



# RENT-TO-OWN'S ECONOMIC IMPACT

Wisconsin Economic Impact by District



**\$52,516,371**  
Annual Revenue



**307**  
Employees



**\$11,771,651**  
Annual Wages



**48** Rent-to-Own  
Stores

for comparison, there are

**87** Walmart  
Stores<sup>†</sup>

**\$1,643,781**  
Annual Payroll Taxes



District	Stores	Employees	Customers	Payroll Taxes
WI01	7	45	3,586	\$239,718
WI02	4	26	2,049	\$136,982
WI03	7	45	3,586	\$239,718
WI04	7	45	3,586	\$239,718
WI05	2	13	1,024	\$68,491
WI06	8	51	4,098	\$273,964
WI07	5	32	2,561	\$171,227
WI08	8	51	4,098	\$273,964



\*State Economic Impact Reports provided by the Association of Progressive Rental Organizations (APRO). The information in this report is based on findings from its 2025 Industry Health Survey, which benchmarks the national trends in the rent-to-own industry from the previous year. Individual district figures are estimated based on the average of 6.4 employees per store, 512 customers per store, and \$5,355 in payroll taxes per employee. For more information, contact APRO at (512) 794-0095 or [info@rtohq.org](mailto:info@rtohq.org).

<sup>†</sup>Walmart store counts provided as a comparative reference. (2025, March 21). *Walmart Location Facts*. <https://corporate.walmart.com/about/location-facts>