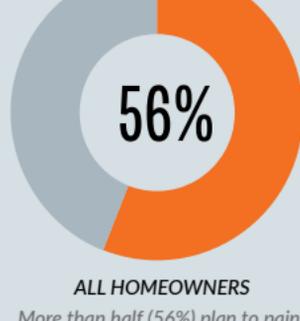


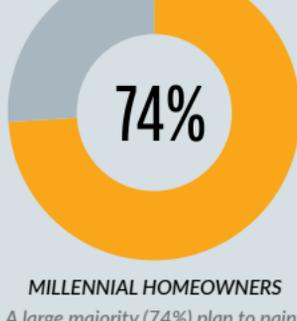
WHAT ARE YOUR CUSTOMERS THINKING?

20 Major Takeaways from the National Painting Week Survey

ARE HOMEOWNERS READY TO PAINT?



ALL HOMEOWNERS
More than half (56%) plan to paint an area in their home in the next 12 months.



MILLENNIAL HOMEOWNERS
A large majority (74%) plan to paint an area of their home in the next 12 months.

WILL THEY HIRE YOU?

1 in 3

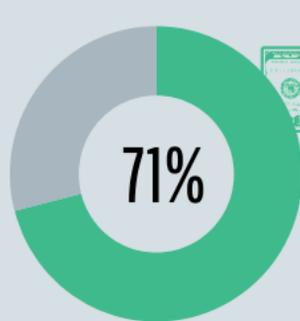
NEARLY ONE IN THREE of all homeowners surveyed have worked with a painting contractor.

HOMEOWNERS THAT HAVE PREVIOUSLY WORKED WITH A PAINTING CONTRACTOR

are more likely to work with a painting contractor in the next 12 months.

70%

HOW MUCH WILL THEY SPEND?



\$100?

71% of homeowners say they'd be willing to spend more than \$100 on a professional painting project.

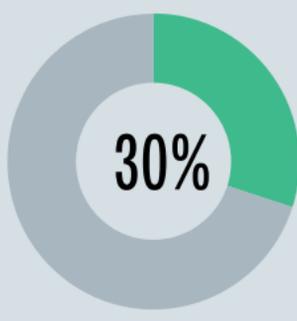
HOMEOWNERS WHO HAVE WORKED WITH A PAINTING CONTRACTOR before in general are willing to spend more to have a professional paint their space, than those who haven't.



\$250?



50% of those who have worked previously with a painting contractor are willing to spend \$250 to have a professional paint a room in their home.



That compares to 30% for those who have not previously hired a painting contractor.

WHAT DO THEY WANT TO PAINT?

ALL HOMEOWNERS



Of those homeowners planning to paint in the next 12 months, half plan to paint their bedroom.

MILLENNIAL HOMEOWNERS



HISPANIC HOMEOWNERS



WHAT OTHER OPPORTUNITIES ARE OUT THERE?



1 in 2

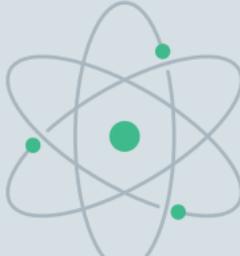
FRONT DOORS: Nearly half of all homeowners haven't had their front door painted in two or more years.

MAINTENANCE ADVICE: One in three homeowners would find guidance on how to achieve and maintain the best results most valuable when considering a painting project.

1 in 3



WHAT KIND OF INTEREST IS THERE FOR ADVANCED PAINT TECHNOLOGY?



1 in 5

Nearly one in five homeowners are most interested in quick-drying features for new paint technology.

2 of 5

Two out of five homeowners are interested in having the washable paint feature.

HOW DOES YOUR WORK AFFECT PEOPLE'S LIVES?

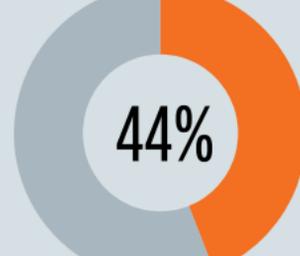


72%

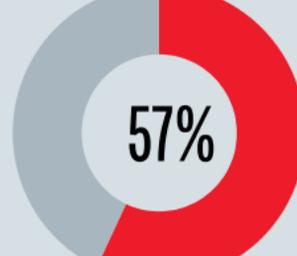
POSITIVE EMOTIONAL IMPACT

A large majority of homeowners (72%) think there is a positive emotional impact that results from painting a space.

WHAT ARE HOMEOWNERS THINKING ABOUT COLOR?



ALL HOMEOWNERS
44% believe that painting one accent wall is the best way to make a room stand out.



HISPANIC HOMEOWNERS
57% believe painting an accent color on one wall is the best way to make a room stand out.



1 in 3

Nearly one in three homeowners do not test colors before painting (28%).

1 in 2

More than 50% of millennial homeowners purchase a paint sample to toss on their walls.



62%

SHOW ME WHAT IT LOOKS LIKE

Of those who selected online sources as their most influential resource when selecting color, the large majority of homeowners turn to Pinterest (62%).

LEARN MORE >>

For more information on National Painting Week, visit swpaintingweek.com.

SOURCE: April 2016 National Painting Week survey of more than 1,200 homeowners conducted on behalf of Sherwin-Williams by the Nielsen research company.