

# Visitor Profile 2022

EY CENTER

FEBRUARY 24<sup>th</sup> - 27<sup>th</sup>, 2022

OTTAWAHOMEANDREMODELLINGSHOW.COM

### **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!)



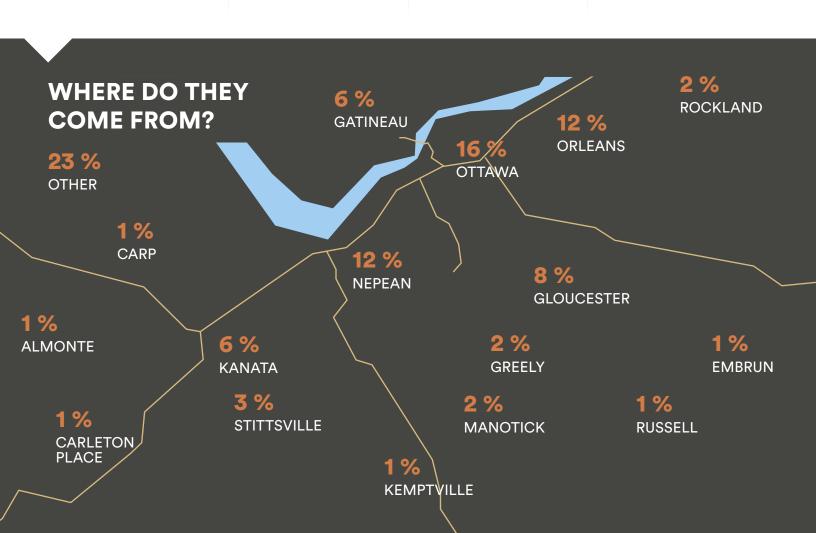
62%

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



48%

are aged between 40 and 60 years old.



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## WHAT PROJECTS ARE THEY PLANNING?

- 42 % A bathroom renovation
- 37 % A kitchen renovation
- 37 % Doors & windows
- 36 % Cabinetry and countertops
- 33 % Floor coverings
- 30 % Decks / Decking
- 29 % Painting
- 26 % Landscaping / nursery
- 24 % Lighting
- 23 % Electrician
- 22 % Plumbing
- 19 % Appliances
- 19 % Closet and or garage organization systems
- 19 % Furnishings and decor
- 18 % Builder / general contractor
- 18 % Other renovation
- 16 % Siding or gutters
- 15 % Concrete / paving (new or repair)

- 14 % Pool and/or spa products or services
- 13 % Window coverings
- 13 % Patio furniture
- 12 % Energy efficient (green / eco-friendly) products / services
- 12 % Masonry/brick/chimney
- 12 % HVAC
- 11 % House / cottage building
- 11 % Fencing
- 11 % Foundation repair/basement waterproofing
- 10 % Roofing
- 6 % Home electronics
- 6 % House buying / selling
- 5 % Professional services (mortgage, refinance, home equity, real estate professional, banking, etc.)
- 4 % Home alarm systems
- 4 % Mattress
- 3 % Irrigation

## WHAT INFLUENCES THEIR PURCHASE DECISIONS?

