



OTTAWA FALL HOME SHOW

Visitor Profile 2021

EY CENTER
OCTOBER 28th - 31ST, 2021
OTTAWAFALLHOMESHOW.COM



OTTAWAFALLHOMESHOW.COM

PRODUCED BY
MARKETPLACE
EVENTS

Visitor Profile 2021

OTTAWA FALL
HOME
SHOW

WHO ARE THEY?



72%

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



75%

attended with spouse (meet both decision makers!)



58%

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



45%

are aged between 40 and 60 years old.



91%

are homeowners.

WHERE DO THEY COME FROM?

21 %
OTHER

5 %
GATINEAU

18 %
OTTAWA

13 %
ORLEANS

1 %
ROCKLAND

13 %
NEPEAN

8 %
GLOUCESTER

1 %
ALMONTE

7 %
KANATA

2 %
GREELY

1 %
EMBRUN

1 %
CARLETON
PLACE

4 %
STITTVILLE

2 %
MANOTICK

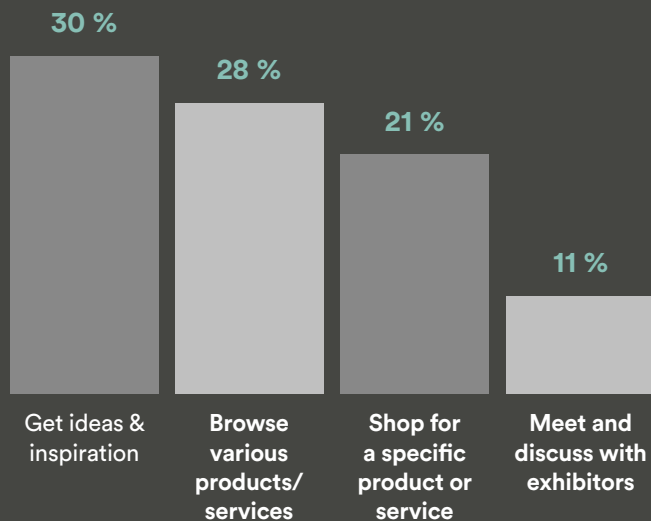
1 %
RUSSELL

1 %
KEMPTVILLE

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WHAT ARE THEY LOOKING FOR?



WHAT INFLUENCES THEIR PURCHASE DECISIONS?



WHAT PROJECTS ARE THEY PLANNING?

- 40 % A bathroom renovation
- 38 % Floor coverings
- 36 % A kitchen renovation
- 34 % Cabinetry and countertops
- 26 % Doors & Windows
- 26 % Painting
- 25 % Decks / Decking
- 25 % Electrician
- 24 % Lighting
- 24 % Other renovation
- 22 % Plumbing
- 19 % Appliances
- 19 % Landscaping / nursery
- 19 % Furnishings and decor
- 18 % Builder / general contractor
- 16 % Siding or gutters
- 15 % Closet and or garage organization systems
- 13 % Energy efficient (green / eco-friendly) products / services
- 13 % Fencing
- 13 % Roofing
- 12 % House / cottage building
- 12 % Concrete / paving (new or repair)
- 12 % Window coverings
- 11 % HVAC
- 11 % Patio furniture
- 8 % Masonry/brick/chimney
- 6 % Home electronics
- 6 % Pool and/or spa products or services
- 6 % Home alarm systems
- 5 % Mattress
- 5 % Foundation repair/basement waterproofing
- 3 % Irrigation
- 3 % House buying / selling
- 3 % Professional services (mortgage, refinance, home equity, real estate professional, banking, etc.)