

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

ADVICE

OWNERSHIP

50%

72%

29%

Of visitors are between 40 and 60 years old

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

Plan on buying or building a house

BUDGET

INCOME

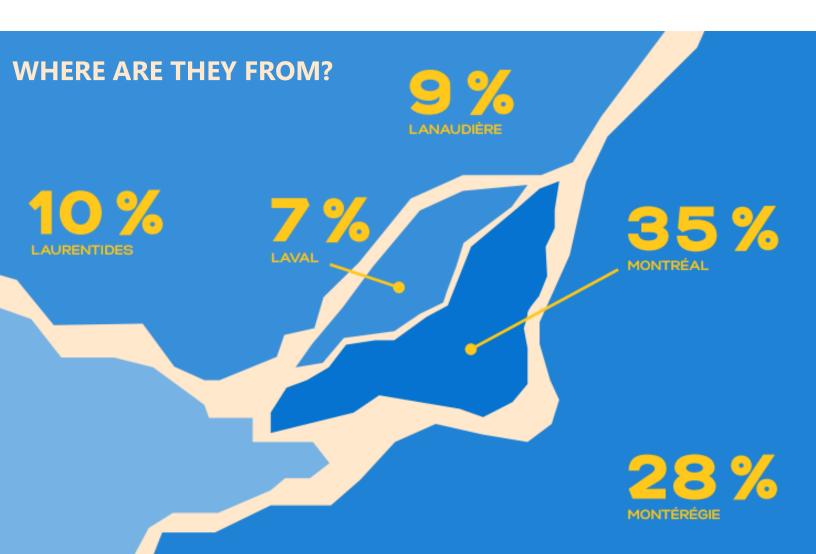
34%

52% → 38%

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

Have a income over \$75 000

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



WHAT MOST INFLUENCES THEIR PURCHASING BUYING BEHAVIOR?

WHAT ARE THEY LOOKING FOR?

Trusted seller status	39 %
Best price guarantee	37 %
Discounts	15 %
Return policy	4 %

New ideas	32	%
Discover different products/services	24	%
Shop for a particular product/services	21	. %
See what's new	. 14	1 %

WHAT PROJECTS ARE THEY PLANNING?

Bathroom renovation36 %	Storage systems/organization of my garage16 %
Doors & Windows 36 %	Building my home 15 %
Terrace & Patio33 %	Siding or gutters15 %
Floor covering 31 %	General contractor/building contractor15 %
Cabinets & Countertops31 %	Fencing14 %
Painting 27 %	Patio Furniture13 %
Furnishing & Decoration26 %	Energy efficiency products/services12%
Other renovation 23 %	Swimming pool/spa products/services11 %
Heating and air conditioning23 %	Masonry/Brick11 %
Kitchen renovation21 %	Buying/selling my house10 %
Concrete & paving 21 %	Foundation repair/Waterproofing 8 %
Lighting 21 %	Mattresses 7 %
Appliances 20 %	Alarm systems 7 %
Electricity 20 %	Curtains, drapery 5 %
Plumbing 19 %	Irrigation system 5 %
Outdoor design19 %	Professional services (borrowing financial services, bank broker,
Roofing 16 %	etc.) 5 %