

SELF STORAGE DEMAND STUDY

Self Storage Demand Study 2025

SSA 2025 BOARD OF DIRECTORS

Wes Carter <i>Chair</i>	Brian Cohen <i>Vice Chair</i>	Aaron Eldridge <i>Treasurer</i>	Adam Mikkelson <i>Secretary</i>	Alyssa Quill <i>Immediate Past Chair</i>
Weyen Burnam <i>National Director</i>	Timothy J. Dietz <i>SSA President & CEO – Ex-officio</i>			
Chuck Gordon <i>National Director</i>	Joe Doherty <i>Board Secretary / SSA SVP, Chief Legal & Legislative Officer</i>			
Noah Mehrkam <i>National Director</i>	Eric Bishop-Berry <i>Public Company Representative / Extra Space Storage</i>			
Pedro Florida <i>National Director</i>	Jeff Foster <i>Public Company Representative / CubeSmart</i>			
Tim Springer <i>National Director</i>	Ken Nitzberg <i>Veteran/Emeritus – Ex-officio</i>			
	Jenny Bortman <i>Emerging Leader Seat – Ex-officio</i>			

AMBASSADOR SPONSORS	PARTNER SPONSORS	PATRON SPONSORS
Accent Building Restoration (ABR) All From 1 Supply Chateau Products Janus International Group Marcus & Millichap SmartStop Self Storage SteelBlue Storable Xercor Insurance Services LLC Yardi	ARCO/Murray Design Build Charity Storage CubeSmart Management StorQuest Self Storage	Flatbox Storage Solutions MiniCo Insurance Nexpoint Storage Partners OpenTech Alliance PTI Security Systems Self Storage Manager Securelease SkyView Advisors Trachte Building Systems

This material is issued by the
Self Storage Association (SSA)
1001 North Fairfax Street,
Suite 505
Alexandria, VA, 22314 United States of America
(703) 575 – 8000
www.selfstorage.org

Self Storage Demand Study 2025

CONTENTS

INTRODUCTION	20
2025 U.S. SELF STORAGE CONSUMER TRENDS	23
2025 U.S. SELF STORAGE BUSINESS TRENDS	29
2025 U.S. SELF STORAGE CONSUMER MARKET	35
2025 U.S. SELF STORAGE CONSUMER GENERATIONS PROFILE	48
2025 U.S. SELF STORAGE CONSUMER REGIONS PROFILE	73
2025 U.S. SELF STORAGE CONSUMER URBANIZATION PROFILE	98
FUTURE CONSUMER RENTERS PROFILE	123
2025 U.S. SELF STORAGE BUSINESS RENTERS PROFILE	135
FUTURE BUSINESS RENTERS PROFILE	153
LOOKING TO THE FUTURE	163
APPENDIX	165

Self Storage Demand Study 2025

LIST OF FIGURES & TABLES

2025 U.S. SELF STORAGE CONSUMER TRENDS 23

FIGURE 1-1 & 1-2: TOTAL HOUSEHOLDS VS. SELF STORAGE RENTER HOUSEHOLDS	24
FIGURE 1-3: SELF STORAGE USERS BY REGION	25
FIGURE 1-4: SELF STORAGE USERS BY URBANIZATION	26
FIGURE 1-5: PREFERRED PAYMENT OPTIONS	27
FIGURE 1-6: PRIMARY UNIT SIZE	28

2025 U.S. SELF STORAGE BUSINESS TRENDS 29

FIGURE 1-7 & 1-8: TOTAL BUSINESSES VS. SELF STORAGE RENTER BUSINESSES	30
FIGURE 1-9: REGIONAL POPULATIONS	31
FIGURE 1-10: URBANIZATION	32
FIGURE 1-11: PREFERRED PAYMENT OPTIONS	33
FIGURE 1-12: PRIMARY UNIT SIZE	34

2025 U.S. SELF STORAGE CONSUMER MARKET 35

FIGURE 2-1: LENGTH OF CURRENT AND RECENT RENTALS	36
FIGURE 2-2: FUTURE RENTAL INTENTIONS OF CURRENT CUSTOMERS	36
FIGURE 2-3: PLANNED LENGTH OF RENTAL FOR FUTURE CUSTOMERS	36
FIGURE 2-4: GENDER	37
FIGURE 2-5: SPANISH/HISPANIC/LATINO	37
FIGURE 2-6: MARITAL STATUS	37
FIGURE 2-7: RACE	37
FIGURE 2-8: HOUSEHOLDS	37
FIGURE 2-9: EDUCATION LEVEL	37
FIGURE 2-10: GENERATIONS	37
FIGURE 2-11: RESIDENCE OF RENTERS	38
FIGURE 2-12: RENTERS WITH EXTRA STORAGE	38
FIGURE 2-13: HOUSEHOLD INCOME OF RENTERS	38
FIGURE 2-14: EMPLOYMENT STATUS	38
FIGURE 2-15: OWN/RENT	38

FIGURE 2-16: REGION	39
FIGURE 2-17: TYPE OF UNIT RENTED	39
FIGURE 2-18: MONTHLY COST OF UNIT	39
FIGURE 2-19: SIZE OF PRIMARY UNIT	39
FIGURE 2-20: COMMUNITY TYPE	39
FIGURE 2-21: VISITS TO UNIT	40
FIGURE 2-22: MEANS OF TRANSPORTATION TO UNIT	40
FIGURE 2-23: TRAVEL TIME TO UNIT	40
FIGURE 2-24: TRAVEL TIME SATISFACTORY?	40
FIGURE 2-25: REASONS FOR RENTING A SELF STORAGE UNIT	41
FIGURE 2-26: ITEMS STORED – TOP HALF	42
FIGURE 2-27: ITEMS STORED – BOTTOM HALF	42
FIGURE 2-28: IMPORTANT FEATURES - TOP HALF	43
FIGURE 2-29: IMPORTANT FEATURES - BOTTOM HALF	44
FIGURE 2-30: ITEMS RENTED OR PURCHASED FROM FACILITY	45
FIGURE 2-31: FIRST CONTACT WITH CHOSEN FACILITY	45
FIGURE 2-32: NUMBER OF FACILITIES CONTACTED	46
FIGURE 2-33: MEAN OF FIRST LEARNING OF SELF STORAGE	46
FIGURE 2-34: FIRST LEARNED OF SELF STORAGE ONLINE	46
FIGURE 2-35: MEANS OF ONLINE SELF STORAGE SEARCHES	46
FIGURE 2-36: IMPORTANCE OF SPECIAL NEEDS ACCESS	47
FIGURE 2-37: INFORMATION SOUGHT	47
FIGURE 2-38: UNITS CURRENTLY HEATED OR AIR-CONDITIONED	47

Self Storage Demand Study 2025

LIST OF FIGURES & TABLES

2025 U.S. SELF STORAGE

CONSUMER GENERATIONS PROFILE

CONSUMER GENERATIONS PROFILE	48	
FIGURE 3-1: TOTAL HOUSEHOLDS VS. SELF STORAGE RENTER HOUSEHOLDS	49	
FIGURE 3-2: SEGMENTS	49	
FIGURE 3-3: LENGTH OF RENTAL BY GENERATION	50	
FIGURE 3-4: LENGTH OF REMAINING RENTAL BY GENERATION	50	
FIGURE 3-5: PLANNED LENGTH OF FUTURE RENTAL BY GENERATION	50	
FIGURE 3-6: GENDER	51	
FIGURE 3-7: EDUCATION LEVEL	51	
FIGURE 3-8: RACE	51	
FIGURE 3-9: SPANISH/HISPANIC/LATINO	52	
FIGURE 3-10: OWN/RENT	52	
FIGURE 3-11: HOUSEHOLD SIZE	52	
FIGURE 3-12: MARITAL STATUS	53	
FIGURE 3-13: HOUSEHOLD INCOME	53	
FIGURE 3-14: RESIDENCE TYPE	54	
FIGURE 3-15: RENTERS WITH EXTRA STORAGE	54	
FIGURE 3-16: REGION	55	
FIGURE 3-17: EMPLOYMENT STATUS	55	
FIGURE 3-18: URBANIZATION	56	
FIGURE 3-19: SIZE OF PRIMARY UNIT	56	
FIGURE 3-20: UNIT TYPE	57	
FIGURE 3-21: MONTHLY COST OF UNIT	57	
FIGURE 3-22: VISITS TO UNIT	58	
FIGURE 3-23: TRAVEL TIME TO UNIT	58	
FIGURE 3-24: TRAVEL TIME ACCEPTABLE?	58	
FIGURE 3-25: LONG-TERM REASONS FOR RENTING	59	
FIGURE 3-26: TEMPORARY REASONS FOR RENTING	59	
FIGURE 3-27: TOP ITEMS STORED	60	
FIGURE 3-28: BOTTOM ITEMS STORED	60	
FIGURE 3-29: MOST IMPORTANT FEATURES	61	
FIGURE 3-30: MOST IMPORTANT FEATURES	61	
FIGURE 3-31: LEAST IMPORTANT FEATURES	62	
FIGURE 3-32: LEAST IMPORTANT FEATURES	62	
FIGURE 3-33: TOP 10 FEATURES MOST WILLING TO PAY EXTRA FOR	63	
FIGURE 3-34: NUMBER OF FACILITIES CONTACTED	64	
FIGURE 3-35: PAYMENT PREFERENCE	64	
FIGURE 3-36: ITEMS RENTED OR PURCHASED FROM FACILITY	65	
FIGURE 3-37: MEANS OF FIRST LEARNING OF SELF STORAGE	65	
FIGURE 3-38: FIRST CONTACT WITH CHOSEN FACILITY	66	
FIGURE 3-39: INFORMATION SOUGHT	66	
FIGURE 3-40: SPECIAL NEEDS ACCESS REQUIRED	67	
FIGURE 3-41: SPECIAL NEEDS ACCESS OFFERED	67	
FIGURE 3-45: FIRST LEARNED OF SELF STORAGE ONLINE	68	
FIGURE 3-46: MEANS OF INTERNET SEARCHES	68	
FIGURE 3-47: UNITS CURRENTLY HEATED OR AIR-CONDITIONED	69	
FIGURE 3-48: MEANS OF TRANSPORTATION TO UNIT	69	
FIGURE 3-49: THEFT FROM UNIT	70	
FIGURE 3-50: VANDALISM OF UNIT	70	
FIGURE 3-51: PEOPLE LIVING IN UNITS	70	
FIGURE 3-52: DRUG USE/PRODUCTION/SELLING	71	
FIGURE 3-53: BREAKING AND ENTERING	71	
FIGURE 3-54: ABANDONED POSSESSIONS	72	
FIGURE 3-55: SUSPICIOUS ACTIVITY/OCCUPANTS	72	

Self Storage Demand Study 2025

LIST OF FIGURES & TABLES

2025 U.S. SELF STORAGE

CONSUMER REGIONS PROFILE 73

FIGURE 4-1: TOTAL HOUSEHOLDS VS. SELF STORAGE RENTER HOUSEHOLDS	74
FIGURE 4-2: SEGMENTS	74
FIGURE 4-3: LENGTH OF RENTAL BY REGION	75
FIGURE 4-4: LENGTH OF REMAINING RENTAL BY REGION	75
FIGURE 4-5: PLANNED LENGTH OF FUTURE RENTAL BY REGION	75
FIGURE 4-6: GENDER	76
FIGURE 4-7: EDUCATION LEVEL	76
FIGURE 4-8: RACE	76
FIGURE 4-9: SPANISH/HISPANIC/LATINO	77
FIGURE 4-10: OWN/RENT	77
FIGURE 4-11: HOUSEHOLD SIZE	77
FIGURE 4-12: MARITAL STATUS	78
FIGURE 4-13: HOUSEHOLD INCOME	78
FIGURE 4-14: RESIDENCE TYPE	79
FIGURE 4-15: RENTERS WITH EXTRA STORAGE	79
FIGURE 4-16: GENERATION	80
FIGURE 4-17: EMPLOYMENT STATUS	80
FIGURE 4-18: URBANIZATION	81
FIGURE 4-19: SIZE OF PRIMARY UNIT	81
FIGURE 4-20: UNIT TYPE	82
FIGURE 4-21: MONTHLY COST OF UNIT	82
FIGURE 4-22: VISITS TO UNIT	83
FIGURE 4-23: TRAVEL TIME TO UNIT	83
FIGURE 4-24: TRAVEL TIME ACCEPTABLE?	83
FIGURE 4-25: LONG-TERM REASONS FOR RENTING	84

FIGURE 4-26: TEMPORARY REASONS FOR RENTING	84
FIGURE 4-27: TOP ITEMS STORED	85
FIGURE 4-28: BOTTOM ITEMS STORED	85
FIGURE 4-29: MOST IMPORTANT FEATURES	86
FIGURE 4-30: MOST IMPORTANT FEATURES	86
FIGURE 4-31: LEAST IMPORTANT FEATURES	87
FIGURE 4-32: LEAST IMPORTANT FEATURES	87
FIGURE 4-33: TOP 10 FEATURES MOST WILLING TO PAY EXTRA FOR	88
FIGURE 4-34: NUMBER OF FACILITIES CONTACTED	89
FIGURE 4-35: PAYMENT PREFERENCE	89
FIGURE 4-36: ITEMS RENTED OR PURCHASED FROM FACILITY	90
FIGURE 4-37: MEANS OF FIRST LEARNING OF SELF STORAGE	90
FIGURE 4-38: FIRST CONTACT WITH CHOSEN FACILITY	91
FIGURE 4-39: INFORMATION SOUGHT	91
FIGURE 4-40: SPECIAL NEEDS ACCESS REQUIRED	92
FIGURE 4-41: SPECIAL NEEDS ACCESS OFFERED	92
FIGURE 4-45: FIRST LEARNED OF SELF STORAGE ONLINE	93
FIGURE 4-46: MEANS OF INTERNET SEARCHES	93
FIGURE 4-47: UNITS CURRENTLY HEATED OR AIR-CONDITIONED	94
FIGURE 4-48: MEANS OF TRANSPORTATION TO UNIT	94
FIGURE 4-49: THEFT FROM UNIT	95
FIGURE 4-50: VANDALISM OF UNIT	95
FIGURE 4-51: PEOPLE LIVING IN UNITS	95
FIGURE 4-52: DRUG USE/PRODUCTION/SELLING	96
FIGURE 4-53: BREAKING AND ENTERING	96
FIGURE 4-54: ABANDONED POSSESSIONS	97
FIGURE 4-55: SUSPICIOUS ACTIVITY/OCCUPANTS	97

Self Storage Demand Study 2025

LIST OF FIGURES & TABLES

2025 U.S. SELF STORAGE

CONSUMER URBANIZATION PROFILE	98
FIGURE 5-1: TOTAL HOUSEHOLDS VS. SELF STORAGE RENTER HOUSEHOLDS	99
FIGURE 5-2: SEGMENTS	99
FIGURE 5-3: LENGTH OF RENTAL BY URBANIZATION	100
FIGURE 5-4: LENGTH OF REMAINING RENTAL BY URBANIZATION	100
FIGURE 5-5: PLANNED LENGTH OF FUTURE RENTAL BY URBANIZATION	100
FIGURE 5-6: GENDER	101
FIGURE 5-7: EDUCATION LEVEL	101
FIGURE 5-8: RACE	101
FIGURE 5-9: SPANISH/HISPANIC/LATINO	102
FIGURE 5-10: OWN/RENT	102
FIGURE 5-11: HOUSEHOLD SIZE	102
FIGURE 5-12: MARITAL STATUS	103
FIGURE 5-13: HOUSEHOLD INCOME	103
FIGURE 5-14: RESIDENCE TYPE	104
FIGURE 5-15: RENTERS WITH EXTRA STORAGE	104
FIGURE 5-16: GENERATION	105
FIGURE 5-17: EMPLOYMENT STATUS	105
FIGURE 5-18: REGION	106
FIGURE 5-19: SIZE OF PRIMARY UNIT	106
FIGURE 5-20: UNIT TYPE	107
FIGURE 5-21: MONTHLY COST OF UNIT	107
FIGURE 5-22: VISITS TO UNIT	108
FIGURE 5-23: TRAVEL TIME TO UNIT	108
FIGURE 5-24: TRAVEL TIME ACCEPTABLE?	108
FIGURE 5-25: LONG-TERM REASONS FOR RENTING	109

FIGURE 5-26: TEMPORARY REASONS FOR RENTING	109
FIGURE 5-27: TOP ITEMS STORED	110
FIGURE 5-28: BOTTOM ITEMS STORED	110
FIGURE 5-29: MOST IMPORTANT FEATURES	111
FIGURE 5-30: MOST IMPORTANT FEATURES	111
FIGURE 5-31: LEAST IMPORTANT FEATURES	112
FIGURE 5-32: LEAST IMPORTANT FEATURES	112
FIGURE 5-33: TOP 10 FEATURES MOST WILLING TO PAY EXTRA FOR	113
FIGURE 5-34: NUMBER OF FACILITIES CONTACTED	114
FIGURE 5-35: PAYMENT PREFERENCE	114
FIGURE 5-36: ITEMS RENTED OR PURCHASED FROM FACILITY	115
FIGURE 5-37: MEANS OF FIRST LEARNING OF SELF STORAGE	115
FIGURE 5-38: FIRST CONTACT WITH CHOSEN FACILITY	116
FIGURE 5-39: INFORMATION SOUGHT	116
FIGURE 5-40: SPECIAL NEEDS ACCESS REQUIRED	117
FIGURE 5-41: SPECIAL NEEDS ACCESS OFFERED	117
FIGURE 5-42: FIRST LEARNED OF SELF STORAGE ONLINE	118
FIGURE 5-43: MEANS OF INTERNET SEARCHES	118
FIGURE 5-44: UNITS CURRENTLY HEATED OR AIR-CONDITIONED	119
FIGURE 5-45: MEANS OF TRANSPORTATION TO UNIT	119
FIGURE 5-46: THEFT FROM UNIT	120
FIGURE 5-47: VANDALISM OF UNIT	120
FIGURE 5-48: PEOPLE LIVING IN UNITS	120
FIGURE 5-49: DRUG USE/PRODUCTION/SELLING	121
FIGURE 5-50: BREAKING AND ENTERING	121
FIGURE 5-51: ABANDONED POSSESSIONS	122
FIGURE 5-52: SUSPICIOUS ACTIVITY/OCCUPANTS	122

Self Storage Demand Study 2025

LIST OF FIGURES & TABLES

2025 U.S. SELF STORAGE

FUTURE CONSUMER RENTERS PROFILE	123
FUTURE CONSUMER RENTERS SUMMARY	124
FIGURE 6-1: RESIDENCE OF RENTERS	125
FIGURE 6-2: RENTERS WITH EXTRA STORAGE	125
FIGURE 6-3: HOUSEHOLD INCOME OF RENTERS	125
FIGURE 6-4: OWN/RENT	125
FIGURE 6-5: SEGMENTS OF RENTERS	125
FIGURE 6-6: MARITAL STATUS	126
FIGURE 6-7: GENDER	126
FIGURE 6-8: EMPLOYMENT STATUS	126
FIGURE 6-9: RACE	126
FIGURE 6-10: EDUCATION LEVEL	126
FIGURE 6-11: SPANISH/HISPANIC/LATINO	127
FIGURE 6-12: GENERATIONS	127
FIGURE 6-13: HOUSEHOLDS	127
FIGURE 6-14: REGION	127
FIGURE 6-15: URBANIZATION OF RENTERS	127
FIGURE 6-16: SIZE OF FUTURE UNIT	128
FIGURE 6-17: TYPE OF FUTURE UNIT	128
FIGURE 6-34: EXPECTED RENTAL TIME	128

FIGURE 6-18: MONTHLY COST OF UNIT	129
FIGURE 6-19: UNITS CURRENTLY HEATED OR AIR-CONDITIONED	129
FIGURE 6-20: SPECIAL NEEDS ACCESS REQUIRED	129
FIGURE 6-21: VISITS TO UNIT	130
FIGURE 6-22: MEANS OF TRANSPORTATION TO UNIT	130
FIGURE 6-23: TRAVEL TIME TO UNIT	130
FIGURE 6-24: TRAVEL TIME SATISFACTORY?	130
FIGURE 6-25: REASONS FOR RENTING A SELF STORAGE UNIT	131
FIGURE 6-26: ITEMS STORED – TOP HALF	132
FIGURE 6-27: ITEMS STORED – BOTTOM HALF	132
FIGURE 6-28: PAYMENT PREFERENCE	133
FIGURE 6-29: MEANS OF FIRST LEARNING OF SELF STORAGE	133
FIGURE 6-30: FIRST LEARNED OF SELF STORAGE ONLINE	133
FIGURE 6-31: MEANS OF ONLINE SELF STORAGE SEARCHES	133
FIGURE 6-32: MOST IMPORTANT FEATURES	134
FIGURE 6-33: MOST IMPORTANT FEATURES	134

Self Storage Demand Study 2025

LIST OF FIGURES & TABLES

2025 U.S. SELF STORAGE

BUSINESS RENTERS PROFILE 135

FIGURE 7-1: NUMBER OF EMPLOYEES TOTAL	136
FIGURE 7-2: NUMBER OF EMPLOYEES GENERAL	136
FIGURE 7-3: NUMBER OF EMPLOYEES PREMIUM	136
FIGURE 7-4: TYPE OF BUSINESS RENTERS	136
FIGURE 7-5: REGION	137
FIGURE 7-6: URBANIZATION	137
FIGURE 7-7: OWN/RENT BUSINESS SPACE TOTAL	137
FIGURE 7-8: OWN/RENT BUSINESS SPACE GENERAL	137
FIGURE 7-9: OWN/RENT BUSINESS SPACE PREMIUM	137
FIGURE 7-10: NUMBER OF UNITS RENTED	138
FIGURE 7-11: TYPE OF UNIT RENTED	138
FIGURE 7-12: LENGTH OF CURRENT AND RECENT RENTALS	138
FIGURE 7-13: FUTURE RENTAL INTENTIONS OF CURRENT CUSTOMERS	138
FIGURE 7-14: PAYMENT PREFERENCE	139
FIGURE 7-15: MONTHLY COST OF BUSINESS UNIT	139
FIGURE 7-16: SIZE OF PRIMARY UNIT	139
FIGURE 7-17: VISITS TO RENTAL	140
FIGURE 7-18: TRAVEL TIME TO UNIT	140
FIGURE 7-19: REASONS FOR RENTING	141
FIGURE 7-20: ITEMS STORED	142
FIGURE 7-21: MOST IMPORTANT FEATURES	143

FIGURE 7-22: MOST IMPORTANT FEATURES	143
FIGURE 7-23: LEAST IMPORTANT FEATURES	144
FIGURE 7-24: LEAST IMPORTANT FEATURES	144
FIGURE 7-25: TOP 10 FEATURES MOST WILLING TO PAY EXTRA FOR	145
FIGURE 7-26: ITEMS RENTED OR PURCHASED	146
FIGURE 7-27: IMPORTANCE OF BUSINESS FEATURES	146
FIGURE 7-28: MEANS OF LEARNING ABOUT SELF STORAGE	147
FIGURE 7-29: MEANS OF INTERNET SEARCHES	147
FIGURE 7-30: NUMBER OF FACILITIES CONTACTED TOTAL	148
FIGURE 7-31: NUMBER OF FACILITIES CONTACTED GENERAL	148
FIGURE 7-32: NUMBER OF FACILITIES CONTACTED PREMIUM	148
FIGURE 7-33: FIRST CONTACT WITH CHOSEN FACILITY	148
FIGURE 7-34: HEATED UNITS	149
FIGURE 7-35: AIR-CONDITIONED UNITS	149
FIGURE 7-36: INFORMATION SOUGHT	149
FIGURE 7-37: THEFT FROM UNIT	150
FIGURE 7-38: VANDALISM OF UNIT	150
FIGURE 7-39: PEOPLE LIVING IN UNITS	150
FIGURE 7-40: DRUG USE/PRODUCTION/SELLING	151
FIGURE 7-41: BREAKING AND ENTERING	151
FIGURE 7-42: ABANDONED POSSESSIONS	152
FIGURE 7-43: SUSPICIOUS ACTIVITY/OCCUPANTS	152

Self Storage Demand Study 2025

LIST OF FIGURES & TABLES

2025 U.S. SELF STORAGE

FUTURE BUSINESS RENTERS PROFILE 153

FIGURE 8-1: NUMBER OF EMPLOYEES	155
FIGURE 8-2: OWN/RENT BUSINESS SPACE	155
FIGURE 8-3: BUSINESS STORAGE SPACE	155
FIGURE 8-4: REGION	155
FIGURE 8-5: URBANIZATION	155
FIGURE 8-6: TYPE OF BUSINESS RENTERS	155
FIGURE 8-7: SIZE OF FUTURE UNIT	156
FIGURE 8-8: TYPE OF FUTURE UNIT	156
FIGURE 8-9: EXPECTED RENTAL TIME	156
FIGURE 8-10: EXPECTED MONTHLY COST OF BUSINESS UNIT	157
FIGURE 8-11: UNITS PLANNED HEATED OR AIR-CONDITIONED	157
FIGURE 8-12: SPECIAL NEEDS ACCESS REQUIRED	137
FIGURE 8-13: VISITS TO UNIT	158
FIGURE 8-14: MEANS OF TRANSPORTATION TO UNIT	158
FIGURE 8-15: TRAVEL TIME TO UNIT	158
FIGURE 8-16: TRAVEL TIME SATISFACTORY?	158
FIGURE 8-17: REASONS FOR RENTING A SELF STORAGE UNIT	159
FIGURE 8-18: ITEMS STORED	160
FIGURE 8-19: PAYMENT PREFERENCE	161
FIGURE 8-20: MEANS OF FIRST LEARNING OF SELF STORAGE	161
FIGURE 8-21: FIRST LEARNED OF SELF STORAGE ONLINE	161

FIGURE 8-22: MEANS OF ONLINE SELF STORAGE SEARCHES	161
FIGURE 8-23: MOST IMPORTANT FEATURES	162
FIGURE 8-24: MOST IMPORTANT FEATURES	162

Self Storage Demand Study 2025

APPENDIX

DETAILED HISTORY	166
DEFINING CONSUMER SELF STORAGE MARKETS	167
DEFINING BUSINESS SELF STORAGE MARKETS	168
SURVEY OUTLINE	169
QUESTIONNAIRE CONTENTS	170
SUPPORTING TABLES	174
SUPPORTING TABLES: GENERATIONS	175
TABLE A-1: GENDER BY CONSUMER GENERATION	175
TABLE A-2: MARITAL STATUS BY CONSUMER GENERATION	175
TABLE A-3: DWELLING TYPE BY CONSUMER GENERATION	175
TABLE A-4: SPANISH/HISPANIC/LATINO BY CONSUMER GENERATION	176
TABLE A-5: RACE BY CONSUMER GENERATION	176
TABLE A-6: MEAN NUMBER OF ADULTS, CHILDREN, DEPENDENT ADULTS BY CONSUMER GENERATION	176
TABLE A-7: OWN OR RENT BY CONSUMER GENERATION	177
TABLE A-8: EXTRA SPACE BY CONSUMER GENERATION	177
TABLE A-9: SIZE OF GARAGE BY CONSUMER GENERATION	177
TABLE A-10: COMMUNITY TYPE BY CONSUMER GENERATION	178
TABLE A-11: REGION BY CONSUMER GENERATION	178
TABLE A-12: SEGMENT BY CONSUMER GENERATION	178
TABLE A-13: EDUCATION BY CONSUMER GENERATION	179
TABLE A-14: HOUSEHOLD INCOME BY CONSUMER GENERATION	179
TABLE A-15: EMPLOYMENT STATUS BY CONSUMER GENERATION	180
TABLE A-16: MILITARY RESERVE BY CONSUMER GENERATION	180
TABLE A-17: ALL UNITS - SIZE BY CONSUMER GENERATION	181
TABLE A-18: NUMBER OF UNITS RENTED BY CONSUMER GENERATION	181
TABLE A-19: TYPE OF UNIT RENTED BY CONSUMER GENERATION	182
TABLE A-20: ACTUAL RENTAL LENGTH BY CONSUMER GENERATION	182
TABLE A-21: PLANNED RENTAL LENGTH BY CONSUMER GENERATION (CURRENT & NEW USERS)	183

Self Storage Demand Study 2025

APPENDIX

TABLE A-22: MONTHLY COST BY CONSUMER GENERATION	183
TABLE A-23: PREFERRED PAYMENT METHOD BY CONSUMER GENERATION	184
TABLE A-24: VISITATION FREQUENCY BY CONSUMER GENERATION	185
TABLE A-25: TRAVEL TIME BY CONSUMER GENERATION	185
TABLE A-26: TRAVEL TIME ACCEPTABLE BY CONSUMER GENERATION	186
TABLE A-27: MEANS OF TRANSPORTATION BY CONSUMER GENERATION	186
TABLE A-28: ITEMS RENTED OR PURCHASED BY CONSUMER GENERATION	186
TABLE A-29: REASONS FOR USING SELF STORAGE CONSUMER GENERATION	187
TABLE A-30: MOST IMPORTANT REASON FOR USING SELF STORAGE CONSUMER GENERATION	188
TABLE A-31: ITEMS STORED BY CONSUMER GENERATION	189
TABLE A-32: IMPORTANT FEATURES BY CONSUMER GENERATION	190
TABLE A-33: IMPORTANT FEATURES BY CONSUMER GENERATION	191
TABLE A-34: FEATURES WORTH PAYING EXTRA FOR BY CONSUMER GENERATION	192
TABLE A-35: FEATURES WORTH PAYING EXTRA FOR BY CONSUMER GENERATION	193
TABLE A-36: WHERE FIRST LEARNED OF FACILITY BY CONSUMER GENERATION	194
TABLE A-37: USE FOR ONLINE SEARCHES BY CONSUMER GENERATION	194
TABLE A-38: MOST INFLUENTIAL TO RENT UNIT BY CONSUMER GENERATION	195
TABLE A-39: FIRST MAKE CONTACT WITH FACILITY BY CONSUMER GENERATION	195
TABLE A-40: NUMBER OF FACILITIES CONTACTED BY CONSUMER GENERATION	196
TABLE A-41: INFORMATION SOUGHT BY CONSUMER GENERATION	196
TABLE A-42: SPECIAL NEEDS REQUIRED BY CONSUMER GENERATION	197
TABLE A-43: SPECIAL NEEDS OFFERED BY CONSUMER GENERATION	197
TABLE A-44: HEATED UNITS BY CONSUMER GENERATION	198
TABLE A-45: AIR-CONDITIONED UNITS BY CONSUMER GENERATION	198
TABLE A-45 A: FACILITY SAFETY BY CONSUMER GENERATION	199
TABLE A-45 B: FACILITY SAFETY BY CONSUMER GENERATION	200

Self Storage Demand Study 2025

APPENDIX

SUPPORTING TABLES: REGION	201
TABLE A-46: GENDER BY CONSUMER REGION	201
TABLE A-47: MARITAL STATUS BY CONSUMER REGION	201
TABLE A-48: DWELLING TYPE BY CONSUMER REGION	201
TABLE A-49: SPANISH/HISPANIC/LATINO BY CONSUMER REGION	202
TABLE A-50: RACE BY CONSUMER REGION	202
TABLE A-51: MEAN NUMBER OF ADULTS, CHILDREN, DEPENDENT ADULTS BY CONSUMER REGION	202
TABLE A-52: OWN OR RENT BY CONSUMER REGION	203
TABLE A-53: EXTRA SPACE BY CONSUMER REGION	203
TABLE A-54: SIZE OF GARAGE BY CONSUMER REGION	203
TABLE A-55: COMMUNITY TYPE BY CONSUMER REGION	204
TABLE A-56: GENERATION BY CONSUMER REGION	204
TABLE A-57: SEGMENT BY CONSUMER REGION	204
TABLE A-58: EDUCATION BY CONSUMER REGION	205
TABLE A-59: HOUSEHOLD INCOME BY CONSUMER REGION	205
TABLE A-60: EMPLOYMENT STATUS BY CONSUMER REGION	206
TABLE A-61: MILITARY RESERVE BY CONSUMER REGION	206
TABLE A-62: ALL UNITS- SIZE BY CONSUMER REGION	207
TABLE A-63: NUMBER OF UNITS RENTED BY CONSUMER REGION	207
TABLE A-64: TYPE OF UNIT RENTED BY CONSUMER REGION	207
TABLE A-65: ACTUAL RENTAL LENGTH BY CONSUMER REGION	208
TABLE A-66: PLANNED RENTAL LENGTH BY CONSUMER REGION (CURRENT AND NEW USERS)	208
TABLE A-67: MONTHLY COST BY CONSUMER REGION	209
TABLE A-68: PREFERRED PAYMENT METHOD BY CONSUMER REGION	210
TABLE A-69: VISITATION FREQUENCY BY CONSUMER REGION	211
TABLE A-70: TRAVEL TIME BY CONSUMER REGION	211
TABLE A-71: TRAVEL TIME ACCEPTABLE BY CONSUMER REGION	212
TABLE A-72: MEANS OF TRANSPORTATION BY CONSUMER REGION	212
TABLE A-73: ITEMS RENTED OR PURCHASED BY CONSUMER REGION	212

Self Storage Demand Study 2025

APPENDIX

TABLE A-74: REASONS FOR USING SELF STORAGE CONSUMER REGION	213
TABLE A-75: MOST IMPORTANT REASON FOR USING SELF STORAGE CONSUMER REGION	214
TABLE A-76: ITEMS STORED BY CONSUMER REGION	215
TABLE A-77: IMPORTANT FEATURES BY CONSUMER REGION	216
TABLE A-78: IMPORTANT FEATURES BY CONSUMER REGION	217
TABLE A-79: FEATURES WORTH PAYING EXTRA FOR BY CONSUMER REGION	218
TABLE A-80: FEATURES WORTH PAYING EXTRA FOR BY CONSUMER REGION	219
TABLE A-81: WHERE FIRST LEARNED OF FACILITY BY CONSUMER REGION	220
TABLE A-82: USE FOR ONLINE SEARCHES BY REGION	220
TABLE A-83: MOST INFLUENTIAL TO RENT UNIT BY CONSUMER REGION	221
TABLE A-84: FIRST MAKE CONTACT WITH FACILITY BY CONSUMER REGION	221
TABLE A-85: NUMBER OF FACILITIES CONTACTED BY CONSUMER REGION	222
TABLE A-86: INFORMATION SOUGHT BY CONSUMER REGION	222
TABLE A-87: SPECIAL NEEDS REQUIRED BY CONSUMER REGION	223
TABLE A-88: SPECIAL NEEDS OFFERED BY CONSUMER REGION	223
TABLE A-89: HEATED UNITS BY CONSUMER REGION	224
TABLE A-90: AIR-CONDITIONED UNITS BY CONSUMER REGION	224
TABLE A-90 A: FACILITY SAFETY BY CONSUMER REGION	225
TABLE A-90 B: FACILITY SAFETY BY CONSUMER REGION	226
SUPPORTING TABLES: URBANIZATION	227
TABLE A-91: GENDER BY CONSUMER URBANIZATION	227
TABLE A-92: MARITAL STATUS BY CONSUMER URBANIZATION	227
TABLE A-93: DWELLING TYPE BY CONSUMER URBANIZATION	227
TABLE A-94: SPANISH/HISPANIC/LATINO BY CONSUMER URBANIZATION	228
TABLE A-95: RACE BY CONSUMER URBANIZATION	228
TABLE A-96: MEAN NUMBER OF ADULTS, CHILDREN, DEPENDENT ADULTS BY CONSUMER URBANIZATION	228
TABLE A-97: OWN OR RENT BY CONSUMER URBANIZATION	229

Self Storage Demand Study 2025

APPENDIX

TABLE A-98: EXTRA SPACE BY CONSUMER URBANIZATION	229
TABLE A-99: SIZE OF GARAGE BY CONSUMER URBANIZATION	229
TABLE A-100: GENERATION BY CONSUMER URBANIZATION	230
TABLE A-102: REGION BY CONSUMER URBANIZATION	230
TABLE A-103: SEGMENT BY CONSUMER URBANIZATION	231
TABLE A-104: EDUCATION BY CONSUMER URBANIZATION	231
TABLE A-105: HOUSEHOLD INCOME BY CONSUMER URBANIZATION	232
TABLE A-106: EMPLOYMENT STATUS BY CONSUMER URBANIZATION	232
TABLE A-107: MILITARY RESERVE BY CONSUMER URBANIZATION	233
TABLE A-108: ALL UNITS - SIZE BY CONSUMER URBANIZATION	233
TABLE A-109: NUMBER OF UNITS RENTED BY CONSUMER URBANIZATION	233
TABLE A-110: TYPE OF UNIT RENTED BY CONSUMER URBANIZATION	234
TABLE A-111: ACTUAL RENTAL LENGTH BY CONSUMER URBANIZATION	234
TABLE A-112: PLANNED RENTAL LENGTH BY CONSUMER URBANIZATION	235
TABLE A-113: MONTHLY COST BY CONSUMER URBANIZATION	235
TABLE A-114: PREFERRED PAYMENT METHOD BY CONSUMER URBANIZATION	236
TABLE A-115: VISITATION FREQUENCY BY CONSUMER URBANIZATION	237
TABLE A-116: TRAVEL TIME BY CONSUMER URBANIZATION	237
TABLE A-117: TRAVEL TIME ACCEPTABLE BY CONSUMER URBANIZATION	238
TABLE A-118: MEANS OF TRANSPORTATION BY CONSUMER URBANIZATION	238
TABLE A-119: ITEMS RENTED OR PURCHASED BY CONSUMER URBANIZATION	238
TABLE A-120: REASONS FOR USING SELF STORAGE CONSUMER URBANIZATION	239
TABLE A-121: MOST IMPORTANT REASON FOR USING SELF STORAGE CONSUMER URBANIZATION	240
TABLE A-122: ITEMS STORED BY CONSUMER URBANIZATION	241
TABLE A-123: IMPORTANT FEATURES BY CONSUMER URBANIZATION	242
TABLE A-124: IMPORTANT FEATURES BY CONSUMER URBANIZATION	243
TABLE A-125: FEATURES WORTH PAYING EXTRA FOR BY CONSUMER URBANIZATION	244

Self Storage Demand Study 2025

APPENDIX

TABLE A-126: FEATURES WORTH PAYING EXTRA FOR BY CONSUMER URBANIZATION	245
TABLE A-127: WHERE FIRST LEARNED OF FACILITY BY CONSUMER URBANIZATION	246
TABLE A-128: USE FOR ONLINE SEARCHES BY CONSUMER URBANIZATION	246
TABLE A-129: MOST INFLUENTIAL TO RENT UNIT BY CONSUMER URBANIZATION	247
TABLE A-130: FIRST MAKE CONTACT WITH FACILITY BY CONSUMER URBANIZATION	247
TABLE A-131: NUMBER OF FACILITIES CONTACTED BY CONSUMER URBANIZATION	248
TABLE A-132: INFORMATION SOUGHT BY CONSUMER URBANIZATION	248
TABLE A-133: SPECIAL NEEDS REQUIRED BY CONSUMER URBANIZATION	249
TABLE A-134: SPECIAL NEEDS OFFERED BY CONSUMER REGION	249
TABLE A-135: HEATED UNITS BY CONSUMER URBANIZATION	250
TABLE A-136: AIR-CONDITIONED UNITS BY CONSUMER URBANIZATION	250
TABLE A-136 A: FACILITY SAFETY BY CONSUMER URBANIZATION	251
TABLE A-136 B: FACILITY SAFETY BY CONSUMER URBANIZATION	252
SUPPORTING TABLES: BUSINESS	253
TABLE A-137: NUMBER OF UNITS RENTED BY BUSINESS SEGMENTS	253
TABLE A-138: TYPE OF UNIT RENTED BY BUSINESS SEGMENTS	253
TABLE A-139: LENGTH OF RENTAL BY BUSINESS SEGMENTS	254
TABLE A-140: LENGTH OF REMAINING RENTAL (CURRENT USERS) BY BUSINESS SEGMENTS	254
TABLE A-141: MONTHLY COST BY BUSINESS SEGMENTS	255
TABLE A-142: PREFERRED PAYMENT METHOD BY BUSINESS SEGMENTS	256
TABLE A-143: DRIVING TIME TO FACILITY BY BUSINESS SEGMENTS	257
TABLE A-144: FREQUENCY OF VISITS TO UNIT BY BUSINESS SEGMENTS	257
TABLE A-145: RENTAL REASONS BY BUSINESS SEGMENTS	258
TABLE A-146: MOST IMPORTANT RENTAL REASONS BY BUSINESS SEGMENTS	259
TABLE A-147: STORE EMPLOYEE ITEMS BY BUSINESS SEGMENTS	259
TABLE A-148: ITEMS STORED BY BUSINESS SEGMENTS	260
TABLE A-149: ITEMS RENTED OR PURCHASED BY BUSINESS SEGMENTS	260

Self Storage Demand Study 2025

APPENDIX

TABLE A-150: IMPORTANT FEATURES BY BUSINESS SEGMENTS	261
TABLE A-151: IMPORTANT FEATURES BY BUSINESS SEGMENTS	262
TABLE A-152: FEATURES WORTH PAYING EXTRA FOR BY BUSINESS SEGMENTS	263
TABLE A-153: FEATURES WORTH PAYING EXTRA FOR BY BUSINESS SEGMENTS	264
TABLE A-154: IMPORTANT BUSINESS FEATURES BY BUSINESS SEGMENTS	265
TABLE A-155: WHERE FIRST LEARNED OF FACILITY BY BUSINESS SEGMENTS	266
TABLE A-156: USE FOR ONLINE SEARCHES BY BUSINESS SEGMENTS	266
TABLE A-157: MOST INFLUENTIAL TO RENT UNIT BY BUSINESS SEGMENTS	267
TABLE A-158: NUMBER OF FACILITIES CONTACTED BY BUSINESS SEGMENTS	267
TABLE A-159: INFORMATION SOUGHT BY BUSINESS SEGMENTS	268
TABLE A-160: SPECIAL NEEDS REQUIRED BY BUSINESS SEGMENTS	269
TABLE A-161: SPECIAL NEEDS OFFERED BY BUSINESS SEGMENTS	269
TABLE A-162: HEATED UNITS BY CONSUMER BUSINESS SEGMENTS	270
TABLE A-163: AIR-CONDITIONED UNITS BY BUSINESS SEGMENTS	270
TABLE A-164: NUMBER OF EMPLOYEES BY BUSINESS SEGMENTS	271
TABLE A-165: BUSINESS CHARACTERISTICS BY BUSINESS SEGMENTS	271
TABLE A-166: COMMUNITY TYPE BY BUSINESS SEGMENTS	271
TABLE A-167: BUSINESS TYPE BY BUSINESS SEGMENTS	272
TABLE A-168: BUSINESS LOCATION BY BUSINESS SEGMENTS	273
TABLE A-169: ALL BUSINESS UNITS – SIZE BY BUSINESS SEGMENTS	273
TABLE A-169 A: FACILITY SAFETY BY BUSINESS SEGMENTS	274
TABLE A-169 B: FACILITY SAFETY BY BUSINESS SEGMENTS	275
APPENDIX TABLES: GENERATIONS	276
TABLE A-170: PAYMENT METHOD USED BY CONSUMER GENERATION	276
TABLE A-171: LONGEST TIME WILLING TO TRAVEL BY CONSUMER GENERATION	277
TABLE A-172: UNIT CLOSER TO RESIDENCE OR WORK/SCHOOL BY CONSUMER GENERATION	277
TABLE A-173: REASON FOR ENDING SELF STORAGE RENTAL BY CONSUMER GENERATION (CURRENT USERS)	278

Self Storage Demand Study 2025

APPENDIX

TABLE A-174: REASON FOR ENDING SELF STORAGE RENTAL BY CONSUMER GENERATION (RECENT USERS)	279
TABLE A-175: PLANS WHEN RENTAL ENDS BY CONSUMER GENERATION (CURRENT USERS)	280
TABLE A-176: NEW UNIT EXPECTATIONS BY CONSUMER GENERATION (CURRENT USERS)	280
TABLE A-177: NEW UNIT EXPECTATIONS BY CONSUMER GENERATION (CURRENT USERS)	281
TABLE A-179: FIRST RENT FOR BUSINESS OR PERSONAL USE BY CONSUMER GENERATION	282
APPENDIX TABLES: REGIONS	283
TABLE A-180: PAYMENT METHOD USED BY CONSUMER REGION	283
TABLE A-181: LONGEST TIME WILLING TO TRAVEL BY CONSUMER REGION	284
TABLE A-182: UNIT CLOSER TO RESIDENCE OR WORK/SCHOOL BY CONSUMER REGION	284
TABLE A-183: REASON FOR ENDING SELF STORAGE RENTAL BY CONSUMER REGION (CURRENT USERS)	285
TABLE A-184: REASON FOR ENDING SELF STORAGE RENTAL BY CONSUMER REGION (RECENT USERS)	286
TABLE A-185: PLANS WHEN RENTAL ENDS BY CONSUMER REGION (CURRENT USERS)	287
TABLE A-186: NEW UNIT EXPECTATIONS BY CONSUMER REGION (CURRENT USERS)	287
TABLE A-187: NEW UNIT EXPECTATIONS BY CONSUMER REGION (CURRENT USERS)	288
TABLE A-189: FIRST RENT FOR BUSINESS OR PERSONAL USE BY CONSUMER REGION	289
APPENDIX TABLES: URBANIZATION	290
TABLE A-190: PAYMENT METHOD USED BY CONSUMER URBANIZATION	290
TABLE A-191: LONGEST TIME WILLING TO TRAVEL BY CONSUMER URBANIZATION	291
TABLE A-192: UNIT CLOSER TO RESIDENCE OR WORK/SCHOOL BY CONSUMER URBANIZATION	291
TABLE A-193: REASON FOR ENDING SELF STORAGE RENTAL BY CONSUMER URBANIZATION (CURRENT USERS)	292
TABLE A-194: REASON FOR ENDING SELF STORAGE RENTAL BY CONSUMER URBANIZATION (RECENT USERS)	293
TABLE A-195: PLANS WHEN RENTAL ENDS BY CONSUMER URBANIZATION (CURRENT USERS)	294
TABLE A-196: NEW UNIT EXPECTATIONS BY CONSUMER URBANIZATION (CURRENT USERS)	294
TABLE A-197: NEW UNIT EXPECTATIONS BY CONSUMER URBANIZATION (CURRENT USERS)	295
TABLE A-199: FIRST RENT FOR BUSINESS OR PERSONAL USE BY CONSUMER URBANIZATION	296

Self Storage Demand Study 2025

APPENDIX

APPENDIX TABLES: BUSINESS	297
TABLE A-200: PAYMENT METHOD USED BY BUSINESS SEGMENTS	297
TABLE A-201: LONGEST TIME WILLING TO TRAVEL BY BUSINESS SEGMENTS	298
TABLE A-202: REASON FOR ENDING SELF STORAGE RENTAL BY BUSINESS SEGMENTS (RECENT USERS)	299
TABLE A-203: REASON FOR ENDING SELF STORAGE RENTAL BY BUSINESS SEGMENTS (CURRENT USERS)	300
TABLE A-204: PLANS WHEN RENTAL ENDS BY BUSINESS SEGMENTS (CURRENT USERS)	301
TABLE A-205: NEW UNIT EXPECTATIONS BY BUSINESS SEGMENTS (CURRENT USERS)	301
TABLE A-206: NEW UNIT EXPECTATIONS BY BUSINESS SEGMENTS (CURRENT USERS)	302
TABLE A-207: INFLUENCE ON SELF STORAGE BY BUSINESS SEGMENTS	303
TABLE A-208: JOB TITLE BY BUSINESS SEGMENTS	304
TABLE A-209: MEANS OF TRANSPORTATION BY BUSINESS SEGMENT	305
TABLE A-210: TRAVEL TIME ACCEPTABLE BY BUSINESS SEGMENT	305

INTRODUCTION

Self Storage Demand Study 2025

Since 2004, the Self Storage Association (SSA) has been committed to equipping industry professionals with the insights they need to make smarter, more strategic business decisions. In many ways, the search for reliable, actionable data has been the industry's own version of the Holy Grail. With the release of this seventh Demand Study, that elusive goal feels closer than ever. Packed with fresh findings and grounded in years of research, this report offers a deeper understanding of consumer behavior, market trends, and the evolving dynamics shaping self storage today.

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, 2020, 2022 and now in 2025 with minor changes each time.

This report presents the results of the Self Storage Demand Study – 2025 Edition. Survey responses were collected February – March 2025. The survey asks about renter's experiences in the past year, thus data reported reflects a snapshot of 2024 and are labeled as such in the charts and tables throughout.

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 February through March 2025.
- More than 10,000 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 3,456 households and 935 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.*
- Please note, some figures have been combined or eliminated in this edition, however, all figure numbers included in this report remain consistent with prior editions for continuity.

2025 U.S. SELF STORAGE CONSUMER TRENDS

2025 U.S. Consumer Self Storage Market: Trends

- Since 2013, the rate of household consumer self storage usage has risen, peaking in 2024.
- Each year has seen growth in both the overall population and the number of households renting storage units.

Total Households vs. Self Storage Renter Households

(Figure 1-1) & (Figure 1-2)

