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News
For Immediate Release

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The American Association of Automatic Door Manufacturers (AAADM) Releases Findings from Hospitality Industry Survey

The American Association of Automatic Door Manufacturers (AAADM) announces the availability of results from a research study that the group conducted with individuals responsible for buying and specifying automatic and manual doors for hotels, motels and restaurants. The data will be used to help the organization's members develop a better understanding of the key factors that compel this group to select automatic doors.

AAADM commissioned four different research projects, which were designed to assess the level of importance, expectations and preferences for automatic doors among individuals responsible for buying and specifying automatic doors in a variety of industries. The groups that were studied included automatic and manual door buyers and specification writers in hospitality, architectural, retail and higher education environments. Consumers were also surveyed as part of a separate initiative.

Researchers posed a broad array of questions to establish which automatic door features were most important to research participants representing the hospitality industry. Results indicate that this group is strongly motivated to specify and buy automatic doors to provide accessibility, improve safety, security and convenience and ensure an attractive design.

When the hospitality industry representatives' views are compared with the comprehensive views of all four groups involved in this study (the universe), results differ slightly.

Participants were asked to use a scale of one to five, one being the least important and five being the most important, to rate the importance they place on various features when specifying an automatic door. (The following table illustrates the complete results from this question.)

IMPORTANCE RANKING

Feature	<i>Hospitality group</i>	<i>Universe of all respondent categories</i>
Accessibility	1	1
Safety/Security	2	2
Convenience	2 (TIE)	4
Attractive Design	3	6
Temperature Control	4	7
Maintenance Costs	5	5
Reduced Cost-Heating/AC	6	9
Customer Desire	7	3
Original Cost	8	8

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Participants from each of the four groups studied were also given a list of ten locations and asked to use the same one to five scale criteria to indicate where automatic doors are most important. Researchers looked at the groups' responses both separately and as a universe. (The following table illustrates the complete results from this question.)

IMPORTANCE RANKING

Location	<i>Hospitality group</i>	<i>Universe of all respondent categories</i>
Hospital	1	1
Airport	2	2
Hotel/Motel	3	3
Shopping Mall Entrance	4	4
Retail Store	5	5
Office Building	6	8
Government Building	7	6
College/University	8	7
Full Service Restaurant	9	9
Fast Food Restaurant	10	10

AAADM, a trade association of manufacturers of automatic pedestrian door systems, was founded in 1994 by a group of automatic door manufacturers who wished to promote safety in the manufacture, installation and operation of automatic doors and their components. AAADM offers training and certification for installers and service technicians as well as inspection of installations. The association also provides a strong support network to its members as they strive to improve technology and increase awareness of automatic door safety.

For more information or complete survey results, please contact the American Association of Automatic Door Manufacturers (AAADM), 1300 Sumner Avenue, Cleveland, OH 44115-2851. Phone: 216-241-7333; FAX: 216-241-0105; E-mail: aaadm@aaadm.com. Web site: www.aaadm.com.

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