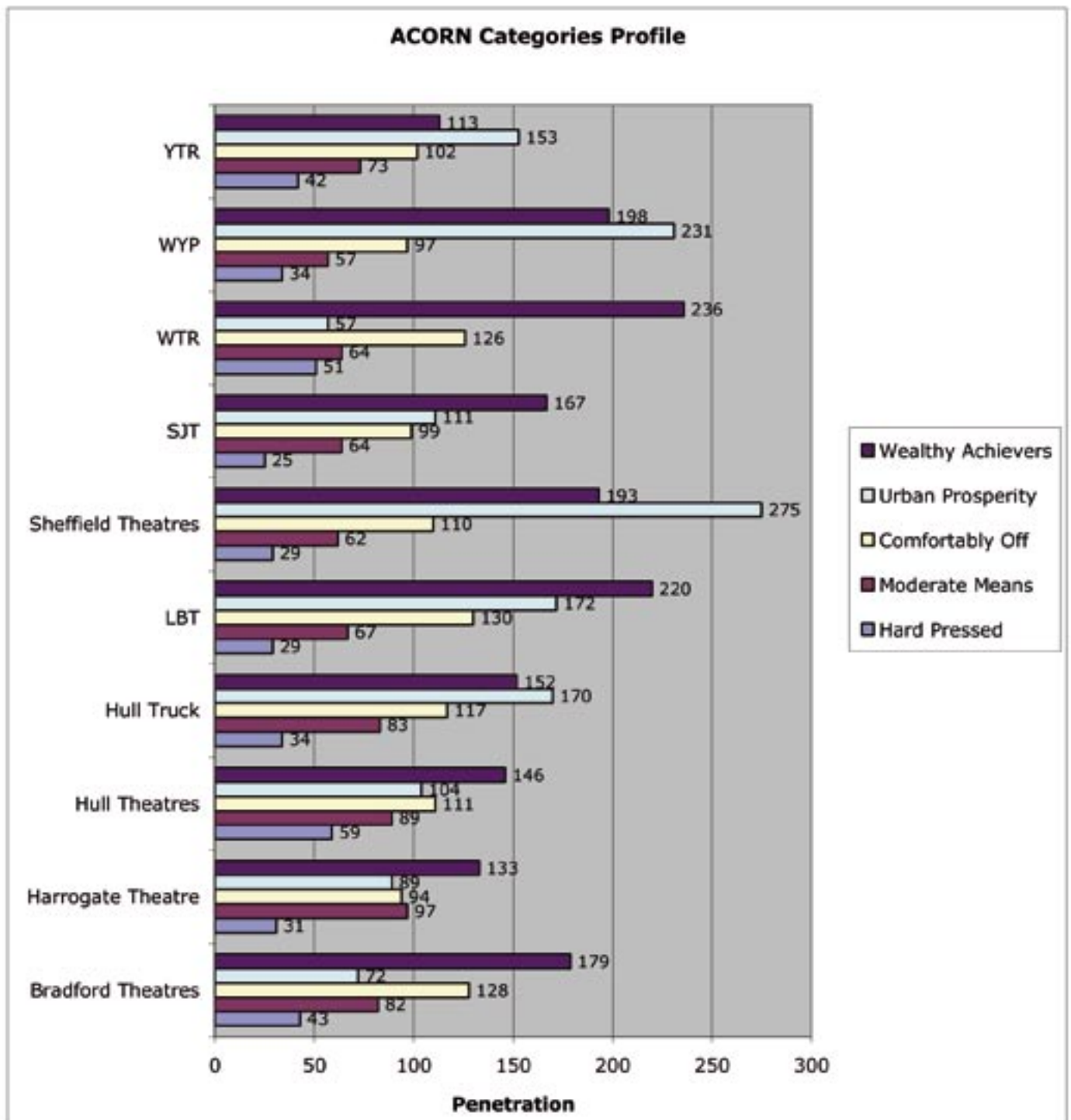### 3.5.4 The Big Picture participants' ACORN profiles

The graph below shows ACORN Category *percentage penetration* for all The Big Picture participants:

- A score of 100% means that an ACORN Category made up a proportion of bookers equal to that Category's presence within the participant's catchment area
- A score of over 100% means that a Category was over-represented amongst a participant's bookers
- A score of below 100% means that a Category was under-represented amongst a participant's bookers.

ACORN Categories Profile

	Wealthy Achievers	Urban Prosperity	Comfortably Off	Moderate Means	Hard Pressed
YTR	113	153	102	73	42
WYP	198	231	97	57	34
WTR	236	57	126	64	51
SJT	167	111	99	64	25
Sheffield Theatres	193	275	110	62	29
LBT	220	172	130	67	29
Hull Truck	152	170	117	83	34
Hull Theatres	146	104	111	89	59
Harrogate Theatre	133	89	94	97	31
Bradford Theatres	179	72	128	82	43

ACORN Category	ACORN Group	% GB population who "currently attend" the theatre
1. Wealthy Achievers	A Wealthy Executives	62
	B Affluent Greys	48
	C Flourishing Families	53
2. Urban Prosperity	D Prosperous Professionals	63
	E Educated Urbanites	53
	F Aspiring Singles	36
3. Comfortably Off	G Starting Out	52
	H Secure Families	41
	I Settled Suburbia	38
	J Prudent Pensioners	48
4. Moderate Means	K Asian Communities	16
	L Post-Industrial Families	37
	M Blue-Collar Roots	32
5. Hard Pressed	N Struggling Families	21
	O Burdened Singles	22
	P High-Rise Hardship	20
	Q Inner City Adversity	24

Attendance within ACORN groups is less consistent; different groups within the same category can have very different levels of theatre attendance. For example, Aspiring Singles have much lower levels of attendance than other groups within the Urban Prosperity category; Prudent Pensioners have a relatively high level of attendance.

York Theatre Royal's ACORN Groups profile

		% YTR bookers	% YTR's catchment area population
Wealthy Achievers	Wealthy Executives	16	13
	Affluent Greys	17	16
	Flourishing Families	12	11
Urban Prosperity	Prosperous Professionals	3	2
	Educated Urbanites	5	3
	Aspiring Singles	2	1
Comfortably Off	Starting Out	8	5
	Secure Families	14	14
	Settled Suburbia	9	11
	Prudent Pensioners	3	3
Moderate Means	Asian Communities	0.1	0
	Post Industrial Families	1	1
	Blue Collar Roots	4	6
	Struggling Families	4	9
Hard Pressed	Burdened Singles	1	3
	High Rise Hardship	0.4	1
	Inner City Adversity	0.1	0