

# NEW NUMBERS for the garage door industry

By Vicki Jones, Editor

## BETTER BUSINESS BUREAU: COMPLAINTS

**-23%**

For three consecutive years, complaints filed against “Garage Door” companies to the Better Business Bureau (BBB) in the U.S. and Canada dropped, decreasing a remarkable 23% since 2017. “Garage Door Repair” complaints dropped 6% in 2019 and then increased 8% in 2020.

**#559**

was the complaint ranking for “Garage Door Repair” in 2020 out of 6,102 business categories. “Garage Doors” had a ranking of 396. 15 years ago, BBB complaints for the comparable business category (“Overhead Garage Doors”) ranked #207 out of 2,900 business categories.

**+39%**

Overall complaints to all business categories (not just door-related categories) spiked 39% since 2018.

## BBB: INQUIRIES

**+28%**

The number of *consumer inquiries* to the BBB about “Garage Door Repair” companies in 2020 *increased 28%* over the previous year. “Garage Door” inquiries also increased significantly by 24% from 2019 to 2020.

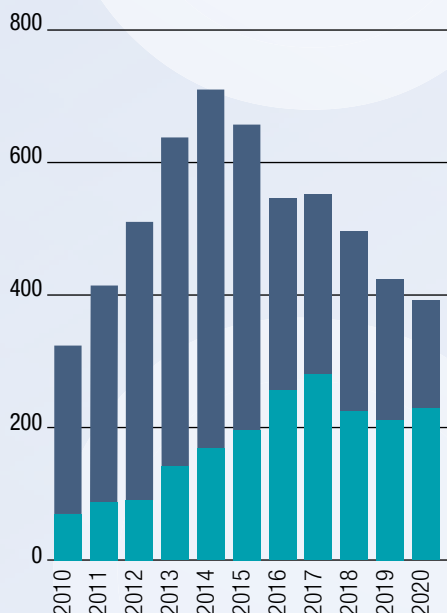
**+19%**

Total inquiries for all business categories increased 19% from the previous year.

**Don't be fooled:** While the number of overall garage door-related complaints has dropped, the number of inquiries continues to increase. It appears that the public is learning to check the BBB listings of garage door and garage door repair companies and are apparently more inclined to file an inquiry. Lesson: You would be wise to pay attention to your BBB rating and resolve any complaints promptly.

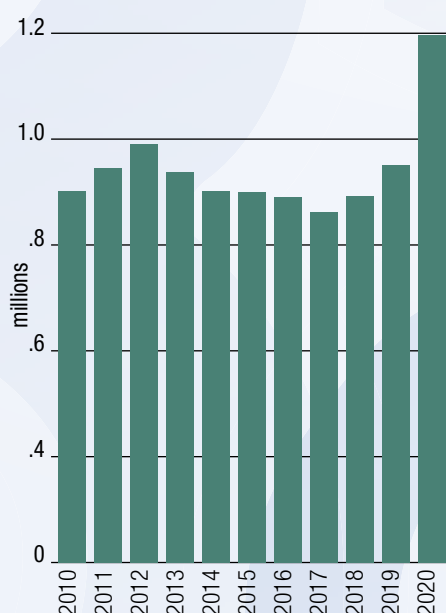
### COMPLAINTS

■ Garage Door Repair Complaints  
■ Garage Door Complaints



Source: The Council of Better Business Bureaus, 2020  
\*Prior to 2017, these stats were for Garage Doors & Openers.”

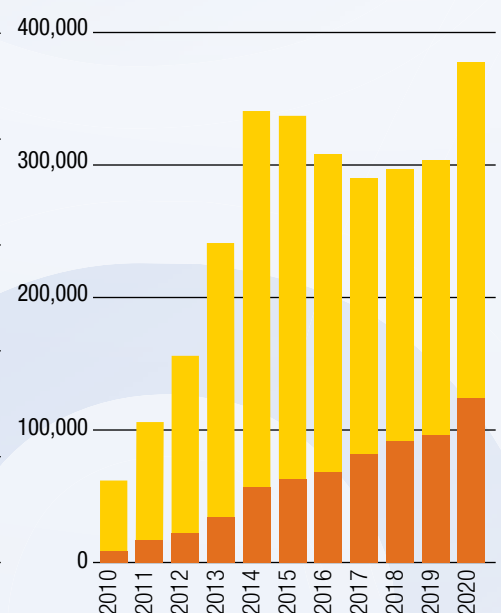
### Total Complaints, All Business Categories



Source: The Council of Better Business Bureaus, 2020

### INQUIRIES

■ Garage Door Repair Inquiries  
■ Garage Door Inquiries



Source: The Council of Better Business Bureaus, 2020  
\*Prior to 2017, these stats were for “Garage Doors & Openers.”

## NEW HOUSING STATISTICS

# 912,000

The number of new single-family houses completed in 2020. The construction of single-family houses bottomed out at 447,000 in 2011, but they have been gradually recovering ever since. The 2020 number is the fourth highest total of completed homes since 2005.

## THREE-CAR GARAGES

# 18%

of all new single-family houses completed in 2020 had a three-or-more-car garage, down slightly from 19% in 2019 and an all-time high of 24% in 2015.

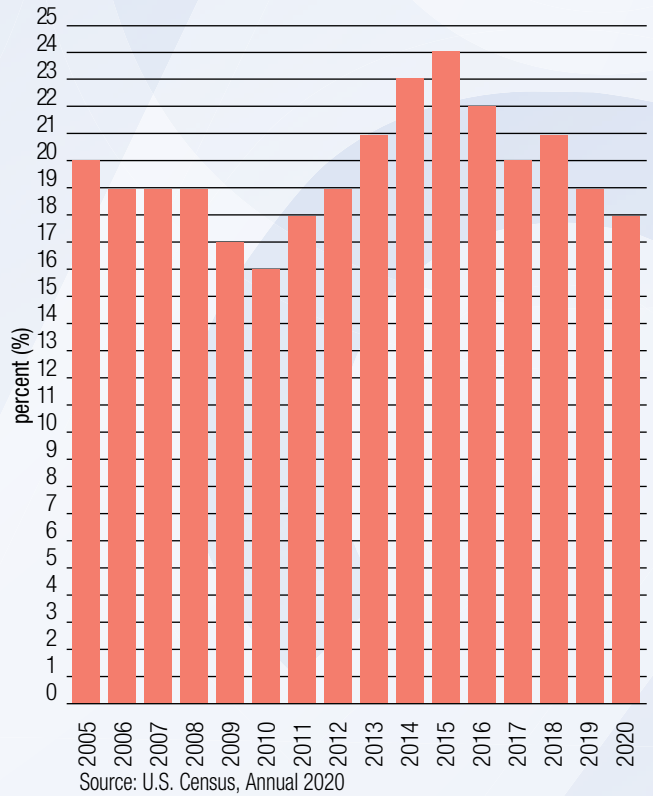
## CHARACTERISTICS OF NEW HOUSING

# 35%

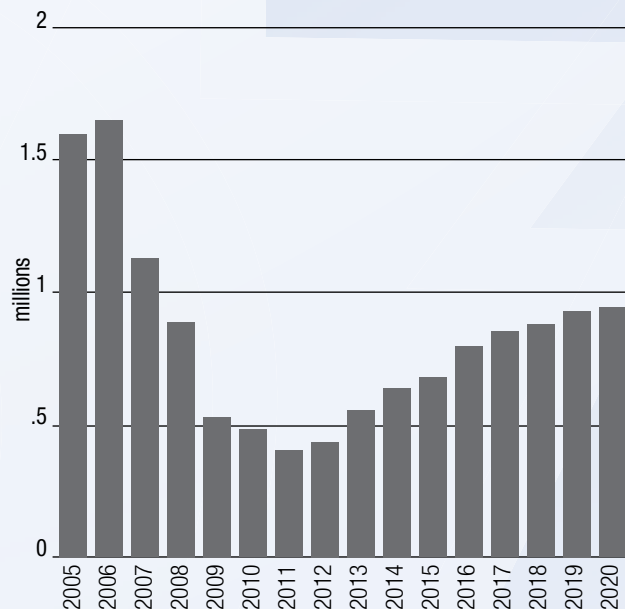
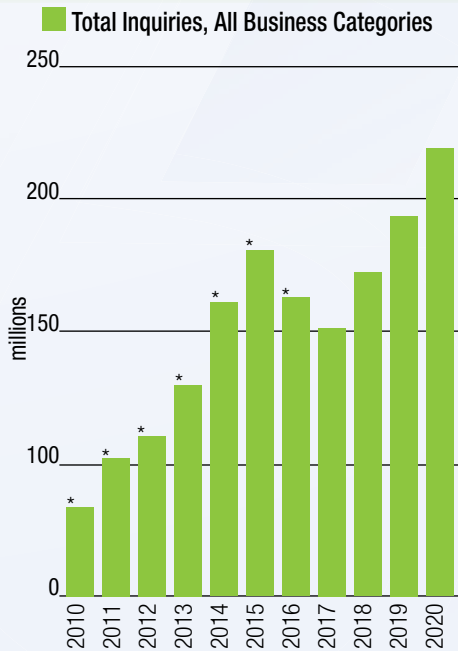
of new homes in the Midwest were built with a garage for three or more cars. The Midwest continues to lead all other regions with three-or-more-car garages. In the Northeast, only 8% of homes had a three-car garage. However, the percentage of houses having either a three-car or two-car garage in all regions has increased slightly from last year, from 84% to 85%.

*continued on page 42*

## THREE-CAR GARAGES



## NEW HOUSING STATISTICS



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## MORE INTERESTING STATISTICS ABOUT HOMEOWNERS AND THEIR GARAGES

**Editor's note:** How homeowners perceive and use their garage space is important. Survey results, like these, reveal homeowners' preferences and needs and can serve as valuable tools when developing and marketing new products.

**89%** of homeowners say they would want to make improvements to their garage.  
(Wall Street Journal survey as cited on garagedoorliving.com)

**55%** of homeowners report that their garage is their main entryway.  
(Chamberlain Group study as cited on garagedoorliving.com)

**24%** of homeowners are embarrassed to leave their garage doors open.  
(Impulse Research survey as cited on garagedoorliving.com)

**55%** of Americans spend one to two hours each week in the garage doing hobbies and other activities.  
(Impulse Research survey as cited on garagedoorliving.com)

**80%** of buyers factor in the garage when making their decision on whether to purchase a home.  
(Impulse Research survey as cited on garagedoorliving.com)

**50%** of homeowners label their garage as the most disorganized area of their house.  
(Survey conducted by the National Association of Professional Organizers)

**3-5x** is the average number of times a garage door opens and closes each day, which equates to approximately 1,500 times per year.  
(www.garagedoorliving.com)

**80%** of owned houses and condominiums in the U.S. have a carport or garage.  
(American Housing survey as cited on garagedoorliving.com)

**52%** of homeowners want to have a garage that their neighbor will envy.  
(Thompson's Company study as cited on garagedoorliving.com)

**25%** of the 900 homeowners surveyed by the Wall Street Journal use their garage for vehicle maintenance.

**94%** of your costs for a garage door replacement are recouped and it delivers the best return on investment for all remodeling projects.  
(Cost vs. Value Report 2021)

**3/4** of homeowners believe that having a garage is "extremely or very important", according to a survey by American real estate investment firm Crescent Communities. (Cited on garagedoorliving.com)

**A two-car garage** was one of the top 10 assets valued by 12,000 Canadian homebuyers surveyed by the Canadian Home Builders' Association.  
(Cited on garagedoorliving.com) ■

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