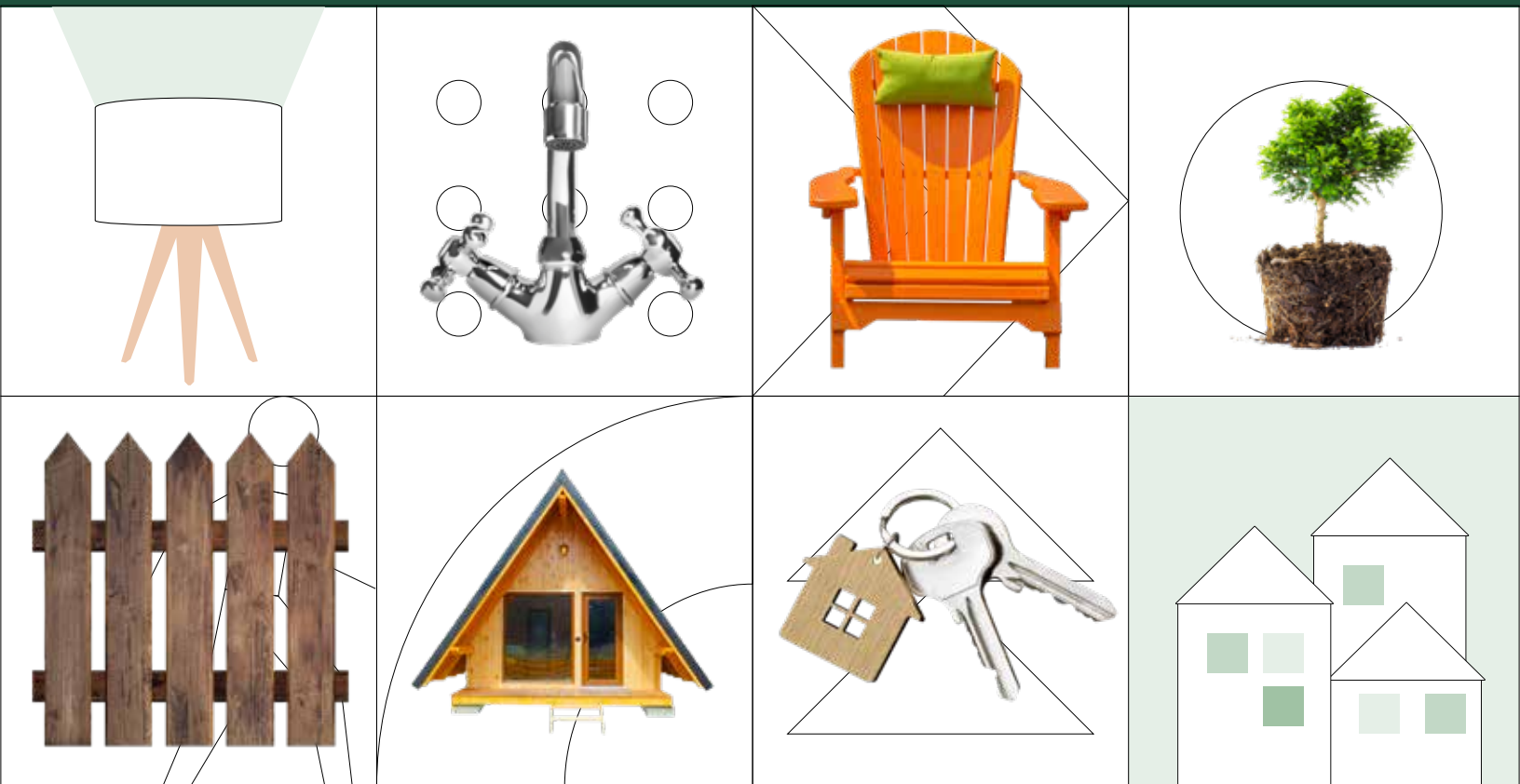


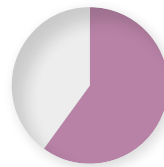
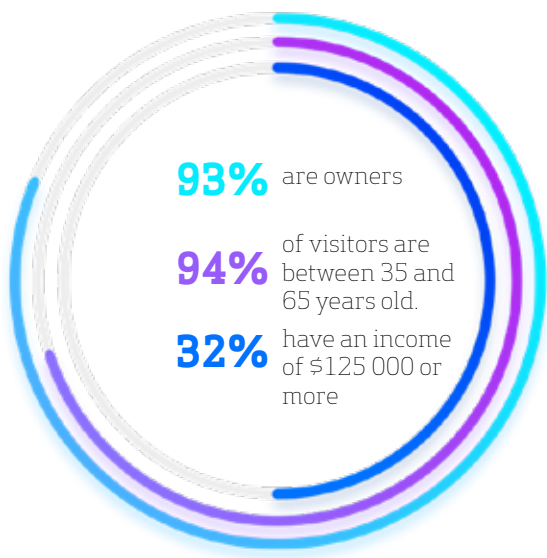
VISITORS PROFILE

District Habitat Terrebonne 2025

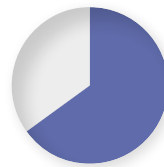
Survey of online ticket buyers who visited the show in February 2025



WHO ARE THEY ?



63%
have a
residential
project



75%
consider works
within
24 months



25%
have a budget
of 50 000\$ and
more for a
renovation
project



28%
Plan on buying
or building
a house

37% came to discover new products and services
29% found inspiration for their renovation project by coming to a home show.
63% gained new information and ideas

WHAT DO THEY SAY AND WHERE DO THEY LIVE?

The show gets better and better every year. Well done, and see you next year!

We met some great people and got some good advice for our projects.

I adore your show!

Smaller than other Montreal shows, but still full!

North shore

85%

Elsewhere

8%

Montreal

4%

South shore

3%

WHAT ARE THEIR PROJECTS?

Bathroom renovation	39%
Kitchen renovation	34%
Terrasses / Patio	27%
Outdoor design	24%
Painting	24%
Doors & Windows	24%
Floor covering	24%
Other renovations	19%
Cabinets & Countertops	18%
Electricity	15%
Exterior covering, gutters	15%
Plumbing	13%
Heating and air conditioning	12%
Roofing	12%
Furnishing & Decoration	11%
Building their home	10%
Lighting	10%
General contractor services	8%
Fencing	8%
Outdoor furnishing	8%
Professional services (financial, bank broker)	7%
Storage systems / organization of their garage	7%
Concrete and paving	6%
Appliances	6%
Energy efficiency products / services	5%
Alarm systems	5%
Buying / selling their house	3%
Masonry / Brick	3%
Mattresses	2%