

# Visitor Profile 2023

EY CENTER

MARCH 23rd - 26th, 2023

OTTAWAHOMESHOW.COM

### **Visitor Profile 2023**



#### WHO ARE THEY?



**74%** 

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



69%

attended with spouse (meet both decision makers!)



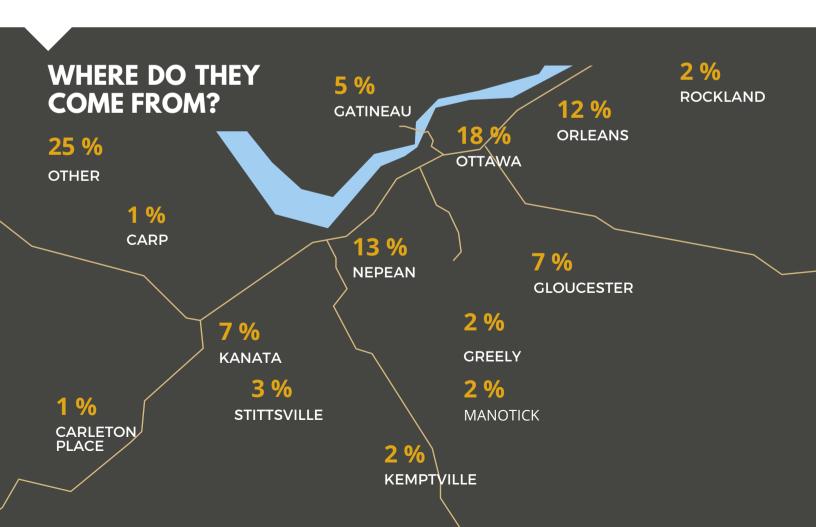
65%

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



**43** %

are aged between 40 and 60 years old.



#### **Visitor Profile 2023**



## WHAT PROJECTS ARE THEY PLANNING?

**37%** Landscaping / nursery

**32%** Bathroom renovation

31% Doors and windows

30% Deck / Deckings

**26%** Floor coverings

25% Electrician

23% Painting

21% Kitchen renovation

21% Patio furniture

19% Cabinetry and countertops

18% Concrete / paving

18% Other renovation

17% Plumbing

17% Appliances

17% Lighting

16% Roofing

16% Patio furniture

**16%** Energy efficient (green) products and

services

**14%** Builder / general contractor

**14%** HVAC

14% Sidding or gutters

13% Furnishng and decor

13% Closet and or garage organization systems

12% Fencing

10% Window coverings

10% House / cottage building

**8%** Pool and or spa products and services

**7%** Mattress

6% Home alarm systems

6% Masonry / brick / chimney

5% Foundation repair / basement waterproofing

4% Home electronics

4% Irrigation

3% Home electronics

3% Professional services (mortgage, refinance, home

equity, real estate, banking.

## WHAT INFLUENCES THEIR PURCHASE DECISIONS?

