

Ace's 2021 'Paint Some Day' Survey

Painting is one of the simplest DIY home care projects. Yet, it often ends up being put off 'til later- even during a year when many of us spent lots of time at home.

Getting ready to paint can take a while

Time DIYers said it took to plan their paint project

36% 1 - 3 Months

26% 4 - 11 Months



In 2021,

84% of DIYers say they want to paint someday

51% say in the next 3 - 6 months

14% say in this month

Top reasons why they haven't painted yet

40% No time to paint

37% Dealing with prep & cleanup

22% Trouble picking a color

Overall,

20% of all DIYers say they **need help** painting

14% of parents want to paint but need help **watching the kids**



Quantitative online survey fielded by YouGov on behalf of Ace Hardware. Total sample size was 1,008 adults. *Audience screener:* Age 25+, Completed a DIY home paint project in P12M or planning to in next 12M, Fieldwork was undertaken between 19th - 23rd February 2021.

Some Day is April 3rd