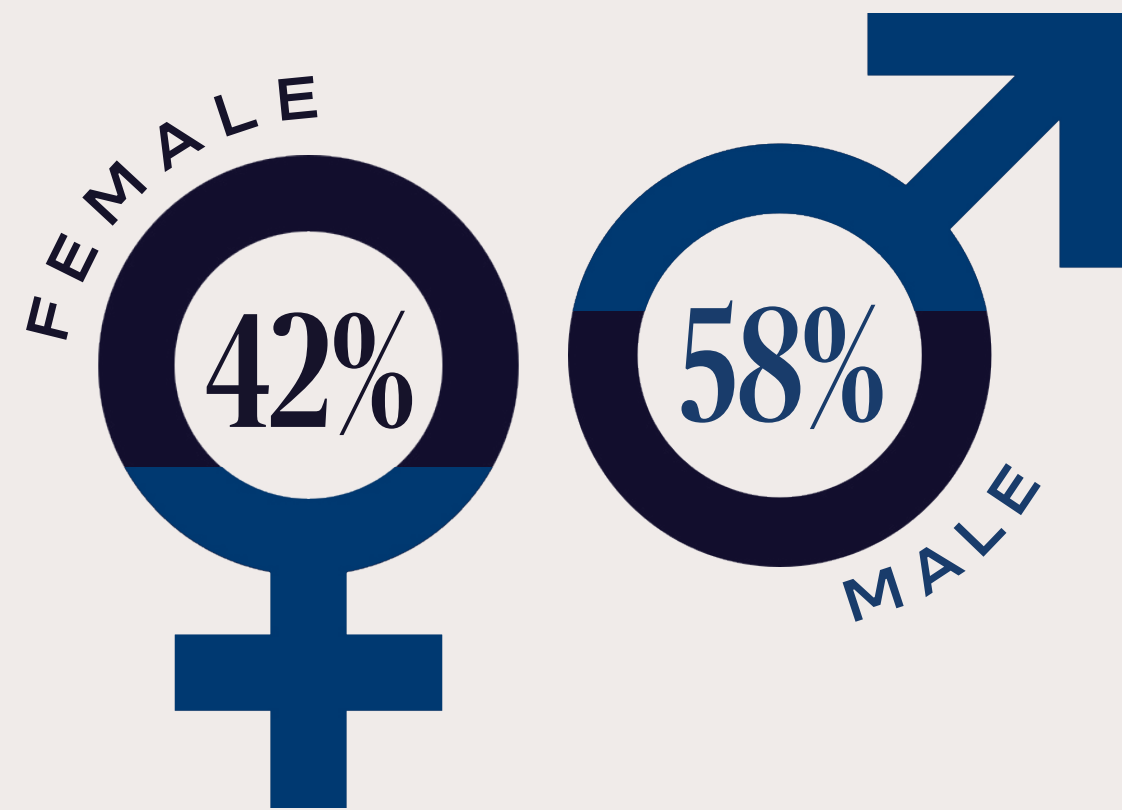
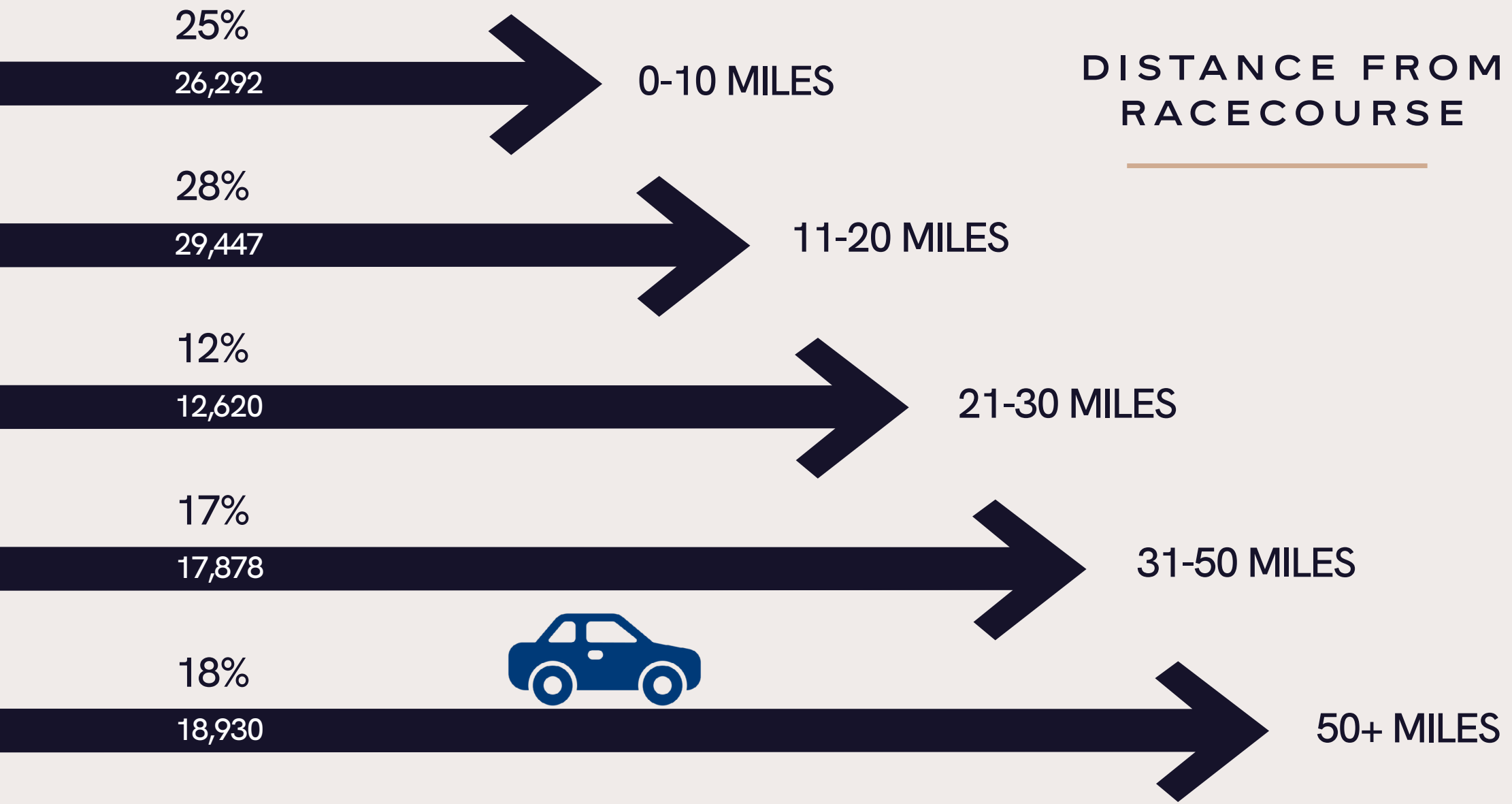


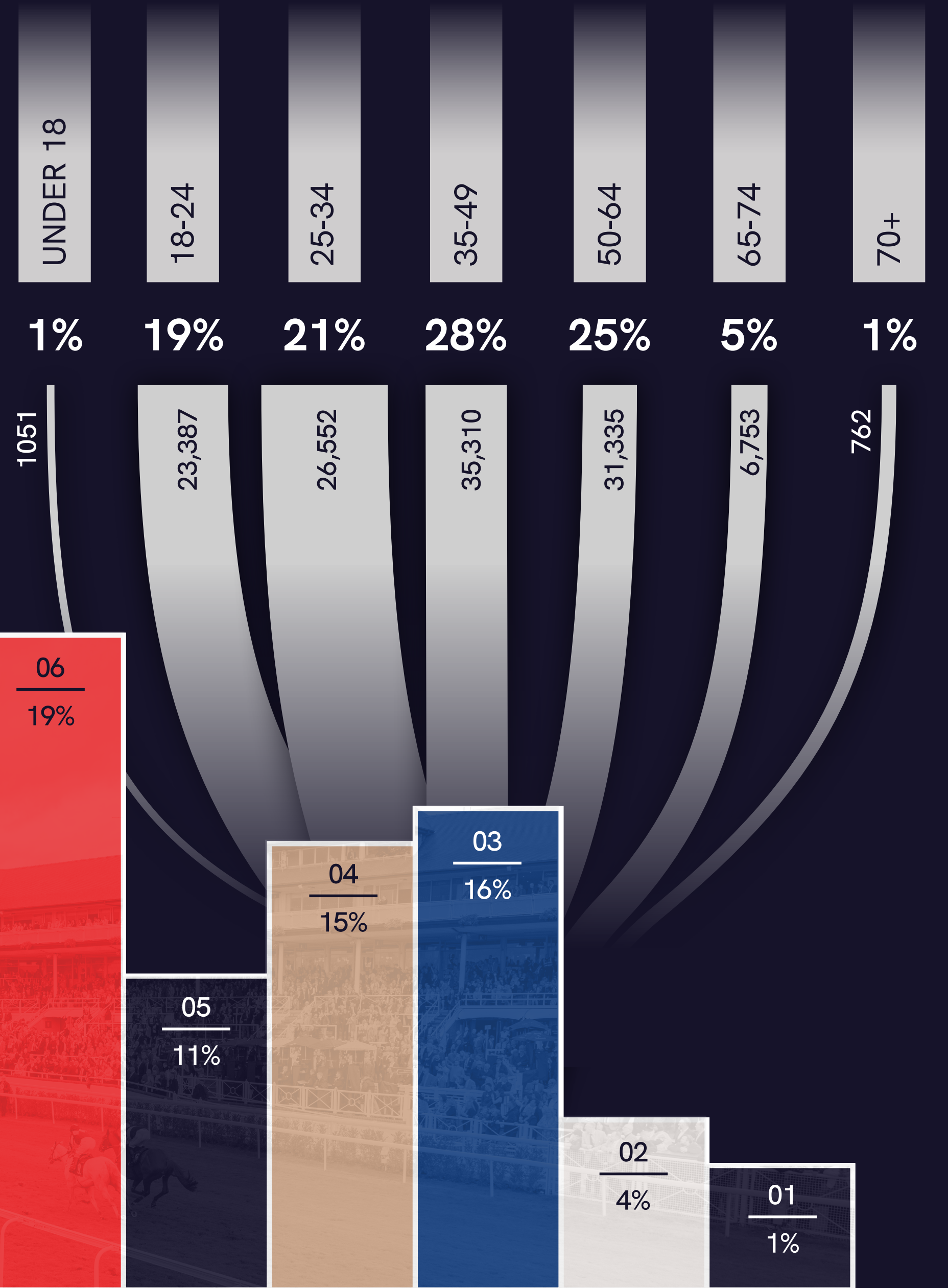
2024 TICKET PURCHASERS



SOCIO-ECONOMIC CAMEO GROUP



AGE BAND



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 & subscribers as of September 2024.

View our Facebook

NUMBER OF FACEBOOK FOLLOWERS
48,241

Impressions: 9,883,697 Engagements: 118,005

Gender: MALE 38%, UNSPECIFIED 1.2%, FEMALE 60.8%

Age Group:

18 - 24	4.4%
25 - 34	19.3%
35 - 44	25.5%
45 - 54	23.5%
55 - 64	16.7%
65+	10.4%

View our Instagram

NUMBER OF INSTAGRAM FOLLOWERS
25,822

Impressions: 2,477,928 Engagements: 28,473

Gender: MALE 29.6%, UNSPECIFIED 19.3%, FEMALE 51.1%

Age Group:

18 - 24	10.2%
25 - 34	29.8%
35 - 44	34.4%
45 - 54	16.4%
55 - 64	6.5%
65+	1.8%

View our TikTok

NUMBER OF TIKTOK FOLLOWERS
2,513

Post Views: 573,000
Engagements: 9,656 likes

Gender: MALE 56%, FEMALE 44%

View our LinkedIn

NUMBER OF LINKEDIN FOLLOWERS
5,963

AUDIENCES SENIORITY LEVEL

Senior	1862
Entry Level	1288
Director	982
Manager	594
Vice President (VP)	305

View our X

NUMBER OF X FOLLOWERS
59,213

Impressions: 856,007 Engagements: 16,768

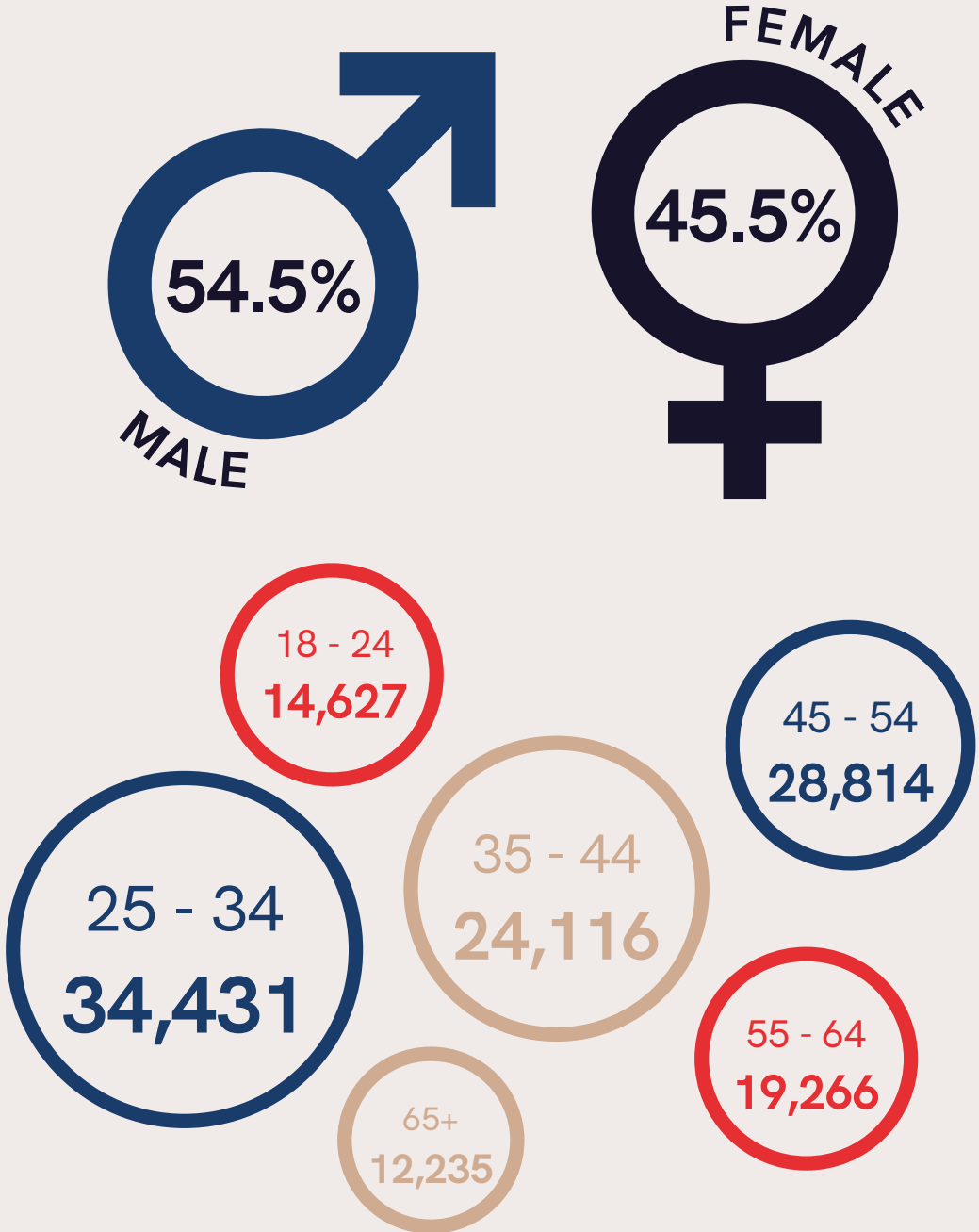
AUDIENCE TOP JOB FUNCTION

Business Development	Operations	Sales	Marketing	Human Resources
986	885	661	314	267

WEB STATISTICS

[VISIT OUR WEBSITE](#)

USER DEMOGRAPHICS



CHANNEL ACQUISITION

Organic	399,855
Direct (Including Email)	171,849
Referral	75,025
Organic Social	48,701
Paid Search	5,642

NEWSLETTER SUBSCRIBERS
103,856

NUMBER OF SESSIONS
1,185,684

NUMBER OF USERS
700,839

NUMBER OF PAGE VIEWS
3,598,757

AVERAGE SESSION DURATION
3:24