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**SURVEY SHOWS PEOPLE WOULD LOVE TO INSTALL DRYWALL THEMSELVES  
BUT FEAR THEY WOULDN'T KNOW HOW OR WHAT TO BUY**

*With Rebuilding, Remodeling & Home Starts on the Rise More People are Doing It Themselves*

**CHARLOTTE, N.C.** – “Do you drywall? is not a question most people ask or answer every day, but with rebuilding, remodeling and new home starts on the rise – and a growing number of people wanting to install drywall themselves – maybe it should be,” said Anitra Mecadon, host of DIY Network’s Mega Dens, who is helping National Gypsum, the maker of PURPLE® drywall products, spread the word about why using PURPLE® drywall at the beginning of a project provides performance, value and peace of mind that lasts.

In a nationwide survey of 1,000 homeowners conducted last month by Priority Metrics Group, nearly 40 percent of them have remodeled their homes or built a new one in the past two years, and 80 percent did all or a portion of the construction themselves.

“I’m not surprised that so many people are becoming do-it-yourselfers when it comes to their homes, and with recent natural disasters like Hurricane Sandy or tornadoes in Oklahoma, I think do-it-yourself rebuilding and remodeling will only increase,” said Mecadon.

The survey found that more than half of homeowners would consider installing drywall themselves, and those a little less confident were concerned they wouldn’t know how to install drywall. They also thought it would be too difficult to install or they wouldn’t know what kind of drywall to buy.



Now a new website, [AskForPURPLE.com](https://www.AskForPURPLE.com), offers tips and tools, shopping lists, videos, room-by-room inspiration, where to buy PURPLE® high-performance drywall products and much more.

“When most people dream about building or remodeling their homes, walls are usually the last thing on their minds, but walls and what they’re made of are important – and they’re not all the same,” said Mecadon. “People think drywall is grey or white, but they need to start thinking PURPLE® drywall and distinguishing it from the others.”

Based on the survey, nearly eight in 10 homeowners recognize that walls are more important than most people think – and compared to other features, such as roofing and flooring – walls and ceilings were cited by the majority of those surveyed as providing the most long-lasting value to their homes.

“When people are remodeling or building a new home, they usually focus on the types of countertops, appliances, fixtures and flooring they want, and rarely think about the kind of drywall they should use, but they should,” said Mecadon, who uses PURPLE® drywall on her own remodeling projects. “PURPLE® drywall products provide unparalleled resistance to moisture, mold, mildew, scratches and dents, and can even reduce the noise you hear between rooms.”

PURPLE® products also are fire resistant, GREENGUARD Indoor Air Quality Certified®, as easy to install and finish as standard drywall and made in the USA.

“We know people focus more on projects than products, which may explain why most homeowners are unaware of the array of benefits available in high-performance building products like PURPLE® drywall, such as moisture, mold and mildew resistance,” said Mecadon. “It’s important to pick the right drywall for your project.”



When it comes to projects, the survey found homeowners dream most about remodeling their kitchens, bathrooms and basements, and find the idea of walls that resist moisture, mold and mildew most appealing.

When asked whether men or women would be better at home improvement tasks such as installing and finishing drywall:

- Nearly six in 10 said men and women would be equally good
- Generally speaking and depending on the task, nearly a third thought men would be better.
- Only seven percent of those surveyed – mostly men – thought women would be better than men at home improvement tasks

“If I can install or finish drywall, anyone can,” said Mecadon, who has hung plenty of drywall. “Whether you’re building a new home, adding a media room or remodeling your kitchen or bath, PURPLE® gives you what you need to get the most out of your walls.”

PURPLE® products will be featured on DIY Network’s Mega Dens episode of Blog Cabin on Aug. 19 and can be purchased at home improvement stores and dealers across the country. For the nearest “Authorized PURPLE® Dealer,” go to [AskForPURPLE.com](http://AskForPURPLE.com) and click on the “Where to Buy” tab. A brochure showing how PURPLE® products can be used throughout the home is available on the website.

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