

# Self Storage Demand Study

# SELF STORAGE DEMAND STUDY

2023 EDITION



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# Self Storage Demand Study 2022

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Self Storage Association 2022 Demand Study

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# INTRODUCTION

# Self Storage Demand Study 2022

## HISTORY

The Self Storage Association commissioned the consulting firm C+R Research to lead this year's demand study of the self storage market.

This study was first conducted in 2004, published as the Self Storage Demand Study - 2005 Edition. The study was repeated in 2007, 2013, 2017 and 2020, with minor changes each time.

This report presents the results of the Self Storage Demand Study – 2023 Edition with responses captured in 2022 thus data reported throughout reflects a snapshot of 2022. See the appendix for an in-depth history of the Self Storage Demand Study.

## OBJECTIVE

The purpose of the study is to paint a portrait of who uses self storage, how and why self storage is used, and most importantly, to track demand.

## METHODOLOGY

- An online survey of consumers and businesses was conducted August through September 2022.
- More than 11,000 households and businesses were contacted and asked if they currently or recently rented a self storage unit or planned to in the next year.
- Of those who answered yes, an in-depth survey was administered to 2,371 households and 645 businesses.
- Renters are defined as current, recent, and future renters. See the appendix for detailed description of these classifications.
- A note on statistical significance: self storage penetration estimates are based on the larger number of households and businesses screened, whereas survey results are based on the number completing the in-depth survey. Margins of error at 95% confidence level are as follows:
  - Consumer Self Storage penetration: +/- 1%
  - Consumer Self Storage survey data: +/- 2%
  - Business Self Storage penetration: +/- 3%
  - Business Self Storage survey data: +/- 4%

*These margins are somewhat larger for sub-analyses of generations, regions, etc., depending on sample size.*
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