

VISITORS PROFILE 2023

STADE OLYMPIQUE
FEBRUARY 9 TO 12, 2023

VISITORS PROFILE 2022



WHO ARE THEY ?



84%

have a project in mind and are looking for ideas.



51%

are in the planning stage of their project.



59%

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



54%

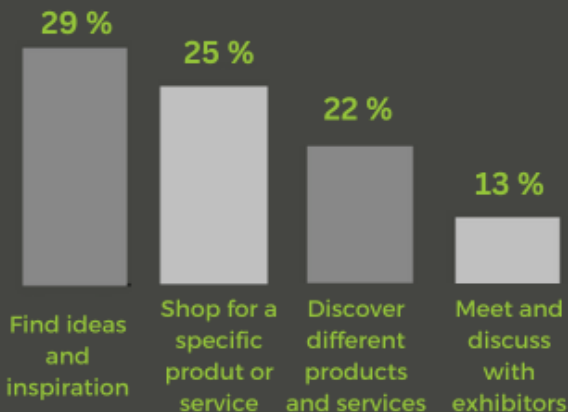
of visitors are between 40 and 60 years old



40%

Plan on buying or building a house

WHAT ARE THEY LOOKING FOR ?



WHAT PROJECTS ARE THEY PLANNING ?

- 41% Doors and Windows
- 38% Bathroom renovation
- 36% Kitchen renovation
- 33% Terraces/Patio
- 33% Flooring/Surfacing
- 33% Heating, ventilation, air conditioning
- 32% Cabinets and countertops
- 30% Electrician
- 27% House/Cottage construction
- 27% Plumbing
- 26% Painting
- 25% Lighting
- 23% Furniture and decor
- 23% Roofing
- 22% Appliances
- 19% Gutters
- 18% Other Renovations
- 17% Closet /garage organization
- 16% Builder / Contractor
- 15% Concrete / Paving
- 15% Landscaping
- 15% Energy efficiency products and services
- 14% Masonry/Brick/Fireplace
- 13% Fences
- 11% Mattress
- 11% Patio furniture
- 11% Pool and spa
- 10% Window covers
- 10% Alarm system
- 8% Foundation repair basement
- 7% House sale / purchase
- 7% Irrigation
- 5% Electronic good
- 4% Professional services (mortgage, financing, real estate agents)

WHAT MOST INFLUENCES THEIR PURCHASE DECISION ?

