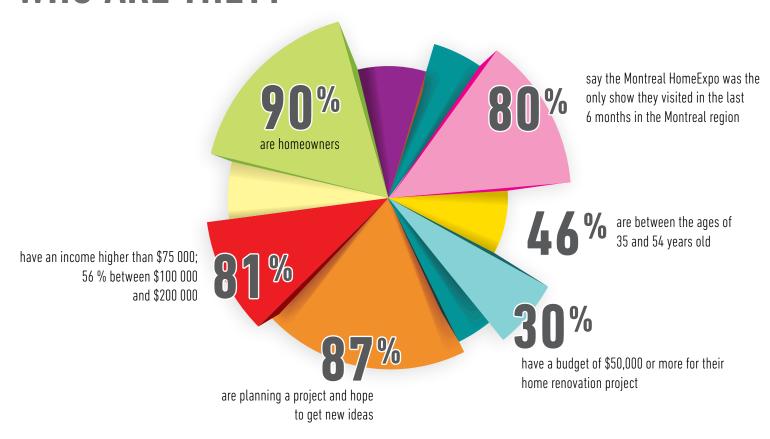


Open the door to great ideas!

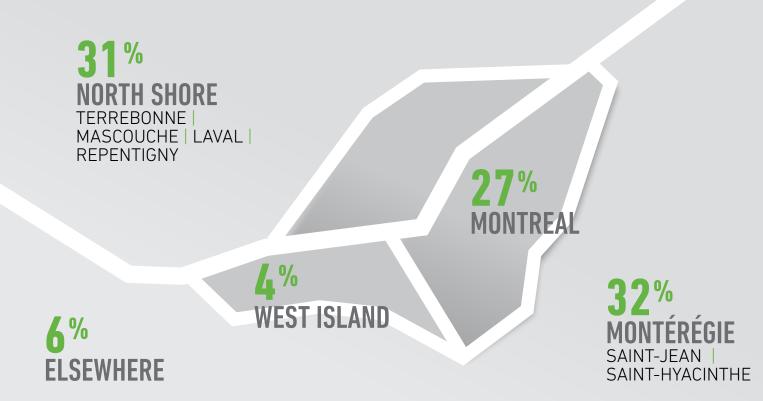


VISITOR PROFILE 2019

WHO ARE THEY?







WHAT INFLUENCES THEIR BUYING BEHAVIOR THE MOST?

Best price guarantee	48%
Trusted seller status	28%
Return policy	• • • • • 7%
Free delivery	• • • • 4%

WHAT ARE THEY LOOKING FOR?

New ideas & inspiration	31%
Browse various products/services	26%
Shop for a SPECIFIC product or service	19%
See an expert/stage presentations	•••••• 10%

WHAT PROJECT ARE THEY PLANNING ON COMPLETING?

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House / cottage building	28%
A bathroom renovation	27%
Other renovation	27%
Doors & windows	23%
A kitchen renovation	23%
House buying / selling	21%
Decks / Decking	21%
Cabinetry and countertops	20%
Floor coverings	
Furnishings and decor	
HVAC	17%
Landscaping / nursery	13%
Painting	••••••12%
Appliances	•••••• 11%
Roofing	•••••• 11%
Lighting	•••••• 11%
Energy efficient (green / eco-friendly) products / services	
Concrete / paving (new or repair)	••••• 9%
Fencing	···· 8%
Builder / general contractor	· · · · · · 8 %
Home electronics	· · · · · · 8 %
Siding or gutters	···· 8%
Patio furniture	•••• 7%
Electrician	••••• 7%
Plumbing	•••• 7%
Window coverings	•••• 7%
Masonry/brick/chimney	•••• 6%
Closet and or garage organization systems	•••• 6%
Foundation repair/basement waterproofing	•••• 5%
Home alarm systems	•••• 5%
Pool and/or spa products/services	• • • 4%
Mattress	••• 3%
Professional services (mortgage, refinance, home equity, real estate professional, banking, etc.)	••• 3%
Irrigation system	••• 3%