



MARCH 9 - 12 2023

**PALAIS DES CONGRÈS
DE MONTRÉAL**



VISITORS PROFILE 2023

**SURVEY OF ONLINE TICKET BUYERS
WHO VISITED THE SHOW IN MARCH 2023**

WHO ARE THEY ?

AGE

48%

Of visitors are between 40 and 60 years old

ADVICE

84%

Have a project in mind and are looking for ideas for their new project

OWNERSHIP

23%

Plan on buying or building a house

BUDGET

38%

Of visitors have a budget of 30 000\$ and more for a renovation project

INCOME

82%

Have a income over \$75 000

49%

Have a income between \$100 000 and \$200 000

WHAT ARE THEY LOOKING FOR?

New ideas	37 %
Discover different products/services	26 %
Shop for a particular product/services	19 %
See what's new	18 %

WHAT MOST INFLUENCES THEIR PURCHASING BUYING BEHAVIOR?

Trusted seller status	47 %
Best price guarantee	31 %
Discounts	15 %
Return policy	3 %

WHAT PROJECTS ARE THEY PLANNING?

Doors & Windows	35 %	Fencing	17%
Bathroom renovation	35 %	Roofing	16%
Kitchen renovation.....	32 %	General contractor/building contractor.....	16%
Terrasses/Patio.....	31 %	Storage systems/organization of my garage	15%
Floor covering	31 %	Siding or gutters	15%
Cabinets & Countertops	30 %	Energy efficiency products/services	14%
Heating and air conditioning	27 %	Patio Furniture	11%
Painting	24 %	Buying/selling my house	9 %
Other renovation.....	23 %	Swimming pool/spa products/services.....	8 %
Furnishing & Decoration	22 %	Alarm systems	7 %
Electricity	20 %	Masonry/Brick	6 %
Lighting	19 %	Foundation repair/Waterproofing	6 %
Plumbing	19 %	Mattresses	6 %
Concrete & paving	18 %	Curtains, drapery	5 %
Appliances	18 %	Irrigation system	5 %
Outdoor design	18 %	Professional services (financial, bank broker).....	5 %
Building my home	18 %		