



AWA
FALL
HOME
SHOW

Visitor Profile
2022

EY CENTER
September 22nd - 25th
OTTAWAFALLHOMESHOW.COM



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PRODUCED BY
MARKETPLACE
EVENTS

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OTTAWA FALL
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SHOW

WHO ARE THEY?



67 %

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



72 %

attended with spouse (meet both decision makers!)



78 %

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



52 %

are aged between 35 and 60 years old.



92 %

are homeowners.

WHERE DO THEY COME FROM?

21 %

OTHER

5 %

GATINEAU

2 %

ROCKLAND

13 %

ORLEANS

18 %

OTTAWA

15 %

NEPEAN

9 %

GLOUCESTER

1 %

ALMONTE

7 %

KANATA

3 %

GREELY

1 %

EMBRUN

1 %

CARLETON PLACE

3 %

STITTSVILLE

2 %

MANOTICK

1 %

RUSSELL

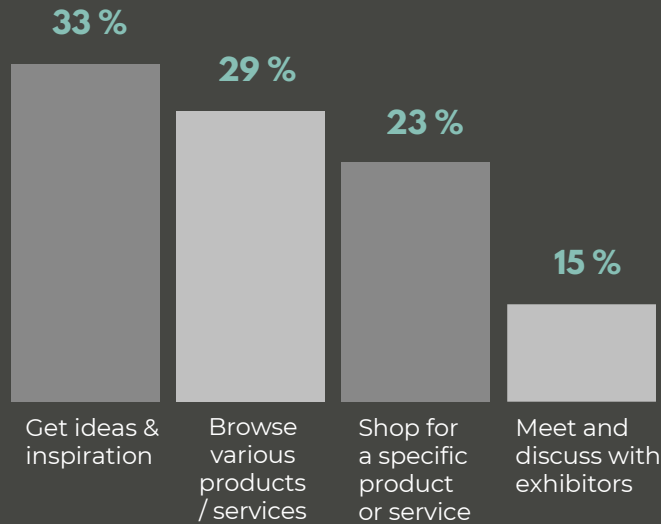
2 %

KEMPTVILLE

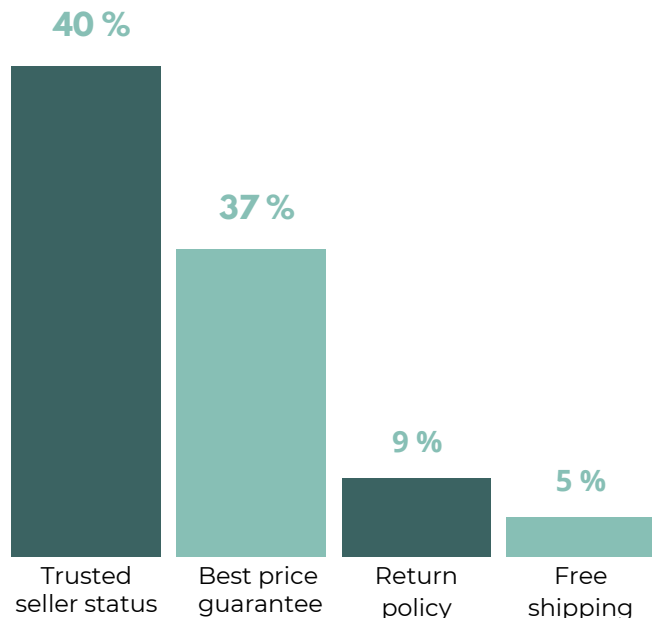
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WHAT ARE THEY LOOKING FOR?



WHAT INFLUENCES THEIR PURCHASE DECISIONS?



WHAT PROJECTS ARE THEY PLANNING?

- 39 % A bathroom renovation
- 32 % A kitchen renovation
- 26 % Floor coverings
- 25 % Doors & Windows
- 24 % Cabinetry and countertops
- 23 % Decks / Decking
- 23 % Electrician
- 23 % Landscaping / nursery
- 23 % Painting
- 19 % Plumbing
- 18 % Lighting
- 18 % Appliances
- 17 % Other renovation
- 15 % Closet and or garage organization systems
- 15 % Energy efficient products / services
- 14 % Fencing
- 14 % Builder / general contractor
- 13 % Siding or gutters
- 13 % Concrete / paving (new or repair)
- 12 % Furnishings and decor
- 11 % HVAC
- 10 % Roofing
- 10 % House / cottage building
- 10 % Pool and/or spa products or services
- 8 % Window coverings
- 6 % Patio furniture
- 6 % Mattress
- 6 % Masonry/brick /chimney
- 5 % Foundation repair/basement waterproofing
- 5 % House buying / selling
- 4 % Home alarm systems
- 4 % Irrigation
- 3 % Professional services (mortgage, refinance, home equity, real estate professional, banking, etc.)
- 3 % Home electronics