

Research Executive Summary

To better understand the different levels of importance and preference for automatic doors among consumers and certain building type owners and architects, AAADM commissioned an independent research study. The findings from this study are summarized here:

FROM STUDY CONDUCTED AMONG CONSUMERS, BUILDING OWNERS AND ARCHITECTS

1. When asked where they expected to encounter automatic doors, consumers indicated this ranking by building type:
 - Hospitals (98.2%)
 - Airports (94.9%)
 - Hotels/Motels (86.8%)
 - Shopping Mall Entrance (84.0%)
 - Retail Store (80.1%)
 - Government Building (70.9%)
 - Office Building (70.0%)
 - College/University (61.0%)
 - Full Service Restaurant (50.1%)
 - Fast Food Restaurant (40.9%)
2. Significantly, 98.9 percent of consumers who expressed a preference between automatic and manual doors prefer automatic doors.
3. When it comes to the various attributes of automatic doors, each building owners and architects had a difference of opinion as to what they consider when selecting an automatic door. All respondents ranked handicap accessibility as their first reason to select automatic doors.
4. Architects ranked attractive design, safety/security and convenience next.
5. Retailers thought that safety/security, maintenance costs, and convenience were the most important considerations.
6. Colleges and universities also listed safety/security and followed that up with maintenance costs and convenience.
7. Hospitality respondents opted for safety/security, convenience, and attractive design.
8. 78% of all respondents believed that will be an increase in the number of automatic doors purchased during the next five years.
9. Buyers and specifiers of automatic doors are looking for moiré information about automatic doors and improved technology.