

NEW NUMBERS

For the garage door industry

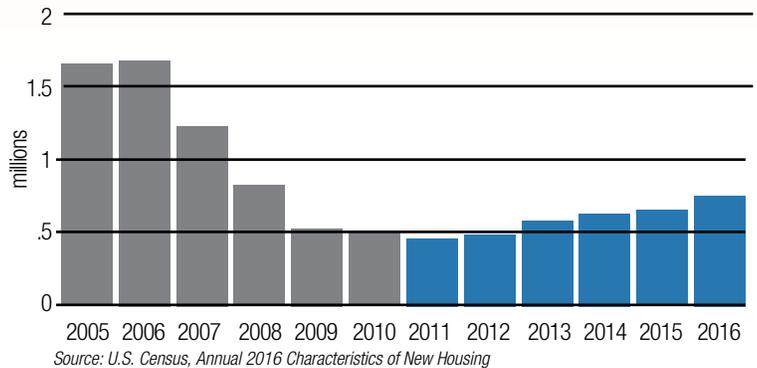
Editor's note: The following industry statistics were revealed at some point in 2017. In some cases, they reflect 2016 data, which is the most recent complete year for which statistics are available.



+65%

The number of new single-family houses completed in 2016 (738,000) increased 65 percent between 2011 and 2016. After hitting a peak of 1,654,000 in 2006, the numbers bottomed out at 447,000 in 2011 and have been gradually recovering ever since.

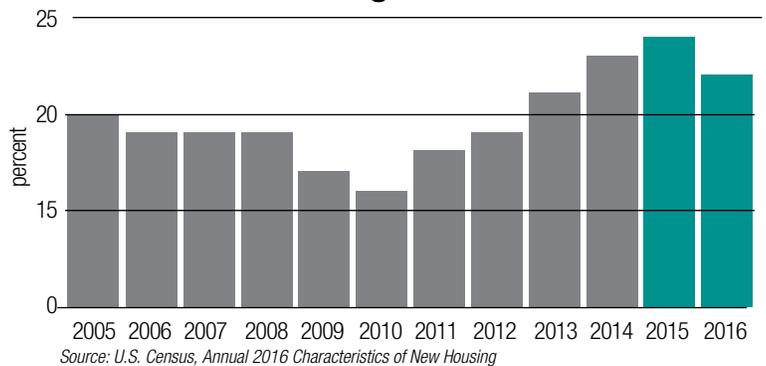
Houses Completed



22%

Of all new single-family houses completed in 2016, 22 percent had a three-car-or-more garage, down slightly from an all-time high of 24 percent in 2015. (Although the percentage dipped slightly in 2016, the combination of three-car and two-car garages has remained steady at 85 percent since 2013.) The Midwest leads all regions with 42 percent of new homes having a garage for three cars or more. In the Northeast, only 10 percent of homes did. Bigger garages mean more garage doors.

3-Car-or-More Garages

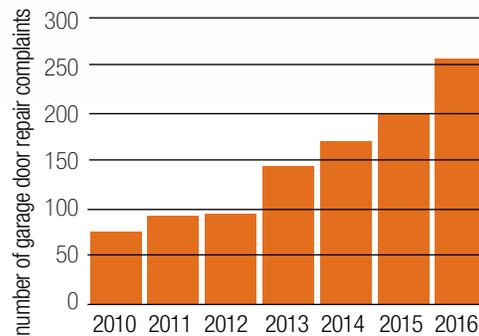




+267%

Complaints filed against “Garage Door Repair” companies to the Better Business Bureau in the U.S. and Canada increased 267 percent between 2010 and 2016 and increased 30 percent between 2015 and 2016. The BBB added the category of “Garage Door Repair” in 2010, apparently after noticing a problem in that area. The number of complaints has risen rapidly ever since.

Garage Door Repair Complaints

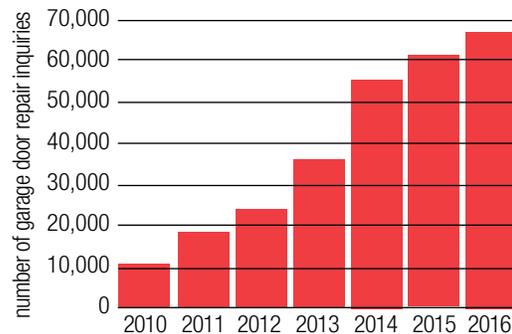


Source: The Council of Better Business Bureaus, 2016

+517%

The number of consumer inquiries to the BBB about “Garage Door Repair” companies in 2016 has increased 517 percent since 2010 and increased 10 percent since 2015. This rapid increase should spur you to pay attention to your BBB rating and always resolve any complaints.

Garage Door Repair Inquiries



Source: The Council of Better Business Bureaus, 2016

The following statistics come from the 2017 Door + Access Systems Readership Survey.*

91% of all garage door dealerships are led by a male. Since 2001, this number has hovered around 88 to 90 percent.

68% of garage door dealers are 50 to 69 years old.

38% of dealers have a bachelor's or master's degree. Since 2005, this number has ranged from 33 to 42 percent. Of all dealers, 19 percent have a high school diploma or less. This number is gradually getting smaller; it was 26 percent in 2005.

81% of all door dealers report that all their techs are employees, 7 percent report that all techs are independent subcontractors, and 12 percent report that their techs are a combination of employees and subs. If you use subs, be aware that the IRS is cracking down on the improper use of independent contractors.

18.5 The typical door dealer has 18.5 employees, is male, age 55, and has 2.2 years of college. The number of employees tends to increase as the economy improves. Note: 26 percent have 1 to 5 employees, while 19 percent have more than 30 employees.

“GUILTY” The cover story of our fall 2017 issue, “Guilty: GDS technician pleads guilty to felonies” was ranked by our readers as the top story of 2016 and 2017.

88% of all garage door dealers consider “residential garage doors” to be an “important part of their business.” Here’s how other products rank:

Product	Rank
Residential garage doors	88%
Residential garage door openers	87%
Commercial sectional doors	79%
Commercial door operators	78%
Rolling steel doors	65%
Residential wood garage doors	53%
Dock equipment	46%
High performance doors ¹	45%
Loop detectors	43%
Gate operators	38%
Access control systems ²	28%
Entry doors	27%

¹ Such as high-speed doors and hangar doors.

² Includes card readers and telephone entry systems.

74% The average door dealer reads 74 percent of each issue of Door + Access Systems newsmagazine, compared to 65 percent of each issue of International Door & Operator Industry. D+AS has led this race since 2007.

What do you think of our magazine?

Survey recipients could answer this question with anything, positive or negative. We’re flattered that nearly every comment was quite positive. We’re motivated to continue to earn your respect.

“The best in the door business. Informative and impartial.” — Door dealer, Ontario, Canada

“Superior writing and reporting. Your focus on industry reputation has been phenomenally well done.” — Manufacturer engineer, Ohio

“Excellent journalism.” — Door dealer, Nevada

“Spot on with everything. Enjoyable to read. Educational!” — Manufacturing executive, New Jersey

“Great articles, pertinent industry features, good editorial information, excellent cover stories (Bad Bobs).” — Door dealer, Missouri

“It is the highest quality magazine in our industry and has the most relevant articles.” — Door dealer, Minnesota

“This is a very professionally laid out magazine that encapsulates everything you need to know about our industry.”
— Manufacturing marketing executive, Florida

“You are the independent voice in our industry. Please never stop.” — Door dealer, New Mexico

*The Door + Access Systems 2017 Readership Survey was conducted from Oct. 30 to Nov. 8, 2017. Invitations to participate were sent to 4,856 garage door professionals throughout the United States and Canada, and 507 surveys were completed.