



# VISITORS PROFILE 2022

STADE OLYMPIQUE  
MARS 31st TO APRIL 3rd, 2022



# VISITORS PROFILE 2022

## WHO ARE THEY?



71%

Have a project in mind and are looking for ideas



51%

Are in the planning stage of their project



51%

Have a budget of 20 000 and more for their renovation project



45%

Of visitors are between 40 and 60 years old



31%

Plan on buying or building a house

## WHERE ARE THEY FROM?

12 %  
LANAUDIÈRE

11 %  
LAURENTIDES

7 %  
LAVAL

31 %  
MONTRÉAL

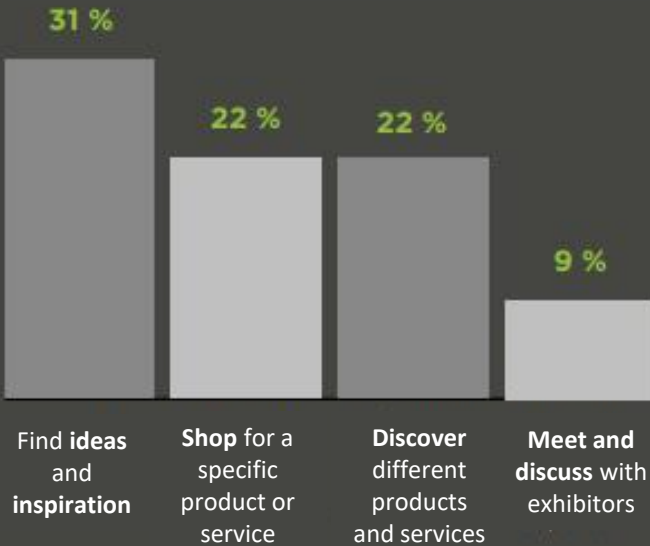
4 %  
ESTRIE

28 %  
MONTÉRÉGIE



# VISITORS PROFILE 2022

## WHAT ARE THEY LOOKING FOR?



## WHAT PROJECTS ARE THEY PLANNING?

- 38% Doors and Windows
- 38% Kitchen renovation
- 36% Bathroom renovation
- 35% Terrace/Patio
- 32% Cabinets and countertops
- 32% Flooring/Surfacing
- 28% Painting
- 26% Heating, ventilation, air conditioning
- 25% Furniture and decor
- 24% House/Cottage construction
- 23% Concrete/Paving
- 23% Lighting
- 22% Plumbing
- 21% Roofing
- 20% Electrician
- 19% Builder/Contractor
- 18% Gutters
- 18% Other renovation
- 18% Landscaping
- 17% Appliances
- 16% Closet/Garage organization
- 16% Energy efficiency products and services
- 13% Fences
- 12% House sale/purchase
- 12% Patio furniture
- 12% Masonry/Brick/Fireplace
- 11% Pool/Spa
- 8% Mattress
- 8% Irrigation
- 7% Electronic goods
- 7% Alarm system
- 7% Professional services (mortgage, financing, real estate agents, etc.)
- 6% Foundation repair/ Basement waterproofing
- 5% Window covers

## WHAT MOST INFLUENCES THEIR PURCHASE DECISION?

