Rent-to-Own Statistics and Information

Rent-to-Own Contracts
- Immediate delivery
- No down payment or credit check for some stores
- Able to buy high dollar merchandise
- Small weekly/monthly payments
- Can sometimes return an item without hurting your credit
- Sounds simple
- Friendly customer service

Who Uses Rent-to-Own?
2.3% of US households
- Persons from ethnic minorities (41%)
- Age 18-44 (79%)
- High school education or less (73%)
- Incomes less than $25,000 (59%)
- Have children in the household (67%)
- Rent their residence (62%)
- Live in non-suburban areas (68%)

What Research Says
What do people buy?
- Home electronic products (38%)
- Furniture (36%)
- Appliances (25%)

Most common items - account for more than half of items
- TVs
- Sofas
- VCRs
- Washers
- Stereos