



Visitor Profile

2022

EY CENTER
MARCH 24th - 27th, 2022
OTTAWAHOMESHOW.COM

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PRODUCED BY
MARKETPLACE
EVENTS

Visitor Profile 2022

WHO ARE THEY?



77%

of attendees have a project in mind when coming to the show.



73%

attended with spouse (meet both decision makers!)



71%

of attendees have a renovation budget of up to \$50,000.



43%

are aged between 40 and 60 years old.

WHERE DO THEY COME FROM?

26 %
OTHER

1 %
CARP

7 %
KANATA

4 %
STITTSVILLE

1 %
CARLETON PLACE

5 %
GATINEAU

13 %
NEPEAN

2 %
KEMPTVILLE

18 %
OTTAWA

2 %
GREELY

2 %
MANOTICK

7 %
GLOUCESTER

11 %
ORLEANS

1 %
ROCKLAND

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WHAT PROJECTS ARE THEY PLANNING?

37 %	Landscaping / nursery	13 %	Furnishings and decor
34 %	Decks / Decking	12 %	Appliances
31 %	A bathroom renovation	12 %	Plumbing
30 %	Doors & windows	12 %	Energy efficient (green / eco-friendly) products / services
24 %	A kitchen renovation	10 %	Roofing
23 %	Painting	10 %	Window coverings
22 %	Floor coverings	9 %	House / cottage building
21 %	Cabinetry and countertops	8 %	HVAC
20 %	Patio furniture	6 %	Foundation repair/basement waterproofing
19 %	Concrete / paving (new or repair)	6 %	Masonry/brick/chimney
18 %	Electrician	4 %	Irrigation
16 %	Fencing	4 %	Mattress
15 %	Other renovation	4 %	House buying / selling
15 %	Lighting	3 %	Home alarm systems
15 %	Builder / general contractor	2 %	Professional services (mortgage, refinance, home equity, real estate professional, banking, etc.)
14 %	Closet and or garage organization systems	2 %	Home electronics
13 %	Siding or gutters		
13 %	Pool and/or spa products or services		

WHAT INFLUENCES THEIR PURCHASE DECISIONS?

