



**MARCH 10TH TO 13TH  
2022**

**PALAIS DES CONGRÈS DE  
MONTRÉAL**



## **VISITORS PROFIL 2022**

**SURVEY OF ONLINE TICKET BUYERS  
WHO VISITED THE SHOW IN MARCH 2022**

## WHO ARE THEY ?

### AGE

**50 %**

Of visitors are between 40 and 60 years old

### ADVICE

**72 %**

Have a project in mind and are looking for ideas for their new project

### OWNERSHIP

**29 %**

Plan on buying or building a house

### BUDGET

**34 %**

Of visitors have a budget of 50 000\$ and more for a renovation project

### INCOME

**52 % → 38 %**

Have a income over \$75 000

Have a income between \$100 000 and \$200 000

## WHERE ARE THEY FROM?

**10 %**

LAURENTIDES

**9 %**

LANAUDIÈRE

**7 %**

LAVAL

**35 %**

MONTRÉAL

**28 %**

MONTRÉGIE

## WHAT MOST INFLUENCES

## THEIR PURCHASING

## BUYING BEHAVIOR?

Trusted seller status .....	<b>39 %</b>
Best price guarantee .....	<b>37 %</b>
Discounts .....	<b>15 %</b>
Return policy .....	<b>4 %</b>

## WHAT ARE THEY LOOKING FOR?

New ideas .....	<b>32 %</b>
Discover different products/services .....	<b>24 %</b>
Shop for a particular product/services .....	<b>21 %</b>
See what's new .....	<b>14 %</b>

## WHAT PROJECTS ARE THEY PLANNING?

Bathroom renovation .....	<b>36 %</b>
Doors & Windows .....	<b>36 %</b>
Terrace & Patio .....	<b>33 %</b>
Floor covering .....	<b>31 %</b>
Cabinets & Countertops .....	<b>31 %</b>
Painting .....	<b>27 %</b>
Furnishing & Decoration .....	<b>26 %</b>
Other renovation.....	<b>23 %</b>
Heating and air conditioning .....	<b>23 %</b>
Kitchen renovation.....	<b>21 %</b>
Concrete & paving .....	<b>21 %</b>
Lighting .....	<b>21 %</b>
Appliances .....	<b>20 %</b>
Electricity .....	<b>20 %</b>
Plumbing .....	<b>19 %</b>
Outdoor design .....	<b>19 %</b>
Roofing .....	<b>16 %</b>

Storage systems/organization of my garage .....	<b>16 %</b>
Building my home .....	<b>15 %</b>
Siding or gutters .....	<b>15 %</b>
General contractor/building contractor.....	<b>15 %</b>
Fencing .....	<b>14 %</b>
Patio Furniture .....	<b>13 %</b>
Energy efficiency products/services .....	<b>12%</b>
Swimming pool/spa products/services.....	<b>11 %</b>
Masonry/Brick .....	<b>11 %</b>
Buying/selling my house .....	<b>10 %</b>
Foundation repair/Waterproofing .....	<b>8 %</b>
Mattresses .....	<b>7 %</b>
Alarm systems .....	<b>7 %</b>
Curtains, drapery .....	<b>5 %</b>
Irrigation system .....	<b>5 %</b>
Professional services (borrowing financial services, bank broker, etc.) .....	<b>5 %</b>