Injuries, Rip-Offs, and Lawsuits, OH MY!

Highlights From Our 2013 Readership Survey*

Employee Injuries

Since 2005, 69 percent of dealers had an employee who was injured on the job, incurring more than \$500 in medical costs.



The typical survey respondent reads 71% of Door & Access Systems, 63% of the IDA magazine, and 46% of Professional Door Dealer. For the fourth consecutive study, Door & Access Systems was ranked as the industry's most-read magazine.

Rip-Offs

Since 2005, 70 percent of dealers have had a new competitor who targets residential repair work and who is known for overcharging and replacing parts that don't need replacing.



Profile of the Typical Dealer

The typical dealer who reads our magazine is male (90%), the owner of the business (75%), age 54.5, has 2.1 years of college, and has 17.3 employees.



Two stories tied for the top story of the last two years: "Run Local Garage Door Exposed: Complaints Abound for New Nationwide Repair Company" (summer 2013) and "Padding Your Sales: How Tablets Are Revolutionizing the Garage Door Sales Process" (spring 2013).



Has this happened to you?	Yes
Since 2005, have you had a new competitor who targets residential repair work and who is known for overcharging and replacing parts that don't need replacing?	70%
Since 2005, have you had an employee who was injured on the job, incurring more than \$500 in medical costs?	69%
Since 2005, have you been angered by how a competitor is advertising on the Internet?	52%
Since 2005, have you been sued by a customer?	17%
Since 2005, have you been audited by the IRS?	16%
Since 2005, have you been inspected by OSHA?	15%
Since 2005, have you been sued by an employee?	10%
Since 2005, have you been inspected by EPA?	5%

Readers Pour Praise

Our 2013 survey asked, "What do you think of our magazine?" Many survey respondents left comments, and nearly every comment was positive. Here's a small sampling.

- "I enjoy the magazine very much! It is informative and not afraid to post stories that may be controversial in the industry. Bravo!" (Texas door dealer)
- "The magazine is a great resource and valuable tool for our executive staff." (Manufacturer executive)
- · "Lots of good information. The articles don't just run on as in other publications just trying to fill up space." (Pennsylvania dealer)
- "Professional, well written. But your magazine is sometimes too wordy. We are door guvs." (Indiana dealer)
- "Excellent magazine. Very high quality, great design, very easy and welcoming to read." (Manufacturer's marketing staff)
- "It's the best magazine covering our industry." (Minnesota dealer)
- * The survey was emailed in October to 3,744 door and gate professionals throughout the United States and Canada, and 307 surveys were completed. The survey has been conducted every two years since 2001.