

Trust in Paint Brand and Retailer Now Major Indicator of Customer Satisfaction, J.D. Power Finds

Sherwin-Williams, Benjamin Moore, Cabot, Rust-Oleum and Sherwin-Williams Paint Store Rank Highest in Respective Segments

TROY, Mich.: 30 April 2024 – High customer expectations can never be brushed away, especially when it comes to paint brands and paint retailers. According to the J.D. Power 2024 U.S. Paint Satisfaction Study,SM released today, when it comes to purchasing paint, it serves shoppers well to do their research beforehand to ensure an understanding of what they want and need—and then engage a retailer to get advice and recommendations. Then, it’s up to the paint brand and paint retailer to deliver on those expectations by establishing trust throughout the shopping and purchase process.

For example, if a sales associate provided very helpful suggestions, trust satisfaction is 791 (on a 1,000-point scale) vs. 616 when suggestions are not completely helpful. Even as the customer heads out the door, if they are thanked by the sales associate, trust scores are 770 vs. 596 if they were not thanked.

“Listening to the customer and providing relevant product information makes a difference,” said **Michael Taylor, senior managing director of retail intelligence practice at J.D. Power**. “Explaining product benefits and features, keeping the store clean, having supplies at the ready, providing suggestions and interacting in a positive way with customers goes a long way for both the product itself and the retailer.”

Study Rankings

Sherwin-Williams ranks highest in the interior paint segment with a score of 726. **BEHR** (723) ranks second and **Benjamin Moore** (717) ranks third.

Benjamin Moore ranks highest in the exterior paint segment with a score of 739. BEHR (725) ranks second. The segment average is 713.

Cabot and **Rust-Oleum** rank highest in a tie in the exterior stain segment each with a score of 716, Benjamin Moore (710) ranks third.

Sherwin-Williams Paint Store ranks highest in the paint retailer segment with a score of 720. **Ace Hardware** (717) ranks second and **Benjamin Moore independent retailer** (715) ranks third.

The 2024 U.S. Paint Satisfaction Study is based on responses from 6,892 customers who purchased and applied interior paint, exterior paint and/or exterior stain in the past 12 months. The study was fielded from January 2024 through February 2024.

For more information about the U.S. Paint Satisfaction Study, visit <http://www.jdpower.com/business/resource/paint-satisfaction-study>.

See the online press release at <http://www.jdpower.com/pr-id/2024034>.

About J.D. Power

J.D. Power is a global leader in consumer insights, advisory services, and data and analytics. A pioneer in the use of big data, artificial intelligence (AI) and algorithmic modeling capabilities to understand consumer behavior, J.D. Power has been delivering incisive industry intelligence on

customer interactions with brands and products for more than 55 years. The world's leading businesses across major industries rely on J.D. Power to guide their customer-facing strategies.

J.D. Power has offices in North America, Europe, and Asia Pacific. To learn more about the company's business offerings, visit [JDPower.com/business](https://www.jdpower.com/business). The J.D. Power auto-shopping tool can be found at [JDPower.com](https://www.jdpower.com).

Media Relations Contacts

Geno Effler, J.D. Power; West Coast; 714-621-6224; media.relations@jdpa.com

John Roderick; East Coast; 631-584-2200; john@jroderick.com

About J.D. Power and Advertising/Promotional Rules: www.jdpower.com/business/about-us/press-release-info

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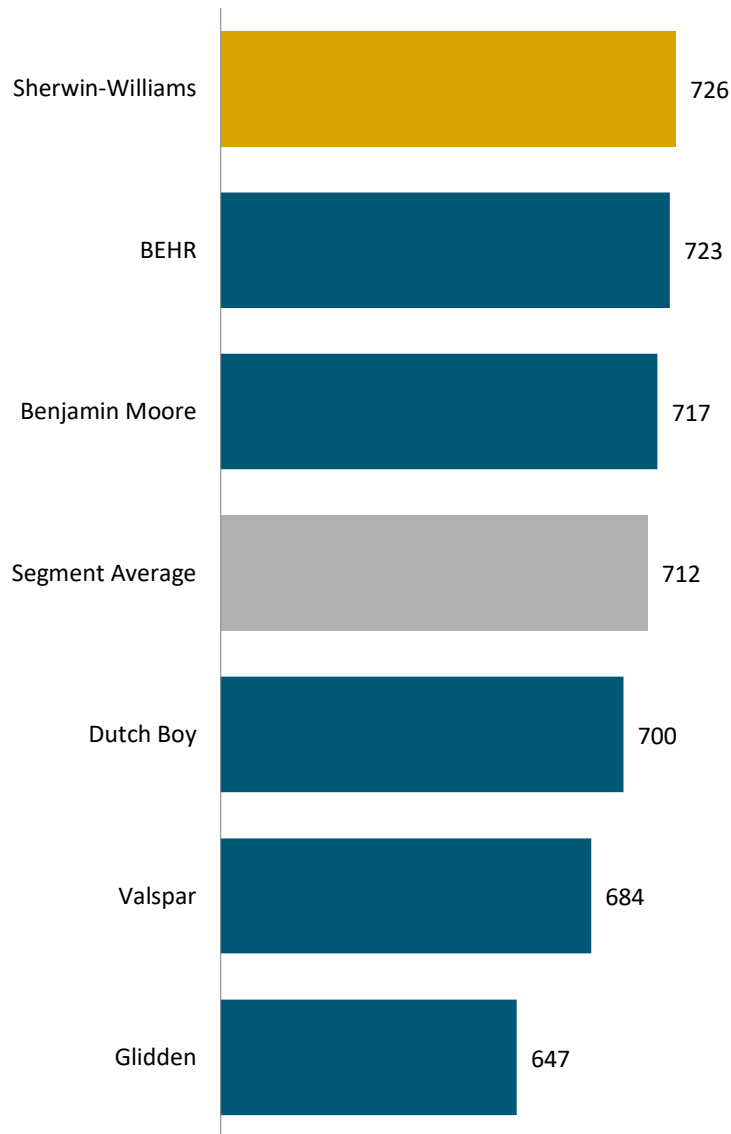
NOTE: Four charts follow.

J.D. Power 2024 U.S. Paint Satisfaction StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

Interior Paint



Source: J.D. Power 2024 U.S. Paint Satisfaction StudySM

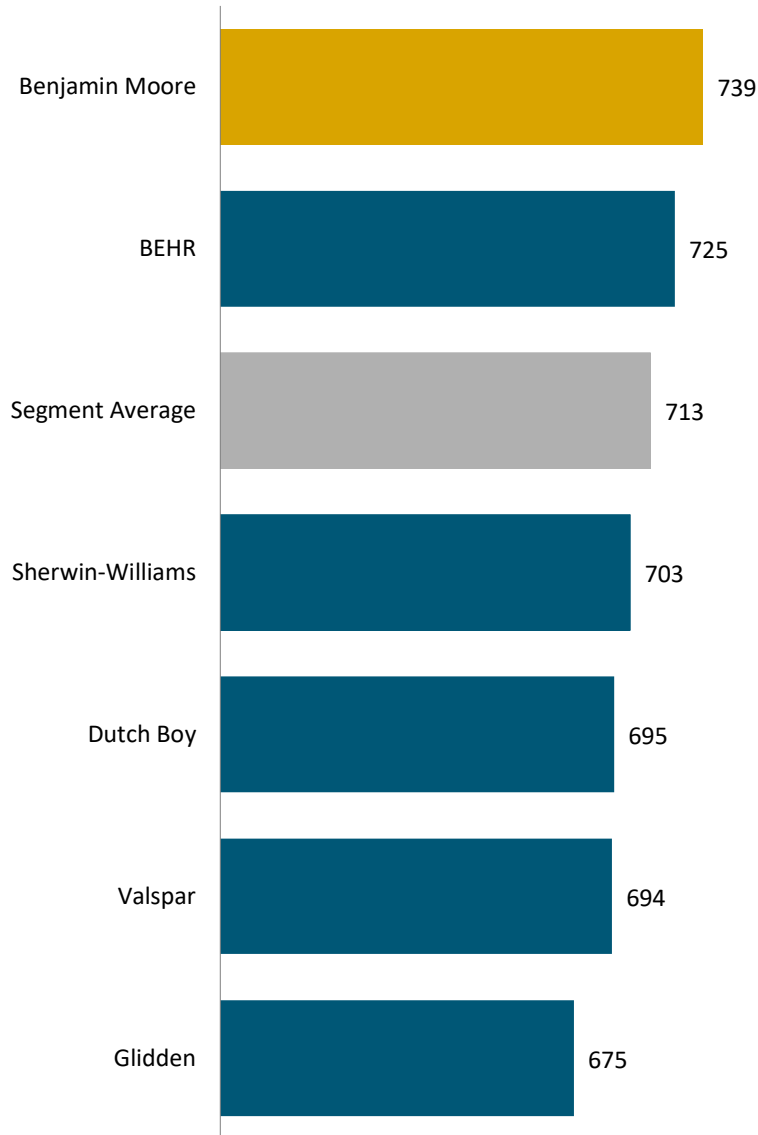
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J.D. Power 2024 U.S. Paint Satisfaction StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

Exterior Paint



Source: J.D. Power 2024 U.S. Paint Satisfaction StudySM

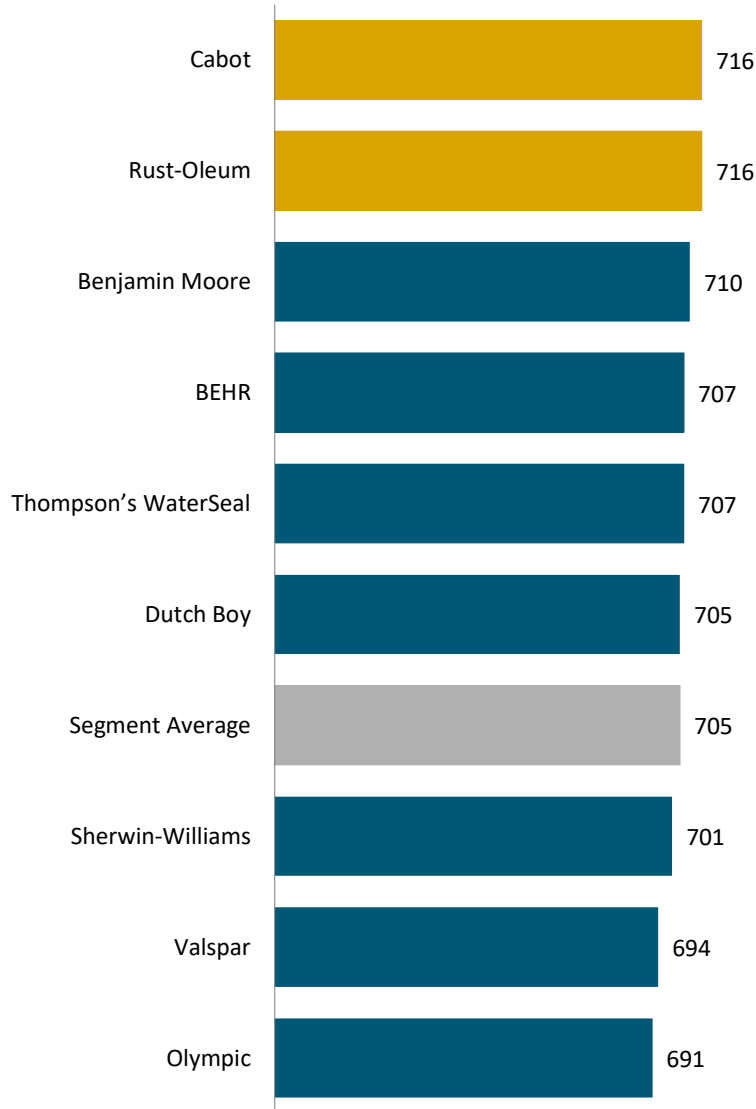
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J.D. Power 2024 U.S. Paint Satisfaction StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

Exterior Stain



Source: J.D. Power 2024 U.S. Paint Satisfaction StudySM

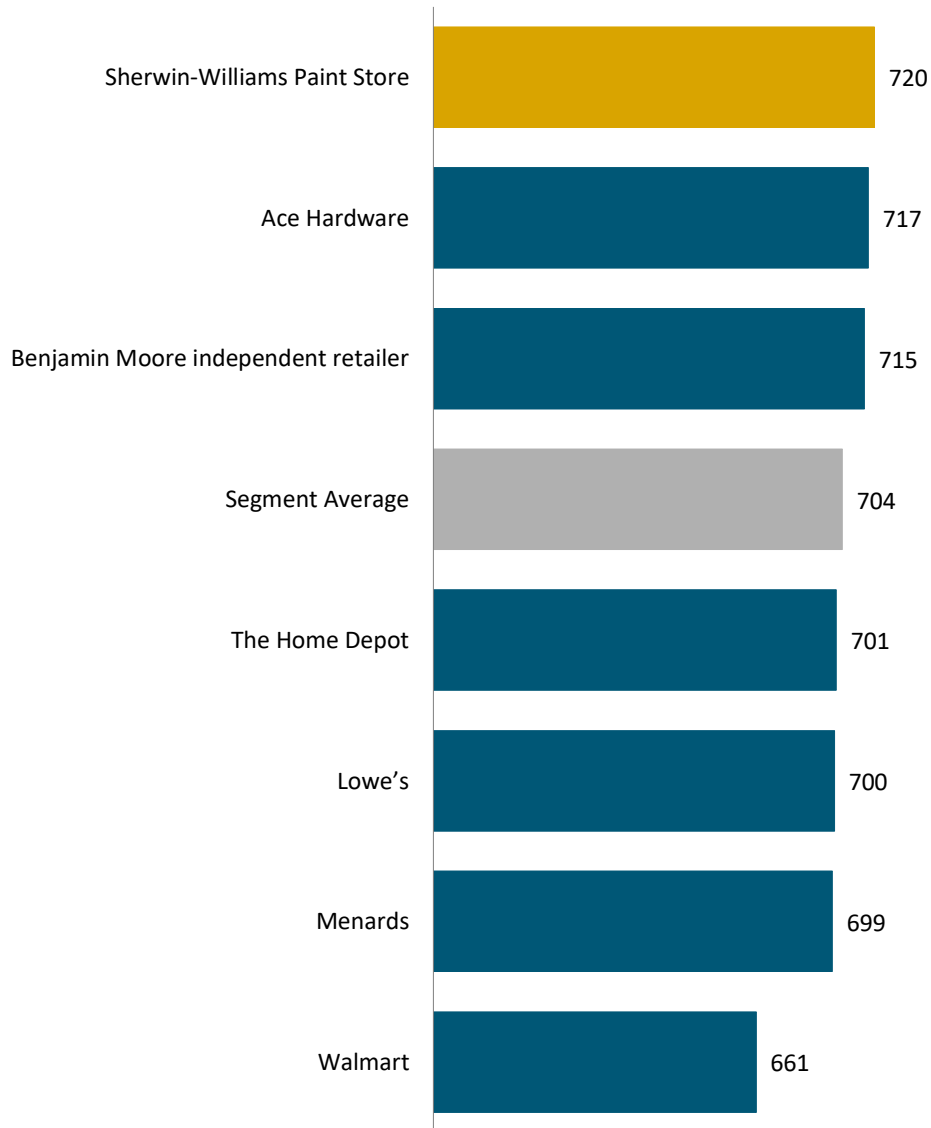
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J.D. Power 2024 U.S. Paint Satisfaction StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

Paint Retailer



Source: J.D. Power 2024 U.S. Paint Satisfaction StudySM

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