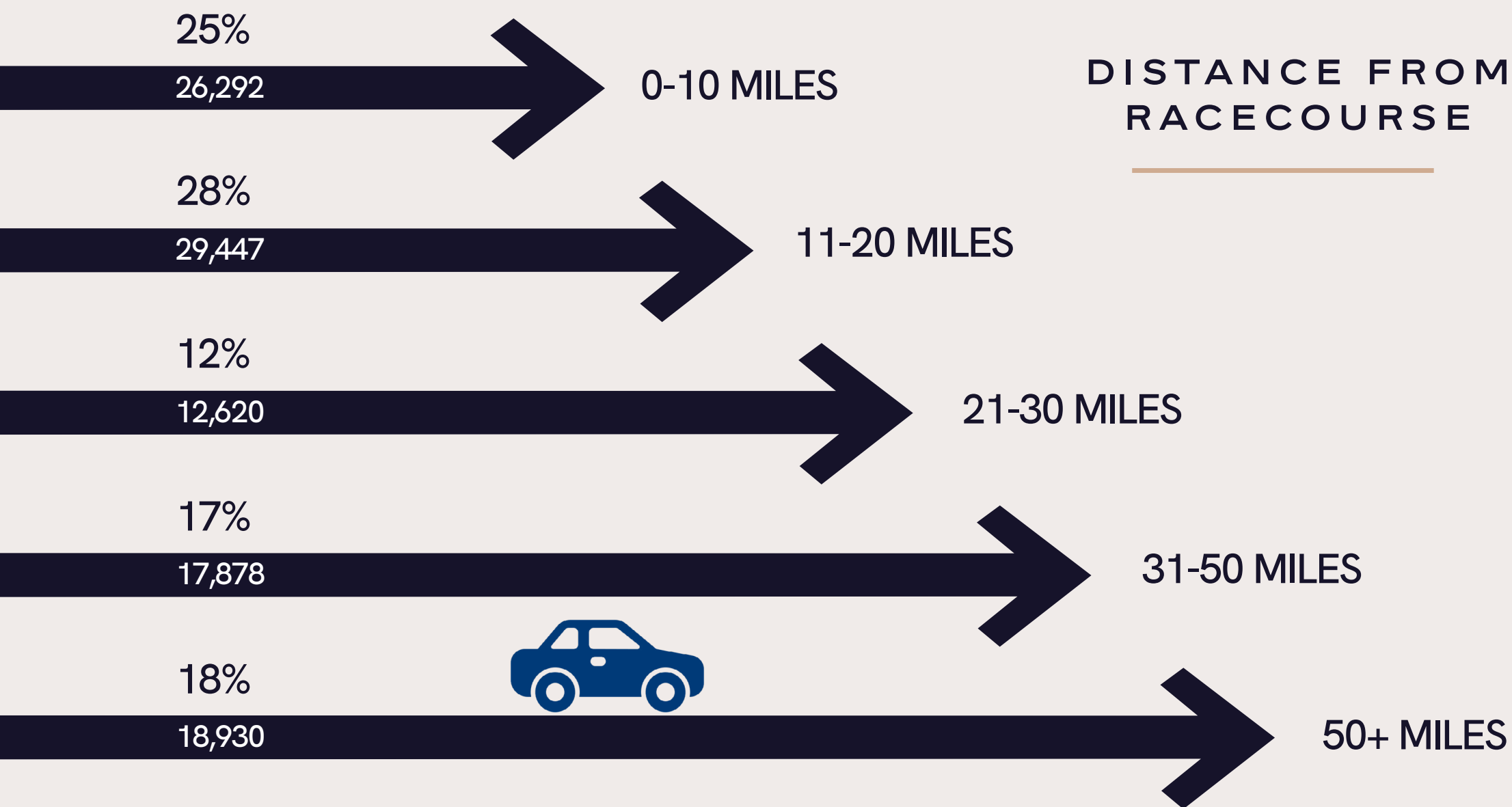


# 2024 TICKET PURCHASERS





# RACEDAY ATTENDEES

RACE DAY TOTAL ATTENDANCE SPLITS

58%  
MALE

42%  
FEMALE

Increases for Ladies  
Day/Evening

50%

of attendees are  
under 35 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

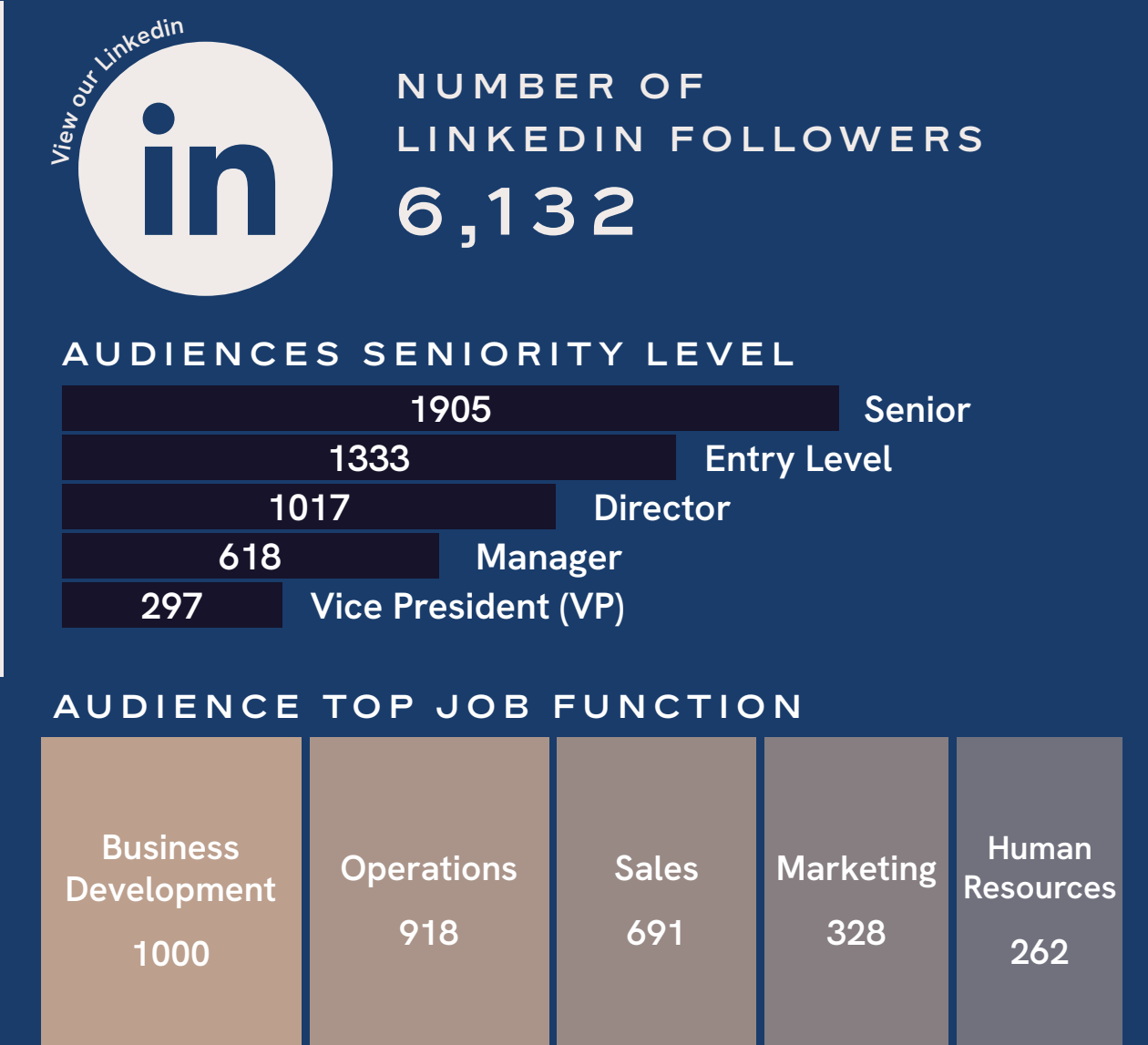
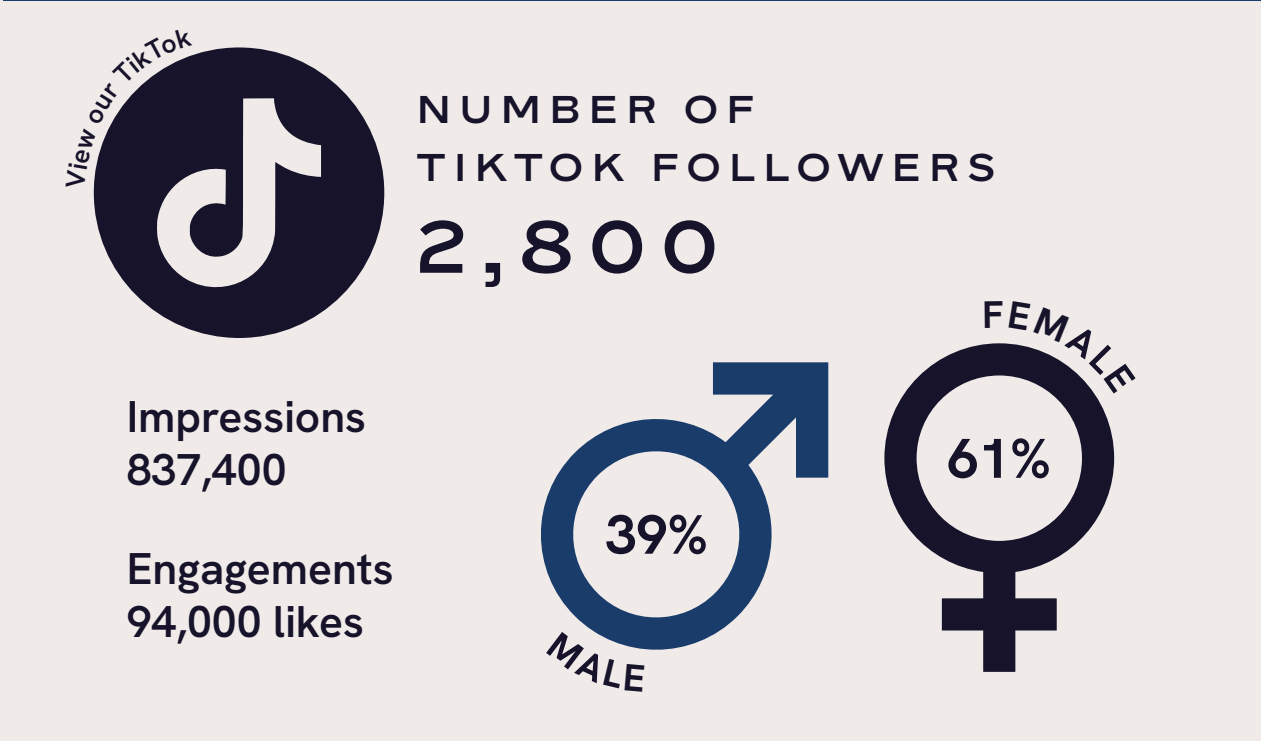
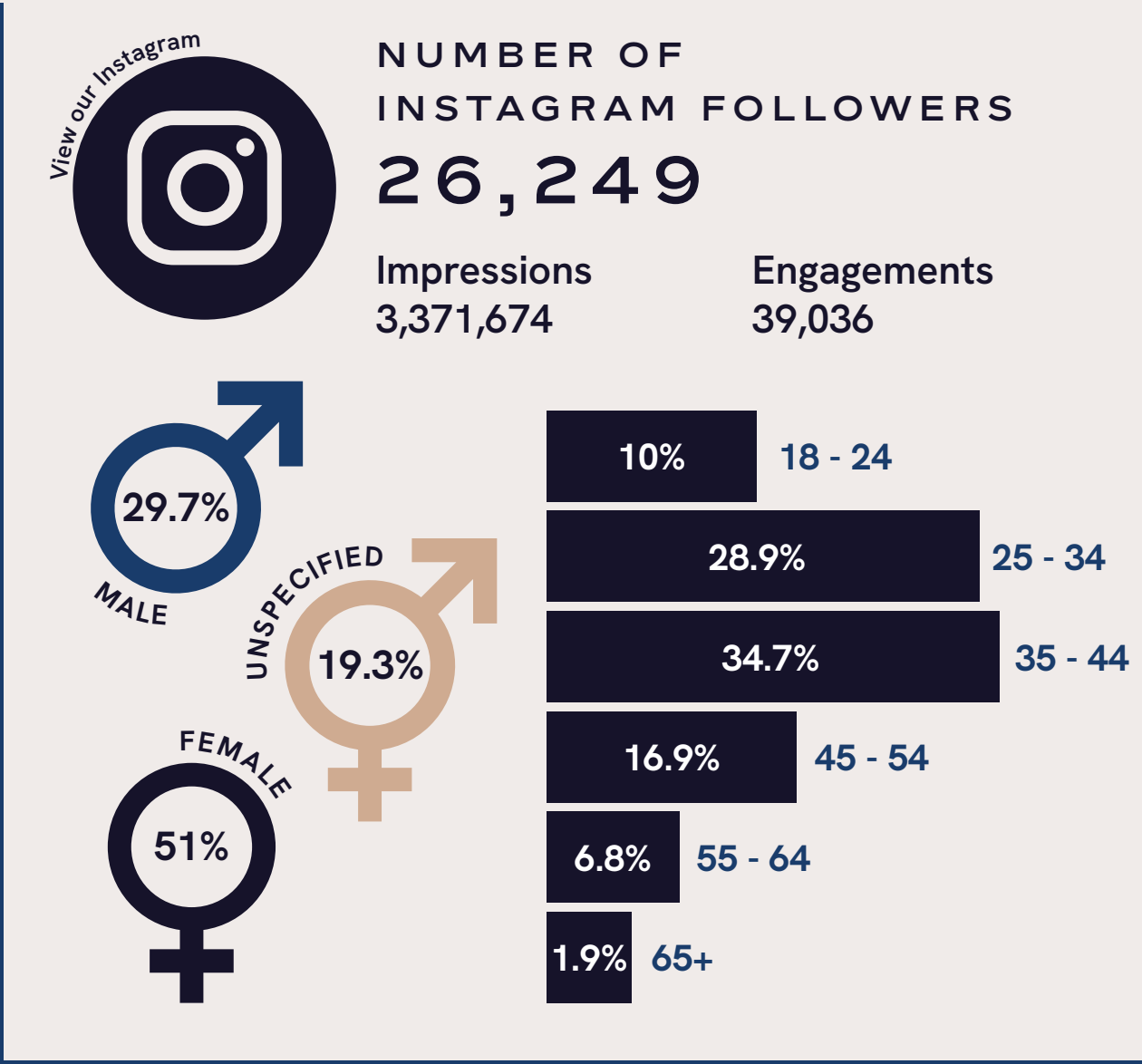
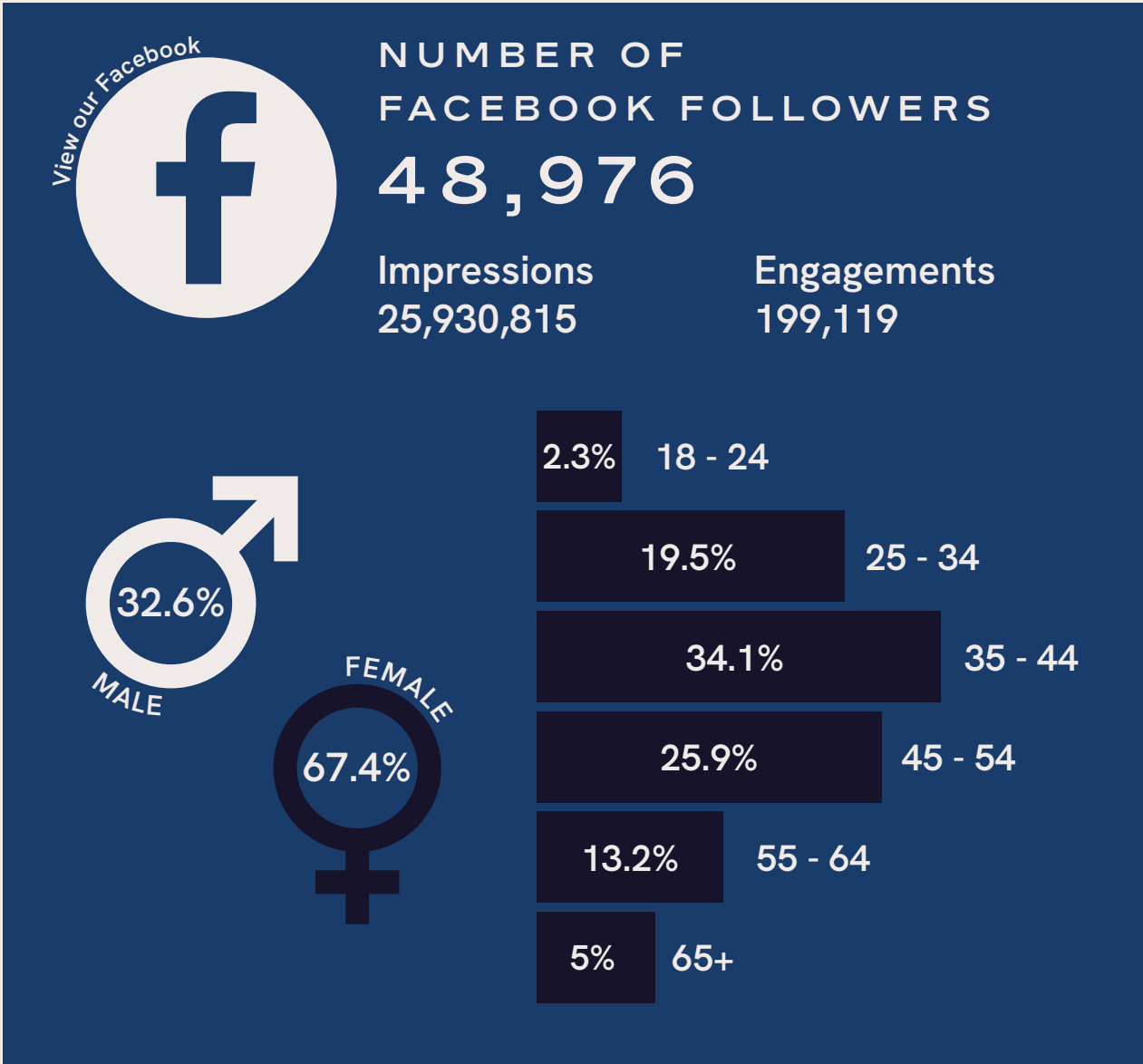
LEISURE  
ASSOCIATIONS:  
EATING OUT  
TRAVEL  
DIY  
CINEMA



# CHESTER RACECOURSE STATISTICS 2024

## SOCIAL STATISTICS

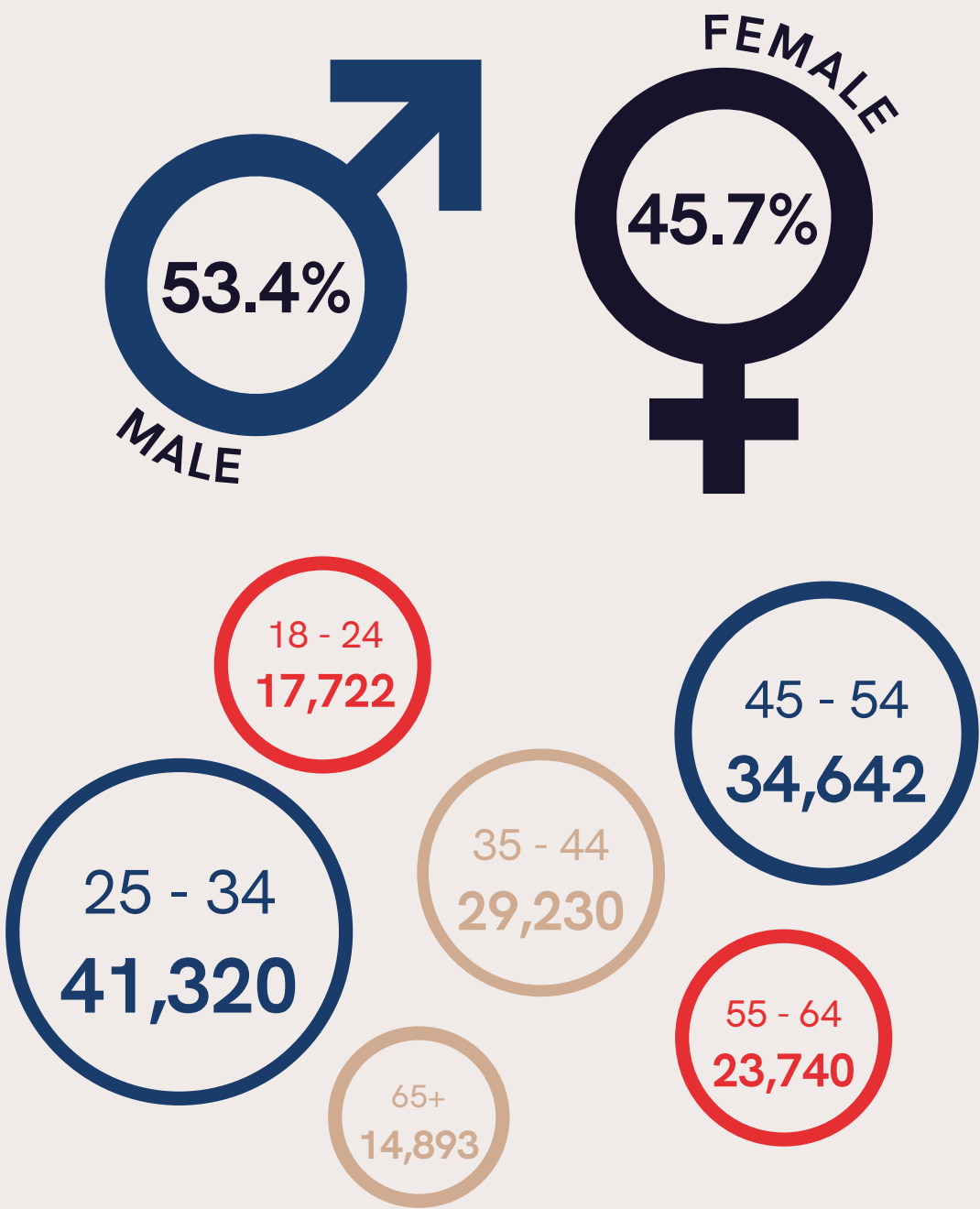
All statistics from 2024, Followers and Subscribers from Jan 24 - Dec 24.



## WEB STATISTICS

[VISIT OUR WEBSITE](#)

### USER DEMOGRAPHICS



### CHANNEL ACQUISITION

Organic	477,538
Direct (Including Email)	200,566
Referral	87,421
Organic Social	59,850
Paid Search	8,469

