



Montreal
HOME
EXPO

PRESENTED BY



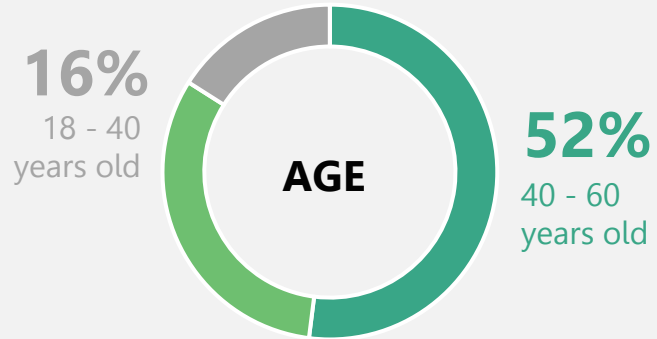
EspaceProprio
initiative by  **Desjardins**

VISITORS PROFILE 2024

SURVEY OF ONLINE TICKET BUYERS WHO VISITED THE SHOW IN FEBRUARY 2024

FEBRUARY 9 – 11, 2024
STADE OLYMPIQUE

WHO ARE THEY ?



32%
60 years
old and +

26%
Have a budget
of \$100,000
and more for
their project



20%
Have a budget between
\$30,000 and \$99,999
for their project

28%
Have a budget between
\$5,000 and \$10,000
for their project

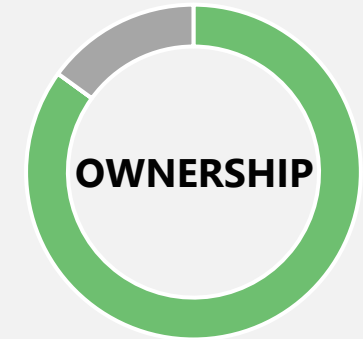


77%
Have a project in mind
and are looking for
ideas for their new
project

12%
Have a family
income of over
\$200,000



25%
Have a family income
between
\$125,000 and \$200,000



85%
Are owners

WHAT PROJECTS ARE THEY PLANNING ?

Doors and windows	38 %	Fences	11 %
Bathroom renovation	39 %	Roofing	20 %
Kitchen renovation	31 %	Builder / contractor	19 %
Terraces/Patio	25 %	Organization of closets or garages	14 %
Floors and flooring	23 %	Siding or gutters	14 %
Cabinets and countertops	29 %	Energy-efficient products	15 %
Heating, ventilation and air conditioning	25 %	Lights	21 %
Paint	27 %	Masonry/brickwork/fireplaces	10 %
Other renovation	17 %	Home buying or selling	12 %
Electrician	24 %	Furnishing and decoration	20 %
Plumbing	23 %	Alarm systems	7 %
Household appliances	14 %	Electronic products	5 %
Concrete / Paving	25 %	Mattresses	6 %
Home or cottage construction	24 %	Foundations/basements	6 %
Landscaping / Nursery	16 %	Window coverings	4 %

WHAT MOST INFLUENCES THEIR BUYING BEHAVIOR ?

Company reputation	33 %
Best price guaranteed	44 %
Discounts	16 %
Return policy	6 %

WHAT ARE THEY LOOKING FOR ?

Get new ideas	30 %
Discover different products / services	26 %
Store for a specific product / service	21 %
See what's new	19 %