

# What are the most widely owned power tools amongst UK owners?



Drill

91%



Screwdriver

77%



Saw

53%



**BOSCH**



**BLACK & DECKER**

Are the most recognised power tool brands



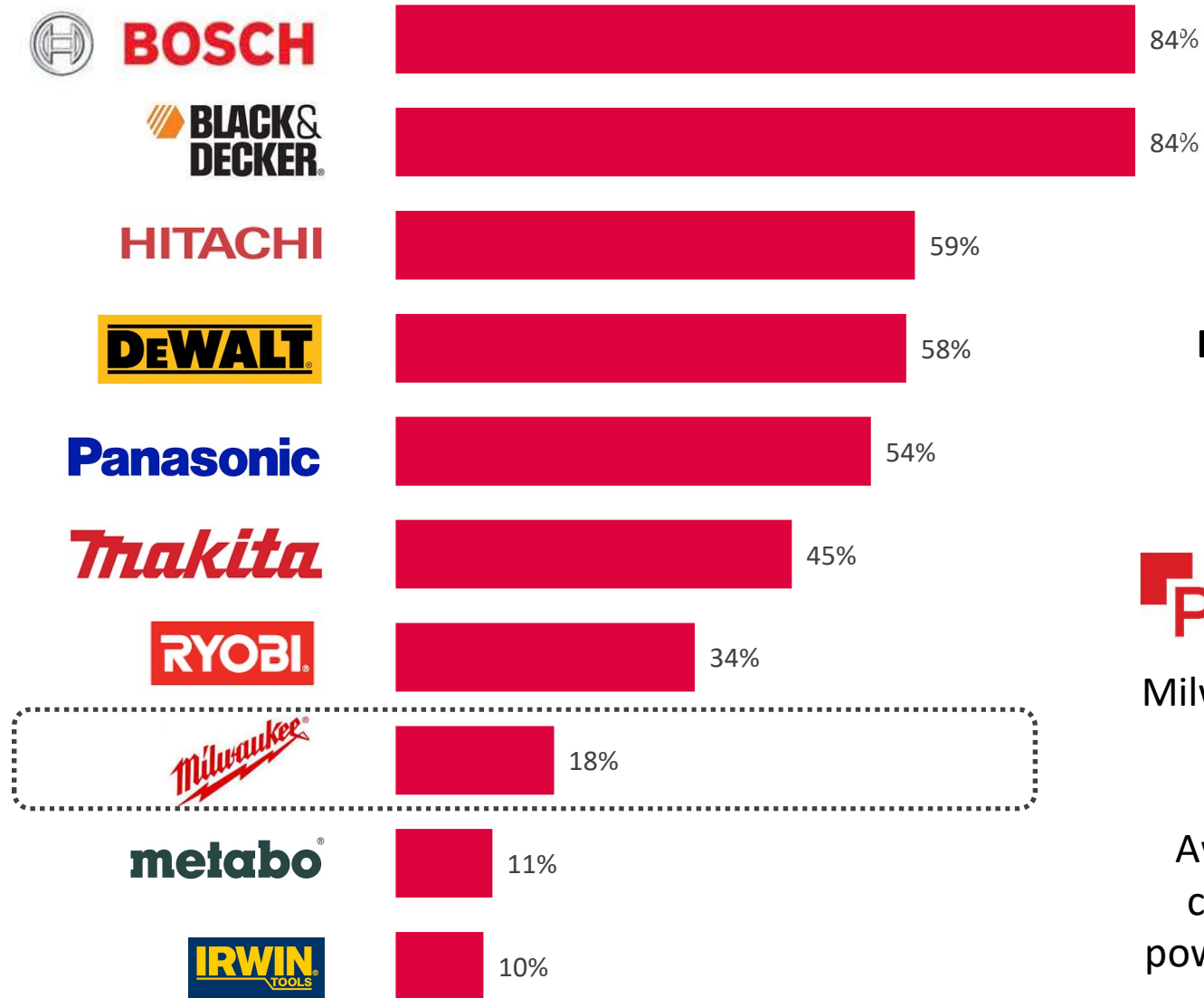
**BLACK & DECKER**

Over half own a Black & Decker power tool

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# Power tool brand awareness – consumers owning power tools



Brand Awareness

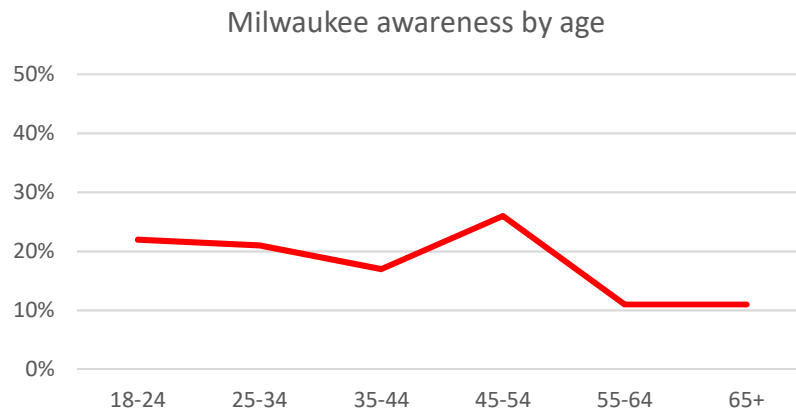
## PLUMBASE

Milwaukee is the power tool brand that Plumbase stocks. Awareness amongst consumers owning power tools is around 1 in 5.

# Plumbase stocks Milwaukee – deeper dive into awareness



**18%**  
Overall brand awareness

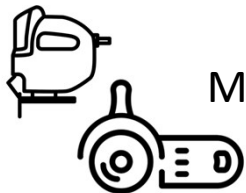


Milwaukee consumer brand awareness highest in London (24%)



Male awareness higher than female (23% vs 12%)

Milwaukee consumer brand awareness peaks in the 45 to 54 age category and is lowest amongst the older age groups.

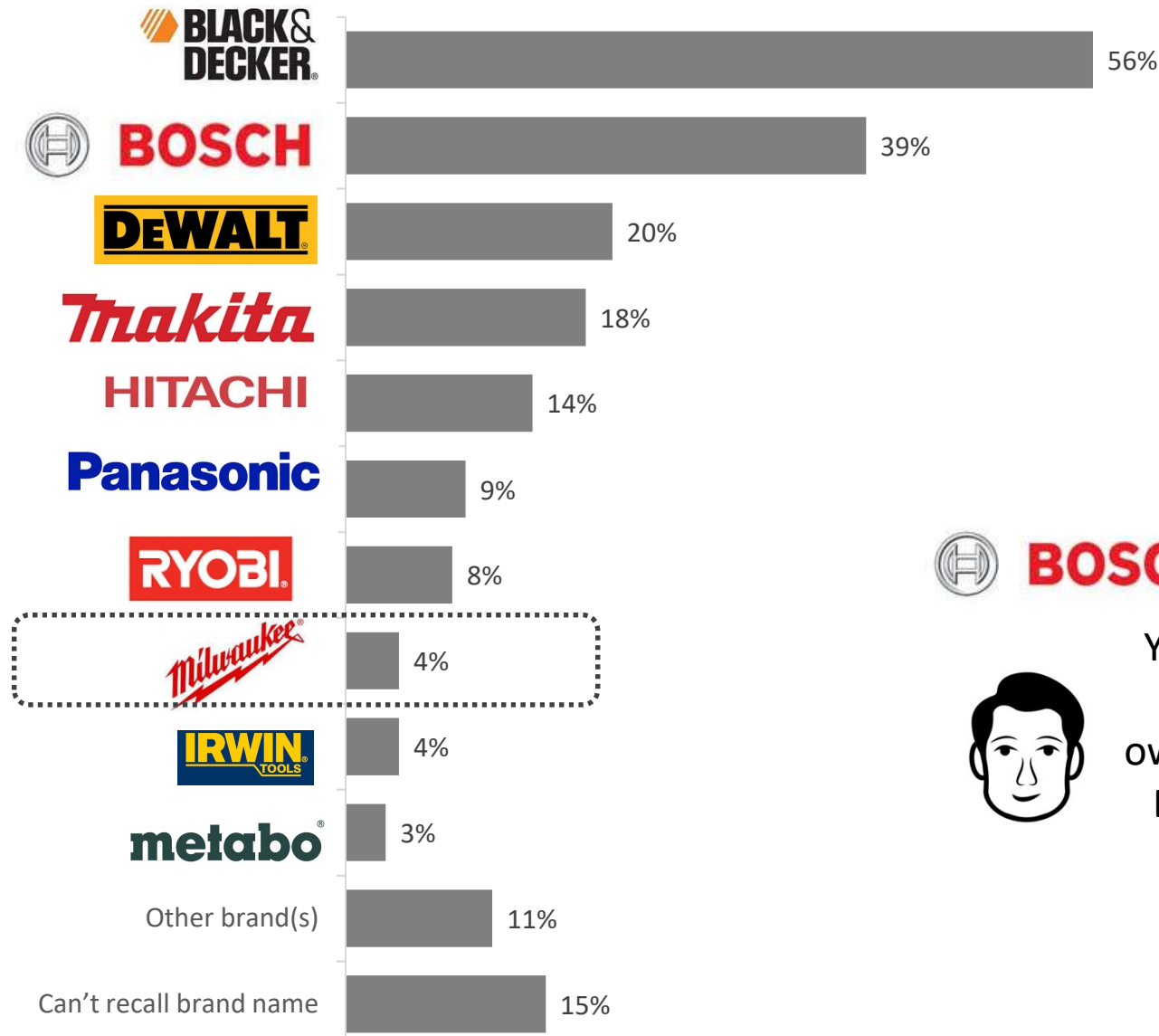


Milwaukee awareness highest amongst owners of grinders and jigsaws



Awareness higher in social classes ABC1 (23%) versus C2DE (13%)

# Power tool brand ownership – consumers owning power tools

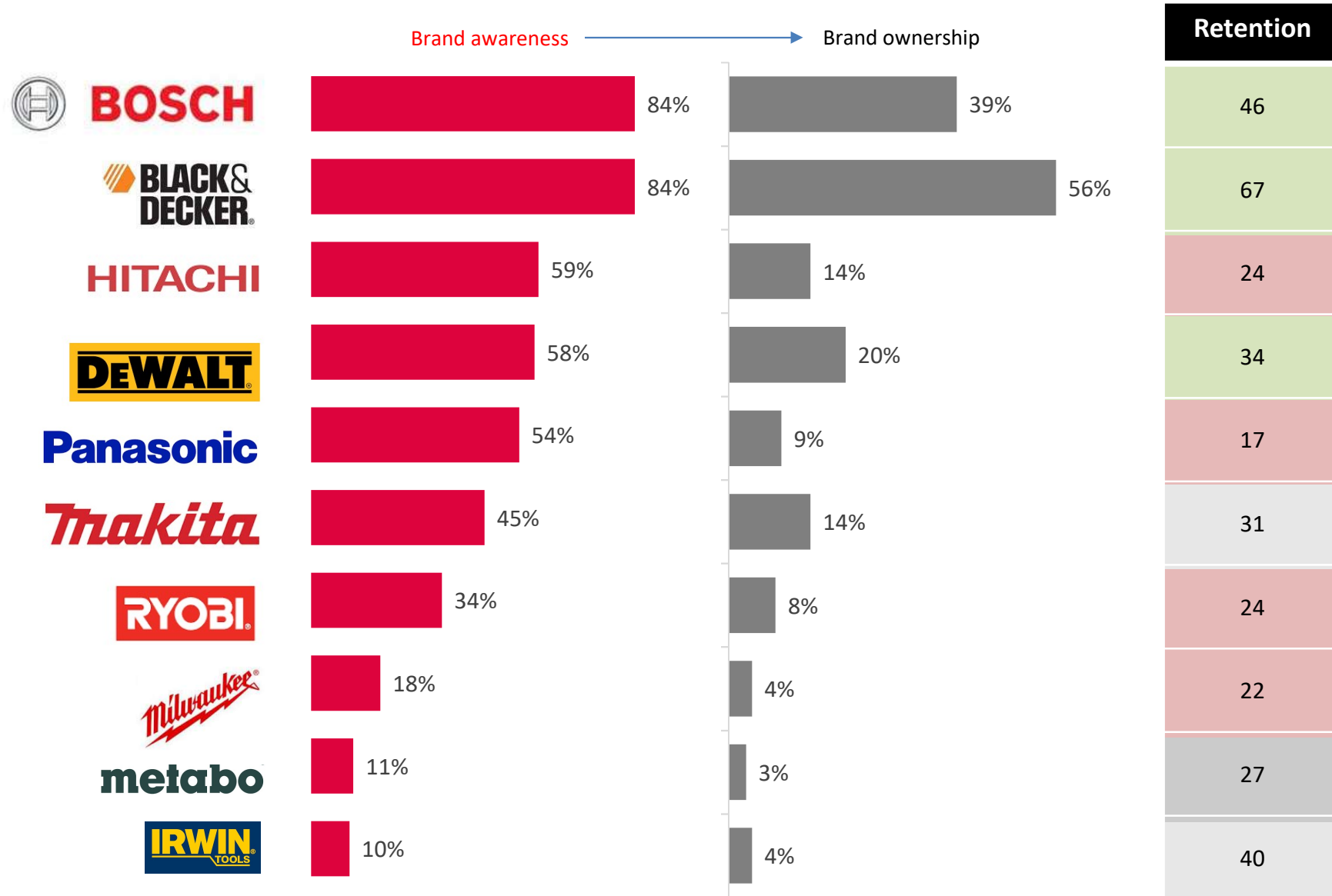


Black & Decker tools record strong ownership particularly in the over 50 age groups



Younger audiences have stronger ownership rates with Bosch and Hitachi

# Power tool brand awareness and ownership





**211**  
**power tool**  
**owners**

211 power tool owners carried out the survey across the United Kingdom.

The sample is representative of the UK population by gender and age. Caution should be exercised when interpreting smaller base sizes.



Online fieldwork was conducted early August 2018 by Eureka! Research.

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