

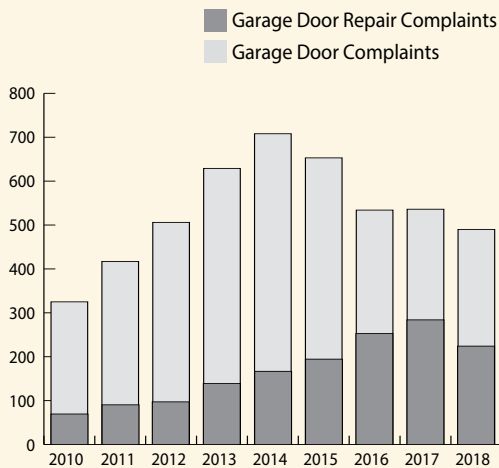
NEW NUMBERS

-20%

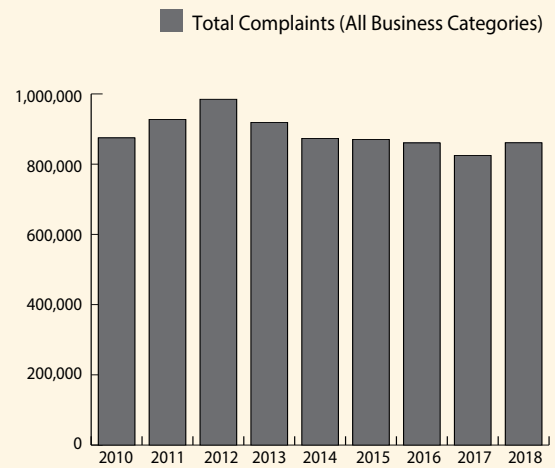
For the first time since these statistics have been tracked, complaints filed against "Garage Door Repair" companies to the Better Business Bureau (BBB) in the U.S. and Canada dropped, decreasing a remarkable 20% since 2017. "Garage Door" complaints also dropped 9% over the same year. Yet overall complaints to all business categories jumped 4%.

The BBB added the category of "Garage Door Repair" in 2010, apparently after noticing a problem with garage door repairs. Since then, the number of complaints for this category rapidly increased until 2018, when the number began to drop sharply.

COMPLAINTS



Source: The Council of Better Business Bureaus, 2018
*Prior to 2017, these stats were for "Garage Doors & Openers."

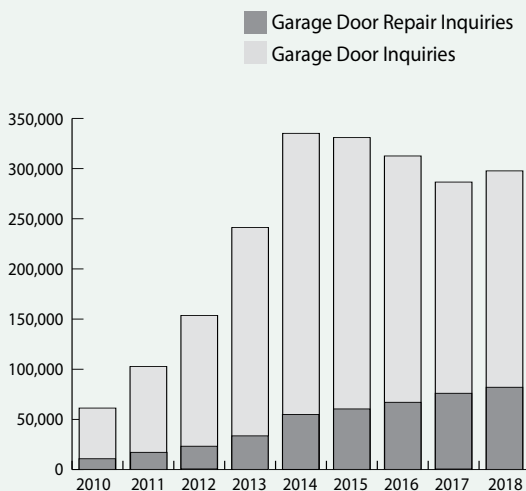


+20%

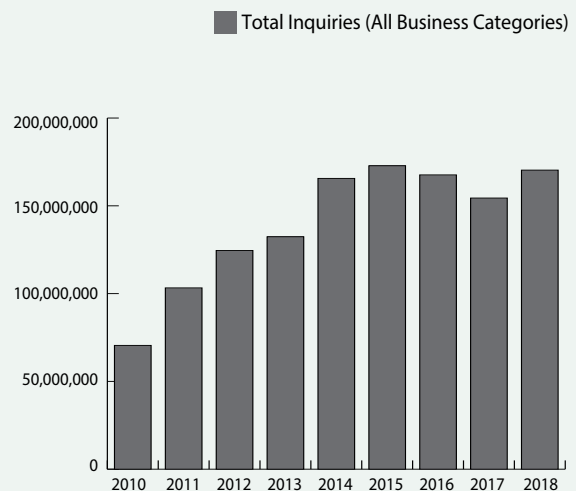
On the flip side, the number of consumer inquiries to the BBB about "Garage Door Repair" companies in 2018 increased 20% over the previous year. "Garage Door" inquiries increased 4% in 2018, while total inquiries for all business categories increased 10%.

Lesson: The public is increasingly learning to check the BBB listings of garage door and garage door repair companies. You would be wise to pay attention to your BBB rating and resolve any complaints promptly.

INQUIRIES



Source: The Council of Better Business Bureaus, 2018
*Prior to 2017, these stats were for "Garage Doors & Openers."

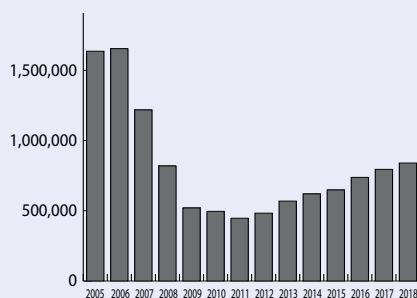


FOR THE GARAGE DOOR INDUSTRY

+6%

HOUSES COMPLETED

The number of new single-family houses completed in 2018 (840,000) increased 6% between 2017 and 2018. However, the 2018 number is only half of the all-time high of 1,654,000 in 2006. The recession hit in 2008. New single-family houses bottomed out at 447,000 in 2011, but they have been gradually recovering ever since.

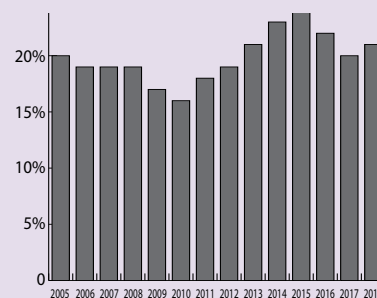


Source: U.S. Census, Annual 2018 Characteristics of New Housing

21%

3-CAR-OR-MORE GARAGES

of all new single-family houses completed in 2018 had a three-car-or-more garage, down from an all-time high of 24% in 2015. The Midwest leads all regions, with 38% of new homes having a garage for three cars or more. In the Northeast, only 11% of homes did. However, the percentage of houses having either a three-car or two-car garage has remained steady at 85% since 2013.



Source: U.S. Census, Annual 2018 Characteristics of New Housing

THE RESULTS ARE IN!

The Door + Access Systems 2019 Readership Survey was conducted from Sept. 24 to Oct. 10, 2019.

SURVEY DETAILS

Survey invitations were sent to 3,809 garage door professionals and manufacturer representatives throughout the United States and Canada, and 290 were completed. Similar surveys have been conducted every other year since October 2001.

DEALER DEMOGRAPHICS

The typical door dealer who reads our magazine is male, 56 years old, has less than two years of college (53%), and has 16 employees.

87%

of all door dealer survey respondents are led by a male. Since 2001, this number has hovered around 88% to 90%.

35%

The percentage of dealers with only 1-5 employees grew from 26% in 2018 to 35% in 2019. Only 17% of dealerships have more than 30 employees, compared to 19% two years ago. The typical dealer now has 16 employees, down from approximately 19 employees in 2017.

68%

Over two-thirds of our dealer readers are between 50 and 69 years old. The average reader is now 56 years old, up from 55 in 2017.

47%

The education level of the typical dealer is gradually increasing. The percentage of dealers with at least two years of college increased to 47% in 2019, up from 45% in 2011. 17% of dealers have a high school diploma or less. This number continues to get smaller; it was 26% in 2005 and 19% in 2017.

72%

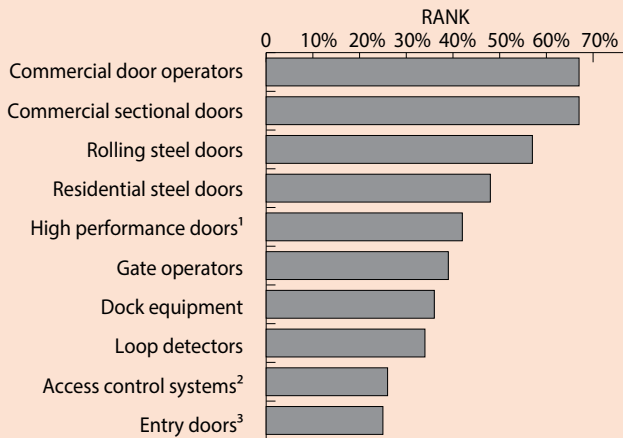
of dealers reported that all their techs are employees in 2019. In 2017, 81% of dealers reported that all their techs were employees. Also, 6% of dealers currently report that their techs are all independent subcontractors, down slightly from 7% in 2017, and 16% of dealers report that their techs are a mixture of employees and subs, up from 12% in 2017.

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93% of garage door dealers surveyed consider “residential garage door openers” to be “an important part of their business,” and, in a close second, 91% of dealers said “residential garage doors” were important. Here’s how dealers ranked other products:

PRODUCT



¹ Such as high-speed doors and hanger doors.
² Includes card readers and telephone entry systems.
³ Includes hollow and storm doors.

THE MOST-READ MAGAZINE

According to the D+AS 2019 Readership Survey, the average door professional reads 77% of each issue of Door + Access Systems newsmagazine (D+AS) compared to 64% of each issue of International Door & Operator Industry (IDOI). The gap continues to widen between these two publications, and 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 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%).*

THE TOP STORY

According to 35% of our survey respondents, the top story of 2018-2019 was our winter 2018 cover story, “Precision Door of Phoenix exposed.” The survey listed seven major stories published in 2018 and 2019. Readers were asked to indicate whether each story should be recognized as the “Top Story,” one of the “Top 3,” or “Doesn’t Belong in the Top 3.” ■

READER REMARKS

Survey recipients could answer this question with anything, positive or negative. We always welcome feedback from our readers, so we can continue to maintain that our magazine is a valuable tool for our audience. Here are some sample comments:

“D+AS is THE leading magazine in our industry.”
 —Manufacturing executive, Illinois

“You take on hard topics”
 —Door dealer, Minnesota

“The most reliable source of news and information for our industry. Not an ‘ad rag.’”
 —Door dealer, Utah

“Magazine is very informative and well thought out. Easy reading.” —Door dealer, New York

“Great source of information, and I love the articles exposing the ‘Bad Bobs!’” —Door dealer, California

9 out of 10. —Door dealer, Midwest

“The articles keep us on our toes.”
 —Manufacturer, Missouri

“Nice, well done, and interesting articles.”
 —Door dealer, New Mexico

“I like the magazine but want a balanced approach to the negative reporting.” —Door dealer, South Carolina

“I enjoy reading about manufacturers’ new products, new safety devices, and mostly I enjoy reading all the articles.” —Door dealer, Pennsylvania

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