

For Immediate Release**Klein Tools® “State of the Industry”: Millennials Prefer Multi-Functional Tools
Compared to Other Generations*****All electricians prefer tools that deliver a high level of performance and durability***

October 10, 2018 (Lincolnshire, Ill.) – [Klein Tools](#) today released additional insight from its “State of the Industry” survey, with input from more than 800 union and non-union electricians. Survey results highlight preferred tool types among different generations of electricians; specifically, millennials’ preference towards multi-functional tools. The results also explore which tool features primarily drive purchasing decisions, including performance and durability.

Millennials Prefer Multi-Functional Tools

Results showed that more than half of electricians surveyed feel that multi-functional tools are not as important as other job-specific tool features. Millennials feel differently, however. Millennial electricians place more importance on multi-purpose features, preferring these innovative, convenient tools.

- Seventy-six percent of millennials surveyed prefer multi-functional tools over standard hand tools.
- This generation of electricians wants to successfully complete various tasks across different jobsites with a minimal number of tools, saving time on the job and keeping tool bags light.

“We’ve seen how professionals have come to rely on Klein Tools’ innovative, multi-functional tools to help save time and money on the job,” says Klein Tools Co-President Mark Klein. “Recently, Klein Tools’ hardworking team of engineers and craftsmen have designed new multi-tools to save time switching between tools and to lighten a tradesperson’s tool bag. From our 11-in-1 Screwdriver/Nut Driver to Klein’s Hybrid Pliers and the Electrician’s Hybrid Plier Multi-Tool, which incorporates seven of the most used functions in one convenient tool, we continue to ensure that tradespeople are equipped to get tough jobs done right while increasing efficiency and convenience.”

Performance and Durability Continue to Drive Tool Purchases

Among all generations, performance and durability remain the primary drivers for why tradespeople decide to purchase a tool – a constant since 2015. In fact, more than 90 percent of electricians find high levels of performance and durability very important or important when purchasing a specific tool. Lightweight tools have also become more in demand.

- Nearly one-half of surveyed electricians place performance within the top three reasons to purchase a new tool.
- Forty-three percent of electricians place durability within their top three reasons to purchase a tool.
- Sixty percent of electricians also find it important for a tool to be lightweight, which is a significant increase from 48 percent in 2016.

“For more than 160 years, Klein tools have been known for being passed down from generation to generation, holding up to the wear and tear of everyday jobsite challenges,” Klein adds. “That’s because we continue to put six generations of expertise into every tool we create, using only the highest quality materials and superior workmanship, while keeping manufacturing as close to home as possible. Manufacturing tools that stand up to the demands of those who use them every day has always been a priority, which is why Klein Tools products deliver all the performance and durability needed to get the job done right, day in and day out.”



More than 800 union and non-union electricians were surveyed for the Klein Tools “State of the Industry” survey by Russell Research, an independent survey research firm. Russell Research conducted 201 online interviews from Jan. 20-26, 2015; 200 online interviews from Jan. 27-Feb. 5, 2016; 200 online interviews from Jan. 10-18, 2017 and 200 online interviews from Feb. 2-14, 2018, to secure a nationally significant representation. Forty percent of respondents were union members and 60 percent were not.

For more about the survey results, please visit: www.kleintools.com/2018survey2.

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About Klein Tools

Since 1857 Klein Tools, a family-owned and operated company, has been designing, developing and manufacturing premium-quality, professional-grade hand tools. The majority of Klein tools are manufactured in plants throughout the United States and are the No. 1 choice among professional electricians and other tradespeople. For more information, visit www.kleintools.com.

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