



PRESS RELEASE

A survey showing support for a permanent tax credit on home renovations spurs the establishment of an industry defense fund

Longueuil, October 14, 2015 — According to a poll conducted by OpinionQc, 74% of Quebecers agree with the following statement: “a permanent tax credit of 15% on home renovations, available at all times, without limiting expenses for supplies and labour, would convince me to renovate my home.”

Respondents from all sections of the population showed support for such a tax credit, despite differences in gender, age, language, household, education, area of residence, or income.

The most enthusiastic respondents, those who “strongly agreed,” corresponded to the following profile: 35-54 years old, with a college education or higher, living as a couple and/or with children in a large urban center, with a household income above \$60,000.

Those who “strongly disagreed,” accounted for 9% of respondents and displayed the following characteristics: single, without a postsecondary education, living outside the Montreal area, with an annual income below \$20,000.

A defense fund supported by the industry

The issue of a permanent tax credit for home renovations made headlines at the beginning of the election campaign and has come up again with the publication of the survey’s conclusions.

“The results provide assurance at a time when we have fittingly decided to create a fund financed by the hardware and building supply industry in order to conduct in-depth studies,” said Richard Darveau, President and Chief Executive Officer of the Quebec Hardware and Building Supply Association (AQMAT).

For AQMAT, this is further proof that a tax credit available at all times and without a cap is perceived as profitable.

This popular support has convinced the AQMAT authorities to establish a defense fund firstly dedicated to convincing both government' levels of the importance of a tax credit to encourage quality home renovations.

The Association will hire two known and independent economist and tax specialist to assess fluctuations in home renovations and sales before, during, and after the establishment of temporary tax credits. It is hoped that this will highlight the positive impact of home renovation tax relief on the economy, public finance, as well as a contribution to the under the table work perpetual combat. Their report will include a study of international cases where permanent tax credits make a difference, compared to temporary measures or no measures at all.

AQMAT hopes to show that the cost of instituting permanent tax relief measures to promote quality home renovations would be largely compensated by net socio-economic and societal benefits.

"We refer here to improvements to build heritage, to the stimulation of purchases and labour to maintain properties in addition to positive side effects on job creation for home renovation and building professionals," stated Mr. Darveau, an advocate of discriminating durable and traceable materials as well as employment of licensed professionals as part of the criteria for obtaining optimal credits.

"No matter which party forms the next government, AQMAT, with its new defense fund, intends to arm itself with irrefutable arguments so that one day a permanent home renovation tax credit will exist," concluded the AQMAT spokesperson.

About the study

The study was conducted via the Internet between September 17 and October 5, 2015. Over the course of the study, 549 adults responded to the question. As an online panel, there was no margin of error to calculate, given the non-probabilistic nature of the sample. For purposes of comparison, a probabilistic sample of the same size would have had a margin of error of +/- 4.18%, 19 times out of 20.

About AQMAT

The Quebec Hardware and Building Supply Association (AQMAT), founded 75 years ago, promotes the interests of a business community comprised of over 700 retailers and 200 manufacturers and distributors.

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**To what extent would you agree with the following statement:
a permanent tax credit of 15% on home renovations, available at all times, without limiting expenses for supplies and labour, would convince me to renovate my home**

	Total	Gender		Age			Mother Tongue		Household Composition			Education			Area of residence			Household Income			
		H	F	18-34	35-54	55+	Fr	Other	1	2	3+	EB5 ^a	Coll.	Univ.	Mtl	QC	Other	<20	20-59	60-99	100+
	100%	49%	51%	25%	38%	37%	79%	21%	32%	34%	34%	21%	41%	36%	48%	10%	42%	10%	34%	37%	20%
In agreement	74%	72%	77%	68%	72%	80%	74%	75%	69%	81%	73%	76%	69%	79%	80%	73%	68%	73%	67%	77%	80%
Strongly agree	25%	25%	25%	18%	28%	25%	25%	25%	12%	26%	26%	16%	31%	23%	26%	27%	23%	17%	20%	28%	28%
More or less agree	50%	47%	52%	50%	44%	55%	49%	50%	46%	55%	47%	60%	38%	55%	54%	46%	45%	55%	47%	49%	52%
Disagree	26%	28%	23%	32%	28%	20%	26%	25%	31%	19%	27%	24%	31%	21%	20%	27%	32%	27%	33%	23%	20%
More or less disagree	16%	20%	13%	22%	18%	11%	15%	19%	20%	10%	19%	12%	23%	11%	14%	13%	19%	13%	27%	12%	10%
Strongly disagree	9%	9%	10%	10%	10%	8%	11%	6%	11%	9%	8%	12%	8%	10%	6%	14%	12%	14%	6%	11%	9%

^a Household composition = number of individuals living in the same household | ^b Education EB5 = Elementary and Secondary | ^c Mtl = Montreal (Metropolitan Region) | ^d QC = Quebec (Metropolitan Region)

- The data is the result of a poll conducted by OpinionQc between September 17 and October 5, 2015, to which 549 respondents participated.
- As is the case with all other online panels, there was no margin of error to calculate, given the non-probabilistic nature of the sample. For purposes of comparison, a probabilistic sample of the same size would have had a margin of error of +/- 4.18%, 19 times out of 20.
- The total of certain results with multiple answers did not always add up to 100% since the calculations were based on approximate percentages.
- The poll results were weighted to reflect the adult population of Quebec by mother tongue, gender, age, education, household composition and area of residence.