



AN EVALUATION OF
Inductor Companies
Among Electronics Engineers

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Conducted by:

 Reed Business Information
Boston Division Research

Conducted for:

 Coilcraft

In conjunction with:

Electronic Design, Strategy, News
EDN

Methodology

This study was conducted by Reed's Boston Division Research group on behalf of *Coilcraft*. The research was designed to assess which **inductor manufacturers** are considered to be the market leaders among electronics engineers.

Specific areas of investigation include:

- **Unaided awareness for inductor manufacturers**
- **Aided awareness, usage, preference, purchased 2 years ago, and would buy again**
- **Likelihood to recommend inductor manufacturer**
- **Rating of inductor manufacturer's websites**
- **Factors influencing buyers to consider new supplier of inductors**

On July 24th, 2009, 25,000 subscribers to **EDN magazine** were sent an email survey. A follow-up broadcast was transmitted on July 29th, asking those who had not yet responded.

In order to participate in this study, respondents were further screened for being involved in buying or specifying inductors. Results are based on 656 completed surveys. At a 95% confidence level, results are accurate within a margin of error of + or - 3.8%.

When thinking of inductors, which **one** company comes to mind first?

	% of respondents
Coilcraft	44%
JW Miller	5%
Murata	4%
Vishay	4%
Coiltronics	3%
TDK	3%
Wuerth	3%
Pulse Engineering	2%
Sumida	2%
Toko	2%
Digi-Key	1%
API Delevan	1%
Inductors Inc.	1%
Renco	1%
Bourns	1%
EPCOS	1%
Panasonic	1%

N = 628

Only those companies that are mentioned by at least 1% are shown in this chart

What is your involvement with these inductor manufacturers?

	Aware Of	Currently Use	Preferred Supplier	Bought in Past 2 Years	Would Buy Again
<i>Base</i>	637	497	309	384	382
Coilcraft	92%	69%	67%	69%	76%
Murata	84%	41%	25%	42%	44%
TDK	79%	33%	18%	31%	37%
Vishay	78%	36%	25%	31%	36%
Panasonic	71%	25%	12%	26%	28%
Pulse	66%	29%	16%	27%	32%
Bourns	65%	21%	10%	20%	23%
Coiltronics	65%	25%	14%	26%	27%
Sumida	47%	19%	11%	22%	22%

How likely are you to recommend these companies to a colleague?

	Base	Definitely Would (5)	(4)	Neutral (3)	(2)	Not at all Likely (1)
Coilcraft	568	60%	17%	20%	1%	2%
Murata	475	36%	25%	33%	3%	4%
Vishay	469	34%	21%	39%	3%	3%
TDK	453	32%	24%	39%	3%	3%
Pulse	403	32%	18%	41%	4%	4%
Coiltronics	389	31%	13%	48%	4%	4%
Panasonic	420	27%	20%	46%	2%	5%
Bourns	388	23%	20%	51%	3%	3%
Sumida	310	23%	18%	45%	7%	7%

How would you rate the web sites of these companies?

	Base	Very User Friendly		Neutral		Not User Friendly	
		(5)	(4)	(3)	(2)	(1)	
Coilcraft	468	38%	31%	29%	2%	1%	
Coiltronics	287	16%	25%	53%	5%	1%	
Vishay	375	15%	33%	42%	7%	3%	
Murata	363	14%	32%	42%	8%	4%	
Bourns	283	13%	28%	54%	4%	2%	
Pulse	293	13%	27%	54%	4%	2%	
TDK	319	12%	22%	53%	8%	5%	
Panasonic	321	12%	20%	52%	9%	7%	
Sumida	205	8%	14%	68%	6%	4%	