



DISTRICT
HABITAT

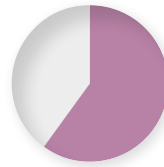
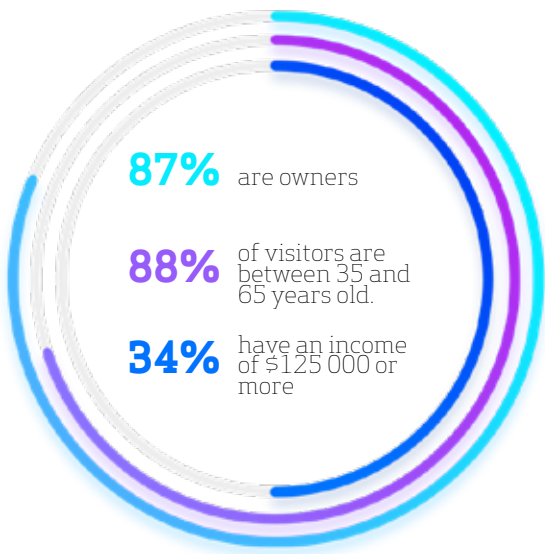
VISITORS PROFILE

District Habitat Brossard 2024

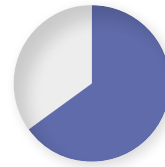
Survey of online ticket buyers who visited the show in november 2024



WHO ARE THEY ?



60%
have a residential project



65%
consider works within 24 months



34%
have a budget of 50 000\$ and more for a renovation project



27%
Plan on buying or building a house

34% came to discover new products and services

20% found inspiration for their renovation project by coming to a home show.

81% gained new information and ideas

WHAT DO THEY SAY AND WHERE DO THEY LIVE?

Very nice show and great variety of exhibitors

Very nice experience, see you next year!

We loved our visit!

The exhibitors were very friendly and professional!



WHAT ARE THEIR PROJECTS?

Bathroom renovation	38%
Kitchen renovation	36%
Outdoor design	33%
Painting	32%
Terrasses / Patio	22%
Cabinets & Countertops	20%
Doors & Windows	19%
Floor covering	18%
Other renovations	16%
Heating and air conditioning	16%
Building their home	16%
General contractor services	16%
Electricity	16%
Exterior covering, gutters	14%
Furnishing & Decoration	13%
Plumbing	13%
Concrete and paving	11%
Fencing	11%
Lighting	9%
Buying / selling their house	8%
Roofing	8%
Appliances	8%
Professional services (financial, bank broker)	8%
Outdoor furnishing	7%
Masonry / Brick	6%
Storage systems / organization of their garage	3%
Energy efficiency products / services	3%
Mattresses	3%
Alarm systems	2%