

STORTRACK

# EXPLORER

SELF-STORAGE

## Market Report

Produced on Sep 26 2024

Report for:  
Davis, CA



 STORTRACK

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## Executive Summary

**Market:** Davis, CA

**Market Type:** City

**Comparisons are made with:** National Totals and Averages and California State Total and Averages

## Market Snapshot

The Market Snapshot is a one-look overview of the market.

	This Market	State	National
Net Rentable Sq Ft	448,520	297,122,172	2,859,614,574
Sq Ft per Capita			
• 2022 Sq Ft per Capita	6.67	7.53	8.64
• 2024 Sq Ft per Capita	6.56	7.42	8.57
• 2026 Sq Ft per Capita	6.46	7.32	8.46
Sq Ft per Household	17.47	22.48	22.74
Total Stores	7	4,274	65,385
• REITS	1	1,056	9,892
• Mid Ops	4	1,671	24,492
• Small Ops	2	1,547	31,001
New Developments	0	315	3,866
Estimated Net Rentable Sq Ft of Development	0	27,104,487	247,775,634
Stores opened within the last year	0	72	1,220
Demographics			
• 2022 Population	67,203	39,455,353	331,097,593
• 2024 Population	68,322 (+1.67% change)	40,064,358 (+0.01% change)	333,584,158 (+0.01% change)
• 2026 Population	69,441 (+3.33% change)	40,573,298 (+0.03% change)	338,018,925 (+0.03% change)
Households	25,669	13,217,586	125,736,353
Rental Households	14,887	5,882,339	44,238,593

## Market Snapshot Continued

	This Market	State	National
Rental Households Percentage	58%	44.5%	35.18%
Median Household Income	\$83,592	\$84,097	\$75,149
Average Rate Per Square Feet			
• All Units without Parking	\$1.67	\$2.21	\$1.49
• All Units with Parking	\$1.67	\$2.11	\$1.42
• Regular Units	\$1.67	\$2.15	\$1.26
• Climate Controlled Units	N/A	\$2.47	\$1.77
• Only Parking	N/A	\$0.71	\$0.49
Rate Trend (12 months)	6.92%	-9.71%	-2.77%
Units Not Advertised	50%	6%	6%
<b>Market Including Known Developments</b>			
Net Rentable Sq Ft	448,520	324,226,659	3,107,390,208
Sq Ft per Capita			
• 2022 Sq Ft per Capita	6.67	8.22	9.39
• 2024 Sq Ft per Capita	6.56	8.09	9.32
• 2026 Sq Ft per Capita	6.46	7.99	9.19
Sq Ft per Household	17.47	24.53	24.71
Total Stores	7	4,589	69,251
• REITS	1	1,097	10,325
• Mid Ops	4	1,721	24,963
• Small Ops	2	1,559	31,157
New Supply Ratio	N/A	9.12%	8.66%

## Unit Types Offered

Analysis of the most common unit types - with the percentage of Stores in the market currently offering that unit type.

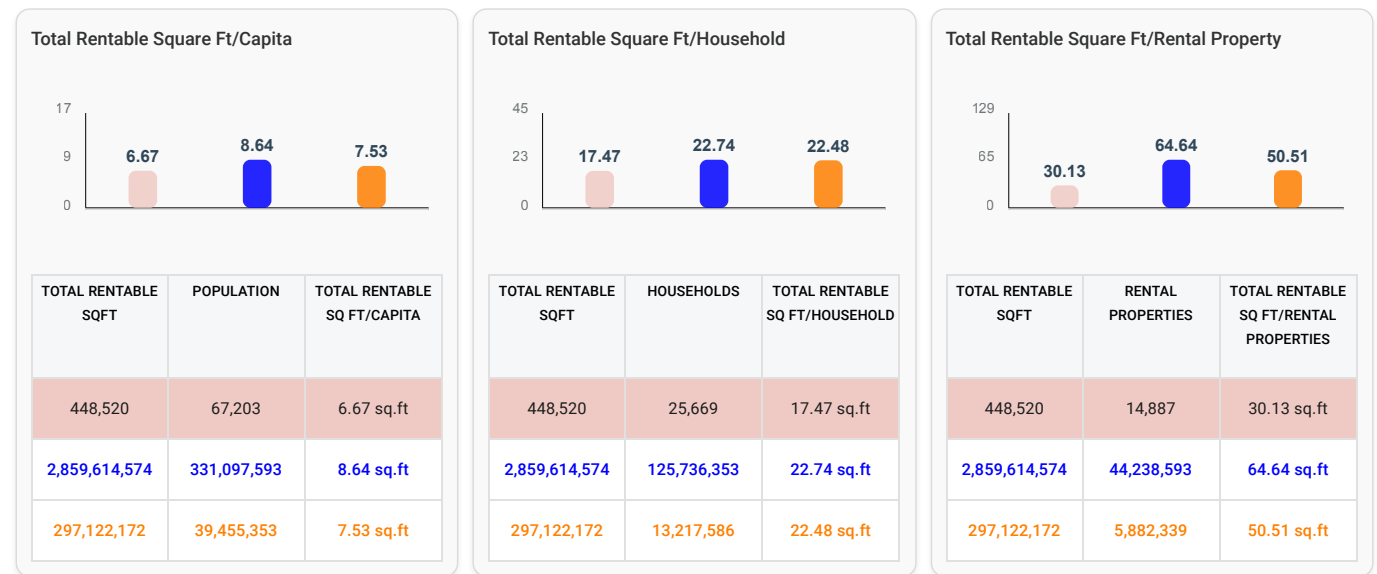
ALL UNITS WITHOUT PARKING	ALL UNITS WITH PARKING	ALL REG	ALL CC	ALL PARKING	5X5 REG	5X5 CC	5X10 REG	5X10 CC	10X10 REG	10X10 CC	10X15 REG	10X15 CC	10X20 REG	10X20 CC	10X30 REG	10X30 CC	CAR PARKING	RV PARKING
28.57%	28.57%	28.57%	N/A	N/A	28.57%	N/A	28.57%	N/A	28.57%	N/A	14.29%	N/A	28.57%	N/A	N/A	N/A	N/A	N/A
97.48%	100.00%	83.48%	48.32%	18.42%	29.04%	32.93%	61.15%	41.15%	69.30%	41.67%	56.42%	34.91%	64.67%	29.15%	34.16%	9.72%	1.95%	17.47%
98.21%	100.00%	92.85%	24.09%	15.79%	61.49%	17.55%	78.75%	20.33%	77.98%	19.62%	63.43%	14.77%	67.26%	9.99%	32.20%	2.01%	1.40%	15.06%

● This Market 
 ● National Totals and Averages 
 ● California State Total and Averages

## Overall Market Supply Metrics

Analysis of supply metrics in the market. A side-by-side bar chart comparison, shows the Market's Total Rentable Square Footage per Capita, Total Rentable Square Footage per Household and Total Rentable Square Footage per Rental Property.

Demographic data based on the U.S. Census Bureau's 2022 American Community Survey.



● This Market 
 ● National Totals and Averages 
 ● California State Total and Averages

## 12 Month Trailing Average Rate History

View 12 month trailing average rates for the past one year.

Summary - (Premium - Rate Per Square Foot, Any Floor)

		ALL UNITS WITHOUT PARKING	ALL UNITS WITH PARKING	ALL REG	ALL CC	ALL PARKING	5X5 REG	5X5 CC	5X10 REG	5X10 CC	10X10 REG	10X10 CC	10X15 REG	10X15 CC	10X20 REG	10X20 CC	10X30 REG	10X30 CC	CAR PARKING	RV PARKING
Market Average Price		\$1.67	\$1.67	\$1.67	-	-	\$2.88	-	\$1.81	-	\$1.29	-	\$0.99	-	\$1.03	-	-	-	-	-
<b>Central Davis Storage</b> 1.02 miles 300 Pole Line Rd, Davis, CA 95618	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>Harrison Self Storage - Davis</b> 1.03 miles 200 Madson Place, Davis, CA 95618	12 mo. trailing avg.	\$1.42	\$1.42	\$1.42	-	-	\$2.64	-	\$1.60	-	\$1.15	-	\$0.93	-	\$0.80	-	-	-	-	-
<b>Harrison Self Storage - 2nd St</b> 1.08 miles 2323 2nd St, Davis, CA 95618	12 mo. trailing avg.	\$1.42	\$1.42	\$1.42	-	-	\$2.64	-	\$1.60	-	\$1.15	-	\$0.93	-	\$0.80	-	-	-	-	-
<b>2nd Street Storage</b> 1.11 miles 2525 2nd St, Davis, CA 95618	12 mo. trailing avg.	\$1.83	\$1.83	\$1.83	-	-	\$2.84	-	\$2.00	-	\$1.35	-	-	-	\$1.12	-	-	-	-	-
<b>Public Storage</b> 1.21 miles 1230 Olive Drive, Davis, CA 95616	12 mo. trailing avg.	\$1.64	\$1.64	\$1.64	-	-	\$2.48	-	\$1.74	-	\$1.27	-	\$1.01	-	\$0.90	-	\$0.62	-	-	-
<b>Almondwood Self Storage in Davis</b> 1.45 miles 1212 Alvarado Ave, Davis, CA 95616	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>South Davis Storage</b> 2.41 miles 4836 Chiles Rd, Davis, CA 95618	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

## 12 Month Trailing Average Rate History Continued

### Specific Unit - 10x10 Reg (Premium - Rate Per Square Foot, Any Floor)

		SEP 2023	OCT 2023	NOV 2023	DEC 2023	JAN 2024	FEB 2024	MAR 2024	APR 2024	MAY 2024	JUN 2024	JUL 2024	AUG 2024
	Market Average Price	\$1.21	\$1.20	\$1.20	\$1.21	\$1.21	\$1.22	\$1.22	\$1.22	\$1.22	\$1.22	\$1.23	\$1.23
<b>Central Davis Storage</b> 1.02 miles 300 Pole Line Rd, Davis, CA 95618	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
<b>Harrison Self Storage - Davis</b> 1.03 miles 200 Madson Place, Davis, CA 95618	12 mo. trailing avg.	\$1.15	\$1.15	\$1.15	\$1.15	\$1.15	\$1.15	\$1.15	\$1.15	\$1.15	\$1.15	\$1.15	\$1.15
<b>Harrison Self Storage - 2nd St</b> 1.08 miles 2323 2nd St, Davis, CA 95618	12 mo. trailing avg.	\$1.15	\$1.15	\$1.15	\$1.15	\$1.15	\$1.15	\$1.15	\$1.15	\$1.15	\$1.15	\$1.15	\$1.15
<b>2nd Street Storage</b> 1.11 miles 2525 2nd St, Davis, CA 95618	12 mo. trailing avg.	\$1.35	\$1.35	\$1.35	\$1.35	\$1.35	\$1.35	\$1.35	\$1.35	\$1.35	\$1.35	\$1.35	\$1.35
<b>Public Storage</b> 1.21 miles 1230 Olive Drive, Davis, CA 95616	12 mo. trailing avg.	\$1.17	\$1.11	\$1.10	\$1.12	\$1.18	\$1.23	\$1.22	\$1.22	\$1.25	\$1.26	\$1.26	\$1.27
<b>Almondwood Self Storage in Davis</b> 1.45 miles 1212 Alvarado Ave, Davis, CA 95616	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
<b>South Davis Storage</b> 2.41 miles 4836 Chiles Rd, Davis, CA 95618	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-

### Specific Unit - 10x10 CC (Premium - Rate Per Square Foot, Any Floor)

		SEP 2023	OCT 2023	NOV 2023	DEC 2023	JAN 2024	FEB 2024	MAR 2024	APR 2024	MAY 2024	JUN 2024	JUL 2024	AUG 2024
	Market Average Price	-	-	-	-	-	-	-	-	-	-	-	-
<b>Central Davis Storage</b> 1.02 miles 300 Pole Line Rd, Davis, CA 95618	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
<b>Harrison Self Storage - Davis</b> 1.03 miles 200 Madson Place, Davis, CA 95618	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
<b>Harrison Self Storage - 2nd St</b> 1.08 miles 2323 2nd St, Davis, CA 95618	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
<b>2nd Street Storage</b> 1.11 miles 2525 2nd St, Davis, CA 95618	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
<b>Public Storage</b> 1.21 miles 1230 Olive Drive, Davis, CA 95616	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
<b>Almondwood Self Storage in Davis</b> 1.45 miles 1212 Alvarado Ave, Davis, CA 95616	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
<b>South Davis Storage</b> 2.41 miles 4836 Chiles Rd, Davis, CA 95618	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-

## Rate per Square Foot by Unit Type

Analysis of the average rate per square foot by each of the most common unit types.

ALL UNITS WITHOUT PARKING	ALL UNITS WITH PARKING	ALL PARKING	ALL REG	ALL CC	5X5 REG	5X5 CC	5X10 REG	5X10 CC	10X10 REG	10X10 CC	10X15 REG	10X15 CC	10X20 REG	10X20 CC	10X30 REG	10X30 CC	CAR PARKING	RV PARKING
\$1.67	\$1.67	N/A	\$1.67	N/A	\$2.87	N/A	\$1.87	N/A	\$1.27	N/A	\$0.99	N/A	\$1.06	N/A	N/A	N/A	N/A	N/A
\$1.21	\$1.16	\$0.44	\$1.06	\$1.39	\$1.88	\$1.98	\$1.29	\$1.53	\$1.01	\$1.25	\$0.88	\$1.11	\$0.80	\$1.09	\$0.74	\$1.08	\$0.52	\$0.44
\$1.81	\$1.73	\$0.63	\$1.78	\$1.98	\$2.69	\$2.77	\$1.97	\$2.08	\$1.64	\$1.70	\$1.45	\$1.57	\$1.35	\$1.56	\$1.20	\$1.63	\$0.70	\$0.63

● This Market ● National Totals and Averages ● California State Total and Averages

## Average Unit Type Rates

Comparison of each of the most common unit types and the average Advertised Online rate for each.

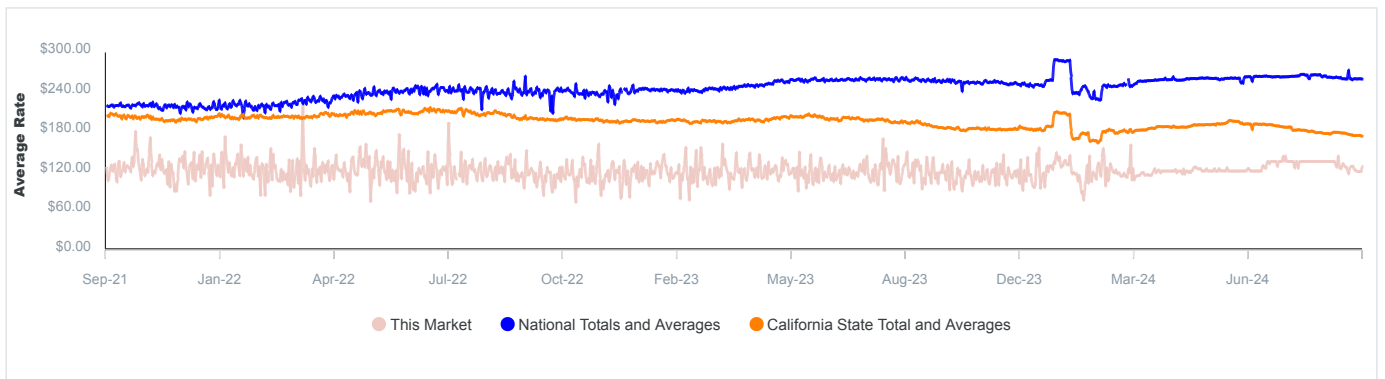
ALL UNITS WITHOUT PARKING	ALL UNITS WITH PARKING	ALL PARKING	ALL REG	ALL CC	5X5 REG	5X5 CC	5X10 REG	5X10 CC	10X10 REG	10X10 CC	10X15 REG	10X15 CC	10X20 REG	10X20 CC	10X30 REG	10X30 CC	CAR PARKING	RV PARKING
\$127.50	\$127.50	N/A	\$127.50	N/A	\$71.67	N/A	\$93.67	N/A	\$126.50	N/A	\$149.00	N/A	\$211.33	N/A	N/A	N/A	N/A	N/A
\$121.71	\$123.29	\$146.07	\$116.21	\$128.51	\$46.92	\$49.57	\$64.62	\$76.42	\$101.43	\$125.33	\$131.29	\$166.90	\$159.58	\$218.00	\$220.81	\$322.76	\$130.68	\$146.98
\$170.62	\$172.17	\$191.80	\$171.90	\$165.38	\$67.15	\$69.16	\$98.36	\$104.15	\$164.30	\$169.53	\$216.87	\$235.23	\$270.19	\$312.80	\$360.75	\$488.44	\$181.61	\$192.28

● This Market ● National Totals and Averages ● California State Total and Averages

## Average Rates History

Historical graphs showing the average rate over the past 36 months for each of the most common unit types.

### All Units Without Parking (Last 3 Years)





## All Stores List

Profile information on every store in the market. Store profile information includes the Store Name, Store Address, Total Rentable Square Footage, Year Opened, Company owner and/or Operating Company, Rate Volatility over the past 30 days.

**Total Square Feet** values displayed here are obtained from public sources, including city and county property records. When this information is unavailable, StorTrack uses mapping tools or internal models to estimate the size of the property - such properties have an asterisk (\*) next to their Total Square Feet value.

How is Rentable Square Feet (RSF) calculated for each property?

RSF is 95% of TSF if the property has 1 floor | RSF is 85% of TSF if the property has 2 floors | RSF is 75% of TSF if the property has 3 or more floors | RSF is 95% of TSF if the property has an unknown number of floors

The class type is a proprietary store classification system. Facilities are categorized based on data concerning rental rates, population, median household income and more.

✓ Rate available for this unit type		✗ Rate not available for this unit type		👁 Rate previously available, but not currently advertised									
<b>Central Davis Storage</b> 1.02 miles 300 Pole Line Rd, Davis, CA 95618		Drive Distance <b>1.8 miles</b> Drive Time <b>8.7 minutes</b> Total Square Feet <b>26,713 sqft</b> Rentable Square Footage <b>25,377 sqft</b> Class Type <b>B</b> Store Type <b>Self Storage</b> Rate Volatility <b>N/A</b>		<b>Marketing Scorecard</b> <b>20/100</b> Contactability <b>6/11</b> PaidSearch <b>5/35</b> Search <b>0/15</b> SocialMedia <b>0/14</b> Website <b>9/25</b>									
5x5 Reg	5x5 CC	5x10 Reg	5x10 CC	10x10 Reg	10x10 CC	10x15 Reg	10x15 CC	10x20 Reg	10x20 CC	10x30 Reg	10x30 CC	Car Parking	RV Parking
✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
<b>Harrison Self Storage - Davis</b> 1.03 miles 200 Madson Place, Davis, CA 95618 Monday - Sunday <b>06:00 AM - 09:00 PM</b>		Drive Distance <b>1.93 miles</b> Drive Time <b>7.91 minutes</b> Total Square Feet <b>51,964 sqft</b> Rentable Square Footage <b>49,366 sqft</b> Class Type <b>B</b> Store Type <b>Self Storage and Parking</b> Rate Volatility <b>N/A</b>		<b>Marketing Scorecard</b> <b>10/100</b> Contactability <b>0/11</b> PaidSearch <b>5/35</b> Search <b>0/15</b> SocialMedia <b>0/14</b> Website <b>5/25</b>									
5x5 Reg	5x5 CC	5x10 Reg	5x10 CC	10x10 Reg	10x10 CC	10x15 Reg	10x15 CC	10x20 Reg	10x20 CC	10x30 Reg	10x30 CC	Car Parking	RV Parking
👁	✗	👁	✗	👁	✗	👁	✗	👁	✗	✗	✗	✗	✗
<b>Harrison Self Storage - 2nd St</b> 1.08 miles 2323 2nd St, Davis, CA 95618 Monday - Sunday <b>06:00 AM - 09:00 PM</b>		Drive Distance <b>2.06 miles</b> Drive Time <b>7.73 minutes</b> Total Square Feet <b>124,117 sqft</b> Rentable Square Footage <b>117,911 sqft</b> Class Type <b>B</b> Store Type <b>Self Storage and Parking</b> Rate Volatility <b>N/A</b>		<b>Marketing Scorecard</b> <b>10/100</b> Contactability <b>0/11</b> PaidSearch <b>5/35</b> Search <b>0/15</b> SocialMedia <b>0/14</b> Website <b>5/25</b>									
5x5 Reg	5x5 CC	5x10 Reg	5x10 CC	10x10 Reg	10x10 CC	10x15 Reg	10x15 CC	10x20 Reg	10x20 CC	10x30 Reg	10x30 CC	Car Parking	RV Parking
👁	✗	👁	✗	👁	✗	👁	✗	👁	✗	✗	✗	✗	✗
<b>2nd Street Storage</b> 1.11 miles 2525 2nd St, Davis, CA 95618 Monday - Friday <b>08:00 AM - 08:00 PM</b> Saturday - Sunday <b>10:00 AM - 06:00 PM</b>		Drive Distance <b>2.13 miles</b> Drive Time <b>7.66 minutes</b> Total Square Feet <b>66,062 sqft</b> Rentable Square Footage <b>56,152 sqft</b> Class Type <b>B</b> Store Type <b>Self Storage</b> Rate Volatility <b>0%</b>		<b>Marketing Scorecard</b> <b>22/100</b> Contactability <b>5/11</b> PaidSearch <b>0/35</b> Search <b>4/15</b> SocialMedia <b>0/14</b> Website <b>13/25</b>									
5x5 Reg	5x5 CC	5x10 Reg	5x10 CC	10x10 Reg	10x10 CC	10x15 Reg	10x15 CC	10x20 Reg	10x20 CC	10x30 Reg	10x30 CC	Car Parking	RV Parking
✓	✗	✓	✗	✓	✗	✗	✗	✓	✗	✗	✗	✗	✗

## All Stores List Continued

<span style="color: green;">✓</span> Rate available for this unit type		<span style="color: red;">✗</span> Rate not available for this unit type		<span style="color: gray;">👁</span> Rate previously available, but not currently advertised									
<b>Public Storage</b> 1.21 miles 1230 Olive Drive, Davis, CA 95616 Monday - Sunday <b>06:00 AM - 09:00 PM</b>		Drive Distance <b>2.31 miles</b> Drive Time <b>12.58 minutes</b> Total Square Feet <b>60,413 sqft</b> Rentable Square Footage <b>57,392 sqft</b> Class Type <b>B</b> Store Type <b>Self Storage</b> Rate Volatility <b>36%</b>		<b>Marketing Scorecard</b> <b>52/100</b> Contactability <b>8/11</b> PaidSearch <b>13/35</b> Search <b>2/15</b> SocialMedia <b>8/14</b> Website <b>21/25</b>									
5x5 Reg	5x5 CC	5x10 Reg	5x10 CC	10x10 Reg	10x10 CC	10x15 Reg	10x15 CC	10x20 Reg	10x20 CC	10x30 Reg	10x30 CC	Car Parking	RV Parking
✓	✗	✓	✗	✓	✗	✓	✗	✓	✗	👁	✗	✗	✗
<b>Almondwood Self Storage in Davis</b> 1.45 miles 1212 Alvarado Ave, Davis, CA 95616		Drive Distance <b>1.78 miles</b> Drive Time <b>8.04 minutes</b> Total Square Feet <b>95,833 sqft</b> Rentable Square Footage <b>91,041 sqft</b> Class Type <b>C</b> Store Type <b>Self Storage</b> Rate Volatility <b>N/A</b>		<b>Marketing Scorecard</b> <b>21/100</b> Contactability <b>5/11</b> PaidSearch <b>0/35</b> Search <b>3/15</b> SocialMedia <b>0/14</b> Website <b>13/25</b>									
5x5 Reg	5x5 CC	5x10 Reg	5x10 CC	10x10 Reg	10x10 CC	10x15 Reg	10x15 CC	10x20 Reg	10x20 CC	10x30 Reg	10x30 CC	Car Parking	RV Parking
✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
<b>South Davis Storage</b> 2.41 miles 4836 Chiles Rd, Davis, CA 95618 Monday - Sunday <b>06:00 AM - 10:00 PM</b>		Drive Distance <b>3.66 miles</b> Drive Time <b>11.35 minutes</b> Total Square Feet <b>53,981 sqft</b> Rentable Square Footage <b>51,281 sqft</b> Class Type <b>B</b> Store Type <b>Self Storage</b> Rate Volatility <b>N/A</b>		<b>Marketing Scorecard</b> <b>20/100</b> Contactability <b>6/11</b> PaidSearch <b>5/35</b> Search <b>0/15</b> SocialMedia <b>0/14</b> Website <b>9/25</b>									
5x5 Reg	5x5 CC	5x10 Reg	5x10 CC	10x10 Reg	10x10 CC	10x15 Reg	10x15 CC	10x20 Reg	10x20 CC	10x30 Reg	10x30 CC	Car Parking	RV Parking
✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗

## StorTrack's Marketing Scorecard

The StorTrack Marketing Scorecard is a scoring mechanism for judging the activity and effectiveness of a Store's local marketing. This enables us to create a methodology for comparison and competitive insight.

The Scorecard is created by monitoring five different areas of a Store's marketing activities. StorTrack has created a weighted scoring process for each of these five categories. The category scores are what you see on the Marketing Scorecard page.

### Website (25 Points)

The Website Content scoring is based on the availability of the below factors: Multiple pages, Navigation, Photos, Video, Map/Directions, Reviews/Testimonials	0-7 Score
Online Pricing for the store is based on the pricing data available online and the volatility.	0-7 Score
Online promotions is based on the promotion advertised for the unit types and on the Home page of the store website.	0-5 Score
The Metadata score is based on the search options available for finding a location, a sitemap, a search box to identify a specific page, etc.	0-3 Score
Direct booking engine is scored based on the website ability to complete an online rental/reservation.	0-3 Score

### Search (Nonorganic) (35 points)

The score for the store is determined based on the order of the search result occurrence and the results within the Advertisement content section on the first page of the search results. The scores are listed below based searching on the following platforms with the keywords "self-storage [city name]".

Additionally we check if the store is listed on an aggregator website like Sparefoot, SelfStorage.com, Storagefront, etc.

Buys Google Adwords	0-12 Score
Buys Bing Ads	0-8 Score
Buys Yelp Ads	0-5 Score
Buys YellowPages Ads	0-5 Score
Listed on aggregator	0-5 Score

**Search (organic) (15 points)**

The score for the store is determined based on the keywords "self-storage [city name]" and if store appears on the first page of the search results.

First Page on Google	0-4 Score
First Page on Bing	0-3 Score
First Page on Yelp	0-3 Score
First Page on YellowPages	0-3 Score
GoogleMaps	0-2 Score

**Social Media (14 points)**

The social media score is based on the availability of the company profile, location specific profile, and posts within the last week and last month.

Facebook	0-7 Score
Twitter	0-7 Score

**Contactability (11 points)**

This score is based on the ease and methods to contact the store.

Contact Form/Direct Phone Number	0-3 Score
24/7 Customer Support Center	0-3 Score
Chat Support on Website	0-2 Score
1-800/Toll Free Number	0-3 Score