

# Resident Study

Prepared for Bradyl Box Storage Solutions



# Notes on Methodology

## REPRESENTATIVE SAMPLE

In consultation with Brady Storage Solutions, Haven Insights launched the included two surveys a sample of 529 respondents and 451 respondents.

All of the respondents live in apartments, condos, and townhomes in the United States. In order to qualify for participation in this study, respondents had to (1) own or rent a car, and (2) have covered parking such as a garage or underground parking at their primary residence.

A total of 6,258 responses were discarded based on quality concerns.

# Demographics

Age, gender, and other demographic descriptors of the sample.

# General Demographics

## AGE RANGE

6% 18 to 25  
14% 26 to 30  
26% 31 to 39  
24% 40 to 49  
15% 50 to 59  
9% 60 to 69  
6% 70 and over

## GENDER

55% Males  
44% Females  
<1% Other

## PRIMARY RESIDENCE

13% Townhome  
36% Condo  
51% Apartment

## REGION

24% Northeast  
18% Mid-Atlantic  
16% Southeast  
14% Midwest  
3% Mountain States  
23% West Coast  
2% Southwest

# General Demographics

## ENVIRONMENT

66% Urban  
34% Suburban

## BUILDING CLASS

54% Class A  
46% Class B

## MONTHLY MORTGAGE/RENT

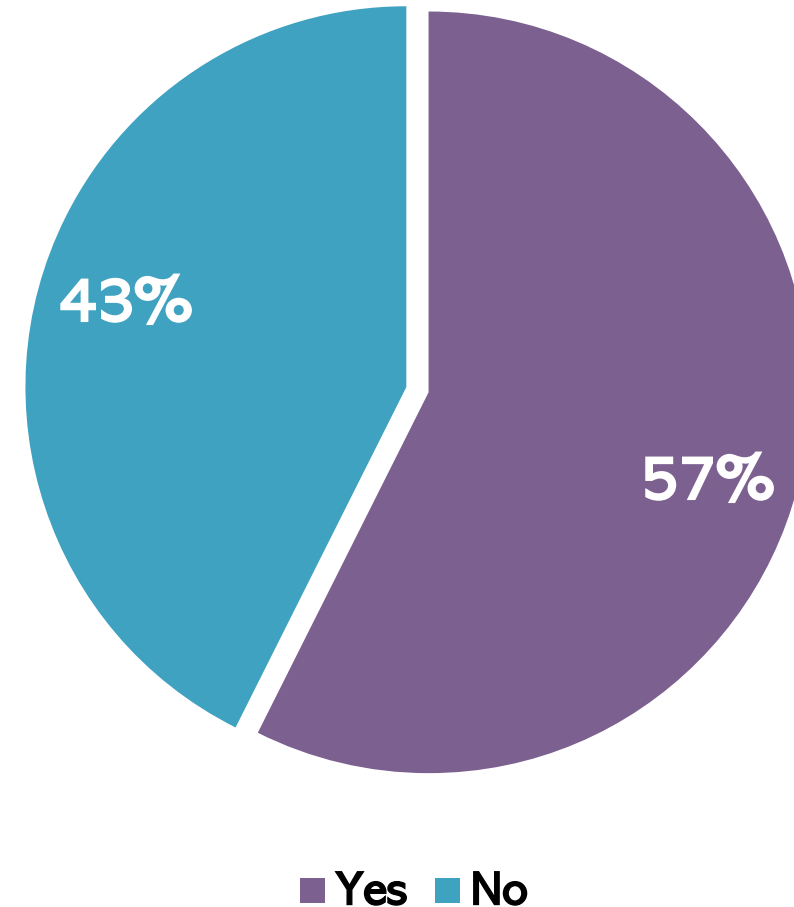
14% less than \$1,000  
13% \$1,000 to \$1,499  
26% \$1,500 to \$1,999  
15% \$2,000 to \$2,499  
15% \$2,500 to \$2,999  
9% \$3,000 to \$3,499  
6% \$3,500 to \$3,999  
4% great than \$4,000

# Storage Unit Behavior

Findings regarding respondents' general use of and attitudes toward storage units.

## Storage Space Utilization

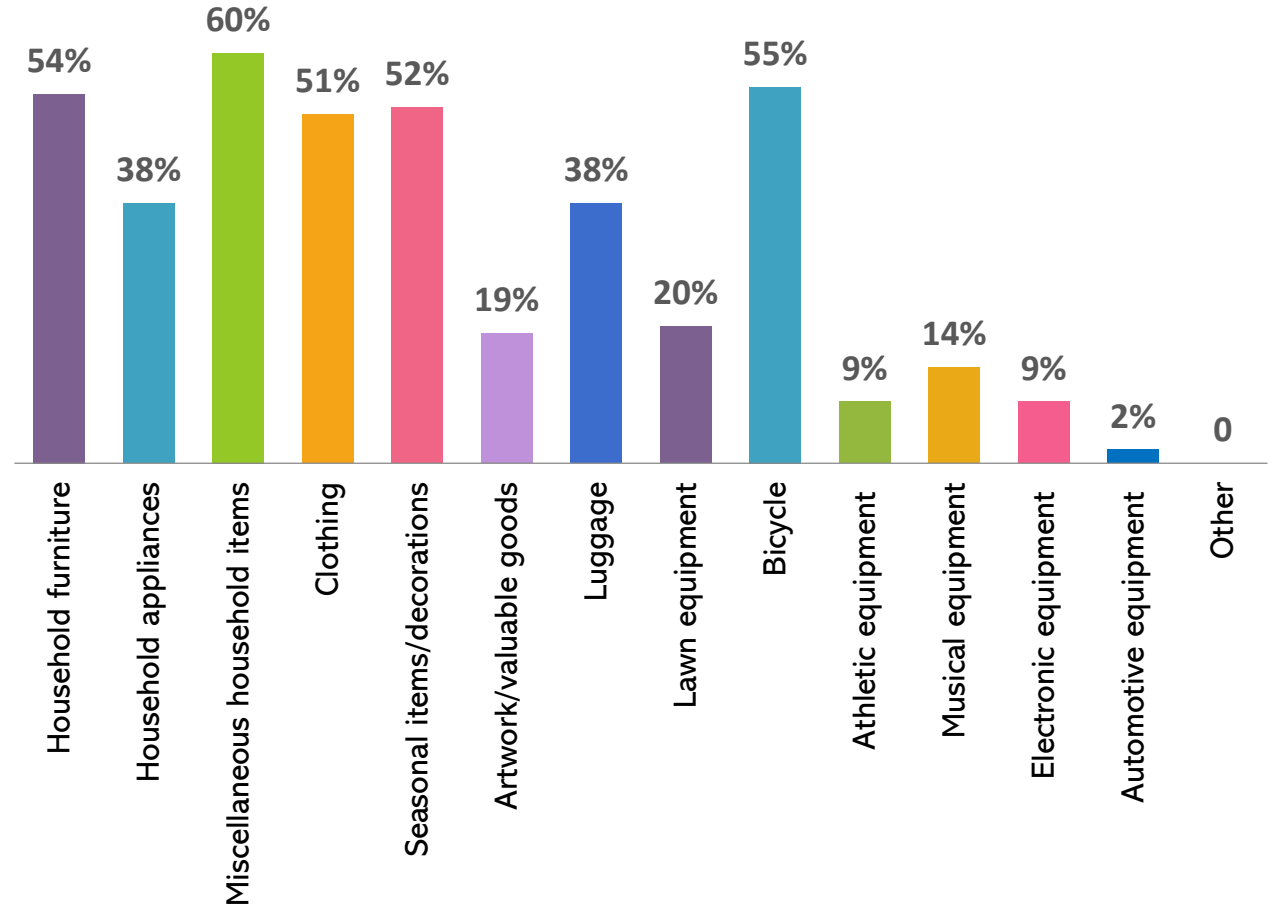
Most respondents said they already own or rent a storage unit somewhere on the property of their primary residence.



N=223; *Do you currently own or rent a storage unit somewhere on the property?*

# Items in Storage

Respondents are most likely to put *household appliances* (60%) and *household furniture* (54%) in their storage units.

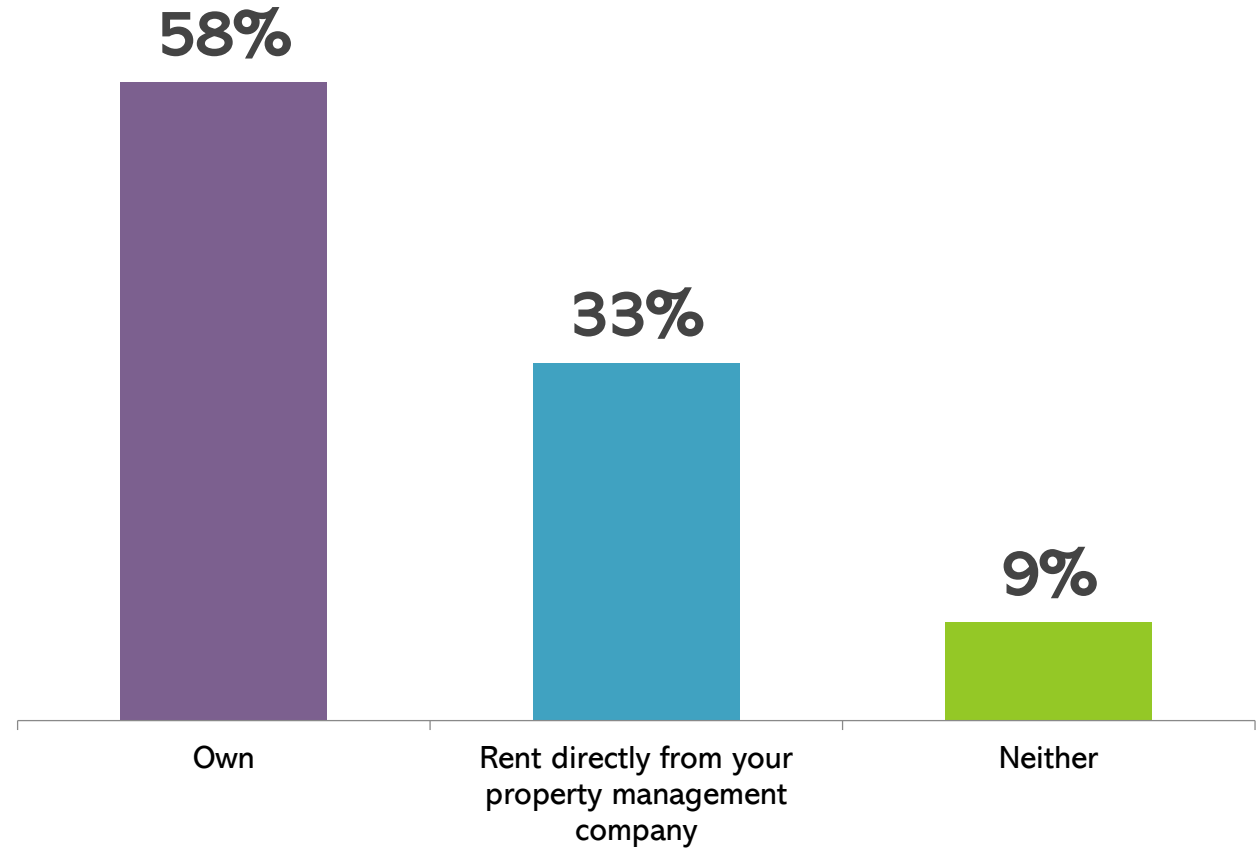


N=128; *What do you put in your storage unit? Please select all that apply.*



# Owning vs. Renting

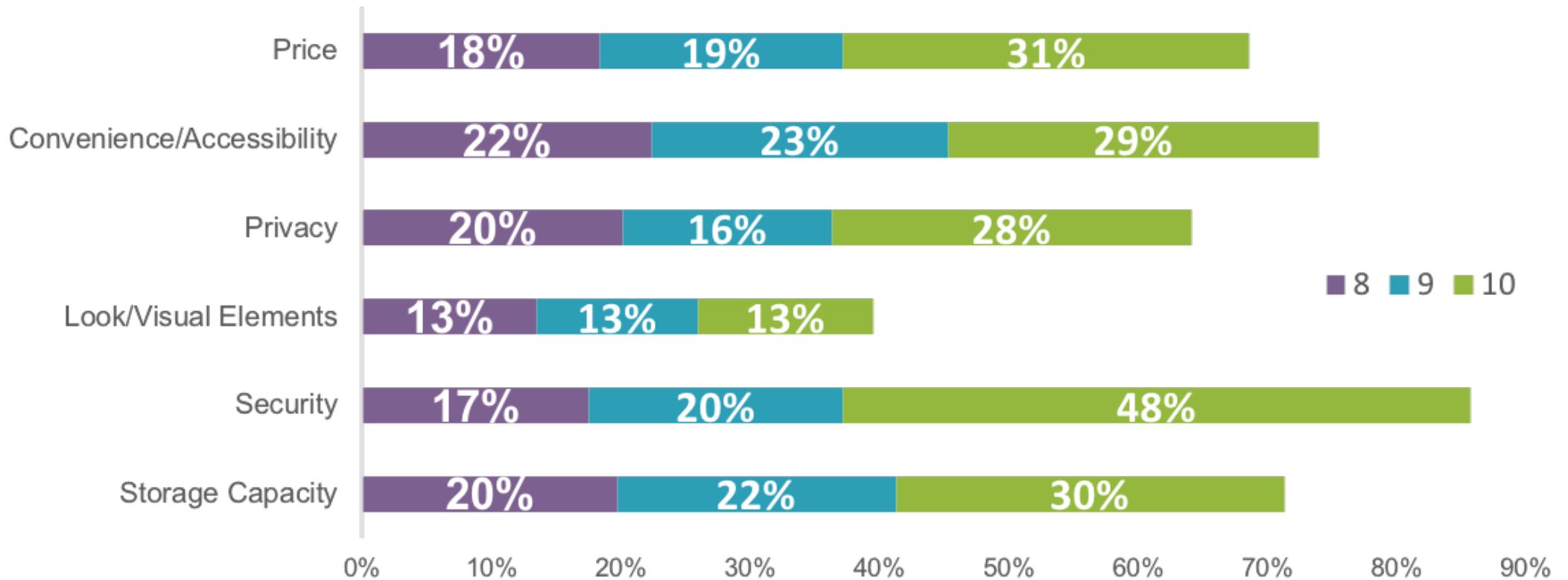
If given the choice, more than half of respondents say they would prefer to *own* (versus *rent*) a storage unit.



N=223; *If given the choice, would you rather own a storage unit or rent one directly from your property management company?*

# Storage Unit Features Importance

The most important feature of storage units for respondents is *security*, followed by *convenience/accessibility* and then *storage capacity*.



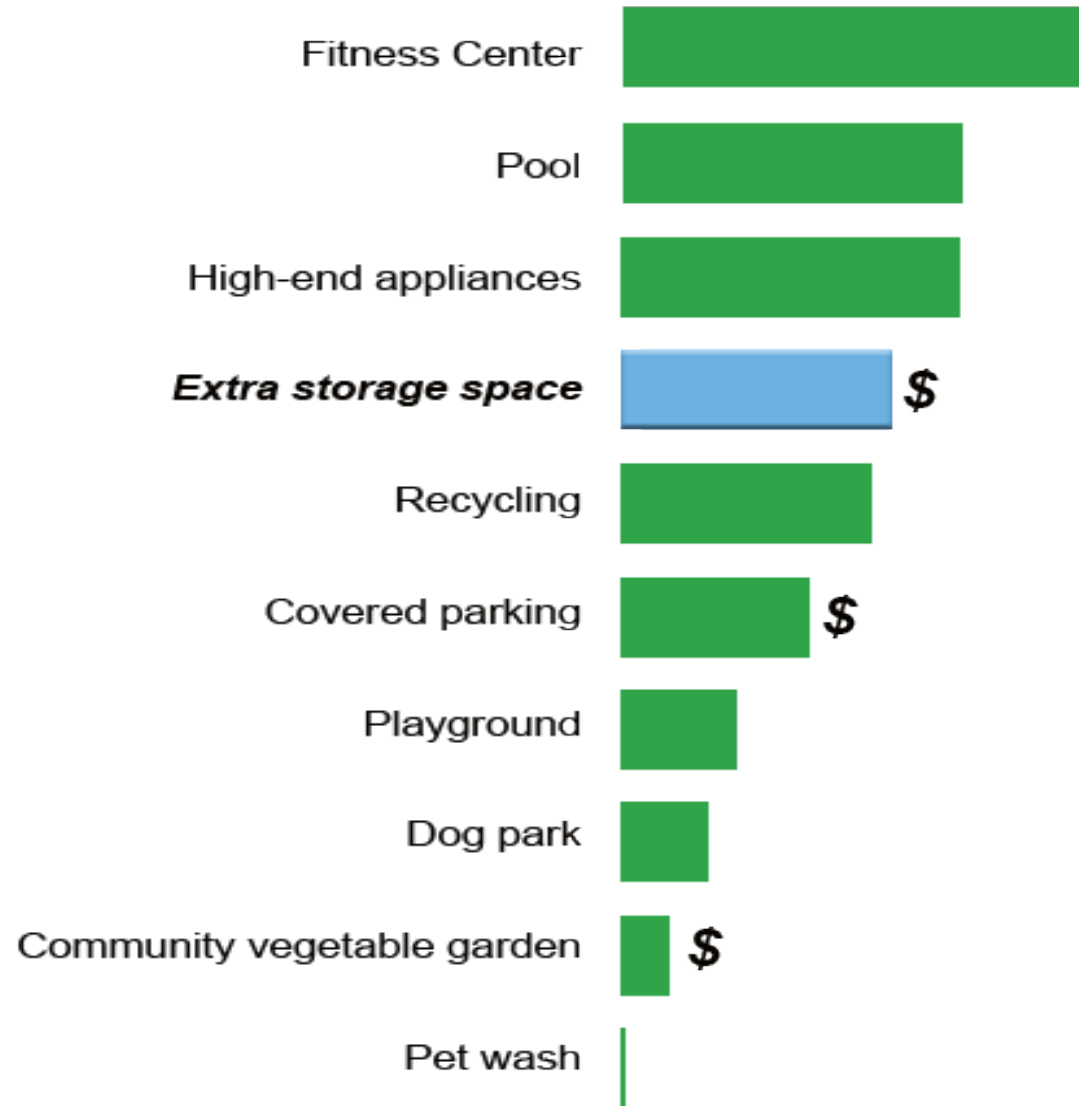
N=223; When thinking about storage units, how important are the following features? Please slide the scale from not important to very important for each feature listed below

# Bradyl Bin Interest

Findings regarding respondents' interest in Bradyl Bin Units.

# Top Apartment Amenities

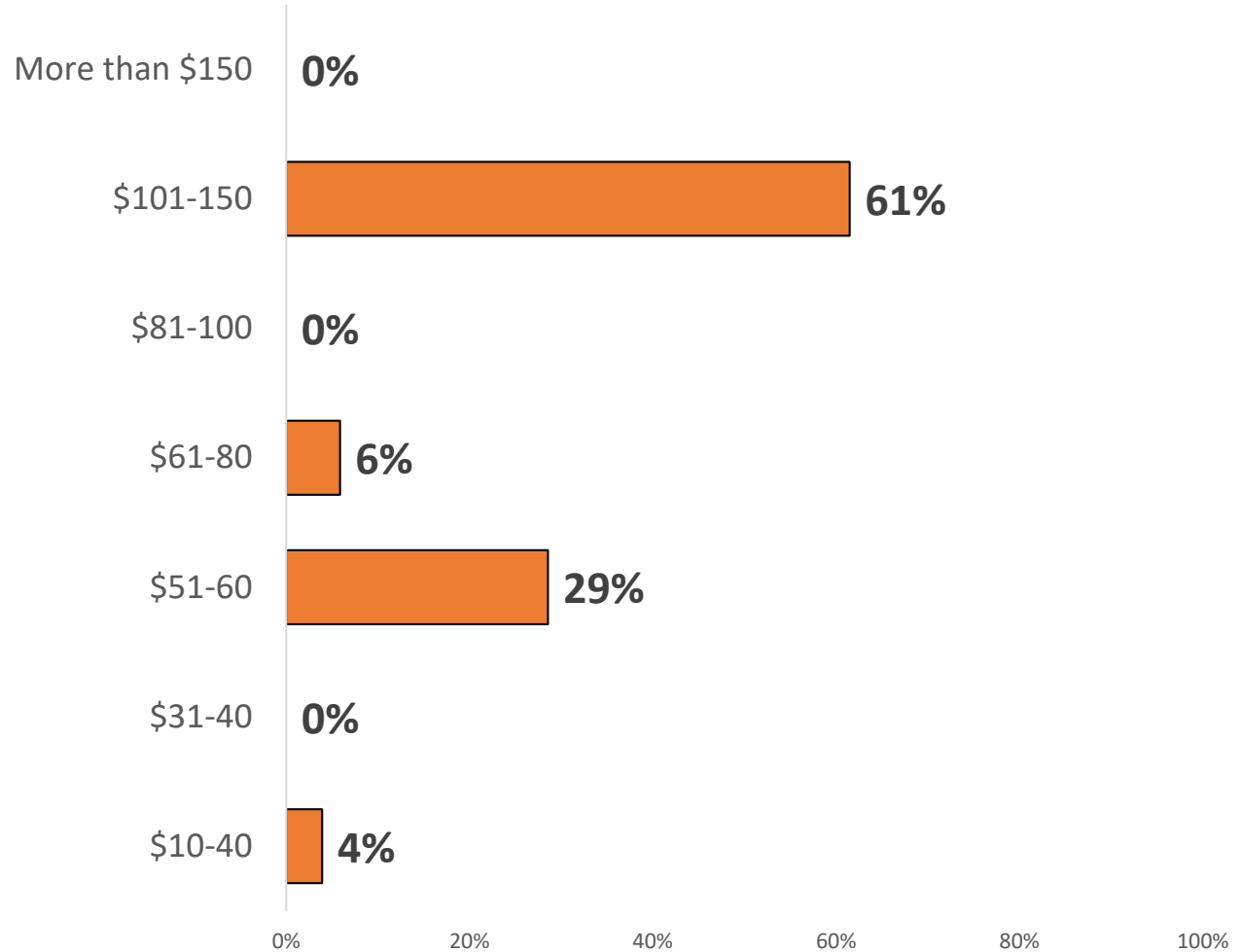
*Please rank your top five following apartment/condo community amenities in terms of which is most valuable to you.*



# Storage Space Rent Amount

*How much do you pay per month for your storage space?*

- No one pays more than \$150/month for their storage space, though it's unlikely renters are paying less than \$60/month.

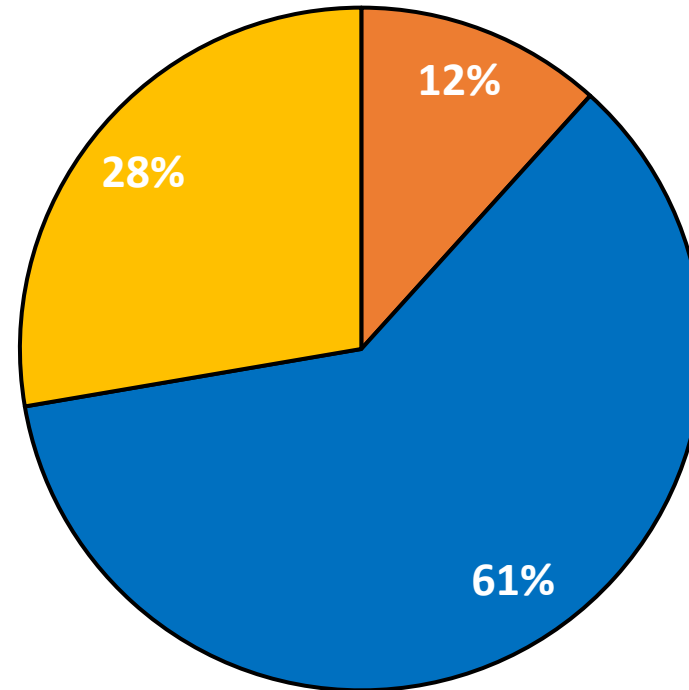


*Asked only to respondents who currently rent on-site storage space. N=132*

# Storage Space Concerns

*What, if anything, do you not particularly like about your current on-site storage space?*

- Privacy and security concerns are by far the biggest concern renters have about their current on-site storage space.



- I don't like people to see my belongings
- I feel like people might steal my things because they can see what's in my storage unit
- No

*Asked only to respondents who currently rent on-site storage space. N=132*

# Storage Space Items

*Briefly, what do you keep in your storage space?*



*Asked only to respondents who currently rent on-site storage space. N=132*

# Most Important Features

*What features would you consider most important in an on-site storage space? Please rank all features in order of which is most important to you, where #1 is most important.*

Overall Rank	Item
1	24-hour access
2	Private storage units so that no one can see inside
3	Security cameras in or outside the storage area
4	Integrated lock & padlock
5	Raised flooring (to protect belongings from potential water on the ground)
6	Brightly lit storage room

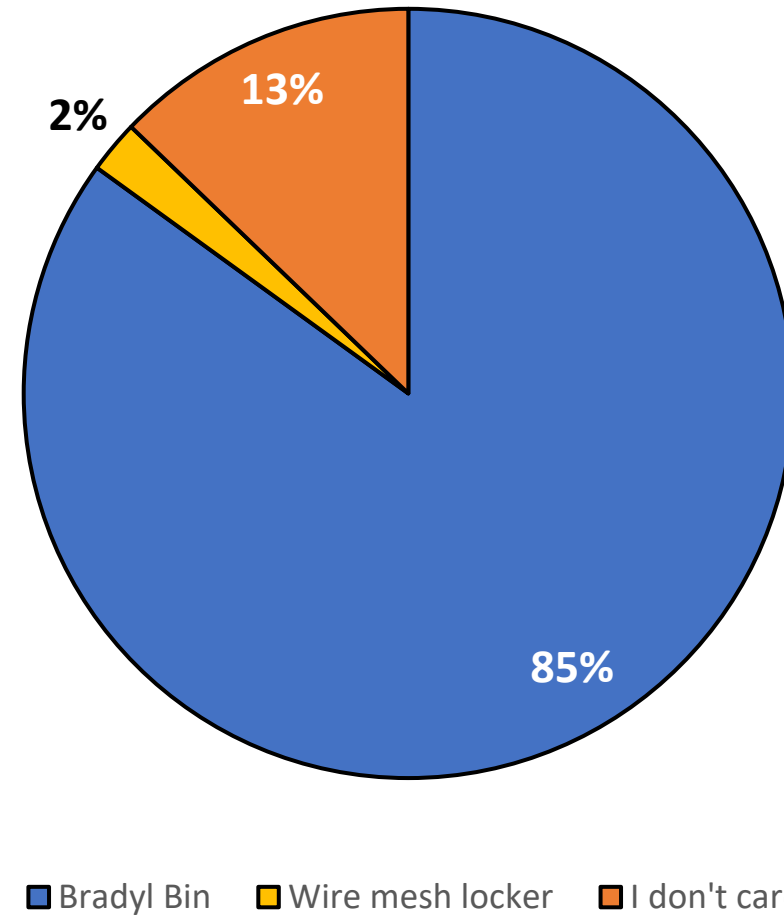
All respondents (n=529)



# Product Comparison

*Based on the image above, which type of storage would you prefer for your onsite storage?*

- The **vast majority** of renters prefer Bradyl Bins over wire mesh lockers.



All respondents (n=529)

# Favorite Bradyl Bin Features

*What excites you most about the Bradyl Bins? Drag-and-drop to rank the items from most exciting to least exciting.*

Overall Rank	Item
<b>1</b>	Privacy for belongings
<b>2</b>	Enhanced security
<b>3</b>	Reduced dust and debris

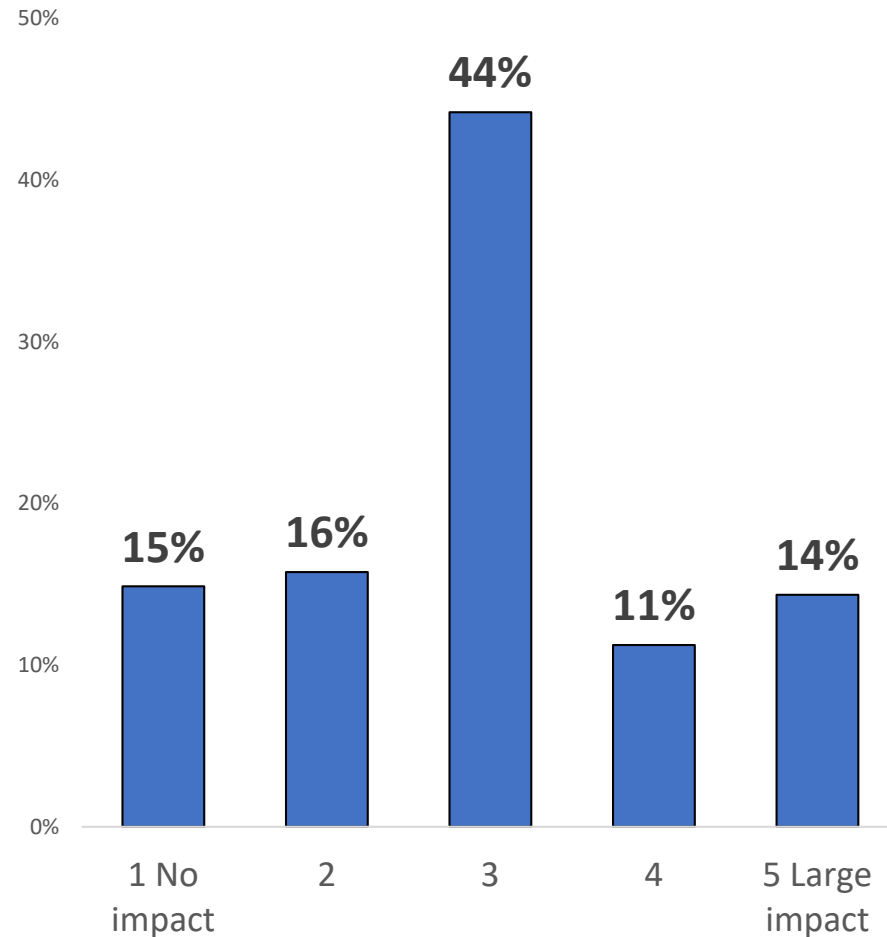
*All respondents (n=451)*

# Effect of Brady Bins on Decision to Move

*Imagine you had to move. How would the availability of Brady Bins™ impact your decision to move to one community over another?*

- Almost half of respondents said Brady Bins™ would have **at least a moderate impact** on their decision to move to one community over another.
- One-in-six respondents indicate that Brady Bins™ would have a *large impact* on their decision to move to one community over another.

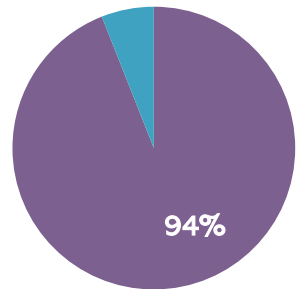
*All respondents (n=451)*



# Bradyl Bins Price

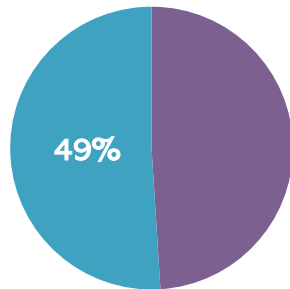
*When asked, "Are you willing to pay more per month to rent a Bradyl Bin vs a wire mesh unit?"*

I would pay \$5 or more



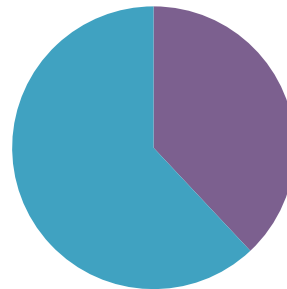
■ Yes ■ No

I would pay \$10 or more



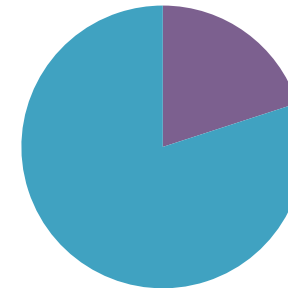
■ Yes ■ No

I would pay \$20 or more



■ Yes ■ No

I would pay \$30 or more

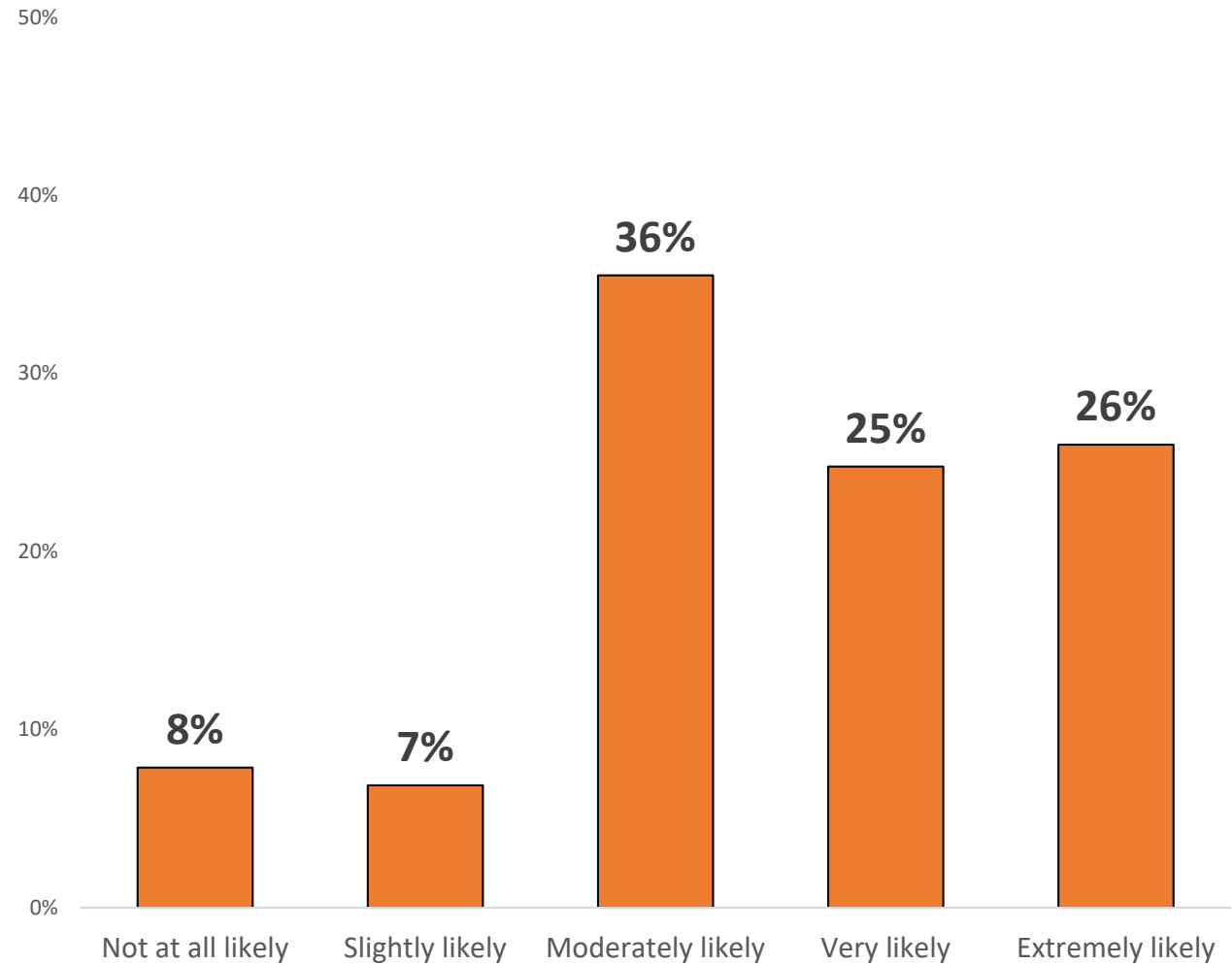


■ Yes ■ No

All respondents (n=522)

# Move Off-site to Bradyl Bin

*Would you pay [\$5, \$10, \$15, How likely would you be to move your off-site storage to an on-site Bradyl Bin, if they became available in your building?*



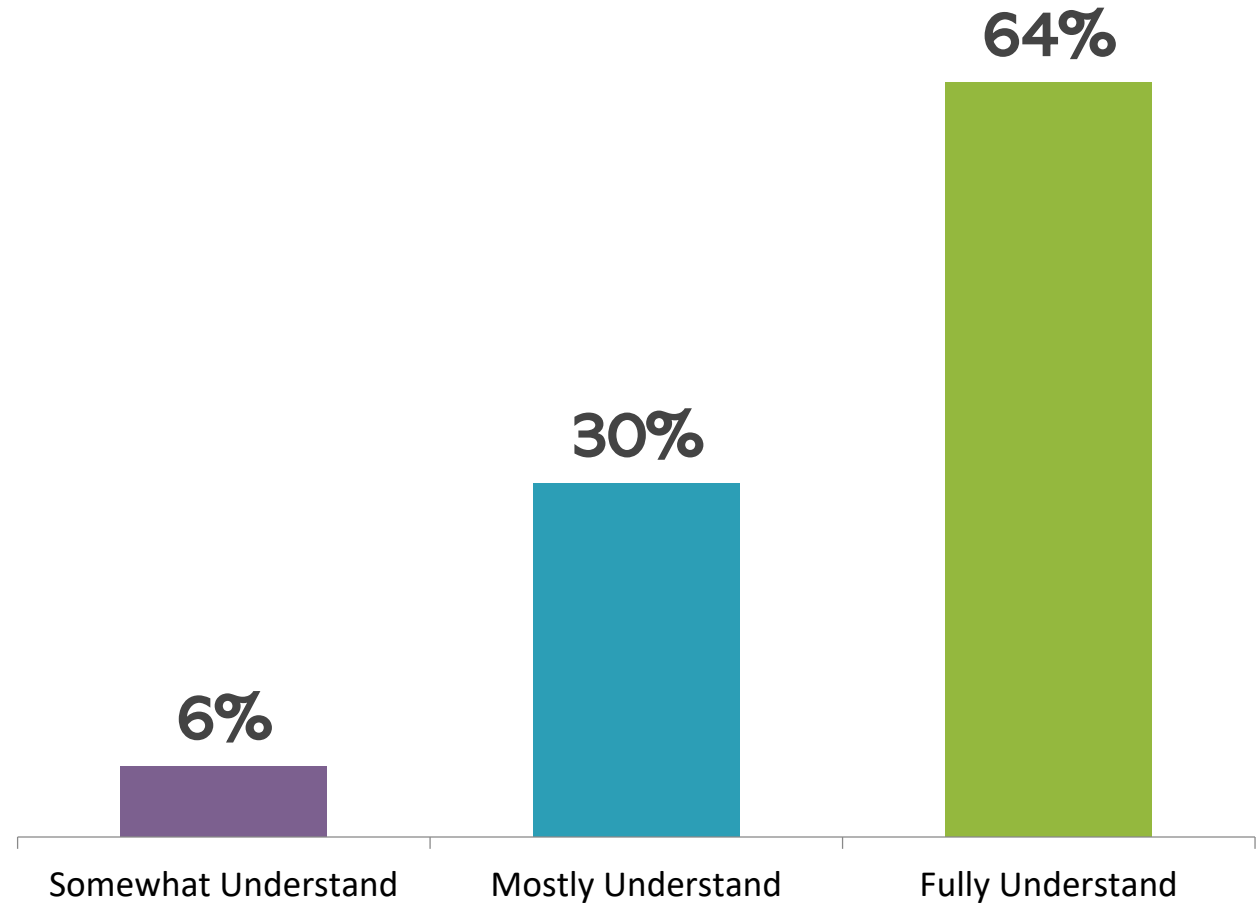
*Asked only of respondents who rent off-site storage. N=105*

# Bradyl Box Interest

Findings regarding respondents' interest in Bradyl Box Units.

# Understanding of Brady Box Concept

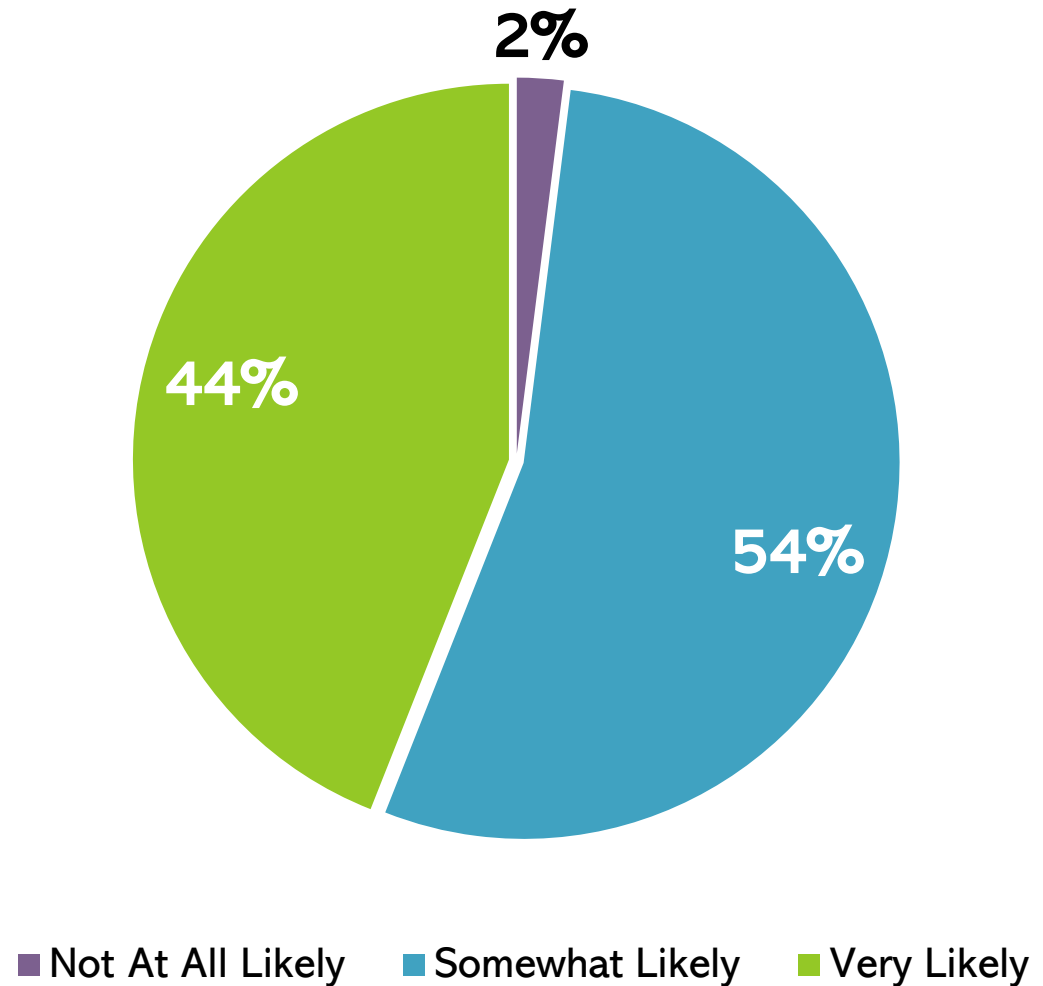
After seeing images of a Brady Box Storage Unit, the vast majority of respondents said they *understood the concept*, either fully or mostly.



N=223; *How well do you understand the concept?*

## Likelihood to Buy or Rent a Brady Box

The vast majority of respondents said they are likely to *buy* or *rent* a Brady Box Storage Unit. In fact, only 2% said they are not at all likely to buy or rent one.

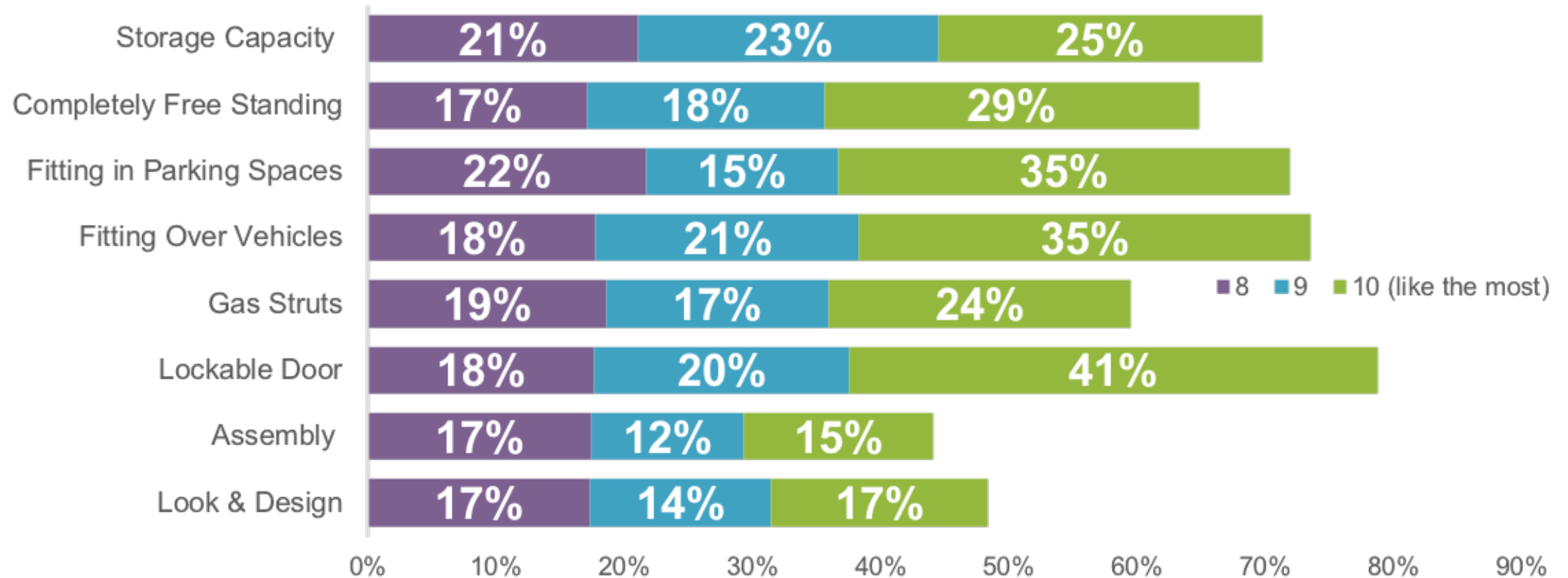


N=223; How likely are you to buy or rent a Brady Box Storage Unit?



# Most-liked Features

Respondents like the *lockable-door feature* of Brady Box Storage Units the most, followed by the ability to fit in parking spaces and over vehicles.



N=218; Please tell us what you like about the following features of Brady Box Storage Units. Please slide the scale from dislike a lot to like a lot for each feature listed below (0 to 10).

# Most Important Features

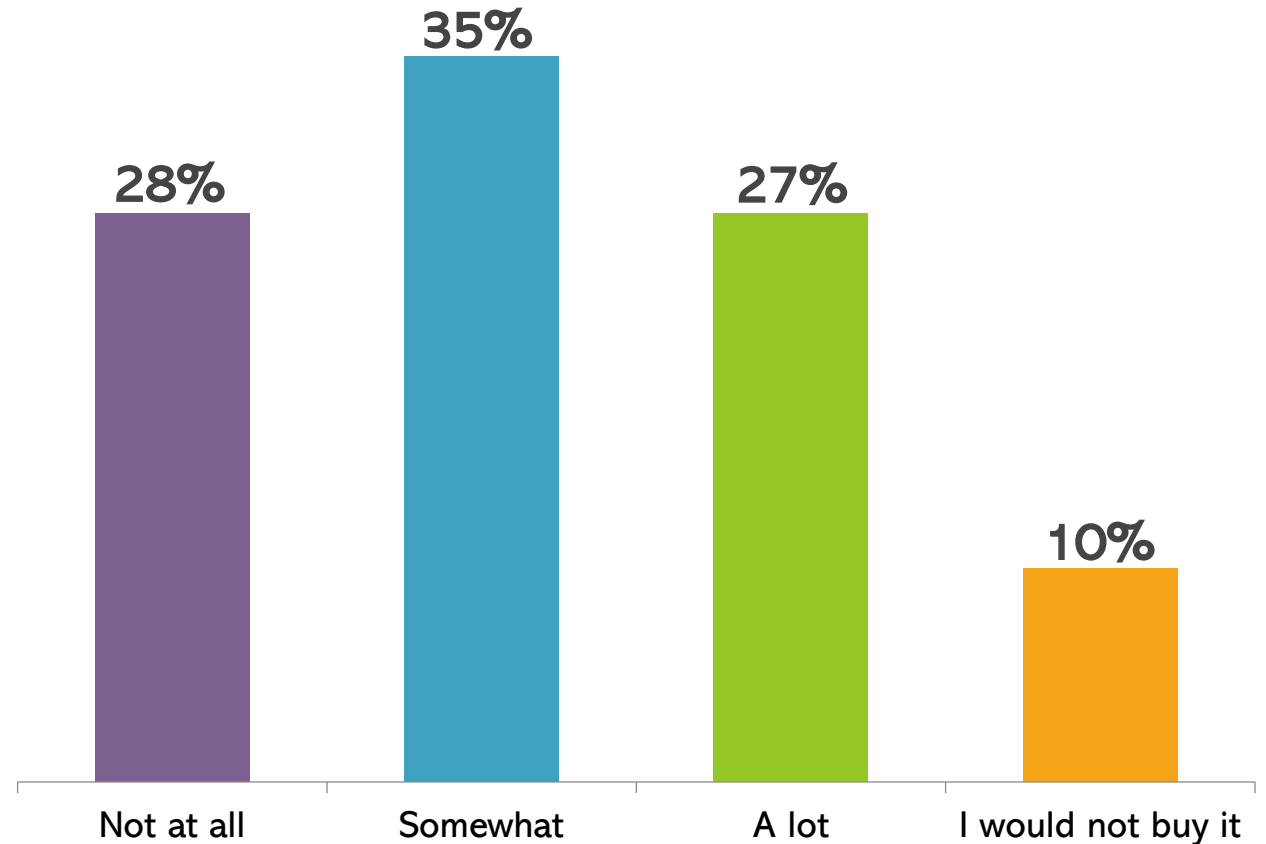
Overall, respondents said *storage capacity* is the most important feature of Brady Box Storage Units when asked to rank features of the units on a sliding scale from least important to most important.

Overall Rank	Item	Score	Total Respondents
1	Storage capacity	871	223
2	Price	763	223
3	Completely free standing	644	223
4	Ease of assembly	579	223
5	The look & design	488	223

N=223; *In your opinion, what are the most important features of Brady Box Storage Units? Please rank the following features from most important to least important.*

# Concerns Impacting Decision to Buy

Unfortunately, concerns about Brady! Box Storage Units *would impact* many respondents' decisions to buy the product.



N=223; *How strongly would concerns about Brady! Box Storage Units impact your decision to buy them?*

# End

For questions about this report, please contact Bethany Mutter at [bethany.mutter@haveninsights.com](mailto:bethany.mutter@haveninsights.com).