



2010 Mobile Self-Storage Survey

NOTE: This preview version of the 2010 Mobile Self-Storage Survey questions is provided as a worksheet to help you compile the information requested in the survey. To complete the actual survey, please visit the survey Web page. Simply copy the Web address below and paste it into your browser:

<http://www.mobileselfstoragemagazine.com/survey-start.html>

The survey will be open **January 19 – February 15, 2010.**

GENERAL INFORMATION

1. Please provide the following information:
 - First name
 - Last name
 - E-mail address
 - Company name

2. What is your function in the mobile self-storage industry?
 - Business owner
 - Facility operator
 - Franchise owner
 - None of the above

3. In what state is your facility located?

4. Please estimate the population of the market area in which you are located.
 - Less than 25,000
 - 25,000 to 99,999
 - 100,000 to 499,999
 - 500,000 to 999,999
 - 1,000,000 or more

5. How would you best classify the area in which this facility is located?
 - Heavy industrial (industrial / manufacturing districts)
 - Commercial retail (shopping centers, strip malls, retail areas)
 - Urban / downtown (metropolitan downtown area)
 - Residential neighborhoods
 - Rural area (outside the city)

ACCOUNTING AND FINANCIAL DATA

The information provided in this section will help evaluate your operation against the industry average.

6. What are your operating expenses as a percent of revenue?
 - Under 5%
 - 5% - 10%
 - 10% - 20%
 - 20% - 30%
 - 30% - 40%
 - 40% - 50%
 - 50% - 60%
 - 60% - 70%
 - 70% - 80%
 - 80% - 90%
 - More than 90%

7. What is your average accounts receivable outstanding balance by percent of revenue?
 - Under 5%
 - 10%
 - 15%
 - 20%
 - 25%
 - More than 25%

8. What is your average accounts receivable by percent of customers with an outstanding balance?
 - Under 5%
 - 10%
 - 15%
 - 20%
 - 25%
 - More than 25%

9. What is the number of full-time equivalent employees you have per \$1,000 of revenue? (include management personnel)
 - Fewer than 1
 - 1
 - 2
 - 3
 - 4
 - 5
 - 6
 - 7
 - 8
 - 9
 - 10
 - More than 10

10. What is your average gross monthly revenue excluding transportation?

11. What are your transportation costs as a percent of revenue?
 - Under 5%
 - 10%
 - 15%
 - 20%
 - 25%
 - 30%
 - 40%
 - 50%
 - More than 50%

TRANSPORTATION SURVEY

12. What type of truck do you use? (select all that apply)
- Straight truck
 - Tractor trailer
 - Pick-up truck with a trailer
 - Roll off / roll back truck
 - Boom truck
 - Specialized delivery system
 - Other, please specify
13. How many trucks are utilized in transporting containers?
14. How did you acquire your trucks? (select all that apply)
- Own
 - Finance lease
 - Full-service lease
15. Do you have extra equipment that is only used in case of breakdown?
- Yes
 - No
16. How many drivers per truck do you employ?
- 1
 - 2
 - 3
 - 4
 - 5 or more
17. What is the maximum number of stops you schedule per truck per day?
- Less than 5
 - 5
 - 6
 - 7
 - 8
 - 9
 - 10
 - More than 10
18. What do you charge your customer for initial delivery?
- Under \$25
 - \$25-50
 - \$51-75
 - \$76-100
 - \$101-150
 - More than \$150
19. Do you charge a redelivery fee?
- Yes
 - No

20. If you charge a redelivery fee, how much is it?

- Under \$25
- \$25-50
- \$51-75
- \$76-100
- \$101-150
- More than \$150
- Do not charge a redelivery fee

21. Are there permit and delivery restrictions within your market area?

- Yes
- No

MARKETING SURVEY

22. Do you have a Web site?

- Yes
- No

23. Do you use a national call center?

- Yes
- No

24. Which advertising/promotional media have you used during the past 12 months?
(select all that apply)

- | | |
|---|--|
| <input type="radio"/> Billboards | <input type="radio"/> Signage |
| <input type="radio"/> Direct mail | <input type="radio"/> Telephone solicitation |
| <input type="radio"/> Flyers | <input type="radio"/> Television commercial |
| <input type="radio"/> Internet / Web site | <input type="radio"/> <i>Yellow Pages</i> |
| <input type="radio"/> Magazine | <input type="radio"/> Referrals |
| <input type="radio"/> Newspaper | <input type="radio"/> None |
| <input type="radio"/> Radio | <input type="radio"/> Other, please specify |

25. Do you have an outside salesperson?

- Yes
- No

26. Do you have a customer referral program?

- Yes
- No

OPERATIONS AND INDUSTRY METRICS

27. What is your monthly rental rate per customer?

28. How many containers do you have available for lease?

29. What is the replacement value of each container?

30. Do you give multi-container discounts?
- Yes
 - No
31. Do you provide assistance in loading containers?
- Yes
 - No
32. What is the average number of containers per customer?
- 1
 - 1.5
 - 2
 - 2.5
 - 3
 - 3.5
 - 4
 - 4.5
 - 5
 - More than 5
33. What percentage of your customers are:
- Residential % _____
 - Commercial % _____
 - Military % _____
 - Student % _____
34. What is your average length of stay?
- One month or less
 - 2 months
 - 3 months
 - 4 months
 - 5 months
 - 6 months
 - 7 months
 - 8 months
 - 9 months
 - More than 9 months
35. What percent of your customers use containers to move from address to address without ever going into the warehouse for storage?
- Under 5%
 - 5%
 - 10%
 - 15%
 - 20%
 - 25%
 - 30%
 - 35%
 - 40%
 - 45%
 - 50%
 - More than 50%
36. Do you ship from state to state?
- Yes
 - No
37. If you ship out of town, do you have the proper license to do so?
- Yes
 - No
38. Where do you store containers? (select all that apply)
- Warehouse
 - Open lot or yard

39. How high are containers stacked?

- One high
- Two high
- Three or more

40. Approximately how many evictions/lien sales occurred at this facility during the last 12 months?

41. Which of the following measures are taken at this facility to prevent delinquencies? (select all that apply)

- Regular billing statements
- Automatic / electronic direct payment
- Late fees
- Lien sale warning
- Posted notices
- Notice of legal action
- None
- Other, please specify

42. Indicate the number of occurrences for the following incidents at this facility over the past 12 months.

Incidents of theft or break-in

1	2	3	4	5	6	7	8	9	10	N/A
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Incidents of graffiti on your property

1	2	3	4	5	6	7	8	9	10	N/A
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Incidents of employee theft / fraud

1	2	3	4	5	6	7	8	9	10	N/A
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Incidents of customer fraud / deception

1	2	3	4	5	6	7	8	9	10	N/A
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Incidents of physical crime other than theft or break-in (vandalism, trespassing, disorderly conduct, etc.)

1	2	3	4	5	6	7	8	9	10	N/A
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Incidents of customer-initiated lawsuits

1	2	3	4	5	6	7	8	9	10	N/A
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Storage of illegal drugs / hazardous materials

1	2	3	4	5	6	7	8	9	10	N/A
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Served with search warrant / subpoena

1	2	3	4	5	6	7	8	9	10	N/A
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43. Are you profitable?

- Yes
- No

ABOUT YOU

These are general questions about your company. They will be used for classification purposes only and will not be shared with other members or non-members of the Mobile Self-Storage Association.

44. What type of containers do you use? (select all that apply)

- Small wooden containers (5 x 8 x 7 or the equivalent)
- Small steel containers (5 x 8 x 7 or the equivalent)
- Large containers (12 to 16 feet)
- Inter-modal containers
- Plastic
- Other, please specify

45. What type of business are you?

- Independent business
- Franchise
- Franchisor
- Vendor
- Other, please specify

46. Is mobile storage your primary business?

- Yes
- No

47. How long have you been in business?

- Just getting started
- 1-2 years
- 2-3 years
- 3-4 years
- 4-5 years
- More than 5 years