



TAX CREDIT STIMULATES REPAIR WORK

One In Two Manitobans (51%) May File Under Ottawa's Home Renovation Tax Credit

For Immediate Release, July 14, 2009

Winnipeg – Expect the lines at your local hardware store to stretch a little longer this year as Manitobans stock up on building materials in order to claim the federal government's new home renovation tax credit.

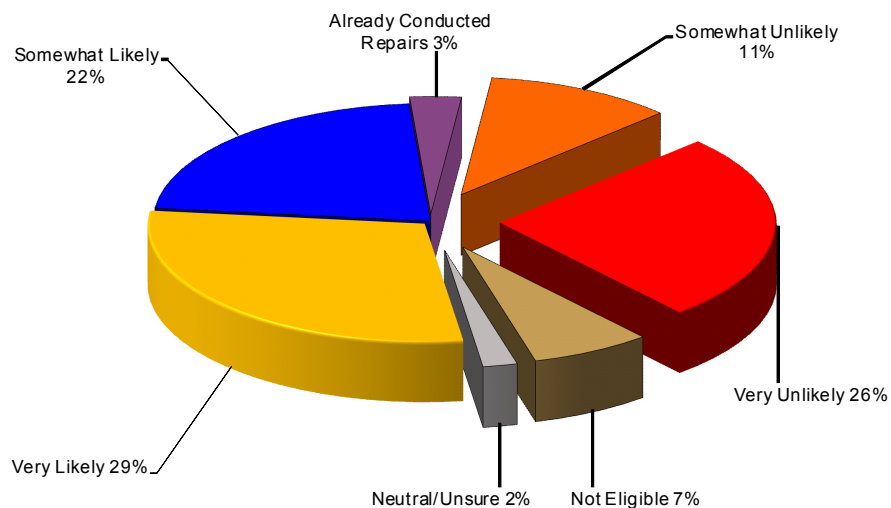
A Jory Capital-Probe Research poll provided to the *Winnipeg Free Press* finds that almost one-half of Manitoba households (51%) plan to take advantage of the new Home Renovation Tax Credit this coming year. When asked whether they plan to access this tax incentive, three in ten Manitobans (29%) said they were *very likely* to renovate their homes, with another one in five citizens saying they were *somewhat likely* (22%) to take advantage of the federal tax credit. Three percent of citizens, meanwhile, said they have already completed home repairs and applied or received this subsidy.

On the other hand, nearly four in ten adults (37%) said they would not be induced by this tax credit to conduct renovations, with 26 percent stating they were *very unlikely* and 11 percent noting they were *somewhat unlikely* to perform this work. Fewer than one in ten adults (7%) said they are not eligible for the tax credit because they are unable to do home repairs where they live, while the remaining two percent of respondents were uncertain as to whether they would conduct renovations to their homes and apply for this credit.



Anticipated Use of Home Renovation Tax Credit

QJ13. "As you may know, the Federal government has introduced a Home Renovation Tax Credit that allows people to claim back 15 percent of their renovation costs up to a maximum of \$1,350. How likely do you think it is that this tax credit will encourage you to undertake any home renovations in the next 12 months that you would not have considered without this credit?" (n=1,000)



Base: All respondents

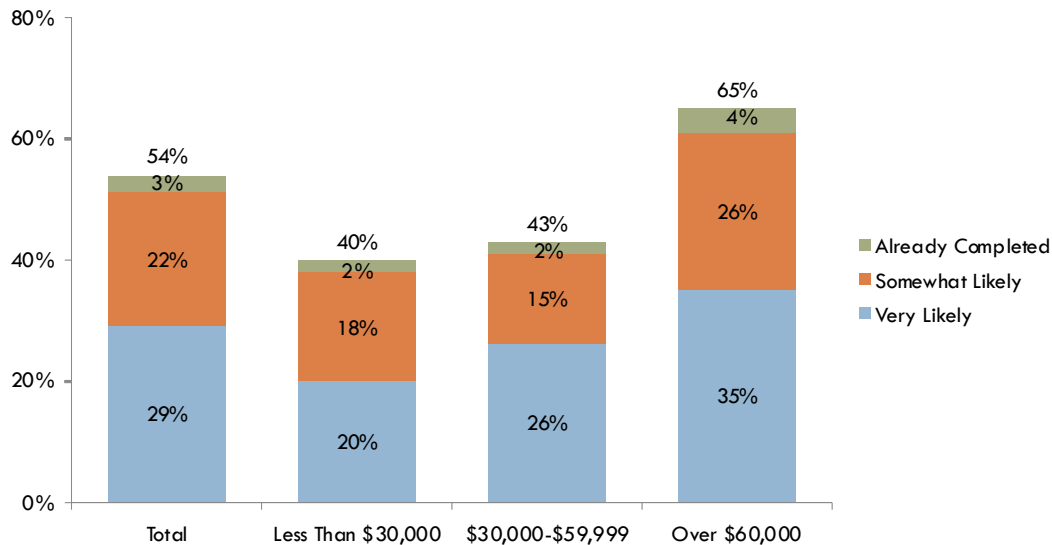
Wealthier Citizens Most Likely To Claim Tax Credit

Manitobans who earn higher incomes are among those most likely to take advantage of this particular tax incentive. Fully two-thirds of citizens earning more than \$60,000 per year (65%) report they are likely to conduct or have already conducted home renovations, with 35 percent of upper-income earners being very likely to do so. As the graph below illustrates, fewer than one-half of middle-income and lower-income earners (43% of those earning \$30,000-\$59,999 and 40% of those earning less than \$30,000 respectively) say they are likely to do or have completed renovations that would make them eligible to collect this tax credit.

PRBE RESEARCH INC.

Likelihood of Conducting Repairs - By Income Level -

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Other highlights of the survey include:

- Not surprisingly, homeowners are twice as likely as those who rent their accommodations to say that they will do or have done home repairs this year. One-third of renters (32%, versus 61% of homeowners), however, say that they are going to do renovations that would make them eligible for this particular incentive, with 19 percent saying they are very *likely* to do so.
- Younger and middle-aged Manitobans are somewhat more likely than seniors to take advantage of this tax credit (58% of those aged 18-34 years and 56% of those aged 35-54 years are very or somewhat *likely* to conduct home repairs, or have done so already, versus 47% of those aged 55 years and over).

This province-wide Omnibus survey was designed and conducted by Probe Research Inc. via telephone interviews conducted between June 8th and June 25th, 2009 among a random and representative sampling of 1,000 Manitoba adults. With a sample of 1,000 one can say with 95 percent certainty that the results are within +/- 3.1 percentage points of what they would have been if the entire adult population of Manitoba had been interviewed. The margin-of-error is higher within each of the survey's population sub-groups. Modified random-digit dialing was used to ensure that all Manitoba adults would have an equal opportunity to participate in this Probe Research survey. Minor statistical weighting has been applied to this sample to ensure that the age and gender balance correspond with the province as a whole.

For more information on this survey, please contact:

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