



PRESENTED BY



VISITOR PROFILE 2020

OLYMPIC STADIUM
FEBRUARY 6 TO 9, 2020

EXPOHABITATION.CA



VISITOR PROFILE 2020

WHO ARE THEY?



88 %

are planning a project and hope to get new ideas.



49 %

are involved in the planning of their home improvement project.



19 %

have a budget of \$10,000+ for their home renovation projects that they are willing to spend at the Show.



48 %

are between the ages of 35 and 54 years old.



33 %

plan to buy or build a house.

WHERE ARE THEY FROM?

31 %

NORTH SHORE
Terrebonne, Mascouche,
Laval, Repentigny

28 %

MONTREAL

4 %

WEST ISLAND

29 %

MONTÉRÉGIE
Saint-Jean,
Saint-Hyacinthe

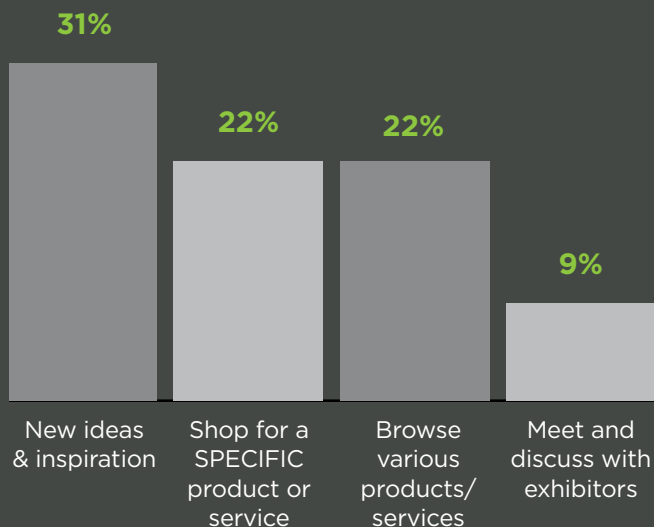
8 %

ELSEWHERE



VISITOR PROFILE 2020

WHAT ARE THEY LOOKING FOR?



WHAT PROJECT ARE THEY PLANNING ON COMPLETING?

- 30% A bathroom renovation
- 29% A kitchen renovation
- 28% Cabinetry and countertops
- 28% Other renovation
- 27% Floor coverings
- 25% House / cottage building
- 21% Doors & windows
- 19% Appliances
- 19% Painting
- 19% Decks / Decking
- 17% Furnishings and decor
- 17% HVAC
- 16% Lighting
- 15% House buying / selling
- 15% Builder / general contractor
- 13% Concrete / paving (new or repair)
- 13% Electrician
- 13% Plumbing
- 12% Energy efficient (green / eco-friendly) products / services
- 12% Siding or gutters
- 11% Landscaping / nursery
- 11% Roofing
- 10% Patio furniture
- 10% Window coverings
- 8% Masonry / brick / chimney
- 7% Foundation repair / basement waterproofing
- 6% Fencing
- 6% Mattress
- 6% Pool and / or spa products / services
- 6% Closet and / or garage organization systems
- 5% Home electronics
- 4% Home alarm systems
- 4% Irrigation system
- 3% Professional services (mortgage, refinance, home equity, real estate professional, banking, etc.)

WHAT INFLUENCES THEIR BUYING BEHAVIOR THE MOST?

