



The Ottawa Wedding Show Visitor Demographics - Fall 2014 (Oct. 18 & 19)

Overall Satisfaction	3.9/5 (where 3 is Satisfied and 4 is Very Satisfied)
Role in the Wedding	58.1% Bride 15.5% Bridesmaid 4.7% Mother of the Bride 2.0% Mother of the Groom 2.7% Not in the Wedding 12.8% Other
Where did you hear about the show ?	44.2% Friend 23.1% Facebook 19.7% Other 10.8% On-line 9.4% Newspaper 4.0% Twitter 2.7% At a Store 1.3% Billboard
What percentage of respondents heard about the show on the Radio	49% Hot/Country 101/KISSFM/Jump 106/Live 88.5
When did you buy your ticket?	40.4% 1-2 Weeks Ago, 36.7% Today 17.6% Yesterday 2.9% 3 - 4 Weeks ago 1.4 % Months ago
Where do you live?	22.3% Central Ottawa 26.6 Eastern Ottawa 26.6 Western Ottawa 7.9% Gatineau <1% South Western ON 14.3% Other
Satisfaction with Range of Products and Services	3.8/5 (where 3 is Satisfied and 4 is Very Satisfied)
Satisfaction with Venue	4.1/5 (where 3 is Satisfied and 4 is Very Satisfied)
Age Group	61.7% 25-34 21.2% 18-24 7.8% 35 - 44 4.9% 45 - 54 4.2% 55 - 64