



Visitor Profile 2023

EY CENTER
MARCH 23rd - 26th, 2023
OTTAWAHOMESHOW.COM

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PRODUCED BY
MARKETPLACE
EVENTS

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WHO ARE THEY?



74 %

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



69 %

attended with spouse (meet both decision makers!)



65 %

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?

25 %

OTHER

1 %

CARP

1 %

CARLETON PLACE

7 %

KANATA

3 %

STITTSVILLE

5 %

GATINEAU

13 %

NEPEAN

2 %

KEMPTVILLE

18 %

OTTAWA

2 %

GREELY

2 %

MANOTICK

7 %

GLOUCESTER

12 %

ORLEANS

2 %

ROCKLAND

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WHAT PROJECTS ARE THEY PLANNING?

37%	Landscaping / nursery	14%	Builder / general contractor
32%	Bathroom renovation	14%	HVAC
31%	Doors and windows	14%	Siding or gutters
30%	Deck / Deckings	13%	Furnishing and decor
26%	Floor coverings	13%	Closet and or garage organization systems
25%	Electrician	12%	Fencing
23%	Painting	10%	Window coverings
21%	Kitchen renovation	10%	House / cottage building
21%	Patio furniture	8%	Pool and or spa products and services
19%	Cabinetry and countertops	7%	Mattress
18%	Concrete / paving	6%	Home alarm systems
18%	Other renovation	6%	Masonry / brick / chimney
17%	Plumbing	5%	Foundation repair / basement waterproofing
17%	Appliances	4%	Home electronics
17%	Lighting	4%	Irrigation
16%	Roofing	3%	Home electronics
16%	Patio furniture	3%	Professional services (mortgage, refinance, home equity, real estate, banking).
16%	Energy efficient (green) products and services		

WHAT INFLUENCES THEIR PURCHASE DECISIONS?

