

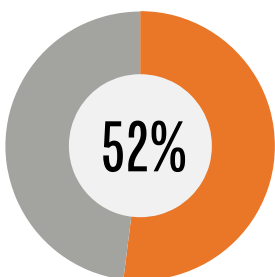
COLORS THAT DEFINE YOU

National Painting Week Color Psychology Study



VIBRANT vs. NEUTRAL

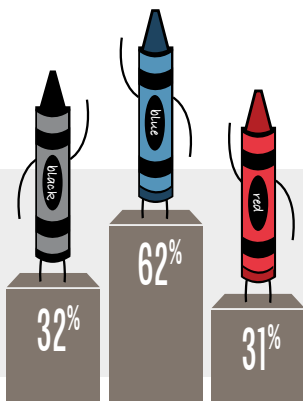
The majority of Americans (58%) say that more vibrant colors should be used throughout the home rather than just neutral tones.



Millennials¹ welcome extra help when it comes to choosing a color for their space. More than half (52%) would rather get professional help to choose paint colors than professional help when choosing clothing.

Most popular colors

- Blue (62 Percent)
- Black (32 Percent)
- Red (31 Percent)



AGE, COLOR & EMOTIONS

How different generations perceive different colors

45%

of Americans associate blue with calmness.



42%

of Americans associate yellow with happiness

Men are more than twice as likely as women (35% to 17%) to associate yellow with "weakness."



33%

Generations see green differently. Millennials are more likely than older generations to most associate the color with energy (33% vs. 24% of Gen Xers² and boomers³). Baby boomers are more likely than millennials to associate green with calmness (26% vs. 20%).



¹ Millennials are defined as ages 22-40 | ² Gen Xers are defined as ages 41-52
³ Boomers are defined as ages 53-71

SOURCE: National Painting Week Color Psychology Study, conducted March 23-27, 2017 by Harris Poll on behalf of Sherwin-Williams

"Brush stroke banners" and "human group" icons created by Freepik