



# MEMBER DATA HIGHLIGHTS

The data compiled below includes the highlights from the responses of 108 PCA member contractors who participated in this survey.

# 95%

Of members would **recommend PCA**

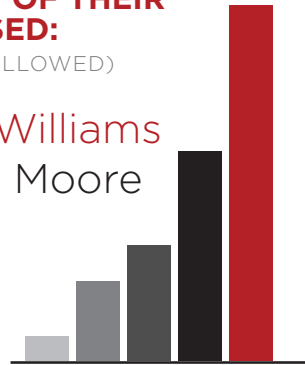
## HOW OFTEN MEMBERS ACCESS PCA RESOURCES

- 1% DAILY
- 22% WEEKLY
- 35% MONTHLY
- 43% A FEW TIMES/YEAR
- 7% NEVER

## WHERE MAJORITY OF THEIR PAINT IS PURCHASED:

(MULTIPLE RESPONSES ALLOWED)

- 85% Sherwin-Williams
- 50% Benjamin Moore
- 29% Other
- 19% PPG
- 4% Behr



## HOW MUCH MEMBERS SPEND ON PAINT:

(APPROXIMATELY)

**\$207,214.95**  
Spent This Year

**19.34%**  
Of Gross Revenue

## IMPROVEMENTS

### HIGHLIGHTS OF WHAT IMPROVMENTS MEMBERS WOULD LIKE TO SEE

1. **Clarity/more** development of local chapter involvement
2. **Diversity** of education topics and presenters

### OTHER AREAS FOR IMPROVEMENT

- 34% **DEVELOP APPRENTICESHIP PROGRAM**
- 33% **NEW EDUCATIONAL RESOURCES**
- 18% **MORE MEMBERS** *providing more connection opportunities*
- 6% **MORE EVENTS**

## THEIR BUSINESS

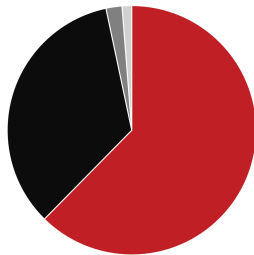
### WHERE THEY SEE STRENGTH

Based on the responses, some notable trends in business strengths were **providing quality work, sales, customer service, marketing** and **lead generation**.

### WHERE THEY SEE WEAKNESS

Some of the recurring weaknesses noted were **hiring** (especially qualified workers) and **marketing**.

PCA HAS BENEFITED BUSINESS FOR MEMBERS MOST THROUGH **TRAINING, EDUCATION AND NETWORKING**



13.5% OF ALL MEMBERS ARE FULL TIME EMPLOYEES

### EMPLOYEE MODEL:

- 60% W2
- 33% Both
- 5% Subcontractors
- 2% Other

OVER

# 80%

**OF MEMBERS ARE SEEING GROWTH IN THEIR ANNUAL REVENUE**

*Growth rate based on 2019 revenue (before the COVID-19 outbreak)*

**AVERAGE ANNUAL REVENUE IN 2019**

# \$1,684,348.63

## MEMBERSHIP FACTS:

Longest Membership  
**50+ YEARS**

Average Membership  
**5-9 YEARS**

Majority of Members  
**1-4 YEARS**