



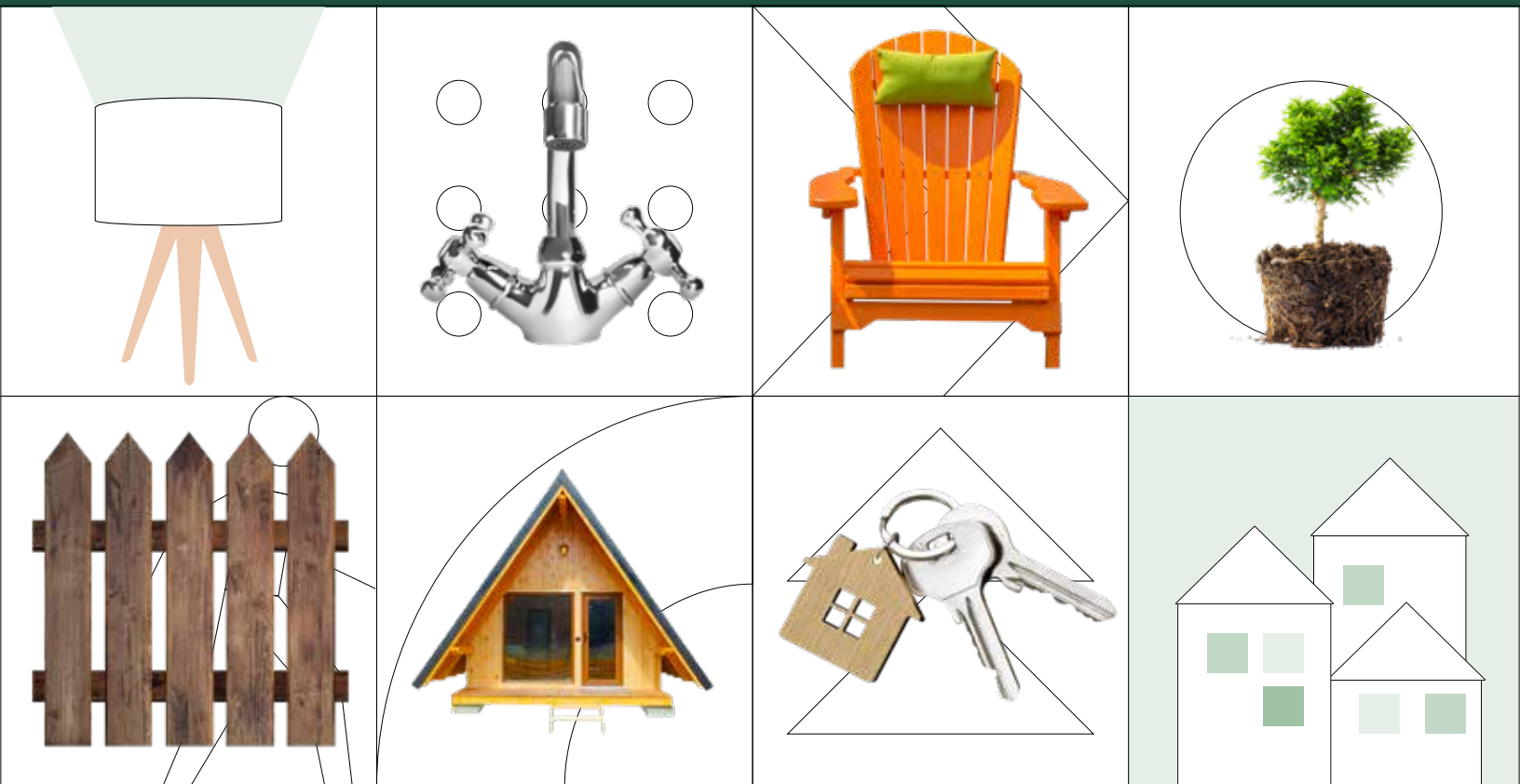
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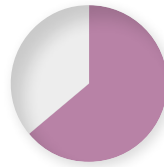
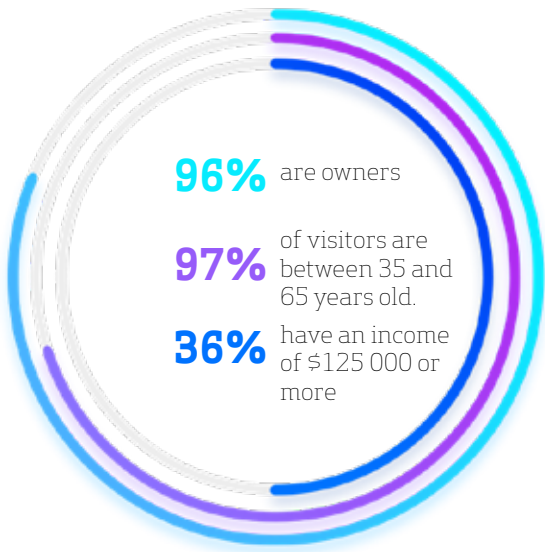
VISITORS PROFILE

District Habitat Terrebonne 2026

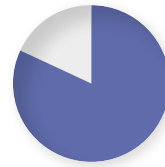
Survey of online ticket buyers who visited the show



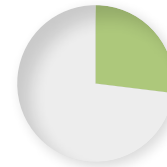
WHO ARE THEY ?



64%
have a residential project



82%
consider works within 24 months



27%
have a budget of 50 000\$ and more for a renovation project



27%
Plan on buying or building a house

47% came to discover new products and services

29% found inspiration for their renovation project by coming to a home show.

87% gained new information and ideas

WHAT DO THEY SAY AND WHERE DO THEY LIVE?

I got some great deals at the show! I'm so happy, thank you!

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!



WHAT ARE THEIR PROJECTS?

Kitchen renovation	37%
Bathroom renovation	32%
Doors & Windows	31%
Painting	30%
Cabinets & Countertops	25%
Floor covering	23%
Terrasses / Patio	22%
Outdoor design	21%
Other renovations	19%
Exterior covering, gutters	18%
Plumbing	15%
Electricity	14%
Heating and air conditioning	14%
Building their home	13%
Appliances	13%
Buying / selling their house	13%
Lighting	11%
Roofing	10%
Furnishing & Decoration	9%
Fencing	9%
Storage systems / organization of their garage	8%
Concrete and paving	7%
Alarm systems	7%
Energy efficiency products / services	6%
Masonry / Brick	6%
Professional services (financial, bank broker)	5%
Outdoor furnishing	4%
Mattresses	2%