

OTTAWA HOME
& REMODELLING
SHOW

Visitor Profile

2023

EY CENTER
January 19th - 22nd, 2023
OTTAWAHOMEANDREMODELLINGSHOW.COM

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PRODUCED BY
MARKETPLACE
EVENTS

Visitor Profile 2023

WHO ARE THEY?



80 %

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



75 %

attended with spouse (meet both decision makers!)



41 %

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



47 %

are aged between 40 and 60 years old.

WHERE DO THEY COME FROM?

27 %
OTHER

1 %
CARP

1 %
ALMONTE

2 %
CARLETON PLACE

6 %
KANATA

4 %
STITTSVILLE

1 %
KEMPTVILLE

7 %
GATINEAU

12 %
NEPEAN

16 %
OTTAWA

3 %
GREELY

1 %
MANOTICK

6 %
GLOUCESTER

10 %
ORLEANS

1 %
ROCKLAND

1 %
EMBRUN

1 %
RUSSELL

Visitor Profile 2023

WHAT PROJECTS ARE THEY PLANNING?

42%	A bathroom renovation	12%	Concrete / paving (new or repair)
42%	A kitchen renovation	11%	Roofing
26%	Doors & windows	11%	Masonry / brick / chimney
34%	Floor coverings	10%	Window coverings
32%	Cabinetry and countertops	10%	Hvac
29%	Painting	9%	House / cottage building
26%	Electrician	8%	Fencing
22%	Landscaping / nursery	8%	Foundation repair / basement waterproofing
20%	Decks / Decking	6%	Home electronics
26%	Lighting	5%	Pool and / or spa products or services
22%	Plumbing	5%	Mattress
18%	Appliances	4%	House buying / selling
18%	Closet and or garage organization systems	4%	Home alarm systems
18%	Other renovation	4%	Patio furniture
17%	Builder / general contractor	3%	Professional services (mortgage, refinances, banking, etc)
16%	Furnishings and decor	2%	Irrigation
16%	Siding or gutters		
16%	Energy efficient (green / eco-friendly) products / services		

WHAT INFLUENCES THEIR PURCHASE DECISIONS?

