

Community Profile: Brampton – Downtown Brampton

Prepared for: Economic Developers Council of Ontario – My Main Street

The logo for Environics Analytics is displayed within a solid purple rectangular box. The word "ENVIRONICS" is written in a large, bold, white, sans-serif font. Below it, the word "ANALYTICS" is written in a smaller, white, sans-serif font.

ENVIRONICS
ANALYTICS

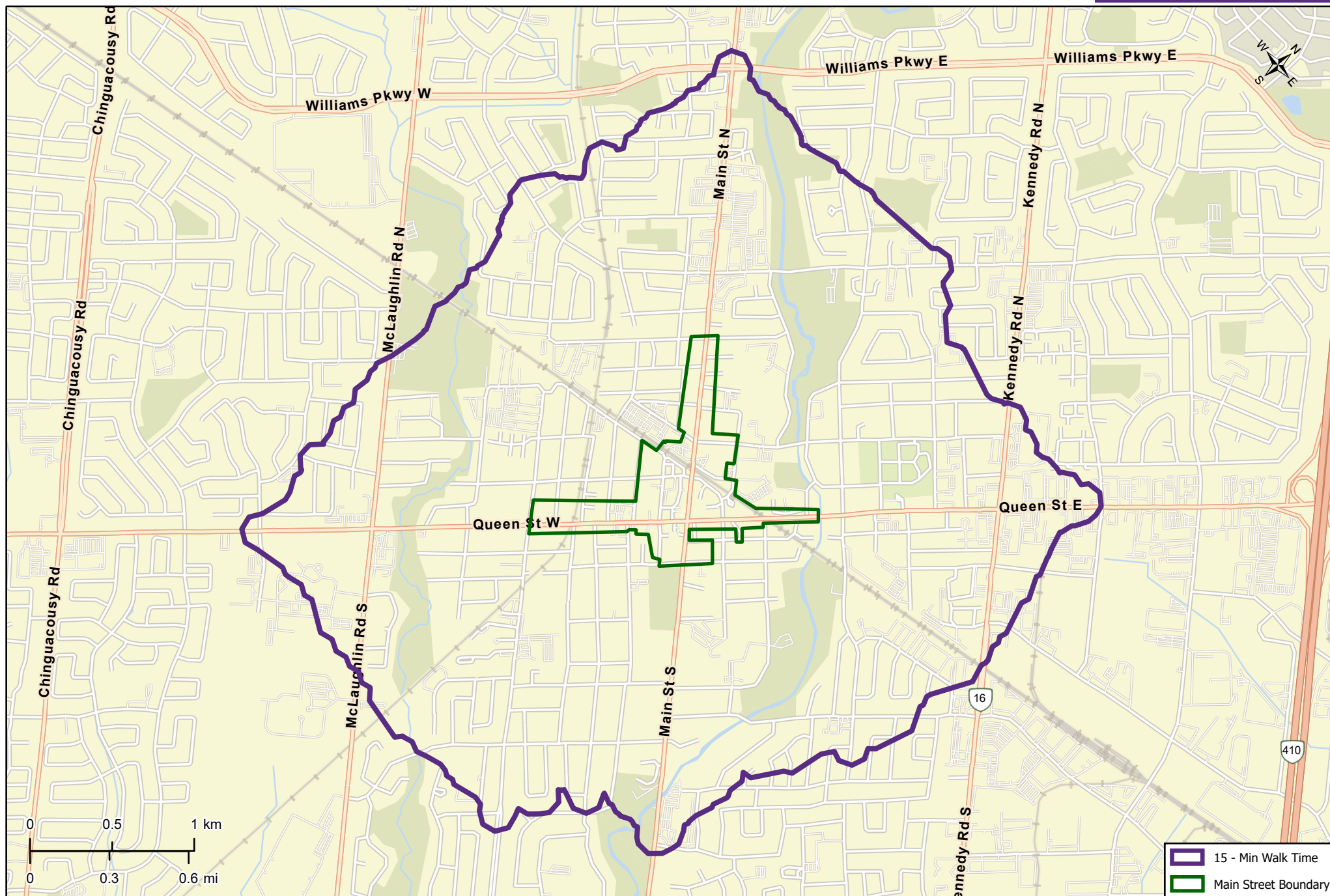
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Date: February 24, 2022

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Brampton - Downtown Brampton
Main Street Boundary and Trade Area



Demographics, PRIZM Profile, and Psychographics

Demographics | Population & Households

ENVIRONICS
ANALYTICS

Trade Area: Brampton - Downtown Brampton

POPULATION

31,829

HOUSEHOLDS

12,784

MEDIAN MAINTAINER AGE

54

Index: 99

MARITAL STATUS



45.7%

Index: 79

Married/Common-Law

FAMILY STATUS*

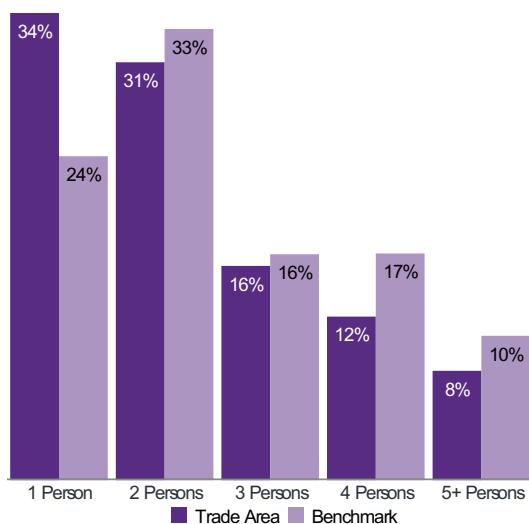


28.9%

Index: 183

Total Lone-Parent Families

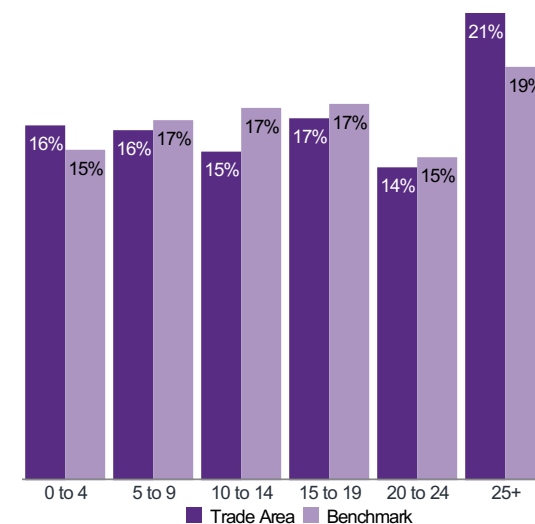
HOUSEHOLD SIZE



POPULATION BY AGE

	Count	%	Index
0 to 4	1,643	5.2	102
5 to 9	1,534	4.8	89
10 to 14	1,428	4.5	79
15 to 19	1,643	5.2	87
20 to 24	1,973	6.2	93
25 to 29	2,600	8.2	116
30 to 34	2,673	8.4	126
35 to 39	2,368	7.4	115
40 to 44	1,952	6.1	99
45 to 49	1,946	6.1	97
50 to 54	2,076	6.5	99
55 to 59	2,376	7.5	103
60 to 64	2,037	6.4	95
65 to 69	1,639	5.1	91
70 to 74	1,422	4.5	93
75 to 79	996	3.1	95
80 to 84	701	2.2	101
85+	822	2.6	117

AGE OF CHILDREN AT HOME



Benchmark: Southern Ontario

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*Chosen from index ranking with minimum 5% composition

Index Colours: <80 80 - 110 110+

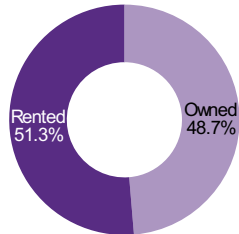
Demographics | Housing & Income

ENVIRONICS
ANALYTICS

Trade Area: Brampton - Downtown Brampton

Population: 31,829 | Households: 12,784

TENURE



STRUCTURE TYPE



44.1%
Index: 57



55.9%
Index: 253

AGE OF HOUSING*

Less Than 4 Years Old

% Comp: 8.8 Index: 151

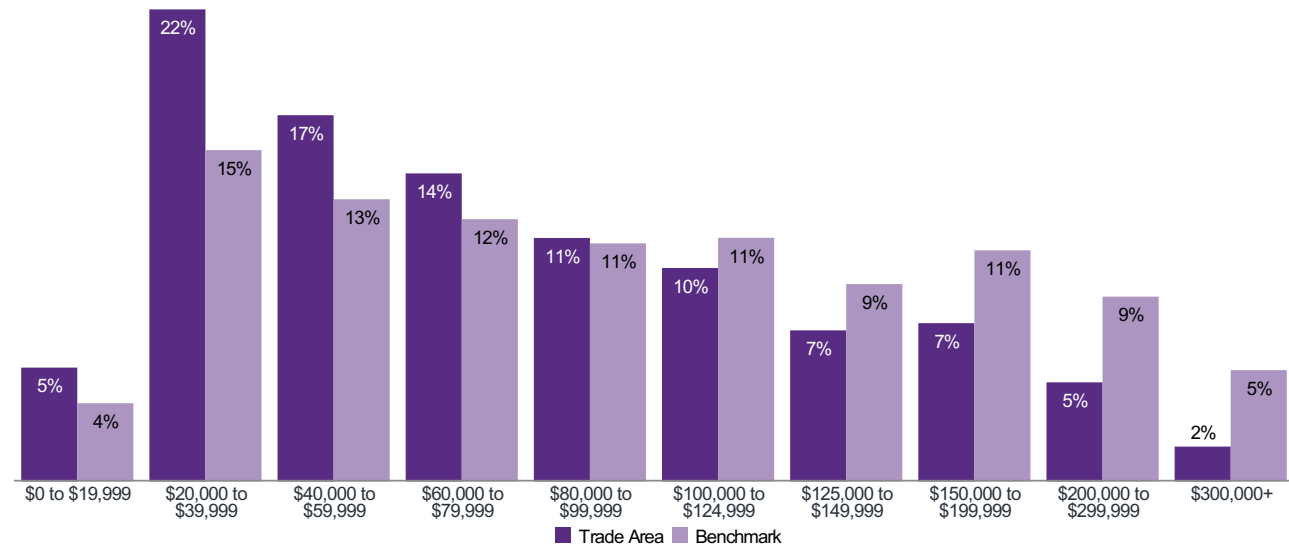
AVERAGE HOUSEHOLD INCOME



\$85,030

Index: 74

HOUSEHOLD INCOME DISTRIBUTION



Benchmark: Southern Ontario

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Index Colours: <80 80 - 110 110+

Demographics | Education & Employment

ENVIRONICS
ANALYTICS

Trade Area: Brampton - Downtown Brampton

Population: 31,829 | Households: 12,784

EDUCATION



18.3%

Index: 69

University Degree

LABOUR FORCE PARTICIPATION



64.5%

Index: 99

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*



31.3%

Index: 86

Travel to work by **Car (as Driver)**

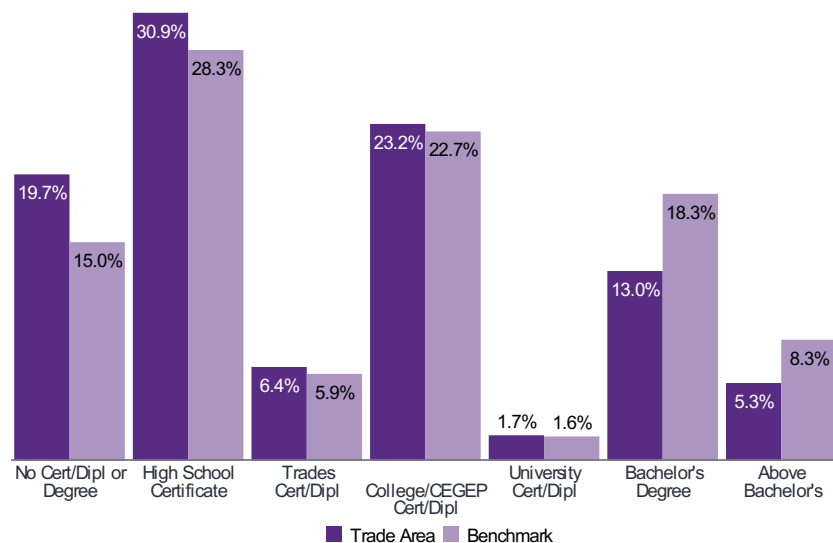


8.2%

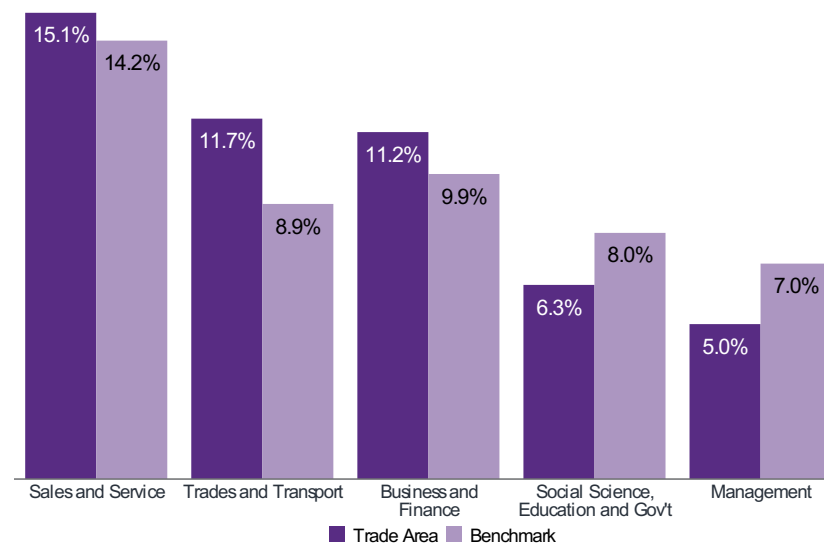
Index: 189

Travel to work by **Public Transit**

EDUCATIONAL ATTAINMENT



OCCUPATIONS: TOP 5*



Benchmark: Southern Ontario

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*Ranked by percent composition

Index Colours: <80 80 - 110 110+

Demographics | Diversity

ENVIRONICS
ANALYTICS

Trade Area: Brampton - Downtown Brampton

Population: 31,829 | Households: 12,784

ABORIGINAL IDENTITY



1.9%

Index: 79

VISIBLE MINORITY PRESENCE



45.5%

Index: 157

Belong to a visible minority group

NON-OFFICIAL LANGUAGE



2.1%

Index: 106

No knowledge of English or French

IMMIGRATION



36.7%

Index: 139

Born outside Canada

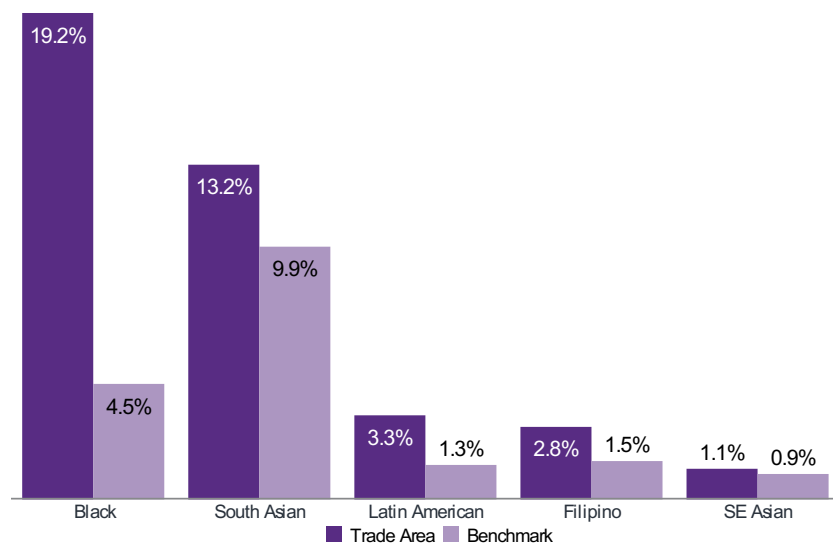
PERIOD OF IMMIGRATION*

2017 To Present

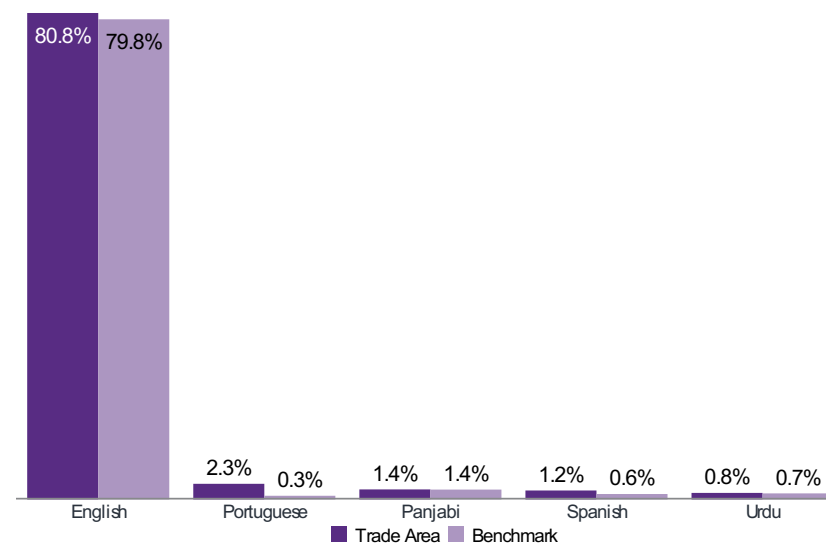
10.6%

Index: 233

VISIBLE MINORITY STATUS: TOP 5**



LANGUAGES SPOKEN AT HOME: TOP 5**



Benchmark: Southern Ontario

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*Chosen from index ranking with minimum 5% composition

**Ranked by percent composition

Index Colours: <80 80 - 110 110+

Top 5 segments represent **73.3%** of households in Brampton - Downtown Brampton



Rank: 1
Hhlds: 2,492
Hhld %: 19.49
% in Benchmark: 1.77
Index: 1,101

Once home to young immigrants, Came From Away communities are showing their middle age. The highest concentration of residents are between 25 and 44 years old. Nearly 60 percent of the segment's residents are foreign-born—fourth highest among all segments—and they hail from all over. Many are singles and lone-parent families who live in high-rise apartments in Toronto and a handful of other large cities; almost 40 percent of the populace speak a non-official language. While their educational achievement ranges from grade school to university, most residents hold low-paying jobs in manufacturing, services and the trades. Downscale incomes and economic uncertainty contribute to the segment's transience; more than half of households moved in the past five years and over 80 percent are renters. But even with tight budgets, many Came From Away members enjoy the leisure pursuits offered by their urban settings, with high rates for going to nightclubs, jazz concerts and billiards halls; families head for theme parks, aquariums and zoos. Hooked on their mobile phones for media and shopping, they're the top-ranked segment for Ostentatious Consumption, hoping to impress others with purchases that symbolize affluence, including the latest tech devices.



Rank: 2
Hhlds: 2,469
Hhld %: 19.31
% in Benchmark: 1.77
Index: 1,089

A segment encompassing long-established immigrant neighbourhoods, Metro Melting Pot has been a haven for upward-climbing newcomers for 25 years. Concentrated in Toronto and nearby Mississauga, more than half of the households contain immigrants; nearly 30 percent speak a non-official language, with Tagalog, Arabic and Spanish joining Portuguese, Italian, Cantonese and Mandarin in recent years. These neighbourhoods are diverse in more ways than cultural roots: Metro Melting Pot contains families and lone-parent households, maintainers range in age from 45 to over 75, and the housing stock is a mix of older single-detached and row houses, semis and apartment buildings. While some contain young children, many households have twenty-something children who are likely contributing to the family income. With educations ranging from grade school to university degrees, adults work at varied jobs in business, services and manufacturing. But the high housing prices—the average dwelling value of over \$525,000—contribute to only an average number of homeowners. Eager to indulge their children, many enjoy going to theme parks, professional sports games and all-inclusive resorts. Seeking to connect with others in their communities, they respond to messages that recognize their Attraction for Crowds.



Rank: 3
Hhlds: 2,377
Hhld %: 18.59
% in Benchmark: 3.77
Index: 493

Located in cities across Canada, On Their Own Again consists of older singles living in high-rise apartments. Nearly 60 percent live alone—highest among all segments. And almost 30 percent of residents are over 65, with one in ten a widowed individual. Fewer than half are still in the labour force, but with over 45 percent of adults having attended college or a university, those still working hold white-collar and service sector jobs in sales, administrative support and real estate. Although incomes are downscale, pensions boost household net worth and provide an economic cushion. In On Their Own Again, nearly 80 percent of households rent apartments, and an overwhelming number of them live in older buildings. Many are newcomers, with half having moved in the past five years and a disproportionate number coming from China, the Philippines and the U.K. Nearly 40 percent of residents are first-generation Canadians; almost 20 percent are second-generation. With their unpretentious lifestyle, residents like to escape the routine by going to a casino, community theatre or movie drama. Many respond to marketing messages that appeal to their support for the value Ethical Consumerism.



Rank: 4
Hhlds: 1,117
Hhld %: 8.74
% in Benchmark: 1.41
Index: 619

Reflecting the increasing flow of immigrants beyond Toronto and Vancouver, Middle-Class Mosaic consists of middle-class homeowners and their families living in established neighbourhoods. The segment features a mix of couples, lone-parent households and larger-than-average families with children of all ages; nearly one in five is over 25. Middle-Class Mosaic is also a destination for first- and second-generation Canadians drawn to affordable, older single- and semi-detached houses. More than a third of the population are visible minorities, including Filipinos, South Asians, Arabs and blacks. Moderately educated, residents work at solid blue-collar and service sector jobs in manufacturing, transportation and the trades. And with maintainers ranging in age from 35 to 64, residents are happy with a night out at a dinner theatre, casino or casual family restaurant. To keep fit, they head to a health club or swimming pool. And they're fond of travelling to western Canada, Mexico and the U.S., visiting places like Vancouver, Las Vegas and Hawaii. While their future looks bright, they worry about the effects of technology on society, scoring high for the value Technology Anxiety.



Rank: 5
Hhlds: 912
Hhld %: 7.14
% in Benchmark: 1.34
Index: 531

The increase in immigration over the last two decades has transformed many communities. Midtown Movers reflects the arrival of newcomers in established neighbourhoods of large cities beyond Toronto and Vancouver. Some are foreign-born students who've settled in university towns; others arrived as a result of job programs. One-third of Midtown Movers are immigrants, with 45 percent of the population identifying as visible minorities, such as blacks, South Asians, Filipinos, Arabs and Latin Americans. And one-fifth of residents speak a non-official language. Households contain a mix of younger singles and middle-aged families; one in three are lone-parent families. With their modest educations—over half haven't gone beyond high school—most work at jobs in manufacturing, services and the trades. Their lower-middle incomes provide them with housing in older, single-detached houses, low-rise apartments and row houses; nearly 55 percent are renters and half of residents have moved in the last five years. Today many enjoy active social lives: the singles joining friends at nightclubs and dinner theatres, the families heading for zoos and aquariums. But their high score for Penchant for Risk suggests an openness to more extreme activities to get the most out of life.

Psychographics | SocialValues Overview

Trade Area: Brampton - Downtown Brampton



Strong Values

Values	Index
Fatalism	121
Anomie-Aimlessness	119
Advertising as Stimulus	117
Fear of Violence	117
Joy of Consumption	117
Active Government	116
Confidence in Advertising	115
Importance of Aesthetics	115
Personal Creativity	115
Personal Expression	115



Descriptions | Top 3 Strong Values

Fatalism

The feeling that there are forces beyond one's immediate control preventing one from being in control, and being resigned to not being able to organize and control the direction of one's life or future. Lack of belief in one's basic ability to effect change and control one's life.

Anomie-Aimlessness

The feeling of having no goals in life. Experiencing a void of meaning with respect to life in general. A feeling of alienation from society, having the impression of being cut off from what's happening.

Advertising as Stimulus

Tendency to enjoy viewing advertising for its aesthetic properties; to enjoy advertising in a wide range of venues, from magazines to television to outdoor signs and billboards.



Weak Values

Values	Index
Attraction to Nature	79
Utilitarian Consumerism	87
Fulfilment Through Work	89
Personal Control	89
Community Involvement	90
Duty	91
Ecological Concern	91
Effort Toward Health	91
Emotional Control	91
Ecological Lifestyle	92



Descriptions | Top 3 Weak Values

Attraction to Nature

How close people want to be to nature, whether to recharge their spiritual batteries or to enjoy a simpler, healthier or more authentic way of life.

Utilitarian Consumerism

Tendency to base purchase decisions on utilitarian rather than aesthetic considerations. Measures the attention given to utility of objects and products purchased. People strong on this construct seldom buy products purely for their appearance. Lack of a need to engage in personal expression through aesthetic means.

Fulfilment Through Work

A need to invest one's professional life with meaning and to find personal fulfillment through one's work. Also, a need to feel that one's work is useful to others and has some social value.

Benchmark: Ontario

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Index Colours:	<80	80 - 110	110+
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Financial and Expenditure Overview

Financial | WealthScapes Overview

ENVIRONICS
ANALYTICS

Trade Area: Brampton - Downtown Brampton

WealthScapes Households: 12,646

INCOME*

Household Income

\$ 86,067

Index: **74**

Household Disposable Income

\$ 70,263

Index: **77**

Household Discretionary Income

\$ 47,834

Index: **74**

Annual RRSP Contributions

\$ 2,149

Index: **60**

WEALTH*



Net Worth

% Holders

99.5% Index: **100**

Balance

\$434,644

Index: **59**

ASSETS*



Savings

% Holders

94.5% Index: **99**

Balance

\$45,718

Index: **60**



Investments

% Holders

52.7% Index: **88**

Balance

\$194,326

Index: **58**



Unlisted Shares

% Holders

9.3% Index: **75**

Balance

\$141,450

Index: **44**



Real Estate

% Holders

52.2% Index: **69**

Balance

\$748,470

Index: **100**



Liquid Assets

% Holders

97.4% Index: **99**

Balance

\$175,608

Index: **53**

DEBT*



Consumer Debt

% Holders

88.8% Index: **98**

Balance

\$50,105

Index: **76**



Mortgage Debt

% Holders

32.3% Index: **70**

Balance

\$302,551

Index: **101**

FINANCIAL RATIO



Debt:Asset

% Holders

0.25% Index: **116**

Benchmark: Southern Ontario

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% Holders represent where customers are found.

*Average values per holding household as at December 31, 2020.

Index Colours: <80 80 - 110 110+

Trade Area: Brampton - Downtown Brampton

WealthScapes Households: 12,646

FINANCIAL RATIOS*



Debt: Asset

0.25

Index: 116



Debt: Liquid Assets

0.83

Index: 136



Consumer Debt - Discr. Income

0.93

Index: 99



Savings - Investments

0.67

Index: 111



Pension - Non-Pension Assets

0.24

Index: 108



Real Estate Assets - Liq. Assets

2.29

Index: 130



Mortgage - Real Estate Assets

0.25

Index: 103



Mortgage - Consumer Debt

2.20

Index: 96

Benchmark: Southern Ontario

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Index Colours: <80 80 - 110 110+

Expenditures | HouseholdSpend - Annual Expenditure Overview

ENVIRONICS
ANALYTICS

Trade Area: Brampton - Downtown Brampton

Households: 12,784

Total Aggregate Current Consumption: \$779,849,126

Average Current Consumption

\$61,002

Index 75

Average Household Income










\$84,882

Index 74

Average Disposable Income

\$68,697

Index 76

 <p>Shelter</p> <p>Avg. Dollars/Household \$16,759 Index 80</p> <p>Pct. of Total Expenditure 27.5% Index 107</p>	 <p>Food</p> <p>Avg. Dollars/Household \$9,975 Index 78</p> <p>Pct. of Total Expenditure 16.4% Index 105</p>	 <p>Transportation</p> <p>Avg. Dollars/Household \$9,136 Index 66</p> <p>Pct. of Total Expenditure 15.0% Index 89</p>
 <p>Household Operation</p> <p>Avg. Dollars/Household \$4,317 Index 75</p> <p>Pct. of Total Expenditure 7.1% Index 101</p>	 <p>Health Care</p> <p>Avg. Dollars/Household \$4,253 Index 78</p> <p>Pct. of Total Expenditure 7.0% Index 104</p>	 <p>Recreation</p> <p>Avg. Dollars/Household \$3,244 Index 68</p> <p>Pct. of Total Expenditure 5.3% Index 91</p>
 <p>Clothing</p> <p>Avg. Dollars/Household \$2,567 Index 78</p> <p>Pct. of Total Expenditure 4.2% Index 104</p>	 <p>Tobacco and Alcohol</p> <p>Avg. Dollars/Household \$2,560 Index 72</p> <p>Pct. of Total Expenditure 4.2% Index 96</p>	 <p>Household Furnishings</p> <p>Avg. Dollars/Household \$2,411 Index 60</p> <p>Pct. of Total Expenditure 4.0% Index 81</p>

Benchmark: Southern Ontario

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Displaying the top nine HouseholdSpend categories ranked by percent of total expenditure.
Benchmark used for Index calculations.

Index Colours:	<80	80 - 110	110+
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Expenditures | Foodspend - Annual Household Expenditure Overview

ENVIRONICS
ANALYTICS

Trade Area: Brampton - Downtown Brampton

Households: 12,784

Average Household Income

\$84,882

Index: 74

Average Food Expenditure

\$9,975

Index: 78

Average Spend on Food from Restaurants

\$2,882









Index: 72

Average Spend on Food from Stores

\$7,093

Index: 81

Total Aggregate Food Expenditure: \$ 127,524,631

 Bakery Avg. Dollars/Household \$674 Index: 77 Pct. of Total Expenditure 9.5% Index: 95		 Cereal Products Avg. Dollars/Household \$427 Index: 84 Pct. of Total Expenditure 6.0% Index: 103		 Fruit and nuts Avg. Dollars/Household \$903 Index: 82 Pct. of Total Expenditure 12.7% Index: 102	
 Vegetables Avg. Dollars/Household \$793 Index: 86 Pct. of Total Expenditure 11.2% Index: 106		 Dairy products & Eggs Avg. Dollars/Household \$977 Index: 76 Pct. of Total Expenditure 13.8% Index: 94		 Meat Avg. Dollars/Household \$1,218 Index: 77 Pct. of Total Expenditure 17.2% Index: 96	
 Fish & Seafood Avg. Dollars/Household \$321 Index: 109 Pct. of Total Expenditure 4.5% Index: 135		 Beverages & Other Food Avg. Dollars/Household \$1,779 Index: 81 Pct. of Total Expenditure 25.1% Index: 100			

Benchmark: Southern Ontario

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Displaying the top FoodSpends categories of expenditure on food purchased from stores.
Benchmark used for Index calculations.

Index Colours:	<80	80 - 110	110+
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Post COVID-19 Activities

Trade Area: Brampton - Downtown Brampton

Household Population 14+: 27,140

Activities Look Forward To Doing

	%	Base %	Index
Socializing			
Dating	11.7	11.0	107
Going to restaurants, bars or night clubs	51.0	55.1	93
Having physical Contact with family and friends	54.9	57.7	95
Participating in group activities	33.9	38.7	87
Partying	14.6	15.8	93
Seeing family and friends in person	62.0	62.8	99
Entertainment			
Attending events, festivals or concerts	37.6	42.9	88
Attending sports events (excludes professional sports)	14.4	18.2	79
Attending to professional sports events or games	20.6	25.4	81
Going to the movies	45.3	45.7	99
Movement & Travel			
Driving more	16.9	16.1	105
Shopping in-store	42.3	42.9	99
Spending time outdoors	33.7	32.5	104
Travelling outside of Canada/ abroad	47.3	53.2	89
Travelling within Canada	45.1	49.9	90
Using public transit	19.1	13.7	139
Personal			
Getting back to old habits	36.9	36.2	102
Going to a salon, barber shop or spa	34.0	33.7	101
Going to the gym	21.2	22.6	94
Education/Work			
Children going back to school	17.2	20.3	85
Going back to work	16.7	17.6	95
Other			
Not Stated	0.7	0.6	130

Benchmark: Southern Ontario

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(Base used for Index calculations)

Index Colours: <80 80 - 110 110+

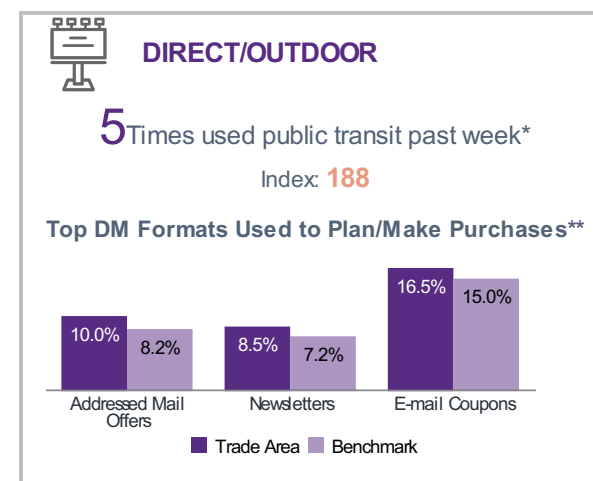
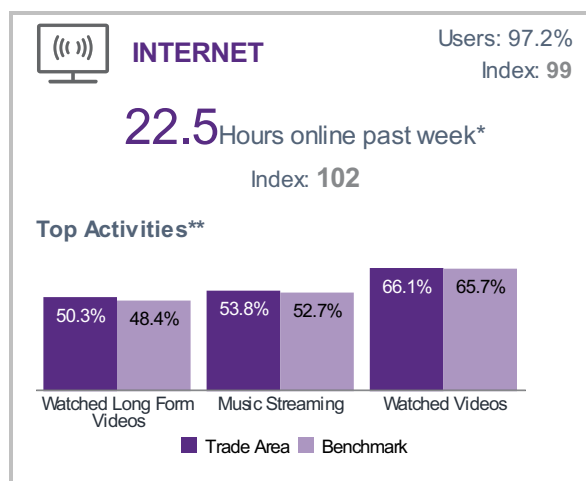
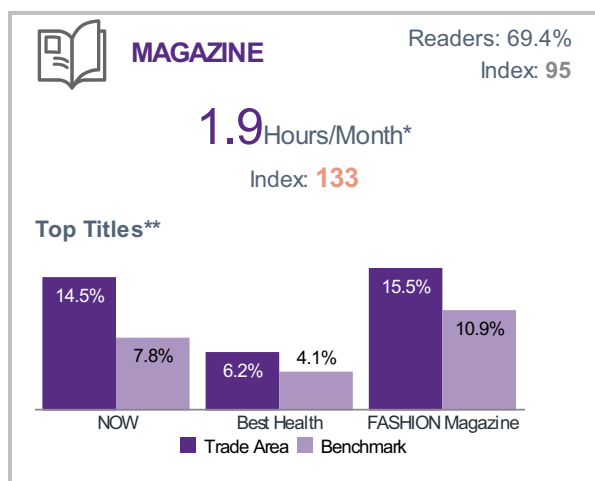
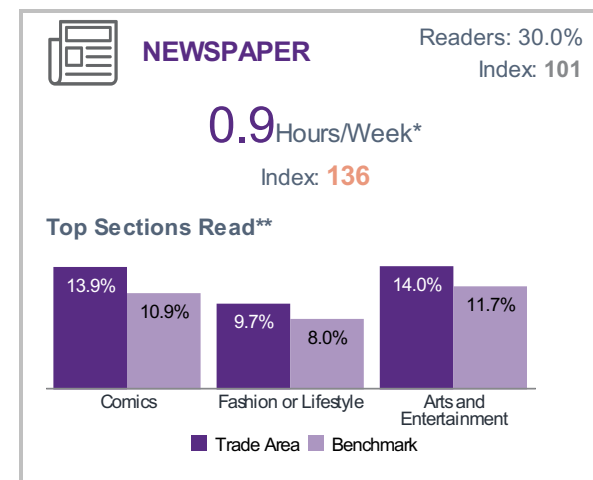
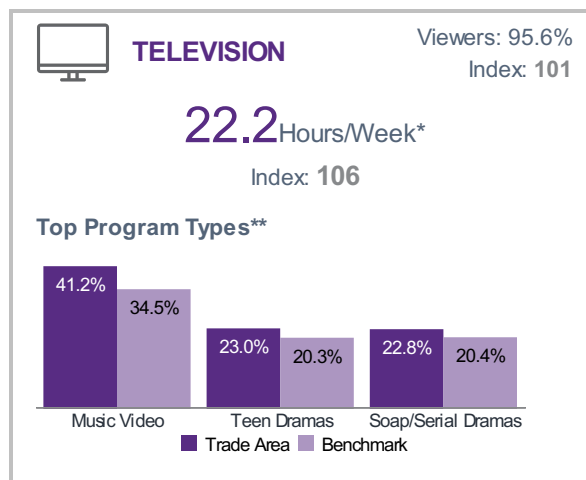
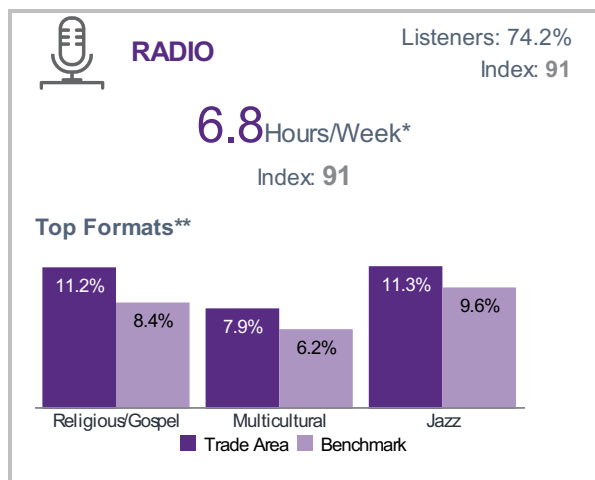
Media and Social Media Overview

Behavioural | Media Overview

ENVIRONICS
ANALYTICS

Trade Area: Brampton - Downtown Brampton

Household Population 14+: 27,140



Benchmark: Southern Ontario

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* Consumption values based to variable's incidence count.

** Chosen from index ranking with minimum 5% composition.

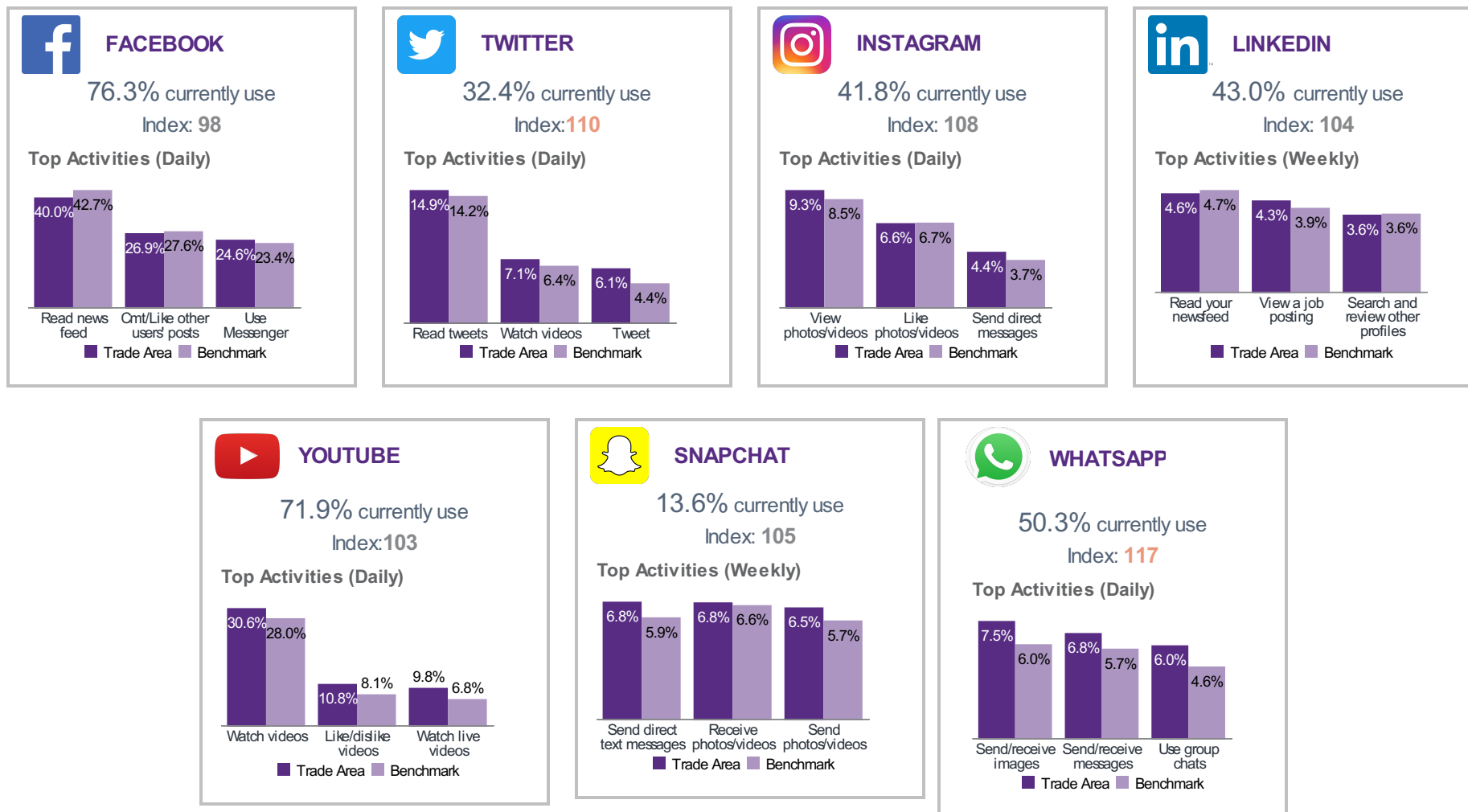
Index Colours: <80 80 - 110 110+

Opticks Social | Social Media Activities

ENVIRONICS
ANALYTICS

Trade Area: Brampton - Downtown Brampton

Household Population 18+: 25,902



Benchmark: Southern Ontario

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(<https://en.environicsanalytics.ca/Envision/About/1/2021>)

Chosen and ranked by percent composition

(!) Indicates variables with low sample size. Please analyze with discretion

Index Colours: <80 80 - 110 110+

Opticks Social | Social Media Usage

ENVIRONICS
ANALYTICS

Trade Area: Brampton - Downtown Brampton

Household Population 18+: 25,902

FRIENDS IN ALL SM NETWORKS



33.8%

Index:95

0-49 friends

FREQUENCY OF USE (DAILY)



53.4%

Index:95

Facebook

BRAND INTERACTION



35.9%

Index:104

Like brand on Facebook

NO. OF BRANDS INTERACTED

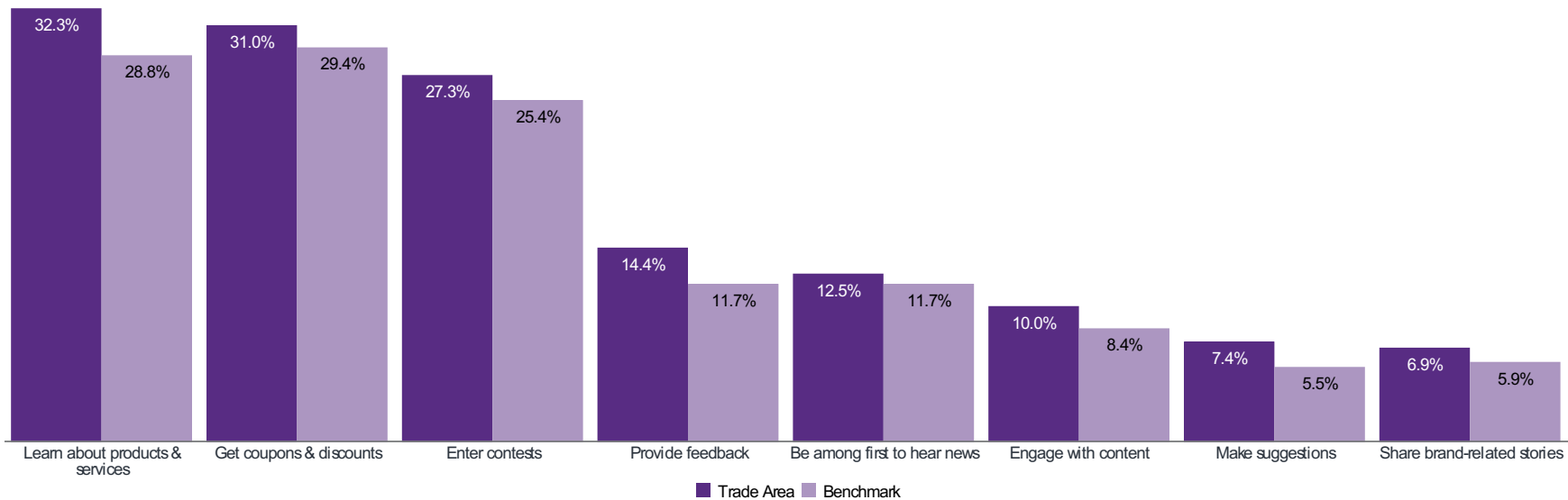


32.5%

Index:106

2-5 brands

REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA



Benchmark: Southern Ontario

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Chosen and ranked by percent composition

Index Colours:	<80	80 - 110	110+
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Online Shopping Attitudes and Behaviours

Opticks eShopper | Online Shopping Attitudes

ENVIRONICS
ANALYTICS

Trade Area: Brampton - Downtown Brampton

Total Household Population 18+:25,902



Retail companies should not be allowed to own or share my personal info

% Comp 87.6 Index 100



I am likely to shop online via my mobile device, provided the process is easy

% Comp 49.5 Index 102



I am concerned about sharing my personal info with retail companies due to privacy issues, such as using it for marketing purposes

% Comp 84.2 Index 100



I am likely to download a mobile shopping "app" if it somehow makes my shopping experience easier

% Comp 44.0 Index 107



I use my mobile device to find retail locations that sell products I am looking to buy

% Comp 55.9 Index 99



I am open to receiving relevant marketing messages on my mobile device from retailers I trust

% Comp 33.6 Index 111

Benchmark: Southern Ontario

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Ranked by percent composition.

Index Colours: <80 80 - 110 110+

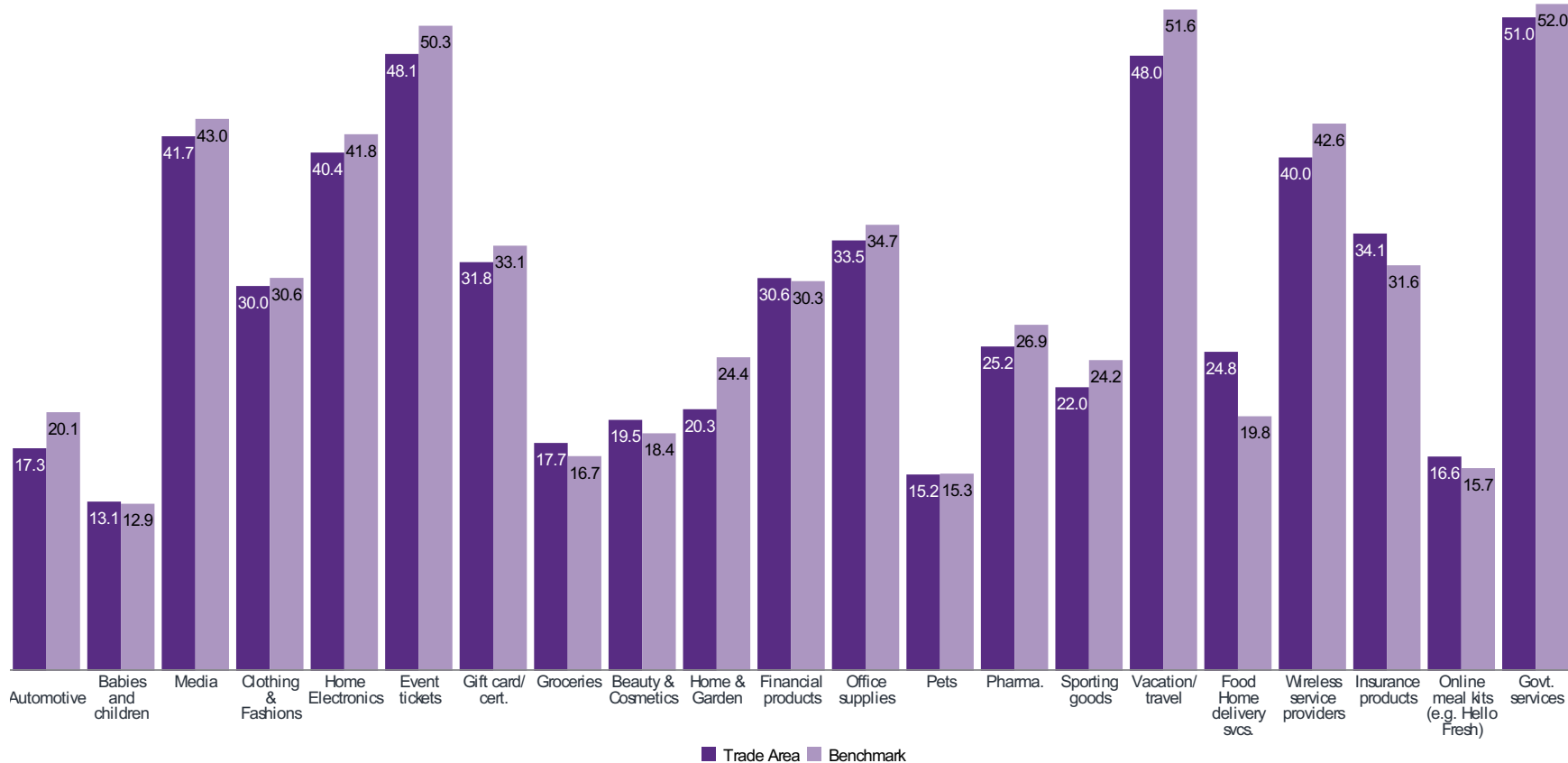
Opticks eShopper | Purchase Preference by Category

ENVIRONICS
ANALYTICS

Trade Area: Brampton - Downtown Brampton

Total Household Population 18+:25,902

ONLINE PURCHASE PREFERENCE BY CATEGORY - VIA COMPUTER (%)



Benchmark: Southern Ontario

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Index Colours:	<80	80 - 110	110+
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Opticks eShopper | Clothing & Fashions Deep Dive

ENVIRONICS
ANALYTICS

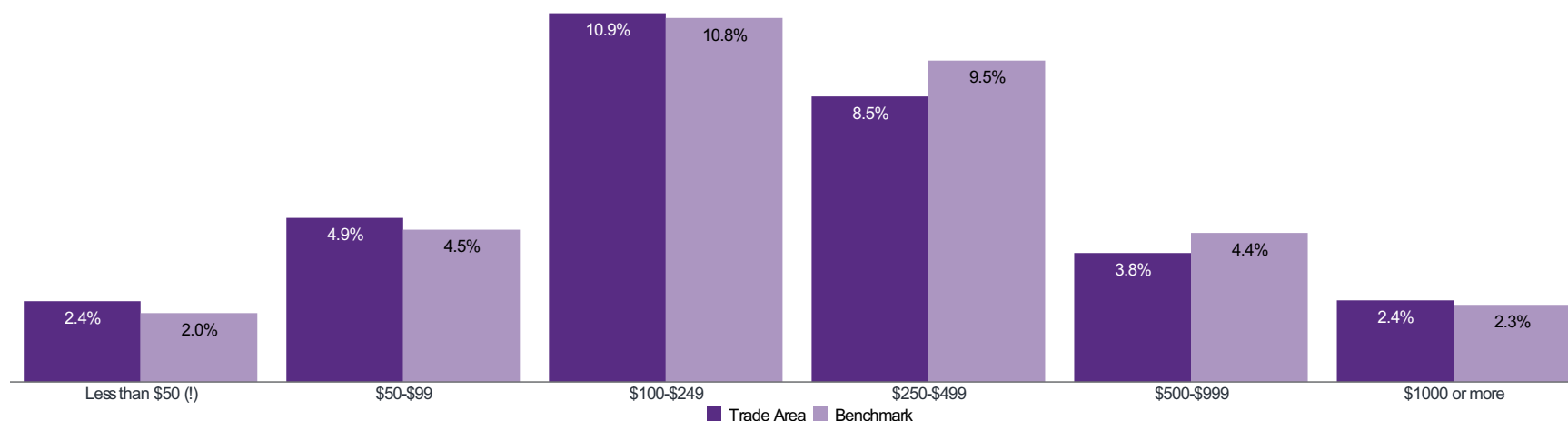
Trade Area: Brampton - Downtown Brampton

Total Household Population 18+: 25,902

BEHAVIOURAL PREFERENCES BY CHANNEL

 CLOTHING & FASHIONS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	59.3% Index:97	37.5% Index:102	14.0% Index:114	3.1% Index:97
Purchase preference	72.9% Index:97	30.0% Index:98	10.7% Index:109	3.3% Index:127
Customer Service	60.0% Index:97	19.4% Index:108	7.2% Index:126	20.7% Index:95

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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(!) Indicates variables with low sample size. Please analyze with discretion.

Index Colours: <80 80 - 110 110+


Opticks eShopper | Home Electronics & Computers Deep Dive

ENVIRONICS
ANALYTICS

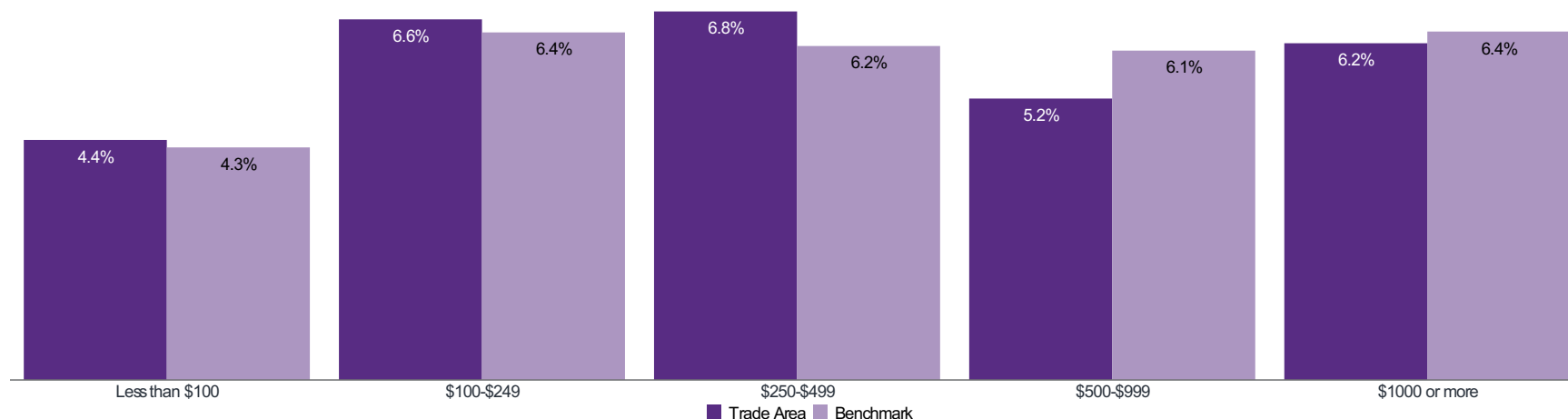
Trade Area: Brampton - Downtown Brampton

Total Household Population 18+: 25,902

BEHAVIOURAL PREFERENCES BY CHANNEL

 HOME ELECTRONICS & COMPUTERS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	49.3% Index: 98	52.4% Index: 96	16.1% Index: 103	8.8% Index: 106
Purchase preference	63.9% Index: 93	40.4% Index: 97	12.1% Index: 110	7.2% Index: 111
Customer Service	54.0% Index: 96	26.2% Index: 106	8.9% Index: 120	33.4% Index: 91

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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(!) Indicates variables with low sample size. Please analyze with discretion.


Index Colours: <80 80 - 110 110+

Opticks eShopper | Gift Cards Deep Dive

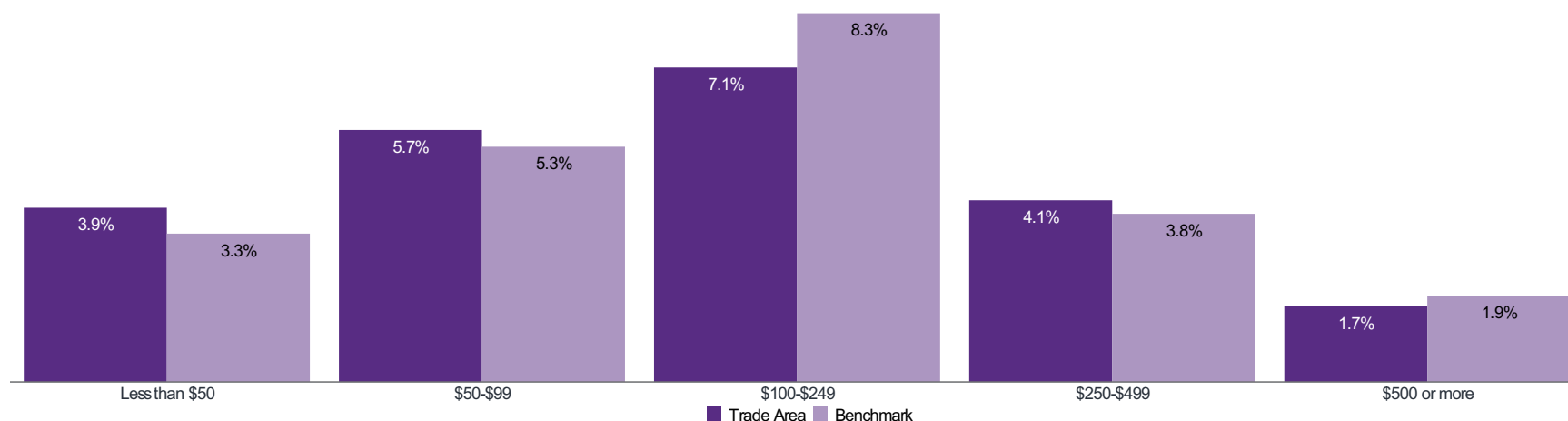
Trade Area: Brampton - Downtown Brampton

Total Household Population 18+: 25,902

BEHAVIOURAL PREFERENCES BY CHANNEL

 GIFT CARDS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	46.7% Index:98	33.5% Index:95	12.3% Index:112	3.5% Index:99
Purchase preference	57.3% Index:95	31.8% Index:96	11.0% Index:126	3.2% Index:104
Customer Service	41.1% Index:97	20.8% Index:102	7.7% Index:126	27.7% Index:100

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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(!) Indicates variables with low sample size. Please analyze with discretion.

Index Colours: <80 80 - 110 110+


Opticks eShopper | Groceries Deep Dive

ENVIRONICS
ANALYTICS

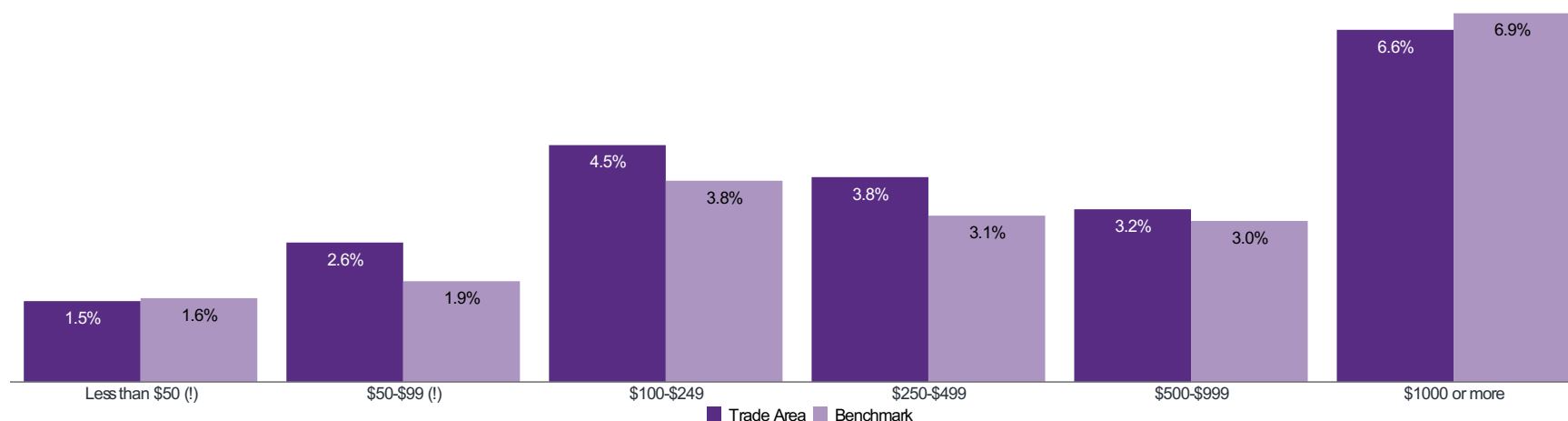
Trade Area: Brampton - Downtown Brampton

Total Household Population 18+: 25,902

BEHAVIOURAL PREFERENCES BY CHANNEL

 GROCERIES	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	70.7% Index:98	25.6% Index:104	13.5% Index:122	2.8% Index:102
Purchase preference	80.6% Index:97	17.7% Index:106	7.9% Index:126	2.8% Index:115
Customer Service	68.0% Index:97	14.2% Index:123	5.8% Index:146	17.9% Index:95

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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(!) Indicates variables with low sample size. Please analyze with discretion.

Index Colours: <80 80 - 110 110+


Opticks eShopper | Beauty & Cosmetics Deep Dive

ENVIRONICS
ANALYTICS

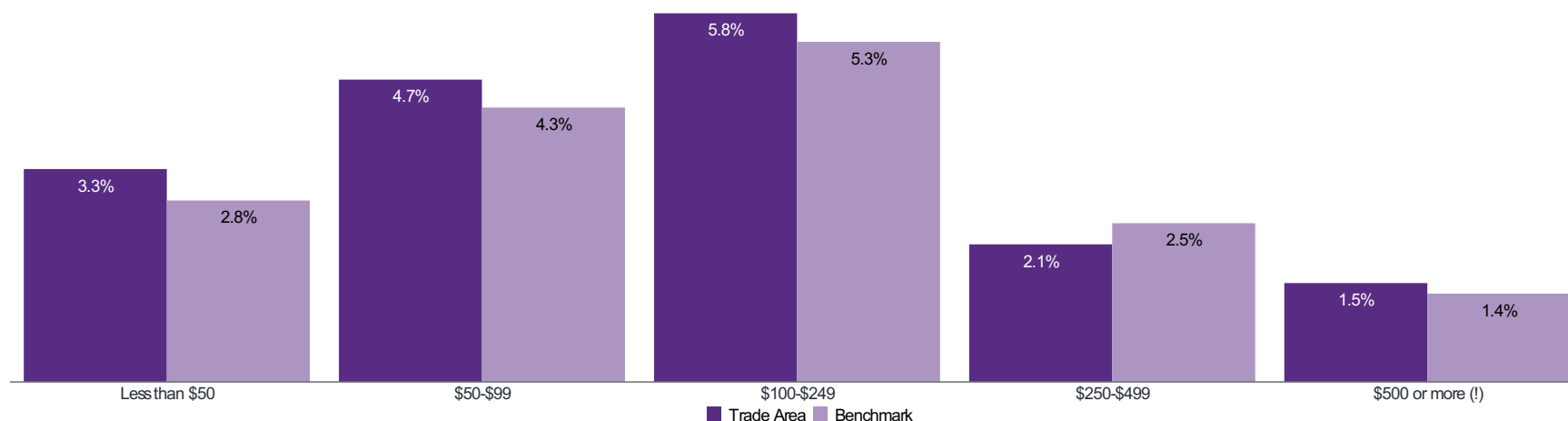
Trade Area: Brampton - Downtown Brampton

Total Household Population 18+: 25,902

BEHAVIOURAL PREFERENCES BY CHANNEL

 BEAUTY & COSMETICS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	37.6% Index:106	24.2% Index:110	9.5% Index:117	3.2% Index:112
Purchase preference	46.5% Index:101	19.5% Index:106	8.1% Index:127	2.8% Index:122
Customer Service	37.2% Index:103	13.8% Index:109	5.9% Index:136	16.3% Index:111

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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(!) Indicates variables with low sample size. Please analyze with discretion.

Index Colours: <80 80 - 110 110+


Opticks eShopper | Home & Garden Deep Dive

ENVIRONICS
ANALYTICS

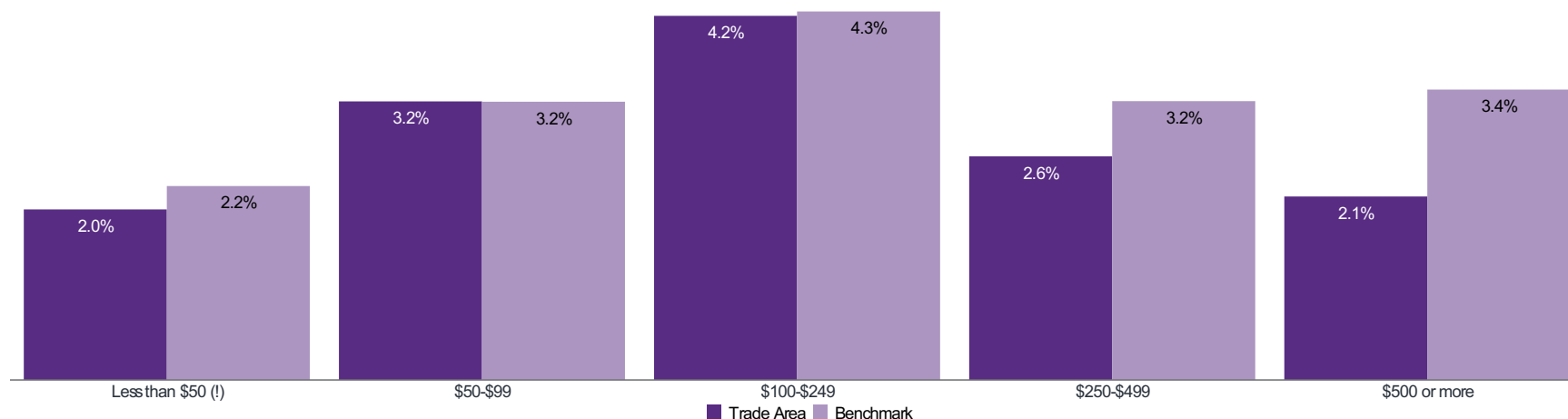
Trade Area: Brampton - Downtown Brampton

Total Household Population 18+: 25,902

BEHAVIOURAL PREFERENCES BY CHANNEL

 HOME & GARDEN	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	47.9% Index:92	33.1% Index:87	10.6% Index:93	4.7% Index:83
Purchase preference	60.7% Index:89	20.3% Index:83	7.6% Index:109	3.0% Index:82
Customer Service	47.6% Index:88	15.4% Index:96	6.5% Index:137	19.9% Index:87

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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(!) Indicates variables with low sample size. Please analyze with discretion.

Index Colours: <80 80 - 110 110+


Opticks eShopper | Sporting Goods Deep Dive

ENVIRONICS
ANALYTICS

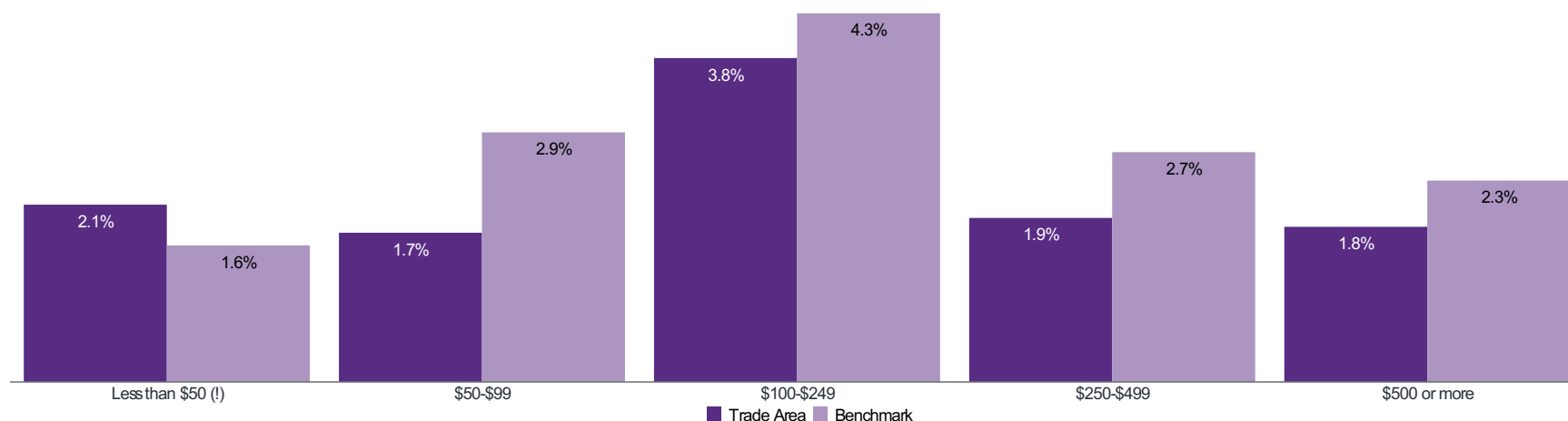
Trade Area: Brampton - Downtown Brampton

Total Household Population 18+: 25,902

BEHAVIOURAL PREFERENCES BY CHANNEL

 SPORTING GOODS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	35.3% Index:91	29.2% Index:90	9.4% Index:89	4.2% Index:108
Purchase preference	44.8% Index:86	22.0% Index:91	7.5% Index:99	3.3% Index:110
Customer Service	38.1% Index:91	15.8% Index:104	6.1% Index:118	17.6% Index:86

AMOUNT SPENT [PST 12 MTHS]



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(!) Indicates variables with low sample size. Please analyze with discretion.

Index Colours: <80 80 - 110 110+


Opticks eShopper | Vacation/Travel Deep Dive

ENVIRONICS
ANALYTICS

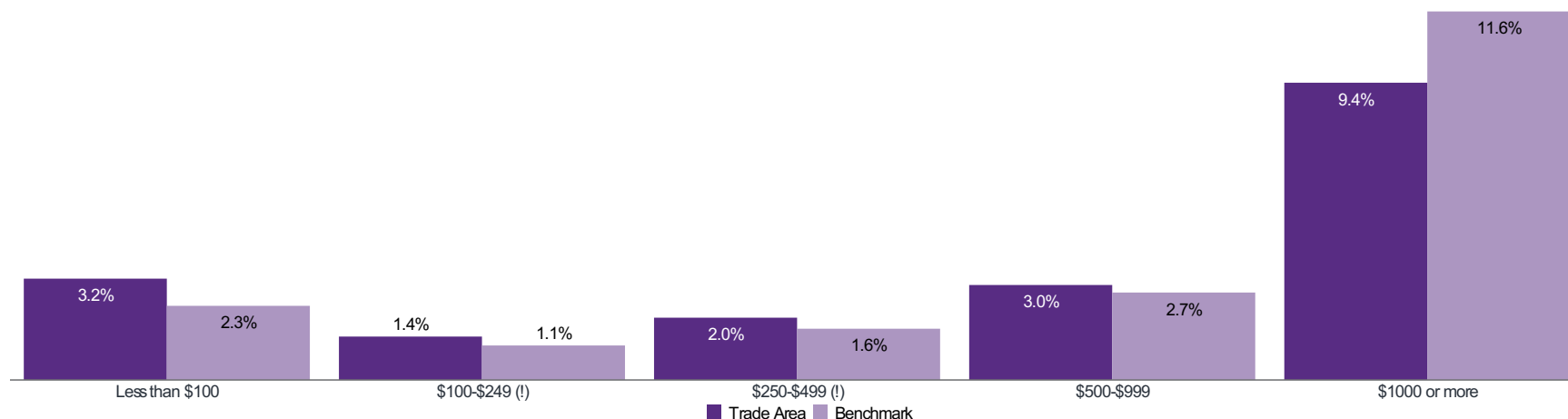
Trade Area: Brampton - Downtown Brampton

Total Household Population 18+: 25,902

BEHAVIOURAL PREFERENCES BY CHANNEL

 VACATION/ TRAVEL	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	19.6% Index:95	55.1% Index:95	15.8% Index:105	15.2% Index:94
Purchase preference	25.9% Index:90	48.0% Index:93	7.6% Index:101	16.9% Index:94
Customer Service	28.3% Index:97	27.7% Index:101	8.0% Index:115	39.4% Index:90

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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(!) Indicates variables with low sample size. Please analyze with discretion.

Index Colours: <80 80 - 110 110+

Store Loyalty

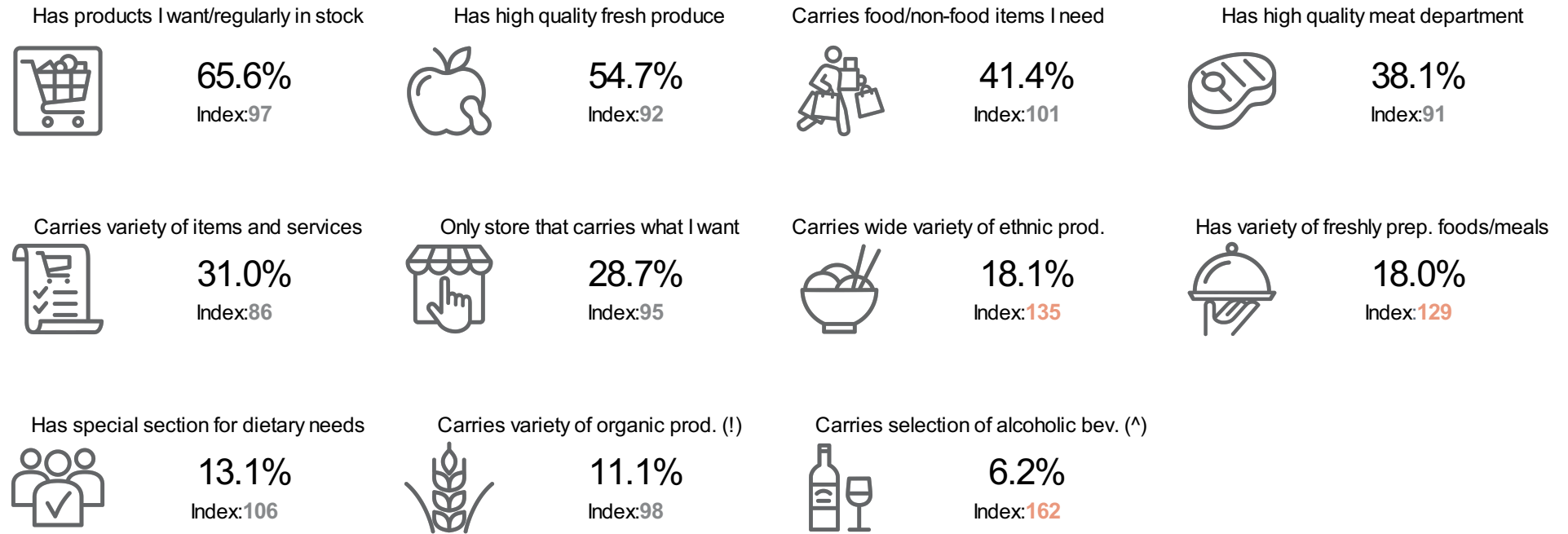
ShopperChoice | Store Loyalty - Assortment / Product Quality

ENVIRONICS
ANALYTICS

Trade Area: Brampton - Downtown Brampton

Households: 12,784

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL ASSORTMENT / PRODUCT QUALITY



Benchmark: Southern Ontario

(!) Represents low sample size. Please analyze with discretion.

(^) Represents extremely low sample size. Please analyze with discretion.

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Index Colours:	<80	80 - 110	110+
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ShopperChoice | Store Loyalty - Shopping Experience

ENVIRONICS
ANALYTICS

Trade Area: Brampton - Downtown Brampton

Households: 12,784

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL CONVENIENCE / SHOPPING EXPERIENCE

Convenient location for me



60.4%

Index: 101

Easy to get in and get out quickly



42.7%

Index: 99

Organized layout makes it easy to shop



42.0%

Index: 101

Short checkout lines/fast checkout



37.4%

Index: 105

Staff are friendly and knowledgeable



35.1%

Index: 104

Has extended hours



33.0%

Index: 120

I like the store ambiance



21.5%

Index: 108

Has self-checkout



15.1%

Index: 110

Offers an online shopping option (!)



10.6%

Index: 120

Benchmark: Southern Ontario

(!) Represents low sample size. Please analyze with discretion.

(^) Represents extremely low sample size. Please analyze with discretion.

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(<https://en.environicsanalytics.ca/Envision/About/1/2021>)

Index Colours:	<80	80 - 110	110+
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ShopperChoice | Store Loyalty - Price and Promo

ENVIRONICS
ANALYTICS

Trade Area: Brampton - Downtown Brampton

Households: 12,784

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL PRICE AND PROMO

Discover good value when shopping



64.5%

Index: 98

Store has great sales and promotions



63.8%

Index: 95

Store has the lowest prices overall



58.8%

Index: 101

Store has a customer loyalty card program



44.2%

Index: 89

Has loyalty prog. app and offers pers. promos



25.4%

Index: 87

I'm loyal to their store brands



23.8%

Index: 104

OUT OF STOCK ITEM

	% Base	% Pen	Index
Psychographics - Shopping Preferences			
Postpone the purchase	39.3	40.2	0.3 98
Leave the store and buy it elsewhere	31.2	30.9	0.3 101
Purchase another brand	21.4	21.2	0.3 101
Purchase another size or variety of the same brand (!)	8.2	7.7	0.3 106

Benchmark: Southern Ontario

(!) Represents low sample size. Please analyze with discretion.

(^) Represents extremely low sample size. Please analyze with discretion.

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Index Colours:	<80	80 - 110	110+
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Main Street Visitors

2019 Brampton - Downtown Brampton Visitors by Top 10 Census Subdivisions
Compared to Total Household Population 15+
Benchmark: Ontario and Quebec

CSD Code	Census Subdivision Name	Total Household Population 15+		Spring 2019				Summer 2019				Fall 2019				Winter 2019				Full Year 2019			
		#	% of Total	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index
Total		19,302,713	100%	578,192	100%	3.00%	100	606,294	100%	3.14%	100	490,553	100%	2.54%	100	498,683	100%	2.58%	100	878,035	100%	4.55%	100
3521010	Brampton, ON (CY)	596,084	3.09%	302,776	52.37%	50.79%	1696	309,286	51.01%	51.89%	1652	260,086	53.02%	43.63%	1717	267,046	53.55%	44.80%	1734	368,465	41.96%	61.81%	1359
3520005	Toronto, ON (C)	2,568,898	13.31%	67,673	11.70%	2.63%	88	73,806	12.17%	2.87%	91	58,763	11.98%	2.29%	90	54,311	10.89%	2.11%	82	127,427	14.51%	4.96%	109
3521005	Mississauga, ON (CY)	642,951	3.33%	63,238	10.94%	9.84%	328	66,241	10.93%	10.30%	328	52,982	10.80%	8.24%	324	52,287	10.49%	8.13%	315	104,664	11.92%	16.28%	358
3519028	Vaughan, ON (CY)	264,447	1.37%	12,186	2.11%	4.61%	154	13,615	2.25%	5.15%	164	8,509	1.73%	3.22%	127	10,994	2.20%	4.16%	161	23,430	2.67%	8.86%	195
3521024	Caledon, ON (T)	68,255	0.35%	15,861	2.74%	23.24%	776	16,370	2.70%	23.98%	764	13,718	2.80%	20.10%	791	14,354	2.88%	21.03%	814	23,124	2.63%	33.88%	745
3524015	Halton Hills, ON (T)	53,559	0.28%	10,862	1.88%	20.28%	677	10,875	1.79%	20.31%	646	9,508	1.94%	17.75%	699	9,238	1.85%	17.25%	668	16,182	1.84%	30.21%	664
3524009	Milton, ON (T)	106,330	0.55%	8,455	1.46%	7.95%	265	8,020	1.32%	7.54%	240	7,121	1.45%	6.70%	264	7,574	1.52%	7.12%	276	15,177	1.73%	14.27%	314
3525005	Hamilton, ON (C)	483,265	2.50%	7,134	1.23%	1.48%	49	7,988	1.32%	1.65%	53	5,507	1.12%	1.14%	45	5,181	1.04%	1.07%	41	14,470	1.65%	2.99%	66
3519036	Markham, ON (CY)	301,247	1.56%	5,773	1.00%	1.92%	64	5,327	0.88%	1.77%	56	3,022	0.62%	1.00%	39	4,912	0.98%	1.63%	63	10,645	1.21%	3.53%	78
3524001	Oakville, ON (T)	174,424	0.90%	5,568	0.96%	3.19%	107	5,278	0.87%	3.03%	96	4,002	0.82%	2.29%	90	4,579	0.92%	2.63%	102	10,268	1.17%	5.89%	129

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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2019 Brampton - Downtown Brampton Visitors Within Trade Area
Compared to Total Household Population 15+
Benchmark: 15 min trade area

Total Household Population 15+	Spring 2019 Visitors		Summer 2019 Visitors		Fall 2019 Visitors		Winter 2019 Visitors		Full Year 2019 Visitors	
	#	% Pen	#	% Pen	#	% Pen	#	% Pen	#	% Pen
26,816	20,590	76.8	19,778	73.8	19,946	74.4	18,980	70.8	22,435	83.7

2019 Brampton - Downtown Brampton Visitors Within vs Outside Trade Area
Benchmark: Canada

Year	Total Visitors In Main Street Polyzon	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2019	889,152	22,435	2.5	866,717	97.5

2020 Brampton - Downtown Brampton Visitors by Top 10 Census Subdivisions
Compared to Total Household Population 15+
Benchmark: Ontario and Quebec

CSD Code	Census Subdivision Name	Total Household Population 15+		Spring 2020				Summer 2020				Fall 2020				Winter 2020				Full Year 2020			
		#	% of Total	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index
Total		19,302,713	100%	263,693	100%	1.37%	100	385,152	100%	2.00%	100	353,858	100%	1.83%	100	381,385	100%	1.98%	100	605,785	100%	3.14%	100
3521010	Brampton, ON (CY)	596,084	3.09%	156,655	59.41%	26.28%	1924	216,204	56.13%	36.27%	1818	209,518	59.21%	35.15%	1917	212,758	55.79%	35.69%	1806	285,660	47.16%	47.92%	1527
3520005	Toronto, ON (C)	2,568,898	13.31%	26,031	9.87%	1.01%	74	39,982	10.38%	1.56%	78	34,736	9.82%	1.35%	74	37,163	9.74%	1.45%	73	75,358	12.44%	2.93%	93
3521005	Mississauga, ON (CY)	642,951	3.33%	25,742	9.76%	4.00%	293	42,819	11.12%	6.66%	334	38,653	10.92%	6.01%	328	39,785	10.43%	6.19%	313	74,669	12.33%	11.61%	370
3521024	Caledon, ON (T)	68,255	0.35%	6,647	2.52%	9.74%	713	8,990	2.33%	13.17%	660	7,962	2.25%	11.67%	636	11,130	2.92%	16.31%	825	16,070	2.65%	23.54%	750
3519028	Vaughan, ON (CY)	264,447	1.37%	4,825	1.83%	1.82%	134	6,796	1.76%	2.57%	129	6,493	1.83%	2.46%	134	5,757	1.51%	2.18%	110	13,152	2.17%	4.97%	158
3524015	Halton Hills, ON (T)	53,559	0.28%	3,786	1.44%	7.07%	517	5,985	1.55%	11.17%	560	5,437	1.54%	10.15%	554	8,036	2.11%	15.00%	759	11,397	1.88%	21.28%	678
3524009	Milton, ON (T)	106,330	0.55%	2,945	1.12%	2.77%	203	4,712	1.22%	4.43%	222	4,195	1.19%	3.95%	215	5,831	1.53%	5.48%	278	10,561	1.74%	9.93%	316
3525005	Hamilton, ON (C)	483,265	2.50%	3,089	1.17%	0.64%	47	4,317	1.12%	0.89%	45	3,710	1.05%	0.77%	42	4,133	1.08%	0.86%	43	8,775	1.45%	1.82%	58
3524001	Oakville, ON (T)	174,424	0.90%	2,396	0.91%	1.37%	101	3,602	0.94%	2.07%	104	3,534	1.00%	2.03%	111	3,510	0.92%	2.01%	102	7,563	1.25%	4.34%	138
3522014	Orangeville, ON (T)	25,975	0.13%	2,441	0.93%	9.40%	688	3,321	0.86%	12.79%	641	3,119	0.88%	12.01%	655	3,611	0.95%	13.90%	704	5,678	0.94%	21.86%	696

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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2020 Brampton - Downtown Brampton Visitors Within Trade Area
Compared to Total Household Population 15+
Benchmark: 15 min trade area

Total Household Population 15+	Spring 2020 Visitors		Summer 2020 Visitors		Fall 2020 Visitors		Winter 2020 Visitors		Full Year 2020 Visitors	
	#	% Pen	#	% Pen	#	% Pen	#	% Pen	#	% Pen
26,816	15,117	56.4	16,025	59.8	15,372	57.3	16,149	60.2	17,807	66.4

2020 Brampton - Downtown Brampton Visitors Within vs Outside Trade Area
Benchmark: Canada

Year	Total Visitors In Main Street Polygon	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2020	610,511	17,807	2.9	592,704	97.1

2021 Brampton - Downtown Brampton Visitors by Top 10 Census Subdivisions
Compared to Total Household Population 15+
Benchmark: Ontario and Quebec

CSD Code	Census Subdivision Name	Total Household Population 15+		Spring 2021				Summer 2021				Fall 2021				Winter 2021				Full Year 2021			
		#	% of Total	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index
Total		19,302,713	100%	299,220	100%	1.55%	100	499,215	100%	2.59%	100	509,667	100%	2.64%	100	359,128	100%	1.86%	100	700,302	100%	3.63%	100
3521010	Brampton, ON (CY)	596,084	3.09%	174,302	58.25%	29.24%	1886	265,221	53.13%	44.49%	1720	280,861	55.11%	47.12%	1785	213,866	59.55%	35.88%	1928	314,053	44.85%	52.69%	1452
3520005	Toronto, ON (C)	2,568,898	13.31%	28,647	9.57%	1.12%	72	54,523	10.92%	2.12%	82	52,504	10.30%	2.04%	77	33,989	9.46%	1.32%	71	92,459	13.20%	3.60%	99
3521005	Mississauga, ON (CY)	642,951	3.33%	32,678	10.92%	5.08%	328	52,050	10.43%	8.10%	313	53,253	10.45%	8.28%	314	39,440	10.98%	6.13%	330	87,725	12.53%	13.64%	376
3519028	Vaughan, ON (CY)	264,447	1.37%	9,328	3.12%	3.53%	228	8,445	1.69%	3.19%	123	8,519	1.67%	3.22%	122	7,777	2.17%	2.94%	158	17,898	2.56%	6.77%	187
3521024	Caledon, ON (T)	68,255	0.35%	7,944	2.65%	11.64%	751	12,929	2.59%	18.94%	732	13,237	2.60%	19.39%	734	8,877	2.47%	13.01%	699	17,564	2.51%	25.73%	709
3524015	Halton Hills, ON (T)	53,559	0.28%	3,237	1.08%	6.04%	390	8,439	1.69%	15.76%	609	8,772	1.72%	16.38%	620	4,548	1.27%	8.49%	456	11,575	1.65%	21.61%	596
3524009	Milton, ON (T)	106,330	0.55%	3,440	1.15%	3.24%	209	6,777	1.36%	6.37%	246	6,955	1.36%	6.54%	248	3,832	1.07%	3.60%	194	11,204	1.60%	10.54%	290
3525005	Hamilton, ON (C)	483,265	2.50%	3,051	1.02%	0.63%	41	6,820	1.37%	1.41%	55	6,583	1.29%	1.36%	52	4,691	1.31%	0.97%	52	11,111	1.59%	2.30%	63
3523008	Guelph, ON (CY)	121,691	0.63%	1,435	0.48%	1.18%	76	5,463	1.09%	4.49%	174	5,995	1.18%	4.93%	187	1,845	0.51%	1.52%	81	8,315	1.19%	6.83%	188
3524001	Oakville, ON (T)	174,424	0.90%	2,666	0.89%	1.53%	99	4,635	0.93%	2.66%	103	3,849	0.76%	2.21%	84	2,177	0.61%	1.25%	67	7,745	1.11%	4.44%	122

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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2021 Brampton - Downtown Brampton Visitors Within Trade Area
Compared to Total Household Population 15+
Benchmark: 15 min trade area

Total Household Population 15+	Spring 2021 Visitors		Summer 2021 Visitors		Fall 2021 Visitors		Winter 2021 Visitors		Full Year 2021 Visitors	
	#	% Pen	#	% Pen	#	% Pen	#	% Pen	#	% Pen
26,816	12,753	47.6	14,688	54.8	15,215	56.7	14,073	52.5	15,589	58.1

2021 Brampton - Downtown Brampton Visitors Within vs Outside Trade Area
Benchmark: Canada

Year	Total Visitors In Main Street Polygon	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2021	710,155	15,589	2.2	694,566	97.8

Top 5 segments represent **56.7%** of customers in Southern Ontario



Rank: 1
Customers: 201,292
Customers %: 34.84
% in Benchmark: 5.76
Index: 605

Reflecting Canada's increasing diversity, South Asian Enterprise is an urban crossroads where nearly 60 percent of the populace are immigrants and one third of the members identify as visible minorities from South Asia. The more affluent of two predominantly South Asian segments, South Asian Enterprise contains upper-middle-class families living in a mix of new singles, semis and duplexes in a handful of urban areas. More than 80 percent reside in the Greater Toronto Area; nearly half live in Brampton alone. Few segments have larger households: nearly 60 percent are home to four or more people. One in seven households is multi-family—an emerging demographic trend—with a significant presence of adult children. The first- and second-generation Canadians of South Asian Enterprise have parlayed mixed educations into well-paying blue-collar and service sector jobs. But their above-average household incomes may result from three or more wage-earners under one roof. Many residents maintain their South Asian culture at home, with over 40 percent speaking a non-official language. These families enjoy swimming, baseball and playing racquet sports, visiting theme parks and frequenting museums. Socially conservative, they support Traditional Families and reject alternative arrangements.



Rank: 2
Customers: 40,344
Customers %: 6.98
% in Benchmark: 2.08
Index: 336

A segment encompassing long-established immigrant neighbourhoods, Metro Melting Pot has been a haven for upward-climbing newcomers for 25 years. Concentrated in Toronto and nearby Mississauga, more than half of the households contain immigrants; nearly 30 percent speak a non-official language, with Tagalog, Arabic and Spanish joining Portuguese, Italian, Cantonese and Mandarin in recent years. These neighbourhoods are diverse in more ways than cultural roots: Metro Melting Pot contains families and lone-parent households, maintainers range in age from 45 to over 75, and the housing stock is a mix of older single-detached and row houses, semis and apartment buildings. While some contain young children, many households have twenty-something children who are likely contributing to the family income. With educations ranging from grade school to university degrees, adults work at varied jobs in business, services and manufacturing. But the high housing prices—the average dwelling value of over \$525,000—contribute to only an average number of homeowners. Eager to indulge their children, many enjoy going to theme parks, professional sports games and all-inclusive resorts. Seeking to connect with others in their communities, they respond to messages that recognize their Attraction for Crowds.



Rank: 3
Customers: 38,893
Customers %: 6.73
% in Benchmark: 5.19
Index: 130

One of the wealthier suburban lifestyles, Multiculture-ish is an ethnically diverse segment of middle-aged Asian and South Asian households. Located in and around major cities like Toronto, Calgary and Edmonton, many of these neighbourhoods emerged 20 years ago as new suburban subdivisions. Today, they're slowly being overtaken by urban sprawl and infill developments. More than 40 percent of residents are immigrants, and the rest are typically second-generation Canadians who've settled in houses built since 1990. A quarter speak a non-official language, the most common being Mandarin, Cantonese and Punjabi, but residents also disproportionately speak Arabic, Urdu and Russian at home. Multiculture-ish households tend to be large—double the national average for four or more people—and the significant presence of children over the age of 5 influences their preference for family-friendly outings to theme parks, zoos and aquariums. Having completed university and college educations, these adults enjoy upscale incomes—earned from jobs in management, business and the sciences—that are 50 percent higher than the national average and that allow them to exercise Ostentatious Consumption by purchasing items that symbolize affluence.



Rank: 4
Customers: 27,754
Customers %: 4.80
% in Benchmark: 3.30
Index: 146

With one of the highest percentages of suburban households, Modern Suburbia is a magnet for younger and middle-aged, diverse families with young children. Many of these acculturated households contain first- and second-generation Canadians from Asia and South Asia who arrived in their 20s and 30s and have recently moved to new suburbs near large cities like Toronto, Edmonton, Calgary, Ottawa and Vancouver. More than half the population identify as visible minorities: More than twice the national average identify as Asian, and nearly three times the average identify as South Asian. With their university and college educations, they earn upper-middle-class incomes from a wide range of jobs that afford them new single-family, semi-detached or row houses. And few segments are more mobile: the number of residents who have moved in the last five years is nearly 70 percent above average. Modern Suburbia members have crafted active lifestyles for their relatively large families and participate in many team sports, including basketball and hockey. For a splurge, they head to kid-friendly venues such as amusement parks, zoos and aquariums, admitting that Attraction for Crowds is among their strongest values.



Rank: 5
Customers: 19,451
Customers %: 3.37
% in Benchmark: 3.76
Index: 90

The middle-aged families of Multicultural Corners create an exceptionally diverse portrait. More than a third of households contain foreign-born residents—from the Caribbean, Central America, Europe and Asia—though no one culture dominates. About a fifth of the population speak a non-official language and more than 40 percent identify as visible minorities—including black, Latin American, Arabic and South Asian. Having immigrated to Canada before 2000, these first and second generation Canadians have moved beyond gateway communities to the urban fringe areas of cities like Toronto, Calgary, Ottawa and Edmonton. They've turned their moderate educations into upper-middle-class incomes earned from service sector and white-collar jobs. They typically own single-detached and row houses suitable for their relatively large families with older children; more than a third of households contain four or more people. In these neighbourhoods where one of the stronger values is Financial Security, residents have been more mindful of their spending due to the economic uncertainty caused by COVID-19. With that said, in normal times they enjoy travelling and tend to stay at all-inclusive resorts and book cultural trips and eco-tours.