

Market Demand

COMPETITOR'S FACILITY NAME	Estimated Sq. Ft.	% of Impact	Sq. Ft. Supply
Total Estimated Sq. Ft. of Supply that Impacts Proposed Project:			
Population in a 5 Mile Radius:			
(Times) Average Square Foot Demand Per Person:			
(Equals) Total Demand:			
(Less) Estimated Sq. Ft. of Supply That Impacts Proposed Project:			
(Equals) Market Demand:			

Instructions:

1. From the Competition Analysis form fill in the estimated rentable square feet for each competitor's project.
2. On a map, draw a 5-mile radius trading circle around your project and the competitor's projects. Estimate the percentage of each of the competitor's circle that impacts your proposed project 5-mile circle. (This may not be a circle but an oblong area, depending on major highways, etc). Use approximately a 10 to 15 minute driving time for your trading radius depending on your traffic situation. The market area may also be more or less than 5 miles, depending on demographic factors. For example, if 25% of a competitor's circle overlaps your projects circle then use 25% as your multiplier to determine the square feet of supply that impacts your proposed project.
3. The total from above is one of a variety of ways to calculate the total existing supply of space currently rented in your trading market.
4. Call one of the following companies to obtain the population in your market: CACI Marketing Systems 800-292-2224 or National Decision Systems 800-866-6510
5. Multiply the 5-mile circled population by the average square foot demand per person. The 1999 Self Storage Almanac has the saturation levels for each state and for the top 100 metropolitan areas. The 1999 almanac had a national average of 3.95 square feet per person. The result of the above is the estimated square foot demand in your market area.
6. Subtract this from the supply factor and the result is an approximation of the remaining demand for your trading area.