

2011 READERSHIP SURVEY RESULTS

The Typical Dealership Is Getting Smaller

D&AS Widens Lead as Most-Read Magazine



The Door & Access Systems Newsmagazine readership survey, conducted every two years, revealed a profile of the typical garage door dealer. Their businesses are getting smaller, and dealers are getting older and gaining more formal education.

The survey was emailed in October to 3,373 door and gate professionals throughout the United States and Canada, and 427 surveys were completed. Similar surveys were conducted in October of 2001, 2003, 2005, 2007, and 2009.

Shrinking Dealerships

The survey revealed that the size of the typical door dealership is shrinking, perhaps due to downsizing in a tough economy. Dealers with only 1 to 5 employees grew from 21 percent in 2007 to 29 percent in 2011. The typical dealer now has 15.2 employees, down from 16.3 in 2009 and 19.9 in 2007.

Two-thirds (65 percent) of our dealer readers are between 40 and 59 years old, but another 24 percent are between 60 and 69 years old. The age of the average reader is now 52.9 years old, up from 50.6 in 2009 and 50.4 in 2007.

The education level of the typical dealer is also gradually increasing. Dealers with at least two years of college increased from 43 percent in 2009 to 45 percent in 2011. In 2007, the typical dealer had 1.8 years of college. In 2011, that number rose to 2.1 years of college.

The Most-Read Magazine

Our survey identified the three magazines that circulate in our industry and asked recipients, "How much of each publication do you typically read?"

For the third consecutive study, Door & Access Systems was ranked as the industry's most-read magazine, and its lead is increasing. The typical survey respondent reads 75% of Door & Access Systems, 66% of the IDA magazine, and 52% of Professional Door Dealer. (See chart below.)

The Top Story of 2010-2011

"Busted: 'Dateline NBC' Exposes Garage Door Technicians," the cover story of our summer 2011 issue, was ranked the top Door & Access Systems story of the last two years.

The survey listed the titles of eight major stories published in 2010 and 2011. Readers were then asked to rate each story as to whether it should be recognized as a "Top Story of 2010-2011." The "Dateline" story was a clear winner by a wide margin.

"You are not afraid of publishing the difficult stories," wrote one survey respondent. "'Dateline NBC' was an excellent story and should be done more often to expose the shady side of our industry."

The other stories in the top three were "Lead-Safe Requirements Hit the Garage Door Industry" (summer 2010) and "EPA Surprise Inspections Hit Door Dealers" (summer 2011). ■

THE MOST-READ MAGAZINE

How much of each publication do you typically read?	2007	2009	2011
Door & Access Systems	78.8%	74.9%	74.9%
International Door & Operator Industry	75.4%	73.6%	66.2%
Professional Door Dealer	64.9%	57.9%	52.1%

The percentages above represent the average response of all survey respondents.

Readers Pour Praise

Our 2011 survey didn't ask for praise. We simply asked, "What do you think of our magazine?" A large number of survey respondents (123) left a comment, and nearly every comment was positive. Here's a small sampling.

1. *The most professional publication in the garage door industry, by far.*
2. *Excellent quality coverage, writing, and design. You have done a great job of keeping a high standard.*
3. *You are fearless. Most of the other magazines are afraid to hit the hard topics.*
4. *Door and Access Systems magazine is the best industry magazine available.*
5. *Your publication provides more insight into what is actually going on in the garage door industry.*
6. *It's the best one in the industry because the content is high quality and very relevant.*
7. *I see a number of publications and Door & Access is one of the top professionally organized publications.*
8. *It's the best one published for our industry.*
9. *Of the three magazines, you have the most up to date and current articles and the most helpful for sharing with others.*
10. *It's the best industry magazine out there.*
11. *Like it a lot, especially for going after the unscrupulous in our industry.*
12. *Excellent, very valuable resource, would not know what to do without it.*
13. *It seems like the most in-depth of all the magazines available.*
14. *My number 1 magazine ... your topics are usually fresher.*
15. *Love it. We have our installer meetings monthly and go over it a lot.*