

Visitor Profile

2023

EY CENTER

January 19th - 22nd, 2023

OTTAWAHOMEANDREMODELLINGSHOW.COM

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!)



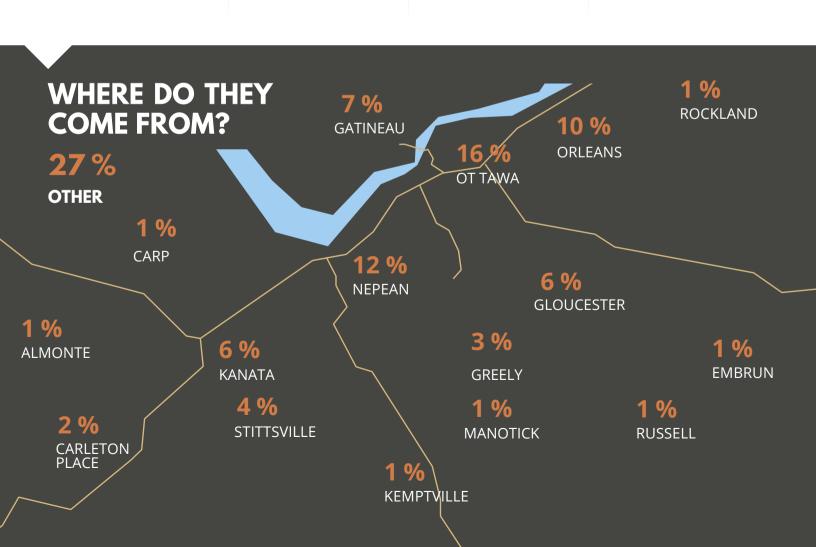
41 %

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



47 %

are aged between 40 and 60 years old.



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WHAT PROJECTS ARE THEY PLANNING?

42%	A bathroom renovation	120/	Concrete / paving (new or repair)
42%	A kitchen renovation	12%	Roofing
26%	Doors & windows	11% 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
		5%	Mattress
22%	Plumbing	4%	House buying / selling
18%	Appliances	4%	Home alarm systems
18%	Closet and or garage organization systems	4%	Patio furniture
18%	Other renovation	3%	Professional services (mortage, refinances, banking, etc)
17%	Builder / general contractor	2%	Irrigation
16%	Furnishings and decor		
16%	Siding or gutters		
16%	Energy efficient (green / eco-friendly)		

WHAT INFLUENCES THEIR PURCHASE DECISIONS?

products / services

