



# VISITOR PROFILE 2019

OLYMPIC STADIUM  
OCTOBER 24 TO 27, 2019  
[EXPOHABITATIONAUTOMNE.CA](http://EXPOHABITATIONAUTOMNE.CA)



# VISITOR PROFILE 2019



## WHO ARE THEY?



86%

are planning a project and hope to get new ideas.



45%

are involved in the planning of their home improvement project.



18%

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



44%

are between the ages of 35 and 54 years old.

## WHERE ARE THEY FROM?

30%

NORTH SHORE  
Terrebonne, Mascouche,  
Laval, Repentigny

30%

MONTREAL

5%

WEST ISLAND

30%

MONTÉRÉGIE  
Saint-Jean,  
Saint-Hyacinthe

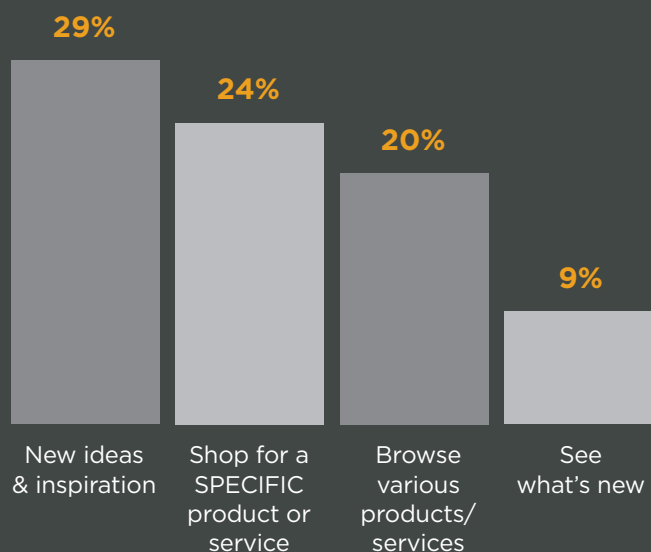
5%

ELSEWHERE



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## WHAT ARE THEY LOOKING FOR?



## WHAT PROJECT ARE THEY PLANNING ON COMPLETING?

- 32% A kitchen renovation
- 31% House / cottage building
- 29% A bathroom renovation
- 28% Floor coverings
- 25% Other renovation
- 23% Cabinetry and countertops
- 22% Furnishings and decor
- 21% Doors & windows
- 19% HVAC
- 19% Lighting
- 19% Appliances
- 17% Painting
- 17% Decks / Decking
- 16% Concrete / paving (new or repair)
- 15% Builder / general contractor
- 14% House buying / selling
- 13% Landscaping / nursery
- 12% Electrician
- 12% Home electronics
- 12% Masonry / brick / chimney
- 12% Window coverings
- 11% Closet and / or garage organization systems
- 10% Energy efficient (green / eco-friendly) products / services
- 10% Siding or gutters
- 10% Roofing
- 9% Plumbing
- 9% Foundation repair / basement waterproofing
- 8% Fencing
- 8% Mattress
- 7% Home alarm systems
- 5% Patio furniture
- 5% Professional services (mortgage, refinance, home equity, real estate professional, banking, etc.)
- 3% Pool and / or spa products / services
- 3% Irrigation system

## WHAT INFLUENCES THEIR BUYING BEHAVIOR THE MOST?

