

Sixty Million Americans Set to “Procrastipaint,” Says New GLIDDEN Survey

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Paint brand offers tools to end home paint project procrastination

PITTSBURGH--(BUSINESS WIRE)-- A new study commissioned by GLIDDEN® paint sets out to better understand why U.S. adults tend to procrastinate on home projects like painting. *Glidden* paint calls this phenomenon “procrastipainting.” Yes, it’s a real word. It’s so real that it’s in the Urban Dictionary¹.

Roughly 84 million Americans intend to paint a room in their homes in the next year. The key word here is “intend.” A majority of those surveyed agree that painting is easy, yet a quarter of respondents admit they’ll procrastinate anyway. In fact, the survey found Americans are more likely to procrastinate on home maintenance than any other aspect of their lives.

“The thing holding people back from giving their home a fresh, new look is the ability to get started,” said Luke Klein, senior brand marketing manager, *Glidden* paint. “We created useful tools to help people get rolling and stop procrastipainting.”

Millennials are unique in how they procrastipaint:

- In the next year, 41% of millennials plan to do a home paint project. That’s approximately 30 million Americans born between 1981-1996.
- Millennials are 13% more likely than other generations to procrastinate on smaller tasks like painting a room or fixing things around the house. However, they are less likely than other generations to procrastinate on larger, more expensive home improvement projects.
- When they have free time, only 3% of millennials will prioritize home improvement, favoring time with friends and acts of self-care.
- Nearly a quarter of millennials would rather get a tattoo than start a paint project. Which is similar to painting, but it’s for an eternity.

“Nearly 60 million U.S. adults will likely procrastinate on a home paint project in the next year, but the same survey sheds light on what motivates them to get started,” said Klein. “There are so many tools do-it-yourselfers (DIYers) can use to get started on their projects. We really want to make it easier to get rolling. After all, the sooner you start your painting project, the sooner you can get back to enjoying your home.”

Don’t be another statistic – stop procrastipainting. Try these tips to get rolling.

Get help with the prep work – because we all know it’s the worst.

Prepping the walls and room is much harder than painting. If less prep were required, 76 million Americans would be more likely to start a paint project. That’s why the *Glidden* Prep Squad was created! There’s even a video about the squad. You should [watch it](#).

This elite unit of painting preppers was recently in Chicago (for a limited time) getting winners from the *Glidden* Prep Squad contest prepped for painting and finally rolling. If you weren’t one of the lucky selected homeowners, all hope is not lost. Grab a couple of friends and assemble your own prep squad. Just know, one day they may ask you to return the favor. It’s only fair.

Enjoy the color selection process – it’s not that bad. We promise.

According to the survey, the most enjoyable part of preparing a paint project is selecting the paint color. But *Glidden* paint knows you can get stuck in the dreaded color swirl. That’s why the brand offers the [Match My Color](#) tool to help identify a selection of paint colors that match what you see in your own photos or from the world around you – like the ugly sweater Linda in human resources always wears. You love that color, right?

Visualize your highest self – just kidding, but you can visualize the color in your room.

The top-ranked motivator to stop procrastinating is visualizing the end result, according to the survey. Look into the future with *Glidden* paint’s [Room Visualizer](#) tool to digitally paint a room. Pick from a selection of rooms, or upload your own room photo to see it in a *Glidden* paint color. You can change the walls and trim to find a color you won’t regret.

Learn more about *Glidden* paint and check out helpful tools at [glidden.com](#). Give the brand a like and follow *Glidden* paint on Facebook at [www.facebook.com/glidden](#), on Instagram at [@GliddenPaints](#) and on Twitter at [@glidden_paint](#). They’d love to hear from you about your paint project.

Glidden paint offers a real approach to painting, spreading the truth, removing obstacles and lowering the stakes on do-it-yourself projects. *Glidden* paint believes everyone deserves premium paint without a premium price. You can find *Glidden* paint at THE HOME DEPOT®, WALMART®,

independent retailer locations nationwide and Amazon.com.

EDITOR'S NOTE: For images and more information, visit news.ppg.com/gliddenprocrastipaint. The Don't Procrastipaint Survey was conducted online between April 5, 2019, and April 12, 2019, with a nationally representative sample of 1,000 U.S. adults and an oversample of 240 additional millennial respondents.

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¹ According to [Urban Dictionary](https://www.urbandictionary.com/define.php?term=procrastipainting), procrastipainting is the act of doing absolutely anything other than starting your DIY paint project.

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