

2009 D&AS READERSHIP SURVEY

Survey Reveals Typical Dealer's Profile, Practices, Products

Survey Details

About 1,650 door and gate professionals throughout the United States and Canada were invited to take our October 2009 online survey, and 271 surveys were submitted. Similar surveys were conducted in October 2001, October 2003, October 2005, and October 2007.

A Profile of the Typical Dealer

The typical garage door dealer who reads the magazine is male (90 percent), between 40 and 59 years old (70 percent), has less than two years of college (54 percent), and is the owner (77 percent) or general manager (15 percent).

Dealers with 6-10 employees comprise 25 percent of all readers, 24.6 percent have 1-5 employees, and 6 percent have more than 50 employees (14 percent).

The typical reader is male, the owner of the business, age 50.6, and has 2.0 years of college and 16.3 employees.



How much of each publication do you typically read?							
Magazine	0-10% (5%)	11-25% (18%)	26-50% (38%)	51-75% (63%)	76-90% (83%)	91-100% (95.5%)	Ave. Pct. Of Pages
Door & Access Systems	1.9%	3.3%	13.8%	18.2%	38.7%	24.2%	74.9%
International Door & Operator Industry	2.6%	3.3%	15.2%	17.8%	36.4%	24.5%	73.6%
Professional Door Dealer	13.0%	10.0%	19.0%	18.2%	21.6%	18.2%	57.9%

MOST-READ: Door & Access Systems magazine continues to be the industry's most-read magazine. The 2009 survey reveals that respondents typically read 75 percent of Door & Access Systems, compared with 74 percent for the IDA magazine and 58 percent for Professional Door Dealer.

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

Reader Remarks

The survey asked readers to submit comments about the magazine. The question was optional, yet 57 respondents took time to draft a remark. Here are some sample comments:

- "Great magazine. I give it to my employees to read and to my sales staff for reference and education." – Florida dealer
- "Best in the industry, hands down." – President of garage door manufacturer
- "Great magazine with timely articles." – Colorado dealer
- "It's the best in our industry. More relevant subjects. More applicable information. The content is always on-point for the industry." – Marketing executive
- "Very good ... short and to the point ... not full of garbage." – Minnesota dealer
- "Of the three publications, Door & Access is the highest quality. From the paper stock to articles." – Marketing executive
- "Of the three, it is my favorite." – Michigan dealer

Which of these products are an important part of your business?	Response Percent
Residential garage doors	92%
Residential garage door openers	90%
Commercial sectional doors	88%
Commercial door operators	86%
Rolling steel doors	79%
Residential wood garage doors	60%
High-performance doors (e.g., high-speed doors, etc.)	45%
Dock equipment	43%
Gate operators	37%
Entry doors	27%
Gates	17%