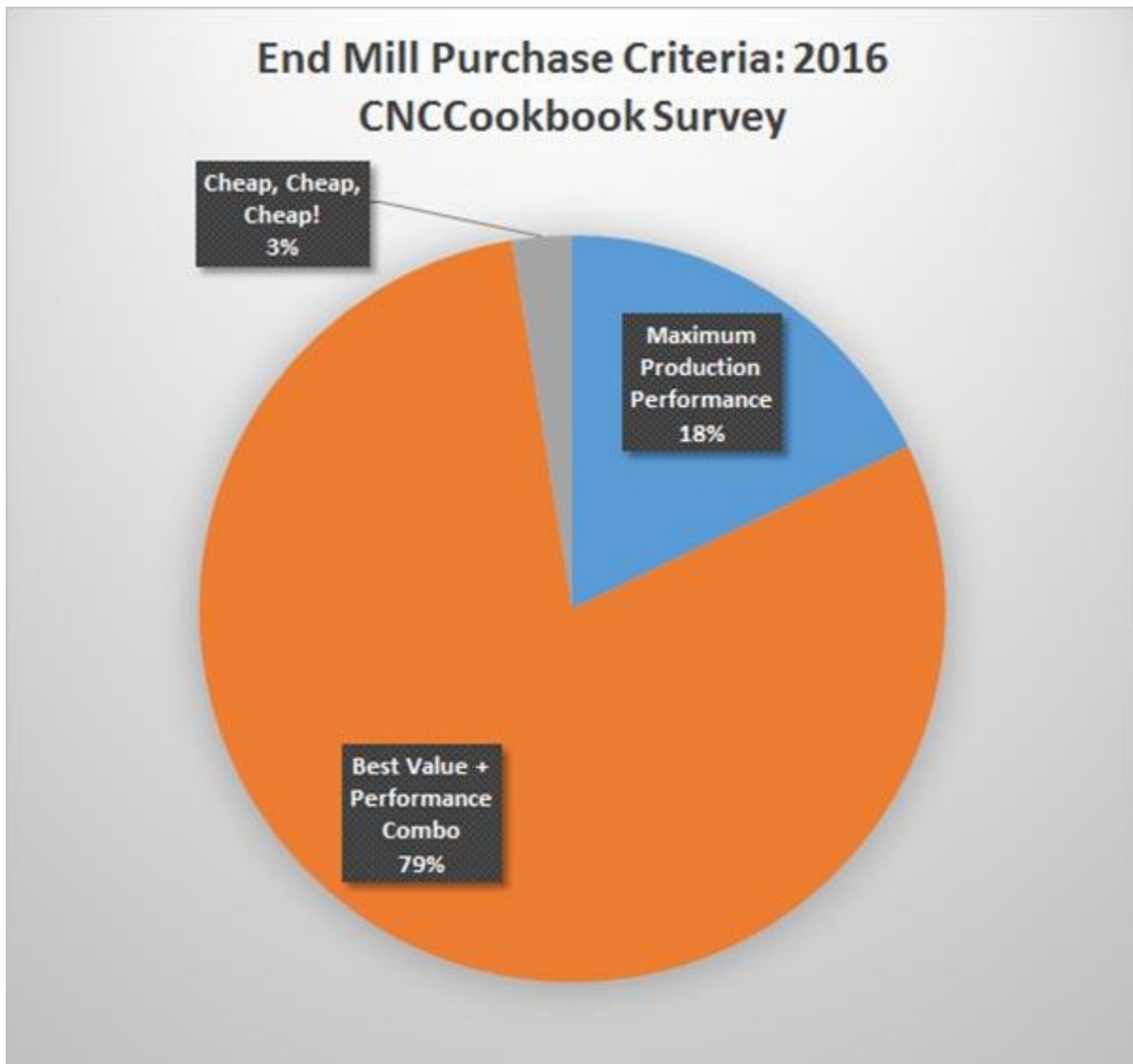


## CNCCookbook 2016 End Mill Survey Drilldown

Obviously just straight up brand popularity doesn't tell the whole story on which end mills might be worth looking into. We also asked the survey respondents why they were buying with 3 choices:

- Maximize production performance
- Best balance of value + performance
- Cheapest

Here's the result:

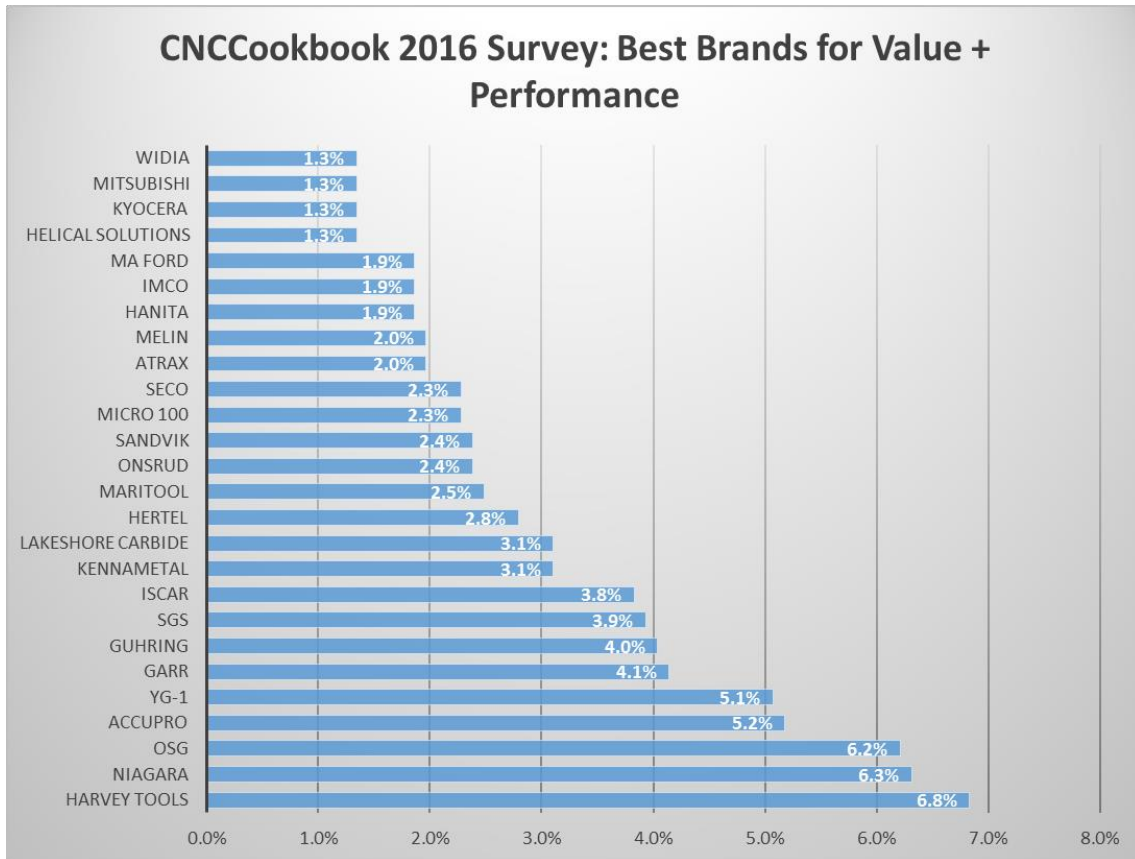


End Mill Purchase Criteria

The overwhelming majority of you are seeking a good balance of value and performance, while all-out production performance ranks #2. Very few shop for price alone, which is good news as it's hard to get any kind of decent results with cheap endmills.

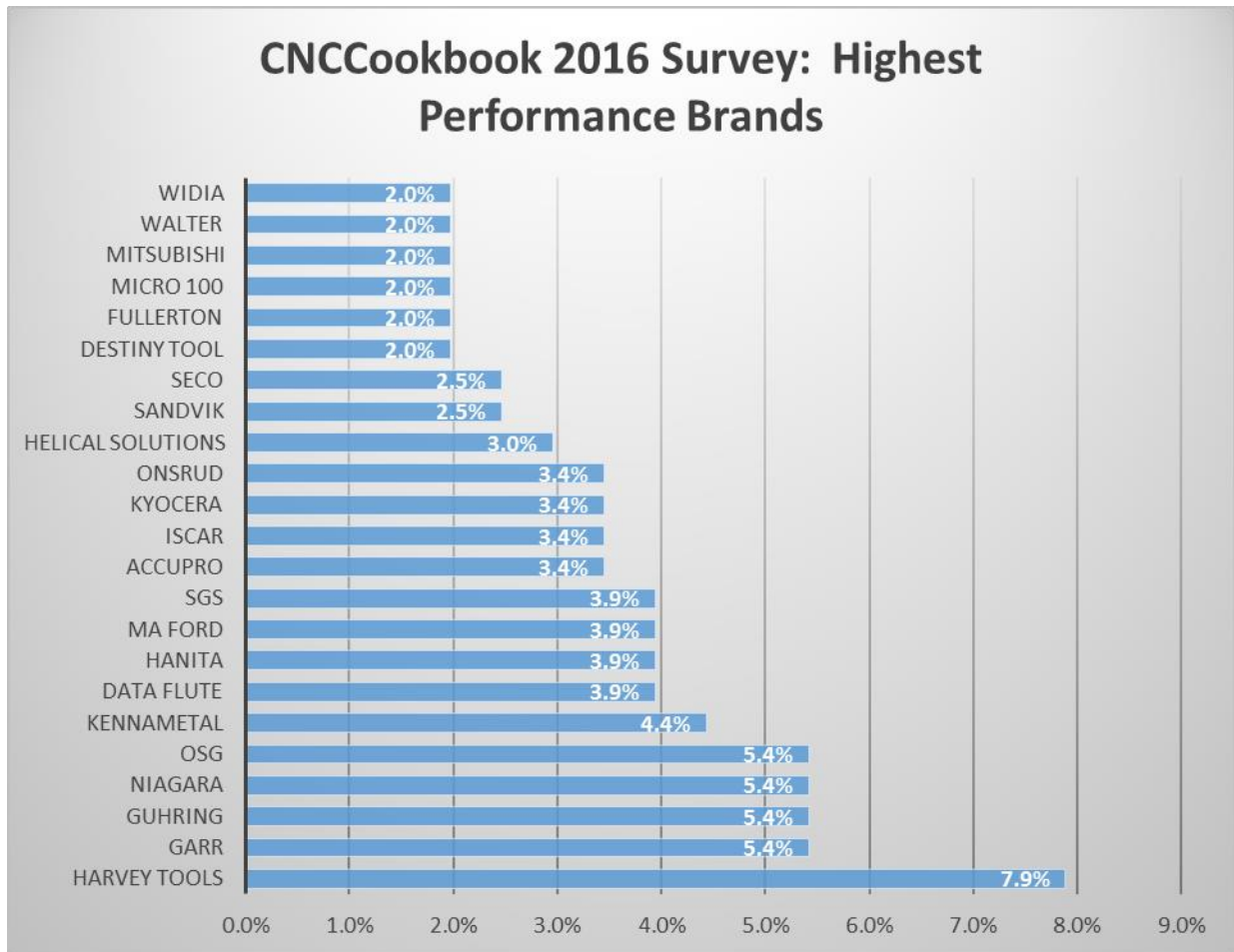
But here's where it gets interesting. Which end mills did each group of buyers prefer?

### Best Combination of Value and Performance



The top choices for Value + Performance mirror the survey's overall top choices for the first 12 places. This is not too surprising since 79% of survey respondents choose end mills this way. But, things change up from #13 on as Maritool moves up quite a lot in rank.

## Best All-Out Performance



This is an interesting category. If cost is no object, which end mills do you choose?

The results are above.

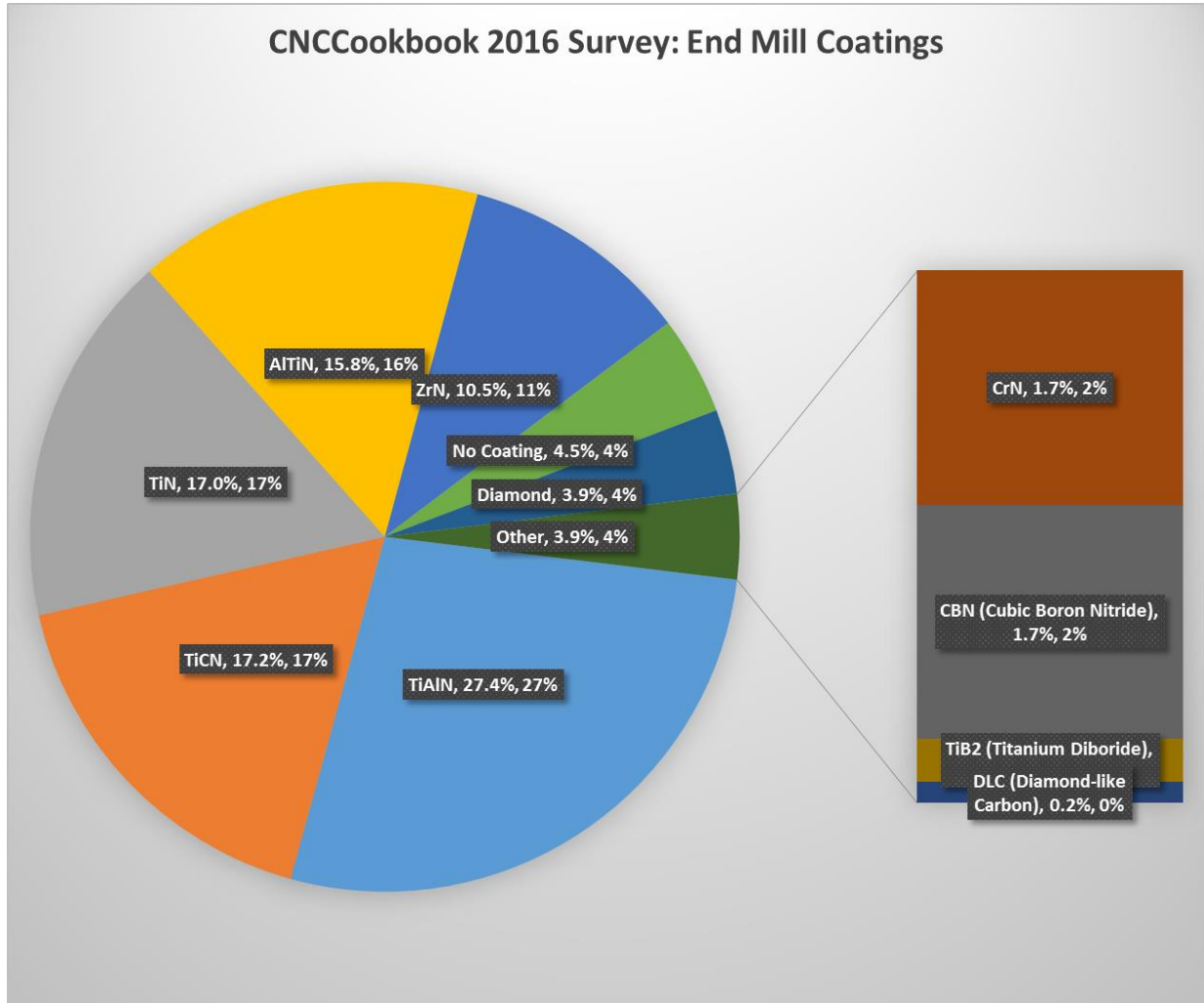
Interestingly, Harvey wins on the overall survey, best value + performance, and in the high performance categories. After that, things get shaken up quite a bit.

## Cheapest End Mills?

Unfortunately, I didn't feel like we got enough responses for the results to be statistically significant on this category, so I must refrain from publishing here.

## End Mill Coatings

The last question we asked on the survey were what end mill coatings CNC'ers were using. Here are the results:



Coatings are very material-specific, so you can't just apply the most popular coatings to any application, but this data gives a pretty good indication of the overall popularity of each coating.