

stortrack

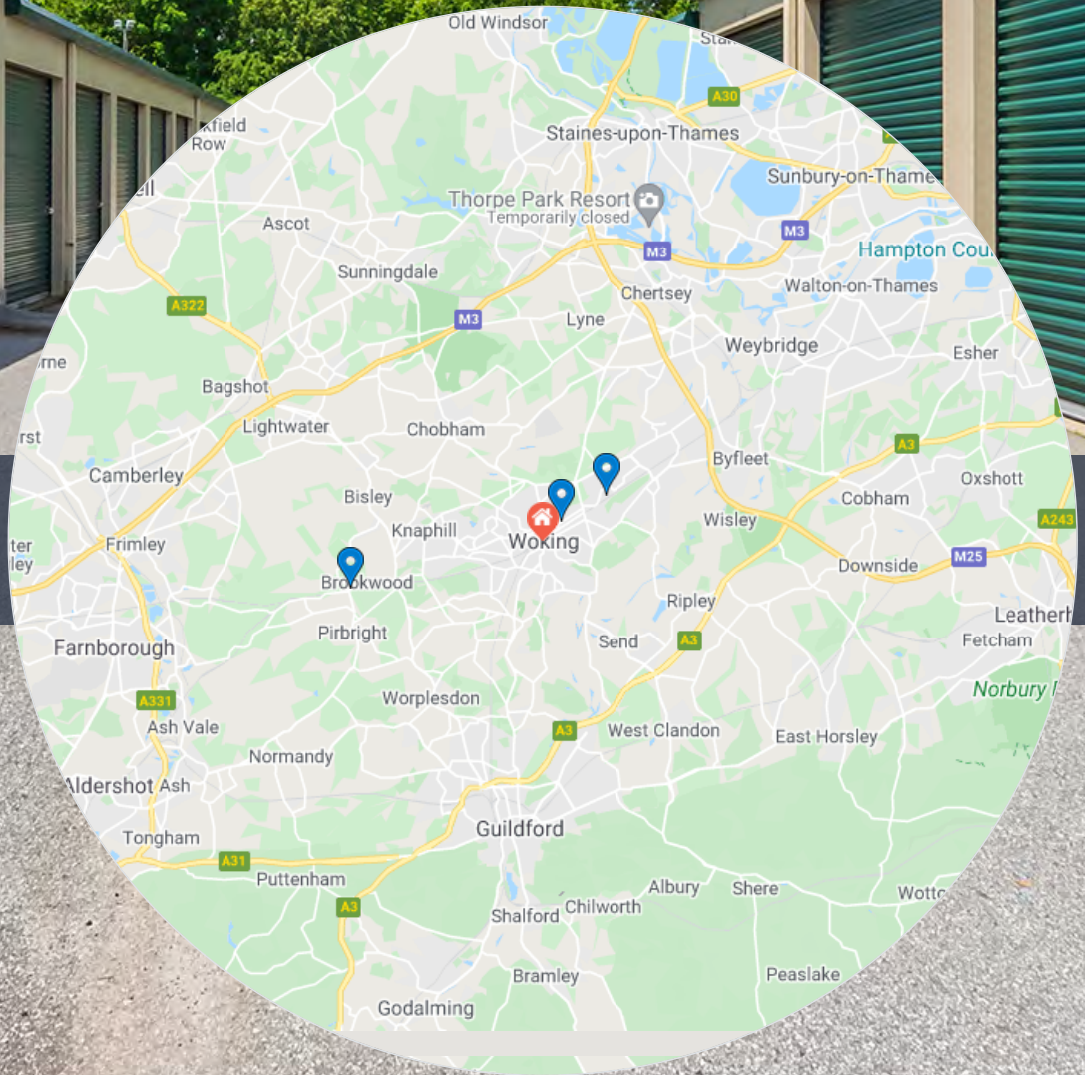
# EXPLORER

## Market Report

Produced on Nov 23 2021



Report for:  
Woking



stortrack

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## Market Summary

**Market:** Woking

**Market Type:** City

**Comparisons are made with:** National Totals and Averages

This Market Report consists of data gathered from multiple public information sources and proprietary analysis and calculations made by StorTrack Analytics Team. The report includes sections listed below. The executive summary of this report is as follows:

	This Market	National
No. of Stores in Market	3	3,997

### Current Supply to Market:

There is 0.97 square feet/capita supply in this market. The UK national average is 1.57 sqft/capita.

Across all unit types, there is currently 66.67% of inventory offline (not available). The UK national figure at the moment is 0% of inventory offline and comparing against national average, this market's supply level could be characterized as an under-supply.

### Rate Trends in Market:

The rate in this market has trended low in the last 3 months, by -8.47%. This would indicate a decreased demand against available supply. The current UK national rate trend for the past 3 months is up, by 12.21%.

### Use of Promotions:

StorTrack converts promotional activity into a measurable score so as to be able to make a determination if the promotional 'value' in a market is increasing or decreasing. An increase in promotional activity means the aggregate value of promotions is growing as stores offer better promotional deals to attract customers, whilst a decrease in promotional activity means the aggregate value of promotions is shrinking and less deals are being offered.

In this market, over the past 3 months, promotional activity has decreased by 0%.

### New Developments:

There is no known new development in this market.

StorTrack is currently tracking 142 new developments across the UK.

## Market Snapshot

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

	This Market	National
Net Rentable Sq Ft	82,411	100,229,973
Sq Ft per Capita	0.97	1.57
Sq Ft per Household	2.51	4.1
Stores	3	3,997
New Developments	0	142
Stores opened within the last year	0	12
Population	84,559	63,673,119
Households	32,857	24,434,594
Rental Households	8,437	6,952,502
Rental Households Percentage	25.68%	28.45%
Median Household Income	£63,242	£38,180
Average Rate per Sq Ft	£0.76	£1.13
Rate Trend (12 months)	4.49%	12.21%
Units Not Advertised	50%	16%

## Store Types

This is a breakdown of the Stores within this Market. The grid below shows all the stores within the Market, broken down by Midsize Operators (2+ stores) and Small Operators (1 store, independent operators).

STORES IN MARKET	MID OPS		SMALL OPS	
	NUMBER	% OF MARKET	NUMBER	% OF MARKET
3	1	33.33%	1	33.33%
3,997	1,499	37.50%	2,432	60.85%

■ This Market ■ National Totals and Averages

## Unit Types Offered

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

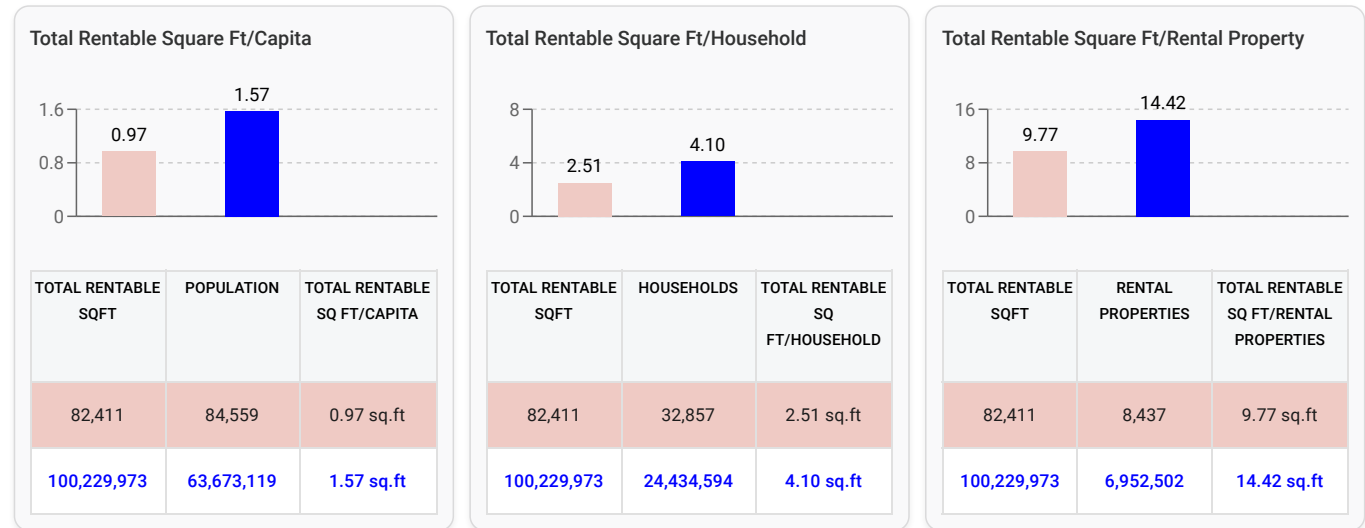
ALL UNITS	20 SQFT	25 SQFT	35 SQFT	40 SQFT	50 SQFT	80 SQFT	100 SQFT	150 SQFT	160 SQFT	200 SQFT	CAR PARKING	RV PARKING
33.33%	33.33%	33.33%	33.33%	N/A	33.33%	N/A	33.33%	33.33%	N/A	33.33%	N/A	N/A
100.00%	26.56%	55.75%	47.66%	29.76%	61.72%	23.15%	58.81%	50.57%	20.88%	43.32%	4.76%	9.73%

■ This Market ■ National Totals 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.

Population data based on 2019 demographics data. Households and Rental Properties data based on 2011 demographics data.

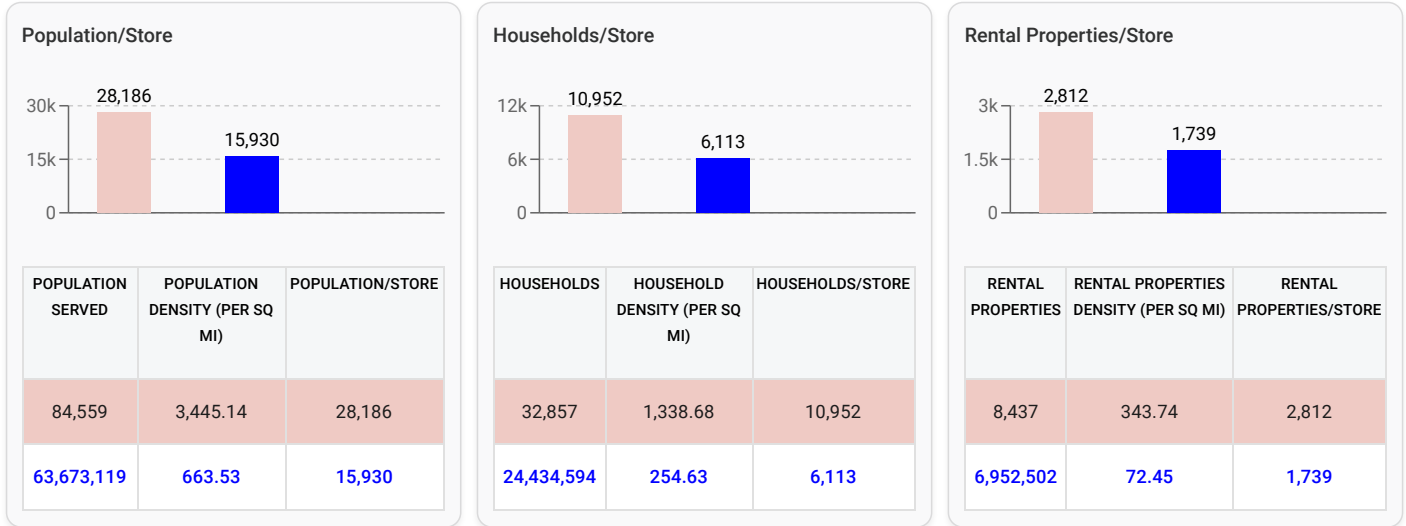


■ This Market ■ National Totals and Averages

## Size of Market per Store

Analysis on the supply of the market against the market's population. A side-by-side bar chart comparison, shows the Market's total Population per Store, Market Households per Store and Rental Properties per Store.

Population data based on 2019 demographics data. Households and Rental Properties data based on 2011 demographics data.

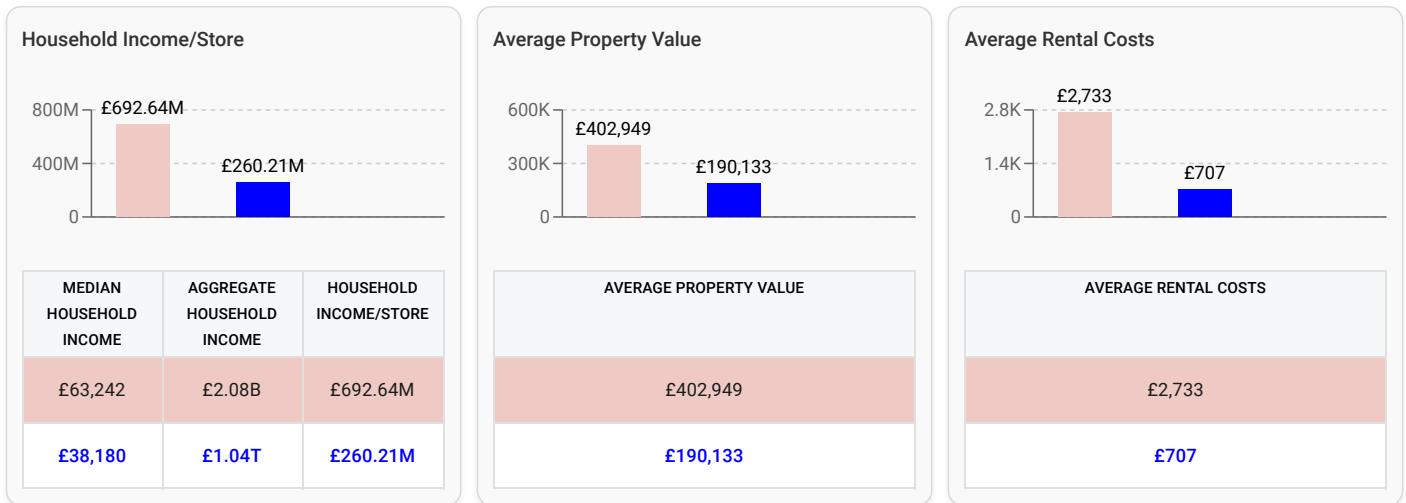


■ This Market ■ National Totals and Averages

## Market Spending Power

Analysis on the market's spending power. A side-by-side bar chart comparison, shows the Market's Median Household Income, Aggregate Household Income, Household Income per Store, Average Market Property Value, and Average Rental Costs.

Household Income data based on 2011 demographics data. Average Property Value data based on 2019 data. Average Rental Cost data based on 2020 data.



■ This Market ■ National Totals and Averages

## 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	20 SQFT	25 SQFT	35 SQFT	40 SQFT	50 SQFT	80 SQFT	100 SQFT	150 SQFT	160 SQFT	200 SQFT	CAR PARKING	RV PARKING
£0.76	£0.98	£0.90	£0.89	N/A	£0.82	N/A	£0.67	£0.55	N/A	£0.48	N/A	N/A
£1.16	£1.07	£0.92	£0.82	£0.83	£0.74	£0.50	£0.64	£0.60	£0.34	£0.60	£20.70	£8.01

■ This Market ■ National Totals 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	20 SQFT	25 SQFT	35 SQFT	40 SQFT	50 SQFT	80 SQFT	100 SQFT	150 SQFT	160 SQFT	200 SQFT	CAR PARKING	RV PARKING
£51.61	£19.52	£22.51	£31.23	N/A	£40.88	N/A	£67.06	£83.14	N/A	£96.92	N/A	N/A
£51.97	£21.42	£22.96	£28.78	£33.18	£37.23	£40.02	£64.13	£90.17	£54.33	£119.35	£22.43	£12.77

■ This Market ■ National Totals and Averages

## Current Inventory Availability by Unit Type

Current number of Stores in the market offering each of the most common unit types.

UNIT TYPES	THIS MARKET		NATIONAL TOTALS AND AVERAGES	
	ONMARKET	OFFMARKET	ONMARKET	OFFMARKET
ALL UNITS	1(50%)	1(50%)	1,408(84%)	259(16%)
20 SQFT	1(100%)	0(0%)	374(71%)	152(29%)
25 SQFT	1(50%)	1(50%)	785(87%)	122(13%)
35 SQFT	1(50%)	1(50%)	671(80%)	167(20%)
40 SQFT	N/A	N/A	419(74%)	145(26%)
50 SQFT	1(50%)	1(50%)	869(90%)	99(10%)
80 SQFT	N/A	N/A	326(67%)	158(33%)
100 SQFT	1(50%)	1(50%)	828(88%)	109(12%)
150 SQFT	1(50%)	1(50%)	712(86%)	112(14%)
160 SQFT	0(0%)	1(100%)	294(65%)	155(35%)
200 SQFT	1(50%)	1(50%)	610(85%)	110(15%)
CAR PARKING	N/A	N/A	67(41%)	96(59%)
RV PARKING	N/A	N/A	155(68%)	74(32%)

■ This Market ■ National Totals and Averages

## Known Developments

Profile information on every property development in the market. Each development profile includes information such as development Stage, Project Type, Store Name, Owner, Address, etc.

There are no known developments in this market.

## 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*

✓ Rate available for this unit type    
 ✗ Rate not available for this unit type    
 ✎ Rate previously available, but not currently advertised    
 📍 SSA Member

	<b>Lok n Store Self Storage - Woking</b> <span style="color: red;">📍</span> 0.55 mile Marlborough Road, Woking, Surrey GU215JG	Total Square Feet <b>25,106 sqft</b> Rentable Square Footage <b>21,340 sqft</b> Owned by <b>Lok'nStore Limited</b> Store Type <b>Traditional</b> Rate Volatility <b>N/A</b>	<b>Marketing Scorecard</b> <b>24/100</b> Contactability <b>8/11</b> Paid Search <b>0/35</b> Search <b>1/15</b> Social Media <b>2/14</b> Website <b>13/25</b>								
20Sq.ft	25Sq.ft	35Sq.ft	40Sq.ft	50Sq.ft	75Sq.ft	80Sq.ft	100Sq.ft	150Sq.ft	200Sq.ft	Car Parking	RV Parking
✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗



## All Stores List Continued

Rate available for this unit type		Rate not available for this unit type		Rate previously available, but not currently advertised		SSA Member					
<b>Titan Storage Solutions Woking</b> 1.53 miles Orchard Business Park, Forsyth Road, Woking, Surrey GU215SB  Monday - Friday <b>09:00 AM - 05:30 PM</b> Saturday <b>09:00 AM - 03:00 PM</b> Sunday <b>Closed</b>		Total Square Feet <b>64,877 sqft</b> Rentable Square Footage <b>55,145 sqft</b> Owned by <b>Titan Storage Solutions</b> Store Type <b>Traditional</b> Rate Volatility <b>0%</b>		<b>Marketing Scorecard 45/100</b> Contactability <b>11/11</b> Paid Search <b>0/35</b> Search <b>9/15</b> Social Media <b>7/14</b> Website <b>18/25</b>							
20Sq.ft	25Sq.ft	35Sq.ft	40Sq.ft	50Sq.ft	75Sq.ft	80Sq.ft	100Sq.ft	150Sq.ft	200Sq.ft	Car Parking	RV Parking
<b>Brookwood Self Storage</b> 3.82 miles 228 Connaught Rd, Brookwood, Woking, Surrey GU240AH		Total Square Feet <b>6,238 sqft</b> Rentable Square Footage <b>5,926 sqft</b> Owned by <b>Brookwood Self Storage</b> Store Type <b>Container</b> Rate Volatility <b>0%</b>		<b>Marketing Scorecard 12/100</b> Contactability <b>3/11</b> Paid Search <b>0/35</b> Search <b>0/15</b> Social Media <b>0/14</b> Website <b>9/25</b>							
20Sq.ft	25Sq.ft	35Sq.ft	40Sq.ft	50Sq.ft	75Sq.ft	80Sq.ft	100Sq.ft	150Sq.ft	200Sq.ft	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 a 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]".

Buys Google Adwords	0-12 Score
Buys Bing Ads	0-9 Score
Buys Yelp Ads	0-7 Score
Buys YellowPages Ads	0-7 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