



Polaris Plus Profile by Catchment

*WT= Walktime, **DT= Drivetime

Polaris Plus Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young Adult - Showing I Care						
Low	2,434	10,485	80,575	571	851	231
Medium	0	0	2,884	0	0	25
High	41	278	8,020	12	28	29
Young Adult - Showing I'm Cool						
Low	0	0	354	0	0	4
Medium	328	536	51,144	87	49	166
High	4,764	8,428	76,482	1,048	641	205
Midlife - Young Kids						
Low	171	523	96,378	15	16	104
Medium	194	590	91,420	13	13	74
High	76	1,467	39,111	14	93	87
Midlife - Carefree						
Low	1,144	2,442	91,834	331	244	324
Medium	0	256	31,642	0	13	57
High	368	2,573	72,581	33	80	80
Mature						
Low	536	1,519	101,977	89	87	206
Medium	0	58	43,516	0	2	41
High	0	128	33,225	0	5	43
Not Private Households	105	105	11,449	72	25	96
Total	10,161	29,388	832,592			