

# 20th anniversary of D+AS Readership Survey 2021 results are in!

By Vicki Jones, Editor

*Editor's note:*

*Door + Access Systems Newsmagazine has conducted its Readership Survey every other year since October 2001; 2021 marks its 20th anniversary. The survey results offer important insights into the demographics of the typical dealer and the evolving nature of dealerships in our industry. They also help keep D+AS and our readers on top of the products and trends that are most relevant.*



## THEN and NOW 2001 versus 2021 D+AS Readership Survey Comparison

	2001	2021
Number of surveys distributed	200	4,256
Distribution method	Fax	Email
Age: Dealers within 30-59 years old	84%	50%
Dealership Size: 16 employees or more	33%	38%
Survey respondents that are male	87%	89%
Survey respondents that are "owner" of company	78%	72%
Read magazine from "cover to cover" or "most of it"	49%	64%
Most-read section of magazine	NewsLines	NewsLines
"Subjects covered speak to my concerns" (weighted score on a scale of 1 to 4)	3.17	3.06

### 2021 Readership Survey details

D+AS conducted the 2021 Readership Survey from November 3 to November 19, 2021. Survey invitations were sent to 4,256 dealers and manufacturer representatives throughout the United States and Canada, and 198 were completed.

### A profile of the typical dealer

- Male
- Dealership owner
- Age 58
- Less than two years of college
- 18 employees

Dealers with three to five employees comprise the majority, 21%, of our survey respondents. 13% have one or two employees, and 12% have more than 50 employees.

### Dealer demographics

**89%** of all dealer survey respondents are male. Since 2001, this number has consistently hovered between 88% and 90%.

**79%** of respondents are between 50 and 69 years old. The age of the average reader is gradually increasing each year. The typical age was 51 in 2009, 56 in 2019, and in 2021, the age of the average reader is 58 years old.

**34%** The percentage of dealerships with one to five employees dropped slightly from 35% in 2019 to 34% 2021. However, the number of dealerships with 30 or more employees jumped from 17% in 2019 to

23% in 2021. The typical dealer now has 18 employees, up from 16 employees in 2019.

**44%** The percentage of dealers with a two-year college degree or higher decreased to 44% in 2021, down from 47% in 2019. 33% of dealer respondents reported that they have "some college," and 24% of dealers in 2021, compared to 17% in 2019, reported that they have a high school diploma or less.

**72%** of dealer respondents indicated that they were the "owner" when asked to "Describe your primary role in your company."

**The typical dealer who reads our magazine is male (89%), between 50-69 years old (79%), has less than two years of college education (57%), and is the owner (72%) of the company.**

**77%** of dealers in 2021 reported that "all their techs are employees." The overall percentage has increased 5% since 2019.

**5%** of dealers currently report that "all their techs are independent subcontractors." That stat has continued to drop since 2017. 18% of dealers report that their techs are a "mixture of subcontractors and employees and subs," an increase from 12% in 2017 and 16% in 2019.

### Product power

**85%** of dealers surveyed consider "residential garage door openers" to be "an important part of their business," and 84% of dealers said "residential garage doors" were important. These numbers are down roughly 5% from survey results in 2019. Dock equipment and entry doors are the only other categories that decreased (by 2% and 3%, respectively) in 2021.

## Here's how dealers ranked all product categories:

Product	Rank
Residential garage door openers	85%
Residential garage doors	84%
Commercial door operators	73%
Commercial sectional doors	70%
Rolling steel doors	63%
Residential steel doors	48%
High performance doors <sup>1</sup>	48%
Residential wood doors	46%
Gate operators	44%
Loop Detector	40%
Dock equipment	34%
Access control systems <sup>2</sup>	28%
Entry doors <sup>3</sup>	22%

<sup>1</sup> Such as high-speed doors and hanger doors.

<sup>2</sup> Includes card readers and telephone entry systems.

<sup>3</sup> Includes hollow and storm doors.

**73%** The percentage of dealers who consider “commercial door operators” to be “an important part of their business” increased 5% to 73% in 2021.

### Still the “most-read” magazine

According to the D+AS 2021 Readership Survey, the average door professional reads 76%\* of each issue of Door + Access Systems Newsmagazine compared to 63% of each issue of International Door & Operator Industry (IDOI).

The 13% gap between these two publications remained consistent from 2019 to 2021; D+AS has led the race since 2007. The margin was much closer a decade ago, with door professionals reading an average of 75% of each issue of D+AS and 74% of each issue of IDOI.

### The top story

The survey listed seven major stories published in 2020 and 2021. Readers were asked which story they considered the “Top Story,” which ranks as one of the “Top 3,” and which “Doesn’t Belong in the Top 3.”

According to 40% of our survey respondents, the top story of 2020-2021 was our spring 2021 cover story, “Why are lead times so long?”

**51%** of respondents indicated that the summer 2020 cover story, “How the Coronavirus hurt the door and access industry” belongs in the Top 3. The fall

2020 story, “Study reveals fake garage doors listings rampant online,” rounded out the Top 3 with 48%.

### We asked, you answered!

D+AS always welcomes new story ideas. One 2021 survey question asked, “What topic would you like to see D+AS do a story on?” We received a ton of great ideas for future stories.

### Top 10 future story suggestions

In no particular order, here are 10 topic ideas provided by our survey recipients:

1. Direct sell guidelines and restrictions
2. Gate operators
3. Technician and safety training programs
4. True costs of being in “business”
5. How to find qualified labor
6. Price increases
7. Differences between trolley and jackshaft openers
8. How company culture can impact sales
9. More aspects of the history of our industry
10. Relationships between manufacturers and dealers

Let us know if any of these topics speak to your concerns or send us more suggestions by emailing the D+AS editor at [vicki@vjonesmedia.com](mailto:vicki@vjonesmedia.com). We value your opinion! ■

\*The average percentage of pages was determined by applying a specific percentage to each response. For example, if a survey respondent read “51% to 75%” of a particular magazine, that reader was assumed to read 63% of that magazine (the middle point in the range of 51% to 75%).

## Reader remarks

We asked survey recipients, “In general, what do you think of our magazine?” They could respond with anything, positive or negative. Their feedback helps us to continue to ensure that our magazine is a valuable tool for our audience. Here are some sample comments:

“It’s great, don’t change any of it!” —Equipment services company, Missouri

“Relevant — I look forward to reading it and learning about other companies.” —Door dealer, Toronto, Canada

“Very helpful.” —Door dealer, Texas

“Great magazine. You guys do a great job.” —Door dealer, Alabama

“Excellent publication! We love it. We keep it in our lunchroom so all employees can read it and learn what is new in the industry.” —Manufacturer, North Dakota

“Very informative and keeps me up-to-date on other dealers’ trends.” —Door dealer, California

“Keep it coming!” —Door dealer, Wisconsin

“Super important that we have a consistent, relevant, and professional voice for the industry.” —Door dealer, Colorado

“Well-written and organized.” —Door dealer, Massachusetts

“I think that both magazines are great for the industry and have a lot of great articles. I’d like to see a bigger shift to the industry side and what the manufacturers are doing that help us.” —Door dealer, Indiana

“The best source of news and information for our industry.” —Door dealer, Minnesota

“Your magazine goes from the mailbox to the garbage.” —Door dealer, Wyoming

“Content addresses pertinent topics. First-class investigative reporting. God Bless Tom Wadsworth and Vicki Jones for their outstanding work.” —Manufacturer, Ohio

“Really well done. Writing is very good, and it seems like a lot of research is put into the articles.” —Door dealer, Oregon