

# CANADIAN MILLENNIALS AS HOME IMPROVEMENT SHOPPERS

Presented by Sean Copeland



Yesterday

**You already know Millennials are  
home improvement shoppers**



Over **6 million**  
Canadian Millennials  
shop for home  
improvement products

Those shoppers plan to  
spend **\$20 billion** on  
home improvement  
products in 2017

Today

Let's discuss what **Millennials** want  
from home improvement retailers



**Doors & Windows**

**Plumbing**

**Bath**

**Kitchen**

**20 Lumber**

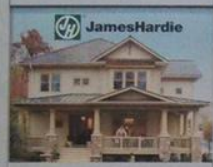
**Douglas Fir**

**Studs**

**2x6's**

**2x8's**

**HOME SERVICES**  
ROOFING, SIDING, WINDOWS & GUTTERS  
Professional installation. No Cash Deal.  
• No permit management  
• Professional installation  
• Superior materials  
• Flexible financing



finished moulding

**Andersen**



Homeowners Canada

# The Top 10 retailers of home improvement products among Canadian Millennial shoppers



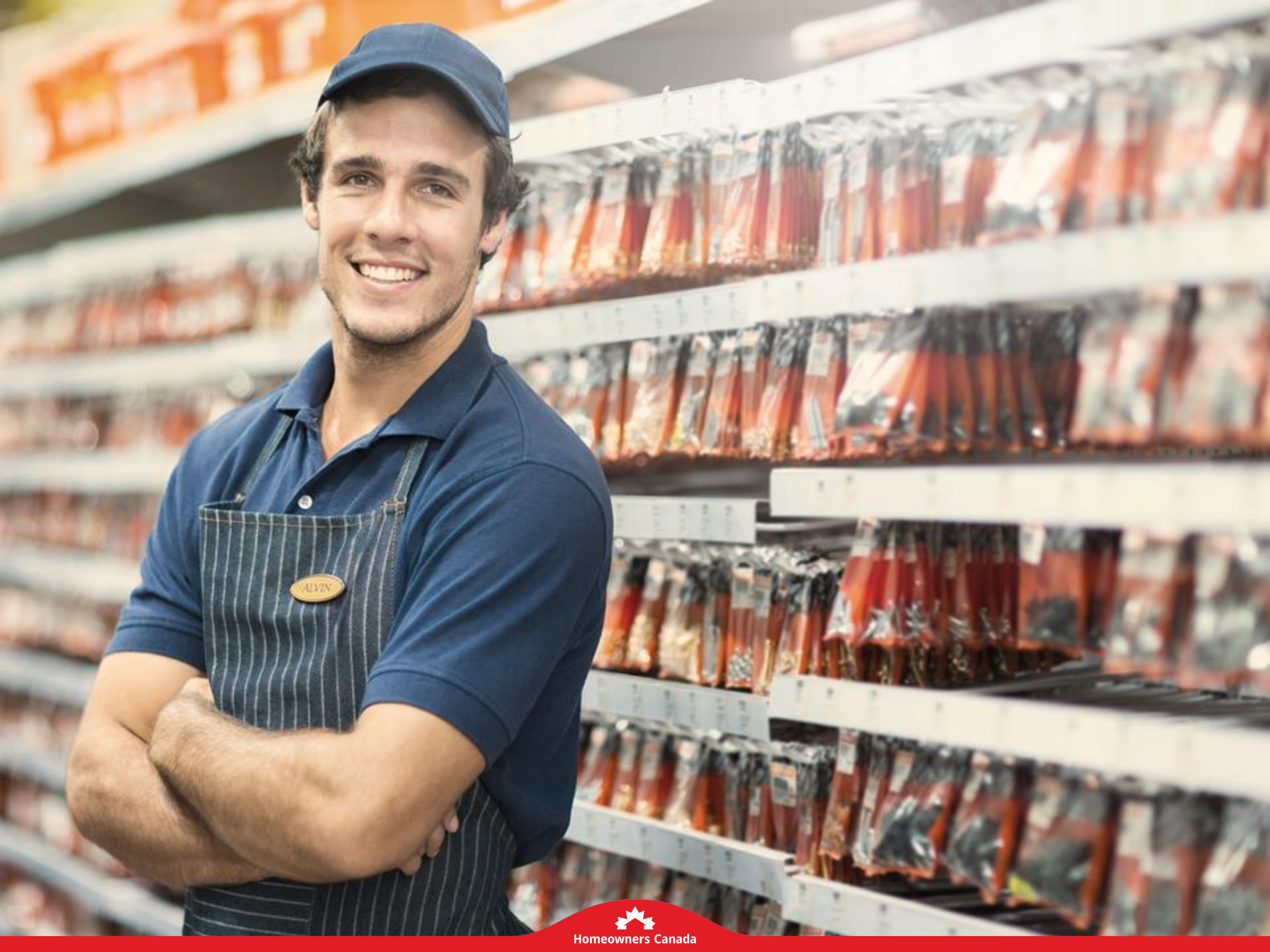


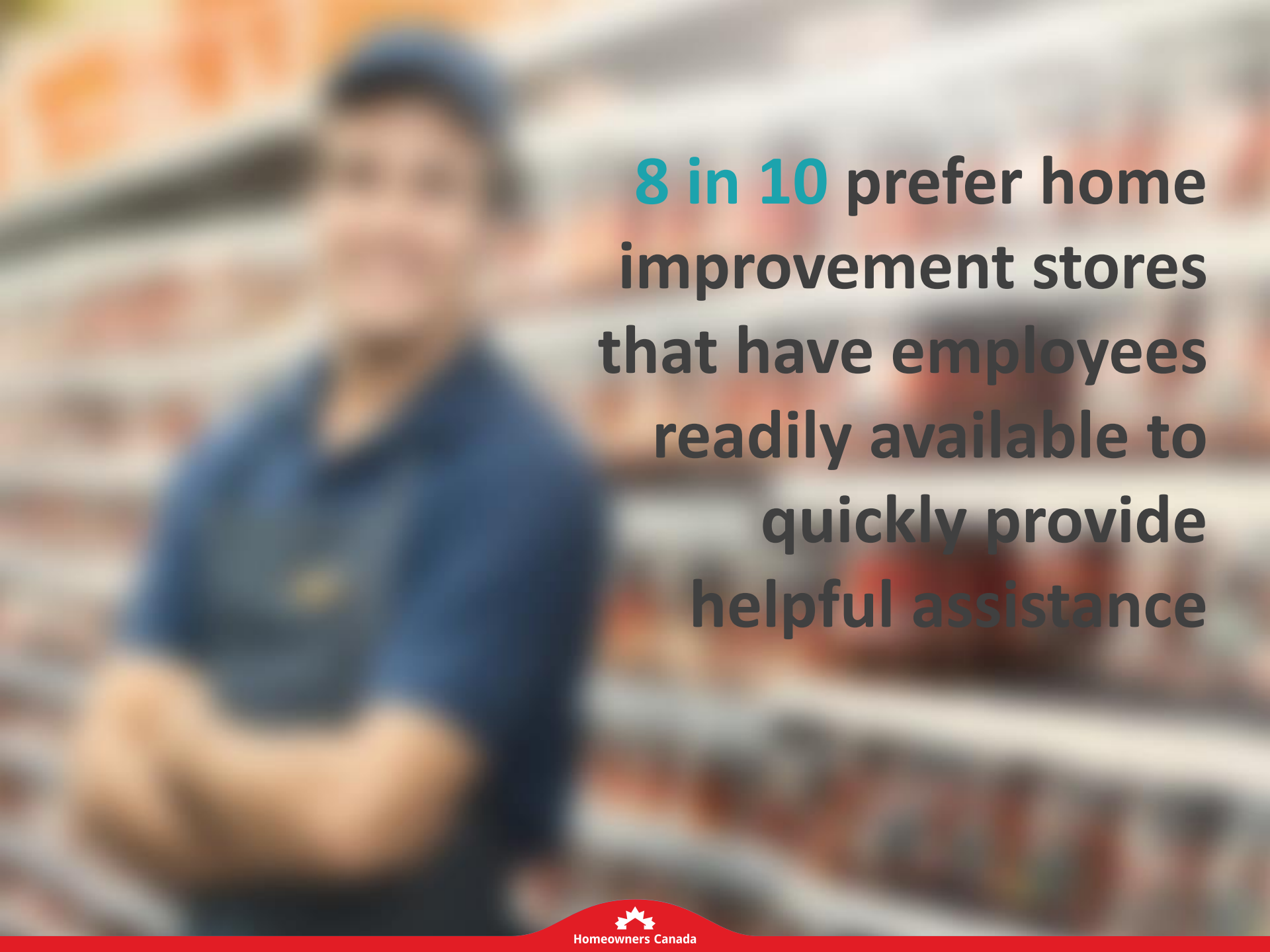


**4 to 1** Canadian  
Millennial  
shoppers prefer  
*Do-It-Yourself* over  
*Do-It-For-Me* home  
improvements



**80%** of Canadian  
Millennial shoppers  
**DO NOT** prefer to buy  
home improvement  
products online





**8 in 10** prefer home improvement stores that have employees readily available to quickly provide helpful assistance

Tomorrow

**Gain their respect.  
Share with them.  
Encourage their purchase.**







StudentLife  
Network

600k+  
students



ParentLife  
Network

300k+  
parents



Homeowners  
Canada

Launches  
2017

# Questions?