



Contact:

Ed Stevens, ext. 18
estevens@stevensbaron.com

The American Association of Automatic Door Manufacturers (AAADM) Study Results Reveal Retailers' Perceptions of Automatic Doors

The American Association of Automatic Door Manufacturers (AAADM), a trade association of manufacturers of automatic pedestrian door systems, announces the release of results from a research study that the organization conducted earlier this year to help its members better understand the basic awareness levels, preferences and expectations of automatic doors held by individuals responsible for specifying and buying automatic doors for retail store environments.

The retail-focused study was a component of a more extensive study that was recently carried out by AAADM and included automatic and manual door buyers and specification writers in architectural, hospitality, retail and college/university settings. Researchers completed a total of 97 telephone surveys with buyers and specification writers in these selected markets. Twenty-two of these participants represented national retail companies, including grocery stores, drug stores and discount chains.

The telephone survey consisted of 15 questions presented in a variety of formats ranging from matrix ranking and multiple-choice to open-ended questions that required a more detailed response.

The retailers' responses differed slightly from the collective views of the universe, which includes all of the participating groups.

The retailers involved in this study indicated that airports and hospitals (tie) are the locations where automatic doors are needed most. This group also placed a high degree of importance on the presence of automatic doors in hotels/motels and retail environments. (The following table illustrates the complete results from this question.)

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

Participating retailers were also asked to use a scale ranging from one (least important) through five (most important) to rank the level of importance they place on various automatic door features. (The following table illustrates the complete results from this question.)

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

Comprehensive results from this study can be obtained by contacting AAADM.

AAADM 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, 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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