

OTTAWA HOME
& REMODELLING
SHOW

Visitor Profile
2022

EY CENTER
FEBRUARY 24th - 27th, 2022
OTTAWAHOMEANDREMODELLINGSHOW.COM

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PRODUCED BY
MARKETPLACE
EVENTS

Visitor Profile 2022

WHO ARE THEY?



79%

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



78%

attended with spouse (meet both decision makers!)



62%

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



48%

are aged between 40 and 60 years old.

WHERE DO THEY COME FROM?

23 %
OTHER

1 %
CARP

1 %
ALMONTE

1 %
CARLETON PLACE

6 %
KANATA

3 %
STITTSVILLE

1 %
KEMPTVILLE

6 %
GATINEAU

12 %
NEPEAN

16 %
OTTAWA

2 %
GREELY

2 %
MANOTICK

8 %
GLOUCESTER

12 %
ORLEANS

2 %
ROCKLAND

1 %
EMBRUN

1 %
RUSSELL

Visitor Profile 2022

WHAT PROJECTS ARE THEY PLANNING?

42 %	A bathroom renovation	14 %	Pool and/or spa products or services
37 %	A kitchen renovation	13 %	Window coverings
37 %	Doors & windows	13 %	Patio furniture
36 %	Cabinetry and countertops	12 %	Energy efficient (green / eco-friendly) products / services
33 %	Floor coverings	12 %	Masonry/brick/chimney
30 %	Decks / Decking	12 %	HVAC
29 %	Painting	11 %	House / cottage building
26 %	Landscaping / nursery	11 %	Fencing
24 %	Lighting	11 %	Foundation repair/basement waterproofing
23 %	Electrician	10 %	Roofing
22 %	Plumbing	6 %	Home electronics
19 %	Appliances	6 %	House buying / selling
19 %	Closet and or garage organization systems	5 %	Professional services (mortgage, refinance, home equity, real estate professional, banking, etc.)
19 %	Furnishings and decor	4 %	Home alarm systems
18 %	Builder / general contractor	4 %	Mattress
18 %	Other renovation	3 %	Irrigation
16 %	Siding or gutters		
15 %	Concrete / paving (new or repair)		

WHAT INFLUENCES THEIR PURCHASE DECISIONS?

