

SALON
NATIONAL
HABITATION
.COM

MARCH
8 TO 17, 2019

PLACE
BONAVENTURE



2019 VISITOR PROFILE

SURVEY TAKEN FROM VISITORS WHO PURCHASED TICKETS ONLINE
AND VISITED THE SHOW IN MARCH 2019.

WHO ARE THEY?

PROPERTY

90 %

are homeowners

VISITS

82 %

say the Montreal National Home Show is the only show they visited in the last 6 months in the Montreal region

AGE

42 %

are between the ages of 35 and 54 years old

ADVICE

84 %

are planning a project and hope to get new ideas

BUDGET

18 %

have a budget of \$50,000 or more for their home renovation project

REVENUS

72 % → 55 %

have an income higher than \$75 000;

between \$100 000 and \$200 000

WHERE ARE THEY FROM?

28 %

NORTH SHORE

26 %

MONTREAL

9 %

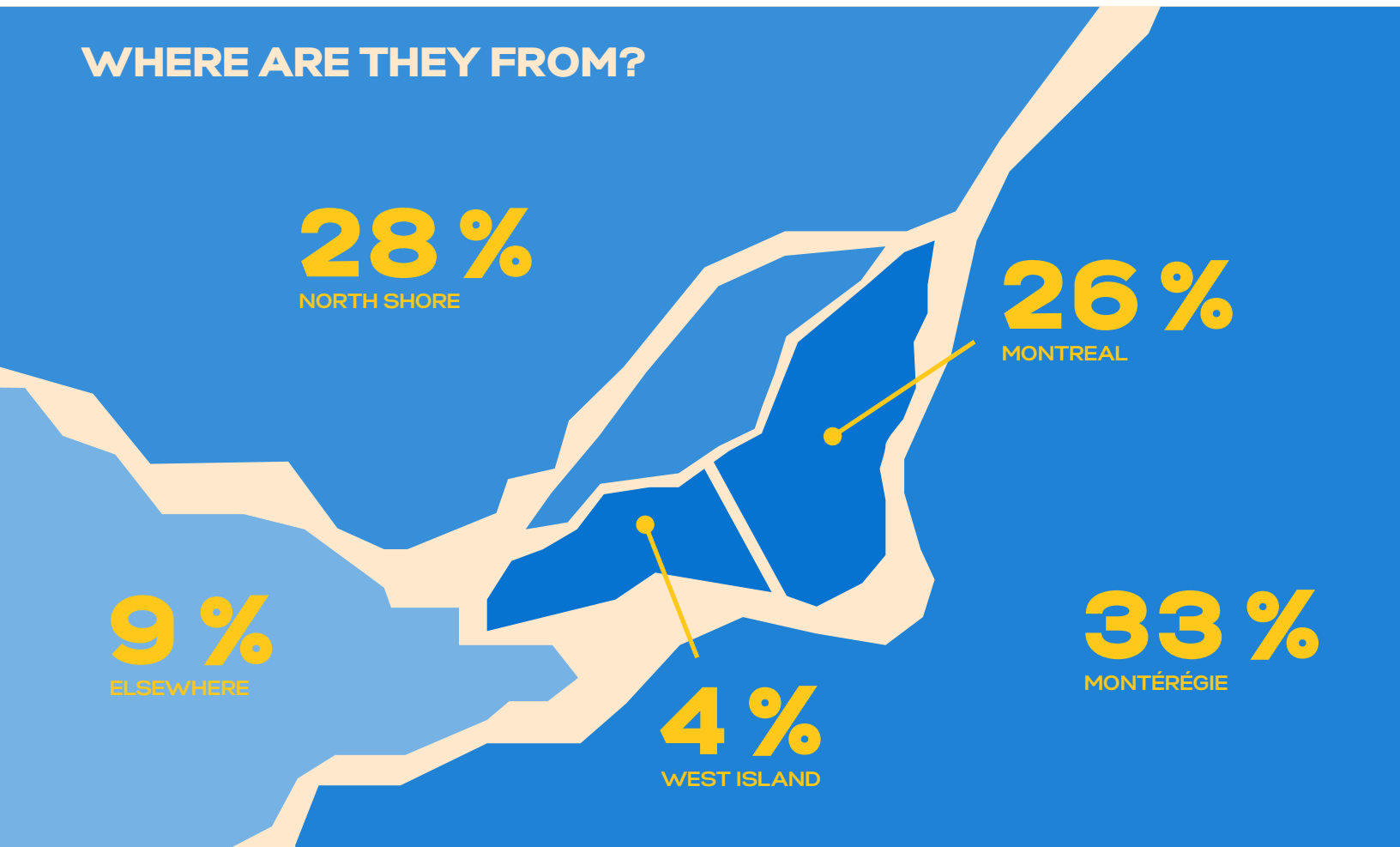
ELSEWHERE

4 %

WEST ISLAND

33 %

MONTÉRÉGIE



WHAT INFLUENCES THEIR BUYING BEHAVIOR THE MOST?

Best price guarantee	42 %
Trusted seller status	33 %
Return policy	6 %
No taxes	5 %

WHAT ARE THEY LOOKING FOR?

New ideas & inspiration	32 %
Browse various products/services	24 %
Shop for a SPECIFIC product or service	21 %
See what's new	14 %

WHAT PROJECT ARE THEY PLANNING ON COMPLETING?

A bathroom renovation	31 %
A kitchen renovation	27 %
Other renovation	25 %
Decks / Decking	21 %
Floor coverings	20 %
Cabinetry and countertops	19 %
Doors & windows	19 %
Furnishings and decor	15 %
Painting	15 %
HVAC	14 %
Concrete / paving (new or repair)	13 %
Landscaping / nursery	12 %
Appliances	11 %
House buying / selling	10 %
Lighting	10 %
House / cottage building	10 %
Siding or gutters	10 %
Fencing	9 %
Window coverings	9 %

Roofing	9 %
Patio furniture	8 %
Builder / general contractor	8 %
Electrician	8 %
Plumbing	8 %
Energy efficient (green / eco-friendly) products / services	8 %
Pool and/or spa products/services	6 %
Masonry/brick/chimney	6 %
Closet and or garage organization systems	6 %
Foundation repair/basement waterproofing	6 %
Home electronics	5 %
Mattress	5 %
Irrigation system	4 %
Home alarm systems	3 %
Professional services (mortgage, refinance, home equity, real estate professional, banking, etc.)	2 %