

INSIDE THE MINDSET of the MILLENNIAL HOMEOWNER

INFORMATION BASED ON THE 2016 NATIONAL PAINTING WEEK SURVEY OF HOMEOWNERS CONDUCTED BY NIELSEN ON BEHALF OF SHERWIN-WILLIAMS

MILLENNIALS,
now the
**NATION'S LARGEST
LIVING GENERATION**,
are more
CONFIDENT & LIKELY TO PAINT
an area in their home compared to other generations

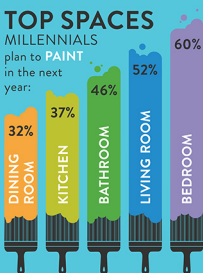


They have
BIG PLANS

74% of **MILLENNIAL HOMEOWNERS** vs **63%** GEN X
have plans to **PAINT** an area in
their homes in the **NEXT YEAR** vs **45%** BABY BOOMERS

TOP SPACES

MILLENNIALS
plan to **PAINT**
in the next
year:



65% OF
MILLENNIALS
SAY THEY ARE

ENTHUSIASTIC
about completing a
DIY painting project

vs
51% OF GEN X
37% OF BABY BOOMERS

They're ready to go and
WILLING TO SPEND

MILLENNIALS are more
READY TO INVEST:

34% WOULD SPEND
MORE THAN \$250
ON A DIY PAINTING PROJECT
vs **22%** OF GEN X
14% OF BABY BOOMERS



72% of
MILLENNIALS
SAY THEY FEEL
CONFIDENT
ABOUT PAINTING
vs **55%**
NON-
MILLENNIALS

They're influenced by **ONLINE SOURCES**
for **COLOR INSPIRATION**

MILLENNIALS
are about
3 TIMES MORE
LIKELY
to use online sources than
NON-MILLENNIALS



But, the
**IN-STORE
EXPERIENCE**



STILL MATTERS MOST FOR ALL AGES:

HOMEOWNERS said
IN-STORE RESOURCES
are most influential for
PAINT COLOR SELECTION

SHARE INSPIRATION AT
#SWPAINTINGWEEK

