



Press Release

J.D. Power and Associates Reports: While Customers Choose Their Cordless Drill Based on Brand Reputation and Price, Battery Performance Drives Satisfaction

DeWalt Ranks Highest in Customer Satisfaction with Cordless Drills

WESTLAKE VILLAGE, Calif.: 8 October 2012 — When shopping for a cordless drill, customers rely on the brand reputation of the manufacturer, price and previous experience when making their purchase decision, according to the J.D. Power and Associates 2012 Cordless Drill Satisfaction ReportSM released today.

The report examines satisfaction with cordless drills among customers who purchased a new one in the past 12 months. Customer satisfaction is measured across six factors (listed in order of importance): battery performance; drill performance; ease of use; price competitiveness; warranty; and variety of features.

In deciding which cordless drill to purchase, customers primarily rely on brand reputation (66%), which is closely followed by price (63%). Additionally, 52 percent of customers consider their previous experience with a brand when selecting a cordless drill.

The report finds that satisfaction is highest among customers with cordless drills that have a large-capacity battery. Satisfaction among customers with an 18-volt battery-powered cordless drill is 851 index points (on a 1,000-point scale), compared with 815 among those with a 12-volt cordless drill. Among battery sizes represented in the report, the most popular battery sizes are 18-volt (purchased by 26% of customers) and 12-volt (24% of customers). Battery performance is the most influential driver of customer satisfaction with cordless drills, contributing more than 30 percent to the overall satisfaction score.

Although battery performance is the most important factor in overall satisfaction, customers do not consider the ability to use the battery in other tools to be a critical consideration, as only 17 percent of cordless drill customers cite this feature as a reason for selecting their drill. However, even while 17 percent of cordless drill owners did not know if their battery was interchangeable, 56 percent indicate that the batteries are interchangeable with other tools of the same brand.

“Manufacturers are solving the problem of needing multiple batteries to power various tools by creating combination tool systems that leverage interchangeable batteries to power tools, such as saws and flashlights,” said Sara Wong Hilton, director at J.D. Power and Associates. “Not only is this system convenient for customers who use multiple tools, but also for manufacturers, as it keeps customers with the brand by purchasing compatible accessories and tools.”

DeWalt ranks highest in customer satisfaction with a score of 850, closely followed by Craftsman (847). DeWalt performs particularly well in three of the six factors: battery performance, drill performance and ease of use. Craftsman performs particularly well in price competitiveness, warranty and variety of features.

J.D. Power and Associates offers the following tips to consumers shopping for a cordless drill:

- Before you buy, consider how often and for what purposes you intend to use your cordless drill. If extensive home remodeling projects are planned, you may want to invest in a higher-end model; others may find entry-level cordless drills sufficient for light or occasional use.
- Consider the overall weight of the tool based on intended use. If planning to hang drywall or shelves overhead, look for a drill that provides adequate power and torque in a more lightweight package. Conversely, a heavier cordless drill may offer an advantage when working on projects that require higher levels of power and torque.
- Battery selection should be an important consideration, as it affects the cordless drill's overall versatility, power/torque and weight. Other considerations in the purchase decision include battery charge time; the percentage of the battery charged in the "quick charge" cycle; and which other power tools you either own or might need in the future that can use the same battery.
- Research the different battery technologies and voltage options available. Lithium-ion (Li-ion) battery technology offers the advantage of increased run-time at nearly half the weight of nickel-cadmium (NiCd) and nickel-metal hydride (NiMH) batteries.

The 2012 Cordless Drill Satisfaction Report is based on the responses of more than 1,000 customers who purchased a cordless drill in the past 12 months. Invitations to participate in the online survey were sent via email to online panelists in August and September 2012. J.D. Power and Associates received completed questionnaires through September 26, 2012.

About J.D. Power and Associates

Headquartered in Westlake Village, Calif., J.D. Power and Associates is a global marketing information services company providing performance improvement, social media and customer satisfaction insights and solutions. The company's quality and satisfaction measurements are based on responses from millions of consumers annually. For more information on [car reviews and ratings](#), [car insurance](#), [health insurance](#), [cell phone ratings](#), and more, please visit JDPower.com. J.D. Power and Associates is a business unit of The McGraw-Hill Companies.

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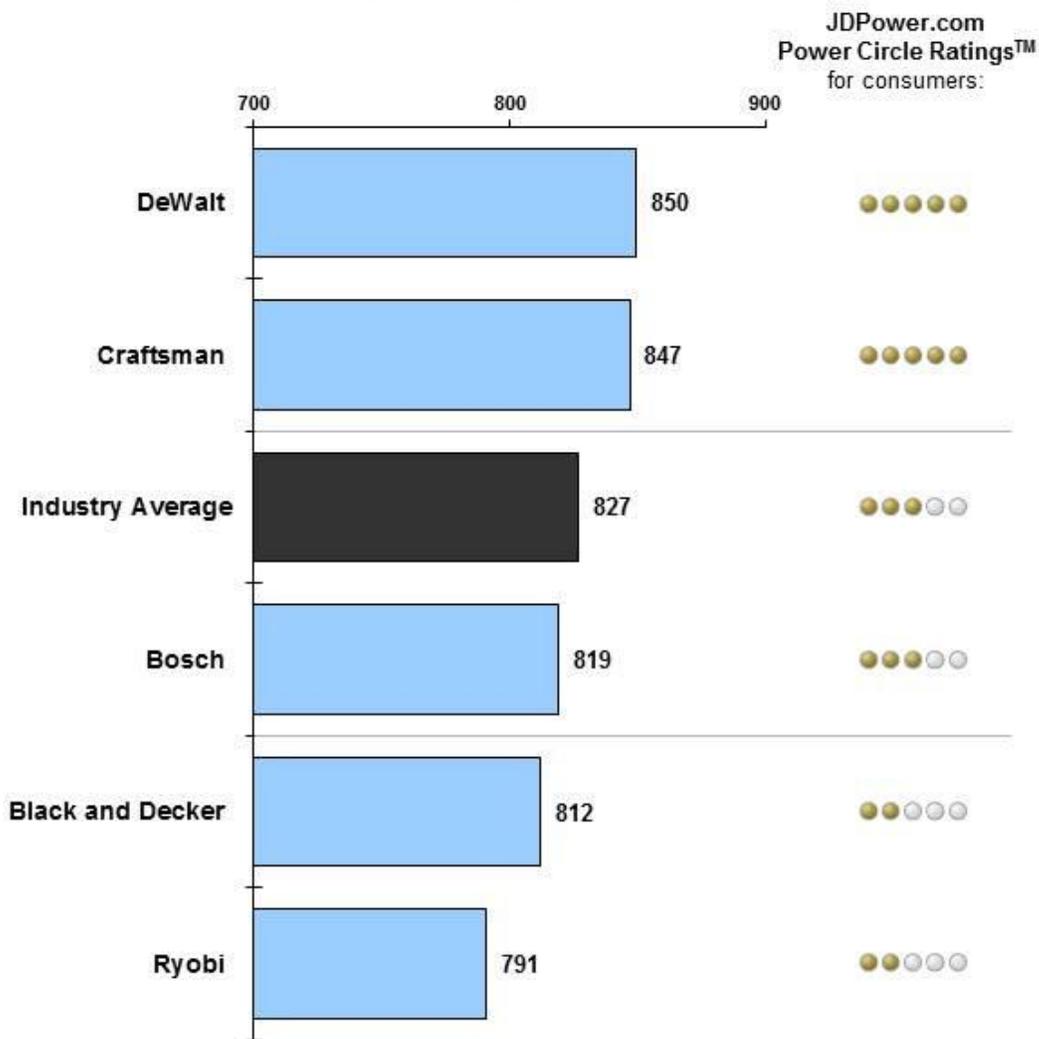
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NOTE: One chart follows.

J.D. Power and Associates 2012 Cordless Drill Satisfaction ReportSM

Customer Satisfaction Index Ranking *(Based on a 1,000-point scale)*



Note: Included in this report but not ranked due to insufficient sample are Makita and Milwaukee

Source: J.D. Power and Associates 2012 Cordless Drill Satisfaction ReportSM

Power Circle Ratings Legend	
●●●●●	Among the best
●●●●○	Better than most
●●●○●	About average
●●○●○	The rest

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